



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

# Profit Principles

➤ FALL 2018 MARKETING NEWSLETTER



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*Marketing Manager, want to learn more about WCAG's newest guidelines?*



## WCAG 2.1 Standards and Your Website

With new technologies emerging, it is no surprise that the Web Content Accessibility Guidelines (WCAG) 2.0 were a bit out of date. On June 5, 2018 the World Wide Web Consortium (W3C) released the WCAG 2.1 guidelines which now contain several new rules relating to the growing use of mobile devices.



The WCAG standards are comprised of multitudes of small recommendations that make your site work better with different assistive technologies that the disabled count on to access the internet. Tens to hundreds of thousands of items on your site may need to be reviewed individually to meet the WCAG 2.1 standards.

Staying on top of evolving guidelines to avoid litigation can be daunting. Regular, systematic reporting from a reputable and independent third-party reviewer is the best approach once your website is compliant. At LKCS we offer different web accessibility solutions based on your institution's needs, web development expertise, and timeframe.

**Attend our upcoming webinar to learn more about the WCAG 2.1 standards »**

You can also contact us online at **lk-cs.com** or call **866.552.7866** to speak with a sales representative.



FREE WEBINAR:

**WCAG 2.1 Standards  
and Your Website**

**» November 14, 2018  
1 pm CST**

REGISTER ONLINE AT:  
**lk-cs.com/webinar**



## Six Prestigious Web Design Awards

Six LKCS customers recently received awards from the Horizon Interactive Awards and the Communicator Awards competitions for excellence in web design.

These international website design competitions were both evaluated by diverse panels of leading professionals within the visual arts and interactive media industries. This thorough judging is what makes these awards some of the most competitive of their kind.

The Horizon Interactive Awards winners:

- **Freedom Credit Union** – [freedomcu.com](http://freedomcu.com)
- **MidAmerica National Bank** – [midatbank.com](http://midatbank.com)
- **Bar-Cons Federal Credit Union** – [barcons.org](http://barcons.org)

The 23rd annual Communicator Awards recognized the following:



› **Quad Cities Postal Credit Union**  
with a **Silver Award of Distinction** –  
qcpcu.com

› **Merck Sharp & Dohme Federal Credit Union** with a **Silver Award of Distinction** –  
msdfcu.org

› **EWEB Employees Federal Credit Union** with a **Gold Award of Excellence** –  
myewebcu.org



*“These awards lay a foundation for our customers to continue to build their brands online,”* says Sid Haas, LKCS Vice President of Business Development. *“This recognition demonstrates our company’s commitment to providing high-end digital marketing solutions to financial institutions nationwide. We are honored to share these awards with these fantastic clients.”*

LKCS’ web development team worked closely with each of these financial institutions to custom design their websites. These sites, along with all of the sites LKCS launches for our clients, are mobile-responsive and meet the WCAG web accessibility guidelines.

# E-Statement Benefits You're Sure to Love

When your institution implements e-statements with LKCS, you will get a secure, dependable, user-friendly, and affordable way to send out your monthly statements. Not only will you enjoy incredible cost savings and security, but you can look forward to other benefits, such as:

## Enhanced E-Marketing Capabilities

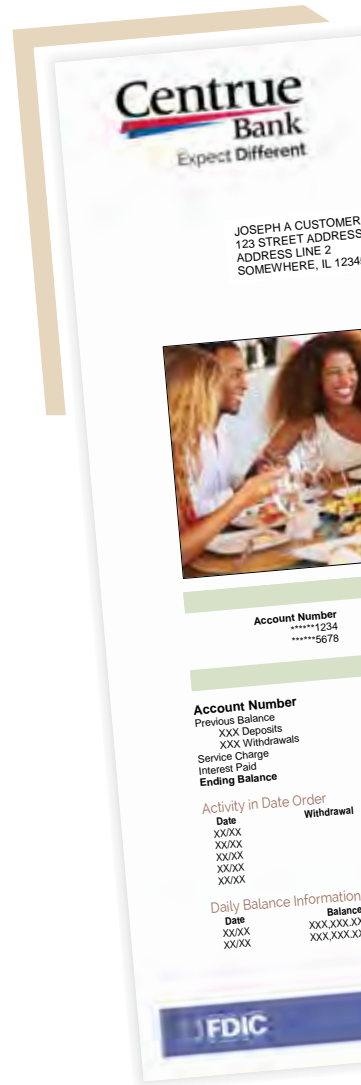
Promote your products and services to your electronic customers:

