

ProfitPrinciples

SUMMER 2022 NEWSLETTER



YOU'VE BUILT IT, BUT WILL THEY COME?

» P8

IN THIS ISSUE:

Statements Processed Your Way! » P2

Award Winning Designs! » P4

Enjoy this Summer in Style! » P10

866.552.7866



lk-cs.com

Statements Processed Your Way!

One Size Doesn't Fit All

Your financial institution is unique, so why can't your monthly statements be unique? Your branding is a very important part of your public image. Create monthly statements that support your brand and image.

When LKCS is your statement partner, we really mean it! With over 60 years of statement processing experience, we have seen a lot.

We understand that making you look good is why you choose us.

We always verify these details:

- » **Correct statement period sent**
- » **File settings are the same as last time**
- » **Record counts aren't more than 10% higher or lower**
- » **Message spelling and grammar are correct**

Experience has shown us that doing things right leads to long term customers. **Over 10% of our statement customers have been with us for over 30 years!**

Our employees are well trained and experienced at what they do. On average, our employees have been here for over 11 years. **Over one third of our employees have been here over 15 years.**

We also continue to enhance our file processing software and equipment. In fact, we've even created custom modifications and verification systems for our envelope inserting equipment, which allows the operator to focus more on the finished product.



Our custom mail tracking software allows us to track your statements in the Post Office system. We can see when statements will be delivered and where bottlenecks may be.

Too often, quality and accuracy are just buzz words. But with LKCS, we live it and work constantly to improve our processes. If we didn't, we couldn't say we've had happy customers for over 30 years!

Join us for our webinar on **August 10th** to learn more. Need to improve your process sooner? Call **866.552.7866** to speak with a sales representative and schedule a personal demonstration. You can schedule an appointment by going to **lk-cs.com**.

— FREE WEBINAR —

Statements Processed Your Way!

» **August 10, 2022 • 1 pm CDT**

REGISTER ONLINE AT:
lk-cs.com/webinar



P3

lk-cs.com/statements





AWARD WINNING DESIGNS

Once again, LKCS was recognized nationally for our designs. "It's with great pride that we let our clients know of their winning designs", says Mike Dudek, President of LKCS. **"Our employees work closely with our customers to create custom designs to meet and exceed their expectations. It is definitely a team effort that focuses on the end user experience."**

Customer testimonials are very important and credible. Please see what our customers have to say about their experiences working with LKCS. We would be very happy to help you with your next design!





BLC Community Bank

BLCB.COM | GOLD HERMES AWARD WINNER

"From the first demo with LKCS, I knew they were the company we wanted to work with for our redesign. The platform is easy to use while still having great functionality and their customer service is exceptional!"

Heather Calnin | Director of Marketing & Business Development



TCU Federal Credit Union

TCU.COM | HERMES HONORABLE MENTION

"We've had a great working relationship with LKCS since 2014. Our 2021 website redesign exceeded our objectives and was just the latest example of their professionalism and ability to go the extra mile. The reasons we selected LKCS eight years ago are still true today - an authentic partnership that always makes us feel like we're their most valued client. When asked about our website partner, we don't hesitate to recommend LKCS to other financial institutions."

Kris Hadley | Director of Marketing





Minnco Credit Union

MINNCO.COM | SILVER DISTINCTION



"Hiring LKCS has been one of the easiest (and smartest) decisions we've made. We selected them to develop our new website after researching a number of firms. They understood our vision, offered advice where needed, kept us on task and delivered the final product on time. Since the site has launched, we've asked for a few things to be tweaked or added. They've done so willingly, affordably, and quickly. They're a vendor to partner with."

Daren Swanson | VP, Marketing



Homeland Credit Union

HOMELANDCU.COM | SILVER DISTINCTION



"Homeland is very proud of the work LKCS did on our recent website overhaul. Their superior customer service and top-notch design team made the process seamless. LKCS was able to take the vision we had for our brand and turn it into a reality."

