



How To Use #Hashtags To Best Effect

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HASHTAG

#TrafficSecrets



How To Get Laser-Targeted Social Media
Traffic Using The Power of Hashtags

#hashtagtrafficsecrets

What Is A Hashtag And How To Get The Best Out Of Them For Your Marketing Strategy

What Is A Hashtag?

A hashtag is a word or keyword phrase preceded by a hash, also known as the pound sign (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag.

A hashtag is a way to connect social media content to a specific topic, event, theme or conversation. It helps to draw attention to your posts and encourage interaction.

When using a phrase as a hashtag, you spell it out without spaces, such as #usinghashtags. It can include numbers but not symbols or punctuation.

The hashtag can be placed at the beginning, middle or end of your social media post or comment, and it allows what you have written to be indexed by the social media network. With this strategy, people who are not your fans or followers can still find your content.

Use Hashtags Basics

- They always start with # but they won't work if you use spaces, punctuation or symbols
- Make sure your accounts are public. Otherwise, the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.

Why Use Hashtags?

- Increase engagement with your followers
- Build brand awareness with branded hashtags
- A way to show support for social issues
- Add context to a social media post
- Help your target audience find you
- Include your sponsors and partners

Creating Hashtags

By creating your own hashtags you can drive organic traffic to your website and target your audience. It's important to make the most of this marketing strategy and get with the times, as they carry a lot of weight in social media marketing now.

#hashtagresearch

Do some research. There are many sites that will search across many social media sites and show you posts with the hashtag in. The aim for you is to create relevant hashtags that aren't in use as well as using ones that are.

Take #testyourhashtags as an example.

I used a site called Hashatit.com and searched for this hashtag, surprisingly there were no results.

Get Your Blog Noticed

That's not a bad thing though. Consider that if there are no current posts attached to the tag, this blog will be the only one and you will have the readers full attention.

Take another example #createhashtags , this will be widely used as people will be researching on how to create hashtags and the originator of the articles will use that tag when talking about how to create them. Sort of like a supply and demand.

The best way to create a hashtag is to identify what is relevant to your blog post that will grab the attention but keeping to the rules of relevance, length and where appropriate topical.

There are many tools available to help you and we will look at a few later in the book.

