

Social media

Tips & tricks by Inside

As partners, we're here to assist you in optimizing your online presence. Each month, we offer a selection of posts that you can download via our dealer website. Below, we're sharing some practical tips to get you started.

If you need extra support, don't hesitate to reach out to our marketing department at marketing@insideblinds.com. From crafting social media posts to setting up custom ad campaigns, we're eager to leverage our knowledge and experience to maximize your online marketing efforts.

CONSISTENCY IS KEY

Consistency is crucial when it comes to your brand's online presence. It's not only important that the story you tell is consistent, but also that your logos, colors, and tone of voice align with your brand identity. To help you maintain this consistency, we provide a monthly selection of social media posts that you can download via our dealer website. By sharing these posts through your own channels, we collectively reinforce brand recognition and build our story together. By staying consistent in our online presence as an Inside brand, you as a dealer can ride the wave of brand awareness that we're building.

GO HASHTAGS

Strategically using hashtags can help your posts get discovered by people who are genuinely interested. Research which hashtags are relevant to the window decoration sector and integrate them strategically into your posts to expand your reach.

Here are some to get you started:

#windowdecor #windowtreatments #windowdecoration #customwindowtreatments #interiordecor #interiorinspiration #interiorstyling #interioradvice #homedecorinspiration #customcurtains #curtains #romanshades #rollershades #windowpanels #woodblinds #squid #wallcovering

FOLLOW THE RHYTHM

A consistent posting schedule is essential for keeping your followers engaged. We recommend posting regularly, but not excessively. Choose a rhythm that's manageable within your busy schedule. Consistency is more important than sporadic peaks in your activity.

SHARE THE LOVE

Encourage your followers to share photos of their own window decoration projects and respond to their posts to stimulate engagement. Inside creations can always be tagged with the hashtag **#insidelove** so that we can share them too to increase reach.

KNOWLEDGE IS POWER

Be informative and educational. Share tips and advice on choosing the right window decorations, maintenance tips, industry trends, and more. Our blog is full of interesting articles that you, as an Inside dealer, are always welcome to share.

