

Instagram Hashtag Guide

to increase your reach and strengthen your brand



Introduction

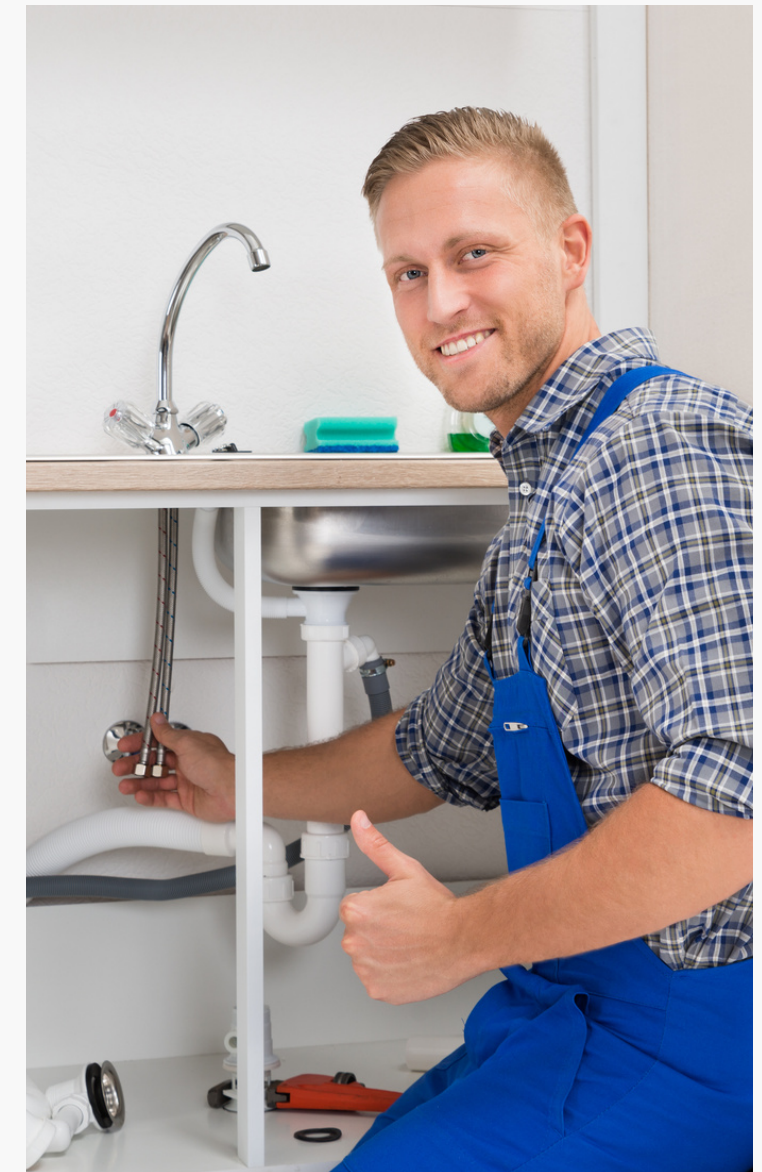
Instagram posts that use hashtags have *12.6% more engagement than those that don't.

Now, how can we maximize your reach and help you gain authentic followers to start a conversation with?

We have researched a list of popular and niche hashtags derived from similar brands in your industry that your target audience is following.

