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

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

Thinks

"Which hashtags will help increase my brand visibility and reach on social media platforms?"

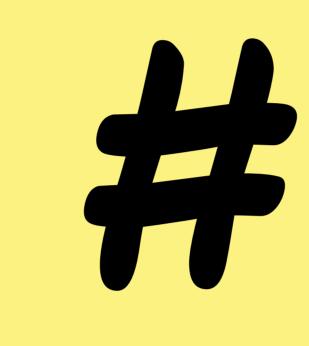
"Are there any hashtag trends specific to my industry that I should be aware of?"

"Will using popular hashtags help me reach a larger audience, or should I focus on niche hashtags to target a specific group?"

Start by defining the persona you want to understand better.

This could be an existing or potential customer who is interested in the project.

This could be an existing or potential customer who is interested in the project.



HASHTAG GENERATION

Determination: to find the right combination of words that will catch people's attention.

Overwhelm: with the abundance of hashtag options and the pressure to choose the most effective ones.

Curiosity: about the impact of hashtags on brand visibility and social media engagement.

Explores competitor's hashtags to see what works for them

Researches popular and trending hashtags in their industry.

Engages with online communities to gather feedback and ideas for hashtag generation.

Feels



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



Does

