

JUNE 2020



**KREUSSLER
INSIDERS**

*SOCIAL MEDIA
INSPIRATION GUIDE*

KREUSSLERINC.COM

JUNE INSIDER CONTENT

This month our focus is Dads, grads, and the start of summer.

We've got monthly images for the end of Spring/start of Summer, Father's Day, Flag Day, and more.

Don't forget - you can also go back and look at images from June 2019 as well.



Make sure to be aware of tone and messages while we're facing challenging times.



What to talk about in June 2020

Somewhere along the way, our social media accounts became a podium and we stopped trying to talk to the people we were trying to reach.

Your messaging might be falling on deaf ears if you aren't taking the time to think about who your ideal clients are and how you really, actually need to reach them.

Stop shouting from the roof tops, start treating your content like a conversation over coffee. People will naturally connect with you when they feel like you're speaking to them and not shouting at everyone.

Take time to think about who your ideal client is and speak to them in your posts.

Talk about how your services can help them clean and stay healthier.

JUNE HOLIDAYS

05 | National Donut Day

14 | Flag Day

20 | First Day of Summer

21 | Father's Day

26 | Take Your Dog to
Work Day



IDEAS & INSPIRATION GUIDE



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**HASHTAGS TO USE TO
MARKET YOUR BUSINESS**

01 #FIRSTDAYOFSUMMER

02 #MONDAYMOTIVATION

03 #DRYCLEANERLIFE

04 #SUPPORTSMALLBIZ

05 #HAPPYFATHERSDAY



06 #KEEPITCLEAN

07 #FLAGDAY

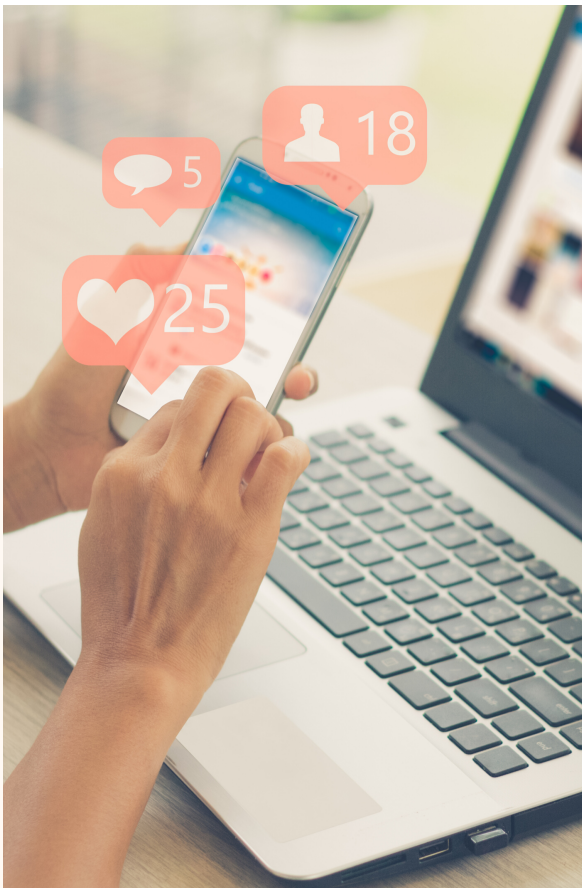
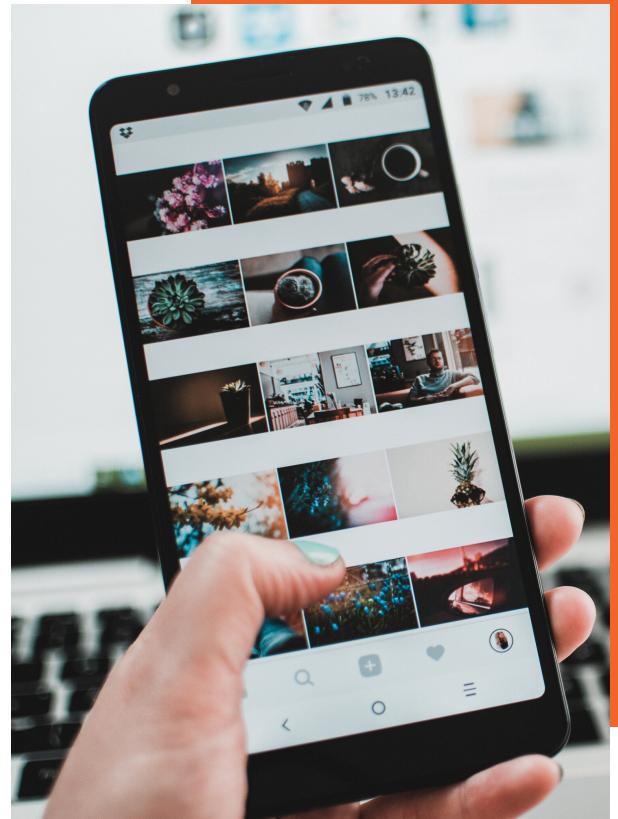
08 #WORKFROMHOME

09 #DRYCLEANER

10 #GARMENTCARE

SMART WAYS TO ATTRACT THE RIGHT AUDIENCE ON SOCIAL MEDIA

1. Know your goals
2. Listen and respond
3. Build relationships, don't collect numbers



4. Post consistently
5. Use visual media
6. Get local, get found
7. Stop selling, start sharing

A woman with blonde hair in a ponytail, wearing a white lab coat, is looking at a rack of clothes in a store. The background is slightly blurred, showing a clothing rack with various items, including a bright pink top. The overall scene is brightly lit, suggesting a retail environment.

HOW TO MARKET

WHEN FOOT TRAFFIC IS SLOW

[click here to read article](#)

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HOW TO USE CANVA FOR YOUR MARKETING

DESIGN TIPS

A VIDEO TUTORIAL

CLICK TO GO TO VIDEO





TALK ABOUT YOUR PRODUCTS

Share your Trebon Plus hygienic cleaning process, earth friendly wet cleaning with LANADOL, or Bio-Based dry cleaning with SYSTEMK4



Community

Find ways to connect with other small businesses

Shop at other small businesses in your community and share it on social media. Grab a coffee at your local spot or pick up some flowers from your neighborhood florist and take a photo of them on your counter.

We've all been at home for a long time. Seeing things getting back into swing will be positive for your business and your community.



WE'RE HERE FOR YOU!

I hope this June Inspiration Guide gives you ideas for your social media content.

Your social media is an important piece of your business now more than ever. When you have slow times in your day, use this to create social media content and connect with your customers on social media.

Kreussler Inc. is committed to being your textile chemistry partner.

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Let me know how you like the social media inspiration guide!