- › Incorporate full color ads
- › Link your banner ads to your website or online documents and forms
- › Customize e-mail notifications to include your marketing content
- › Notify account holders of e-statement availability via text message

## Document Retrieval

Easily find the information that you and your customers are looking for:

- › Print and view all statements online – even those for non e-statement users
- › Access notices, tax forms, and other documents online
- › Host documents for as long as you need – 12 months, 24 months, or even longer





## Simplified Management

Give users the access they crave:

- Allow e-statement users to access statements for multiple accounts from one login
- Instant user enrollment and access to all existing documents
- Review easy-to-use and understand reports



FREE WEBINAR:

### E-Statement Benefits You're Sure to Love

➤ December 12, 2018  
1 pm CST

REGISTER ONLINE AT:

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

Your customers appreciate the convenience of online access to their statements. Give them what they want and take the next step by attending our upcoming webinar. Or, contact us online at [lk-cs.com](http://lk-cs.com) or call **866.552.7866** to speak with a sales representative.



**Oh yeah, she's driving away with it.**

But is she financing with you?



## Drive Up ROI with Pre-Screen Campaigns

**Credit Prospecting** with LKCS can identify the people most likely to respond to your loan offers. We can qualify borrowers based on your credit criteria and craft highly effective direct mail and electronic marketing collateral to maximize your ROI. With backend access to actual bureau information, we run counts on the fly to help our customers fine tune their loan campaigns in real time.



Working directly with the credit bureaus to get this type of data can be time-consuming and expensive. At LKCS we can offer you the same information from multiple credit bureaus quickly and **at a fraction of the price!**

Let your pre-screened offers get noticed! LKCS can help from concept to completion. We can generate the data, design the mailer, print it, and send it out. Then follow that up with personalized e-mails and online retargeting ads to reinforce your offer. You will be blown away by the response rates that a targeted and well-executed campaign can produce.

Increase your response rates with targeted offers that LKCS can generate for you.

» **Learn more by signing up for our webinar**, contact us online at **lk-cs.com**, or call **866.552.7866** to speak with a sales representative today.



FREE WEBINAR:

**Drive Up ROI  
with Pre-Screen  
Campaigns**

» **October 10, 2018  
1 pm CST**

REGISTER ONLINE AT:  
**lk-cs.com/webinar**



## A Pleasant Daily Reminder

Looking for a new way to reach your customers every day of the year with just one giveaway? Consider a high quality logoed calendar from LKCS. Calendars are a perfect giveaway because they are useful and provide a daily reminder of your bank and the services you provide.



## Be front and center every day of the year

LKCS offers calendars of various sizes and shapes. Here are a few of the many options available:

- Custom 3-month view
- Perpetual calendar
- Multi-function LCD display
- Scroll banner pen
- Mouse pad
- 13-month spiral bound
- Pen holder with digital calendar
- Monthly pocket planner
- And more!



Need suggestions or advice? We can help you personally. Call our experts toll free at **866.552.7866**.



We have made it easy for you to find the logoed products that fit the event or promotion you are planning. Visit our logoed products store today!



We do that.

4130 Plank Road  
Peru, IL 61354



PRSRT. STD.  
U.S. POSTAGE  
**PAID**  
Creative Services

Address Service Requested

*Marketing Manager, LKCS wants to help with your next marketing project!*