



holler.

influencer marketing agency

The Ultimate Hashtag Guide

2020 EDITION

Introduction

Well hello you, welcome to your **free** copy of the ultimate Hashtag Guide 2020 - this guide is a chapter in our 'Ultimate Instagram Influencer Guide' which is available to buy for £9.99 on our site - or is included in any membership. The 'Ultimate Instagram Influencer Guide' is the only influencer guide you will **ever** need if Instagram is your main platform of choice! I'd like to introduce myself, My name is Abigail Frances (@abigailxfrances on instagram, if you fancied a cheeky follow... or little stalk to see what I'm about), and owner of **holler. Influencers**. Just before we get in to all the hard stuff - let me just introduce to you a little bit about holler..... and then just a little bit about myself as well!

who am I and why should you trust me?

As previously mentioned, my name is Abigail Frances, and yes - I do have an instagram account. But I get the feeling you might want to know just a little bit more before we get into this whole shebang... you know, just so you know I am the real deal, the big cheese, the...



none of the above, but at least someone who gets Instagram Marketing and how to become an Instagram Influencer inside out... right? Well, hello. I'm Abigail, but you can call me Abi, I feel like we're friends now. I completed my Bachelors Degree in Marketing with a 1st class, and my Master's in Journalism and Media Communication with a Distinction (I'm a nerd, I know). Beyond my degrees I also hold three professional certificates with the Chartered Institute of Marketing, the three diplomas, in; SEO, Social Media Marketing, and, Fashion and Textiles. I've done quite a bit in my little life so far. I've run many successful companies, including a digital marketing agency, and a swimwear brand (LEAF London, go check us out!) I've worked freelance in digital marketing and strategy for a range of companies, from b2b businesses, pharmaceuticals, retail, beauty, and even schools! And beyond this, I teach Marketing at an international college for international students to take their first year of their degrees whilst adjusting to British education. Sold? Well I hope so, otherwise maybe I am a cruddy marketer after all.... anyway, on with the show! I really hope you enjoy this guide. I've put my heart and soul into it, and you will literally learn, **everything** I know about hashtags! So what are you waiting for, let's get to it!

