

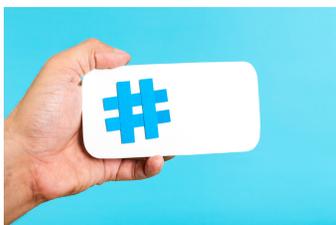


Hashtag Help



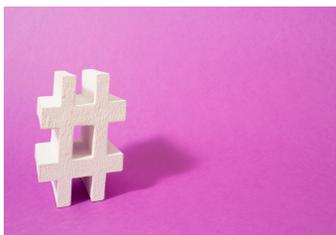
01. Use up to 30 hashtags

Use up to 30 hashtags in your posts and up to 10 hashtags in your stories. You can place your hashtags in the first comment space under your post and hide them behind an emoji or gif in your stories to reduce the spam factor.



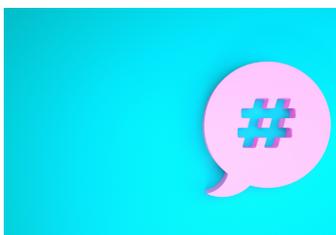
02. Hack your hashtags

Need help finding the right hashtags for your brand? Look at the hashtags currently being used by the giants in your industry and other like brands. You can also use the related hashtags feature. On any hashtag page, right above the “Top” and “Recent” tabs, you’ll find a list of related hashtags that you can use.



03. Don't use generic hashtags

Generic hashtags will have your content lost in the sauce. Hashtags that are commonly used and have millions of posts make it hard for people to find your content. Try to find hashtags that are related, however, have less posts so that your posts are easier to find.



04. Create a minimum of 3 hashtag list

You don't want to use the same hashtags under every post. When your content diversifies, you should also use different hashtags. In addition, the instagram algorithm picks up on repetitive content and will limit your posts.

how to choose your hashtags

I like to use the following mix when creating my hashtag lists:

Branded Hashtags (2-5 hashtags) - Use your company name or tagline in the hashtags. (ex: #thebusinessbabes, #businessbabes, #businessbabe)

Use Custom Hashtags (2-5 hashtags) - Use your campaign name, product name, or a custom descriptor in the hashtag. (ex: #businessbabeschallenge, #MAClipglass)

Niche Based Hashtags (5-10 hashtags) - Use your niche and related fields in the hashtags. (ex: #socialmediastrategies, #igtipsandtricks, #socialmediaguru)

Trendy Hashtags (2-5 hashtags) - Use trendy hashtags or trending topics and hashtags. (ex: #quarantineandchill2020)

Industry or Topical Hashtags (5-10 hashtags) Use hashtags with your industry or topic included. (ex: #digitalproducts, #calltoactiontips)

*****Geographical Hashtags (2-5 hashtags)** - If you have a location based business, make sure that you use the location in your hashtags (ex: Dallas Makeup Artist #dfwmua #dallasmua #dallasmakeupartist)

everyday I'm hustlin'

Below are daily/weekly tasks that should be completed over the next 30 days. Don't skimp on these. They're important and going to help you build crazy engagement.

POSTS

POST DAILY

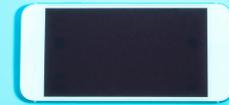
BE 🙌 HELLA 🙌 CONSISTENT 🙌 !!!

IG Feed: 3-5 times a day

IG Stories: 3-10 times a day

IG Reels: 3-5 times a week

IG Live: 2-5 times a week



ENGAGEMENT

ENGAGEMENT

ENGAGE WITH 30 ACCOUNTS DAILY

5 Accounts From The Explore Page

10 Accounts In A Related Hashtag

5 Accounts With A Related Audience

5 Accounts You Follow With Your Target Audience

5 Accounts That Follow You (on their Page)

***Reply to everyone that comments on your Page



INVEST

INVEST

SET ASIDE TIME DAILY & A BUDGET WEEKLY

Schedule some time daily to work on your content, engagement, and reviewing your growth. Also set aside a weekly budget that you'd feel comfortable spending to market your account (applicable after lesson 7).



DAILY ENGAGEMENT *checklist*

FILL THE SQUARES DAILY

5 Accounts From
The Explore Page

5 Accounts With A
Related Audience

5 Accounts You Follow
With Your Target
Audience

5 Accounts That Follow
You (on their Page)

10 Accounts In A Related Hashtag
