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## MARKETING MADE SIMPLE WORKSHOP

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EVERYTHING YOU NEED TO KNOW ABOUT  
HASHTAGS

2024

REDMATCHSTICK.COM

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## "EVERYTHING YOU NEED TO KNOW ABOUT HASHTAGS"

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Understanding the definition and purpose of hashtags is fundamental for effective social media engagement and content strategy.

### Definition of Hashtags

Hashtags are \_\_\_\_\_

used in a message \_\_\_\_\_

### Evolution of Hashtags

The use of hashtags continues to evolve, with new trends, challenges, and innovations regularly emerging to shape online conversations.

Hashtags were first introduced on \_\_\_\_\_(Platform) \_\_\_\_\_(Year)

## Adoption Across Platforms

Hashtags became a standard feature on major social media platforms, and their use became universal.

Hashtags expanded beyond social media platforms, finding use in offline events, television shows, and marketing materials.

Challenges, movements, and trends often started and gained momentum through the use of specific hashtags.

The diversity of hashtag usage expanded, covering a wide range of topics and causes.

They became **a cultural phenomenon**, symbolizing a way for people to join conversations and movements.

## Integration into Search Algorithms

Social media platforms integrated hashtags into their search algorithms, making it easier for users to discover content of interest.

Social media algorithms consider hashtag usage when determining the visibility and reach of a post, increasing the likelihood of it appearing in users' feeds.

## Purpose of Hashtags

They provide a way to connect content and discussions across different platforms. Hashtags are specifically for:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_

## Different Types of Hashtags

1 \_\_\_\_\_ or \_\_\_\_\_

A) \_\_\_\_\_

B) \_\_\_\_\_

C) \_\_\_\_\_

D) \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

## Platform-Specific Application

Facebook

*Ideal Number:* \_\_\_\_\_

*How to Find Them:* \_\_\_\_\_

*How to Use Them:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Instagram

*Ideal Number:*

\_\_\_\_\_

*How to Find Them:*

\_\_\_\_\_

*How to Use Them:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

## LinkedIn

*Ideal Number:*

\_\_\_\_\_

*How to Find Them:*

\_\_\_\_\_

*How to Use Them:*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Threads

Testing: The tag works differently from hashtags on other platforms as instead of showing up as a hashtagged word, it is converted to a blue-inked hyperlink.

## TikTok

Include in the caption (4000 characters).

Hashtags on TikTok change frequently, so you must keep your eye on the 'Discover' page to see what's trending.

## X

*Ideal Number:*

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*How to Find Them:*

---

*How to Use Them:*

1. 

---

2. 

---

3. 

---

4. 

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## Hashtag Best Practices

Quality over Quantity

Relevance is Key

Placement

Optimize Posting Times

Engage with Your Audience

Research Top-Performing Hashtags

Analyze & Experiment

## Create Your Unique and Memorable Hashtags

### Brand Identity

Ensure that the hashtag aligns with your brand identity and the message you want to convey.

### Memorability

Choose a hashtag that is easy to remember, spell, and type.

### Uniqueness

Don't try to choose hashtags that are too clever or obscure that no one is going to search for.

### Do Your Research

Explore Trending Topics in your Niche, Location, Industry etc.

Understand Audience Preferences.

Do a Competitive Analysis.

## Compliance

Stay informed about changes in platform policies and legal regulations related to social media use: Trademarks, Copyright, Prohibited Content, Social Responsibility, Ethical Content. User-Generated Content Permissions

## Case Studies

### #IceBucketChallenge (ALS Association):

**Success:** The ALS Ice Bucket Challenge went viral, raising awareness and significant funds for amyotrophic lateral sclerosis (ALS) research.

**Lesson Learned:** The campaign's simplicity, social sharing nature, and connection to a cause contributed to its success.

### #ShareACoke (Coca-Cola):

**Success:** Coca-Cola's personalized "Share a Coke" campaign encouraged users to share pictures of personalized Coke bottles.

**Lesson Learned:** Personalization and user engagement can enhance the success of a hashtag campaign.

### #AppleEvent (Apple):

**Success:** Apple's use of the hashtag #AppleEvent during product launches generates anticipation and engagement.

**Lesson Learned:** Consistency in hashtag usage for recurring events can build anticipation and a sense of community.

### #ShareYourEars (Disney):

**Success:** Disney's #ShareYourEars campaign encouraged users to share photos wearing Mickey Mouse ears, raising funds for the Make-A-Wish Foundation.

