April 2021

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TEXTILE CARE

KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

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APRIL INSIDER CONTENT

This month our focus is Earth Day and Spring.

As things begin to open up again, people will need their clothes cleaned and might be dressing up again to go out for drinks or dinner. Can you imagine?

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 April 2021

As we head into Spring and more outside time, focus on services to help Spring clean, clean winter wardrobe before storage, tips for storing winter clothes, etc.

Think about how you can save people time and clean textiles better than at home.

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

Spring cleaning and maintaining your wardrobe.

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

APRIL HOLIDAYS

7 | World Health Day

11 | #NationalPetDay

15 | Academy Awards

16 | Natl. Stress Awareness Day

22 | Earth Day

30 | Arbor Day

APRIL HASHTAGS

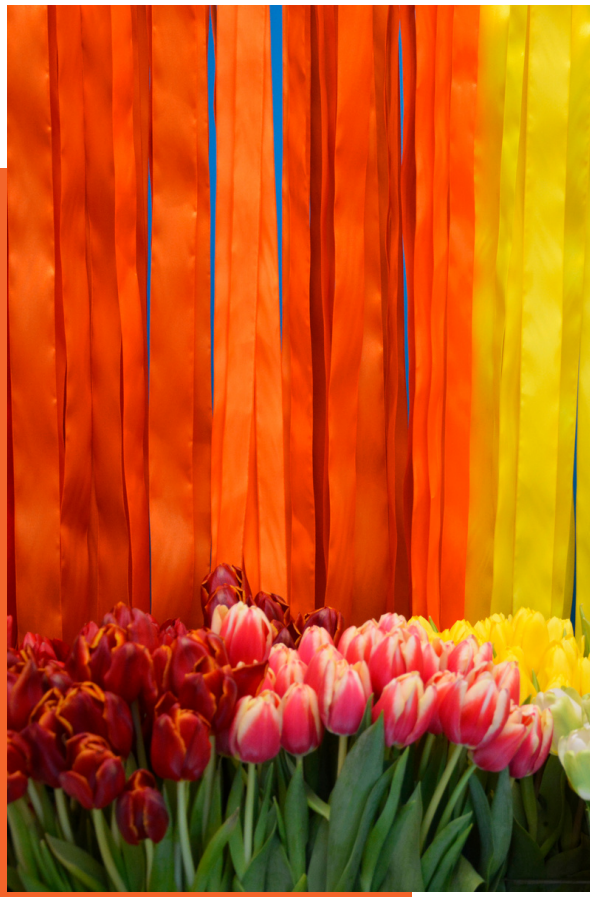
01 #APRILVIBES

02 #SPRINGISHERE

03 #DRYCLEANERLIFE

04 #EARTHDAY

05 #SPRINGISINTHEAIR



06 #KEEPITCLEAN

07 #LOVEHOWYOULIVE

08 #LIFENOTLAUNDRY

09 #LOVEYOURCLOTHES

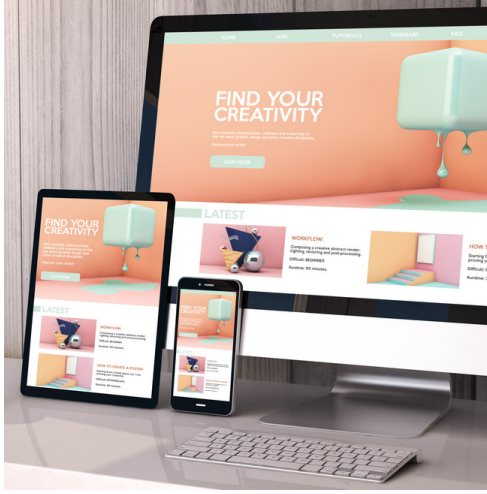
10 #GARMENTCARE

POSTING IDEAS FOR APRIL

Print the April calendar so you can add post ideas for each day. Add the holidays that you want to post. Add these ideas sprinkled throughout the month. Take photos and use Insider images.

- 4 times - Highlight your locations
- 3 times - show your curbside pick up
- 3 times - store those winter clothes properly
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner

HOW'S YOUR DIGITAL PRESENCE?



Salesforce research shows that 57% of shoppers stopped buying from a business because its competitor had a better digital experience.

Over 6 in 10 customers today prefer to use digital self-serve channels to answer their questions (website, mobile app, online chat, and voice response system). (American Express)

Google is coming out with an update in May and it's very important that your website is mobile-friendly.

Social media for
SMALL BUSINESS
click to read
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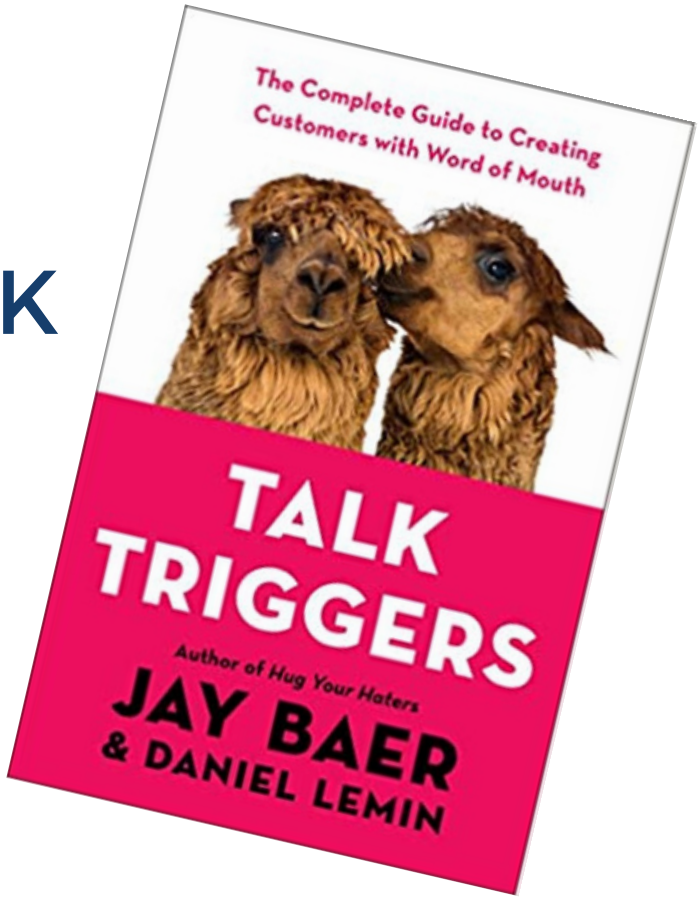
MARKETING BOOK SUGGESTION



Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions.

Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business.

TALK TRIGGERS: THE COMPLETE GUIDE TO CREATING CUSTOMERS WITH WORD OF MOUTH

click to buy the book

WE'RE HERE FOR YOU!

I hope this April 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!