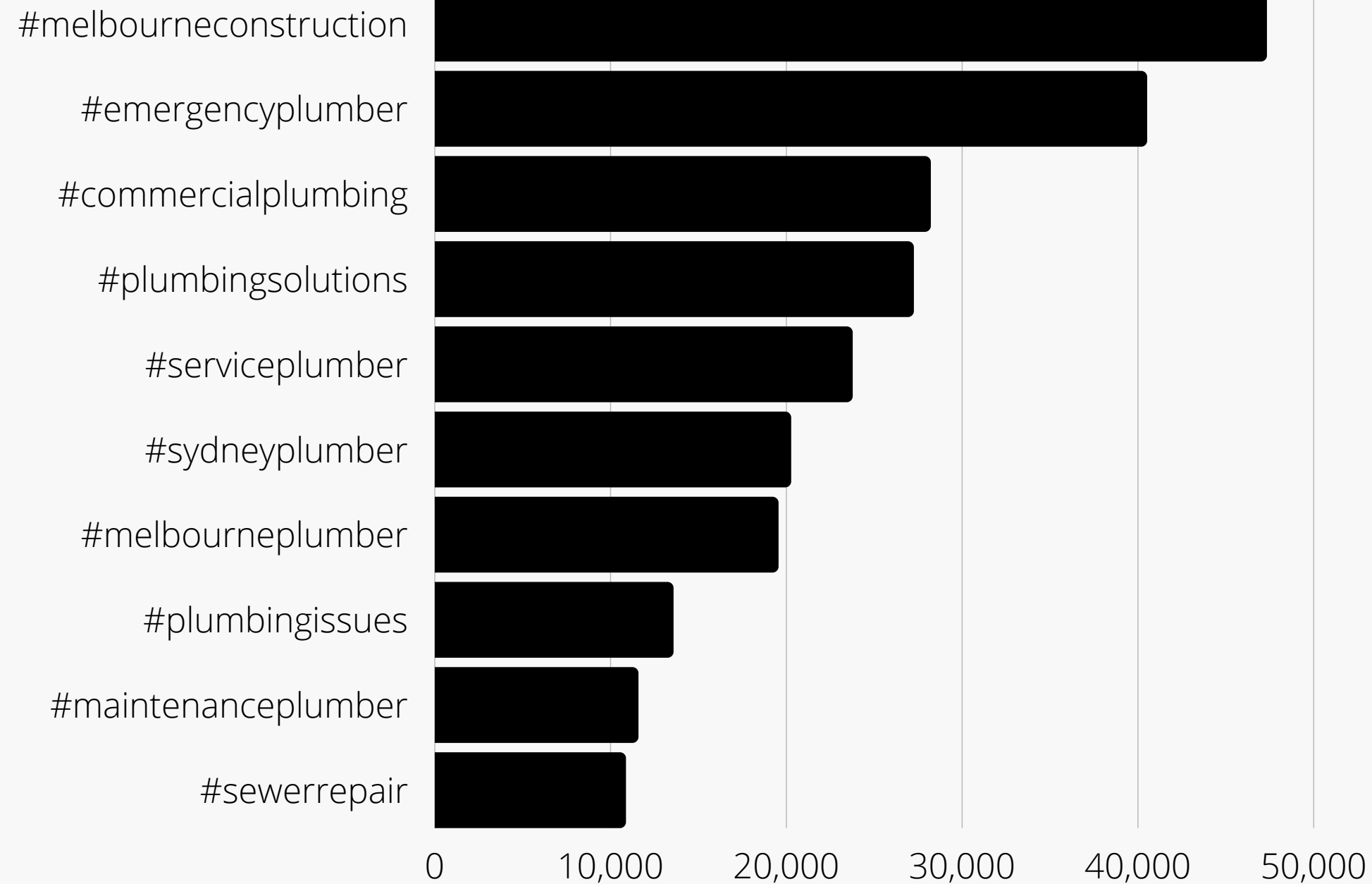
This list provides targeted hashtags which relate to your business and services.

