

November 2020

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TEXTILE CARE

**KREUSSLER
INSIDERS**

SOCIAL MEDIA
INSPIRATION GUIDE

KREUSSLERINC.COM



NOVEMBER INSIDER CONTENT

This month our focus is Thanksgiving, gratitude, and cleaning for fall.

We've got monthly images for Thanksgiving and fall.

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 November 2020

As we head into the holidays, offer services to prep for holiday meals.

Super cleaning for fall including bedding and winter garment prep.

Keep your family safe by bringing your clothes in to be cleaned in Trebon Plus with the RKI certification for COVID.

Think about what services you can offer around autumn trends.

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

NOVEMBER HOLIDAYS

11 | Veterans Day

13 | World Kindness Day

26 | Thanksgiving

27 | Black Friday

28 | Shop Small Saturday



NOVEMBER HASHTAGS

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



- 06 #KEEPITCLEAN
- 07 #THANKSGIVING
- 08 #BEFOREANDAFTER
- 09 #PUMPKINSPICE
- 10 #GARMENTCARE

[CLICK TO GO TO ARTICLE](#)



Shop Small Saturday

[HOW TO GROW YOUR COMMUNITY](#)

HAVE YOU TRIED INSTAGRAM REELS?



Similar to TikTok, Instagram users can record and edit together 15 to 30-second video clips set to music and share them to their Stories, Explore Feed, and the new Reels tab on a user's profile.



Instagram Reels is a new mode in the Instagram Stories camera menu. To access it, simply open the Instagram Stories camera and find the Reels icon.

[Click here to read more](#)



★★★★★
Meet your next
CUSTOMERS

[Ideas for Instagram Posts](#)

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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.

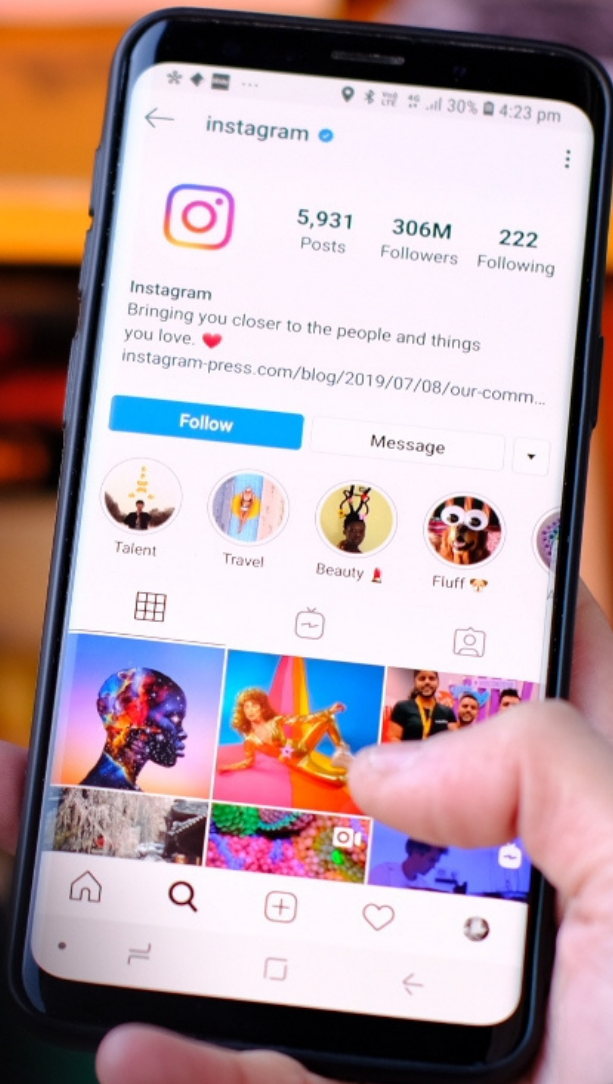


Science Rules

**Talk about the science behind your
Kreussler products.**

We have lots of information on our website, [KreusslerInc.com](https://www.KreusslerInc.com) and [Kreussler.com](https://www.Kreussler.com) 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.



9 INSTAGRAM STORY HACKS

(USING ONLY THE INSTAGRAM APP)

CLICK TO GO TO ARTICLE





WE'RE HERE FOR YOU!

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

Spending time to be a part of your local online community can help your business foot traffic and customer relationships.

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!

