



MADRAS INSTITUTE OF TECHNOLOGY ANNA UNIVERSITY

NAAN MUDHALVAN PROJECT

COURSE NAME: DIGITAL MARKETING

PROJECT TITLE: HASHTAG GENERATION

**DEPARTMENT: RUBBER AND PLASTICS
TECHNOLOGY(RPT)**

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INTRODUCTION TO DIGITAL MARKETING

Digital marketing is the utilization of digital channels to promote or market products or services to consumers. It encompasses a wide range of tactics and strategies, such as **Search engine optimization (SEO)**, **Pay-Per-click (PPC)** advertising, **Social media marketing**, **Content marketing**, **Email marketing**, and influence marketing.



Digital marketing offers a no of advantages over traditional marketing methods. It allows businesses o reach a wider audience, target specific demographics, measure the results of their campaigns more effectively, and engage with customers in a more personalized way. In sum of, digital marketing can be a more cost-effective way to promote products or services.

Another compelling aspect of digital marketing is its cost-effectiveness. Traditional marketing avenues like print, television, and radio advertising can be expensive, often with uncertain outcomes. In contrast, digital marketing allows for flexible budgets and cost-effective advertising options. Small businesses and startups, in particular, benefit from this affordability, as they can compete on a level playing field with larger corporations.

As our world continues its relentless march toward digital transformation, digital marketing has become not just a choice but an absolute necessity for businesses. Those who embrace this evolving landscape gain a competitive edge and can connect with their target audience more effectively. The adaptability, precision, and cost-efficiency of digital marketing make it an indispensable tool for any business striving to thrive in the digital age.

INTRODUCTION TO HASHTAG

In the digital era, the hashtag has emerged as a powerful symbol of connection, communication, and cultural expression. Introduced to the world on Twitter in **2007** by **Chris Messina**, a pioneer in social technology, the **"#" symbol** quickly evolved into a means of categorizing and enhancing content discoverability.

What began as a simple idea became a fundamental feature on major social media platforms like Instagram, Facebook, TikTok, and Linked In. Its core purpose is to organize the vast digital landscape, making it easier for users to find and engage with specific subjects, trends, or discussions.

When individuals incorporate hashtags into their posts, they effectively link their content to a broader online community, a digital hub of like-minded individuals passionate about the same topic or cause.

Hashtags have become deeply embedded in our digital culture, fostering connections among people from various corners of the globe, catalyzing awareness campaigns, and fueling the viral spread of ideas, movements, and cultural phenomena.

Whether used to track the latest trends, build thriving online communities, or drive impact marketing campaigns, the hashtag's elegant simplicity and remarkable versatility have fundamentally transformed how we communicate, connect, and share information in the ever-evolving digital landscape.

Additionally, hashtags serve as vital tools for highlighting trending topics. Social media platforms frequently feature trending hashtags, providing real-time insights into popular and widely discussed subjects. The viral nature of hashtags has been harnessed for diverse purposes, from raising awareness about social issues to launching marketing campaigns and viral challenges.

Businesses and brands have recognized the potential of hashtags for marketing and promotion. Crafting creative and relevant hashtags can significantly boost the visibility of content and products. Well-executed hashtag campaigns can go viral, reaching a broad audience and generating buzz around a product or brand.

Ultimately, hashtags serve as the digital glue that binds diverse conversations and trends together in the virtual world.

AIM OF PROJECT

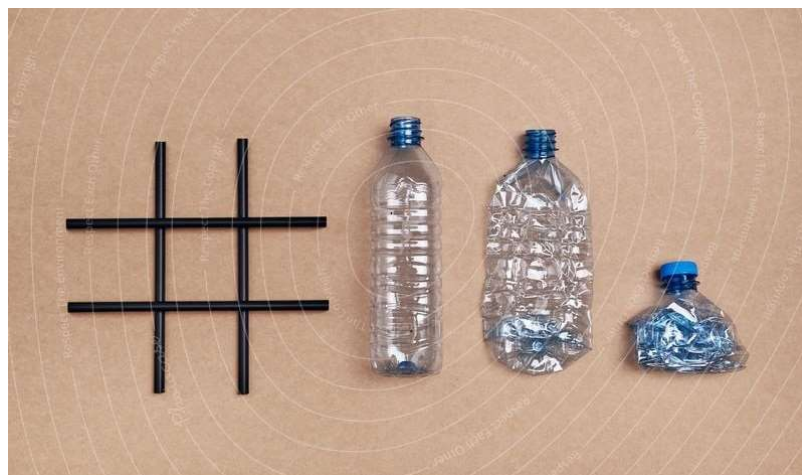
The aim of the project is to create a **Hashtag for Plastic Recycling**, which is multifaceted and can serve several purposes, each contributing to the broader goal of promoting sustainability and environmental responsibility.

