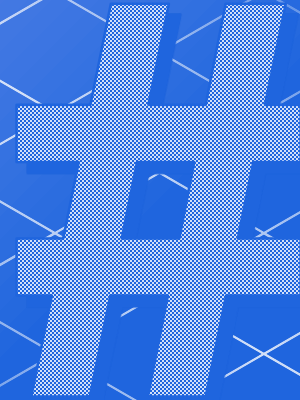




18 Creative Hashtag Strategies

By : Real Rank Riser



www.realrankriser.com | info@realrankriser.com

00 Introduction

Ever wonder why everyone throws those # symbols around on social media? Well, they're not just for decoration! Hashtags are like little keywords that help people discover your awesome content. Imagine you're posting about your delicious homemade pizza recipe. By adding relevant hashtags like **#pizzanight** or **#homecooking**, anyone searching for those topics can stumble upon your culinary masterpiece.

Here's the thing: hashtags can do way more than just increase your reach. They can spark conversations, build communities, and even help you go viral! But with so many options out there, how do you use them effectively? Fear not, fellow marketer (or pizza enthusiast)! This guide unveils 18 creative ways to turn those hashtags into powerful tools, helping you achieve your marketing goals and conquer the social media world, one delicious post at a time.

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Hashtags Basics

Ever scrolled through social media and felt like everyone's speaking a secret language filled with those # symbols? Well, those aren't just random mushes on the keyboard – they're hashtags! Think of them as little labels that categorize content. When you add a hashtag to your post (like **#SocialMedia** or **#MarketingTips**), it becomes discoverable by anyone searching for that specific term.

Here's the magic: Imagine you're sharing a hilarious dog video. By adding **#DoggoLove** or **#FunnyPuppies**, anyone searching for those hashtags can see your post! It's like a filing system for social media, helping people find content they're interested in, and letting you connect with a wider audience who might love your dog videos (or whatever awesome content you create).

01 Trendjacking Hashtags

Ever feel lost when everyone's buzzing about the latest meme or viral challenge? Fear not! Marketers have a secret weapon called "trendjacking" – it's all about riding the wave of trending topics to boost your reach. Imagine you're at the beach, and a giant wave rolls in. Trendjacking lets you hop on that wave and propel your brand forward.

Here's the beauty: When a hashtag explodes online, it creates a massive conversation. By cleverly incorporating that trend into your content (with a relevant twist, of course!), you can tap into that existing audience and get your brand noticed. Remember the iconic "Distracted Boyfriend" meme? Oreo capitalized perfectly by posting their own version featuring their cookies, skyrocketing their engagement! We'll explore more ways to do this throughout the article, so get ready to become a trendjacking pro!

02 Branded Hashtags

Hashtags aren't just about joining the conversation; they're your chance to create a rallying cry for your brand! Think of it like a catchy, memorable phrase with your brand name or a key slogan. This "branded hashtag" becomes your signature, attracting fans and fostering a sense of community.

But it gets even better! Branded hashtags can be a goldmine for user-generated content (UGC). Imagine a contest with your branded hashtag (#MyAwesomeBrand) where customers share photos using your product. Suddenly, you've got a whole army of brand ambassadors promoting your business for free! We'll delve deeper into crafting the perfect branded hashtag and UGC strategies throughout this guide, so get ready to turn your followers into a cheering section for your brand!

03 Campaign-specific Hashtags

Imagine launching a killer marketing campaign, but only a handful of people see it. Not ideal! This is where campaign-specific hashtags come in. These hashtags act like laser pointers, attracting the exact right audience for your specific promotion.

Instead of relying on generic hashtags, you create a unique one tailored to your campaign. Launching a new line of vegan burgers? Ditch #burger and craft #PlantPoweredPattyParty! This way, you target people actively searching for vegan options. Bonus: campaign hashtags help you track success! By monitoring how many people use your hashtag and interact with your content, you gain valuable insights into how well your campaign is resonating. It's like having a real-time report card, showing you exactly who's loving your campaign.

04 Product or Service Hashtags

Hashtags aren't just for catchy slogans. They can also be powerful tools to showcase your amazing products and services. Imagine creating a hashtag dedicated to a specific product, like #DreamyDuvet for your new line of comforters. Suddenly, anyone searching for cozy bedding can discover your product!

But the magic doesn't stop there. Hashtags can also be a fantastic way to amplify customer love. Encourage happy customers to share their experiences with your product using your hashtag, like #CoffeeLover for your delicious new roast. This creates a treasure trove of user-generated content (UGC) that feels authentic and builds trust with potential customers. We'll explore more ways to leverage product and service hashtags throughout this guide, so get ready to turn your hashtags into mini-billboards for your brand!

05 Event Promotion Hashtags

Have a killer event coming up? Don't forget the power of hashtags! Event-specific hashtags are like VIP passes, ensuring everyone who's interested can find your shindig. Imagine a food festival with the hashtag #FoodieFiesta. Food enthusiasts searching for that term will stumble upon your event details and photos, boosting attendance.

