

JULY 2020



**KREUSSLER
INSIDERS**

*SOCIAL MEDIA
INSPIRATION GUIDE*

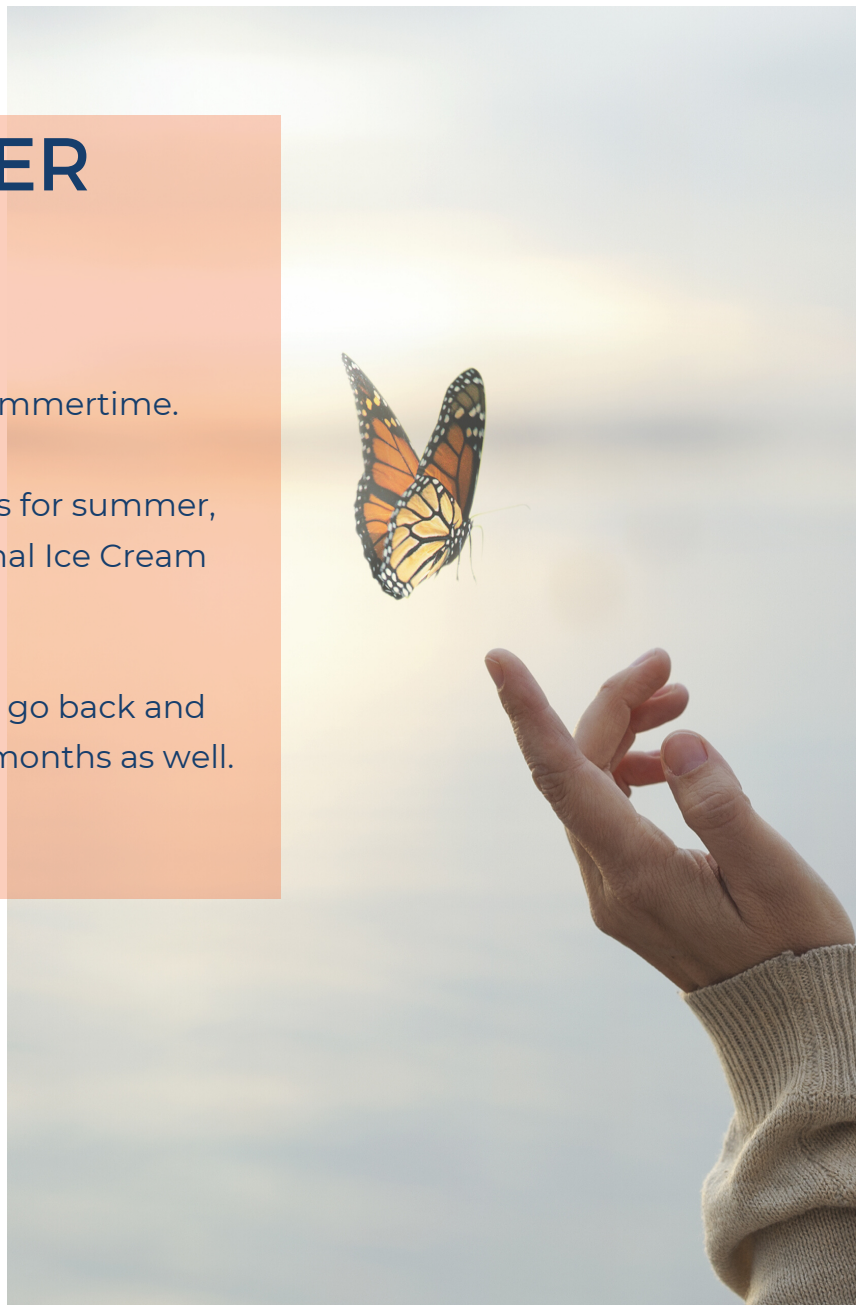
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JULY INSIDER CONTENT

This month our focus is summertime.

We've got monthly images for summer, Independence Day, National Ice Cream Day, and more.

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



Look at each month, plan your content for the holidays, add your specials, and fill in the rest with interesting content.



What to talk about in July 2020

Going into the second half of 2020, everyone is stressed with Coronavirus and political problems.

Be a resource for your customers - help make their day better by solving a problem or offering a new service.

Customers will appreciate knowing that they can trust you and rely on your services.

Make sure to answer comments and questions on your social media posts.

Posting without conversation won't help your social media grow.

JULY HOLIDAYS

04 | Independence Day

16 | Get to Know Your
Customers Day

18 | International Nelson
Mandela Day

19 | National Ice Cream Day

24 | National Tequila Day



JULY HASHTAGS

- 01 #SUMMERTIME
- 02 #SUMMERVIBES
- 03 #DRYCLEANERLIFE
- 04 #SUMMER2020
- 05 #HELLOSUMMER



- 06 #KEEPITCLEAN
- 07 #INDEPENDENCEDAY
- 08 #BEFOREANDAFTER
- 09 #DRYCLEANER
- 10 #GARMENTCARE

IDEAS & INSPIRATION GUIDE



10

WAYS TO DOMINATE
IN LOCAL SEO

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SMART WAYS TO USE SEO TO GET MORE CUSTOMERS IN THE DOOR



1. Optimize for Google My Business.
2. Ensure your website is mobile-friendly.
3. Add social media posts to Google My Business.
4. Add location pages your website.
5. Build a local social media following.
6. Get real reviews.
7. Use local keywords for SEO on your website.
8. Use social media it shows up in Google results.
9. Optimize your blog content for SEO.
10. Scope out your competition.





How to boost
LOCAL MARKETING
FOR DRY CLEANERS

[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





HELP PEOPLE

When deciding what to post, think about your most frequently asked questions from current customers. Turn the answers into social media posts to help more people.



Be consistent

Create a plan for your social media!

Consistency is key in social media marketing. For your audience to recognize your brand, you must be consistent.

Being consistent in your brand allows you to grow in audience engagement and reach. From the tone of voice used in messages to the aesthetics of your profiles, you need to be recognizable to gain traction among your intended audience.



WE'RE HERE FOR YOU!

I hope this July 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!

