

Hashtag Strategy Outline for Brand Visibility

1. Objectives

- Increase reach and discoverability of brand content
- Engage with target audiences
- Strengthen brand identity
- Track campaign performance

2. Audience Analysis

- Define primary and secondary audience segments
- Research hashtag usage patterns within the target audience
- Monitor competitors' hashtag strategies

3. Hashtag Types & Examples

- **Branded Hashtags**
e.g. #YourBrandName, #BrandSlogan
- **Campaign Hashtags**
e.g. #SummerWith[Brand], #BeTheChange
- **Community Hashtags**
e.g. #EcoFriendly, #MakersMovement
- **Trending/Seasonal Hashtags**
e.g. #MondayMotivation, #EarthDay
- **Content Descriptive Hashtags**
e.g. #TravelTips, #HealthyRecipes

4. Platform Considerations

- Identify platforms (Instagram, Twitter/X, TikTok, LinkedIn, etc.)
- Optimize hashtag count for each platform
- Test and measure hashtag performance per channel

5. Guidelines for Use

1. Mix of branded, community, and popular hashtags
2. Avoid banned or irrelevant hashtags
3. Refresh and test hashtags regularly
4. Keep hashtags relevant and concise
5. Monitor user-generated content for branded hashtag engagement

6. Success Metrics

- Reach and impressions
- Engagement rates (likes, comments, shares)
- Follower growth
- Campaign hashtag usage and participation
- Brand sentiment and mentions

7. Review & Optimization

- Track hashtag performance monthly
- Identify high-performing and underperforming hashtags
- Adjust hashtag lists based on insights and trends