



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Marketing Matters

› SPRING 2019 MARKETING NEWSLETTER

BUSINESS: <LKCS FINANCIAL>



Are your local Internet listings showing incorrect information to customers?

FIX NOW

86.8%
error rate



Google Maps
[VIEW LISTING](#)

<LKCS Financial>

<4130 Plank Road>
<Peru>, <IL> <61354>



Improve Your Local Search Ranking

› [TURN TO PAGE 2](#)

Posters & Displays Get Attention › [PAGE 5](#)

Design Your Website for a Better User Experience › [PAGE 6](#)

Leveraging Social Media › [PAGE 9](#)

Come and Get Logoed › [PAGE 10](#)

Call toll free **866.552.7866** or visit us online at **lk-cs.com**

<Longfirstname>, did you know that 76% of local searches result in a phone call?



Improve Your Local Search Ranking

Local Search Engine Optimization (SEO) has become a critical factor when implementing digital marketing. **Local SEO boosts your company's visibility in location-based searches that include qualifiers such as city, state, and zip code information.**

So how do you increase your search ranking?

- **Make sure your locations are listed on multiple websites with high quality reputations.**
- **Verify each listing has the exact same information to positively affect your search results.**
- **Eliminate duplicate listings on the same site to reduce negative effects on your ranking.**
- **Publish special offers, events, and more to Google My Business listings for each location.**
- **Get positive online reviews on Google and Facebook.**

Overall, it is imperative to monitor these listings. But it can be very time consuming, difficult, and overwhelming. This is where LKCS' business citation listing services come in.

LKCS' Local List Management Service Can:

- Find and update your business listings for over 40 credible business listing sites.
- Provide local search metrics to show the visibility of your company via local search.
- Leverage direct API integrations with over 45 business listing directories, including Google Maps, Yelp, YellowPages, FourSquare, Bing, and Facebook.
- Submit manual updates to hundreds of other local listing sites.
- Implement a successful review generation workflow.

Contact us today to boost your company's visibility on location-based searches, increase your local search rating, generate positive reviews, and make it easier for prospects to find you online.



We do that.

 **ScreenScape**[®]
Engage **your** audience

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

Posters & Displays Get Attention

What will get customers to ask for information or act on your offer? Often, one glance at a poster or display can make the difference. **Get them to think about your offer.**

The LKCS design team is ready to help bring your display materials to life. **Have us create a custom design just for you:**

- Display Posters
- Banners
- Outdoor Posters
- Backlit Signs
- Adhesive Counter Mats
- Window Clings
- ScreenScape Digital Signs
- Tradeshow Graphics

High quality banner stands, flip frames, trade show displays, and other display hardware are also available.

Why use LKCS?

- Wide selection of products to choose from
- High quality products and services
- Design, printing, and display hardware from one source



📱 Design Your Website for a Better User Experience

User experience (UX) is often the most overlooked aspect of a new website build. While the overall design is important, if your site is difficult to use then you will be losing business!



EXPECTATION

- Information must be easy to find and understand.
- Visitors should be continually presented with different ways to take action – inviting them to complete forms or applications, download documents or whitepapers, schedule appointments, or visit other links.
- Let a web user get to a page with no clear action to take, or one that is confusing or difficult to navigate, and they may get frustrated and leave - taking their business with them.

Think of your website as your store that never closes and your customer service rep that doesn't sleep. When a user comes to the website, make sure the experience is better than if they came into your store to visit. **You don't want website visitors to have a bad experience, not find what they need, or not finalize what they are trying to do as they may leave and never come back.**



Did you know? 83% of people say a seamless experience across all devices is very important.

Why does this matter to my website?

- Mobile users are five times more likely to abandon a task if your website is not optimized for their device.
- 88% of online customers are less likely to return to a site after a bad experience.
- One study by Forrester shows web sites designed to provide a superior user experience can boost conversion rates by up to 400%!



