



Says

"I need to come up with engaging hashtags for our social media campaigns."



Thinks

"How can I make my hashtags stand out and be memorable to my target audience?"



[See an example](#)



Does

By understanding the thoughts, feelings, and actions of small business owners when it comes to hashtag generation, you can develop strategies and tools to assist them in creating impactful hashtags



Feels

Anxiety: about not being able to create hashtags that resonate with the target audience.