

How To Use Hashtags On Twitter To Grow and Market Your Small Business



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THIS FREE E-BOOK IS PART OF OUR “TWITTER SELLING MADE SIMPLE SERIES”

If you would also like to learn how to grow a large, highly targeted Twitter following **FAST** check out our industry-leading mini-course *Twitter Growth Domination 2.0 - How to Build a Huge Targeted Community in Less Than 15 Minutes a Day!*

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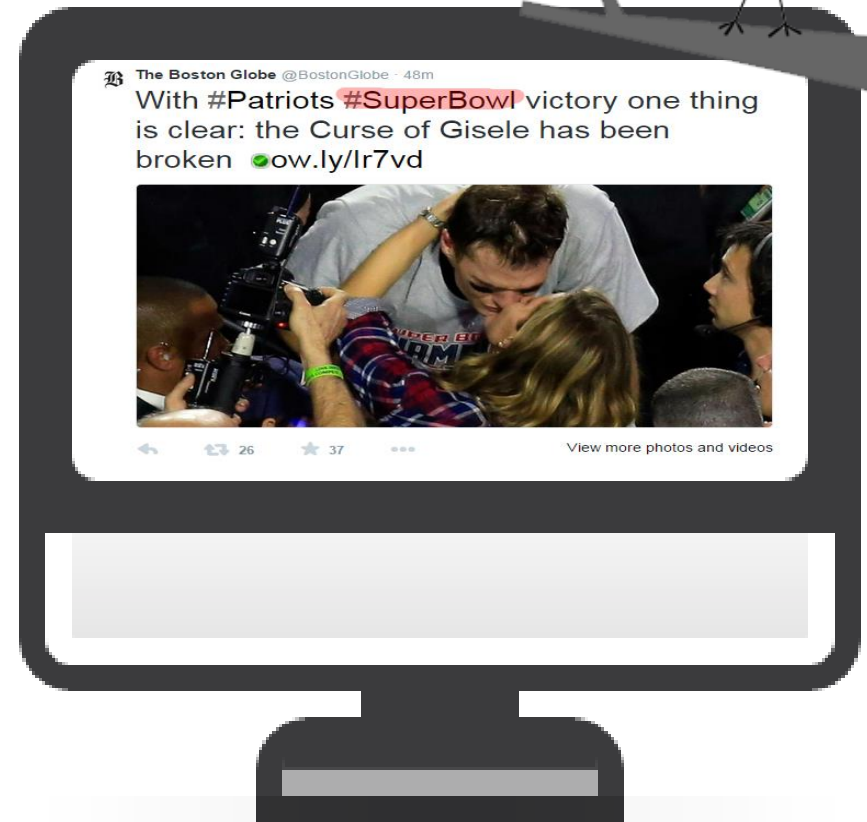


Introduction

Not sure what a hashtag is and how you should use it for your business? Then you are in the right place!



Hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages around a specific topic or category of interest.



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Don't let this simple process fool you – that seemingly little number sign can deliver some **MAJOR** promotional punch.



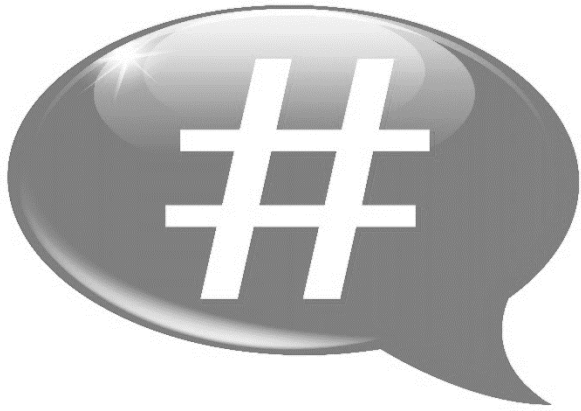
Many people monitor hashtags as a way to keep in the loop on specific topics. Essentially they track what is being said on Twitter, Google+, Instagram and even Facebook to follow conversations that are taking place around those specific keywords. For example, they might track #SuperBowl, #FacebookMarketing, #WeightLoss, etc. *When people are tracking a hashtag that you are using, they are going to find your tweets and posts.*

They might also find you by simply conducting a searching on the social site. For example, *they might search Twitter for a specific topic and find you because of a hashtag that you used that they are searching for!*

Hashtags do something called “trend”. What this means is that people are using a specific hashtag so frequently that it starts to “trend”. Trending is something every marketer hopes happens to the hashtag(s) that they are using because when a hashtag gets to a trending status, it gets a TON of attention from other Twitter users.