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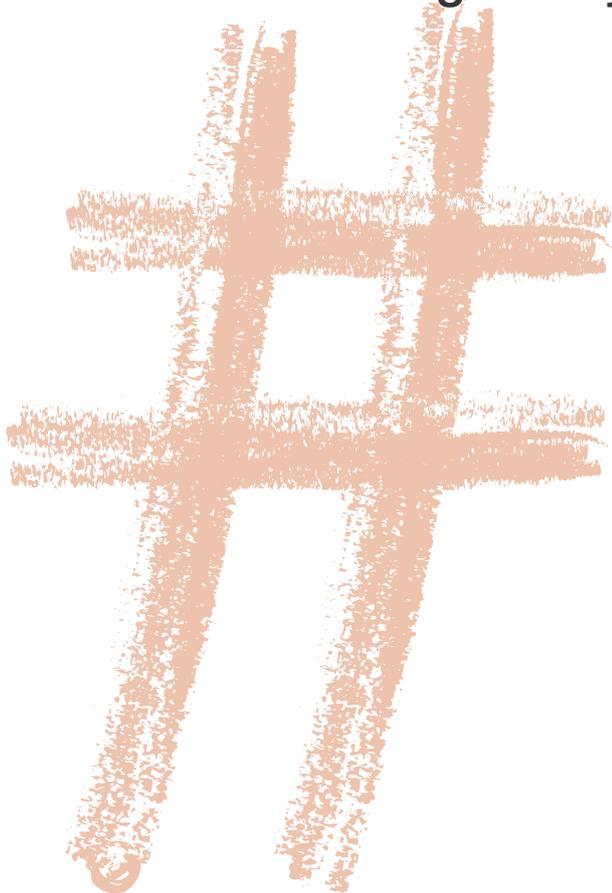
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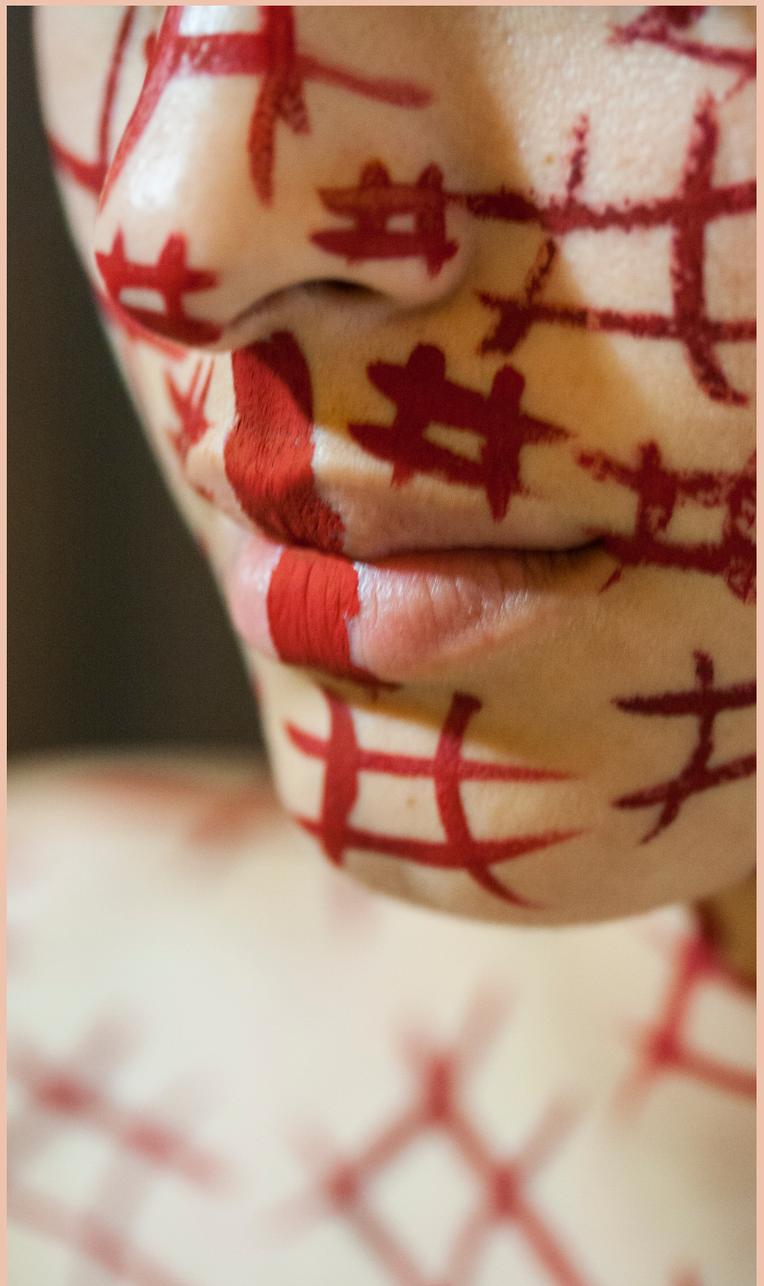
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using hashtags effectively

Did you know that using hashtags can boost your engagement by 12.6% or more?! Hashtags are effectively Instagram's equivalent of web SEO, and making sure that you're using the right hashtags for your profile as content is imperative if you want to grow! Using the right hashtags can expose you to a whole new audience, and even land you on the explore page! In this section we are going to talk all about hashtags; when you should use them, how you should use them, and how and where to find the right ones for you! First let's look at the different types of hashtags that you can use



Types of Hashtags

Different types of hashtags are what they are useful for

Industry

A hashtag that references; what you do, what industry you work in, what industry the brand or service you are promoting is in, or what industry the post is referring to, for example #photographer #blogger #influencer #retail. These are quite general hashtags and will bring up many posts, so try not to use too many of them

Niche

Niche hashtags are anything specific. For example, if you wanted to get a bit more 'niche' on the previous hashtags, you could use #weddingphotographer #fashionblogger #beautyinfluencer.

