9 Hashtag Hacks for Instagram

Actionable tips to build your hashtag strategy & get found on Instagram

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About me

KRISTA WILTBANK
HEAD OF SOCIAL MEDIA FOR GETRESPONSE ALL-IN-ONE ONLINE MARKETING SOFTWARE

- 10+ years of online marketing experience
- MBA in Digital & Social Media
- Social media strategist focused on helping small & medium businesses grow
- #InstaNerd ... #IHaveThisThingWithInstagram

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About You

SMALL BUSINESS OWNERS, SOCIAL MEDIA MANAGERS/CONSULTANTS

Looking to find a way to fuel your Instagram growth via a hashtag strategy & the practical tips and tools to implement it.

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Why is a hashtag strategy important?

- Hashtags are how we discover content on Instagram. Using the correct hashtag(s) exposes your brand/content to new and large audiences.
- Posts with hashtags are 55% more likely to be shared (source: Later.com)
- Posts with at least 1 hashtag average 12.6% more engagement than those that don't include hashtags. (SimplyMeasured.com)

A hashtag strategy is, in essence, tracking and organizing hashtags that are relevant to your company or brand, and using these hashtags to expand your Instagram content's reach, target specific audiences, and get people searching by hashtag to discover your content.

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How do you create a hashtag strategy?

Start with research!

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Hashtag Hack #1

Find the best hashtags for your business using **related** hashtags.

- Start with the most generic terms for your business, then start narrowing down to more specific terms.
- Use tools to find hashtags related to the most generic terms, which will expand your choices and give you opportunities to target your audience better.

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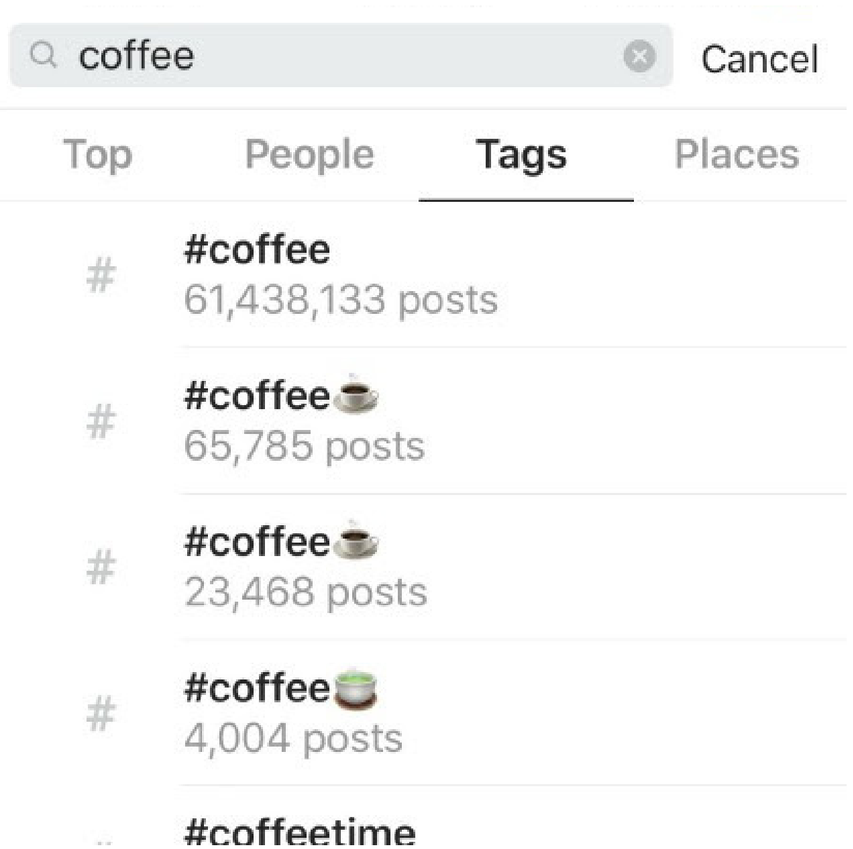
RELATED HASHTAG SEARCH TOOLS



