

## Hashtags: What Are They, Why Use Them?

Are hash tags part of your marketing strategy? If not, they should be! You've seen them everywhere – on billboards, commercials, baseball hats and t-shirts. But, maybe you're wondering what a hashtag really is. Here's my definition. A hashtag is simply a word or phrase prefixed with the # sign.

OK, so why the # sign?

A hashtag is a free way to have a conversation about a single subject with a diverse audience and across multiple platforms quickly. With one simple hashtag, you can drive brand recognition, improve reach and engage in a like-minded subject with your customers, prospects and target market.

The more specific you are with your hashtags, the more targeted your audience will be with an opportunity for better engagement.

Are you planning a special event? Create a hashtag that fits with your brand so attendees can track social posts. Running a promotion? What better way to spread the word. Want to create a lasting effect? Add a hashtag to your next promotional item or staff wear and build the buzz.

### #Hashtag Do's

- Make it short and memorable
- Capitalize the first letter of each word
- Keep it relevant to your content
- Create one that's unique

### #Hashtag Don'ts

- Don't use spaces or special punctuation
- Use them often on all platforms, not just once
- Be sure to research similar hashtags and differentiate yourself
- Never use the @ symbol

Hashtags are easy to use and they're here to stay. Leverage their popularity to join in on conversations, build brand awareness and promote product sales online and offline.

Need help in finding the perfect hashtag for your premium? Call me and let's brainstorm some ideas!

