

Things to consider when using Twitter hashtags in marketing campaigns

 By [Boris Dzhangarov](#)

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Many think that Twitter marketing is all connected to using as many hashtags as possible. This is definitely not the case. In reality, this common approach to using over three hashtags in one message is not a good idea...

If you really want to increase success rates, you have to experiment and constantly improve engagement together with success rates. With this in mind, here are some things that you have to consider at all times.

Using links with hashtags

Marketing companies already figured out the fact that using hashtags with links will have a really high engagement rate when compared with other tweet types. For instance, when promoting [Varat](#), you would use a hashtag like [#electricalsolutions](#) and a link to something that relates to the services offered. When comparing links without hashtags and tweets with hashtags, we have an engagement rate of over 12%. When adding a link, engagement is even higher.

Testing hashtags

One of the really important things that you have to do is to test hashtags before massively using them. Most business managers just use one code that they think is ok while the truth is that others may be a lot better. The best example of this is the [White House](#). The media team regularly tests over 20 hashtag-content combinations. Then, they stick to the top 5-6, normally offering most of the content through the three hashtags that are the most effective.



Image via [123RF](#)

Creating stories

It is a really good idea that you always create some sort of a story when you use the hashtags. This is useful because people naturally resonate better with a story than with regular news. Unfortunately, this is not easy to do. You will need to do all that you can in order to understand your target audience. You have to realise what the audience resonates with and what is important for it. This is the only way in which you can create a really compelling story.

Track results

You cannot blindly use hashtags and then switch to other hashtags without tracking the results that appeared when they

were used. This is especially the case in the event that you want to promote something at a later point in time. For instance, when you prepare for a really large hashtag campaign, you want to track the results of what was similar in the past or potential results that would appear when that campaign starts.

Conclusions

At the end of the day, what is really important is that you understand how to properly use hashtags. They are not just different ways in which you could add narratives to updates or categorize posts. Internet marketers realise the fact that using hashtags is something that is really effective but also know the fact that it is difficult to succeed. Just have patience and always test, experiment. This is really important since it is the only way in which you could actually be successful. You will need to always keep your eyes on the results and make tweaks when they are needed.

ABOUT BORIS DZHINGAROV

Boris Dzhangarov graduated UNWE with a major in marketing. He is the CEO of ESBO ltd brand mentioning agency. He writes for several online sites such as Tech.co, Sennrush.com, Tweakyourbiz.com, Socialnomics.net. Boris is the founder of MonetaryLibrary.com and cryptotext.com.

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