INSTAGRAM

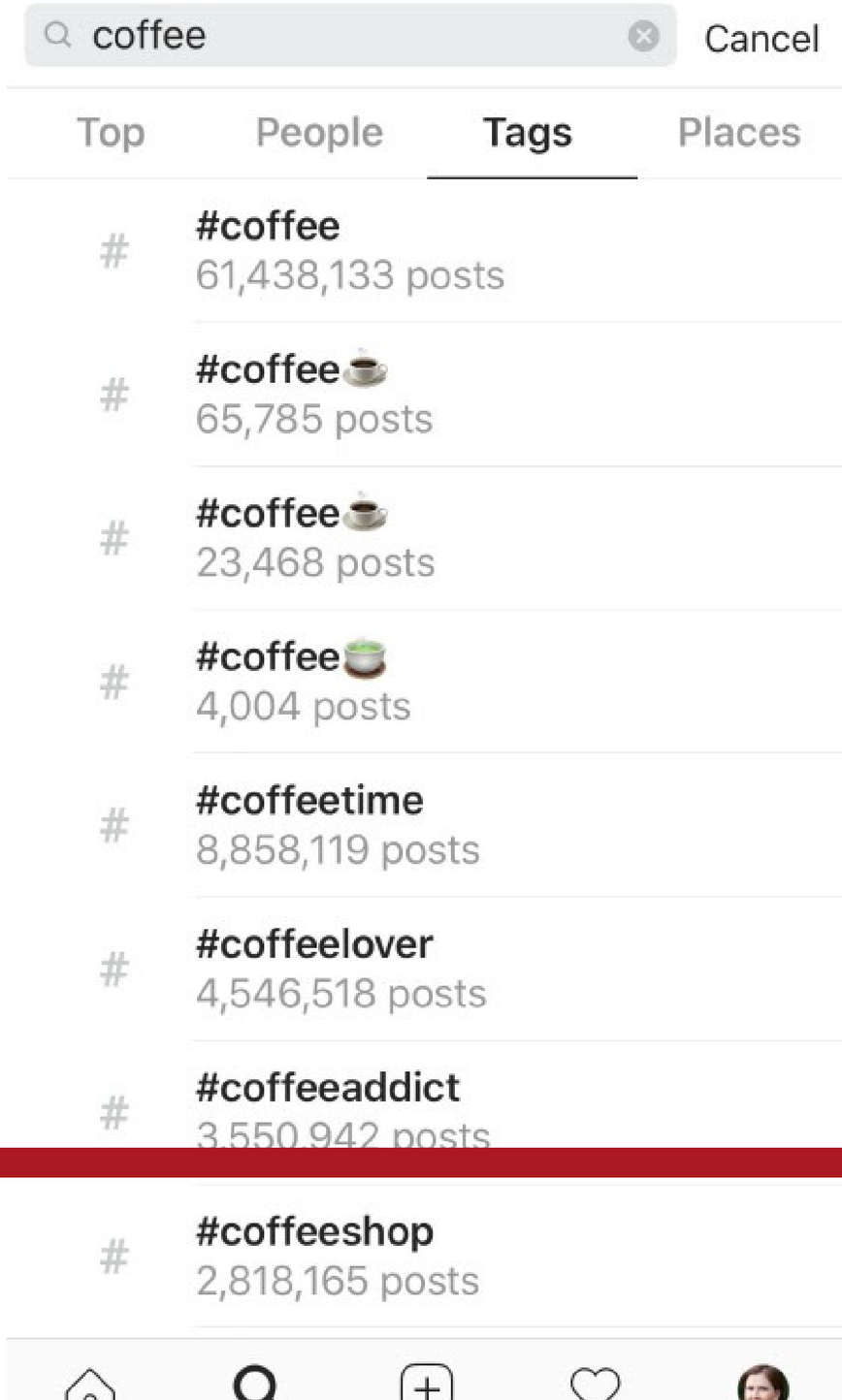
HASHTAGIFY.ME

HASHME APP (iOS & ANDROID)

Hashtag Hack #2

CHECK HASHTAG POPULARITY

- If your hashtag is too popular, your content won't get found. Too much competition.
- If your hashtag has too few posts, your content won't get found. No one is searching for it.
- Find your sweet spot for the hashtag popularity that works for your business. A good range is 50k - 1mil.



