

CreativeTimes

FALL 2024 NEWSLETTER

PERSONALIZED AUTOMATED MARKETING!

Free up time so you
can focus on more
strategic tasks.

» P8

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815.223.0391



lk-cs.com



Building A Digital Branch

Building a new brick and mortar branch is extremely expensive! Remodeling an existing branch is also extremely expensive. Building your digital branch is much more affordable. You can also “remodel your digital branch” more frequently for much less money.

Your digital branch is open 24 hours, 365 days a year. Your users can visit this branch at their leisure. The number of people needed to manage and run your digital branch is also much fewer. Just ask your CFO!

What makes a great digital branch?

- » **Online access to all your forms**
- » **Online lending**
- » **User friendly with simple navigation**
- » **Content Management System (CMS) to easily change and update your site**

P2



An outdated design can make users question an institution's credibility!

— FREE WEBINAR —

Building A Digital Branch

» November 13, 2024 • 1 pm CST

REGISTER ONLINE AT:

lk-cs.com/webinar



Use our Online Tools to make your site even better:

- » **Marketing Automation to improve lead generation**
- » **Form Builder to easily make your forms digital**
- » **Interactive Financial Calculators**
- » **Online Chat and Chatbot**

A professionally designed website will allow users to have an experience that is as good or better than when they visit a branch. User experience is often the most overlooked aspect of a new website. LKCS can help you redesign your website and meet the user experience aspect of your design. **Our award-winning designers will create a custom site that is just for you.**

Learn more on how LKCS can create your exceptional website at our upcoming webinar. Visit us online at **lk-cs.com/web** or call **815.223.0391** to speak with a sales representative today!



See How Well Your Redesign Can Go!

Please review our customer testimonials to see what these marketing professionals say about their recent collaborations with LKCS.

“ CFCU Community Credit Union MYCFCU.COM

We are very happy that we chose LKCS as our website partner. The process to re-design, build, test, and launch our new website with them was shockingly easy for such a big project. We credit this smooth process to the way LKCS seamlessly guided us through everything. Throughout the re-design and ever since, LKCS has been extremely reliable. They are very quick to answer any questions we have or make any changes we asked for. We really appreciate their expertise and responsiveness.

Vanessa Conroy | Market Analyst & Event Specialist

“ Bar-Cons Federal Credit Union BARCONS.ORG

The entire team at LKCS are extremely knowledgeable, friendly and answer all our questions and concerns in a timely manner. LKCS is awesome to work with and they do excellent work for Bar-Cons FCU. When it comes to all the services they provide us, Bar-Cons has been nothing but pleased.

Gretchen Seeley | Business Development Specialist



“

Itasca Bank & Trust

ITASCABANK.COM

The previous website for Itasca Bank & Trust Co. had a lot of information which was split into a consumer and business side, and the navigation was cumbersome. We wanted better organization, navigation, and more white space. We worked closely with the LKCS design team and they produced a functional site that met our goals of easier navigation with an updated contemporary design. Our bank President and staff have been very pleased with the result! We have had a lot of compliments from our customers, too.

Ginny Wagner | VP & Director of Marketing

”

“

POPA Federal Credit Union

POPAFCU.ORG

LKCS did a fantastic job! Tim and his team were able to take us through the entire website redesign experience from start to finish. Everything from contract, vendor due diligence, design concept, development, and all the way to the finished product. Now, months after the project has been completed, the LKCS team continues to be invaluable with support and follow-ups to ensure all mine and my team's questions are addressed.

Tjaji Malone | Marketing Development Manager

”





Finding More Loans

The competition for auto loans is stiff. Quite frequently, an institution that is presented by the dealership gets the loans. **With all the excitement and pressures of purchasing a vehicle, contacting you may be the last thought on their mind.** After all, the dealership already presented them with 4 – 6 other loan offers, and they took the “best” offer.

LKCS can help you to get these loans back. We will identify credit-worthy prospects with a likelihood to respond to your loan offer. LKCS will use credit data from all three credit bureaus to effectively target your best loan prospects. We can also show you how to increase your loan base by targeting prospects within your communities.

Credit Prospecting uses soft pulls and allows you to target consumers with good credit. What’s good credit? You get to set your credit requirements, so they all meet your credit parameters. Target them for:

- » **Home Improvement Loans**
- » **Mortgage Loans**
- » **Vehicle Loans**
- » **Home Equity and HELOC Loans**
- » **Balance Transfers**

We will help you to create personalized mailers to highlight your offers. **Use personalization to show them what their payment amounts could be each month.** Are your rates currently too high? Then extend the loan length to bring their payment down. We will help you to do this.

Do you want to capture loans when they are originally taken out?

We can monitor your borrowers’ credit activities. The prior days credit pulls will be sent to you on the next business day. Use this information to contact them and bring these loans to your institution.

