



HOW TO USE HASHTAGS to Get Sales from Facebook

FINDINGS FROM AN INTERNAL RESEARCH

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Hashtag Research Reveals How Not to Use it in Your Facebook Marketing

Introduction

We all know Facebook has hashtags, but should they be part of your Facebook marketing strategy?

I did a research on this to see how hashtags could be used to take your message to a wider audience.

We did this research which spanned through various industries of our clients whom we work with on social media marketing.

Before we go in to details let's look at **how this hashtag thing came in to existence**

The hashtag symbol itself came into existence sometime around the 14th century.

Before it was used on telephones and Twitter, the hashtag came from “lb,” the Latin abbreviation for “pound”. Thus, it was called the pound sign for a while.

According to dictionary.com, the hashtag's official name is the 'octothorpe', a name invented by telephone technicians when they added the symbol to telephone keypads.

It wasn't called hashtag until its usage became popular on social media.

The hashtag's usage as a way to find posts about a common topic began with the below tweet in 2007, suggesting that people used hashtags to create groups on Twitter.

From there, hashtags gained momentum, eventually becoming the social media essential it is today.



Chris Messina ✓
@chrismessina



how do you feel about using # (pound) for groups. As in [#barcamp](#) [msg]?

12:55 AM · Aug 24, 2007



♡ 11.2K 💬 5.1K people are Tweeting about this

Research Findings...

So, now that we know how the hashtag came into existence, we can look at how to use hashtags.

Before we go into details on how to use hashtags for better results, let's look at the results of our research study, which examined how Facebook engagement correlates hashtag use.

N.B: Please note that we have done a detailed hashtag research on each hashtags used in this research based on popularity, engagement and relevance and not randomly adding hashtags whichever comes to your mind.

No. of Hashtags per Post	Average Interactions
1-2	454
3-5	302
6-10	184
More than 10	46

(Takeaway: too many hashtags lowers engagement and won't help you get more likes on Facebook.)

So going from 2 to 3 hashtags caused a significant drop in engagement!

Does this mean too many hashtags are bad for business?

If so, what's the best ways to use hashtags in your Facebook marketing strategy and still see great results?

Have you ever found yourself explaining how to use hashtags to someone whose only connection with the word is as a telephone button?

When they ask, I tell them that hashtags are a pound sign immediately followed by a keyword. They're used for categorization on social media. Yes, they can be annoying if overused.

Some use it throughout the post on almost every word they type. How annoying is it to read those posts, let aside how Facebooks algorithm picks it on reach.

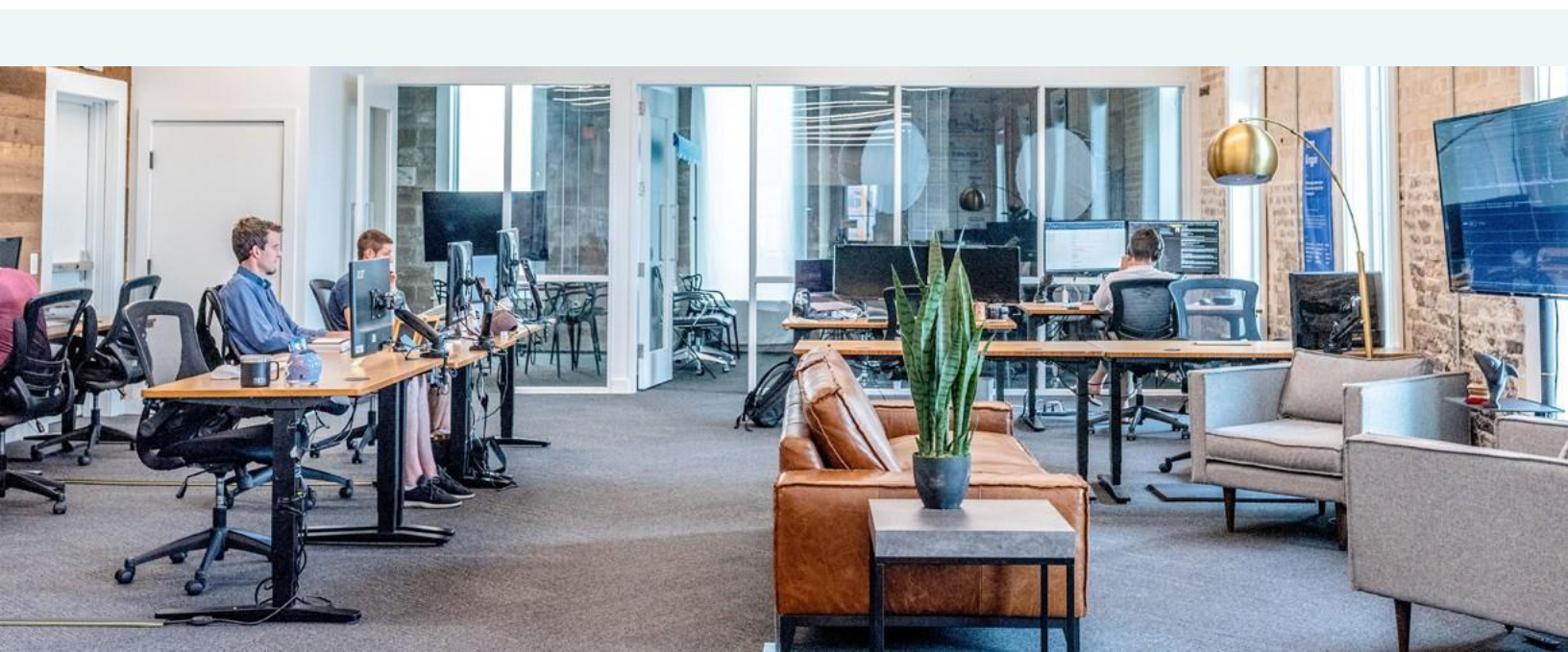
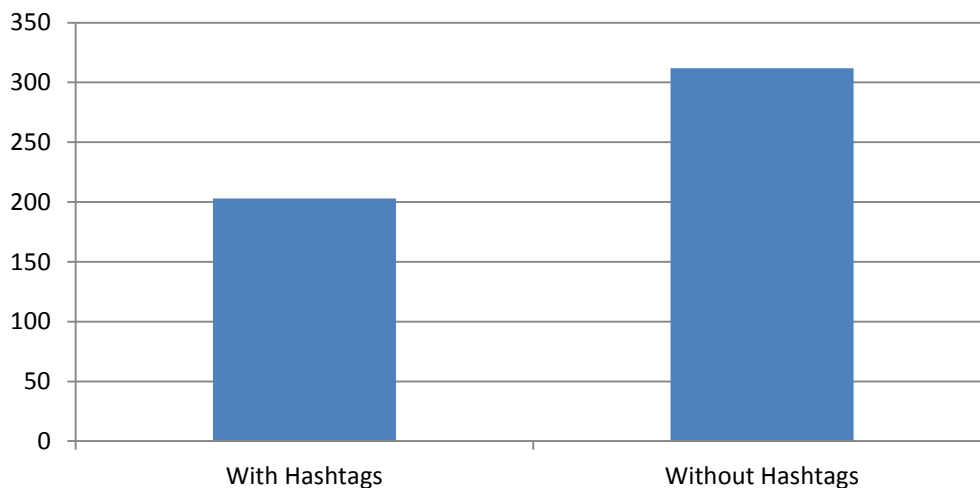
Using Hashtags in Facebook