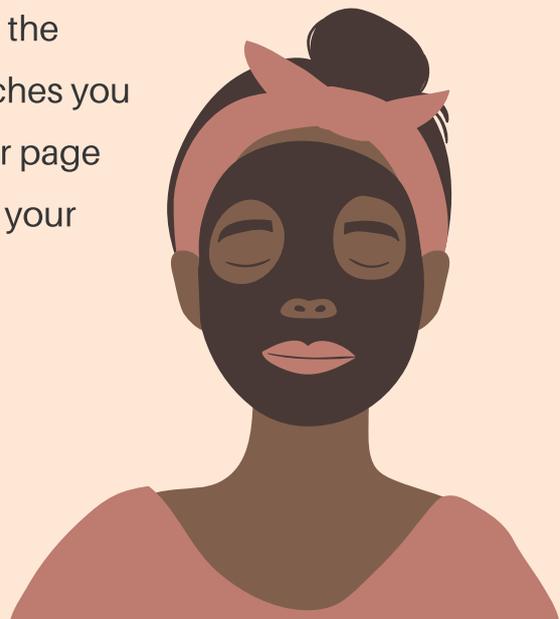
Brand

Brand specific hashtags. Use these if you are working with or wearing a brand in your photo, or reacting to a call out for a competition or campaign

for a brand. For example, campaign hashtags such as #shareacoke by Coca Cola, #LetsDoLunch by Domino's Pizza, or simply brand hashtags such as #nike #topshop. You can always make these more niche by adding various relevant nouns, such as #nikeshoes #topshopjeans etc.

Community

Community hashtags really are what they say on the tin, hashtags that represent different communities! There are loads out there, why not look at community tags similar account to yours are using! Some good examples are #wanderlust #traveltheworld and #goexplore (travel) #shakemybeauty #bodypositivity (body positivity movement) #bossbabe #ceomindset #womeninbusiness (entrepreneurs), #beautiejunkie #makeupmafia #beautycommunity (beauty - there's a tonne out there to match all of the different niches you ascribe your page too, go find your tribe!



Location

Location based hashtags, such as #prettycitylondon #iheartnewyork and #luckywelivehawaii



Event

Any hashtag related to an event. Many events will have their own personalised hashtags. I can guarantee if you're at an event that does, you'll be able to find it somewhere - either on the event holder's own instagram, other posts about the event, on flyers, posters or screens around the event. Examples could be #comicon2020 or #superbowl

Celebration

A hashtag that represents a celebration or cultural event. For example, #christmas2020 #NYE #pridemonth #blackhistorymonth

High-Density Hashtags

'High-Density Hashtags are those with a lot of posts, or in other words, hashtags a lot of people use! High-density hashtags are usually described as those with 500k+ posts, although the description varies depending on who you ask. High-density = a lot of competition, making it harder to rank in the coveted 'top nine' spots when that hashtag is searched.

Low-Density Hashtags

Low-Density Hashtags are the opposite. These are very niche posts that don't have too many people using them, and therefore have a lower rate of competition, and are easier to rank higher in/get discovered by using. These are usually related to different niches or communities. You can even make up your own and get your community to start using it!

your hashtag questions answered

how many should you use?

Instagram allows you to use up to 30 hashtags per post. One speculative rumour surrounding the best use of hashtags, is that you should never use the full 30. This is not true, but you should never use hashtags that are unnecessary. For example, if you can think of 30 hashtags that are absolutely relevant to your post and profile, then by all means use them! However if you can only think of 12, and use the other 18 as filler hashtags... then this wont get you very far. If your post does not match the hashtags Instagram will know, and start to show it around to less people. Make sure you are using a mix of the different types of hashtags listed above to get the best reach!

how can I tell if they're relevant?

A good rule of thumb is to put yourself in the shoes of someone who is either searching through that hashtag, or follows that hashtag. If you think your post is the type of post that person would expect to see, then you're on the right path! However.... if your post does not fit in with the hashtag, you probably shouldn't use it. If you're still not sure, take a moment to browse through the hashtag in question yourself. Look at the top posts and compare it to yours. is the content similar or not? This should help you to decide.

comments or caption

Where to put your hashtags will vary depending on who you ask, but our own research has lead us to believe applying hashtags in the caption is more efective than in the comments.

where can I find good hashtags?

For this question I have three good answers. The first one is to look at what hashtags other people in your niche are using. Go through and look at a few different posts from different accounts, take the ones that you think best apply to your post. Remember, the more accurate your hashtags are, the more people they'll be shown to, don't use irrelevant hashtags!

Next I would recommend searching a few of the hashtags that you are sure of on Instagram, and see what other hashtags the people in the top posts are using with them. It is likely they will go together well with your post too. These hashtags are unlikely to be irrelevant, as they would not have received the top spots if they were!

Thirdly, download the app I'm about to mention! It has some free features with an optional monthly payment option to access the full app. The price is low and I would definitely recommend the full version. Such a helpful tool!

