

ProfitPrinciples

FALL 2022 NEWSLETTER

MANAGING YOUR WEBSITE SHOULDN'T BE DIFFICULT!

» P2

User-Friendly

Optimization

Cost

Accessibility

Security

IN THIS ISSUE:

- | | |
|--|-------|
| Maximize Your Marketing Impact! | » P4 |
| Statement Convenience and Savings! | » P6 |
| Is the Next Recession Ahead...
OR IS IT ALREADY HERE? | » P8 |
| On Display Every Day | » P10 |

866.552.7866



lk-cs.com



Managing Your Website Shouldn't Be Difficult!

Sitefinity Content Management makes it easy for users to modify their websites. It includes all of the tools needed to support the latest web technologies, including responsive site layouts, social media integration, and search engine optimization. Make routine changes to text and images, adjust layouts, even add new pages – all with a drag and drop, WYSIWYG (what-you-see is what-you-get) interface.

Change and update your website without technical programming expertise:

- » **Change headers and body text**
- » **Add/Replace images**
- » **Move text, video, images, and PDFs**
- » **Add/Remove pages**





—FREE WEBINAR—

Managing Your Website Shouldn't Be Difficult!

» November 9, 2022 • 1 pm CST

REGISTER ONLINE AT:
lk-cs.com/webinar



- » **Rearrange navigation structure**
- » **Incorporate blogs, forums, news feeds, image galleries, and social media sharing**

Enterprise security and reliability included. Site administrators will have complete control over which users can edit specific sections, pages, content areas, or content types on your website. Workflows can be set up to require approval of content changes. Change records are also stored.

LKCS also offers an intuitive, drag-and-drop online form builder that works with any website, with or without a CMS. Get these benefits:

- | | |
|----------------------------|--------------------------------------|
| » Responsive Forms | » Design & Branding |
| » Conditional Logic | » A/B Testing |
| » Drag & Drop | » Capture Partial Submissions |
| » Save & Resume | » Social Autofill |

And these are just a few of the benefits you'll experience!

Attend our free webinar on November 9th to learn and see more!

Can't wait, call **866.552.7866** to speak with a sales representative today or to schedule an appointment. Learn more at **lk-cs.com/CMS**.



Maximize Your Marketing Impact!

Improve your direct mail and digital marketing with Campaign Suite! Instead of just sending out direct mail, Campaign Suite consists of Direct Mail, Online Follow-Up Ads, social media/Facebook targeting, and Reporting. With Campaign Suite, you get a multi-step process, where regular direct mail only operates on one. It is a suite of services that seamlessly maximizes your marketing impact.

Here's why our customers love Campaign Suite:

- » **Effective** – combines direct mail and digital marketing.
- » **Measurable** – unique web code allows you to track website visits.
- » **Automated** – Uses Google and Facebook ad networks to bring prospects back to your website.
- » **Affordable** - At just pennies per piece, Campaign Suite easily pays for itself.

With LKCS, now you can even use Campaign Suite with our statement processing services! **Why not use your statements to improve your marketing results?** The postage is already paid for! The same targeting can also be done with LKCS E-Statements.

Extend the relevance and automate the follow-up of your direct mail campaigns with LKCS' Campaign Suite. Call **866.552.7866** to speak with a sales representative today. You can also go to **lk-cs.com/campaign-suite** to learn more and to schedule an appointment.



MAXIMIZE WITH CAMPAIGN SUITE!

Step 1:
Direct Mail

Step 2:
Follow-Up Ads

Step 3:
Social Media Targeting

Step 4:
Reporting

Campaign Performance

Clicks	Impressions
83.00	21.82K
Avg. CPC	Cost
\$2.36	\$196.14

Top Ad Performance

Santa Fe
FEDERAL CREDIT UNION
Member Since 1958

THINGS ARE GETTING EXPENSIVE, WE'RE HERE TO HELP!

GET A \$100 GAS CARD
when you finance a vehicle with us!

