



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 October 2020

Slow and steady wins the race as we head into autumn.

Try to get into the mind of your customers by anticipating ways that you can help them this month.

Holiday prep? Cleaning summer items?

Think about what services you can offer around autumn trends.

Create specials around sweater weather and getting your fall wardrobe in shape.

OCTOBER HOLIDAYS

O4 Taco Day

O5 World Teacher Day

10 | World Mental Health Day

17 Sweetest Day

31 | Halloween



OCTOBER HASHTAGS

01 #WORKFROMHOME

02 #FALLVIBES

03 #DRYCLEANERLIFE

04 #FALL2020

05 #SWEATERWEATHER





06 #KEEPITCLEAN

07 #HALLOWEEN

08 #BEFOREANDAFTER

09 #PUMPKINSPICE

10 #GARMENTCARE



Article on how to care for Uggs

GREAT TO SHARE WITH CLIENTS & OFFER YOUR SERVICES

FACEBOOK LAUNCHED A NEW TOOL FOR SMALL BUSINESSES CALLED FACEBOOK BUSINESS SUITE



The goal is to make it easy for you to manage your Instagram and Facebook accounts by letting you post and get messages in one place. This is replacing the Facebook Pages app.



You'll be able to save time, and manage and receive messages, notifications and alerts in one place. You can also easily see what's working and learn what's resonating with customers with Facebook and Instagram insights.

Click here to read more

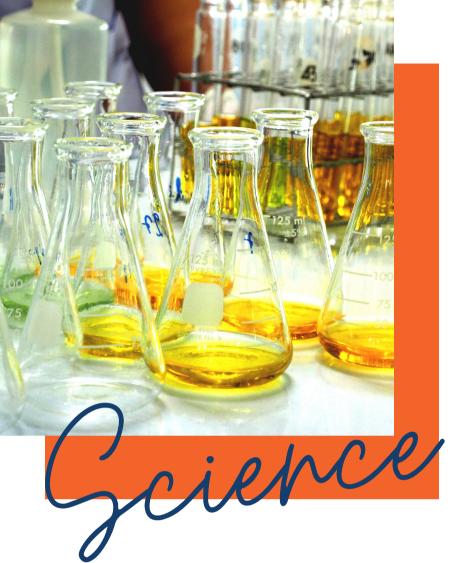




FIND CUSTOMERS

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.

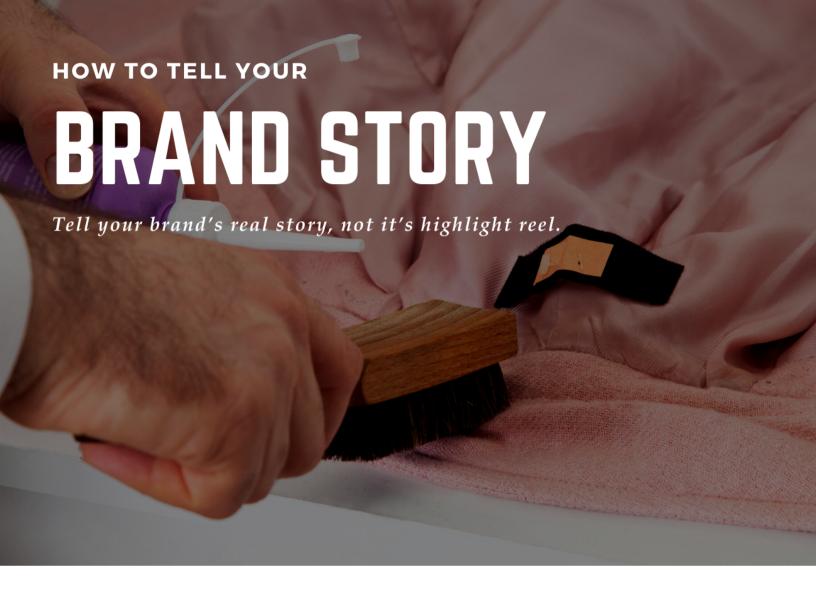


Dules

Talk about the science behind your Kreussler products.

We have lots of information on our website, <u>KreusslerInc.com</u> and <u>Kreussler.com</u> for reference on our products and company history.

Please do not copy full articles or social posts from us but use our materials to inspire your own content. If it's a social post, please share it from our account to your own adding a personal message to it.





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WE'RE HERE FOR YOU!

I hope this October 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!