APP ALERT!! **Hashtag Expert**

Hashtag Expert is an algorithm based app, which crawls Instagram for the best hashtags based on a base hashtag that you provide. It is optimised against 8 different algorithms, allows you to copy

hashtags straight from the app, create custom hashtags lists, and you can even browse what is currently popular, new and trending in different niches!



top

hash

tag

tips

TIP 1...

@HOLLERINFLUENCERS_

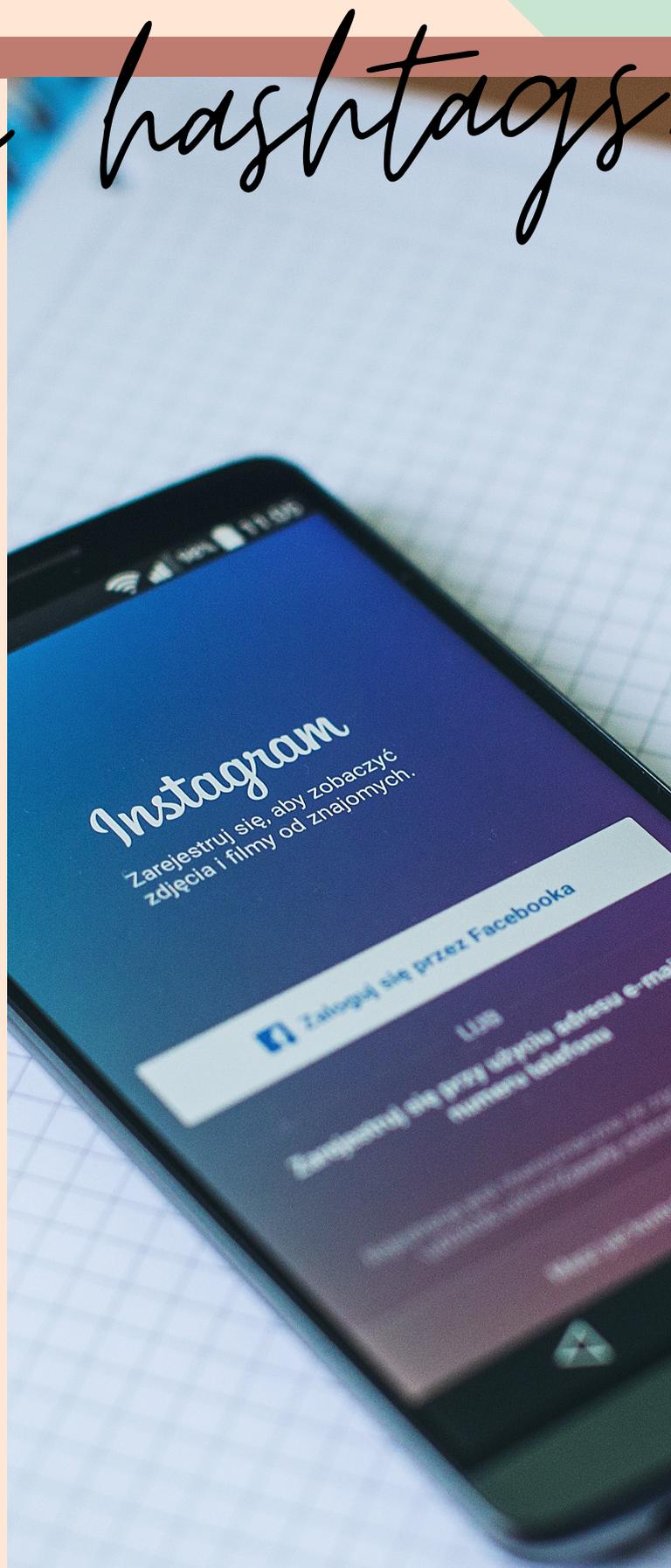
Vary your hashtags

MAKE SURE YOU ARE MIXING UP YOUR HASHTAGS!

Use a variety of hashtag sizes to have the best chance of being found by the most people! Larger hashtags are used and followed by more people, making the potential audience for your post very large. However using large hashtags can sometimes lead to your post being lost in the noise due to the higher competition, and it is far harder to be ranked higher in these hashtag's popularity ranking - as Instagram's more inclined to only show viral content.