**Lesson Learned:** Combining a creative call to action with a charitable cause can yield positive results.

### #McDStories (McDonald's):

**Mistake:** McDonald's #McDStories campaign intended to encourage positive customer stories but backfired as users shared negative experiences.

**Lesson Learned:** Be cautious with open-ended campaigns; anticipate and prepare for potential negative responses.

### #susanalbumparty (Susan Boyle):

**Mistake:** The hashtag #susanalbumparty, intended to promote Susan Boyle's album, was misread as "Su's Anal Bum Party," leading to ridicule and embarrassment.

**Lesson Learned:** Pay attention to potential misinterpretations and ensure clarity.

### WaitroseReasons (Waitrose):

**Mistake:** Waitrose encouraged customers to share their reasons for shopping at the upscale grocery chain using #WaitroseReasons. Instead, it prompted sarcastic and humorous responses, mocking the brand's perceived elitism.

**Lesson Learned:** Be mindful of public perception and potential backlash, especially in campaigns that touch on class or privilege.



## Presentation Transcript

Today, folks, hashtags are absolutely a fundamental marketing tool and an important component of your content marketing strategy to boost visibility and engagement. And by 'boost visibility', we mean getting your posts in front of Your audience.

Download the worksheet Because it is going to help you take notes, since you can't take screenshots of what I'm saying, the important thing to understand today is what hashtags are and how to use them. What is the purpose of a hashtag?

### **Definition of a Hashtag**

First of all, you all know the symbol: #.

The hashtag is a word or phrase preceded by a symbol that suddenly because of that symbol, makes it a search term.

Now, please let that sink in. It is not your little funny, quirky thing to use to look clever. It is a keyword that helps people find topics that interest them. It is a tool that facilitates the search for topics.

So the way you use it is to put it with content that helps the content get seen by a potential audience that might be interested.

### **Evolution of Hashtags**

The hashtags were original, I don't know if you're aware of this originally started by Twitter in 2007, so they're an old idea.

Yeah, but they became adopted across platforms and suddenly enough, mainly Instagram and Instagram and Twitter are competitors because of the power of these hashtags that help content get found. And then they were adopted by Facebook and a little bit by Pinterest.

And later By LinkedIn, which has been an interesting development.

It's become a social phenomenon because It enhances discoverability and facilitates discussions to become a standard feature of social media marketing.

It's become universal, but also it's now got applications in design.

We've got some graphic designers here, you know that using a hashtag as part of your design and part of your message has become very accepted, although it's not a clickable #.

Adoption of the hashtags became viral because of challenges and contests.

People could use hashtags to enter, and people who were running them could use the hashtags to track what's Going on.

Movements like Black Lives Matter, Ice Bucket Challenge, and things like that expanded applications.

It now has lots of different types of hashtags, which I'm going to talk to you about today that cover topics, causes, and brands, it's extended beyond social media platforms and now it's incorporated Online AND offline.

As a kind of language, the important thing is now they are integral in how the social media algorithms determine the visibility of your content.

Using the right hashtag that connects your message With people who are interested and potentially going to engage; is one side of it.

But then the other one is using the wrong hashtag which attracts people to your content and they are not interested. Then they disengage. Either they don't engage with your product, or they stop following you.

These are Various negative signs that the algorithm reads. And the algorithm stops showing your content.

So it's not just throwing out a little word That sounds fun with a hashtag in front of it, because it sounds alright today.

### **Purpose of Hashtags**

Discoverability.

It is a way to get your content discovered. We are going to deal with the individual platforms and best practices for each platform.

You can overdo them. You can 'underdo' them.

They result in increased visibility. It is like adding an additive to your fuel, so your content is always key.

And I just quickly want to make this point. The visual element of your image and your caption, IE what is written in the text part of the post should be walking hand in hand to tell a coherent cohesive story.

When those two don't connect, you've got a big issue, just like using the wrong hashtag. The whole thing is an ecosystem, your image, your message and your hashtags all work together.

The important thing with hashtags is they are all for organising content into groups of topics into interests. So when you search a hashtag in your niche, for example, all the conversation content posted with that hashtag comes up in search and you can then choose which one you're going to look at (and maybe follow – people follow hashtags like subscribing to a newsfeed).

