



August 2021

kreussler
TEXTILE CARE

**KREUSSLER
INSIDERS**

SOCIAL MEDIA
INSPIRATION GUIDE

KREUSSLERINC.COM

AUGUST 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 August 2021

We're more than half way through the summer. Remind customers of your hours and empower them with convenience.

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

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

AUGUST HOLIDAYS

3 | National Watermelon
Day

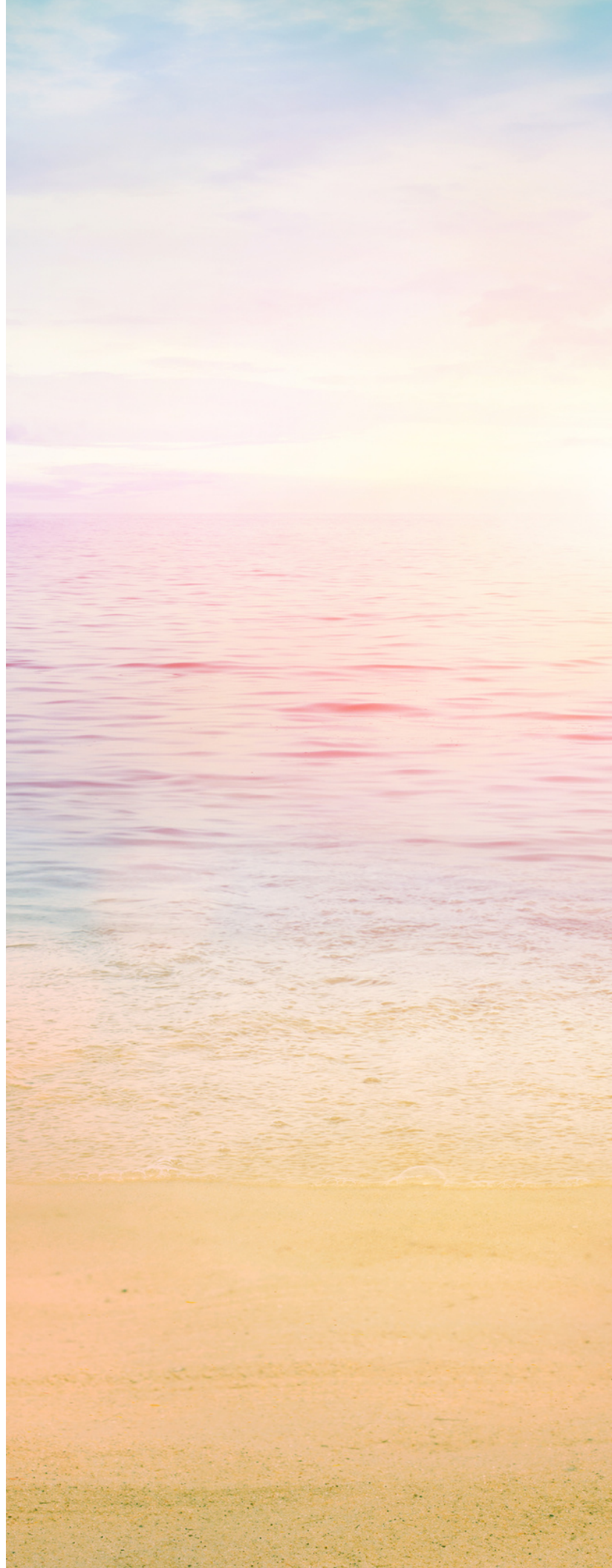
8 | International Cat Day

15 | National Relaxation
Day

16 | Tell a Joke Day

24 | National Waffle Day

30 | National Beach Day



AUGUST HASHTAGS

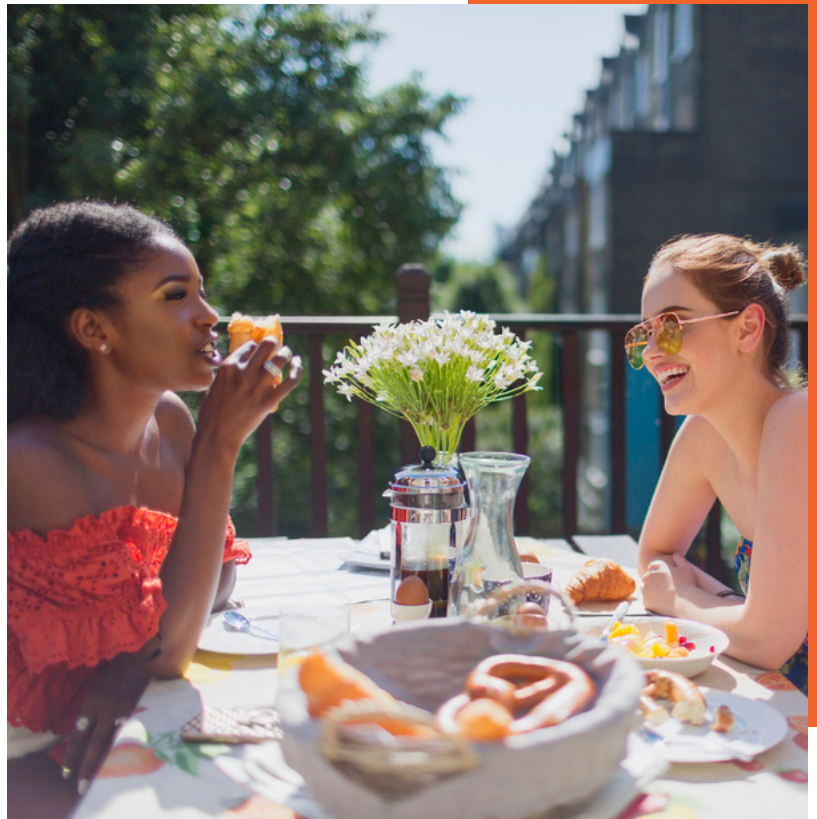
01 #AUGUSTVIBES

02 #SUMMERTIME

03 #DRYCLEANERLIFE

04 #AUGUSTSPECIALS

05 #BEACHDAYS



06 #KEEPITCLEAN

07 #SUPPORTSMALLSHOPS

08 #LIFENOTLAUNDRY

09 #FAMILYVACATION

10 #GARMENTCARE

POSTING IDEAS FOR AUGUST



Print the August 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 back to work
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner

5 CUSTOMER SERVICE TRENDS THAT ARE HERE TO STAY

During the pandemic, businesses changed their customer experience. Here are the changes that will be around long after COVID-19 is a thing of the past.

