

# ProfitPrinciples

SPRING 2022 NEWSLETTER



## FIND MORE LOANS

» P6

### IN THIS ISSUE:

Designing Your Digital Branch » P2

Get Higher Response Rates » P4

Improve Your Marketing Budget » P8

Spring is in the Air! Get the Right  
Tools to Cultivate Success » P10

866.552.7866



lk-cs.com

# Designing Your Digital Branch

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Your website is usually the first place a prospective customer goes to learn about your services. It's also where existing customers go to use your digital tools. **If your website is difficult to use, then your user conversions will go down.**

A properly designed website will allow users to have an experience that is as good or better than when they visit your branch. Here are some of the attributes of a great digital branch:

- » **Content is easy to find, skim and understand**
- » **Forms, applications and calculators are easy to use on any device and store contact details**
- » **Has ability to generate new leads**
  - Guide prospects with personalized content
  - Provide automated follow-up with relevant information
- » **Is ADA accessible and allows users to report any accessibility issues**

User experience is often the most overlooked aspect of a new website build. Every little detail must be easy to find, understand and use from a visitor's perspective.

LKCS can help you redesign your website and meet the user experience aspect of your design. Our award-winning web team will create a custom online presence that meets your specific goals and properly supports your products and services.

Learn more about how LKCS can create your exceptional website at our upcoming webinar. Visit us online at **[lk-cs.com/web](http://lk-cs.com/web)** or call **866.552.7866** to speak with a sales representative today!





ME

place for your text. Post here everything that is related to your business and care, what are the best. Your achievements. Give details of your greatest achievement.

panies cooperating with us located **here**.

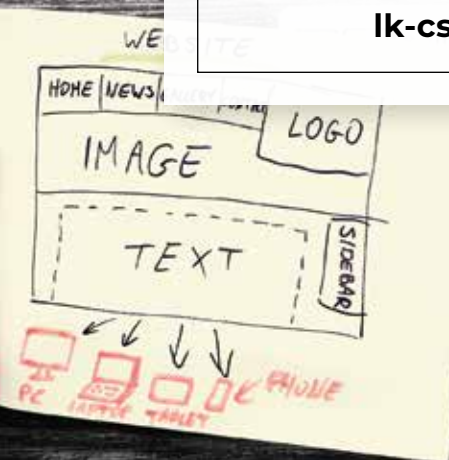
of the description invite you to read the rest of the tabs.

— FREE WEBINAR —

## Designing Your Digital Branch Website

» May 11, 2022 • 1 pm CDT

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



P3

[lk-cs.com/web](https://lk-cs.com/web)



# Get Higher Response Rates

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## Use Your Data for Variable Marketing

Despite the vast advancements in technology, one of the best ways to capture your account holders' attention is through their mail. **Digital printing technology is changing direct mail**; each printed piece can now be heavily customized, based on what you know about the recipient.

**Deliver targeted, personalized messages to individual recipients and increase revenue.** From one word, to an entire piece, LKCS can customize the images, colors, branding, and offer for each individual. This will increase response rates, increasing your return on investment.



You've Got Mail!



LKCS can create customized campaigns based on:

- » **Age**
- » **Lifestyle**
- » **Credit History**
- » **Gender**
- » **Location**
- » **Product and Service Relationships**

Plus much more! Our variable data marketing experts will maximize the results of your next campaign. Speak one-on-one with your prospects, and get the higher response rates you've been wanting.



For more information, contact us online at **lk-cs.com**  
or call **866.552.7866** to speak with a  
sales representative today.



P5

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





# Find More Loans!

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Car dealers, mortgage companies, and fintech companies are all competing with you for loans. Maybe it's a spur of the moment decision that caused your customer to go elsewhere. **Maybe they forgot to think of financing with you.** But you can change this.

**With Credit Prospecting, you have the ability to contact these loan prospects and offer them a better option.** Using your predetermined credit criteria, you can find the best prospects for your institution. Purchase qualified leads based on FICO scores, equity, LTV and more.

