

Mentor Marketing

HOW TO USE HASHTAGS, LOCATIONS, AND TAGS

A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.

1. TYPES OF HASHTAGS

- Product or service
- Niche in your industry
- Instagram communities in your industry
- Special events or seasons
- Locations
- Daily hashtags
- Phrases relevant to what you do
- Acronyms
- Emojis
- #sweater
- #weddingphotographer
- #foodiesofinstagram
- #whiteday or #nationaldonutday
- #pastrync, #madeintoronto
- #mondaymotivation, #tuesdaytip
- #becreative or #bakerylove
- #ootd (outfit of the day)
- #♥

2. HOW TO BUILD YOUR LIST

- Go to a [hashtag generator](#)
- Your goal should be to use 10 - 15 hashtags per post
- Try to use a wide variety, from the examples above

3. LOCATIONS

- Always use a location
- Depending on post, go from *very* specific to more general
- Use a location in your hashtag

4. TAGS

- Encourage your customers to tag you
- Tag other local businesses
- Tag businesses you'd like to get their attention for

