



MARKETING | DIGITAL | PRINT & MAIL | STATEMENTS

Profit Principles

» WINTER 2021 MARKETING NEWSLETTER

Save on Postage!

» **Statement Access From Anywhere**

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

Recapture Lost Loans!

Our Credit Prospecting service saves you money, improves response, AND boosts engagement.

How? We identify credit-worthy prospects with a likelihood to respond to your loan offer. LKCS utilizes credit bureau data to effectively target your best loan campaign prospects.

You set the credit, payment history requirements, and geographic and demographic criteria and LKCS delivers your loan offers to those who qualify!

WANT TO IDENTIFY CUSTOMERS THAT APPLY FOR CREDIT OUTSIDE YOUR FINANCIAL INSTITUTION AND CAPTURE THOSE LOANS FOR YOURSELF?

Use Credit Alerting to:

- » **Keep your client relationships in-house**
- » **Grow wallet share**
- » **Reduce attrition**

Car dealers, mortgage companies, retail financing, and fintech companies are all contending with you for loans. Credit Alerting gives you the ability to close loans that are defecting to your competition by alerting you in near real-time when a customer applies for credit.

LKCS will provide a FREE analysis of your customers' borrowing activity over the past 30 days.

Join us on January 13th for our free webinar. Contact your LKCS sales representative at **866.552.7866** today to learn more, or get your free analysis report. Getting more loans has never been easier!

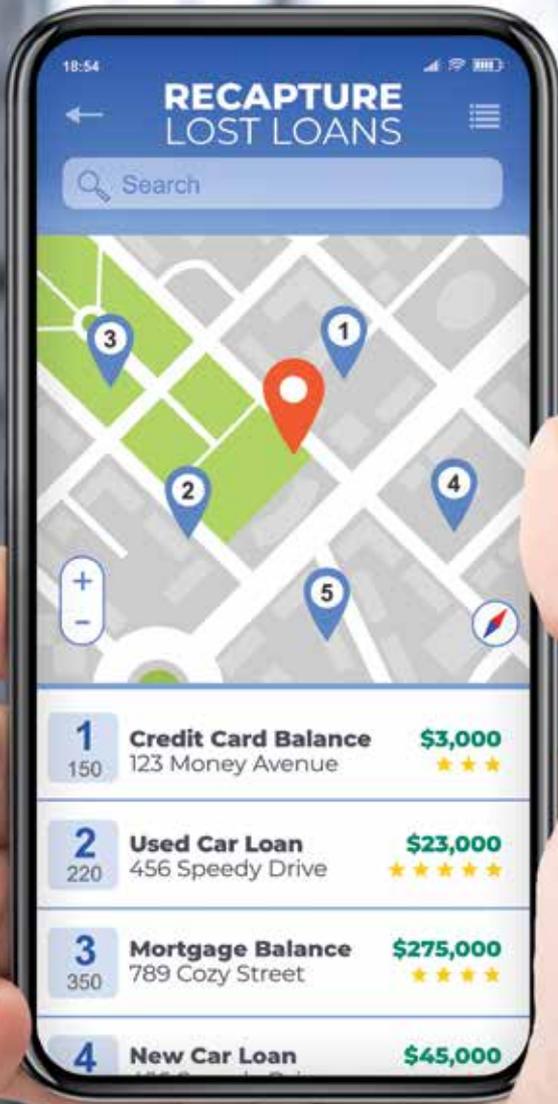
FREE WEBINAR

Recapture Lost Loans!

» **January 13, 2021**
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar

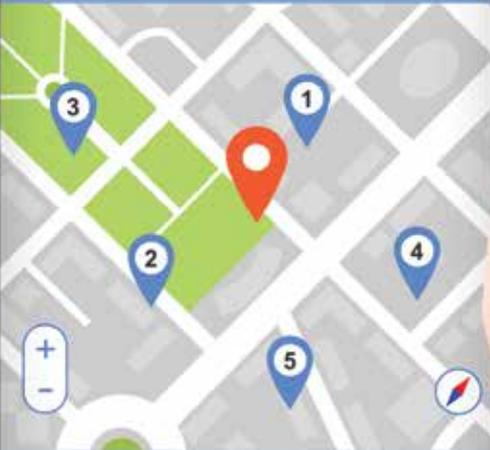




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RECAPTURE LOST LOANS

Search



1 150	Credit Card Balance 123 Money Avenue	\$3,000 ★ ★ ★
2 220	Used Car Loan 456 Speedy Drive	\$23,000 ★ ★ ★ ★ ★
3 350	Mortgage Balance 789 Cozy Street	\$275,000 ★ ★ ★ ★ ★
4	New Car Loan	\$45,000



DataFlex Mail Tracker

Gain unprecedented visibility into your postal delivery performance on all of your mailings.

