

HASHTAG**HERO**

OFFICIAL WORKBOOK

ALEXTOOBY

INSTAGRAM MARKETER, INFLUENCER & MENTOR

Guidelines

1. USE ALL 30 TAGS ON EACH POST

The more you use, the more exposure you'll get.
Why use 10, when you can use 30?

2. DON'T USE TAGS WITH MORE THAN ONE MILLION POSTS

These posts are far too busy and the chance of your image being seen is very slim

3. CHOOSE TAGS BETWEEN 5,000 - 500,000

This is the perfect place to find active tags that aren't too popular

3. 1,000 POSTS IS THE BARE MINIMUM

Using tags with less posts than 1,000 are too small and your photo will not get the exposure it needs

Requirements

1

**DOES IT DESCRIBE MY BUSINESS,
THE PURPOSE OF MY ACCOUNT, OR MY
IDEAL AUDIENCE?**



2

**IS THIS SOMETHING MY IDEAL AUDIENCE
WOULD SEARCH FOR?**



3

**DOES IT HAVE LESS THAN 500,000
POSTS ASSOCIATED WITH IT?**



Research

LIST UP TO 15 HASHTAGS THAT DESCRIBE YOUR BUSINESS OR THE PURPOSE OF YOUR ACCOUNT:

- | | | |
|----------|-----------|-----------|
| 1. _____ | 6. _____ | 11. _____ |
| 2. _____ | 7. _____ | 12. _____ |
| 3. _____ | 8. _____ | 13. _____ |
| 4. _____ | 9. _____ | 14. _____ |
| 5. _____ | 10. _____ | 15. _____ |

LIST UP TO 15 TAGS THAT DESCRIBE YOUR IDEAL AUDIENCE:

- | | | |
|----------|-----------|-----------|
| 1. _____ | 6. _____ | 11. _____ |
| 2. _____ | 7. _____ | 12. _____ |
| 3. _____ | 8. _____ | 13. _____ |
| 4. _____ | 9. _____ | 14. _____ |
| 5. _____ | 10. _____ | 15. _____ |

LIST UP TO 15 TAGS THAT ARE TRENDING WITHIN YOUR INDUSTRY:

- | | | |
|----------|-----------|-----------|
| 1. _____ | 6. _____ | 11. _____ |
| 2. _____ | 7. _____ | 12. _____ |
| 3. _____ | 8. _____ | 13. _____ |
| 4. _____ | 9. _____ | 14. _____ |
| 5. _____ | 10. _____ | 15. _____ |