

# **brouillon instagram**

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As the popularity of Instagram grows, so does the number of businesses using the platform to promote their products and services. However, with over 1 billion active users, standing out from the crowd can be a challenge.

Enter the Instagram hashtag.

Hashtags are a great way to connect with potential customers and promote your brand on Instagram. But with over 100 million hashtags in use, how can you make sure your hashtag is being seen by the right people?

Here are some tips:

## **1. Do your research**

Before you launch your hashtag, take some time to research which ones are being used by your target audience. You can use a tool like Hashtagify to find popular hashtags in your industry.

## **2. Keep it short and sweet**

When it comes to hashtags, shorter is better. Long, complicated hashtags are more likely to be misspelled or misused.

## **3. Make it memorable**

Your hashtag should be easy to remember and spell. Avoid using numbers or special characters, which can make it difficult for people to find your hashtag.

## **4. Use relevant keywords**

Include relevant keywords in your hashtag to help people find your content. For example, if you're a travel company, you might use the hashtag #travelgoals.

## **5. Promote your hashtag**

Once you've selected your hashtag, make sure to promote it across your other social media channels and on your website. You can also include it in your email signature and in your company's bio on Instagram.

By following these tips, you can create a successful hashtag campaign that will help promote your brand on Instagram.