



GROW
SALES FOCUSED MARKETING

GUIDE TO HASHTAGS

When and how to use them.

THEY ARE NOT AN AFTERTHOUGHT

keep it relevant

Hashtags should be incorporated into your copy - not just added to the end. This keeps them **#Relevant** to what you're saying - and helps the reader when they find them in search.

KNOW YOUR INDUSTRY'S TAGS

are most beneficial when popular

A few popular tags in your industry:
#SeniorMoveManagers |
#MoveManagers | #NASMM |
#Downsizing | #EstateSales |
#YourCompany'sName

REPETITION WINS

especially with popular tags

#s are not set it and forget it. The more often you use them, the more often you'll be seen and found. Use them in all your **#SocialCopy**, and don't be afraid to even incorporate them onto your website.

CAPS & PUNCTUATION

can you use it

Punctuation will break your hashtags. No ! no - no' period. All caps is not good unless it's an acronym like **#NASMM**. Using capitals to separate words is great to make your copy **#MoreLegible**

#HAVEFUN

inventing #s can be good - but does it do any good

It's fun to invent new #s. Like **#ThisIsTheBestHashTagEver**. Remember though, the purpose of #s is to help group relevant content together and make it easier to find. If you're inventing #s, don't expect them to deliver strong and fast results.

Keep your **#Inventions** to something relevant to your company - that you will use often. That way you will be all that appears when someone searches that tag.



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