The other valuable point is cross-platform usage.

So one hashtag that you use on Instagram, especially when it comes to brand and specific campaign hashtags you can use across all social media channels and they become searchable in search engines. Now it goes from social media to search.

The other great use of hashtags is they connect tribes.

Connect communities connect to causes, so you can build a whole movement with the simple, clever strategic use of a hashtag running campaigns, and IE contests on social media. There's a skill to it, and they are integral to running a campaign on social media because you basically ask people to share their hashtag with their entries and you search the hashtag to see entries and conversations.

The event promotion. We've seen lots of big events, workshops, trade shows, all those things, how they leverage events in print, offline, online; All over the place, the hashtag becomes like a branding of the event

Hopefully, that inspires you a little bit with how you're gonna use it in your visual content. Then trending topics, this is an important part of what's happening in our content marketing, coaching and our content calendar. We talk a lot about trends, what's happening, stuff, commentary on what's up in your industry, and commentary on the latest happenings. Make it a mission to find out what's trending and be a thought leader that builds your reputation and, your credibility like crazy.

### **These are the types of hashtags.**

And you will in future combine these hashtags.

**Brand Hashtags**

These are the obvious ones, your business name.

And then your slogan and tagline, let's look at Nike.

We all know Nike's just do it. This is the best way to explain the difference between a tagline and a slogan. The tagline for Nike is 'Just Do it'. It underpins everything.

But then they've got slogans for campaigns. Like Dream crazy, find your greatness and I believe.

Now I hope you can just see easily the difference between your brand tagline and the campaign slogan.

Brand hashtags should be attention-grabbing. They should be unique.

Then we get product service.

These now become broader and more generic. They're about what you are delivering as a product or service, for example, Real estate or cluster home.

You could also focus on a niche, so here in my notes I've got an example of a hair salon which I think is easiest for everybody.

The product would be a hashtag hair salon and then a niche hashtag would be a ladies' hair salon. Now think about search behaviour.

Or people are not more likely to find you through those types of hashtags than using something quirky.

Then you've got industry hashtags Realty marketing, banking, that kind of thing. Very generic. We're going to talk a bit more about generic hashtags. It depends on the context of your content.

Generic hashtags have got a downfall.

We'll talk more in a minute than trending hashtags now. And or those in Content Marketing Kaizen Coaching.

Trending hashtags are things like viral topics. #Oppenheimer #Barbiemovie or events like #RredCarpet the #Oscars.

The daily themes. Throwback Thursday; holiday; days of the year.

Now people follow these hashtags, but please Never use the hashtag just because you're too lazy to create a post.

Never just say 'happy Whatever day', it means nothing and adds no value when somebody searches # Expecting to be entertained, inspired or educated.

So when they land on that hashtag, your content, make sure it's a happy experience and it's not just have a happy muffin day. I mean, what does that mean to everybody?

What you have to do in creating, and writing content b to be inspired by a day of the year, the day of the week that relates back to your business, to you giving an opinion, educating somebody about something important, impact on stuff.

This is such an important and useful part of social media marketing but used wrong. You're going to get the wrong people following you because you are using it wrong.

Next, community hashtags we spot interests we've got in my networking group. One of my favourite hashtags there is Girls on Fire, which is a group that teaches women to handle guns confidently. It is a very powerful community of Women.

And then you've got social clubs, residential areas like I love Fourways.

These community hashtags people follow and are fantastic for getting your stuff seen and in the Realty industry ... identify those communities, if you operate a local business, identify your local community hashtags.

They will help you get found.

An extension of that is your location-based testing. There's a reason your social media prompts you to add a location to your Post. If you've got a local business or you're targeting people in an area. Target your location by checking in or putting your location on your post. Underpin it with the hashtag

Campaign Hashtags I've discussed. These are fantastic for running contests. You have unique campaign hashtags. And you ask people to share the hashtag with their entry. Adele, this one's particularly effective for you on the days you have your art workshops creating unique hashtags for that day and asking them to share photographs of their posts with your unique hashtag. All you then do in social media is search that Hashtag and you've got all those Images. just put a disclaimer upfront and say to people just know when you tell them that in person when you use my hashtag, I am going to be using all your content For my promotional Purposes. Easy way to collect powerfully user-generated content.

event hashtag events in your Industry things that you're attending, how can you relate an event hashtag,

### **Platform Specific Hashtags**

Facebook

Those of you using third-party scheduling tools or Meta planners to post your content are putting your image on there. Put in your caption and you are putting your 30 #s for on Instagram Hashtag on there and sharing the same to Facebook....