## Purchase prospect lists to:

- » Acquire new customers
- » Increase loan revenue with existing customers

## Loan types to target:

- » Mortgage Loans
- » HELOC and Home Equity Loans
- » Auto Loans
- » Auto and Mortgage Refinancing
- » Credit Cards and Balance Transfers

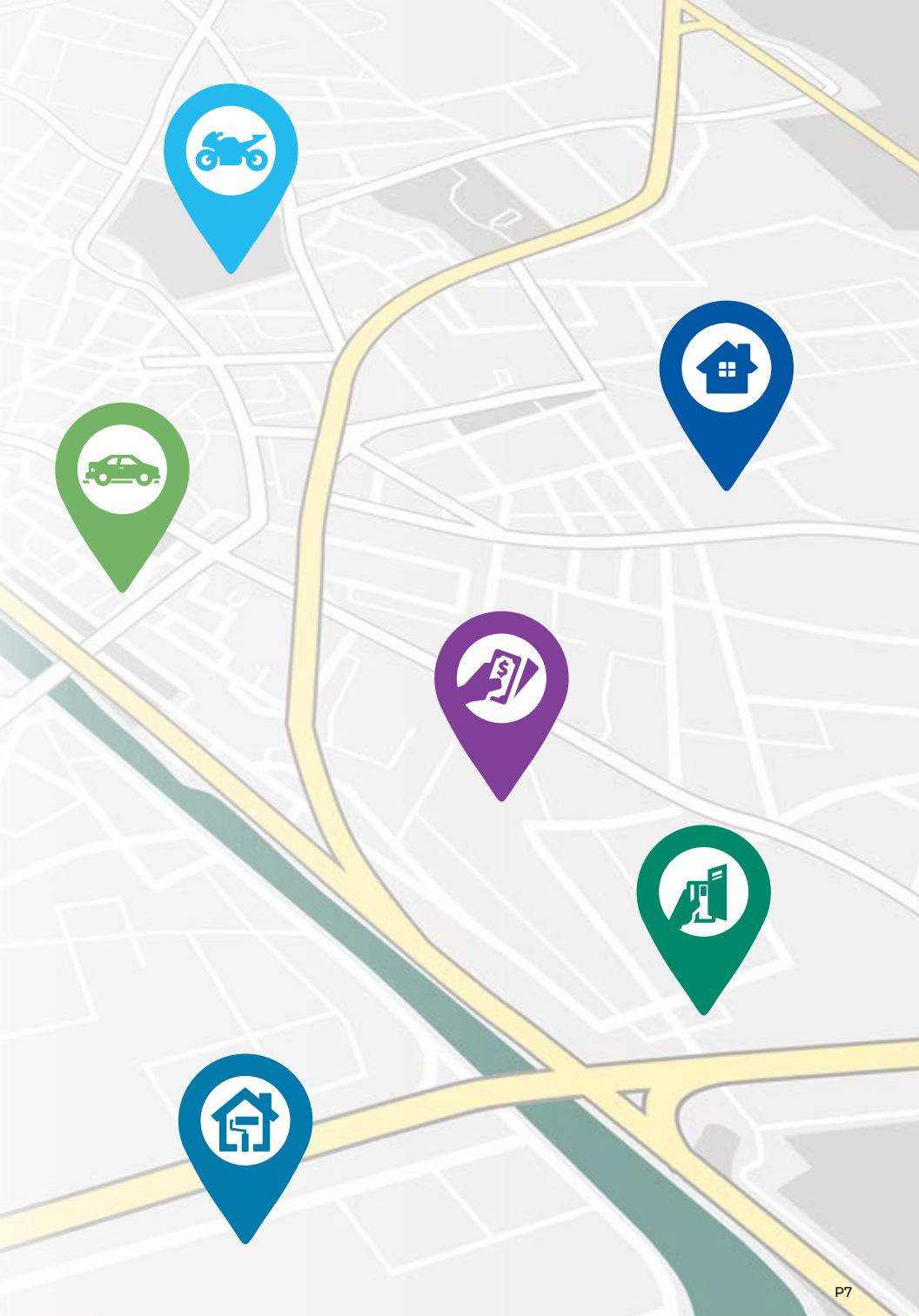


## Why use LKCS?

- » Many years of experience working with credit bureau data
- » We can help you from design concept to completed mailing
- » Allows purchasing leads for multiple loan types within a calendar month to meet purchase minimums
- » Ability to provide both printed and digital solutions
- » Ability to provide you sample counts to check the feasibility of your campaign

Contact your LKCS sales representative today at **866.552.7866** to learn more. You can also go to **[lk-cs.com/prescreen](http://lk-cs.com/prescreen)** to learn more.





# Improve Your Marketing Budget

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How many items do you send out each month that have no marketing content? For little additional cost, you could turn some of these items into marketing vehicles. These can be as simple as inserts or onserts for printed items. For your digital contacts, you could add email marketing messages and banner ads.

