



# The Hashtag Workbook

How to discover the **best** hashtags to use for your business.

## About Hashtags

Hashtags increase your visibility and reach on social media without paying a cent. But, choosing the hashtags that help your business is essential. Otherwise, your hashtags are just taking up space or making you look spammy.

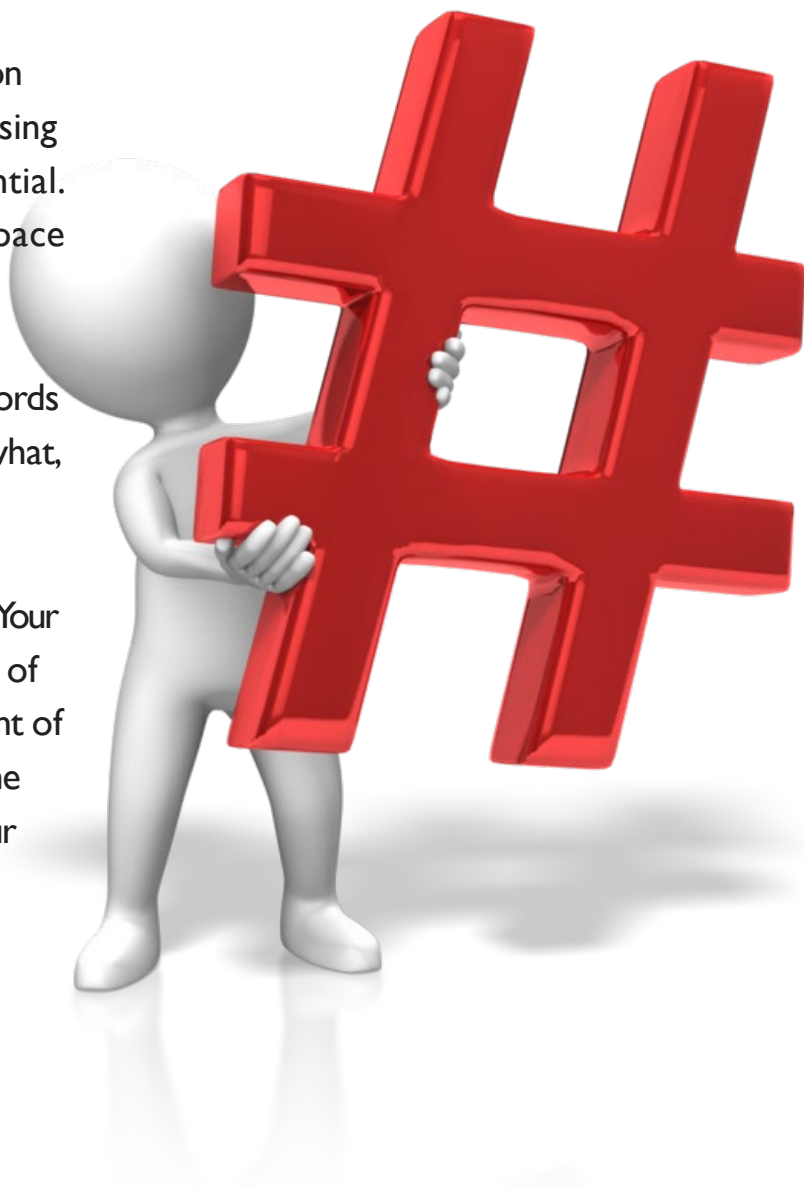
Think of hashtags as descriptive, clickable words that quickly tell your social media fans the what, who, where, and when.

Carefully consider your hashtags' relevance! Your goal is not limited to increasing the visibility of your post. Your goal is to get your posts in front of more people who care about your content. The more interested your audience, the better your targeting.

After all, what's the value of increasing your visibility so that you reach more of the wrong people? Not much.

Hashtags give your readers more **CONTEXT** regarding your post. They can determine if your content is relevant to them just by looking at the hashtags.

**Your hashtag strategy is to attract more targeted fans who care about the content you post. With this strategy, you increase your reach and improve your lead generation. It's an effective and free way to give your social media marketing a little lift.**



# The Hashtag Workbook

Discover the best hashtags to use for your brand

## 1. Start with Descriptive Words Based on Hashtag Types

Brainstorm words that describe certain aspects of your business. The more specific, the better! You'll research these later to see if they work as a hashtag.

### Topic

Identifies subject(s) of your social media posts. Tells readers **WHAT** your content is about. Most popular type of hashtag.

Examples:

marketing, health, accounting, real estate

Identify your topics:

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### Audience

Identifies **WHO** the post is for. A good option when you know how your target market identifies themselves.

Examples:

mom, small business, writer, marketer

Identify your audiences:

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### Location

Identifies **WHERE** you do business. Great for local business and brands that serve specific geographic regions.

Examples:

Nashville, London, East Coast, UK

Identify your locations:

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## 1. Start With Descriptive Words Based On Hashtag Types (Continued)

### Trending

Popular hashtags that related to trending topics, days, news/current events, etc.

Examples:

Monday motivation, Super Bowl, New Year, Valentine's Day

Identify trends that apply to your business:

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### Emphasis

The purpose is to add emphasis and context to your post. Generally speaking, these are more surface level rather than super helpful for increasing your reach.

Examples:

Just sayin, am I right, whoops, truth

Identify terms you use for emphasis:

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### Branded

A hashtag focused on your brand name, message, products, promotions, campaigns, and events. Good for awareness, messaging, and contests.

