




Your go-to

Strategy


guide

Welcome ladies to your guide on how to  properly. OMG, I have been wanting to do this for a while now; everyday I see so many of you using not so much the wrong hashtags, but your probably thinking of the first word that comes to your head & adding that, because of course #laundry makes sense right when you've just uploaded a video of you doing the laundry. BUT you are doing this with no prior research or knowledge behind the

how & why

& this ladies is the absolute *KEY!*

Here is a strategy you need to try to reach new & engaging people
WITHIN *your Dream Audience.*


This really is
the *KEY* here!



here is what i will be covering

- ▼ Let's start with the facts
- ▼ How to split up your #'s by *YOUR* pillars
- ▼ How to find *YOUR* #'s
- ▼ Which #'s to use for *YOUR* content & to attract *YOUR* Dream Audience
- ▼ *HOW* & *WHY* to check for small & medium #'s
 - ▼ Tables to implement
 - ▼ A fun way to look at #'ing
 - ▼ A list of banned 2022 #'s



A bit about me

Hey ladies,

If we haven't emailed or DM'd or chatted on the phone yet,

hey, I'm *Michelle*

I have 4 years experience as a business & marketing virtual assistant for female entrepreneurs within the yachting industry & ex crew; & prior to this when I was still working on yachts, I started my own womenswear boutique eco collection.

I have taught myself everything from scratch & still do to this day. I have a very strong intuition & passion to learn new skills & above all I want to help YOU in creating your own brand, & along your entrepreneurial journey - because we all know, it's definitely a journey we're on isn't it.

#'s may not excite you as much as they do me, *BUT*, if you *LOVE* your brand, you want to have *PROVEN* strategies in place, so you can better attract your Dream Audience, right?

Let's do this together

X



facts

- ▼ #'s make your post *SEARCHABLE*, without them noone outside a small circle of people who follow you will see them
 - ▼ You can use up to 30 #'s - So take full advantage of these
- ▼ Save multiple lists of #'s depending on what you are posting, for example if you are telling someone how to do something (Educate), these #'s are going to be different than if it's a personal post about you (Inspire).
 - ▼ People ARE using the search # section & are following #'s that relate to them - So they are important!
 - ▼ Only use #'s that make sense to your brand - it's not the amount of engagement you get from randoms, you want it to be as specific as possible
 - ▼ Only use #'s that are unique to your *DREAM AUDIENCE* - *Make them relatable*
- ▼ Instagram *BAN* a list of #'s every year - So make sure you keep an eye out for these. This means you can either be shadowbanned or get your account blocked ! (I will list the updated 2022 list at the end of this guide)
- ▼ Your #'s can be pasted either at the bottom of your post or as a separate comment - Both are fine



Let's start.....

I've talked about your pillars of your business recently on Instagram stories (inside my *LEARN* highlight) these really help you create content, & how to split your content up so you're not talking about the same things.

So here's a task for you

	Wellness			
	Healthy food			
	Yoga			
	Meditation			
	Fitness			
	Mindset			

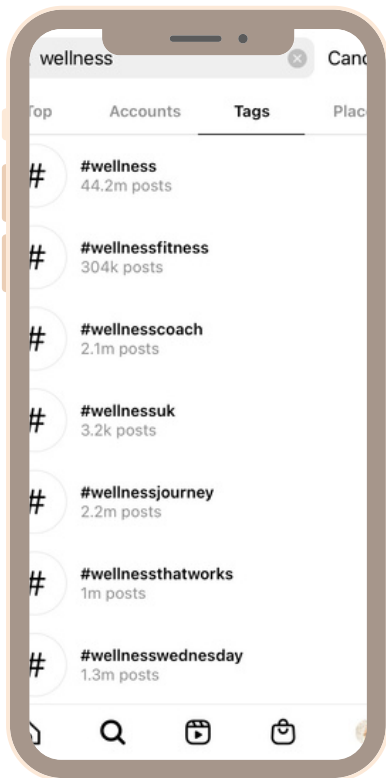
Write the names of your pillars along here

Write key words that come under these pillars here



Then.....

1. Go on Instagram



2. Click *TAGS*, & type in the words that come under your pillars.

Here is where you'll be shown a list of #'s that have the word in you've picked.

Now you can see it starts with the #'s that have the most posts that are using these.

Keep scrolling, keep scrolling.....

