

SPRING 2018

Marketing Matters

An LKCS Quarterly Publication for Marketing Professionals

LKCS Financial



Wild Growth Seeds

Packaged by:



We do that.

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Marketing Manager, let us help you grow!

LKCS Web Services

ENJOY A BUMPER CROP OF POWERFUL SOLUTIONS

LKCS is renowned for website design and development. As we continue to design and host more and more websites, we continue to bolster our other web-based solutions to offer a complete package of web services and electronic marketing options.

- **Social Media Marketing** – Get out there. Talk about your benefits and advantages. Control the conversation. Get feedback and reviews. Monitor your reputation. Plus remain compliant with all the regulations.
- **Search Engine Optimization** – If you build it, will they come? LKCS can continue to tweak your website and boost your search engine positioning.
- **Online Advertising** – When was the last time you looked at a phone book? Google, Bing, and Facebook are just a few of the tremendous online ad opportunities that can generate business for you at any budget.



- **E-Mail Marketing** – Powerful and inexpensive, LKCS’ e-mail marketing gets your campaigns and information out to your customers quickly and efficiently. We can provide options to automate follow-up and boost ROI even further. Create your own campaigns or have us build them for you.
- **Online Surveys** – Feedback is critical to improving customer service. Ask for it. Easily build and launch surveys from a few questions to multiple pages without any programming. All with instant, real-time reporting to drill into the results.
- **Website Vulnerability Scanning** – Make sure your website is fully protected from hackers and other threats. Our scanning engine will identify any potential vulnerabilities, report on them, and give you the steps needed to mitigate the risks.
- **E-Mail Hosting** – We can host a few mailboxes or a few hundred with options from secure IMAP e-mail to full Microsoft Exchange mail with all the bells and whistles.

Learn more about the benefits of each of these services by calling your sales representative today!



www.lk-cs.com/web

Website Tool Suite

DIY DRAG-AND-DROP CONTENT MANAGEMENT

Your website content needs to be current to keep your customers interested and make a good impression with prospects. But updating a website can be difficult if you're not familiar with programming or web design.

What you need is LKCS' Website Tool Suite.

It's a platform of website management tools that allows you to make everyday changes quickly and easily. **Users can access the Tool Suite at the office, at home, or on the road from any computer, laptop, or mobile device using an internet browser.**



Tool Suite Options

- Banner Manager
- Forms Manager
- Events Manager
- Announcement Manager
- Careers Manager
- Poll Manager
- Ads Manager
- External Link Manager
- User Manager
- Activity Feed



The Tool Suite can be integrated into an existing site whether or not it is designed or hosted by LKCS. *And these tools can be added without redesigning your site!* **Manage frequent and critical updates to your website; schedule ads and announcements in advance, and maintain a log of all changes for compliance review and reporting.**

Our Tool Suite is easy to use because it has intuitive features like point-and-click and drag-and-drop. With these features, you can easily manage banner ads, post important customer service notifications, edit sale prices, and much more.

Additionally, the Tool Suite also meets compliance needs – all data is securely stored for future reference and can be easily shared during compliance reviews and audits. Not to mention that all editing occurs from within a secured, structured, and easy-to-use web-based setting.

It's safe, it's simple, and it's affordable.

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



Campaign Suite

HOW DOES YOUR MARKETING GROW?

With the introduction of Campaign Suite, the old way of handling direct mailing services is ancient history. **It operates on a five-step process, where regular direct mail only operates on one.** Campaign Suite is a suite of services that seamlessly maximizes your marketing impact. Instead of just sending out postcards, Campaign Suite encompasses Direct Mail, Mail Tracking, Online Follow-Up Ads, Social Media/Facebook, and Call Tracking.

Let us help you add Campaign Suite to your next mailing!

Learn more about this incredible marketing opportunity by visiting us online at www.lk-cs.com/campaignsuite. You may also call **866.552.7866** to speak with a sales representative today.



Benefits of Campaign Suite:

HIGHER RETURN ON INVESTMENT

- You can keep tabs on your mailings with built in online mail tracking, so you know exactly when to ramp up for more traffic, saving you money and frustration.

