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# HASHTAG RESEARCH



eDesign Marketing

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# WHY YOU SHOULD USE HASHTAGS



Hashtags are a great way to gain more reach and allow you to target people more specifically.

Consequently, you will be able to gain more awareness, resulting in more conversions.

Therefore, I will be discussing what hashtag strategy you should use, as well as offering a bank of over 300 hashtags to help you maximise your reach!

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# THE NUMBER OF HASHTAGS PER PLATFORM



Up to 30 hashtags



1-2 hashtags



0 hashtags



2-3 hashtags



1-2 hashtags

# DIGITAL MARKETING

High	Medium	Low
<ul style="list-style-type: none"><li>#DigitalMarketing</li><li>#DigitalMarketingAgency</li><li>#DigitalMarketingTips</li><li>#MarketingDigital</li></ul>	<ul style="list-style-type: none"><li>#DigitalMarketingStrategy</li><li>#DigitalMarketingServices</li><li>#DigitalMarketingTools</li><li>#DigitalMarketingStrategist</li><li>#DigitalMarketingConsultant</li><li>#DigitalMarketingCompany</li><li>#DigitalMarketingCourse</li><li>#DigitalMarketingTip</li><li>#DigitalMarketingStrategies</li><li>#DigitalMarketingTrends</li><li>#DigitalMarketingJobs</li><li>#DigitalMarketingSolutions</li><li>#DigitalMarketingPlan</li><li>#DigitalMarketing101</li><li>#DigitalMarketingBusiness</li><li>#DigitalMarketingManager</li><li>#DigitalMarketingSpecialist</li><li>#DigitalMarketingService</li><li>#DigitalMarketingExpert</li><li>#DigitalMarketingTraining</li><li>#DigitalMarketingLife</li><li>#DigitalMarketingCourse</li></ul>	<ul style="list-style-type: none"><li>#DigitalMarketing Updates</li><li>#DigitalMarketing2020</li><li>#DigitalMarketingSkills</li><li>#DigitalMarketingCoach</li><li>#DigitalMarketingFacts</li><li>#DigitalMarketingNews</li><li>#DigitalMarketingForFree</li><li>#DigitalMarketingTrainer</li><li>#DigitalMarketing Workshop</li><li>#DigitalMarketing Australia</li><li>#DigitalMarketing Industry</li><li>#DigitalMarketing TipsandTricks</li><li>#DigitalMarketing Agencies</li><li>#DigitalMarketingUK</li><li>#DigitalMarketingHelp</li><li>#DigitalMarketingExperts</li><li>#DigitalMarketingMemes</li><li>#DigitalMarketing Consultants</li></ul>

# MARKETING

High	Medium	Low
<ul style="list-style-type: none"><li>#MarketingStrategy</li><li>#MarketingTips</li><li>#MarketingDigital</li><li>#MarketingAgency</li><li>#Marketing101</li><li>#MarketingOnline</li><li>#MarketingPlan</li><li>#Marketing</li></ul>	<ul style="list-style-type: none"><li>#MarketingConsultant</li><li>#MarketingIdeas</li><li>#MarketingStrategies</li><li>#MarketingSocial</li><li>#MarketingTools</li><li>#MarketingCoach</li><li>#MarketingLife</li><li>#MarketingTip</li><li>#MarketingExpert</li><li>#MarketingAdvice</li><li>#MarketingInstagram</li><li>#MarketingSolutions</li><li>#MarketingManagement</li><li>#MarketingHelp</li><li>#MarketingStrategist</li><li>#MarketingDigitals</li><li>#MarketingManager</li><li>#MarketingInstagram</li></ul>	<ul style="list-style-type: none"><li>#MarketingTactics</li><li>#MarketingTactics101</li><li>#MarketingPlanning</li></ul>