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WHY USE HASHTAGS?

Hashtags: Love 'em or hate 'em, they are an integral part of using social media. With reams of content being produced and promoted on social media each and every minute, hashtags provide a simple way to search for specific, topical content.

With every major social network now allowing the use of hashtags, understanding why they're such an important part of social media marketing is even more important.

For small business owners, they allow us to whittle down the thousands of updates we receive daily from friends, colleagues and businesses, as well to find new people to interact with and new conversations to follow. They give us the ability to track conversations about our brand and our products, and help us keep an eye on what's going on in our industry.

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Reasons Why Hashtags Are A MUST

1. They allow for highly specific audience targeting.

When you want to target your social media message to a specific group of people, there is no better way than by using relevant hashtags. For instance, if you're looking to market to people who have just had a baby, you could use the hashtag #newborn. Then, anyone who's searching social networking sites for conversations about newborns has the potential to find you.

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Reasons Why Hashtags Are A MUST

2. They allow **YOU** to be found!

If you would like YOUR posts to come up in searches, be sure to include commonly used hashtags in them so they're easy to find! Before blasting to the masses, always do your research. Check out the hashtag you are considering to determine if there is already an extensive range of existing conversations using it. Most importantly, always keep your business hashtags simple and concise to solicit the best results possible.

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Reasons Why Hashtags Are A MUST

3. They allow you to monitor your reputation

By monitoring hashtags related to your brand or products, you always have an idea what people are saying about you. If you are NOT monitoring these hashtags, the conversations are still taking place....you are just not going to know about it. Isn't it always better to know and have a chance to be a part of the conversation?

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Reasons Why Hashtags Are A MUST

4. You can use them to provide amazing customer service!

In the same way that tracking your company hashtags allows you to monitor your reputation, it also allows you to find and respond to comments, complaints and kudos quickly and efficiently. By monitoring mentions of your brand, you can make sure you always know what's being said, and can respond as quickly as possible.

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Reasons Why Hashtags Are A MUST

5. They allow you to keep an eye on your competition.

Want to know what people are saying about your competitors on social media? Try running a search for hashtags related to their business name or products. This can shed light on things like how often they are receiving complaints, how they are responding to them, and how you can set yourself apart from them when it comes to customer service.

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Reasons Why Hashtags Are A MUST

6. You can track what is going on in your industry.

Hashtags are a powerful way to keep track of what's happening within your niche or industry. For instance, if you are a writer, you may want to track hashtags like #Books, #WhattoRead, #WritingTip and #AuthorRT. This will give you the advantage of knowing what your colleagues are up to, and the opportunity to participate in the conversation.

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Reasons Why Hashtags Are A MUST

7. Promote special events, contests or deals.

Come up with snappy, easy-to-remember hashtags for special events, deals or promotions to make sharing easy! It is also a great way to track your campaign. For instance, when the City of New York runs their annual photo contest, they use the hashtag #LoveNYC. This allows them to easily track contest entries (more than 10K last year) and conversations that are related to the campaign.

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Reasons Why Hashtags Are A MUST

8. Find Relevant Twitter Chats

A Twitter Chat is a pre-arranged “meeting” on Twitter where like-minded people get together and discuss a topic. There is usually a moderator and sometimes a set of questions that help to guide the chat along. I recommend using an online app like [TweetChat](#) to follow along seamlessly. Are you ready to engage with your target audience and show them what an industry expert you are? Find current Twitter Chats relevant to your niche and join in. To get you started, Raven put together a list of the ultimate [Twitter chats for marketers](#). Join in or start your own Twitter Chat 😊!