Q Best Hashtags for Plumbers



**Source: <https://www.brandwatch.com/blog/instagram-stats/>*

Q Niche Hashtags



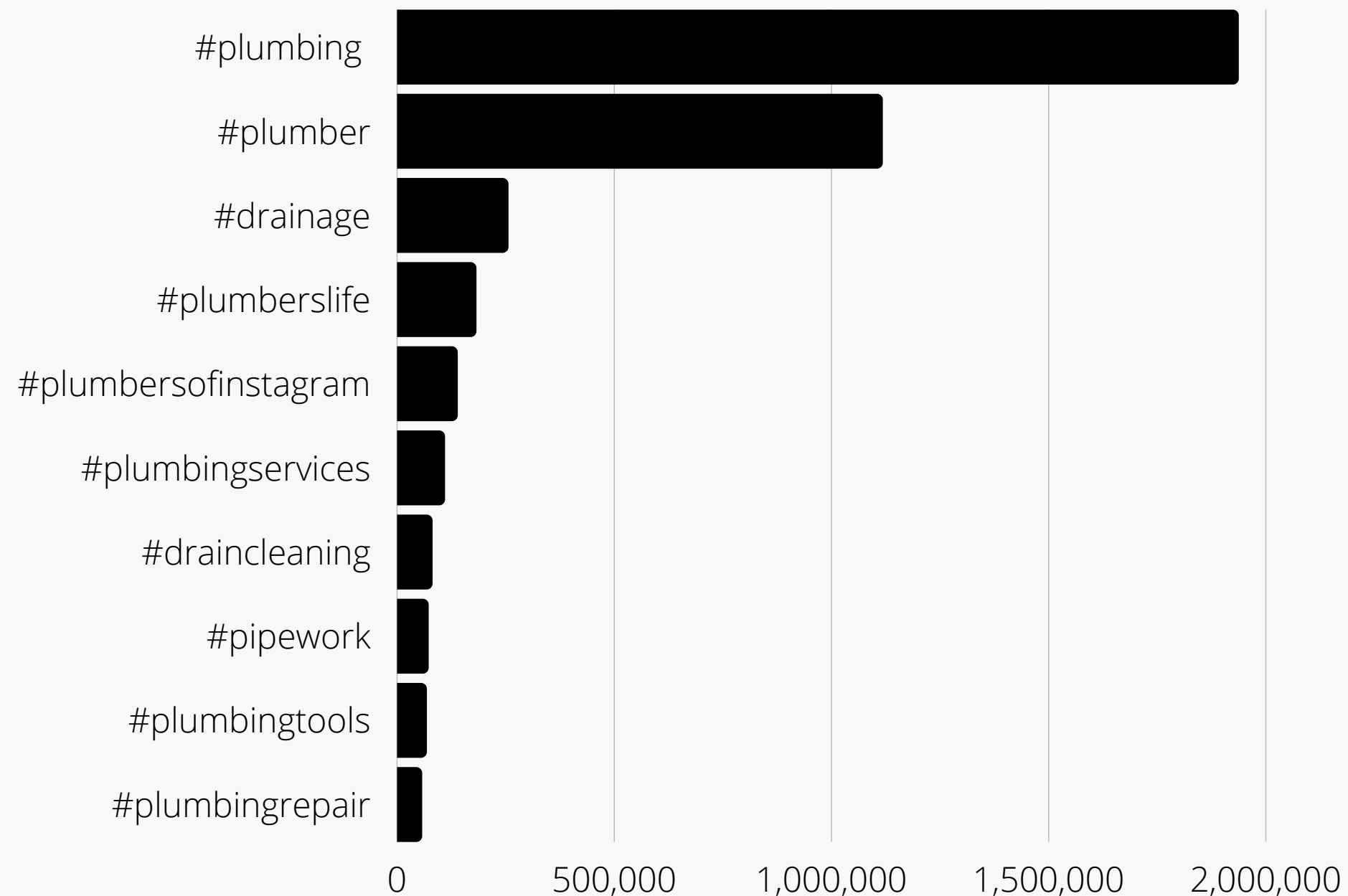
Q Notes

niche hashtags help reach a **specific group** of people

relevant to what you do

using hashtags that are *too* specific and only has a handful of mentions can make you unsearchable

Q Popular Hashtags



Q Notes

popular hashtags
increase your
visibility

you can draw
inspiration
from trending
hashtags for
your own
Instagram
marketing
campaign

too many popular hashtags may put
your post at risk of drowning in a sea
of other posts which is why it is
important to find **the right balance**
between popular and niche tags

Q tips for hashtag success

1 Track your hashtag performance with tools like Instagram Insights and Sprout Social

2 Create hashtag campaigns to connect with your audience (e.g. giveaways, sale, etc.)


3 While it's important to be consistent, you can always add or replace some hashtags that are more fitting or relevant to a photo you want to share.

4 Reach out to us if you need more help!



You're All Set!

Tradies GO is here to help!

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Questions?