NICHE = UNDER <50K
SMALL = UNDER <100K
MEDIUM = UNDER <500K
LARGE = OVER > 500K

Smaller and niche hashtags have a smaller audience - however they also have less people using them, meaning the competition is far smaller, and the reality of ranking highly on these tags is much more palpable. The people who follow these niche and smaller accounts, are also far more likely to be more dedicated to and active with posts that include them!



TIP 2...

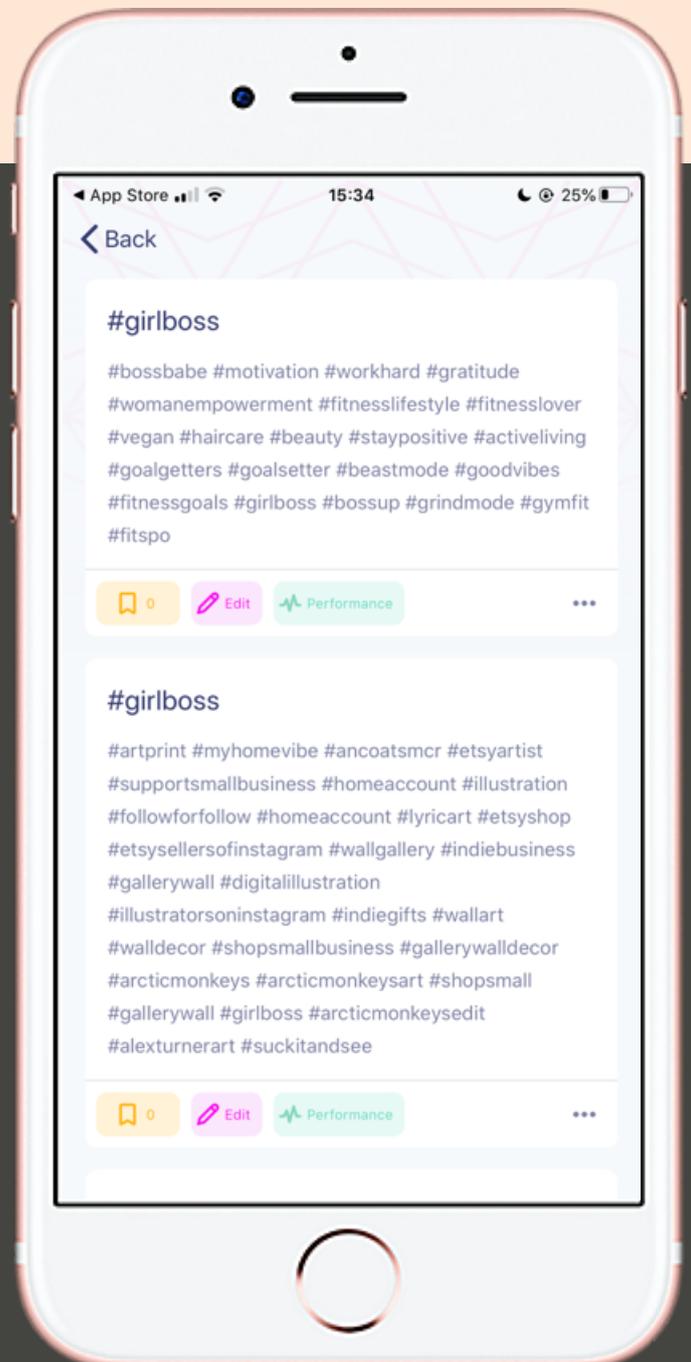
@HOLLERINFLUENCERS_

Don't use the Same Hashtags all the time

USE DIFFERENT HASHTAGS EACH TIME!

If you use the same hashtags over and over again in each piece of content you post, one of two (or even both) of these things will happen:

