

May 2021



**KREUSSLER
INSIDERS**

*SOCIAL MEDIA
INSPIRATION GUIDE*

KREUSSLERINC.COM

MAY INSIDER CONTENT

This month our focus is innovation and ideas to market your business.

Keeping your social media posts fresh and timely will continue to grow your brand awareness and customer retention.



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 May 2021

Mother's Day is coming up and people are safely getting out in the world again.

Remind people that you can save them time and help complete cleaning.

Spring cleaning and maintaining your wardrobe.

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

MAY HOLIDAYS

4 | World Teachers Day

9 | Mother's Day

24 | Victoria Day (Canada)

29 | International Jazz Day

30 | Mint Julep Day

31 | Memorial Day



MAY HASHTAGS

01 #MAYVIBES

02 #SPRINGISHERE

03 #DRYCLEANERLIFE

04 #INTLJAZZDAY

05 #SPRINGISINTHEAIR



06 #KEEPITCLEAN

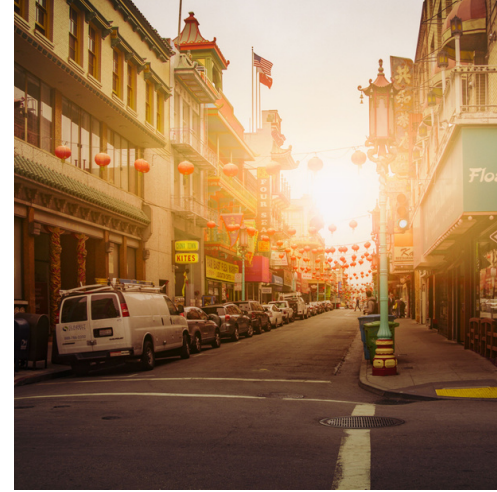
07 #LOVEHOWYOULIVE

08 #LIFENOTLAUNDRY

09 #LOVEYOURCLOTHES

10 #GARMENTCARE

POSTING IDEAS FOR MAY



Print the May 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

ARE YOU SHOWING UP?



The pandemic showed us how critical social media is for brand success. While we were in lockdown, businesses leveraged social channels to nurture consumers and keep business afloat.

However, social media is changing. It's more than a communication channel.

Did you know? 77% of people will choose a brand over a competitor after a positive experience with a brand on social media.

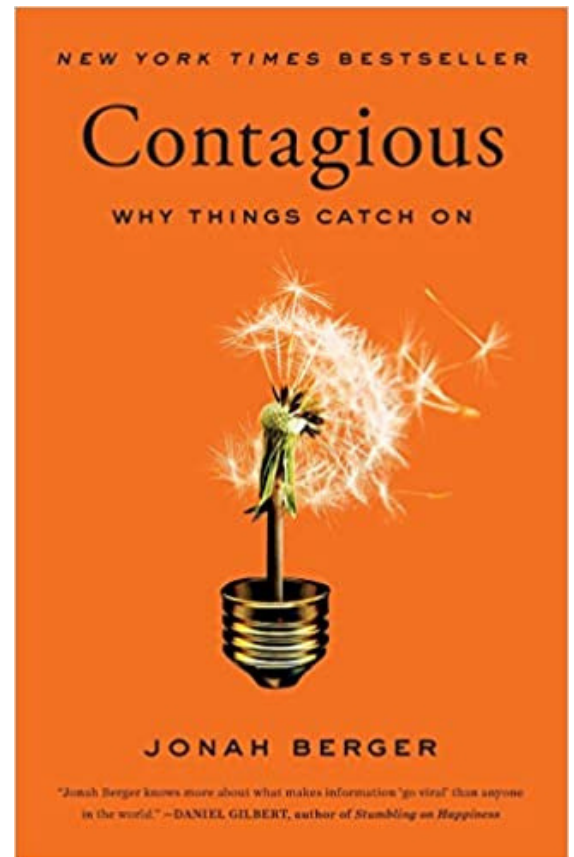
[READ THE FULL ARTICLE](#)



A LOOK AT THE
POST-PANDEMIC
SOCIAL MEDIA
LANDSCAPE

[click to read](#)

MARKETING BOOK SUGGESTION



In *Contagious*, Berger reveals the secret science behind word-of-mouth and social transmission. Discover how six basic principles drive all sorts of things to become contagious, from consumer products and policy initiatives to workplace rumors and YouTube videos.

CONTAGIOUS: WHY THINGS CATCH ON

[click to buy the book](#)





WE'RE HERE FOR YOU!

I hope this May 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!