In today’s competitive environment, you need all the tools you can to get the edge on the competition. LKCS can help from concept to completion.

We can generate the data, design the campaign, and send it out.

Call **815.223.0391** to speak with a sales representative today.



Personalized Automated Marketing!

Marketing automation is technology that helps automate marketing tasks, such as email marketing, lead nurturing, and creating customer engagement. Free up time so you can focus on more strategic tasks, such as developing fresh marketing campaigns and creating high quality content.

Use Marketing Automation for:

- » **Cold Leads:** Anonymous website visitors browse through your products and services. They tend to leave without taking any action. **Now you can track and nurture these leads!**
- » **Warm Leads:** Visitors that subscribe to your e-mail updates or fill out a form are now prospects with sales potential.
- » **Expanding Account Holder Relationships:** Create campaigns to nurture them towards your other products.

LKCS's Marketing Automation tool makes it easy to set up and maintain your automations. Then, with lead scoring you can automatically funnel members into new segmented lists and workflows.

Benefits of Marketing Automation:

- » **Increased ROI:** Measure the results of your marketing campaigns and adjust as needed.
- » **Improved User Experience:** Segment account holders and prospects based on their interests, and behavior. Use this information to deliver targeted content and offers.
- » **Increased Efficiency:** Save time and resources by automating repetitive tasks.

If you are looking for ways to improve your marketing efficiency, effectiveness, and ROI, then you should consider our marketing automation options. Attend our webinar or call **815.223.0391** today to schedule a demonstration or speak with a sales representative.



— FREE WEBINAR —

Personalized Automated Marketing

» **December 11, 2024 • 1 pm CST**

REGISTER ONLINE AT:
lk-cs.com/webinar



Award-Winning Designs!

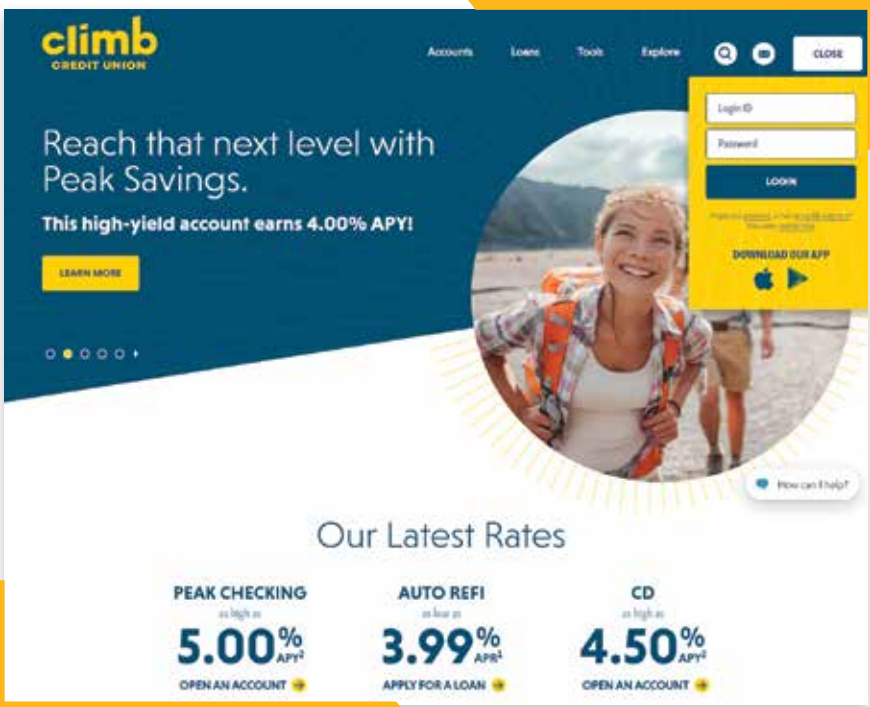
Do not settle for a one size fits all design. With LKCS, our team will collaborate directly with you to give you a custom design that is unique to you! Big or small, LKCS will work within your budget to get you the most for your money.

We challenge our designers to always be thinking creatively with their designs. We ask them to spend 10% of their time each week learning innovative design trends and growing their abilities. We feel that our award recognition shows us that this is working!

Why settle for good enough when you can have outstanding?

Contact your sales representative at 815.223.0391 to get a quote on your next project.





