July 2021

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TEXTILE CARE

KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

KREUSSLERINC.COM
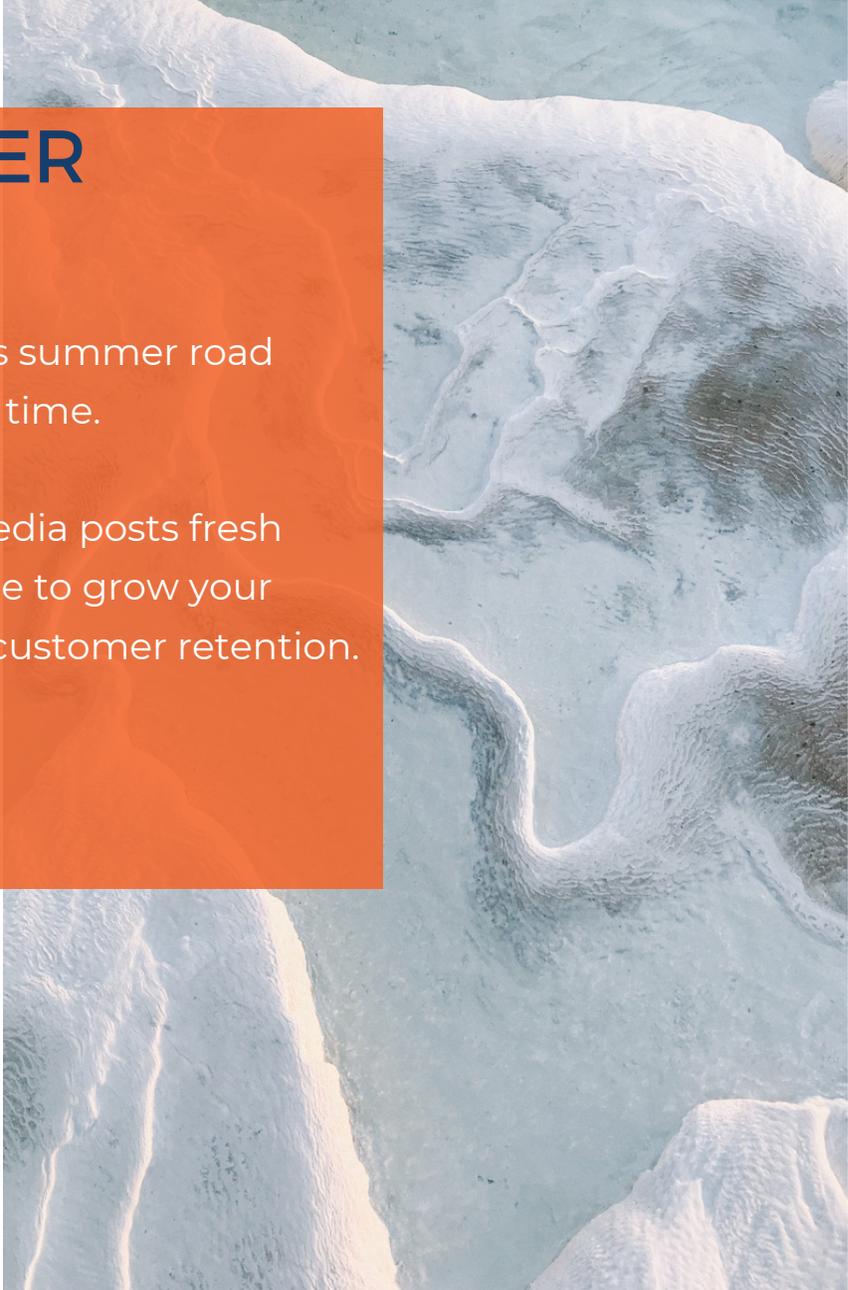
JULY INSIDER CONTENT

This month our focus is summer road trips, BBQs, and family time.

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 July 2021

The United States is opening up and we're gearing up for a hot summer. Keep cool and bring your laundry to us!

Focus on camping and family time.

Come up with ideas to help people live their lives outside their houses.

We can help BY WHAT? Figure that our for your customers.