But hashtags aren't just for promotion. They can also generate pre-event buzz, fuel live engagement, and even extend the fun after the party's over! Encourage attendees to share their experiences with your event hashtag, creating a real-time social media experience. It's like a virtual guest book, keeping everyone connected and excited about your next event. We'll delve deeper into crafting the perfect event hashtag and using it to create a social media frenzy, so get ready to turn your event into the talk of the town (or online!)

06 Hashtag Challenges

Ever see a fun online trend where people create videos or photos based on a specific theme? That's the magic of hashtag challenges! They leverage branded hashtags to spark audience participation and generate a ton of user-generated content (UGC). Imagine a fitness brand launching a #FitFluenceChallenge where people share workout videos using their hashtag.

It's a win-win: you get tons of free content showcasing your brand, and your audience has a fun way to engage with you. Plus, the challenge element creates a sense of community and encourages friendly competition. We'll explore tons of creative ways to craft engaging hashtag challenges throughout this guide, so get ready to transform your audience from passive viewers to active participants!

07 Seasonal Hashtags

Hashtags aren't just for everyday content! They can also be a goldmine for capitalizing on seasonal trends and special occasions. Think of it like riding a festive wave of excitement. Imagine you're a bakery launching a limited-edition line of pumpkin spice treats in fall. By incorporating hashtags like #FallVibes or #PumpkinSpiceLatteLove, you tap into the seasonal buzz and reach people actively searching for those autumnal goodies.

Holidays and special events are prime territory for seasonal hashtags. A catchy holiday hashtag can help you stand out from the crowd and connect with people celebrating. So, the next time there's a national holiday or a trending seasonal event, don't forget to sprinkle some festive hashtags into your content! We'll explore tons of creative ways to leverage seasonal hashtags throughout this guide, so get ready to make your marketing merry and bright (or spooky, or romantic – you get the idea)!

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Location-based Hashtags

Hashtags aren't just for reaching a broad audience; they can be a laser beam for local marketing too! Imagine you run a cozy bookstore. By using location-based hashtags like #CityNameReads or #SupportLocalBooks, you target people specifically searching for things to do in your area. This increases your local visibility and attracts potential customers who might be just around the corner.

The best part? Location-based hashtags can spark local conversations and build a community. Encourage customers to share photos or reviews using your hashtag, creating a virtual space for book lovers in your town to connect. We'll explore more ways to leverage location-based hashtags and turn your online presence into a magnet for local customers throughout this guide, so get ready to shout about your awesomeness to your entire city (or town, or village!)

09 Industry-related Hashtags

Hashtags aren't just about broad appeal; they can be your ticket to industry-specific conversations. Think of it like learning a secret handshake for your niche. By incorporating industry-related hashtags, you connect with fellow professionals and potential customers who share your interests.

Imagine you're a graphic designer. Using hashtags like #DesignInspiration or #LogoLove allows you to engage with other designers, showcase your work, and even discover new trends. It's like attending a virtual industry conference, buzzing with ideas and opportunities. We'll explore tons of ways to find the perfect industry hashtags and use them to position yourself as a thought leader within your niche, so get ready to mingle with the cool kids (of your industry)!

10 Cross-promotion Hashtags

Hashtags aren't just for solo acts! They can be a bridge for powerful brand collaborations. Imagine teaming up with a complementary business, like a local coffee shop if you own a bakery. By co-creating a unique hashtag (#CoffeeAndCakeLove), you reach each other's audiences and expand your reach.

It's a win-win! This strategy works with influencers too. Partner with someone in your niche and create a joint hashtag challenge. Suddenly, you're tapping into their follower base and generating excitement around both your brands. We'll explore tons of creative ways to find the perfect partners and craft winning cross-promotion hashtags, so get ready to turn hashtag collaborations into marketing magic!

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Educational Hashtags

Hashtags aren't just for funny memes and cat videos (although those are great too!). They can also be a powerful tool for sharing valuable information and establishing yourself as an expert in your field. Think of it like wearing a virtual "thought leader" badge.

By incorporating educational hashtags relevant to your industry (#MarketingTips or #DIYHomeImprovement), you attract people actively seeking knowledge. Share informative content like blog posts, tutorials, or even infographics using those hashtags. This positions you as a trusted resource and builds trust with potential customers.

Imagine a fitness trainer sharing workout videos with #HealthyLiving or #FitnessMotivation hashtags. They're not just promoting themselves; they're helping people achieve their goals. We'll explore tons of ways to find educational hashtags and use them to showcase your expertise and turn your brand into a go-to source of knowledge!

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Hashtags on User-generated Content

Hashtags aren't just for shouting about your own awesomeness (although you should do that too!). They can be a magic key to unlocking a treasure trove of user-generated content (UGC) – content created by your fans! Imagine a clothing brand encouraging customers to share photos of their outfits using a branded hashtag (#MyStyleInYourBrand).

Suddenly, you've got a whole gallery of real people rocking your clothes, which feels way more authentic than traditional ads. Plus, reposting UGC with the original creator's credit builds trust and fosters a sense of community. It's like giving your fans a starring role in your brand story. We'll explore tons of creative ways to use hashtags to encourage UGC and turn your followers from silent fans to your biggest brand champions!