But Facebook is one to two hashtags only.

I promise you It's detrimental to overdo hashtags on Facebook. Your audience doesn't like it. The algorithm doesn't like it, and your post looks untidy.

So when you post, let's be specific to the platform. You've got a little toggle button there that says customise your post for the platform.

Post all the hashtags, go to the Facebook post, make sure you're on Facebook and remove everything but two, and suddenly you've repurposed your post for the platform.

All of the platforms, basically wherever you have have the little magnifying glass which is a way to identify hashtags.

Facebook, at the top, search for a topic, go and look at some of those posts that come up and see if those posts have got hashtags.

Then go and search the hashtag so when you search Facebook.

A keyword and a hashtag could result in different content.

Because not everybody uses a hashtag and not everybody who uses the hashtag uses keywords.

So here's another tip: Your caption should very naturally have keywords in the caption.

If any of you are just dropping an image Without a caption, stop it already. The algorithm reads the caption to determine the keywords, so it knows what your post is about. It's also getting clearer with AI tools. It's reading the picture so it knows if the picture and the caption match, and then, as I said, the additive Is your hashtag.

You will go into search, search keywords search hashtags.

You can go to Competitors and groups; i.e.. Other pages look at what hashtags they are using on their most engaging posts.

So you simply Scroll down, see which posts have got a lot of engagement, and spend some time just analysing those hashtags.

And then, of course, Facebook Is the really, really effective place to run hashtag challenges.

Use event pages and event hashtags to be found and use group hashtags on your pages.

The hashtags are very powerful to get all the different components of Facebook to feed each other with new eyes on your content.

Hashtag gets eyes on your content from non-followers equally as effectively as followers. So your content without hashtags is Just pushed to Your followers and to engaged followers.

But now when you put a hashtag on it, it's likely it's going to go to a much broader audience because it will go to the people that are searching the hashtag

go and look at your insights on every single platform, all of them at their insights, IE, the dashboard of what's happening: engagement On that platform will give you insights for the posts, show you what engagement has happened

. Now tie that together with what hashtags you are testing and you're very quickly going to get a picture of which hashtags are working for your content or not.

Instagram you all know I'm sure that you've got 30 hashtags maximum.

Does anybody know what the recommendation is ...

Didn't you? Didn't you tell us before? It was like between 10 and 15 The most.

.That's exactly right.

don't go stupid and overdo it because you know why. When you have 30 hashtags, you don't know which ones are working.

So I would even have less than the 15 that Max that's recommended go, but least To test which ones are working in the early stages of this exercise.

You're going to Very quickly, get a pattern of which hashtags are working for you and which ones you should simply drop because they're getting you nowhere.

You need a combination. Instagram is the hashtag platform  
And you've got, as we now know, a lot more to play with.

It's not one or two, it's plenty.

So combine lots of those different types of hashtags, popular locations, and niche trending days of the year.

Oh, by the way, I just wanted to make the other point when you use Days of the Year days Of the weekdays, it doesn't have to feature in the caption of your post the story. whilst essential to put your post in context, It's a little thing.

Don't say 'today' in your caption or put a date because your audience Might see the post later and if it's dated it ages your post.

And if you say today is and they're looking at your post in a month, it's going to be confusing. So that's just a little bit of an interesting way to use the days of the year rather than say "Today is,"

Write that day of the year organically in the copy, and posts and add # Small on images, not with dates.

Obviously on reels, your stories on Instagram have a sticker for Adding a hashtag. Now, why would they do that if they don't think it's going to get you lots of results, use the hashtag sticker on your story.

And remember, you can manipulate the stickers and make them smaller. It doesn't have to take over your post, they should be adding to the post, not be the post.

The other place you can use a hashtag is very organically in the comments. For example, my hashtag Leave Ordinary Behind, which is the slogan; I could go to somebody who is posting something that is profoundly inspiring, uplifting, motivating and put in the comments. Hashtag, leave ordinary them, follow hashtags, go and look for hashtags in your niche In your industry.