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How To Find GREAT Hashtags To Market Your Small Business

By now, you know that when you use relevant hashtags (#) in your social media posts, people who are searching for those keywords can find your tweets and updates, and can potentially follow you.

Unfortunately, if you use the WRONG hashtags, your marketing won't be nearly as effective. Let's talk about some of the ways you can research and **discover relevant hashtags** that people in your niche are *actually looking for*.

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WANT MORE:

READY TO GROW YOUR TWITTER FOLLOWERS FAST?:

Check out this [video from Kim Garst](#) telling you EXACTLY how she [built one of the largest and most highly targeted communities on Twitter](#).

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Find Out What Hashtags Influencers Are Using

There are a few tools you can use to figure out which hashtags influencers in your niche are using. One of my faves is [Twitonomy](#), and it will provide you with a list of the top 10 hashtags of any Twitter user.

Simply type in the Twitter handle of any leader in your industry, and see which hashtags they have found effective with their audience! This can be invaluable to you and save you TONS of time!



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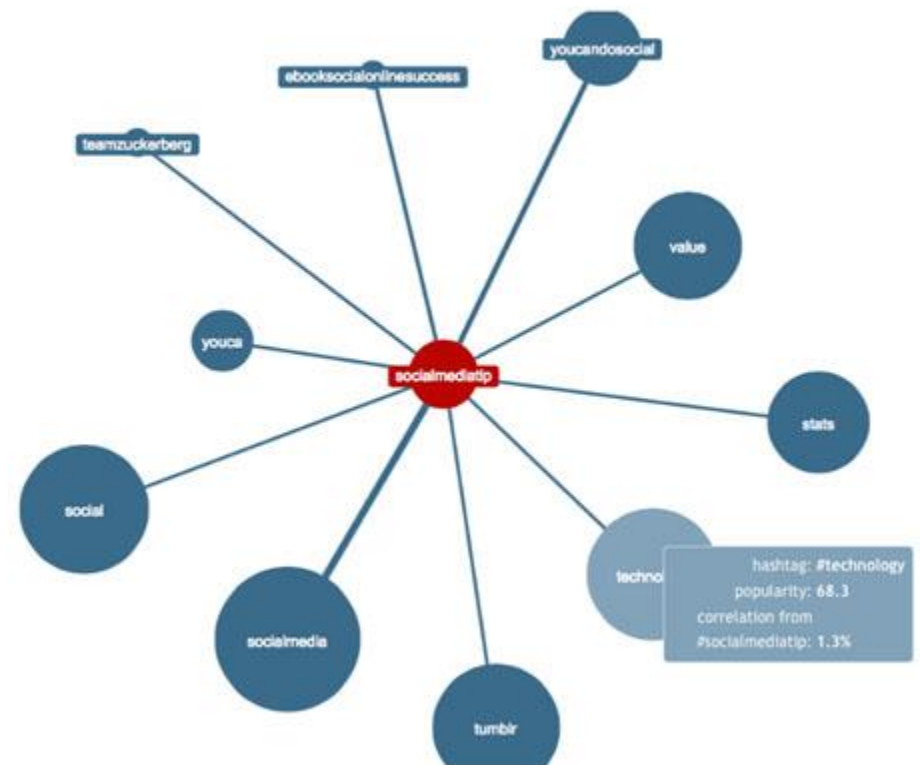


Find Trending Hashtags In Your Niche

As part of your social media strategy, you will definitely want to identify which topics are *trending* in your industry. A great tool for this is [Hashtagify.me](https://www.hashtagify.me), as it shows you the top 10 hashtags related to a particular keyword.

If I wanted to find all the most popular hashtags related to 'social media', I would simply plug that term into the search box, and voila! A list of trending hashtags related to social media would appear.

