

January 2021



**KREUSSLER
INSIDERS**

*SOCIAL MEDIA
INSPIRATION GUIDE*

KREUSSLERINC.COM

JANUARY INSIDER CONTENT

This month our focus is cozy and clean.

I've included many graphics with text focused on keeping your family safe and professional cleaning.

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 January 2021

Winter is 100% here and we need to be aware that people still are adjusting to changes due to the pandemic. Offer services that can help with chores, cleaning, and reminding about things like waterproofing and delivery services.

Super cleaning for winter weather 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.

Everyone is exhausted from being home and needs a break.

Try to post positive content that will brighten people's day.

JANUARY HOLIDAYS

06 | National Technology
Day

15 | Hat Day

18 | Blue Monday

20 | Inauguration Day

25 | Opposite Day

31 | Grammy Awards



JANUARY HASHTAGS

- 01 #JANUARYVIBES
- 02 #ITSFINALLY2021
- 03 #DRYCLEANERLIFE
- 04 #UPTOSNOWGOOD
- 05 #SWEATERWEATHER



- 06 #KEEPITCLEAN
- 07 #SNOWHAPPENS
- 08 #BESTINSNOW
- 09 #SNOWPLACELIKEHOME
- 10 #GARMENTCARE

ARE YOU USING TREBON PLUS?



This is a good time to remind your customers that you have professional laundry capabilities that can clean better than at-home laundry soap. **And can it can kill viruses.**



There's a big difference between clean and hygienically clean. People will appreciate the reminder since it's easy to forget something you may have only seen once or twice.

Here's everything you need to know about **TREBON PLUS [LINK](#)**

HAVE YOU TRIED TWITTER FLEETS?



Introducing a new way to share content on social — Twitter Fleets! After months of testing in select markets, Twitter confirmed the global rollout of a new stories-like feature called “Fleets”.



Mirroring a lot of Instagram Stories’ top features, all Twitter users will be able to post ephemeral content to the social network for the first time.

Here’s everything you need to know about Twitter Fleets [LINK](#)



How to Use Instagram to
**BOOST YOUR DRY
CLEANING BUSINESS**

[click to read](#)

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SMALL BIZ MARKETING IDEAS FOR 2021

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WE'RE HERE FOR YOU!

Wishing you a great start to 2021!

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

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

Peggy Fitzpatrick

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

