



We do that.

Winning

— IDEAS —

LKCS FINANCIAL

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Marketing Matters **SPRING 2017**

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 **ScreenScape**®

Engage **your** audience

**LKCS Financial,
Get digital signage for
\$40 per screen each month!**



Screenscape

ENGAGE YOUR DIGITAL AUDIENCE

Introducing ScreenScape Connect, the smart way to get started with digital signage.

- **Educate customers about your products and services.**
- **Engage customers where they can act and purchase new products and services.**
- **Create opportunities to cross-sell while customers are on the premises.**
- **Build closer ties with partners.**

LKCS has partnered with ScreenScape to provide their revolutionary digital signage solution combined with professionally-designed content for your business.

Simple. Technology does the work. Simply plug a tiny device, not much bigger than a USB thumb drive, into your TV.

Standard. For a low fixed monthly cost you can turn any TV with an HDMI port into a connected digital sign.

Secure. Built from the ground up with secure hardware and firmware from Dell and ScreenScape, data is encrypted between your displays and the data center.

Scalable. Industry leading content management software makes creating and publishing content easy even if you happen to have hundreds of screens across dozens of locations.

Use built-in templates to generate beautiful display content to promote your products and services, promotions, and events. Supplement that with LKCS-designed content packages to keep your merchandising fresh and timely. Incorporate news and sports feeds, weather forecasts, and more.

ScreenScape Connect is the easiest and most cost-effective way to get started.

Save thousands of dollars in startup and recurring monthly costs while delivering advanced functionality suitable for professional digital signage. Find out how much you can save by contacting LKCS.





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Variable Data Printing

GAME WINNING DIRECT MAIL

Despite the vast advancements in technology, one of the best ways to capture your customers' attention is through their mail.

Call your direct mail up to the major league! Direct mail advertising shows a level of personalization and care that appeals to customers. It is this personalization and effort that really grabs their attention and keeps it.

You can add elements of personalization by using Variable Data Printing (VDP). **It offers the flexibility necessary for highly targeted and effective marketing campaigns.**

Get grand slam results and really get your customer's attention by using their data to target their interests. Here's how you can **CUSTOMIZE YOUR DOCUMENTS:**

- **Change the colors and pictures based on demographics.**
- **Address the customer by name.**
- **List different locations based on customer's location.**
- **Offer specific services only to those who qualify.**
- **Produce unique quick response codes.**

Speak one-on-one with your prospects through VDP and get the major league response rates you have been desiring.

For more information, contact us online at www.lk-cs.com or call 866-552-7866 to speak with a sales representative.

You can also scan the QR Code with your mobile reader to go directly to the VDP page on our website.





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Website Redesign

DON'T GET CALLED OUT

Chances are very good that a consumer is going to look at your website before making a purchase. The web has proven to be an awesome tool for researching and comparing products and services. How does your website compare to the competition's?

Design trends and technology change so rapidly, a website designed a few years ago can look old and outdated. The designs, layouts and even functionality that we implement today is going to change. Business owners must be aware of this product lifecycle and plan accordingly.

Here are a few signs that your website is in need of a redesign.

Does your website:

- **Respond and resize to mobile devices?**
- **Incorporate social media?**
- **Let you change content easily?**
- **Reflect your current branding?**
- **Meet ADA Accessibility guidelines?**

Don't forget that LKCS also offers these web services and electronic marketing options:

- **Social Media Marketing**
- **Website Vulnerability Scanning**
- **E-Mail Marketing**
- **Search Engine Optimization**
- **Online Advertising**
- **Online Surveys**

Contact LKCS today to discuss your website. Visit us online at **www.lk-cs.com/web** or call **866.552.7866** to speak with a sales representative.





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Grand Slam Service

TEAM UP WITH LKCS

Customers like to have the ability to choose what appeals to them, and multi-channel marketing gives them exactly that. With multi-channel marketing, your promotion or campaign uses several, specially selected channels that fit your needs and your customer's.

Did you know that multi-channel consumers spend **three to four times more** than single-channel consumers? Well now you do! And if you want those numbers for yourself, you want LKCS on your team.

Utilizing different channels gives you greater exposure and provides a wide variety of opportunities to attract customers. **Those customers then get to choose how they take action based on which channels appeal to them.**

Let us be the one source that broadcasts your message through multiple channels:

- **Posters**
- **Banner ads**
- **Social media posts**
- **Web pages**
- **Inserts or onserts**
- **Targeted direct mail promotions**
- **T-shirts and other logoed products**

Want more information? **Contact us online at www.lk-cs.com or call 866.552.7866 to speak with a sales representative.**





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GET LOGGED

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Port & Company®
Core Blend
3/4-Sleeve Raglan Tee



Logoed Products

SCORE A MAJOR LEAGUE LOOK

Reinforce your brand, and the spirit of teamwork throughout your staff with logoed apparel from LKCS. We have styles and colors to match your branding, and your logo can be embroidered or silk-screened onto any product you choose. We can even custom design t-shirts for special community events. LKCS has thousands of high quality styles to choose from.

- **Performance Polos**
- **Silk Touch Polos**
- **Easy Care Polos**
- **Nike Golf and Ogio Premium Polos**
- **100% Cotton V-neck T-shirts**
- **100% Cotton Crew-neck T-shirts**
- **Lightweight Jackets**
- **Caps & Visors**
- **Duffels & Totes**
- **and much more...**

Want to search for items yourself? We have made it easy for you to find logoed products based on the price range you need, the event you are planning or the promotion you are marketing! Find a huge selection of products on our website at www.lk-cs.com/getlogoed. Or, visit www.lk-cs.com/getlogoedideas to download logoed product recommendations.

Our experts are also available to help you personally! We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products.

Contact us today.





LKCS Financial
**WE'LL HELP YOU THROW
 THE PERFECT PITCH!**



We do that.

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Address Service Requested

PRSR.T. STD.
 U.S. POSTAGE
PAID
 Creative Services



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