The top 10 hashtags related to #socialmediatip

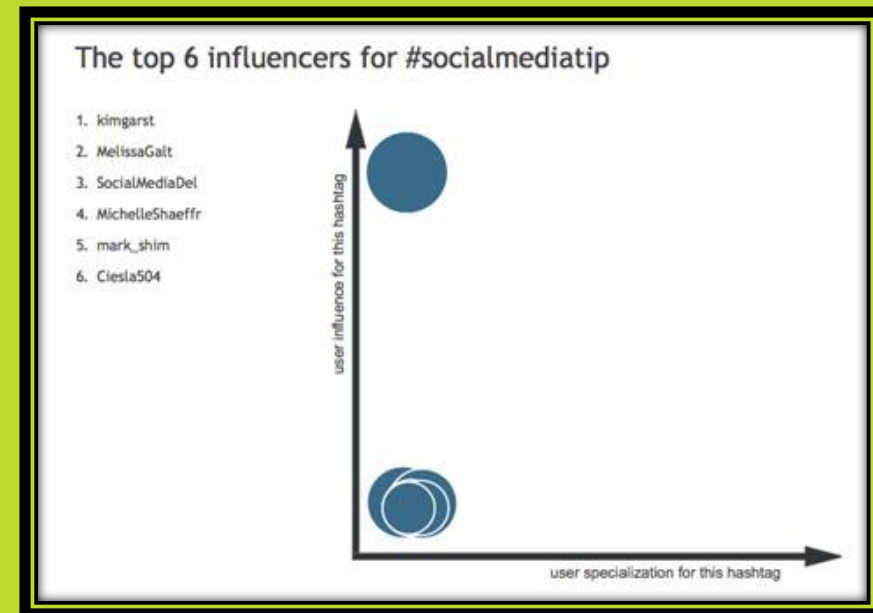


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This tool is fantastic on so many levels...

- ❑ For finding existing conversations to contribute to
- ❑ For getting a visual representation of important conversations related to a hashtag (see screenshot above)
- ❑ For seeing the top recent tweets related to a hashtag
- ❑ For finding top influencers related to a certain hashtag
- ❑ To find the popularity of a particular hashtag by showing you trending data for the past 2 months
- ❑ For competitive analysis (e.g. finding out who's using certain hashtags in your niche)

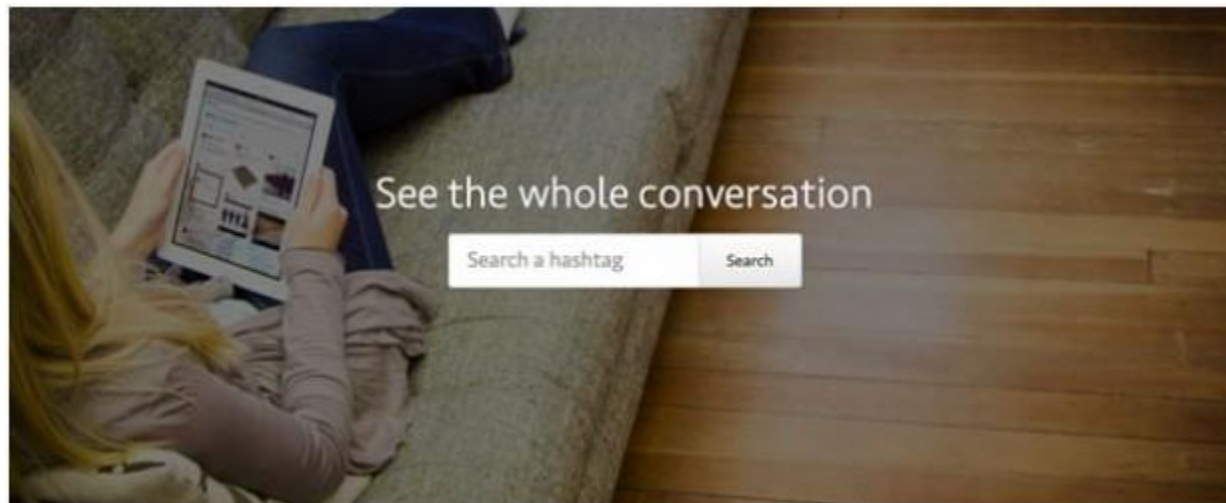


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How To Find Relevant Cross-Platform Hashtags

If you are looking to find relevant hashtags for Facebook, Instagram, Google+ and other popular networks, [Tagboard](#) is a great option. It aggregates conversations happening across the web, and organizes them by hashtags; you can even create your own boards if you have come up with a new hashtag.



