



DIGITAL | PRINT & MAIL | MARKETING | STATEMENTS

Profit Principles

› WINTER 2019 MARKETING NEWSLETTER

BUSINESS: LKCS FINANCIAL



Are your local Internet listings showing incorrect information to customers?

FIX NOW

86.8%
error rate



Google Maps
[VIEW LISTING](#)

LKCS Financial

4130 Plank Road
Peru, IL 61354



Improve Your Local Search Ranking

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

Did you know that 76% of local searches result in a phone call?



Improve Your Local Search Ranking

Local Search Engine Optimization (SEO) has become a critical factor when implementing digital marketing. **Local SEO boosts your institution's visibility in location-based searches that include qualifiers such as city, state, and zip code information.**

So how do you increase your search ranking?

- Make sure your locations are listed on multiple websites with high quality reputations.
- Verify each listing has the exact same information to positively affect your search results.
- Eliminate duplicate listings on the same site to reduce negative effects on your ranking.
- Publish special offers, events, and more to Google My Business listings for each location.
- Get positive online reviews on Google and Facebook.

Overall, it is imperative to monitor these listings. But it can be very time consuming, difficult, and overwhelming. This is where LKCS' business citation listing services come in.



LKCS' Local List Management Service can:

- Find and update your branch listings for over 40 credible business listing sites.
- Provide local search metrics to show the visibility of your institution via local search.
- Leverage direct API integrations with over 45 business listing directories, including Google Maps, Yelp, YellowPages, FourSquare, Bing, and Facebook.
- Submit manual updates to hundreds of other local listing sites.
- Implement a successful review generation workflow.

FREE WEBINAR:

Improve Your Local Search Ranking

» January 9, 2019
1 pm CST

REGISTER ONLINE AT:

lk-cs.com/webinar

Contact us today to boost your institution's visibility on location-based searches, increase your local search rating, generate positive reviews, and make it easier for prospects to find you online.



Leveraging Social Media

The social media landscape is growing and changing constantly. In 2018, there were over **3.2 billion people** using social media with **11 new people** starting to use it every second. With **71%** of consumers recommending brands based on their social media service experience, social media can be used as an effective customer service tool to increase brand engagement.

Other benefits of social media include:

- › **Bring traffic to your website**
- › **Share financial education, community involvement, and financial expertise**
- › **Build an online community and generate positive reviews**
- › **Grow accounts and sales opportunities**

LKCS can assist you in leveraging the true potential of social media marketing. We offer our clients a customized solution to fit every need including daily management, training, monitoring, and community building strategies.

LKCS' Social Media Management platform adds efficiency and risk management benefits for every financial institution. For example, here are a few of the capabilities included:

- › **Monitor brand reputation across all social channels**
- › **Respond to posts and comments from one place**
- › **Publish and schedule posts, photos, and videos across all of your social media profiles**
- › **Receive customized reports of activity, mentions, and monitoring**

Contact us for a demonstration or request more information about LKCS' social media services.



Wonder who has the best UX?



Design Your Website for a Better User Experience

User experience is often the most overlooked aspect of a new website build. Yes, the overall design should look good but if the site is difficult to use then you are losing business! Every little detail must be easy to find, understand and use from the visitor's perspective, or they may get frustrated and leave – taking their business with them.

The User Experience Professionals Association defines user experience (UX) as follows: “Every aspect of the user's interaction with a product, service, or company that make up the user's perceptions of the whole.

User experience as a discipline is concerned with all the elements that together make up that interface, including layout, visual design, text, brand, sound and interaction.”

You may be thinking why does this matter to my website? Studies show:

- **Mobile users are five times more likely to abandon a task if your website is not optimized for their device.**
- **88% of online customers are less likely to return to a site after a bad experience.**
- **One study by Forrester shows a well-designed user interface could raise your websites conversion rate by up to 200%, while a better UX design could boost conversion rates by up to 400%!**

Think of your website as your branch that never closes and your customer service rep that doesn't sleep. When a user comes to the website, we want to make sure the experience is as good or better than if they came into the branch to visit. We don't want them to have a bad experience, not find what they need, or not finalize what they are trying to do as they may leave and never come back.

LKCS can get your website project started and nail the UX aspect! Our award-winning web team will create a custom online presence that meets your specific online goals, supports your brand, and promotes your products and services.

Contact LKCS!

Visit us online today at lk-cs.com/web or attend our upcoming webinar to learn more about user experience and the latest in web design trends. You can also call **866.552.7866** to speak with a sales representative.

FREE WEBINAR:

Design Your Website for a Better User Experience

➤ **March 13, 2019**
1 pm CST

REGISTER ONLINE AT:

lk-cs.com/webinar

Ideas to Improve Your Statement

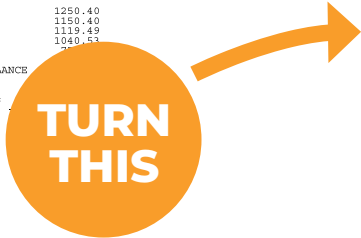
LKCS combines the latest statement technologies with unsurpassed customer service to provide you with the ultimate statement printing and mailing solution.

We offer the complete statement package with our full suite of statement printing and mailing services:

➤ STATEMENT REFORMATTING

With data processing systems designed to process data, the statements they produce usually aren't attractive or easy to read. LKCS can reformat data from any system into any format or layout you desire.

