



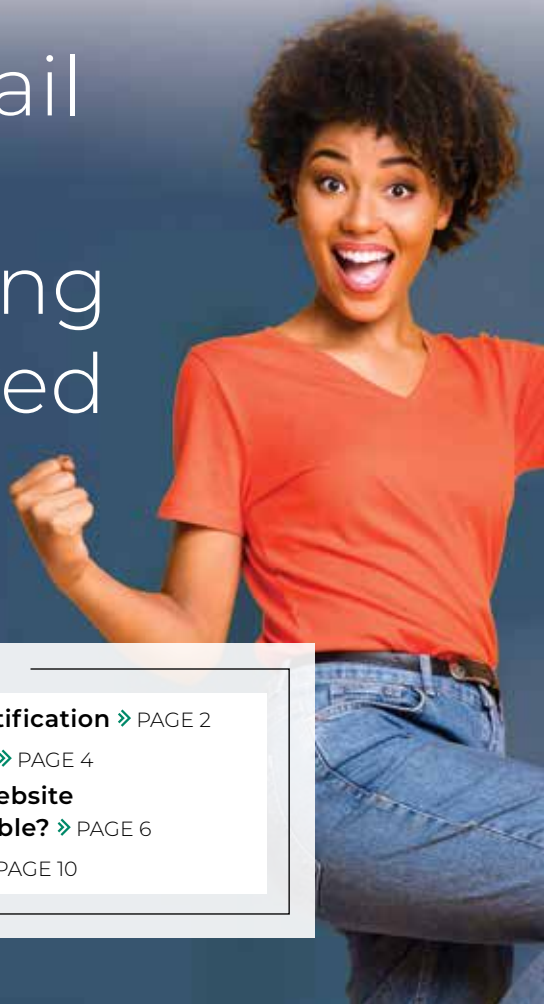
MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

# Marketing Matters

» SPRING 2020 MARKETING NEWSLETTER

Direct Mail  
+ Digital  
Advertising  
= Improved  
Results

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

# LeadSweep Visitor Identification

Pitch smarter. Convert your website visitors into new customers. **98%** of website visitors don't inquire about your services.

YOU DON'T KNOW WHO THEY ARE. BUT LKCS KNOWS WHICH BUSINESSES THEY COME FROM!

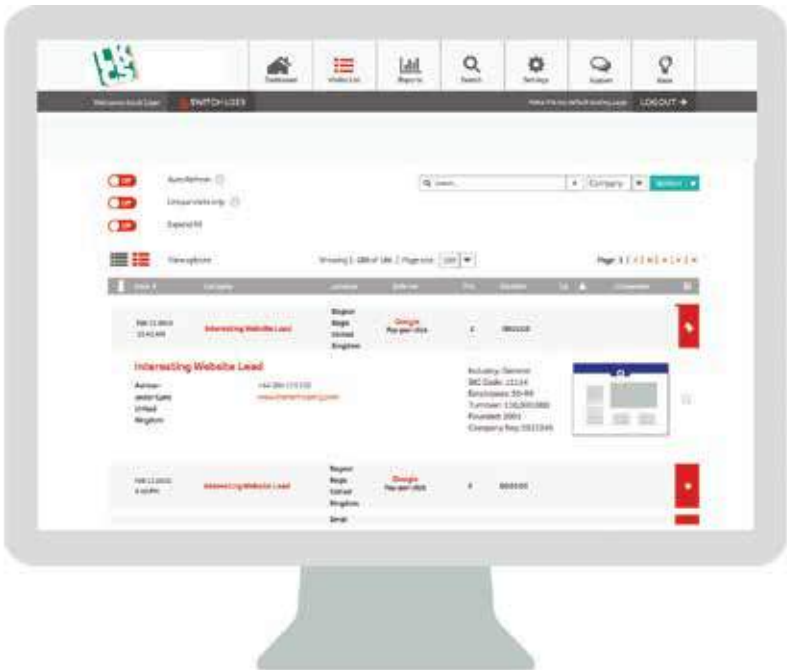
Get ahead of your competition and reach out to prospects that are actively surfing your website.

## With LeadSweep, LKCS provides you with:

- » Business name
- » Location
- » Industry
- » Phone number
- » Web address

## Help your sales team to target their pitch directly at the prospect with detail about the visitor journey including:

- » Number of repeat visits
- » What search terms they used
- » Pages visited and duration
- » Contact names and titles



**LeadSweep comes with all of the tools you need to convert your website visitors to hot prospects.**

- » Email reports of companies visiting your website
- » Receive notifications of any hot new prospects the moment they visit your website
- » Prioritize your hottest leads with customized scoring
- » Access a wide range of data to understand which campaigns are having the most impact
- » Utilize smart campaign monitoring tools to track your activity
- » Make sense of your metrics and generate reports that have meaning to management



**Ready to get started?**

Call us at **866.552.7866** to schedule a demonstration and learn more about LeadSweep!

# Sitefinity CMS

Change and update your website without technical programming expertise. Sitefinity includes all of the tools needed to support the latest web technologies, including responsive site layouts, social media integration, and search engine optimization.