And you can follow them. It's a way for you to stay on top of conversations your competitors are having people in your industry are having access etcetera.

Now please make a note to go and follow hashtags on Instagram.

Again, Instagram has incredible insights that show you when people are engaging, and what they're engaging with, and tie that back to which hashtags you're using.

LinkedIn 2 to 3.

Don't overdo it. You know LinkedIn is a professional platform. It doesn't want pretty emojis and lots of hashtags and things that take away from the professionalism of the post. And when you post the algorithm on LinkedIn is so clever it starts suggesting hashtags and you can click on the add button.

Use your intelligent mind – are they relevant?

By the way, also when you post on the Meta planner, you get suggested hashtags. Use them wisely. It might not know what the objective of your post is, who you're trying to reach, and what niche you're talking to, so don't just rely on the tool, please.

Apply a strategy to your hashtag selection.

So on LinkedIn, it is recommended you do industry-specific hashtags. You follow influences in your industry to see what hashtags they are using. Get into conversations about those hashtags.

So where people are following these hashtags and these conversations going on below in comments get involved in those conversations. That's how you will get seen when you add articles to LinkedIn i.e. Big value like writing A blog. Make sure you add hashtags where those articles can be found. You increase the eyes on that usual company hashtag, whether it's your brand, your slogan or your tagline.

Of course, LinkedIn Analytics helps you monitor the views, clicks and chairs.

Funnily enough, Pinterest has deprioritised hashtags. I'm not a huge Pinterest user. I go there for ideas, but keywords have become very important on Pinterest,

I'm saying that using keywords and hashtags together is the key to what I'm sharing here today.

Threads Platform of meta. It's very focused on keywords, but they are testing a new idea - Your hashtag appears as a link in a Word document. For example, it will be a blue hyperlink. Now that I quite like it, because that's going to work very naturally organically in the typing of your text

the next two TikTok and YouTube, your hashtags are used in the story, not underneath the story. I'm going to come to positioning,

TikTok, for example, has 4000 characters for a post, so you write your keywords as hashtags organically in the description Of your post.

Go to the Discover page if you're on TikTok and go and see what's trending, and what conversations are about, get into the conversations here at the front of my mind today don't just think you drop a hashtag On your post.

Researched it very carefully

It's all about you paying for it. I say this constantly about all your content to people who are saying my stuff isn't working. It amazes me still that. Some of you think you can drop it, set it and leave it. And you don't have to do it anymore.

You need to engage with other people to be seen to be heard on new platforms to build your profile, to build your reputation, to build your authority. Just expecting people to come to you is a form of energy. You're not putting out what you expect to come in. This is a very important little woo-woo Theory of mine: Pay it forward by going to the audiences you want to attract. Be seen where they are hanging out.

And you are not promoting yourself there, you are adding value. You are entertaining, enriching or educating. Remember, this is.

YouTube, the second largest search engine after Google rivals Facebook in many countries with active users.

Now I know many of you are not on YouTube yet and I keep urging you to get on YouTube. You've got the video content. Why are you not Putting it there?

You are doing yourself an injustice and leaving money on the table

top for hashtags on YouTube: add up to 15, but the first three in your list of 15 are the most important because YouTube automatically adds them to the video title. You can add them just as I've explained with what you are testing and what you do in TikTok.

Write them organically in Your video description as text. As a keyword.

Recommended for the first 3 are a brand hashtag; A category hashtag and your niche hashtag. For example, Exp. South Africa Realty Estate living

Finally, X - one to two hashtags per tweet and the big opportunity On X is trending topics; And trending hashtags

This is your discoverability tool to find out trending conversations in your area. If you're going to adopt any of those, they must be relevant to you, your audience, and your business.

You can participate in Twitter chats by searching the hashtag Twitter polls and again analytics and Twitter, or powerful, to tell you what's happening with impressions and engagement and so on.

### **Hashtag Best Practises.**

The right number of hashtags for the right platform.

They are placed strategically For that platform, in the caption or below the caption.

Make sure they are relevant And they contribute to the overall value of the post.

Quality Over quantity, don't try and force hashtags into your post.

Use the right number. Don't overwhelm the post content with.

Use them to add value and attract people who are likely to have a conversation with Relevance is key.

Avoid overused hashtags because they become boring. It doesn't bring you new users. Try and be detailed and specific in the post.