# SOCIAL MEDIA MARKETING

High	Medium	Low
<p>#SocialMediaMarketing #SocialMedia #SocialMediaManager #SocialMediaTips #SocialMediaStrategy #SocialMediaExpert #SocialMediaManagement #SocialMediaAgency #SocialMediaMarketingTips</p>	<p>#SocialMediaInfluencer #SocialMediaCoach #SocialMediaMarketer #SocialMediaStrategist #SocialMediaMarketingAgency #SocialMediaConsultant #SocialMediaTools #SocialMediaForBusiness #SocialMediaHelp #SocialMediaConsulting #SocialMediaBranding #SocialMediaExperts #SocialMediaAdvertising #SocialMediaTip #SocialMediaDesign #SocialMediaManagers #SocialMediaContent #SocialMediaBusiness #SocialMediaMarketingTip #SocialMediaGrowth #SocialMediaMarketingStrategy #SocialMedia101 #SocialMediaTipsandTricks #SocialMediaServices</p>	<p>#SocialMediaQuotes #SocialMediaTrends #SocialMediaBoss #SocialMediaDesigner #SocialMediaDesigns #SocialMediaStrategies #SocialMediaGraphics #SocialMediaAds #SocialMediaCoaching #SocialMediaMarketingServices #SocialMediaMarketingPlan #SocialMediaMarketingCourse #SocialMediaMarketingJobs #SocialMediaMarketingManagement #SocialMediaMarketingTools #SocialMediaMarketingSpecialist #SocialMediaMarketingFirm #SocialMediaMarketingUK #SocialMediaMarketingForBusiness #SocialMediaMarketingCompany #SocialMediaMarketingPackages #SocialMediaMarketingTool #SocialMediaMarketingHelp #SocialMediaEngagement #SocialMediaManagerServices #SocialMediaManagerSupport</p>

# SMALL BUSINESS

High	Medium	Low
<ul style="list-style-type: none"><li>#SmallBusiness</li><li>#SmallBusinessOwner</li><li>#SmallBusinessOwners</li><li>#SmallBusinessSupport</li><li>#SmallBusinessTips</li><li>#SmallBusinesses</li><li>#SmallBusinessSaturday</li><li>#SmallBusinessLife</li><li>#SmallBusinessLove</li></ul>	<ul style="list-style-type: none"><li>#SmallBusinessMarketing</li><li>#SmallBusinessUK</li><li>#SmallBusinessCoach</li><li>#SmallBusinessAdvice</li><li>#SmallBusinessAustralia</li><li>#SmallBusinessWomen</li><li>#SmallBusinessGrowth</li><li>#SmallBusinessHelp</li><li>#SmallBusinessIdeas</li><li>#SmallBusinessBranding</li><li>#SmallBusinessRocks</li><li>#SmallBusinessConsultant</li><li>#SmallBusinessMatters</li><li>#SmallBusinessRevolution</li><li>#SmallBusinesss</li><li>#SmallBusinessOwnersClub</li><li>#SmallBusinessMarketingTips</li><li>#SmallBusinessWoman</li><li>#SmallBusinessBigDreams</li><li>#SmallBusinessStartup</li><li>#SmallBusinessStrategy</li></ul>	<ul style="list-style-type: none"><li>#SmallBusinessLondon</li><li>#SmallBusinessScotland</li><li>#SmallBusinessQuotes</li><li>#SmallBusinessGiveaway</li><li>#SmallBusinessHelping OtherSmallBusiness</li><li>#SmallBusinessesMatter</li><li>#SmallBusinessMom</li></ul>

# BOSS BABE

High	Medium	Low
<p>#FemaleBoss #FemaleEntrepreneur #FemaleEntrepreneurs #BossBabe #BossBabes #WomenEntrepreneurs #GirlBoss #GirlBossLife #GirlBosses #WomenSupporting Women #WomenSupport Women #WomenInBusiness #WomenInspiring Women #BossLady #BossLadyMindset #BossLadies</p>	<p>#FemaleBusinessOwner #FemaleBusiness #BossBabeQuotes #BossBabeMovement #BossBabeTribe #BossBabeLife #BossBabeSquad #WomenEntrepreneurship #GirlBossQuotes #GirlBossHustle #GirlBossTribe #GirlBossTips #BossWoman #Girlpreneur #HerSuccess #SheMeansBusiness #CreativeChics #BuildingBossLadies</p>	<p>#FemaleBusinessLeaders #FemaleBusinessOwners #FemaleBusinessCoach #FemaleBusinessWomen #FemaleBusinesses #FemaleBusinessOwners Unite #FemaleBusinessOwnersR ock #FemaleBusinessOwner UK #WomenEntrepreneurs Unite #BossWomanMindset #Girlpreneurs #BuildingBossLadiesUK</p>