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Drilling Down To Find More Specific Hashtags

You probably already have an idea of general hashtags or keywords people are using in your niche. But to find new, more specific hashtags, you will need to drill down a bit.

💡 Suggested terms

@AmazonUK	⊖	⊕
@lilachbullock	⊖	⊕
@ticbeat	⊖	⊕
@TheNextWeb	⊖	⊕
@Sonos	⊖	⊕

One tool that can help in this process is [Tweet Binder](#). Simply type in a general hashtag (like #socialmedia, for instance), and, among other info, you will receive a list of hashtags related to your query. If you want to see what's being tweeted about the suggested terms, simply click on the hashtag to see the most recent tweets.

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How To Use Twitter's Trending Topics

You can use trending hashtags in your tweets to get more visibility for your content IF they apply!

Trends · [Change](#)

[#parenting](#)

[#CHUMFM BARBADOS](#)

[Vancouver](#)

[#Canucks](#)

[TED](#)

[Indian Ocean](#)

[UBC](#)

[X-Men](#)

[#bbloggers](#)

[#MH370](#)

Introduced back in 2012, tailored trends offer a unique way to get closer to what you care about. They are tailored for you based on **your location and who you follow**. While it only provides a very limited list of topics at any given point, it can be helpful to keep an eye on trending topics of interest to your followers. If you want to see a more general list of trends, simply click on 'Change', and you have the option of changing your location.

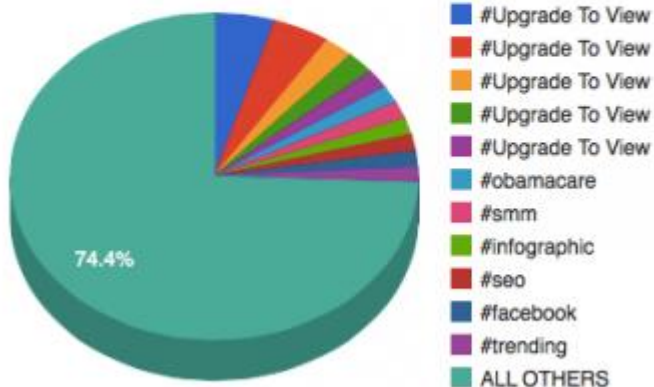
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How To Find Trending Hashtags

#socialmedia Related Hashtags

Upgrade Your Account To See Tag Names



One of the most popular hashtag tools is [Hashtags.org](https://www.hashtags.org), and for good reason. Enter a hashtag into the search box, and you will receive a wealth of information including a 24-hour graph trend, and the most prolific users for that hashtag. Since this post is about finding NEW hashtags though, I must mention that the ability to find related hashtags is limited to paid members. They do provide some related hashtags, but to see the full list you will need to upgrade your account.

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The POWER of BRAINSTORMING!

These tools are all great, but don't forget that YOU ARE the expert when it comes to your niche and audience. Before you jump in and try out the tools above, I would encourage you to take some time to sit down and brainstorm which keywords will be of interest to your audience.

Once you have come up with a list of possible hashtags, you can plug them into the tools above to find related hashtags and to see how popular they really are!

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WANT MORE?

Using hashtags is a great way to build your Twitter presence and increase the size of your Twitter community. But, if you really want to grow a highly-targeted Twitter community **FAST** check out [this video from Kim Garst](#) telling you **EXACTLY** how she [built one of the largest and most highly targeted communities on Twitter.](#)

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