LKCS customers can now gain insight into when mail is expected to be delivered, how quickly it is actually delivered, and identify the sources of any potential delays.

GAIN IMPORTANT INSIGHTS ON YOUR MAILINGS

Mail Tracking Process:

- » Every mail piece includes an Intelligent Mail® Barcode (IMb).
- » The U.S. Postal Service® scans these barcodes multiple times as each letter passes through different facilities on its way from origin to destination.
- » LKCS' DataFlex Mail Tracker analyzes the data and presents it to our clients in a user-friendly dashboard.



Why you need this:

- Provides a proof of delivery when addressee claims they didn't receive their statement or bill.
- Provides a paper trail for mail delivery issues.
- Minimizes the need for mailing items out with Certified mail.
- Gain visibility into the delivery timing of your direct mail campaigns and critical customer communications.

All of this helps you maximize your investment in mail while providing the best service to your customers.

DataFlex Mail Tracker is a powerful new addition to our direct mail, statement and notice processing. As you can see, our mail tracking solution will enable you to have more transparency with every step of the delivery process. Schedule a demo and see for yourself how easy it can be to track mail delivery with DataFlex Mail Tracker.

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

📌 If My Website Isn't Broke, Why Fix It?

Because It's Your Money Maker!

The first step a prospect takes is they look up your website. Is your website going to win them over?

To find out, ask yourself these questions to see if your website has any of these issues:

Is your website providing a premium user experience?

Your site's ability to get web visitors to convert (fill out a form, open an account, add a service, generate revenue), needs to be a primary goal of your web development team. Your website will serve as your virtual branch that users can access at any time to research your services, ask questions, establish and expand banking relationships, and access their accounts.

Is your website mobile phone friendly?

If your website is not mobile responsive, you may be frustrating a large group of your customer base. According to data gathered by Statista, 52 percent of worldwide website traffic is on mobile devices.

IT MIGHT BE TIME
FOR AN UPDATE



Is your navigation hard to sort through or overly complicated?

It is important to create a navigation drop down that will be quick and easy to use and also showcase everything that your customers need access to.

Is your website generating new leads?

How is your site generating interest in your products and services and converting that interest into new customers and new accounts? If you can't answer that question, we need to talk. The most successful websites guide prospects with personalized content driving them to provide their contact details via gated content, email subscription, calculator, or a web form. At that point, automated follow-up continues providing relevant information to these prospects resulting in the highest possible conversion rates.

Depending on your answers to any of these questions, it may be time to start thinking about a website redesign. Our team of award-winning designers are ready and willing to help you out. Let us know what your goals are for your new site and we can create the custom site you desire!

Join us on February 10th for our free webinar to see how your website measures up. Can't wait? Then call **866.552.7866** to speak with a sales representative today!

FREE WEBINAR

If My Website Isn't Broke, Why Fix It?

» **February 10, 2021**
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar



Statement Access From Anywhere

And You Save the Postage!

E-statements are expected by many of your customers.

Here's what your customers want:

- » Convenience
- » Easy enrollment with instant access to historical documents
- » E-mail notifications of statement availability
- » Unlimited account history
- » No waiting for paper statements
- » Digital newsletters notifying them of your current offers and promotions

