



JANUARY 2022

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TEXTILE CARE

KREUSSLER INSIDERS

SOCIAL MEDIA
INSPIRATION GUIDE

KREUSSLERINC.COM

JANUARY INSIDER CONTENT

This month's trends are winter wear, outdoor sports, and cozy nights at home.

COVID cases are climbing again, it's a good time to remind your customers that you can deep clean their garments better than home laundry.



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 January 2021

People are focused on resolutions and getting organized around the house.

Remind customers that you have contactless pick up and/or pick up and delivery.

JANUARY HOLIDAYS

8 | Bubble Bath Day

15 | National Hat Day

17 | Martin Luther
King Day

20 | Get to Know Your
Customer Day



JANUARY HASHTAGS

01 #NEWYEARNEWYOU

02 #GOALSETTER

03 #DRYCLEANERLIFE

04 #SMALLBUSINESSSATURDAY

05 #WINTERVIBES



06 #KEEPITCLEAN

07 #COZYSEASON

08 #GOAFTERYOURDREAMS

09 #HOLIDAYSPIRIT

10 #GARMENTCARE

POSTING IDEAS FOR JANUARY



Print a January 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

HOW TO GROW YOUR INSTAGRAM ACCOUNT

Instagram is one of the biggest social media platforms in the world. Not only is it a great place to get your fix of the latest memes but the perfect marketing platform for small businesses to boost brand awareness, find new leads and expand your customer base.



Getting more followers on Instagram can be super easy with the right strategy and tools. Planning and scheduling your posts in advance can increase your follower count, as consistency is key when engaging your audience.

[READ THE FULL ARTICLE](#)

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4 ECOMMERCE TRENDS YOU NEED TO KNOW FOR 2022

[click to read](#)

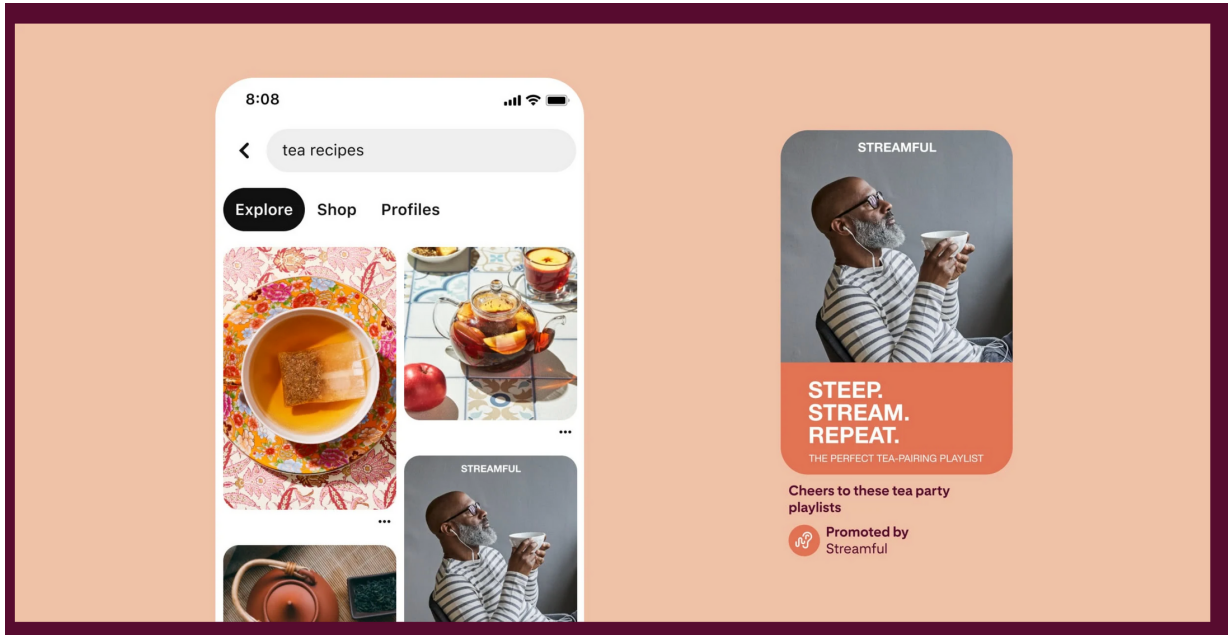
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*HOW TO BATCH
YOUR SOCIAL MEDIA
CONTENT*

[click to read](#)

PINTEREST PREDICTS TRENDS FOR 2022



People use Pinterest to plan for the future. That means Pinterest knows what's next. In fact, 8 out of 10 of our predictions for 2021 came true. This isn't another year-end trend report. This is a not-yet-trending report—a window into the future, from the place where people go to plan it.

LET'S LOOK FORWARD TO 2022.

[Check them out here](#)



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***Look for new content
on February 1st***





WE'RE HERE FOR YOU!

I hope this January 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!