LKCS can get your website project started and greatly improve user experience to generate more business from your site! Our award-winning web team will create a custom online presence that meets your specific online goals, supports your brand, and increases interest in your products and services.



Call **866.552.7866** to speak with a sales representative. We look forward to helping you take your site to the next level!



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2:51 [Facebook icon] [Facebook icon] [Facebook icon] [Twitter icon] [Signal icon] [Battery icon] 77%

https://social.lk-cs.com/mobil [5] [Menu icon]

< Back Mentions Filter [Settings icon]

All Positive Negative

All Mentions showing 15

 **CashFlowSolver** 07 Dec 2018 14:09
If you are a banker with #construction clients looking for much needed working capital, we can help! Partner with CapitalPlus to get your clients the financial support they need and help maintain your client relationships through our Bank Referral Program. 865.670.2345 #Factoring <https://t.co/3kHUTcorTG>
Mentioned: bank referral

 **_tjeonaa** 07 Dec 2018 12:37
I told lill I was depressed he said "Well I'm sorry you feel that way , idk what you want me do 🙄 will money help ?" actually 🙄🙄🙄 it will. 🙄🙄
Mentioned: money help

 **stayaddicted10** 07 Dec 2018 12:36
Being and national indie artist & QUEEN is hard WORK!! Without financial help!! People say they can do this and that 4 u to get to that next level . but they STILL CANT SEE... <https://t.co/0ckXF556lp>
Mentioned: financial help

[Home icon] [App Store icon] [Messages icon] [Calendar icon] [Browser icon]

[Back arrow] [Home circle] [Recent apps square]

Leveraging Social Media

The social media landscape is growing and changing constantly. In 2018, there were over **3.2 billion people** using social media with 11 new people starting to use it every second. With **71%** of consumers recommending brands based on their social media service experience, social media can be used as an effective customer service tool to increase brand engagement.

Other benefits of social media include:

- **Bring traffic to your website**
- **Share product education, community involvement, and brand expertise**
- **Build an online community and generate positive reviews**
- **Grow accounts and sales opportunities**

LKCS can assist you in leveraging the true potential of social media marketing. We offer our clients a customized solution to fit every need including daily management, training, monitoring, and community building strategies.

LKCS' Social Media Management platform adds efficiency and risk management benefits. For example, here are a few of the capabilities included:

- **Monitor brand reputation across all social channels**
- **Respond to posts and comments from one place**
- **Publish and schedule posts, photos, and videos across all of your social media profiles**
- **Receive customized reports of activity, mentions, and monitoring**

Contact us for a demonstration or request more information about LKCS' social media services.

Come and Get Logoed

The weather is warming and grilling season is upon us! Why not show your customers the appreciation they deserve this year with one or more of our summer themed items in the Get Logoed store. Statistics show that if a promotional product is useful to a recipient, they are more likely to retain and reuse the item they've received.

Visit our logoed products store today!

Whether you are having a barbecue this spring, or giving away prizes at a local event, we have ideas for you online at getlogoed.lk-cs.com.

Need suggestions or advice?

We can help you personally. Call our experts toll free at **866.552.7866**.

LKCS has thousands of products to choose from at any price range you need:

- **Custom Event T-shirts or Polos**
- **Mints / Candy / Cookies**
- **Flashlights**
- **Latex Balloons**
- **Sunglasses**
- **Sports Duffel Bag**
- **Beach Balls**
- **Umbrellas**
- **Plus Much More!**



Matching zipper case, also available in blue and black.

— FEATURED ITEM —

Three Piece BBQ Set #K26

*This griller's must-have comes complete with tongs, a fork, and a spatula with TPR rubber handles - all of which are presented in a matching zipper case. These barbecue accessories are the perfect gift to show your customer appreciation!
Available in three colors.*





We do that.

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4130 Plank Road
Peru, IL 61354

Address Service Requested

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