



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Profit Principles

› SPRING 2019 MARKETING NEWSLETTER



MAIL TRACKING PREDICTABILITY

Be prepared for new calls and online leads by knowing exactly when your direct mail is hitting mailboxes.



CALL TRACKING QUANTIFY RESULTS

Get live updates and recordings of every call received from your direct mail campaign.



ONLINE FOLLOW UP NO LEAD LEFT BEHIND

Target prospects from your website or landing page with Google and Facebook Remarketing ads.



NEW! WEB VISITOR IDENTIFICATION

MATCH ONLINE VISITS
TO POSTAL ADDRESSES

Send follow up mail to unique visitors that came to your website that weren't on your mailing list!

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

Color Statements Improve Results

Research suggests color usage can improve attention, comprehension, and retention. Or that color ads in magazines are recognized 26% more than black-and-white alternatives. Or even that two-thirds of customers admit that they won't buy certain appliances unless it comes in their preferred shade.

Recent advances in print technology have made it a lot easier and more affordable to incorporate color into monthly financial statements. Adding full color to your statements will increase your statement printing costs by a mere 15% or so. Instead of statement stock with pre-printed color areas overlaid with black print, you can now cost effectively deliver vivid, full-color branded documents with cross-sell offers, graphs, and more!

Used effectively, color can draw attention to critical statement information, control information flow and eye movement, and break up chunks of data into bite-sized, easy-to-understand segments. High performing statements use base and accent colors to create an effective hierarchy that makes them very simple for customers to read, understand, and take action. The key is using color to create context and a clear sense of contrast between critical information and less important details.

Take the **FIRST STEP** TO PAY OFF high interest rate credit cards. Walk a straight path to our low interest card. Apply today!

MESSAGE TO MEMBERS
Drowning in holiday debt? Float over your loan payment this month with Skip-A-Pay! Details available at www.LKCSFinancial.com. You asked, we listened! Remote Deposit Capture is now available in our Mobile App!

Account Name	Account Number	Beginning Balance	Ending Balance
Regular Share Acct	*****00-00	5.00	5.00
Checking	*****00-01	387.84	(424.05)
Auto Loan Used - U	*****00-50	100.76	0.00
Wish List Loan	*****00-01	1,353.46	1,222.05

Regular Share Acct Dividends YTD: \$0.00

Date	Credit	Debit	Balance	Description
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Did you know? Color can improve readership by 40%.



Well-designed full color onserts on statements will get noticed! **Use multiple targeted onserts each month to promote the right products and services to your account holders.** You will be able to effectively promote more products and services, at a much lower cost compared to using multiple inserts.

Visit us online at www.lk-cs.com/statements or attend our webinar to learn how LKCS can improve your marketing results with your statements. You can also call **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

**Color Statements
Improve Results**

June 12, 2019 @ 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



Credit-Based Marketing

Gain deeper insight on your customers and prospects to create more intelligent, customized marketing strategies. **When your marketing is focused on the right individuals, you're more likely to have better results and meet your growth and risk management goals.**

Prescreening is explicitly provided for in legislation (Fair Credit Reporting Act, 15 U.S.C. § 1681). It is not a case where the law doesn't say you can't do it: if you are a chartered institution and you have permissible purpose, you are given the authority to prescreen. In return for looking at a consumer's credit data without the permission of the individual, the lender commits to extending credit, except in certain rare circumstances.

Nothing frustrates people more than getting bombarded with letters, post cards, and emails with irrelevant offers for products they don't need. **Prescreening your customers and prospects allows you to know not only when they are interested in a product, but the product they are in the market for as well.**

Prescreening is the most appropriate way to target new loan customers. It helps you validate if a customer is a good match, if they are in the market, and what they are in the market for. Your customers and prospects get better, more relevant offers and you increase the likelihood of getting their business.

LKCS can help from concept to completion. We can generate the data, design the mailer, print it and send it out. Call **866.552.7866** to speak with a sales representative today.

FREE WEBINAR

Credit-Based Marketing

April 10, 2019 @ 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



Product Highlights

- Increase response and activation
- Boost revenues and profitability
- Lower costs by marketing only to those consumers who resemble your current customer base
- Reduce the potential for bad debt losses
- Use past performance metrics to determine the most appropriate risk parameters





Increase engagement by automatically presenting image ads to direct mail recipients via Google and Facebook!



Blend Direct Mail with Digital Marketing

What happens when a prospect receives a direct mail offer, goes online to read more about the deal, gets distracted, and never goes back to your website? It used to be that they were gone forever, but not anymore.

Google and Facebook provide a solution called Remarketing for just this purpose. Remarketing works like this:

- **A business adds Remarketing Code for Google and/or Facebook to their website**
- **A prospect comes to the site, but leaves before taking the action the business wants them to take**
- **The Remarketing Code knows this, and saves a tiny text file to their device, called a cookie, to track them**
- **Google and/or Facebook displays your specific follow-up ads to that prospect as they continue to visit other websites and apps within their ad networks, reminding the prospect to go back to your site and finish what they started**



This is a huge benefit for direct mail marketers! Think about it this way: let's say that for every person that calls you from your direct mail piece, 10 people go to your website, but decide not to call. Those web visitors used to mean absolutely nothing to you. NOW, those people are legitimate leads being courted online by follow-up ads, just like your phone leads are courted by emails or phone calls.

The next big thing in direct mail is integration with Google and Facebook Remarketing. Let us help you add Campaign Suite to your next mailing. Call **866.552.7866** to speak with a sales representative.

FREE WEBINAR

Blend Direct Mail with Digital Marketing

May 8, 2019 @ 1 pm CST

REGISTER ONLINE AT: lk-cs.com/webinar



LKCS Website Tool Suite

Our tool suite is a powerful content editor and scheduler, compliance manager, and lead generation engine.

Your website is more important than ever to your bank's growth and success. You need the tools to equip your financial institution to take advantage of every visit to your site, ensuring that no lead is left behind.

And you need a way to make updates from a central location without coding.

You Need 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.

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 savings and loan rates, and much more.

Additionally, the Tool Suite also meets financial 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 and easy-to-use web-based setting.

Generate More Business from Your Website

You probably already have a contact form and an application or two on your website. But are you effectively leveraging the leads you receive from those form submissions? **LKCS' Tool Suite gives you the ability to assign leads to different individuals as they come in.** Your staff can keep notes on the contact they have with each customer, until each inquiry or application is processed to completion. And your department managers can watch over it all, tracking key metrics and improving your processes and success rates – generating more and more new business along the way!

Tool Suite Options

- Banner Manager
- Rates Manager
- Forms Manager
- Marketplace Manager
- Announcement Manager
- Poll Manager
- Ads Manager
- External Link Manager
- User Manager
- Activity Feed

Call **866.552.7866** to speak with a sales representative. They can answer questions and provide a demonstration.

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 the Annual Meeting, 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.*



Visit us online at getlogoed.lk-cs.com



We do that.

DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

4130 Plank Road
Peru, IL 61354

Address Service Requested

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