NO LEADS LEFT BEHIND

- Your campaign includes follow-up ads from Google and Facebook that display and follow your prospects all across the internet keeping leads warm until they are ready to buy.
- Be like the big retailers and have your ads follow prospects across the internet.

A FLAWLESS SALES SYSTEM

- Included Call Tracking: Record and listen to sales calls, allowing you to monitor your sales and service process as the campaign leads are rolling in and use these calls for training purposes in the future.
- A complete online dashboard gives you access to the data and activity of all aspects of your campaign.



Contact Us

lk-cs.com/campaign-suite
866.552.7866



Variable Data Printing

PERSONALIZED DIRECT MAIL REAPS REWARDS

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

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.

Financial Plus
Credit Union
800 Chestnut Street
Ottawa, IL 61350

Suzanne Sample
4130 Plank Road
Peru, IL 61354

Dear Suzanne,

Did you know that Financial Plus Credit Union can get you the auto loan you've been searching for? **Congratulations! You have been pre-selected for an auto loan of at least \$5,000 at a rate of 1.99% APR.** We can finance your new and used vehicles, and also refinance those higher rate loans you may have with another lender. **Financial Plus Credit Union will offer you the following:**

- **Competitive Auto Loan Rates - AS LOW AS 1.99% APR***
- Ability to make money-saving weekly or biweekly payments
- Terms Up To 60 Months**
- Fast and Easy Approval
- No Early Payoff Fees

Call, stop in one of our branches, or visit us online at www.financialplus.org and let us help you with all your financial needs.

Don't wait, hurry in to your local Financial Plus Credit Union branch to get the deal you've been waiting for!

You have been pre-selected for an auto loan of at least \$5,000 at a rate of 1.99% APR*

*Example: For a \$20,000 new car loan for a term of 60 months with a 1.99% APR, the monthly payment will be \$323.11.

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free 1-888-567-8688. See **PRESCREEN & OPT-OUT NOTICE** on back for more information about prescreened offers.

Ottawa | Peru | Mendota | Morris | Diamond
www.financialplus.org

Variable Data Sample Letter

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

Harvest great 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 offices based on customer's location.**
- **Offer specific services only to those who qualify.**
- **Produce unique quick response codes.**

Speak one-on-one with your customers through VDP and reap greater response rates!

For more information, contact us online at www.lk-cs.com/print/variable-data-printing or call **866.552.7866** to speak with a sales representative.



Learn More

Scan this QR Code with your smart phone to go directly to the VDP page on our website.



www.lk-cs.com/print



GET LOGOED



Contact Us

lk-cs.com/getlogoed
866.552.7866



Logoed Products

CULTIVATE BRAND RECOGNITION

LKCS Financial will spring to mind as this branded eco-friendly promotional item grows and blooms. Add your logo to the Bamboo Blossoming Kit and hand it out at trade shows or for customer appreciation giveaways. The kit includes one seed packet, one peat pellet, bamboo pot and 4-color packaging with imprint on top.



LKCS offers thousands of promotional lawn and garden items to choose from at a price range to fit your budget:

- Seed Packets
- Gardening Gloves
- Tool Sets
- Knee Pads
- Stool & Utility Tote Bag
- Aprons
- Mini Garden Hose
- Shelter Tents
- Flags
- And more..

Marketing Manager, 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! **Visit our logoed product store today at www.lk-cs.com/getlogoed.** 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.



Social Media Management

FREE 30-DAY TRIAL!

Here's what our clients are saying:

“LKCS and their social media management services have been a wonderful tool for our credit union’s social strategy. The ability to develop and load content, track statistics, and monitor outside feedback on our social channels is a huge advantage and time saver.”

Jake W, R.I.A. Federal Credit Union



Contact your LKCS account representative to request a free trial of LKCS' Social Media Management platform. Call **866.552.7866** today or visit us online at **lk-cs.com/social**.



4130 Plank Road
Peru, IL 61354

Address Service Requested



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