Briana Hood | Director of Marketing & Community Development





United Southeast Federal Credit Union

USFCU.ORG
HERMES GOLD

Boston Firefighters Credit Union

BOSFIRECU.COM
HORIZON BRONZE



Pioneer Mutual Federal Credit Union

PIONEERONLINE.ORG
HORIZON BRONZE

US Employees Credit Union

DREAM HOME POSTER
COMMUNICATOR SILVER DISTINCTION



You've Built It, But Will They Come?

Improve Your Rankings Organically

You've done it. Your team has just finished creating your financial institution's new website. It is informative, user-friendly, and has all the bells and whistles your customers are sure to love. But will people find it?

Without basic SEO and local listing strategies your site may appear lower in search results, or even worse, on the second page!

Yes, you could use keyword advertising and pay to be at the top of search listings, but what percentage of your marketing budget are you willing to allocate to do this? Worse yet, there's always somebody out there with a bigger budget.

Higher search results are based on the accuracy of the information on your website along with the keywords that are used on the site. The proximity of your branch to where the search originates from is also a key factor. LKCS has the experience and technology to improve your search rankings.



P8



SEO is not only about search engines but good SEO practices improve the user experience and usability of a website.

LKCS can help you improve your search rankings with:

Local Listings Management:

- » Easily find and update your branch information on dozens of business list sites
- » Remove duplicate listings
- » Direct API connection with over 40 major business directory listing services

Search Engine Optimization:

- » Streamlining your code
- » Optimizing page content
- » Adding structured tags

Online Reviews:

- » Tools you need to make collecting reviews easier
- » Testimonials improve your search rankings

Your website is not “complete” just because it is now live. Instead, now is when the work really begins. Attend our webinar on **September 14th** to learn about our SEO and Local Listing Management service, and more. You'll have a better understanding of how to improve search engine rankings organically which can impact your marketing goals. Call **866.552.7866** to talk with a sales representative today. You can also learn more and schedule an appointment by going to **lk-cs.com**.

— FREE WEBINAR —

Improving Your Search Rankings

» **September 14, 2022 • 1 pm CDT**

REGISTER ONLINE AT:
lk-cs.com/webinar



Enjoy this Summer in Style!

Give Your Customers Some Summer Swag!

Now your customers can suit up in this Hanes ComfortBlend® 50/50 Jersey Sport Shirt Polo for an amazing and unified look! It features a clean-finished placket with two pearl buttons, welt collar, rib knit cuffs, double-needle bottom hem and tag-free neck label. It's available in a number of bright colors and sizes. Add some brilliance and style to the way your customers dress!

VISIT OUR LOGOED PRODUCTS STORE TODAY!

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.



Hanes® Jersey Sport Shirt Polo
Search CPN-552997815



P10



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

Relaxing with Your Brand

From the sidelines to the beach, they'll bring your brand along for the ride with this folding chair and carrying bag. This colorful promo is made using 600 denier nylon with a black trim and comes complete with a 600 denier carrying bag with a shoulder strap and drawstring. It has a steel tubular frame that has a weight limit of 300 pounds. Two mesh cup holders let you relax in style. Choose your chair color and add your brand to complete the promotional look.



Folding Chair with Carrying Bag

Search CPN-6972851



Make a Bright Impression

Make sure new and potential customers see things your way when you advertise on these Malibu sunglasses with a heathered pouch! Measuring 7" x 3 1/4", the set is offered in assorted colors to help meet your branding efforts. Hand them out at outdoor festivals, concerts, parks and other venues to help boost brand awareness for your financial institution. Don't forget we can add your name, logo or marketing message to each item before distribution to extend your brand's reach!



Malibu Sunglasses with Heathered Pouch

Search CPN-552909635





WE DO THAT.

MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS



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Address Service Requested

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U.S. POSTAGE
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LKCS, Inc.