# SUPPORT SMALL BUSINESS

High	Medium	Low
<p>#SupportSmallBusiness #SupportSmallBusinesses #SupportSmall #SupportLocal #SupportLocalBusiness #SupportLocalBusinesses</p>	<p>#SuportSmallShops #SupportSmallBusiness Owners #SupportLocalBrand</p>	<p>#SupportSmallUK #SupportSmallBusinesses UK #SupportSmallBrands #SupportSmallCreators #SupportSmallBusiness Saturday #SupportSmallLocal Business #SupportSmall101 #SupportLocalBusiness Owners</p>

# NETWORKING

High	Medium	Low
<p>#NetworkMarketing #Networking #Network #Networker</p>	<p>#NetworkingTips #NetworkMarketer #NetworkMarketing Tips #NetworkMarketing Business #NetworkMarketers #NetworkMarketing Leads #NetworkingMarketing #Network_Marketing #NetworkMarketing Success #NetworkingBusiness #NetworkMarketing Lifestyle #NetworkBusiness #NetworkingEvents #BusinessNetworking #SocialNetworking</p>	<p>#NetworkingWomen #NetworkingGroup #Networking101 #Networking Opportunities #NetworkingDigital #NetworkingIsKey #NetworkingTip #NetworkingIsQueen #NetworkingSkills #NetworkingOnline</p>

# INSTAGRAM

High	Medium	Low
<p>#InstagramForBusiness #InstagramMarketing</p>	<p>#InstagramCoach #InstagramGrowth #InstagramGrowthHacks #InstagramGrowthTips #InstagramMarketingTips #InstagramMarketingStrategy #MarketingInstagram #InstagramStrategy</p>	<p>#InstagramGrowthService #InstagramGrowthHack #InstagramGrowthStrategy #InstagramGrowthandEngagement #InstagramGrowthManagement #InstagramMarketingGuide #InstagramMarketingForBusiness #InstagramMarketing101 #InstagramMarketingExpert #InstagramMarketingTools #InstagramMarketingTip #InstagramMarketingAgency #InstagramMarketingServices #InstagramMarketingStrategies #InstagramMarketingSuccessTips #InstagramMarketingCoach #InstagramMarketingContent #InstagramStrategyTips</p>

# FREELANCER

High	Medium	Low
<p>#Freelance #Freelancer</p>	<p>#FreelancerLife #FreelanceWork #Freelancers #FreelanceDesign #Freelanceto Freedom #Marketing Consultant</p>	<p>#DigitalMarketing Freelancer #DigitalMarketingCareer #DigitalMarketing Freelance #DigitalMarketing Freelancers #FreelanceMarketer #FreelanceMarketing Specialist #MarketingFreelancer #MarketingFreelance #FreelanceMarketing #FreelanceCopywriter #FreelanceJobs #FreelanceTips #FreelanceMarketing Specialist #FreelanceMarketing Manager #FreelanceMarketing Services #FreelanceMarketing Consultant #FreelanceMarketing Agency #FreealanceMarketing Consultation Services</p>

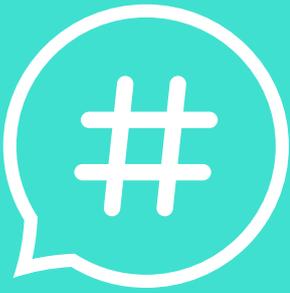
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# HAVING A HASHTAG STRATEGY IS ESSENTIAL

## HERE ARE SOME OF MY TOP INSTAGRAM HASHTAG TIPS

Hashtags help you to increase your reach so be sure to:

- Use relevant hashtags
- Don't repeat the same hashtags in every post
- Switch them up regularly
- Be sure not to use banned hashtags
- Create a hashtag bank
- Use all 30 hashtags
- Use all 10 hashtags in your stories
- Research hashtags that your ideal audience is using AND following!
- Think about using branded hashtags.



# HASHTAG STRATEGY

HOW CAN YOU OPTIMISE REACH AND AWARENESS

Be sure to use a variety of hashtags, large, medium and low as this helps to get more potential reach.

Be sure to check what hashtags your target market is using and use the same ones in your posts in order to target them more effectively.

Also, spend time engaging with hashtags related to your business rather than just feed posts as they can help to enhance your growth and get more awareness by accounts that are relevant to you.