And of course Relevance with trending hashtags. If you use outdated trending hashtags, you're going to look like you just haven't got a clue what's going on. So drop trending hashtags when they're no longer trending.

And avoid generic hashtags. This is a big point that hit time to me when I was updating my notes. Broad hashtags are likely to attract any relevant audience.

You want to attract people who have a niche interest in what you're saying, what you're offering, and what your business is about.

And also broad terms are not likely to be searched by that niche audience. So what happens? Your content is simply going to get lost. It's simply not going to get eyes on it. Then you start questioning what you're doing and you start doing all sorts of self-criticism and negative talk. And it's just the hashtag that's damaging your post. Her lack of reach and engagement is about misusing hashtags.

Placement in the post. On Instagram, there are two things you can do.

At the bottom of the caption. And you know how Instagram doesn't leave you a paragraph? The tip is to put a full stop, so enter start a new line, put a full stop, a new line, and then paste your hashtags. Leave a gap between your message and your hashtag. Now doesn't that tell you it's not part of the message? It is signage for the algorithm. You can place one at the beginning of a caption if it's relevant looks good and makes sense. But generally, at the end,

you can also test posting your hashtags in the comments; one or two in the actual caption, and if you want to try a whole lot of other hashtags, paste them into a comment below your post.

You know that you shouldn't be using spaces when you've Got multiple words. It comes together as one 'word' and can be difficult to read if it's not a commonly used or known hashtag.

The tip is camel case, camels as in humps. Capitalise each word of the hashtag. So that it makes it easy for people who are coming across it for the first time to read it in your quote, once it becomes organic, it'll lose all its caps, but when you use it in a caption, capitalise each word.

optimise posting time. When you're going to look at your insights, think about when you are posting in conjunction with your hashtag but people are not on the platform, so don't blame the hashtag. Think about optimising posting times to give your hashtag the best chance.

Use your hashtags to foster a sense of community loyalty and show people you are attentive and interested.

Research top-performing hashtags, folks, it's one of the biggest tips I can give to you today and use the ones that are using

You how to find hashtags, use the search bar. Go to the people the business the company or the influencers, and look at what hashtags they are using and what is featured on the most engaging place. Go and look at what your competitors are using successfully. I'm going to share 3 links with you.

<https://www.hashtags.org/best-hashtags.com>

<https://ahrefs.com/writing-tools/hashtag-generator>

Those are my go-to sources for hashtag search tools and places to look for hashtags.

Hashtag.org is a brilliant best hashtags I absolutely adore and then AH refs is a super super hashtag generator so you can test if you're creating your own fantastic tools.

Analysing researching hashtags so I just want to quickly summarise, and stay informed of what's working in your industry, for your audience.

Align with trends.

Don't be afraid to experiment, monitor what's working and importantly don't shoot for the biggest volume hashtags you're going to get lost in a sea of content. Specific low or medium-volume hashtags, are the ones that are going to get you seen. Curiosity is key in this instance. It's key to learning. It's key to succeeding.

Analyse your stuff. Identify patterns

### **Tips To Create Your Own Unique And Memorable Hashtags.**

Think about your brand identity, and what aligns with your brand. Something memorable. Easy to remember. Don't try and get clever. Don't misspell it. Keep it as short as you can. Let it flow off the mouth as a little phrase.

Keep it unique and distinctive. That's why you need those tools I've just given you to come up with. type it into there and see if it's unique. Because if you don't and you start using this and you start using it as a campaign hashtag a brand hashtag and somebody else is using it too, they search that hashtag and everything comes up for everybody who's using the hashtag. So you do want to be unique and don't try to be too clever or too obscure cause.

Things people are not going to search for, it must be a question on somebody's mind, a statement on somebody's mind. Your USP. What are people looking for as the transformation you deliver comes, you can all come up with something fantastic.

No special characters. So like a password or whatever - You cannot do that.

Just check your spelling, make sure it's right and it's proper words.

Make sure it's not ambiguous and isn't politically sensitive.

Understand your audience preferences.

Check your competitors.

Compliance. Be aware of trademark issues you never, ever want to hijack somebody else's hashtag.

Go and use these tools to search if a hashtag is already in use concerning intellectual property.

Platform Policies. There are things you can do and can't do, and of course, I recommend the tips I gave you earlier.