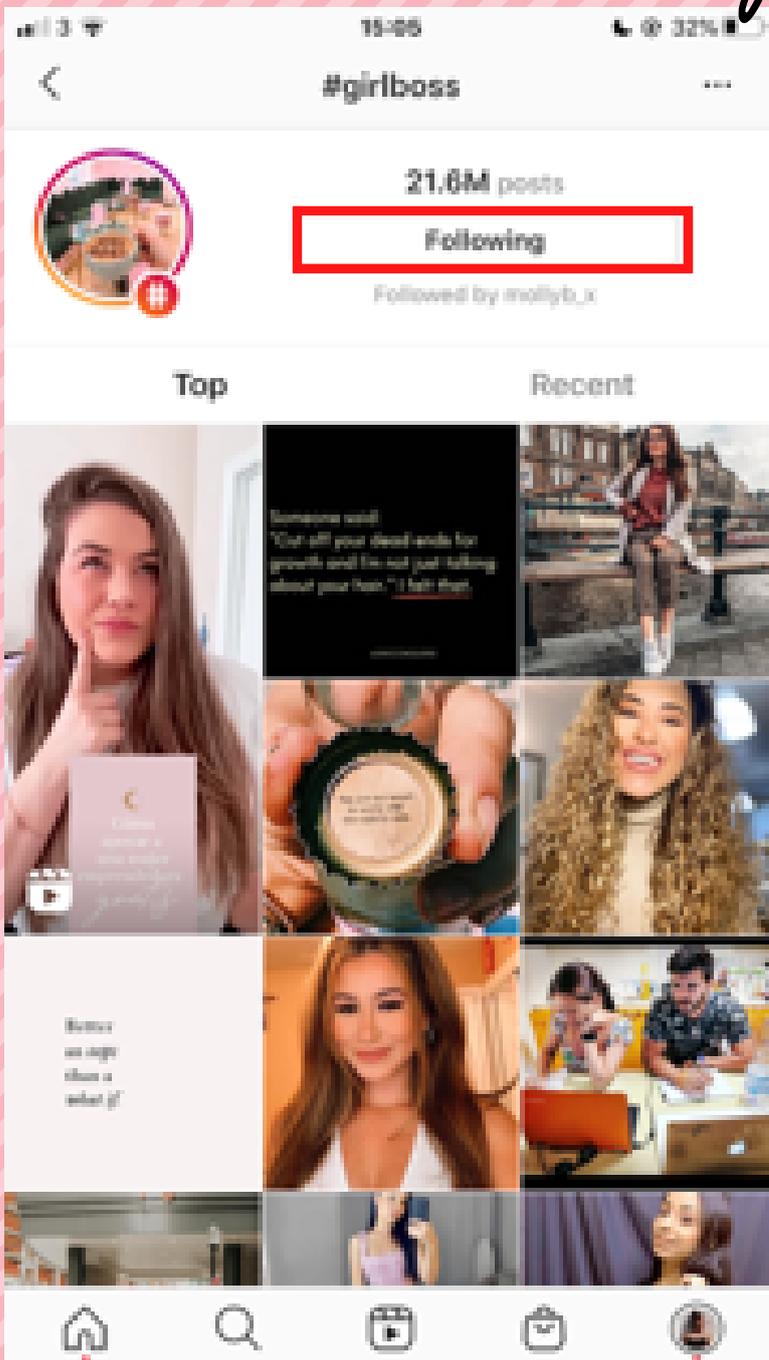
- 1) Instagram will signal your account and content as 'spam' and significantly reduce your potential reach
- 2) the hashtags you use won't be appropriate for every one of your posts, and so will get low engagement on irrelevant hashtags, and lower your ranking in relevant hashtags!



TIP 3...

@HOLLERINFLUENCERS_

follow hashtags & engage



ON THE OTHER END OF HASHTAGS IS FOLLOWING HASHTAGS!

We recommend you don't just use hashtags in your captions, but also actively follow and engage with hashtags in your niche! When you follow hashtags, Instagram will show you a few posts from these hashtags every day - this makes it more than easy for you to find, and engage with new accounts, that share the same niche, passion, or industry as you! When you engage with their accounts, there's a good chance they will engage with, or even follow yours back too!

Following hashtags can also serve as great inspiration- as it gives you an inside look into what other people in your niche are posting and engaging with, and what types of posts in your niche do well!

Enjoyed this guide?

Take it one step further with our 'Ultimate Hashtag Library 2020' with literally 1000s of copy & paste hashtags over 21 organised niches!

Our 'Ultimate Hashtag Library' is the one and only neatly organised hashtag library you will **ever** need! Never be stuck for hashtags for your posts again with this compact PDF of literally 1000s of copy and paste hashtags of all hashtag types learnt about in this guide!

was: £7

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Our 'Ultimate Hashtag Library' is available on our shop now for £7 - but we're going to give you the full library for only £2.50 when you shop through this link [link valid for 24 hours] Click the button below to claim!



get yours!