

#hashtag workbook



JULY TRAINING

Let's Talk #hashtags

A LOT OF BUSINESSES HAVE SO MANY QUESTIONS AND CONFUSION WHEN IT COMES TO USING HASHTAGS.

- **HOW DO I KNOW WHICH ONES TO USE?**
- **DO HASHTAGS ACTUALLY DO ANYTHING?**
- **HOW MANY SHOULD I USE?**

THIS MONTH'S TRAINING WILL HELP ANSWER THOSE QUESTIONS AND GIVE YOU A QUICK TRAINING ON HOW TO USE HASHTAGS TO GROW YOUR FOLLOWING AND HELP ATTRACT NEW CLIENTS TO YOUR BUSINESS.

guidelines

USE HASHTAGS POTENTIAL CUSTOMERS
WOULD BE SEARCHING + LOOKING AT

local hashtags

use local hashtags your customers would search for, such as #socialmediaexpert or #shopifyexpert

#yourcitysocialmedia
#yourregionsocialmedia
#yourcitysalon
#yourcityecommerce
#yourcityblogger
#yourcitydigital

inspiration hashtags

use hashtags where your dream customers would search for inspiration, such as #socialmediaqueens

#femmegpreneurs
#womeninbusiness
#socialmediainspo
#socialmediaqueens
#socialmediaexperts

many of our clients have found us by using the hashtag #shopifyexperthawkesbay

**DON'T EXCLUSIVELY USE HASHTAGS THAT YOUR COMPETITORS
USE IF YOU ARE TRYING TO TARGET CUSTOMERS**

THINK: WOULD MY DREAM CUSTOMER BE LOOKING AT THIS HASHTAG?

If you are **ONLY** using hashtags your competitors use, you may be missing out on potential clients!

Go beyond those hashtags and think about other hashtags your potential dream clients would be looking at! You have to start thinking about who your DREAM clients are and what they would they be looking at.

hashtag research

OKAY LET'S DO SOME RESEARCH! WE NEED
YOU TO DO A LITTLE WORK, SO GRAB A
PEN AND GET YOUR PHONE OUT!

step one

Think of all the hashtags that relate to your typical posts, (for example
for us that would be #digitalmarketing #ecommerce #socialmedia
#smallbusiness, etc)

AND

hashtags that your dream clients would be looking at (#socialmediahelp
#socialmediatraining #socialmediamarketingtips, etc)

Make a list in this box

hashtag research

OPEN UP INSTAGRAM / TWITTER AND
TYPE ONE OF THOSE HASHTAGS ON
THE PREVIOUS PAGE INTO THE SEARCH
BAR ON THE PLATFORM.

step two

Click on the hashtag at the top of the screen, it will bring up a list of other hashtags that are related to the hashtag you just searched for. these are called "related hashtags." Write down new hashtags you could possibly use for future posts.

Make a list in this box

hashtag research

SEARCH THROUGH ALL THE HASHTAGS YOU
CAME UP WITH AND FIND THE ONES THAT
HAVE UNDER 100K-400K PHOTOS TAGGED.

step three

Write down smaller hashtags that have under 100k - 400k photos
tagged under them already

Make a list in this box

THESE HASHTAGS ARE THE HASHTAGS YOU'RE GOING TO WANT TO USE THE MOST

Because these hashtags have under 400k, it means you will get more exposure and your photo won't get lost or pushed down too quickly so you'll have a better chance at getting a top post or ranked higher for that hashtag.



THE 3-PART HASHTAG PLAN

NOW THAT YOU KNOW WHICH HASHTAGS YOU SHOULD BE USING, WE ARE GOING TO SHARE WITH YOU WHAT WE CALL THE 3-PART HASHTAG PLAN. YOU ARE GOING TO WANT TO STRUCTURE YOUR GROUP OF HASHTAGS WITH A COMBINATION OF EACH OF THESE THREE PARTS WE SHOWED YOU ABOVE. THIS MAKES IT EASIER WHEN FIGURING OUT WHAT TYPE OF HASHTAGS TO USE.

**HASHTAGS
RELATED TO
YOUR POST AND
WHAT YOUR CLIENTS
SEARCH FOR**



This is going to make
up the majority of
your hashtags.

You should
use 10-20 of these.

**HASHTAGS
RELATED TO
MAJOR
INDUSTRY
BRANDS / TRENDS**



Hashtags like
#femmepreneurs that
may get you
featured.

You should
use 3-8 of these.

**HASHTAGS
RELATED TO
YOUR LOCATION
OR AREA**



These are the ones
discussed earlier.

You should use
4-8 of these.

putting it all together

OKAY, SO NOW THAT YOU HAVE FIGURED OUT WHICH HASHTAGS YOU ARE GOING TO USE AND HOW TO USE THEM TOGETHER, WE ARE GOING TO GO OVER SOME FINAL GUIDELINES OF USING HASHTAGS.

1. USE AT LEAST 20-25 HASHTAGS

The more you have, the more you are increasing your exposure. You want to be seen in as many places as you can! We recommend using at least 20-25 hashtags that are related to your post.

2. KEEP THE HASHTAGS RELATED TO YOUR POST

Make sure you are using hashtags that are related to your post and not just random hashtags that don't have anything to do with the photo or caption. It helps Instagram know the context of your post when you use related hashtags vs just random ones that don't relate. This used to not be a big deal, but Instagram is getting smart and wants to make sure you're not using "spammy" tactics and they believe using hashtags that aren't related to the post seem that way.

3. IT DOESN'T MATTER IF YOU PUT YOUR HASHTAGS IN THE CAPTION OR THE COMMENTS...JUST USE THEM

There is always conflicting information whether you should put the hashtags in the caption or in the comments. At this point, We've tested both and don't believe it makes a difference whether it's in the caption or comments, just that you are using hashtags!

4. SWITCH YOUR HASHTAGS UP ON EVERY POST

We typically use the same hashtags, but rotate them for every post so that we are using ones that are most relevant to the post. And with the new algorithm, Instagram doesn't want people just copying and pasting the same hashtags over and over again for every post, so make sure you're switching them up and re-arranging them for every post. Plus it's always a good idea to test out which hashtags perform the best!

5. FOLLOW HASHTAGS AND ENGAGE ON THEM

Instagram wants you using as many of their "tools" as possible, so now that you can follow actual hashtags, you should be. This is a great way to find people to interact with (aka follow hashtags your dream customers are using so you can interact with them on a regular basis) or it's a great way to stay in touch with a group of people (aka people at an event or part of a community).

6. TRACK WHICH HASHTAGS ARE PERFORMING THE BEST FOR YOU

If you have a business or creator account, in the insights of every post, you can see which hashtags performed the best for you.



OUR GOAL IS TO MAKE YOUR LIFE ON SOCIAL MEDIA MORE EFFECTIVE ...

WE HOPE THIS MONTH'S HASHTAG WORKBOOK WAS HELPFUL FOR YOU TO FIGURE OUT WHICH HASHTAGS YOU NEED TO BE USING AND NOT FEEL SO FRUSTRATED OR CONFUSED!

WE KNOW THAT SOCIAL MEDIA CAN BE OVERWHELMING, BUT WE'RE HERE TO HELP YOU FIGURE OUT THE EASIEST WAY TO ATTRACT YOUR DREAM CUSTOMERS AND GROW YOUR BUSINESS.