Examples of branded hashtags:

#TwitterSmarter #SmartBirdTip #SMMW

Identify possible brand terms:

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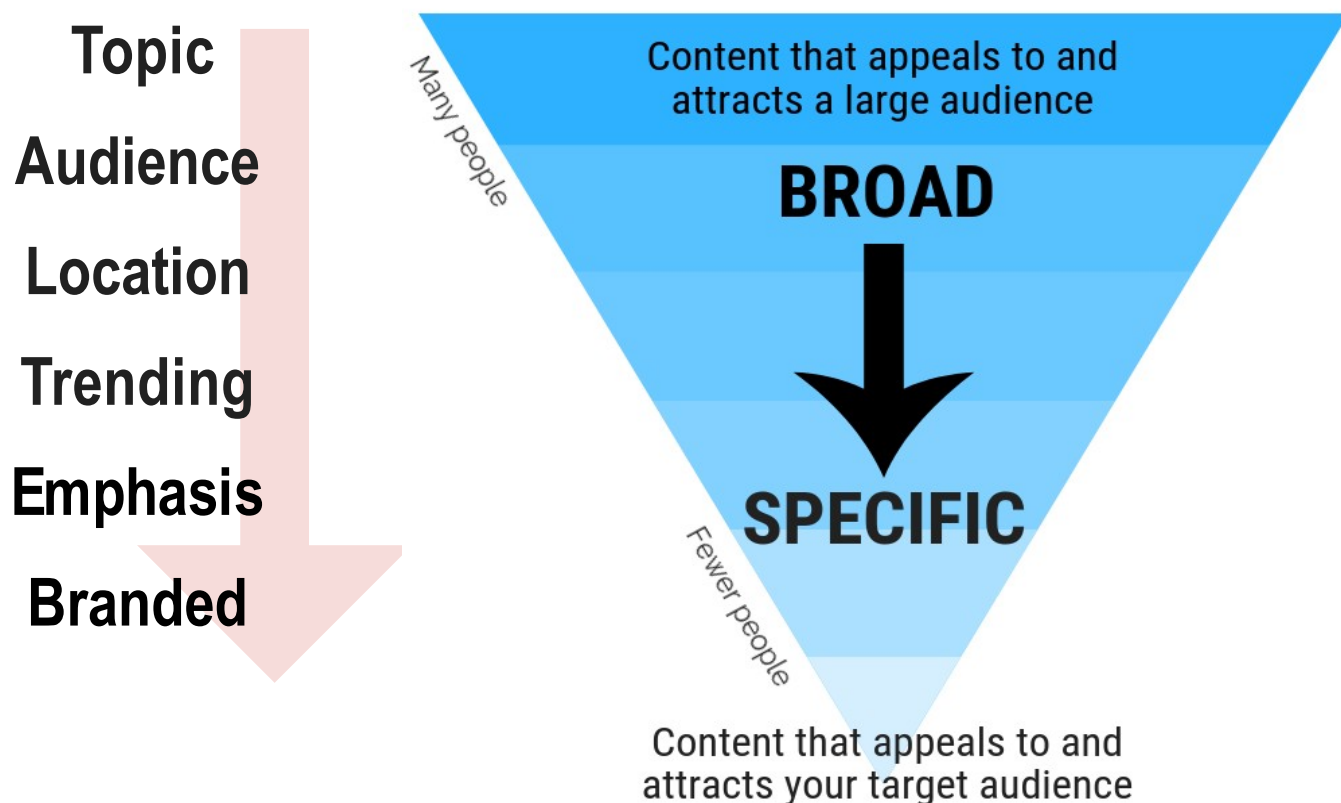
# Hashtags are not case-sensitive!

# Hashtag Types - The Pyramid of Popularity

At KG Enterprises, we publish content based on our Pyramid of Popularity. This is the concept that the more specific your content, the less its appeal - which is a good thing when you're using content marketing to reach your ideal target market. You want to attract a smaller audience of people interested in your area of business.

You can apply this same concept to hashtags. The more specific your hashtags and content, the more targeted your audience. For example, #marketing > #digitalmarketing > #socialmediamarketing > #Facebook. If you're a Facebook ads specialist or offer Facebook training, using #Facebook targets your desired audience better than #marketing.

The goals of hashtags used for emphasis and branding are not reach. They are more for humor, emphasis, awareness, and content organization. So, you can expect them to be much less sought-after and clicked.



## 2. Research Hashtags

To yield the best results from your hashtags, **ALWAYS** research them. You want to make sure you know these things about the hashtags you use:

- context
- sentiment
- popularity
- existing usage by other brands

## How to Research Hashtags

1. Type your words (without spaces) from Step #1 above into the search **all-hashtag.com** search box for hashtag suggestions.

2. Type these hashtag suggestions into **Hashtagify.me** to reveal their sentiment and popularity.

3. Search the hashtags using **Twitter.com** and **Instagram.com** to understand how people use them and to get ideas.

What did your research reveal? Take notes here.

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### 3. Use the Formula to Finalize Your Hashtags

Now that you've considered your options and researched hashtags in more depth, it's time to apply your knowledge.

Use the *Hashtags That Help Formula* to create the hashtags you'll combine and use on a regular basis.

Remember that your hashtags will vary per post based on your post's topic and goal.

## The Hashtags That Help Formula

Topic Hashtag  
+  
Audience Hashtag  
+  
Your Choice of Any  
Hashtag Type

#Marketing  
#SmallBusiness  
#SocialMediaMarketing



## 4. List Your Hashtags

Okay, you've got your hashtags ready to use! Write them down here so you have them documented for yourself or your social media manager.

For Instagram, you can use many more hashtags than Twitter, Facebook, LinkedIn, and Pinterest. Try **TRIPLING** or **QUADRUPLING** the Hashtags That Help Formula!

We recommend keeping your hashtags in a digital format so you can easily copy and paste when you're scheduling your social media content. And, you're done!

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