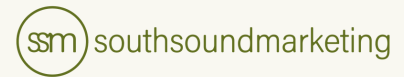


A Guide to Hashtags

Marketing Resources for Small Businesses



Hashtags can be a game-changer for small businesses looking to expand their reach on social media. Here's a quick guide to help you navigate the world of hashtags.

Relevance is Key

- Use hashtags that are relevant to your business, industry, and target audience
- Avoid generic or trending hashtags if they don't align with your content

Branded Hashtags

- Create a unique hashtag for your business i.e. your business name, slogan, or a phrase associated with your brand
- Encourage followers to use it when sharing content related to your products/services

Location-Based Hashtags

- If your business is local, include location-based hashtags to reach potential customers in your area

Industry-Specific Hashtags

- Identify popular hashtags within your industry to help connect you with a targeted audience interested in your products or services

Niche Hashtags

- Use specific niche hashtags to reach a more focused audience. For instance, if you sell handmade jewelry, use hashtags like #HandmadeJewelry or #ArtisanCrafts

Mix Popular and Niche Hashtags

- Use a combination of popular and niche hashtags to broaden your reach while still targeting a specific audience

Create Campaign-Specific Hashtags

- If you're running a campaign or contest, create a unique hashtag for it. It can help track user-generated content and create a sense of community around your brand.

Keep It Simple

- Avoid overly complicated or lengthy hashtags, they should be easy to remember #KeepItSimple

Limit the Number of Hashtags

- Use a moderate amount of hashtags, too many hashtags can make your caption look cluttered