MUSE CREATIVE GOLD AWARD

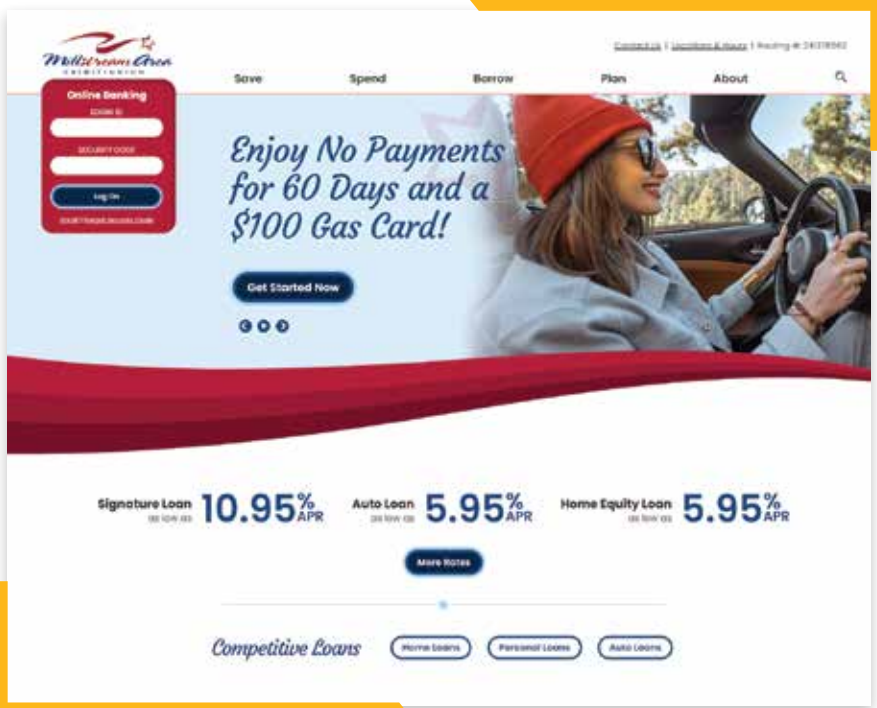
Climb Credit Union

WEBSITE REDESIGN | CLIMBCU.ORG

Climb Credit Union is thrilled that our website redesign won a MUSE Creative Award! This achievement wouldn't have been possible without the incredible work of our website partner, LKCS. Their team was thoughtful and creative throughout the process, and their programmers worked tirelessly to implement every best practice during the build. We're very proud that this recognition highlights our commitment to creating a seamless, user-friendly digital experience. Through bold colors, intuitive navigation, and thoughtful design, we transformed the site into a powerful tool that aligns with Climb Credit Union's rebranding goals. We are honored to be acknowledged on such a global stage along with LKCS.

Climb Credit Union Marketing Team





MUSE CREATIVE GOLD AWARD
Millstream Area Credit Union
 WEBSITE REDESIGN | MILLSTREAMCU.COM

Working with LKCS to develop our new website was a wonderful experience from start to finish. They were committed to designing a site that worked for us and our needs while making the process as easy on us as possible. Their attention to detail led to a finished product that uniquely helps us tell our story and communicate our value proposition.

We could not be happier.

Joshua D. Reams, President/CEO
 Millstream Area Credit Union





HERMES CREATIVE AWARDS HONORABLE MENTION
Associated Credit Union of Texas
 WEBSITE REDESIGN | ACUTX.ORG

We are a little starry-eyed over our new website design for Associated Credit Union of Texas! This credit union's star was a main feature of their branding, and we wanted that to add excitement and life to the design. To make this happen, our team has incorporated their star-themed logo into clever animations, accents, and backgrounds. The design features subtle background movements that bring depth to the overall look.



The website is a seamless fusion between a clean presentation and an all-original unique design and went on to win a Hermes Creative Award.

LKCS Web Team

Every Day Marketing

Reach your account holders each day of the year with a high quality logoed calendar from LKCS! Calendars are a great giveaway because they are useful and provide a consistent reminder of your financial institution and the services you provide.

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.

Contact us today or visit our online logoed products store!

Want to search for items yourself?

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!

2025 Desktop Calendar »

Search CPN-556364521

Covers a 12-month date range from January 2025 December 2025. Plan your schedule without fear of distracting ink bleeding. Our high-quality paper is designed for ink bleed resistance, which keeps plans neat and legible.



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

- › Custom 3-Month View
- › Vinyl Adhesive
- › Perpetual
- › Multi-function LCD Display
- › Silicone Wristband Watch Displays Time/Date
- › 13-Month Spiral
- › Pen Holder with Digital Calendar
- › Monthly Pocket Planner
- › Scroll Banner Pen
- › And more...



» **Tent Desk
2025**

Search CPN-556265828

Welcome to the world of organization and inspiration with our custom-designed 2025 calendar, crafted specifically for your desk space. Measuring a compact 8.25" x 6.7", this tent desk calendar is perfectly sized to accompany you through the year ahead, offering both functionality and aesthetic appeal. Tailored to meet your preferences and needs. Ideal for any desk, offering convenience without taking up excess space.

2025 Magnet Calendar »

CPN-554065660

A customer favorite, this fully-backed 2025 magnet calendar shows the entire year with a large space for your logo. This promotional item can be displayed on filing cabinets, refrigerators and so much more. Imprint in full color for FREE.





WE DO THAT.

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