One way customer service has notably changed during the pandemic that brands embrace empathy and human connections. This can be as simple as asking how customers are doing or as complex as slowing down complicated interactions to walk customers through step-by-step instructions. Basically, brands try to make customers feel like they are a part of the family, so they stay loyal.

[READ THE FULL ARTICLE](#)



*YOU NEED TO START
CONVERTING YOUR
SOCIAL MEDIA
FOLLOWERS NOW.
HERE'S HOW.*

[click to read](#)



22 EXAMPLES OF CUSTOMER RETENTION STRATEGIES THAT WORK

[click to read](#)

FREE MARKETING TOOL

Talkwalker Alerts FAQs Free Demo

Best free and easy alternative to Google Alerts

Kreussler Inc. X

YOUR EMAIL

RESULT TYPE: News, Twitter, Blogs, Discus... LANGUAGE: English

HOW OFTEN: Once a day HOW MANY: Only the best results

I have read and agree to the [T&Cs](#) and I'm happy to receive communication from Talkwalker.

CREATE Alert Preview

Join discussions on forums

Track all mentions on blogs & websites

Monitor all major news channels

Never miss a conversation on Twitter

Monitor your brand name, competitors, events or any other topic across the web!

FREE MONITORING BY TALKWALKER

[click here and bookmark](#)



KREUSSLER INSIDERS KREUSSLERINC.COM



WE'RE HERE FOR YOU!

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

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

Peggy Fitzpatrick

Marketing and Social Media, Kreussler Inc.

KreusslerInc.com

peggy.fitzpatrick@kreussler.com

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