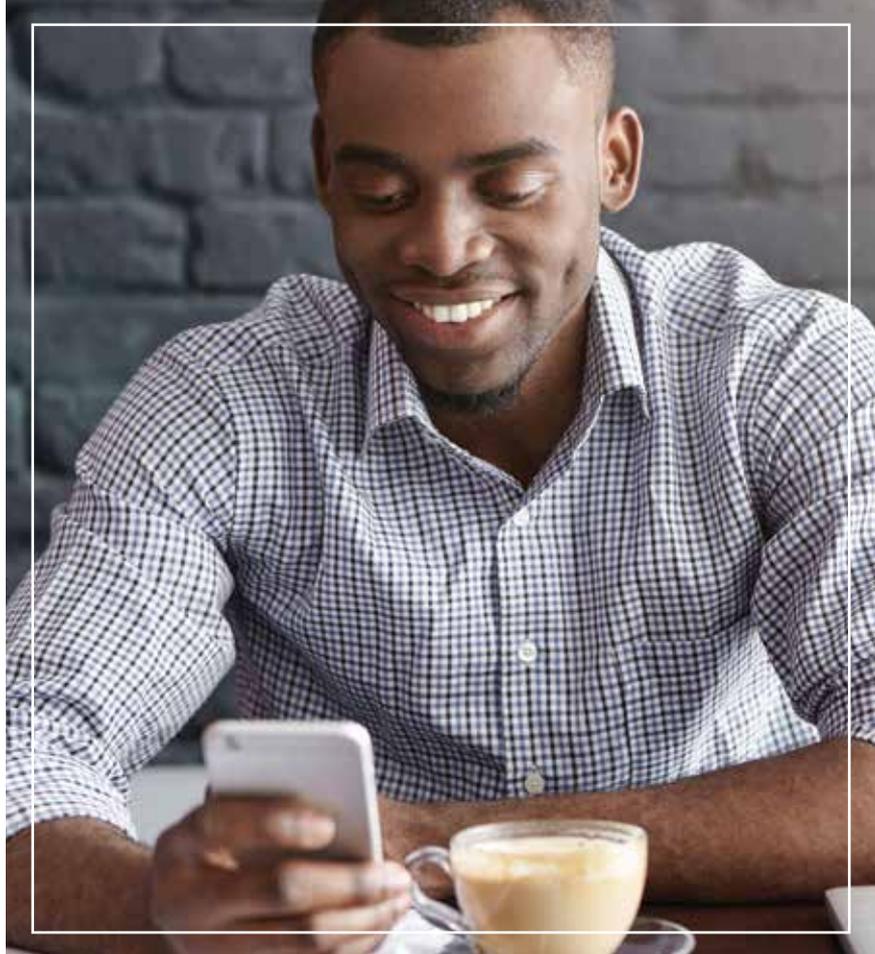
Here's what you want:

- » Postage savings
- » Marketing options
- » Custom versions based on demographics or other variables you control
- » Single sign-on integration with numerous online banking platforms
- » User specified e-mail and text message notification
- » Staff access to all customers' documents online
- » Inserts and banner ads promoting your products and services
- » Simple management and administration
- » Mobile responsive formatting

LKCS – WE DO THAT (YEP, ALL OF IT)

LKCS provides a complete e-statement solution that is secure, dependable, user-friendly, and inexpensive. Our e-statement application was developed to be a seamless addition to our high-quality statement printing and mailing services.

Join us on March 10th for our free webinar to learn more about our e-statement and statement solution. Can't wait? Then call **866.552.7866** to learn more today!



— FREE WEBINAR —

Statement Access From Anywhere

» **March 10, 2021**
1 pm CDT

REGISTER ONLINE AT:
lk-cs.com/webinar





Two Layer Insulated Casserole Carrier

Search CPN-552064353



Help Set the Table

Gatherings with family and friends are part of many of your customers' lives, to bond or celebrate throughout the year! This item features a quality system that helps keep your dishes warm, whether you're transporting them somewhere or hosting something of your own. It's the perfect "Thank You" to help everyone on the go.

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.

A cut above the rest.

Proclaim yourself master of mozzarella and prince of all pizza when you slice up the portions with this awesome tool. This 4" x 3 3/4" x 1" wheel slicer has a sharp stainless steel blade and durable ABS plastic guide. The removable blade makes it a breeze to clean and makes quick work of everything from thin crust to Sicilian style pies. Choose from three delicious colors!



Pizza Cutter Stainless Steel Blade

Search CPN-551603929



Prepare a small serving.

Small bamboo cutting board features a silicone accent ring. Naturally heat and bacteria resistant. Eco-friendly - 100% renewable resource. Meets FDA requirements. Best to hand wash with warm water and mild soap/detergent. Due to natural variations in the grain, laser engraved imprints may have slightly different shades.



Small Bamboo Cutting Board

Search CPN-553792298





WE DO THAT.

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4130 Plank Road
Peru, IL 61354

Address Service Requested

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