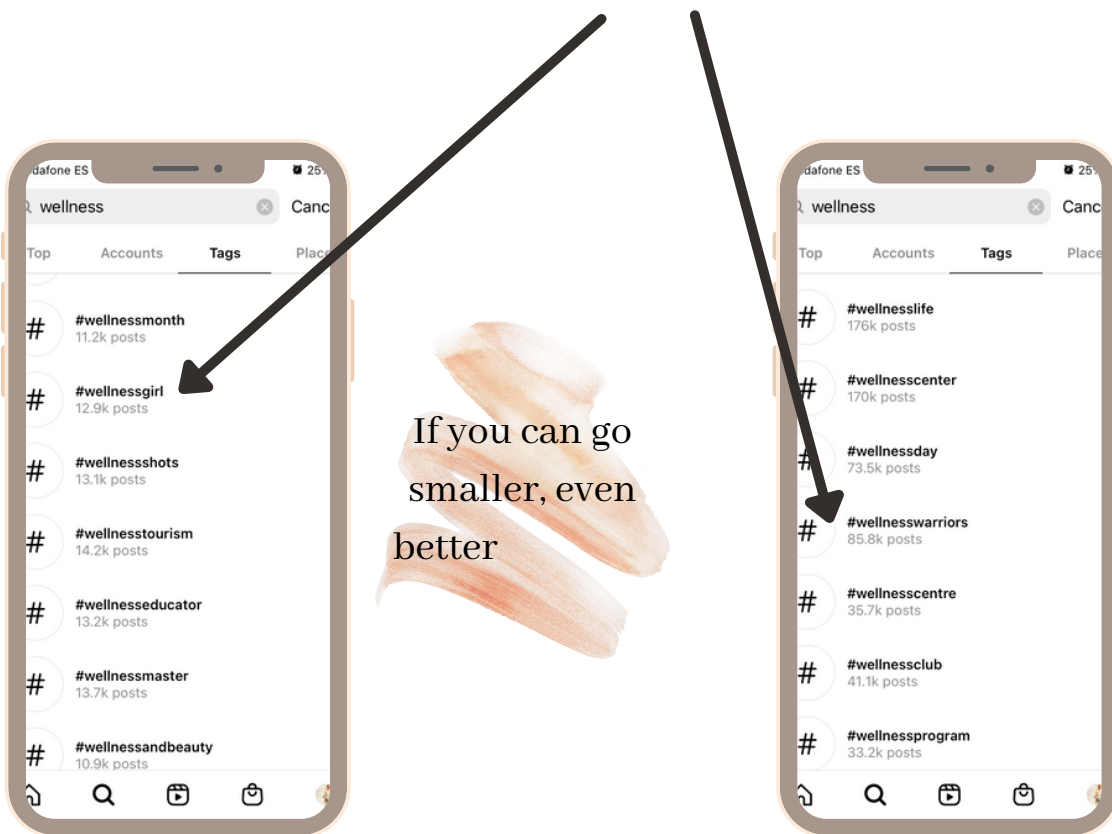


3. ALWAYS choose #'s that have LESS than 1 million posts.

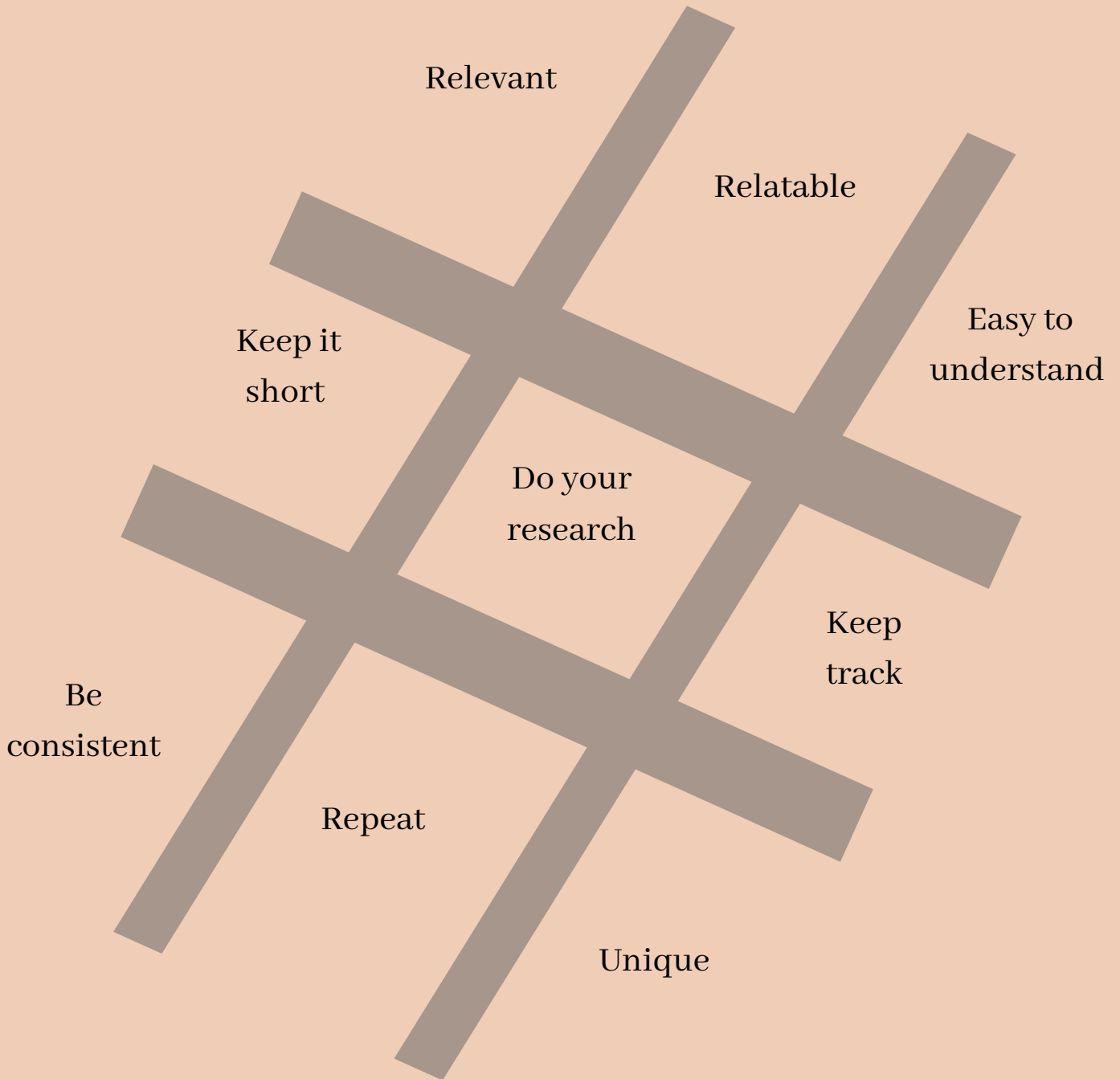
This is because if everyone is using those #'s, the accounts with the highest amount of followers are going to be the ones that are shown on peoples feeds, so if you're using tags with millions of followers your actually doing yourself a disservice, because noone will see them.