RATES AS LOW AS
3.50% APR*
FOR 72 MONTHS

[Learn More!](#)

*APR = Annual Percentage Rate

Ad ID	Clicks	Impressions	Cost
6022...	71	16,487	\$163.92

YOUR MARKETING BUDGET WILL BE HAPPY YOU DID.

Statement Convenience and Savings!

Your statements are a great way to keep in contact with your customers. They expect to receive them every month. **LKCS statements can help you to improve your marketing and save you money.**

Since LKCS isn't a one size fits all statement processor, we allow you to do more with your statements. Your options include:

- » **Print targeted ads on your statements.**
One LKCS client has done over 20 ads in the same mailing!
- » **Online tracking, Google and Facebook ad targeting with Campaign Suite.**



P6



LKCS has six decades of trusted experience with statement design and printing!

- » **Confirm delivery of statements and identify any mail delivery issues with the introduction of our NEW Statement Delivery Tracking Service!**
- » **Print loan payment coupons on your statements.**
- » **Custom design the output of your statement.**
- » **Combine credit card statements with your regular monthly statements.**
- » **Print your statements in one color, two color or full color.**

These are just some of the statement options you have with LKCS.

LKCS E-Statements will reduce your postage costs. They will mirror our print statements. Everything we provide on our printed statements will be available to you. When you have our E-Statements, all the statements we process will be available to you. This provides another option to archives and creates an automatic history for customers that switch to E-Statements.



**Learn more about your statement options -
Your marketing budget will be happy that you did!**

Attend our upcoming webinar on December 14th. You can also call toll free **866.552.7866** or go to **lk-cs.com/statements** to schedule an appointment to learn more.

— FREE WEBINAR —

Statement Convenience and Savings!

» **December 14, 2022 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar



Is the next recession ahead...

OR IS IT ALREADY HERE?

Fears that a recession is coming soon have increased significantly in recent months. In fact, it may have already arrived. We're experiencing the highest rate of inflation in 40 years. Consumer optimism is at its lowest point (barely 50%) since this survey began in 1978 and is now even lower than during the worst of the pandemic.

Remember that recessions present opportunities as well as challenges. We'd like to share what we think marketers should be doing about it:



- » **Strengthen your customer relationships**
- » **Make sure your website is easy to use and current**
- » **Sharpen your banks brand proposition**
- » **Increase your marketing efforts to your customers**

Use multi-channel marketing campaigns to communicate similar messages across multiple channels. Utilizing multiple channels gives you greater exposure and provides a wide variety of opportunities to retain and attract new customers.



Let LKCS assist you in utilizing your budget for maximum return.

See how easy it is to spread your message across multiple channels with LKCS! We can assist you with:

- » **Web Marketing**
- » **Print**
- » **Statement Marketing**
- » **In-Branch Advertising**
- » **Logoed Products**



Multi-channel marketing improves your marketing results

Pick and choose which services best match your needs and budget to create your winning combination. Want more information on how make the most of your marketing budget? Contact us online at **lk-cs.com** or call **866-552-7866** to speak with a sales representative.



On Display Every Day

Give your customers a gift that will be useful all year long!

Whether you choose a calendar for the wall, a desk, or a magnet for the refrigerator, we offer a wide range of options to ensure the bank is reaching customers in their homes and offices.

Add your logo to a product that passes the test of time!

A calendar is a great way to stay in touch with customers all throughout the year.

**Time Management
Span-A-Year Laminated
Calendar with Marker** »

Search CPN-552452274



« **America's Beauty 2023
Desk Calendar**

Search CPN-552452356



Globally, 85% of people who are given a promotional item will remember the advertiser that gave it to them.

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.

Want to search for items yourself?

Contact us today or visit our online logoed products store!

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!

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
- Pens & Pencils
- Notebooks
- Document Cases
- Computer Accessories
- Performance Wear
- And More...



◀ **2023 Scenic Magnetic Calendar**
Search CPN-552927649



◀ **Millennium (1,000 Year) Keyring Calendar**
Search CPN-5661074





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road
Peru, IL 61354

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