Using hashtags in Facebook gets a little trickier than using on Twitter or Instagram.

The following chart is the number of interactions on average when you use hashtags & when you don't use hashtags on Facebook unless you are using a well-researched hashtag.

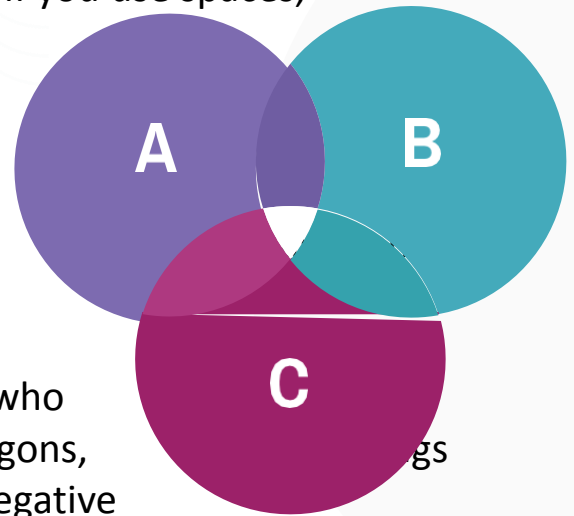
This emphasizes us that Facebook posts without a hashtag fare better than those with a hashtag.

But my personal recommendation is that marketers should test for themselves, rather than going on the research alone even though this research has been supported by various subsequent studies by various other experts.



Hashtag Basics

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise the hashtagged content you write won't be seen by any non-followers.
- Hashtags are good if your target audience is tech savvy and they use it to search related content using hashtags
- If your target audience is a mature audience who are not tech savvy with all those #hashtag jargons, will not bring you any result other than the negative results for not using it right
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too vague, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.



Trending Hashtags

The most popular trending hashtags out there aren't necessarily the best hashtags.

For example, the hashtag #followme has more than one million posts on Facebook. Hashtags that solicit likes don't engage your followers and don't add any meaning to your social media post.

They also look really spammy and you don't want that.

Essential hashtag tips

Because so many users' profiles are private on Facebook, remember that it's more challenging for brands to track how users are interacting with your hashtags. Monitor your brand's hashtags and see which public profiles are joining in the conversation by using the URL facebook.com/hashtag/_____. (Include the keyword you want to search) at the end.

Get the help of Hashtag analytics tools like hashtagify.me or ritetag.com

The Danger of using hashtags if you don't understand what it is

Before I let you go, let's just take a moment about the potential downside of using hashtags on social media. Hashtags have been known to get some brands into trouble. Look before you leap. It's a common tactic to use trending hashtags to gain visibility in social media. In 2014, DiGiorno Pizza jumped on the hashtag #WhyIStayed, not realizing that it was being used to discuss domestic abuse.



While they did a good job of apologizing profusely, there's no denying damage was done to their brand. That's just one of hundreds of examples of brands not looking before they leap when it comes to trending topics.

Conclusion

In this modern world there is nothing called Right or Wrong.
You could be doing everything Right & Fail or you could be
doing what is considered wrong and still succeed.

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