## Why should you market to your customers?

- » **Customers are 6 times more likely than prospects to sign up for your services**
- » **It costs 6 to 7 times as much to acquire a new customer versus retaining a current customer**
- » **A 2% increase in customer retention has the same effect as decreasing costs by 10%**

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DO YOU SEE NOW WHY THIS IS MORE COST EFFECTIVE?

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## Other ways to improve your marketing responses:

- » On-Board new customers with targeted matrix campaigns
- » Send personalized and targeted marketing offers to your customers
- » Use your statements as a One-to-One marketing tool
- » Utilize e-mail as an effective marketing channel
- » Leverage social media marketing to generate new business
- » Utilize marketing automation to automatically keep the "conversation" going





## Tie your marketing methods together with Campaign Marketing!

Campaign marketing allows you to communicate your same marketing message across many channels. We will work with you to develop, create and coordinate your custom cross-media campaigns. By contacting your customers with the same ad in multiple locations, your ad will stay with them.

Go to [lk-cs.com/campaign](http://lk-cs.com/campaign) to learn more.  
Get started today by contacting your LKCS sales representative at **866.552.7866**.

**social media ad**  
We help bring dreams to life

**postcard**  
We help bring dreams to life  
Home Equity Loans as low as **4.54% APR\***  
The security of a low fixed rate with no upfront closing costs or fees\*\*

**website ad**  
We help bring dreams to life  
Home Equity Loans as low as **4.54% APR\***  
The security of a low fixed rate with no upfront closing costs or fees\*  
▶ APPLY TODAY\*

**statement insert**  
We help bring dreams to life  
Home Equity Loans as low as **4.54% APR\***  
The security of a low fixed rate with no upfront closing costs or fees\*\*

\*APR Annual Percentage Rate. Subject to credit approval, membership and other requirements apply. Rates are subject to lender's credit criteria, credit conditions, and restrictions. Available on fixed-rate loans only. Fixed rate commitment is 1.5% APR to 10 years to 10.0% APR. \*\*No prepayment penalties. Loan interest of \$25,000 or greater (see your initial disclosure for complete details). Equal Housing Lender. NMLS #400405.



# Spring is in the Air!

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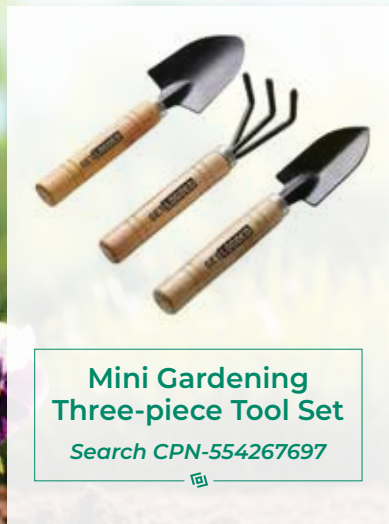
## **Get the Right Tools to Cultivate Success**

Encourage your customers to freshen up their yard with our featured mini gardening three-piece tool set! These mini sized portable tools measure approximately 7.28" long, are made of iron and wood, and are perfect for tending to smaller gardens and potted plants. Whether you want to loosen soil for aeration, dig into hard soil, prepare a new flower bed or transplant delicate seedlings, you can use it with confidence. What a great way to remind your account holders that you have the financial tools to help them cultivate success!

**VISIT OUR LOGOED PRODUCTS STORE TODAY!**

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We've 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! For additional information about these products and much more, browse our catalog at **[getlogoed.lk-cs.com](http://getlogoed.lk-cs.com)**.



### **Mini Gardening Three-piece Tool Set**

**Search CPN-554267697**



P10



**We are here to help! Call our experts toll free at  
866.552.7866 for advice or suggestions.**

## Put a New Spin on Your Marketing

This animal wind spinner will add charm to any outdoor setting! It's made of polyester knitted fabric and comes in the shape of different animals on top. When the breeze comes along it will begin to twist, showing off your imprinted company logo. Your name can be added to the spiral section of this item for great visibility. Take advantage of an item that will get your customers excited about what else you have to offer!



### Animal Wind Spinner

Search CPN-551172262



## Grow Your Marketing Presence

Easy to use, the grow bag is perfect for use on your home balcony, in the garden or other outdoor spaces. It's excellent for planting potatoes, carrots, onions, and many other vegetables. Add your logo to this sturdy fabric grow bag and grow your marketing presence along with some healthy vegetables! The bag features a breathable window design on the side that can be opened and closed easily. It is designed with handles, allowing for convenient moving.



### 7 Gallon Felt Garden Planting Grow Bags

Search CPN-554438308





# WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



4130 Plank Road  
Peru, IL 61354

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LKCS, Inc.