User Generated Content. Be sure you ask permission and then of course social responsibility is a big one.

don't make promises You cannot live up to with a hashtag. It'll do your brand damage.

And finally, the hashtags are dynamic -Be prepared to adapt regularly. Check what's happening. How are the hashtags affecting your content? Use them wisely.

You do not have to use them in every single post. If your post is Just a quick bit of inspiring you, you don't necessarily need everybody on the planet to see it. You don't Hashtag everything.

### **Case Studies**

### **CONCLUSION**

In the early stages where we talk about levels of awareness, Where people are unaware of a problem, it's very hard to talk with them because you don't know how to pitch your solution, but the next level down where they are aware of a problem but might not be aware of which solution is available to them. That is a very good topic for hashtags

to come up with ideas Like we searched Pinterest. And suddenly there's a solution in front of them. It starts with a topic of interest. Knowing what your audience is interested in. And then it brings them to your profile. At that instance, they might not already be looking for a product, but you then have the opportunity to educate them and tell them more.

But your different posts will also have different purposes depending on the strategy.

The Hashtag thing is not As simple as you thought it was.

It's a very strategic marketing tool.



Generating with AI? It is giving the same thing to everybody who's asking that question. Now you're suddenly not competitive and you're not unique. These hashtag tools I shared have been around forever. They understand the use of hashtags.

Have you asked ChatGPT to create a caption for a post and see what they do with the hashtags and the emojis?

Let it create the caption and ignore the rest. So, for out-of-the-box thinking there's no better place to start.

But it's not copy and paste. I say to everybody, and I say constantly to you guys in the coaching, you do not copy and paste your AI-generated content. You apply your brand and your strategy!

## About Suze Bouwer



Suze is a Marketing Enabler, Conversion Funnel Invigorator, and Implementation Coach who helps Business Owners like Real Estate Professionals, Coaches, Business Service Providers, E-commerce, Start-Ups, and Coaches, ESTABLISH AND ENABLE ONLINE MARKETING PLATFORMS.

Welcome to MARKETING MADE SIMPLE as A B C where we tell and show how to ATTRACT \* BUILD\* CONVERT an ideal audience to GROW BUSINESS.



Suze Bouwer helps business owners and managers by making marketing simple for practical implementation and empowers them with the essential skills to succeed.

Whether 1-2-1 coaching, workshops, training or online courses, we provide a safe place for like-minded entrepreneurs to learn while overcoming procrastination, tech fears, feelings of inadequacy, and a lack of digital marketing know-how WITHOUT wasting time or money.

Suze studied Psychology at UCT and worked in HR for a few years and accidentally moved over to PR & marketing in the hotel industry. After 25 years in corporate hospitality marketing across Southern Africa and due to a spinal injury, Suze had to remodel her lifestyle. Working independently and online meant digital marketing skills were required to stay current and competitive.

Always curious and upskilling, like all entrepreneurs, it got messy and expensive with steep learning curves in the beginning. This pursuit of new skills led to today's RedMatchstick service designed to help business owners overcome barriers of not enough time, wasted money, procrastination, tech & info overwhelm, too many opinions and options; and feelings of being 'too stupid' or impostor syndrome.



WEBSITE: [www.redmatchstick.com](http://www.redmatchstick.com)

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Results generated in the examples we quote come from businesses that embody a combination of:

- 1) Entering a Good Niche,
- 2) Entering at the Right Time,
- 3) Intimate and unique Knowledge of your Niche,
- 4) Compelling Call to Action,
- 5) A genuinely Unique Selling Proposition,
- 6) Implementation of applicable parts of the information provided,
- 7) Repeated Trial and Effort.

Any Follow-up Bonus offers, Guarantees or Refunds are subject to PROOF that you have done the work by providing completed worksheets, real examples by way of screenshots, reports of your marketing on platforms, collateral or communications submitted by email to [info@redmatchstick.com](mailto:info@redmatchstick.com).

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**Sources & Mentors**

My 'Knowledge Transfer' coaching programs, cheat sheets, and other downloads are a combination of my own experience, self-paced learning and mentoring by online marketing Gurus, including Click and Grow Business, A Real Change with Sandi Krakowski, Nathan Latka, Jeff Walker, Ryan Levesque and James Wedmore.

My gratitude goes to my mentors, teachers and clients, who have all taken me on my unique journey and given me this opportunity to help those who struggle with getting their business out there like I used to.