

**AUGUST 2020**



**KREUSSLER  
INSIDERS**

*SOCIAL MEDIA  
INSPIRATION GUIDE*

**KREUSSLERINC.COM**



# AUGUST INSIDER CONTENT

This month our focus is summertime.

We've got monthly images for summer, s'mores, camping, outdoors, 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 August 2020

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It's the summer of camping. The summer of drive-in movies and drive-up dining. The summer of RV rentals and takeout picnics, of visiting national parks and exploring small towns.

Shutdown-induced boredom renewed our appreciation for scenic drives. How can you pivot your services to match consumer behavior?

Post weekend laundry runs and Zoom shirt drop offs might be the ticket.

*Think about what services you can offer around outdoor trends. Offer convenience where you can.*

*Waterproofing?  
Sleeping bags?  
Post-getaway laundry?*



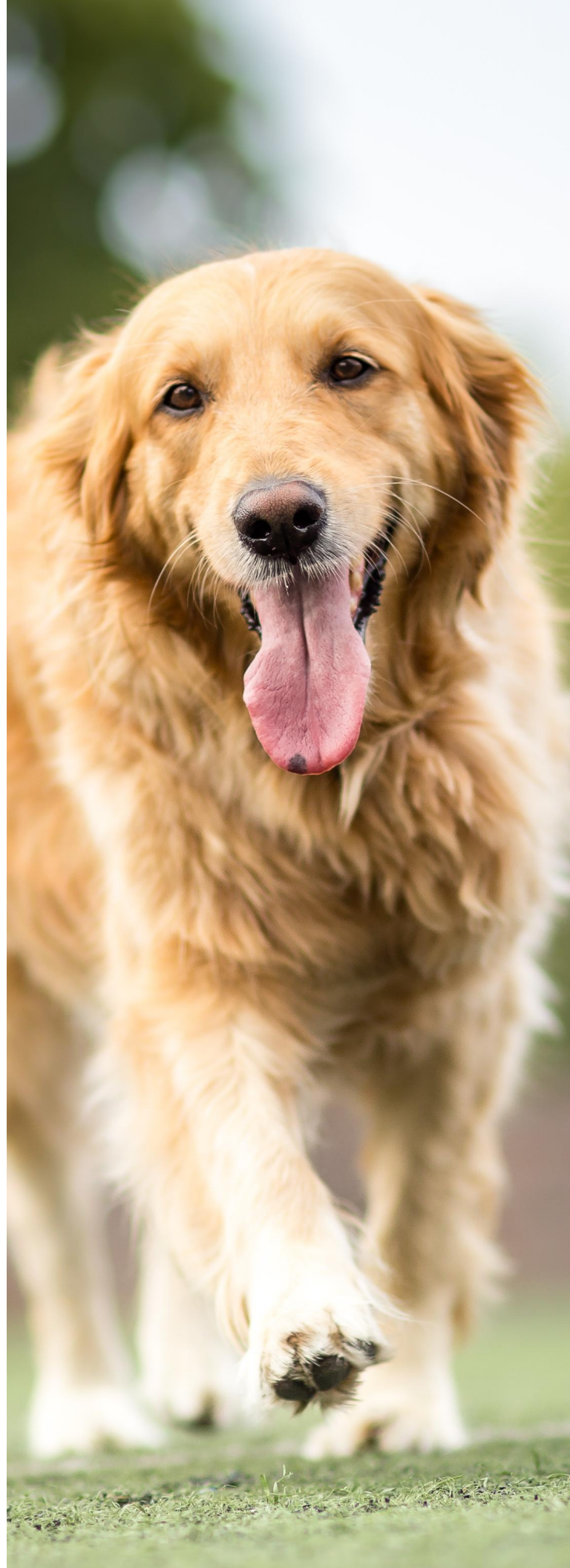
# AUGUST HOLIDAYS

10 | S'mores Day

15 | International  
Relaxation Day

19 | World Photo Day

25 | National Dog Day





# AUGUST HASHTAGS

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



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

A woman wearing a dark blue dress with white polka dots and a brown belt is riding a bicycle. The bicycle has a large, round, chrome headlight and a wicker basket filled with a variety of colorful flowers, including white daisies, yellow daisies, orange flowers, and blue flowers. The background is a soft-focus green field.

[CLICK TO GO TO ARTICLE](#)

# 7 [THINGS YOU SHOULD KNOW](#) [ABOUT CIRCULAR FASHION](#)



# WHERE TO FIND PHOTOS FOR YOUR SOCIAL MEDIA POSTS THAT YOU CAN LEGALLY USE



1. Unsplash
2. Petapixels
3. Pixabay
4. Canva [free with your pro account]
5. Kreussler Insider Marketing [of course!]



It's important to note that you need to have permission to use any photos for marketing and social media.

It's not legal to take photos from Google or other unauthorized sources.

The background of the entire image is a close-up, slightly blurred photograph of a laptop keyboard and a calendar. The keyboard is silver with dark keys, and the calendar is white with black text. The text 'How to build a SOLID MARKETING PLAN' is centered within an orange rectangular box with a white border. The word 'How' is in a cursive script, while 'to build a' and 'SOLID MARKETING PLAN' are in a sans-serif font. The orange box is positioned over the calendar and keyboard. Below the orange box is a white rectangular box containing a link. At the bottom of the image is a solid orange diagonal shape.

# How to build a SOLID MARKETING PLAN

[click here to read article](#)





# GET LOCAL

Concentrate on building your social media networks with people in your community. The more locally involved you get, the more interactive you are with people in your local space, the greater possibility the leads and potential buyers will come to you.

A surefire way to get your content in front of the right people? Use hashtags!





# Listen!

## **Social media includes engaging.**

As you begin to venture into social media, making new connections is critical to your online health. Begin by listening to what is being said in and around your industry. Pay attention to what the needs of your potential clients are. Then join the conversation. The only way you can create meaningful relationships is to consistently engage.

Don't mean talking "at" people. Instead, talk "with" the community you're building. They're real people that need to know you value their opinion. Ask questions, and then listen to the response. Focus on what is important to them and then share content that meets a need or solves a problem.





# HOW TO USE CANVA FOR YOUR MARKETING

## DESIGN TIPS

A VIDEO TUTORIAL

CLICK TO GO TO VIDEO





# WE'RE HERE FOR YOU!

I hope this August 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.

*Peggy Fitzpatrick*

Marketing and Social Media, Kreussler Inc.

[KreusslerInc.com](http://KreusslerInc.com)

[peggy.fitzpatrick@kreussler.com](mailto:peggy.fitzpatrick@kreussler.com)

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

