



November 2021

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TEXTILE CARE

KREUSSLER INSIDERS

SOCIAL MEDIA
INSPIRATION GUIDE

KREUSSLERINC.COM



NOVEMBER INSIDER CONTENT

This month's trends are being thankful, holiday prep for linens and guests, and taking time to be grateful. Thank your customers.

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 November 2021

Heading into fall means sweaters, coats, and all the warm things need to come into to be cleaned.

Say farewell to daylight saving time (#fallback)

Let people know if you have changes in your holiday schedule.

NOVEMBER HOLIDAYS

4 | Stress Awareness Day

11 | #VeteransDay

14 | #NationalPickleDay

26 | #Thanksgiving

27 | Black Friday

30 | Cyber Monday



NOVEMBER HASHTAGS

01 #THANKFUL

02 #SHOPSMALL

03 #DRYCLEANERLIFE

04 #SMALLBUSINESSSATURDAY

05 #ITSFALLYALL



06 #KEEPITCLEAN

07 #AUTUMNSTYLE

08 #SEASONALSTYLE

09 #PUMPKINSPICEEVERYTHING

10 #GARMENTCARE



POSTING IDEAS FOR NOVEMBER



Print an November 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 holiday gatherings
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner

We appreciate you, Insiders!



SMALL BUSINESS SATURDAY IDEAS TO STAND OUT

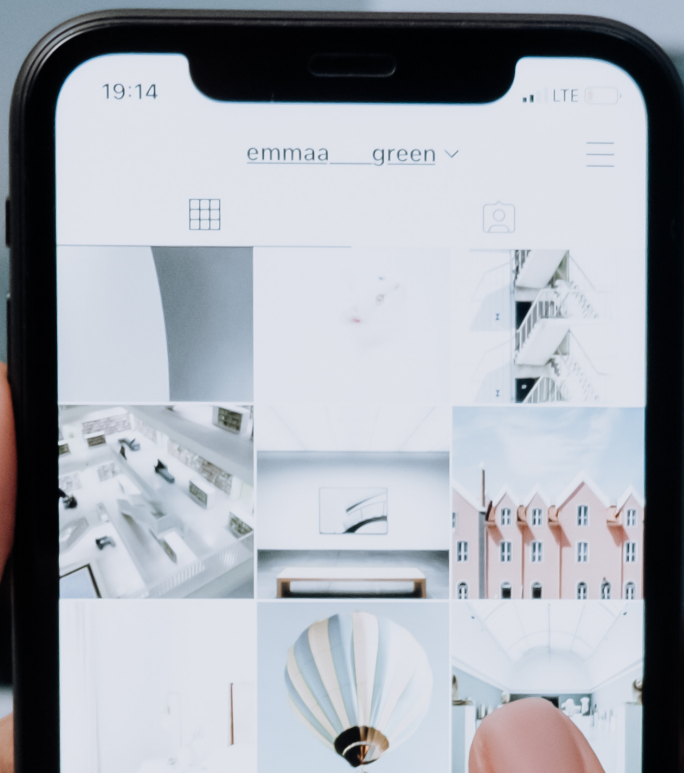
Small Business Saturday is a day dedicated to celebrating and supporting small businesses across the nation.



In order to leverage the excitement of Small Business Saturday to facilitate your business goals, you have to promote your business and improve your local visibility!

[READ THE FULL ARTICLE](#)

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THE TOP 10 NEW INSTAGRAM FEATURES

(+One to Look Out For!)

[click to read](#)

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BLACK
FRIDAY
#SALE

*GREAT SMALL
BUSINESS BLACK
FRIDAY IDEAS*

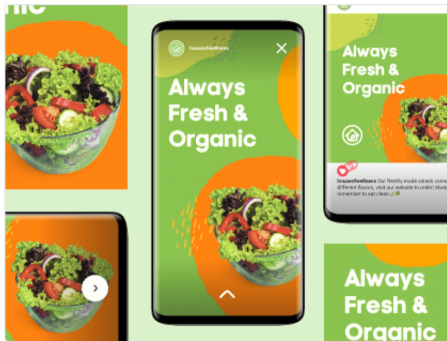
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MARKETING TOOL CANVA

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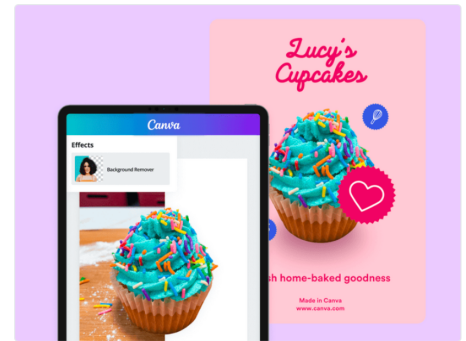
Save time

Resize your designs for any platform with Magic Resize and schedule all your posts with our Content Planner.



Take control of your brand

Keep your brand consistent by setting colors, logos and fonts in your Brand Kit.



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Animate a design, remove backgrounds, and even make images transparent with our one-click Pro tools.

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Boost you and your team's creativity and
supercharge your productivity with Canva Pro.
There's a free version and you get a thirty-day
free trial with the link.

CREATE YOUR OWN BRAND KIT

[Try it for free](#)



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WE'RE HERE FOR YOU!

I hope this November 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!