## Website Changes and Updates:

- » Change headers and body text
- » Move text, video, images, and PDFs
- » Add/Replace images
- » Add/Remove pages
- » Incorporate blogs, forums, news feeds, image galleries, and social media sharing
- » Rearrange navigation structure

## Mobile First Strategy

Through responsive design, all of your web content will automatically fit any screen size: desktop, tablet, or smartphone. Navigation is touch-friendly to strengthen engagement with mobile users.

## Search Engine Optimization

Integrated search engine content management optimizes your site for enhanced visibility. The system even allows you to specify alternate page URLs for use in marketing campaigns and social media, while maintaining the full URL structure for SEO.

## Workflows and Permissions

Site administrators will have complete control over which users can edit specific sections, pages, content areas, or content types on your website.

## Personalization

Advanced personalization and online marketing capabilities are available. Sitefinity has different licensing options based on your needs.

## Every business is different.

That is why Sitefinity has a wide variety of features to meet each business' demands and we look forward to showing you how Sitefinity CMS will meet your needs. Call **866.552.7866** to speak with a sales representative today!



## LATEST ARTICLES

The latest news and trends in business

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## ❏ Does Your Website Need to be Accessible?

Federal Court attention to web accessibility has actually heated up in the last few months. The Eleventh Circuit and even the U.S. Supreme Court may soon weigh in on whether Title III of the ADA categorically applies to all websites and apps.

### YOU HAVE FLEXIBILITY IN HOW YOU MAKE YOUR WEBSITE ACCESSIBLE.

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Assistant Attorney General Stephen E. Boyd, [Section508.gov](http://Section508.gov), and the Ninth Circuit Court of Appeals have all stated that you have flexibility in how you make your website accessible. If you don't meet every last bullet point of the standard, your website is not suddenly inaccessible. Rather, the point of emphasis remains that your website provides for "full and equal" use and enjoyment of your content and functions.

#### Can overlays solve the problem?

Toolbar overlays inherently can't achieve the ADA's "full and equal" use standard. When your website is properly remediated, it can meet the ADA standard.

#### HERE'S WHY OVERLAYS AREN'T A SIMPLE SOLUTION:

- » They can't be used if not activated
- » They don't account for all disabilities
- » They don't fundamentally make your website accessible





# Direct Mail + Digital Advertising = Improved Results!

Direct mail isn't dead. In fact, it is more effective than ever before. Combine direct mail with digital advertising and campaign tracking tools to improve conversion rates using Campaign Suite.

LKCS has further improved direct mail to integrate Google and Facebook to provide superior tracking and results. **Campaign Suite includes all of these features in one package:**

- » Direct Mail
- » Mail Tracking
- » USPS Informed Delivery
- » Online Follow-Up Ads
- » Social Media Ads
- » Call Tracking
- » Web Visitor Identification (additional cost)

**Join us on May 13th for our webinar.**

Extend the relevance and automate the follow-up of your direct mail campaigns with LKCS' Campaign Suite. Try it once and you'll never want to send another direct mail campaign without it! See it for yourself by attending our webinar. Or, call **866.552.7866** to speak with a sales representative today.



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**Did You Know?** 76% of marketers fail to use behavioral data for online ad targeting.



## HERE'S WHY OUR CLIENTS LOVE CAMPAIGN SUITE:

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### **Effective**

Combining the unsurpassed targeting capabilities of direct mail with the popularity of digital advertising

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### **Measurable**

All campaign activity and results are visible in an online dashboard.

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### **Automated**

Ads are displayed throughout the Google and Facebook ad networks.

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### **Affordable**

At just pennies per piece, Campaign Suite easily pays for itself.

# Free Webinar

## **Direct Mail + Digital Advertising = Improved Results!**

» **May 13, 2020** | **1 pm CST**

REGISTER ONLINE AT: [lk-cs.com/webinar](http://lk-cs.com/webinar)





## TIME FOR A LITTLE SPRING CLEANING...

*Begin by getting organized!*



### **Get Your Ducks in a Row**

Spring cleaning is upon us! Everyone is going to be thinking about getting their ducks in a row for the Spring season. LKCS has a large selection of products to choose from including items for customers ready to retire and those that are just starting to save.

Featured Products *(not shown in actual size):*

- A)** Leather Portfolio: CPN-552753046
- B)** USB Flash Drive: CPN-552065232
- C)** Magnetic Paperclip Dispenser: CPN-553424066
- D)** Stylus Ink Pen: CPN-551725477



VISIT OUR LOGOED PRODUCTS  
STORE TODAY!

#### **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 promotion you are marketing!



## NEED SUGGESTIONS OR ADVICE?

### **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 has thousands of products to choose from at any price range you need. Here are some other gift items to consider:

- » Calculators
- » Desk Caddy
- » Binder Flip Clip
- » Stress Relievers
- » Letter Openers
- » Magnifier with LED Light
- » File Bags/File Boxes
- » Calendars
- » Document Cases
- » Computer Accessories
- » And More...



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