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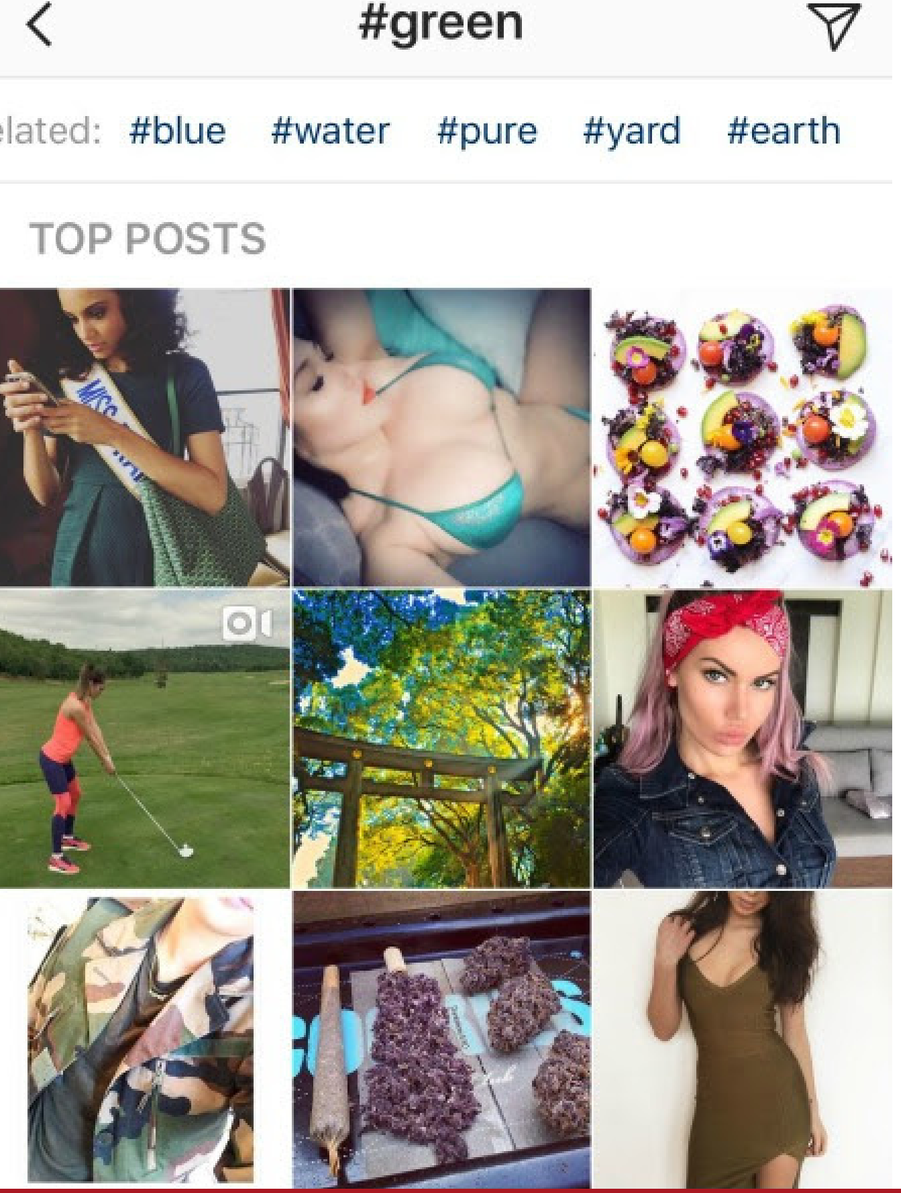

Hashtag Hack #3

Look at the photos tagged with the hashtag you're researching before using it for the first time.

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Hashtag Hack #4

Use branded hashtags to promote your business & build brand recognition.

70% of the most-used hashtags on Instagram are branded hashtags that companies created for promotional purposes & brand awareness. (Source: SimplyMeasured.com)