**Ideal scenario:**

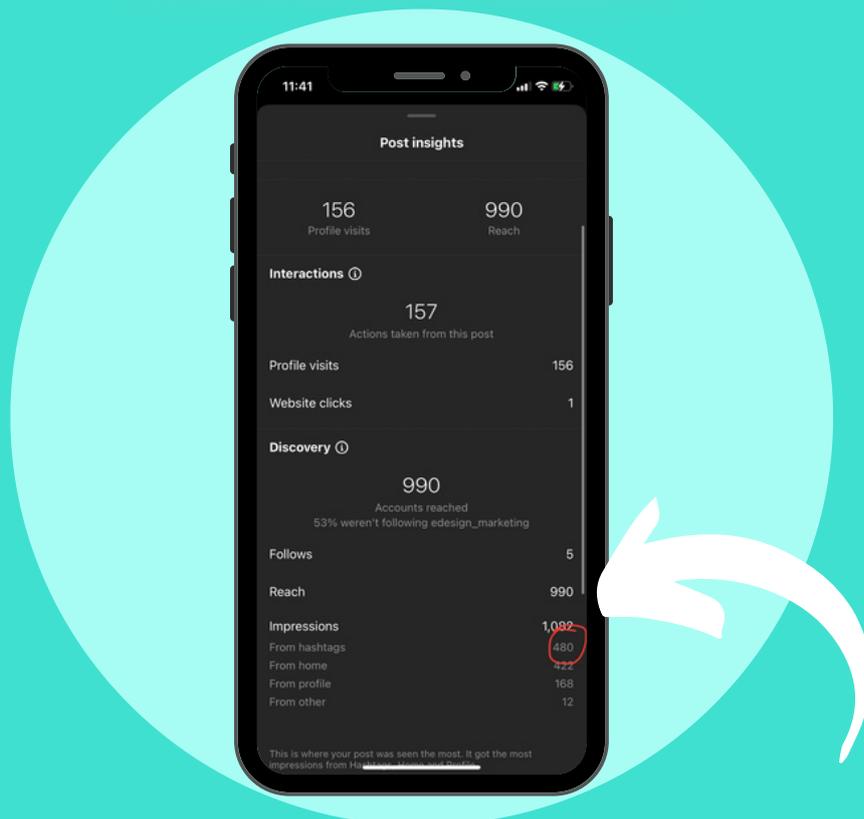
**3-5 Large hashtags**

**10-15 Medium**

**5-10 Small**

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# HOW TO CHECK IF YOUR HASHTAGS ARE WORKING



Make sure to keep track of what reach your hashtags are getting by checking your post insights.

This will help you to keep track of what is working and when you need to change them up.

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# HOW TO FIND THE BEST HASHTAGS

There are many hashtag tools you can use. However, finding the best ones to use can be very tricky.



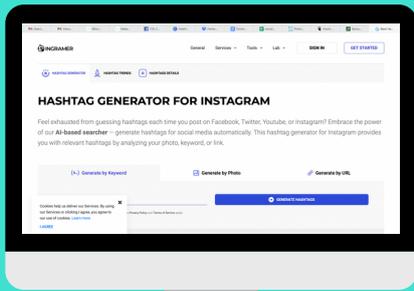
There are various hashtag tools available for you to use, however, many are paid and only offer a limited amount of analysis in their free version. Therefore, it might be a good idea to invest in hashtag generators in order to increase your reach. There are lots to choose from, so be sure to research what will be best for you.

There are many scheduling tools, such as Later, that help with hashtag analysis. Of course this is only for the paid version as well. Therefore, it's best to do some research on what tool you think would be best for you.

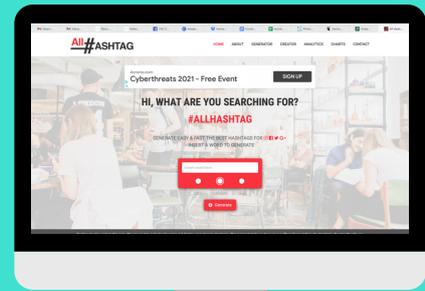
In the meantime, just do appropriate hashtag research and use trial and error to see what works for you.

