**March 2022** 



## KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

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### 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

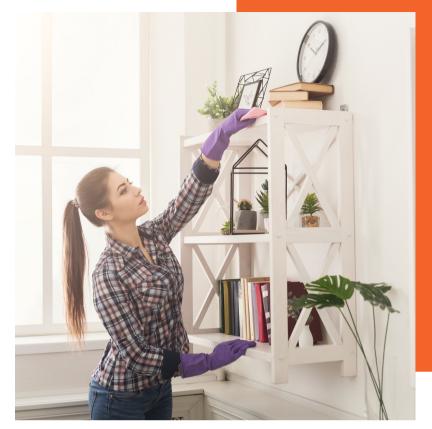
29 Mom and Pop Business Owners Day



### 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.



#### HOW TO GROW YOUR LOCAL BUSINESS



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#### 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.

<u>Get some new ideas</u>

# Look for new content on April 1st



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.

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

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