SEPTEMBER 2020



KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

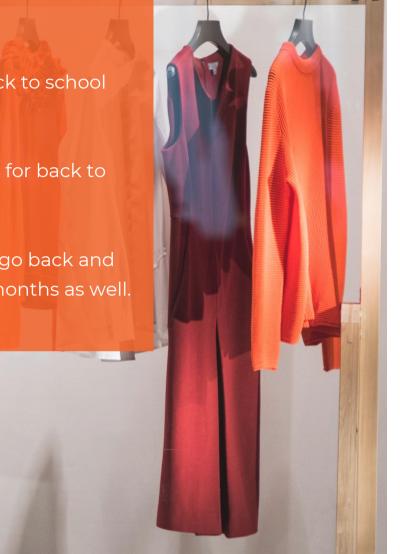
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SEPTEMBER INSIDER CONTENT

This month our focus is back to school and getting organized.

We've got monthly images for back to school, work, and autumn.

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 September 2020

It's back-to-school for students of all ages.

Have a college nearby? Offer drop off and pick up on campuses and off-campus housing. Or coupons to give to students. This demographic loves an app so if you have one, now is the time to promote it!

With the updated schedules at home, it's a great time to remind your customers that you can help them with their home laundry or fall deep cleaning projects. Think about what services you can offer around autumn trends. Offer convenience where you can.

Laundry for college students?

Read a Book Day

Labor Day

| First Day of Fall

National Coffee Day

National Podcast Day

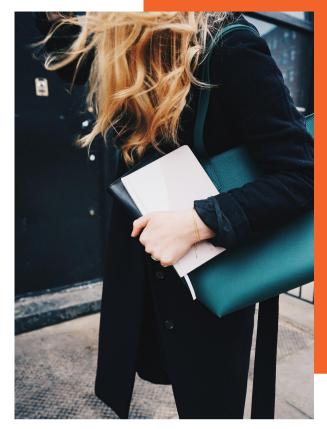


AUGUST HASHTAGS

01	#BACKTOSCHOOL

- 02 #FALLVIBES
- 03 #DRYCLEANERLIFE
- 04 #FALL2020
- 05 #SWEATERWEATHER





06	#KEEPITCLEAN
07	#LABORDAY
08	#BEFOREANDAFTER
09	#DRYCLEANER
10	#GARMENTCARE

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TOOLS YOU CAN USE TO CREATE SOCIAL MEDIA CONTENT



Canva.com
Easil.com
PicMonkey.com



There are many tutorials on YouTube to learn how to do things like add your logo to images or create your own graphics.

Make sure to use images that you have the legal right to use.



click here to read article



FIND CUSTOMERS

Create a hit list of clients that you'd like to reach this month and connect with them on Facebook, Instagram, or Linkedin.

Don't forget to ask your current customers for referrals. Some cleaners give coupons or specials to clients who make a referral.



Post local content.

The content you post should appeal to your local audiences.

In regards to social media, this means that you're using the right hashtags for your area and tagging the locations in your posts.

Being active on social media can help you rank higher in search engines. The more active you are online, the easier it is for local audiences to find you. Your LinkedIn, Facebook, Instagram, and Twitter posts can show up in Google search!







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

Focusing on your local search and social media for your business will help more people find you. And hopefully bring in new customers!

As always, Kreussler Inc. is committed to being your textile chemistry partner.

Beggy Fitzpatrick



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