# HASHTAG TOOLS

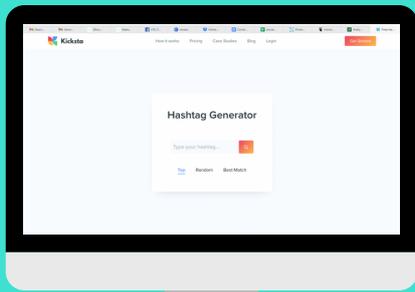
Free



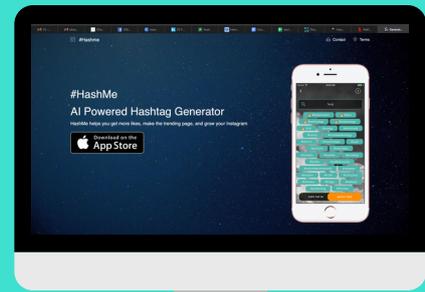
Ingrammer



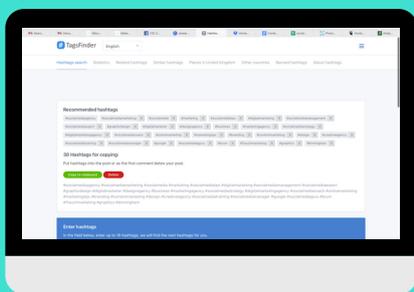
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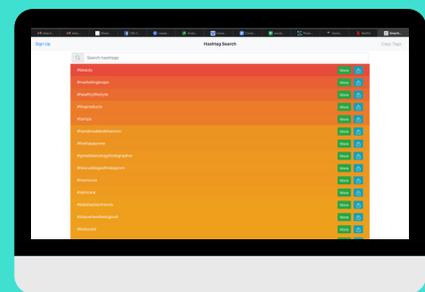
Kicksta