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Storytelling Hashtags

Hashtags aren't one-size-fits-all tools. They can be the secret ingredient to crafting captivating brand stories that resonate with your audience. Imagine using hashtags to weave a narrative about your company's values, mission, or even the inspiration behind your products. Think #FromBeanToCup for a coffee roaster or #EmpoweringWomen for an athletic apparel brand.

By incorporating storytelling hashtags, you connect with your audience on an emotional level. It's not just about selling a product; it's about sharing a journey and inviting people to be part of it. We'll explore creative ways to craft storytelling hashtags and use them to weave a narrative that captures hearts, minds, and, of course, clicks!

14 Behind-the-scenes Hashtags

Hashtags aren't just for showcasing the final product; they can be a window into the fascinating world behind your brand! We're talking #BTS (behind the scenes) glimpses of your awesome team, creative process, or even company culture. Imagine a bakery using #DoughyDelightsBTS to share photos of their bakers crafting delicious treats.

This humanizes your brand and fosters a sense of authenticity. People love seeing the real folks behind the scenes! Plus, it creates a connection. It's like inviting your audience into your brand's inner circle, making them feel valued and appreciated. We'll explore tons of ideas for creative behind-the-scenes hashtags and show you how to use them to turn your brand from a name on a screen to a relatable friend!

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Interactive Hashtags

Hashtags aren't always just about sitting back and watching the likes roll in. They can be the spark that ignites interactive experiences and boosts brand loyalty! Imagine creating a hashtag challenge that's like a mini-game. Maybe a sporting goods store launches a #TrickShotChallenge where customers share videos of their coolest athletic feats using the hashtag.

This gets people excited, engaged, and actively participating with your brand. Plus, it creates a sense of community as people compete (or collaborate) using your hashtag. We'll explore tons of creative ways to craft interactive hashtags and gamified experiences that turn passive viewers into active participants, driving engagement and making your brand the talk of the town (or online community)!

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Call-to-action Hashtags

Hashtags aren't afraid to be bossy (in a good way!). They can be calls to action (CTAs) that nudge your audience towards specific actions that benefit both you and them. Imagine a clothing store running a sale and using the hashtag #ShopNow20off. This tells viewers exactly what to do (shop!) and entices them with a discount.

CTAs in hashtags can drive traffic to your website, encourage contest entries, or even spark conversations. Think #TellUsYourStory or #WinAWeekendGetaway. It's like giving your audience a clear path to take the next step. We'll explore tons of creative ways to craft CTAs into hashtags and use them to turn viewers into doers, boosting engagement and achieving those marketing goals!

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Trend Forecasting Hashtags

Hashtags aren't just for following trends; they can be your secret weapon for predicting them! Imagine using trending hashtags to get a sneak peek at what's hot before it explodes. Think of them like a social media crystal ball. By monitoring which hashtags are gaining traction, you can identify emerging trends relevant to your brand.

This foresight lets you tailor your marketing campaigns to catch the wave before anyone else. Picture a healthy food brand noticing a surge in #PlantBasedRecipes. They can create content using that hashtag, positioning themselves perfectly to capture the interest of people seeking meatless meals. We'll explore ways to find trending hashtags and use them to predict the future (of marketing, at least) and develop campaigns that hit the bullseye with your target audience!

18 Hashtag Analytics

Hashtags aren't like throwing spaghetti at a wall and hoping some sticks. There are awesome analytics tools that can tell you exactly how your hashtags are performing. Imagine being able to see how many people saw your content with a specific hashtag, or which hashtags sparked the most engagement.

This data is like gold! By analyzing your hashtag performance, you can see what's working and what's not. Maybe a super creative hashtag you cooked up isn't getting much traction. No worries! You can adjust your strategy based on the data and pick hashtags that resonate better with your audience. We'll show you how to use hashtag analytics tools like a pro, so you can stop guessing and start using hashtags to achieve real marketing magic!

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Conclusion

So, you've unlocked the treasure trove of 18 creative hashtag strategies! Remember, hashtags are more than just those little # symbols you see sprinkled around social media. They're powerful tools that can propel your content to new heights, spark conversations, and build a thriving community around your brand.

Now's the time to unleash your inner hashtag hero! Don't be afraid to experiment with different strategies and see what resonates best with your audience. Maybe hosting a #TrickShotChallenge for your sporting goods store ignites engagement, or perhaps incorporating #FallVibes into your bakery's pumpkin spice content draws in a seasonal crowd.

The key is to have fun, be creative, and track your results. Remember, hashtag analytics are your secret weapon, revealing which strategies are hitting the bullseye and which ones need a little tweaking. By embracing the power of creative hashtags, you'll transform your digital marketing campaigns from good to great, leaving your competitors in the dust (and with a serious case of hashtag envy). So, grab your phone, unleash your creativity, and get ready to conquer the social media world, one strategic hashtag at a time!

THANKS!

Do you have any questions?

info@realrankriser.com

+91 88065 00011

realrankriser.com



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