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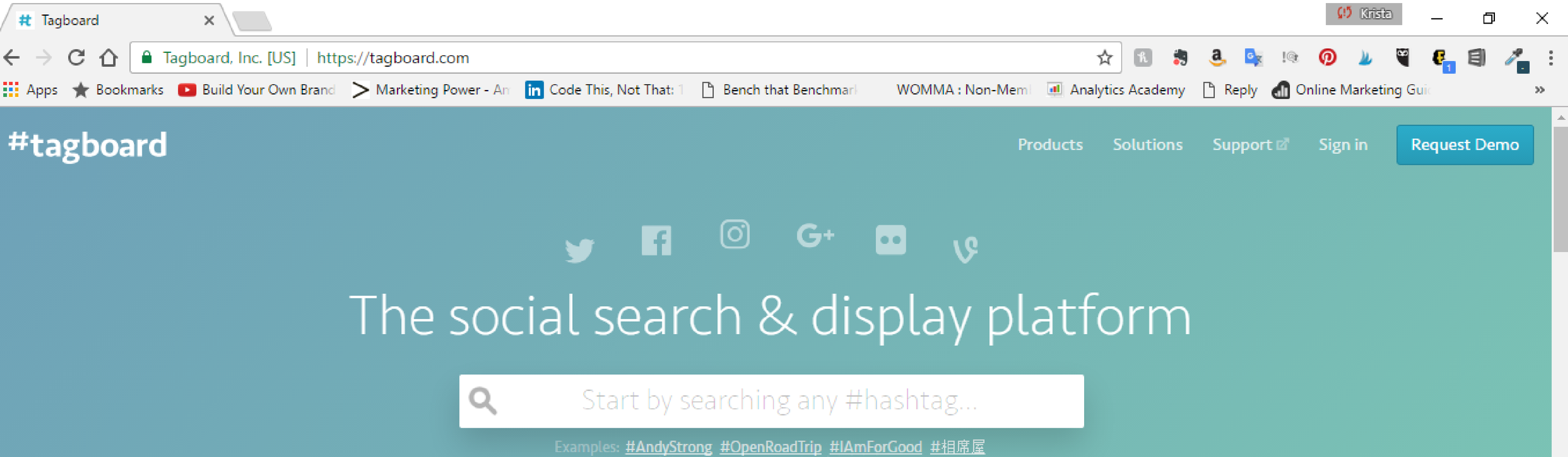
Do your research before using or promoting your chosen brand hashtag

ENSURE THAT NO ONE ELSE IS ALREADY USING IT, OR IF YOU'RE JUMPING ON A TREND, MAKE SURE THE TREND IS APPROPRIATE FOR YOUR BUSINESS.

- little to no usage so you promote (and control) the message around your hashtag
- see if any content or conversations that may exist already are ones that you want to be involved in.



Hashtag Hack #5
Competitive research

Use any of the hashtag tools I've mentioned to research what your competitors are doing/using online.

- A competitor will have a similar target audience as your business. You're trying to attract the same people.
- Any (non-branded) hashtag that they use, you can look at using as well. The same people who used a hashtag to find a competitor could find you with the same tag.

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Hashtag Hack #6: Measure & Refine

If you can only have 9 hashtags for optimal performance*, why waste space on a hashtag that doesn't bring engagement to your content?

Tools for measurement (all premium)

- Command App for Instagram (iOS)
- Iconosquare
- Minter.io
- Simply Measured
- Keyhole.io
- Tagsleuth.com

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*Based on TrackMaven's 2016 Fortune 500 Instagram Report

Executing your hashtag strategy

PRACTICAL TIPS TO MAKE HASHTAG POSTING MORE MANAGABLE.

(Do you really want to be using your thumbs to tap in individual hashtags one by one, every time you make a post, and hope AutoCorrect doesn't make a mess out of things?)

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Hashtag Hack #7

Captialize every word in multi-word hashtags. What does the eye read better?

#thestruggleisreal #TheStruggleIsReal

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Hashtag Hack #8

CREATE GROUPS OF STANDARD HASHTAGS TO POST WITH EACH DISTINCT CATEGORY OF CONTENT

- Take the guesswork out of what hashtags go with which type of content.
- Leave room in your hashtag groups for the flexibility to add some new tags that fit your image or video.

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Hashtag Hack #9

Keep all your hashtag groups on your phone in one place -- typed from your desktop to spell check in advance, and avoid auto-correct as much as possible.

Apps to use:

- Notes (iOS)
- GoogleKeep (Android)
- Evernote
- Trello
- OneNote

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Bonus tip: keyboard shortcuts

STORE YOUR HASHTAGS ON YOUR PHONE AS KEYBOARD SHORTCUTS

iOS: Settings >> General >> Keyboard >> Shortcuts. Click on the + in top right. Input shortcut & full desired text.

Android: Settings >> Language & Keyboard >> Input >> Personal dictionary. Click on the + in top right. Input shortcut & full desired text.

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#MakeItHappen

How will you make it happen?

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