Choose between *SMALL* & *MEDIUM* #'s.

Example



A fun way to look at it



Once you have your list of researched #'s you want to use under each pillar, write them in a table (like below) & save them in your NOTES (this way they can be easily copy & pasted).

Pillars →			
Small			
Medium			
Large			

Keep an eye on which #'s are working for you & which ones aren't, keep changing them up, not literally everyday but every month or so, & you will work out which ones are working, or your best combination. To do this you need to look at your individual post insights & to do this you need an Instagram business account.



Always Remember

- ▼ NOTHING happens straight away
- ▼ It takes TIME to work out which #'s work for you
- ▼ Everything on Instagram is trial & error
 - ▼ It takes - *Consistency!*



BANNED #s 2022

Banned #'s are really random, so you may think they would sound rude etc BUT they're not; so it's important to check this list beforehand. These were updated in May 2021, & they have significantly increased since 2020!

#adultlife
#abc7ny
#alone
#always
#americangirl
#armparty
#adulthood
#asia
#attractive
#assday
#ass
#abcess
#abdl
#assworship
#addmysc
#africanexpeditions
#agariogaming
#akiralane
#asiangirl
#allbreasts
#amearalavey
#animenoobs
#afourchamberedheart
#audaciousprayer

BANNED #s 2022

#beautyblogger
#beautydirectory
#brain
#babe
#boho
#bbc
#besties
#bikinibody
#books
#beyonce
#curvy
#costumes
#cpr
#curvygirls
#direct
#dating
#dm
#date
#dadylove
#desk
#dogsofinstagram
#easter
#eggplant
#elevator
#edm
#followforfollow
#fitnessgirls
#fishnets

BANNED #s 2022

#girlsonly
#goddess
#gloves
#graffitiigers
#hotweather
#happythanksgiving
#hardworkpaysoff
#hawks
#humpday
#hustler
#ig
#ilovemyinstagram
#instamood
#instababy
#instasport
#iphonegraphy
#italiano
#killingit
#kissing
#kickoff
#kansas
#l4l
#like
#leaves
#lingerie
#likeback
#likeforlike
#lulu
#livinforalivin
#loseweight
#lean

BANNED #s 2022

#milf
#master
#mileycyrus
#mustfollow
#mirrorphoto
#models
#newyearsday
#nasty
#newyears
#orderweedonline
#overnight
#outdoorbirth
#parties
#petite
#popular
#pornfood
#pushups
#prettygirl
#puppydogmondays
#publicrelations
#qatar
#quadveins
#rate
#ravens

BANNED #s 2022

#samelove
#selfharm
#snapchat
#skateboarding
#skype
#stranger
#snap
#single
#singlelife
#saltwater
#shower
#sallyhansen
#sopretty
#stud
#sunbathing
#streetphoto
#swole
#shit
#snowstorm
#tgif
#todayimwearing
#teen
#treasurethesemoments
#teens
#tanlines
#thought
#tag4like
#thighs
#tagsforlikes
#undies
#valentinesday

BANNED #s 2022

#woman

#womancrushwednesday

#workflow

#women

#wtf

#xxx

#xenociteclad

#xanax

#yochale

#your_sinful_memory

#youngmodel