



**March 2022**

**kreussler**  
TEXTILE CARE

**KREUSSLER  
INSIDERS**

SOCIAL MEDIA  
INSPIRATION GUIDE



**KREUSSLERINC.COM**



# MARCH INSIDER CONTENT

This month's topics are Spring, Women's History Month, and St. Patrick's Day.

It's a great time to talk about closet cleanouts and getting your Spring wardrobe ready.



*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 March 2022

---

*Add value to your March posts by providing helpful tips like how to store winter gear or steps to get ahead on Spring cleaning.*



*Remind customers that you have someone that can do alterations.*



# MARCH HOLIDAYS

1 | World  
Compliment Day

3 | World Wildlife Day

4 | National Day  
of Unplugging

9 | International  
Women's Day

14 | Pi Day

17 | St. Patrick's Day

20 | First Day of Spring

29 | Mom and Pop  
Business Owners Day





# MARCH HASHTAGS

01 #SPRINGCLEANING

02 #GOALSETTER

03 #DRYCLEANERLIFE

04 #COZYHOME

05 #SPRINGVIBES



06 #KEEPITCLEAN

07 #SPRINGISHERE

08 #GOAFTERYOURDREAMS

09 #WELOVEOURCUSTOMERS

10 #GARMENTCARE



# POSTING IDEAS FOR MARCH



Print a fresh 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



# WHAT IS THE METAVERSE AND WHY SHOULD YOU CARE

If you have to ask what, exactly, the metaverse is — don't feel bad.



The metaverse is hardly a brand-new concept, but the speed with which it recently began making headlines is impressive. And the meaning of “metaverse” seems to expand daily, as more and more recognizable brands and businesses begin to incorporate it into their long-term plans.

[READ THE FULL ARTICLE](#)

KREUSSLER INSIDERS [KREUSSLERINC.COM](https://www.kreusslerinc.com)





# HOW TO GROW YOUR LOCAL BUSINESS

[click to read](#)



# *CUSTOMER REVIEW MARKETING: 7 METHODS TO GROW YOUR BUSINESS*

[click to read](#)



**Existing customers often provide the most valuable referrals, drawing in potential customers and helping increase conversion rates. They also can be your best (and least expensive) marketers, fueling content for digital marketing, email marketing, content marketing and other marketing campaigns.**



# HOW TO GROW YOUR LOCAL BUSINESS



Growing a local business is never easy, and it's certainly a whole lot harder right now.

However, if you've set up your own business, you're likely comfortable with hustling for results. You're naturally entrepreneurial and you're driven to make this work.

Combine that attitude with the right growth strategies, and execute them effectively, and there's no reason why you can't come out of the pandemic in a stronger position.

[Get some new ideas](#)



A close-up photograph of an orange flower, likely a gerbera, with vibrant orange petals and a dark brown center. The text is overlaid on the upper portion of the flower.

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





## WE'RE HERE FOR YOU!

I hope this March 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](http://KreusslerInc.com)

[peggy.fitzpatrick@kreussler.com](mailto:peggy.fitzpatrick@kreussler.com)

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

