



# HASHTAG MARKETING

Everything you Need to Know to  
Effectively Use Hashtags  
Across All Social Media  
Networks!!!

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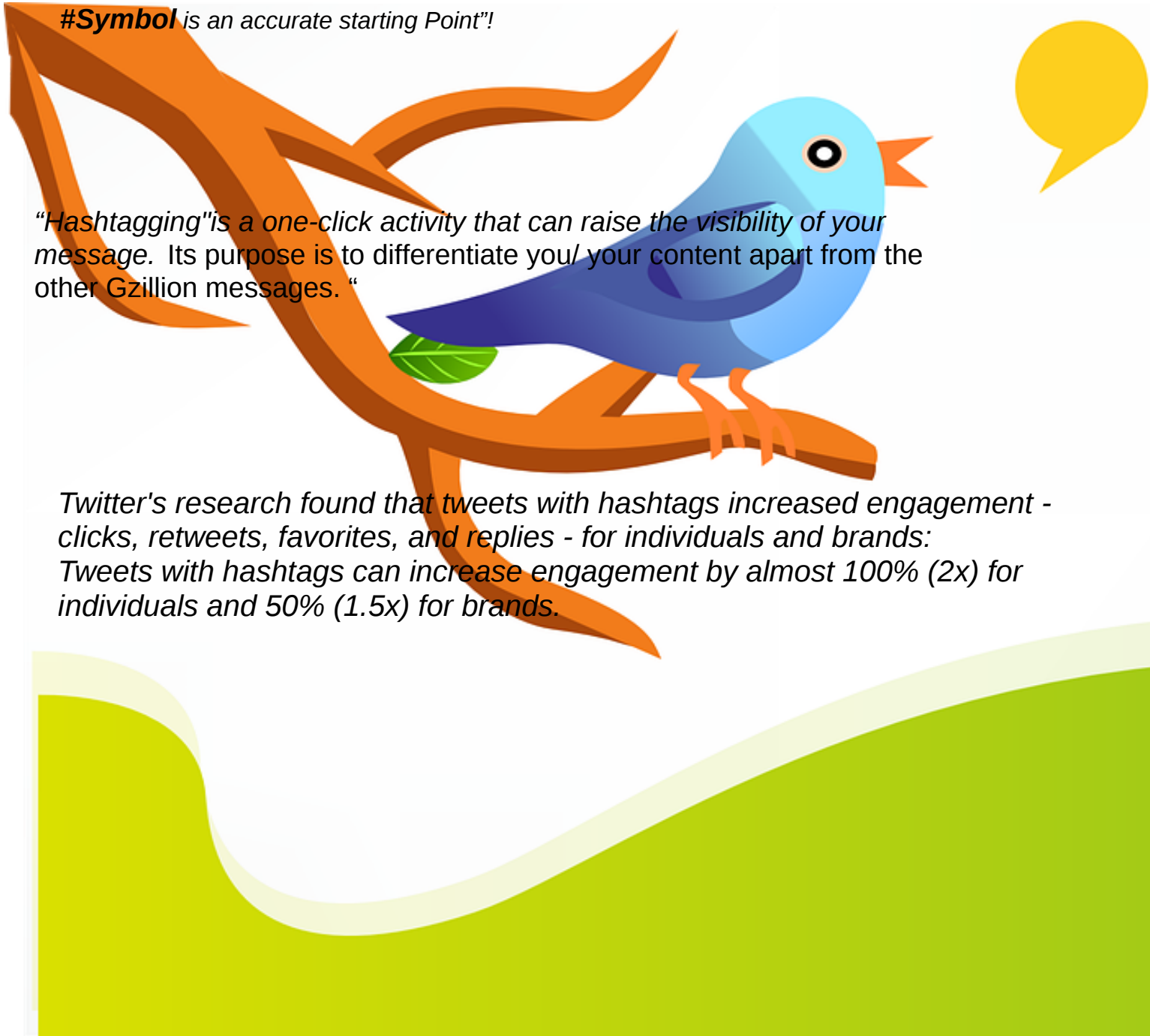
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References

*"Learning how to hashtag properly will give your business an unfair advantage. Hashtagging is one of the most **underutilized misunderstood** social media marketing strategies out there. Regardless of which social media platform you choose, hashtags are essential. If you'll looking to scale your business, connect to your targeted market or build your brand, **this little #Symbol** is an accurate starting Point!"*

*"Hashtagging" is a one-click activity that can raise the visibility of your message. Its purpose is to differentiate you/ your content apart from the other Gzillion messages. "*

*Twitter's research found that tweets with hashtags increased engagement - clicks, retweets, favorites, and replies - for individuals and brands: Tweets with hashtags can increase engagement by almost 100% (2x) for individuals and 50% (1.5x) for brands.*



# Introduction

Wondering, what are hashtags? But more importantly, I bet you want to know how to **use Hashtags on Facebook, Twitter, Instagram, and all other networks to drive massive, targeted traffic?** Money is time and time is money! And there's no shorter shortcut than this # symbol... Yes, the Hashtag.

Further study by Social Bakers show; "posts with 1 or 2 hashtags averaged 593 interactions". All in all, hashtags help to grab your audience's attention. Those who are specifically looking for your product, service, or brand. Most compelling, learning to better understand how to use Hashtags, is Time **Well** Spent.



Notably, were you aware that **hashtags have their own little secret society?**... And the passcode is the hash mark. Continue to read as we break down critical details. These nuggets without a doubt will help you accurately incorporate **hashtags to boost sales.** You're definitely using your time wisely, by deciding to read this eBook to the end~

Especially, since something as simple as learning how, what, and where, to place that tiny little symbol can be the difference between no one knowing your business exists to attract a stampede of thirsty **customers.**

Unbeknownst to you, once you really begin to understand hashtagging, you'll realize that it's **ONE** Powerful Marketing Weapon that can significantly impact your audience's engagement. – oh, and did we mention: it's FREE!!!

...Who said nothing in life is free?... Don't Know Hash Tag...LOL!!! 😊😊

Upon completion, you'll become a bonified, certified, "Hashtagologist"!!!

# What are Hashtags and How to Use Them Effectively



goal \* plan \* success

## What are Hashtags:

A hashtag is a word (s) more specifically a keyword or brand phrase preceded by a pound sign commonly known as a hashtag (#). Using hashtags categorizes topics of content that are used particularly on social media networks, such as Facebook, Twitter, and Instagram.

Twitter created this function to allow people to easily follow a topic of interest, simply by using a hashtag # symbol. The symbol is used to index keywords or topics on Twitter.

Contrary to popular belief, a hashtag isn't just numbers, words and a # (pound) sign that you throw against the social media wall, hoping, wishing, and praying something will stick. "There's a method to the #tags maddest".

## How Does Hashtags Work

The way hashtagging works from a marketing standpoint is ingenious. The hashtags were created because social media networks exploded fast! (Millions of tweets per hour).

Therefore, Twitter was forced to find an organized way to group or segment topics. So basically, the hashtag was invented because Twitter was trying to identify ways to search and organize content within their network.

As a matter of fact, across all social media networks tags are used to categorize subjects, groups of people, or brands. To reiterate, hash symbols not only work for Twitter tweets but also on Facebook, Instagram, and many other social media platforms.

"Is this You?"

Question: Am I the only person that didn't quite understand the benefits or advantages of that pesky-looking pound symbol? Many times, finding it hard to read the content, trying to see around the numbers, question marks, colons, and commas... Is it necessary???? Do we have to learn the morse code to succeed in social media marketing? Geeeee whiz!"