Eff Date	Tran Date	Transaction Description	Tran Amount	Fee Amount	Loan Interest	Loan Principal	Balance Subject to Interest Rate**
02/01		PRIMARY SENIOR SHARES					PREVIOUS BALANCE 5.22
02/29							NEW BALANCE 5.22
02/01	02/01	SHARE DRAFT					PREVIOUS BALANCE 4163.78
02/01	02/01	Overdraft Protection Transfer	1500.00				5663.78
02/01	02/01	Item# - 1641	5495.68-				168.10
02/06	02/06	MEDICAREBLUE RX-PART D	39.70-				128.40
02/08	02/08	US TREASURY 103-KRSC SEC	1222.00				1350.40
		Total Payroll: 1,222.00					
02/08	02/08	Item# - 1633	100.00-				1250.40
02/08	02/08	Item# - 1632	100.00-				1150.40
02/16	02/16	MINNESOTA POWER-UTILITY	30.91-				1119.49
02/21	02/21	MINNESOTA ENERGY-UTIL. BILL	78.96-				1040.53
02/29	02/29	ACH Debit - 1643	262.87-				777.66
02/29		Thrifty White Dr-CHK PYMT					NEW BALANCE



➤ ADVANCED SECURITY

LKCS is SOC2 certified and has numerous systems in place to protect the privacy of your data. With procedures as simple as incorporating barcodes to insure accuracy when inserting pages into an envelope, to designing our building to secure all entrances with both biometric and PIN-based entry systems.

➤ E-STATEMENTS

We are happy to provide a secure, dependable, user-friendly, and affordable e-statement solution for our customers. Our electronic statements can provide you with a potential savings of over 50 cents



per recipient per month and access to your account holders' statements online at any time.

> ONSSERT MARKETING

Statement ads, also known as onserts, are designed to attract attention to your marketing campaigns with photos, artwork, or fonts. Ads can be printed on all account statements and can be targeted to a specific recipient. (See *Mobile Banking ad below*)

> INSERTING TECHNOLOGY

Take advantage of your “free postage” by including inserts, such as newsletters, in with your monthly statement. Take this one step further by customizing which of your account holders receive specific statement stuffers based on account relationships, balances, demographic attributes and more.

REGULAR SAVINGS				
DATE	CREDITS	DEBITS	BALANCE	TRANSACTION DESCRIPTION
PREVIOUS BALANCE				
			510.10	
Dec 18	134.00		644.10	PAYROLL Total Deposit: 134.00
Dec 20			544.10	Home Banking Transfer With PAYROLL
Dec 20	134.00		678.10	Home Banking Transfer Dep Total Deposit: 134.00
Dec 20				Dividend Posting
Dec 31				Percentage Yield Earned: 0.11
NEW BALANCE				
CHECKING (X)				
DATE	CR	DR	BALANCE	TRANSACTION DESCRIPTION
PREVIOUS BALANCE				
Dec 03			1,640.99	ATM Point of Sale CO Item# - 4765
Dec 04			1,601.41	ATM Point of Sale 4 NORTH
Dec 05	1,039.58		1,640.99	PAYROLL Total Deposit: 1,039.58
Dec 05		-65.04	1,555.95	ATM Point of Sale 3359
Dec 06		-180.00	1,375.95	Bill Pay ACH Debit BANK ONE LOANS-BILL PAY
Dec 07		-34.96	1,340.99	Item# - 4766
Dec 08		-20.92	1,320.07	ATM Point of Sale KITCHEN
Dec 09		-160.20	1,159.87	ATM Point of Sale CLUB 468
Dec 10		-49.21	1,110.66	ATM Point of Sale 2MAIN
Dec 10		-12.39	1,098.27	ATM Point of Sale 2MAIN
Dec 11		-32.94	1,065.33	ATM Point of Sale



FREE WEBINAR:

Ideas to Improve Your Statement

» **February 13, 2019**

1 pm CST

REGISTER ONLINE AT:

lk-cs.com/webinar

Mobile Banking

With the world at your fingertips,
we are just one touch away.

Ask us how to enroll!

You won't even break a sweat!

Finding promotional items is a breeze.



Resolve to Promote Your Brand

The new year usually starts with good intentions. Resolutions are made, but rarely kept. Maybe you bought a gym membership with the goal of toning or building up muscle. Your plan is to exercise at the start of the year because you want to look good in time for shorts weather.

Consider the same approach for your promotional items this year.

START NOW! Your 2019 marketing calendar has been carefully planned, so now it's time to think ahead for the campaigns or events on the horizon for spring and summer.

LKCS makes it easy to view logoed products based on the events you are planning or the promotions you are marketing!

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 lk-cs.com/getlogoed.

LKCS has thousands of products to choose from at any price range you need:

- Custom event t-shirts or polos
- Lanyards
- Fans / Flags / Glow products
- Golf accessories
- Mints / Candy / Cookies
- Flashlights
- Magnets
- Water bottles
- Plus much more!



Need suggestions or advice?

We can help you personally. Call our experts toll free at **866.552.7866**.



#SSPB16

FEATURED ITEM:

16 oz Classic Double Wall Stainless Steel Travel Tumbler

Revive and be on-the-go wherever your client goes with our classic insulated stainless steel tumblers with a plastic liner. Our BPA free stainless steel mugs come with a sliding lid. Available in a variety of sizes and colors as well.



We do that.

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4130 Plank Road
Peru, IL 61354

Address Service Requested

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

