

SEPTEMBER 2020



KREUSSLER INSIDERS

SOCIAL MEDIA
INSPIRATION GUIDE

KREUSSLERINC.COM

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?

SEPTEMBER HOLIDAYS

06 | Read a Book Day

07 | Labor Day

22 | First Day of Fall

29 | National Coffee Day

30 | 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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35 ideas to get **MORE FOLLOWERS** **ON INSTAGRAM**

TOOLS YOU CAN USE TO CREATE SOCIAL MEDIA CONTENT



1. Canva.com
2. Easil.com
3. 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.



How to boost your SOCIAL MEDIA LIKE A BOSS

[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.



Be focused

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!



LOCAL SEO

LOCAL SEO

A VIDEO TUTORIAL

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WE'RE HERE FOR YOU!

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.

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