JULY HOLIDAYS

4 | Independence Day

11 | National Mojita Day

15 | Get to Know Your Customers Day

17 | World Emoji Day

22 | National Hot Dog Day

25 | National Wine and Cheese Day

JULY HASHTAGS

01   #JULYVIBES

02   #SUMMERISHERE

03   #DRYCLEANERLIFE

04   #JULYSPECIALS

05   #4THOFJULYFUN

THINK BIG SHOP SMALL

06   #KEEPITCLEAN

07   #SUPPORTSMALLSHOPS

08   #LIFENOTLAUNDRY

09   #FAMILYVACATION

10   #GARMENTCARE

POSTING IDEAS FOR JULY

Print the July 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 - prep for weddings
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner

JUMP ON
A TREND

WRINKLES ARE IN FASHION. Not the ones linen trousers acquire, but the fine lines that accrue on an elderly individual's face. Lately, the fashion world is celebrating those 60-and-up for their style.

Last year, Hsu Hsiu-e, 84 and Chang Wan-ji, 83 —a married couple who own a laundromat in Taiwan—became global social media stars thanks to their Instagram account, @wantshowasyoung. The pair pose in compelling outfits styled from clothes their laundromat customers have left behind. The account is now up to over 654,000 followers.

READ THE FULL ARTICLE

HOW TO CREATE A LINKEDIN CONTENT STRATEGY

click to read

3 SIMPLE TIPS FOR BUSINESSES TO REMEMBER ON THE ROAD TO RECOVERY

click to read

FREE
MARKETING TOOL
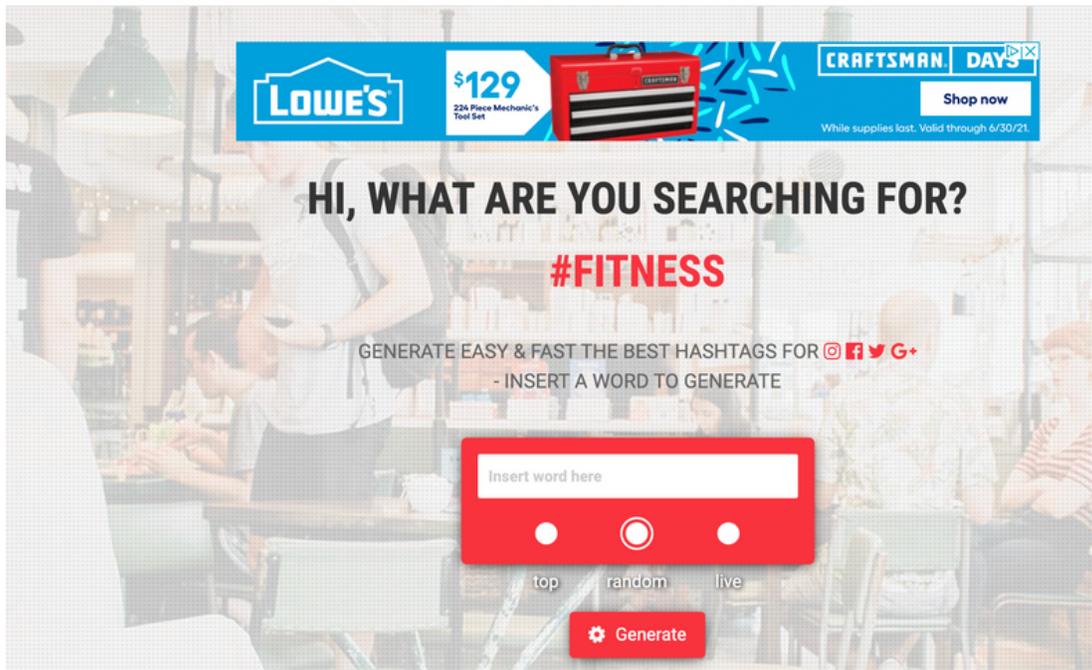
Free hashtag tool to create your hashtag groups for Instagram and LinkedIn. Create a few groups to use on different types of posts like your city name.

FIND YOUR HASHTAGS WITH EASE WITH ALL HASHTAG

click here and bookmark

WE'RE HERE FOR YOU!

I hope this July 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!