HashMe



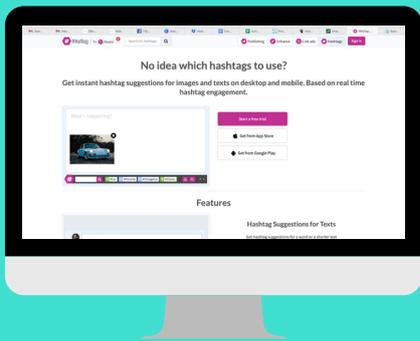
TagsFinder



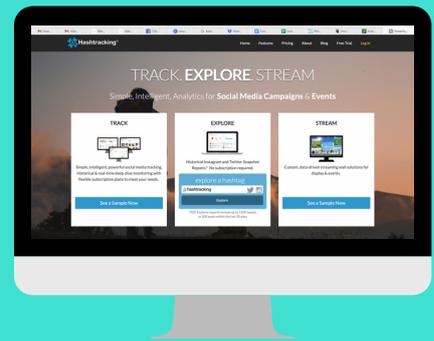
Smarthash

# HASHTAG TOOLS

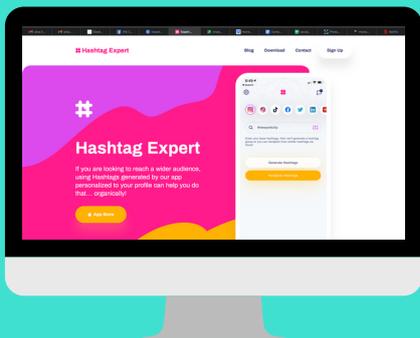
Paid



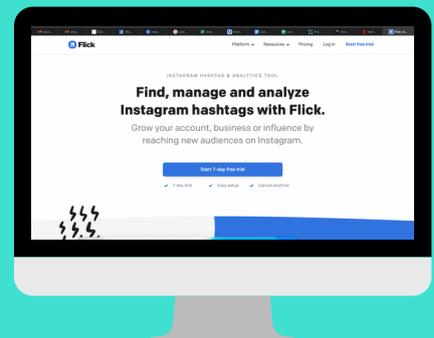
RiteTag



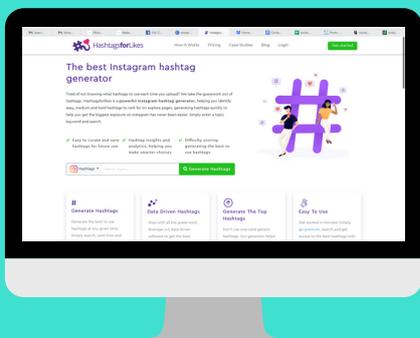
HashTracking



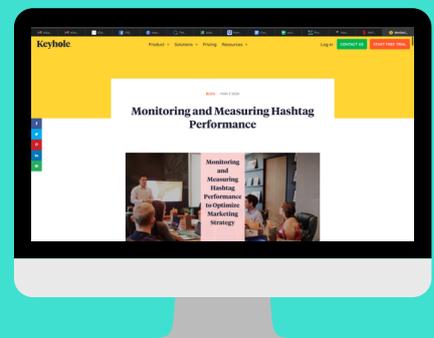
Hashtag Expert



Flick

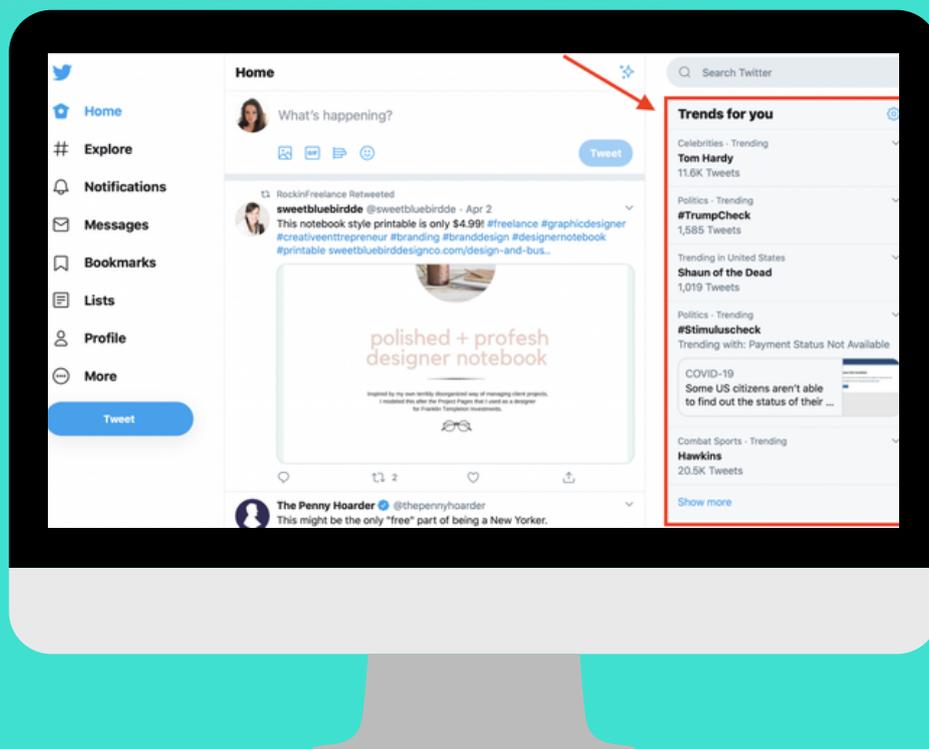


Hashtagsforlikes



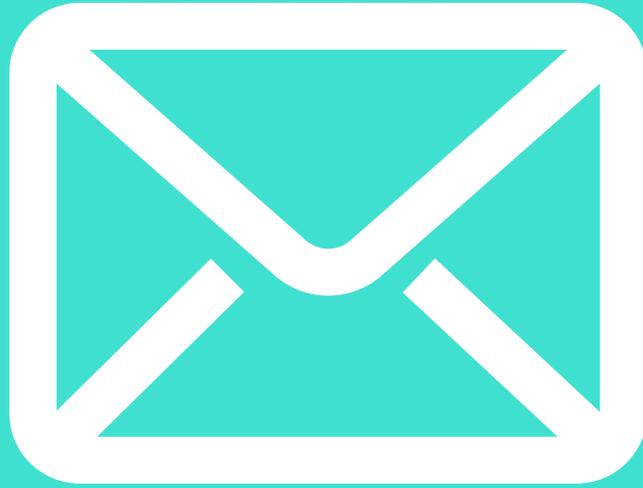
Keyhole

# HOW TO FIND TRENDING HASHTAGS



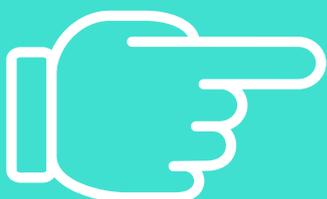
The easiest way to find trending hashtags is by checking out the sidebar on Twitter's desktop website. This is a great way to be more reactive to trends and can help the quality of your content!

**GET IN TOUCH!**



[Elise@edesignmarketing.co.uk](mailto:Elise@edesignmarketing.co.uk)

If you need help finding more industry related hashtags, or need help with your marketing in general, don't be afraid to email me or book a free pre-sign up consultation.



**[Book now!](#)**