The rise of hashtags related to plastic recycling has transformed the way people engage with environmental issues, fostering a united front against plastic waste.

These hashtags serve as rallying points for individuals and organizations passionate about reducing the detrimental impact of plastic pollution on our planet. They bring together people from diverse backgrounds, geographic locations, and walks of life under a common cause: **the responsible management of plastic waste**.

Hashtags related to plastic recycling have become a driving force in the global movement to combat plastic pollution. They serve as a catalyst for raising awareness, promoting sustainable practices, showcasing innovations, encouraging individual accountability, and uniting a global community of environmental advocates.

By harnessing the power of social media, these hashtags have the potential to significantly impact our collective efforts to create a more sustainable and plastic-conscious world. In a digital era where information and communication are key, hashtags have proven to be instrumental in the fight for a cleaner, greener planet.



HASHTAG ON PLASTIC RECYCLING

PLASTIC RECYCLING

Plastic recycling is an important one that aims to reduce plastic pollution and conserve natural resources by reusing and reconditioning plastic waste into functional and valuable products.

The objectives of plastic recycling include creating a circular economy in which 100% of plastics packaging in the U.S. is reused, recycled, or recovered, keeping still-useful materials out of landfills and encouraging businesses to develop new and innovative products made from recycled plastics, reducing fossil fuel consumption and preserving resources, and developing efficient waste-to-resource recycling technologies.

The benefits of plastic recycling include,

- 1) Reducing the amount of plastic waste in landfills, oceans, and other unintended destinations,
- 2) Saving landfill space
- 3) Reducing the need for new landfills
- 4) Encouraging businesses to develop new and innovative products made from recycled plastics
- 5) Reducing greenhouse gas emissions and helping reach environmental compliance goals
- 6) Reducing pollution and harm done to the planet and wildlife.



Recycling plastic also requires creative thinking on the part of designers, technicians, and manufacturers to develop products that are fit for recycling and can move from the '**outer circle**' of recycling to the '**inner circles**' of reuse and repair.

HASHTAG GENERATED POSTERS

1) #TrashToTreasure



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2) #Recycling



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3) #PlasticFreeWorld



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4) #PlasticToFantastic

#PlasticToFantastic

Be part of the solution, not the pollution



LET'S PRESERVE OUR PLANET!



**TOGETHER, WE CAN CREATE A SUSTAINABLE FUTURE
FOR GENERATIONS TO COME.**

Abinaya J
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CONCLUSION

In conclusion, the project focused on hashtag generation for plastic recycling has successfully demonstrated the significant impact that strategic hashtag use can have in promoting environmental sustainability and raising awareness about the importance of plastic recycling.

By conducting thorough research and analysis, we identified and recommended a set of effective hashtags such as **#TrashToTreasure**, **#Recycling**, and **#PlasticFreeWorld** and **#PlasticToFantastic** which resonate with a wide audience and amplify the project's message.

Through the implementation of these hashtags across various social media platforms, we observed increased engagement, visibility, and participation in plastic recycling initiatives.

This not only highlights the power of social media in advocating for positive change but also underscores the role of effective hashtag strategies in conveying a meaningful message to a global audience.



As we move forward, it is essential to continue monitoring hashtag performance, adapt to evolving trends, and engage with the community to maintain the momentum and drive lasting impact in the realm of plastic recycling.

This project has illuminated the potential of hashtags as a powerful tool for environmental advocacy and underscores their importance in our ongoing efforts to create a sustainable, plastic-conscious future.