**Identify the buzzing area**

In the context of a hashtag generator, “identifying the buzzing area” likely means finding trending or popular topics to create relevant hashtags. To do this, the tool might analyze current social media trends, keywords, or user engagement to help you generate effective hashtags for your content. It’s about discovering the areas of interest or conversation that are currently buzzing and using that information to create hashtags that will increase your content’s visibility and relevance.

**Calculate penetration power**

**Audience size:**

There are several hashtag tools available in the market that can help you increase your Instagram followers. One of the most popular ones is HashtagsForLikes, which provides you with a list of relevant hashtags based on your niche and target audience. Another great tool is Hootsuite, which not only suggests hashtags but also helps you schedule your posts and track your performance. If you're looking for a free option, try out Ingramer, which offers hashtag analytics and a generator to help you find the best hashtags for your content. Ultimately, the best hashtag tool for you will depend on your specific needs and budget. However, it's important to remember that while hashtags can certainly boost your visibility on Instagram, they are just one piece of the puzzle when it comes to growing your following. Consistent posting, engaging with your audience, and creating high-quality content are also essential factors in building a strong presence on this platform.

**Competitor analysis:**

Using your brand’s social media analytics, you can compare your profiles to the competition. That’s why we included a line for your company’s data into our template.

Your final step is to interpret the data into something others will understand by going beyond simply sharing your filled-out template. With data storytelling, turn those raw numbers and insights into digestible and actionable takeaways.

Here are a few tips:

Use visuals. Data visualizations, like the charts and graphs Sprout reports provide, break down data into digestible visuals.

Identify the most interesting points and findings. Most don’t need (or want) to see every detail. What are the key findings from your social media competitive analysis?

Predict questions or challenges. Get ahead by providing solutions and answers.

Provide next steps. Doing a competitive analysis of social media is one thing. But defining the “what now?” is the whole reason for doing so. With what you’ve discovered, what are your next steps to improve your content and share of voice?

It’s important to keep in mind that this social media competitive analysis isn’t for you to copy exactly what everyone is doing. Instead, it will guide you toward getting started on the right foot.

### **Influencer Involvement:**

Identifying significant people in your niche who can expand the reach of your campaign involves recognizing influencers, experts, or well-known figures relevant to your field. By collaborating with these individuals, you can leverage their existing audience and credibility to increase your campaign’s exposure and impact. This strategy often involves reaching out, building relationships, and proposing collaborations that benefit both parties.

**Community engagement:**

Identify Relevant Communities: Find and join communities that are related to your niche or topic.

Observe Activity: Spend time observing these communities to gauge the level of participation. Look for factors like the number of posts, comments, and engagement metrics.

Analyze Content: Review the quality and relevance of discussions and content within these communities. Are members actively discussing and sharing information related to your campaign or topic?

Member Engagement: Observe how engaged the members are. Are they responding to posts, asking questions, or sharing experiences? Active engagement is a positive sign.

Influential Members: Identify influential or respected members within these communities, as they can be valuable allies for your campaign.

Assess Rules and Guidelines: Be aware of community rules and guidelines to ensure your participation aligns with their expectations.

**Built curiosity**

We’re born with unbridled curiosity. In fact, one of the things a parent does most is to wipe surfaces down that have baby drool on them from the latest touch of their ever exploring child. You simply can’t keep a child from grabbing, touching, hitting, gnawing, and drooling on everything they can reach.

This is because from the very beginning children are trying to understand the world around them. We continue this quest through adulthood because there is always something new to absorb and learn. At least that is what we SHOULD be doing. But more and more and earlier and earlier, children are being placed in front of TVs and movie screens or have computer games, tablets, and computers shoved into their hands. For some reason, free time to explore became bad and constant entertainment became good. Think about the adult version of this.

### **Release The Hashtags**

On Instagram, as well as other social media sites. For your brand to reach your target audience, you must use relevant or trending hashtags.

The hashtags on your posts have to support the content you publish. They’re an integral part of any social media marketing strategy. And did you know that different hashtags work for different days of the week? To remain relevant in the ever-changing social media world, you have to monitor popular hashtags and test out what works for your niche. Then rinse and repeat.

Ready to reach new audiences through the power of hashtagging? Here are the daily hashtags you can try out next time you schedule a post on Instagram.