HASHTAG GENERATION

A PROJECT BY

Submitted by

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CHAPTER 1

INTRODUCTION

1.1 Overview

Strategic planning, comprehension of your target demographic, and timing are necessary to create a successful hashtag campaign.

1.2 Purpose

Hashtag generation in digital marketing serves several purposes and can be a valuable strategy for businesses and brands. Here are some of the key purposes and benefits of using hashtags in digital marketing:

1. Content Discovery: Hashtags make it easier for users to discover and explore content related to a specific topic, trend, or campaign. By including relevant hashtags in social media posts or content, increase the chances of content being found by users interested in that topic.

2. Trend Participation: Trending hashtags can help brand participate in popular conversations and trends. This can increase visibility and engagement as users search for and engage with content related to these trends.

3. Brand Awareness: Creating and using unique branded hashtags can help raise awareness about brand or a specific campaign. It makes it easier for users to find and connect with content and other related content about brand.

4. Audience Engagement: Hashtags can encourage user engagement with content. Encouraging users to use a specific hashtag in their posts or comments can create a sense of community and interaction around brand.

5. Content Categorization: Hashtags can help categorize the content. By using relevant and specific hashtags, can organize content and make it easier for users to find specific types of content, products, or services.

6. Tracking Campaigns: Hashtags are useful for tracking the performance of specific marketing campaigns. By monitoring the usage and engagement with campaign-specific hashtags, can evaluate the success of your initiatives.

7. Market Research: Monitoring industry-related hashtags can help you stay informed about trends, discussions, and conversations in your niche. This information can be valuable for market research and competitive analysis.

8. Virality and Reach: Well-chosen hashtags can contribute to the virality of the content. If a hashtag gains popularity, your content may be exposed to a broader audience as more users engage with it.

9. Cross-Platform Promotion: Hashtags can be used across different social media platforms, allowing for cross-platform promotion of your content and brand.

10. User-Generated Content: Encouraging user-generated content with specific hashtags can be a powerful way to leverage your customers' content to promote brand and build trust among your audience.

11. SEO and Discoverability: On some platforms, hashtags can improve your content's search engine optimization (SEO) and discoverability. For example, on Instagram, using relevant hashtags can help your posts appear in search results and explore pages.

It's important to use hashtags strategically, ensuring they are relevant, not overly generic, and aligned with brand's messaging and goals. Overuse of hashtags can be counterproductive, so it's
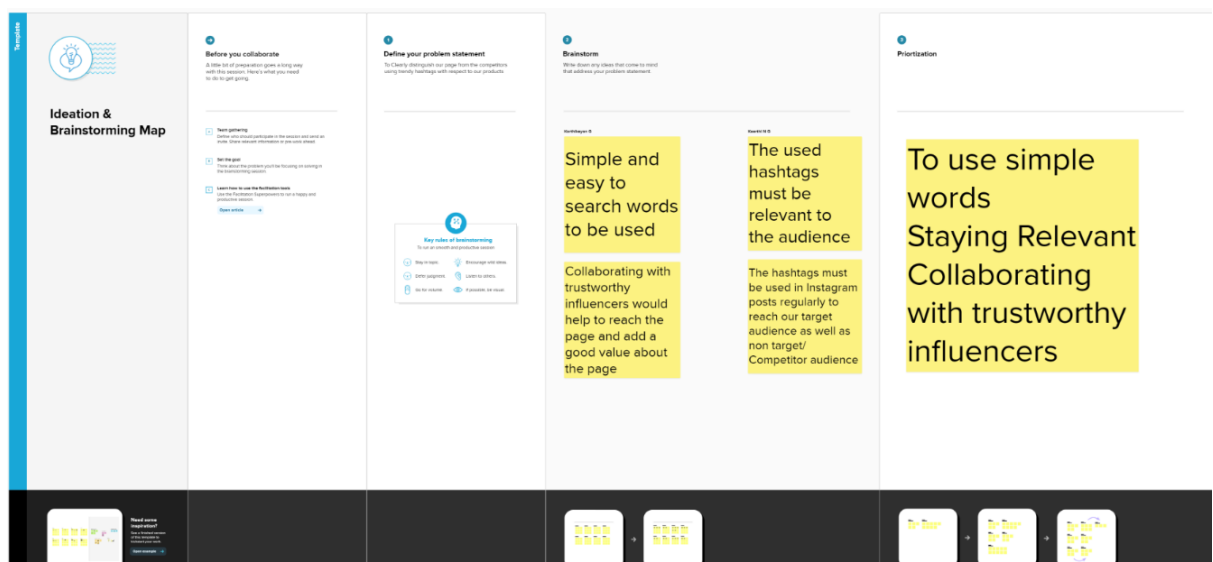
essential to find a balance that suits your specific digital marketing strategy and target audience.

CHAPTER 2
PROBLEM DEFINITION& DESIGN THINKING

2.1Empathy Map
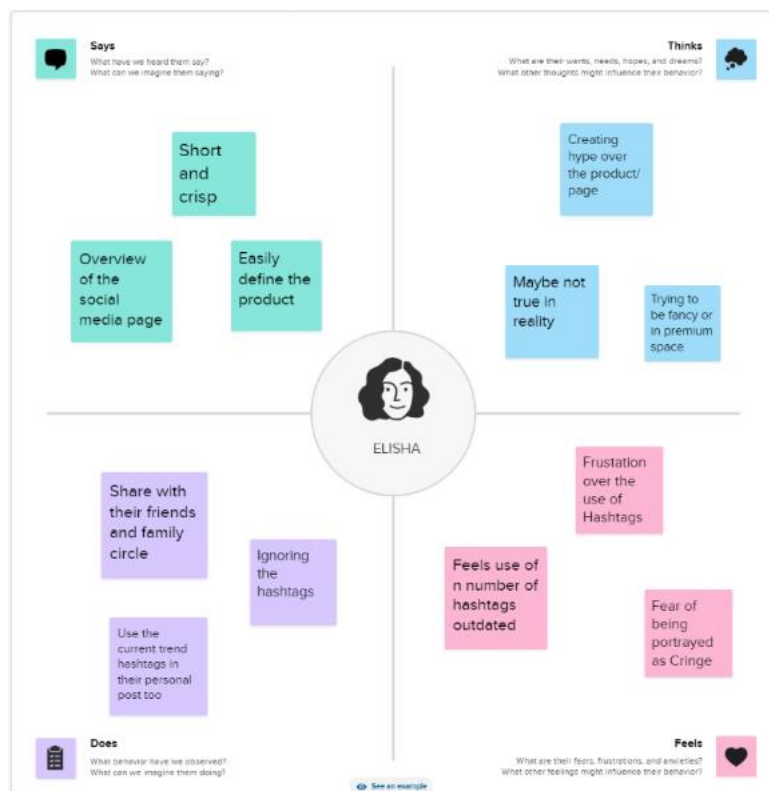

2.2Ideation & Design Thinking

CHAPTER 3

RESULT

1) **Identifying the buzzing area:**
   The opted buzzing area is Customized Hoodie. Hoodies were a popular and versatile clothing item, and they have been in trend for several years prior. Hoodies are comfortable, functional, and come in various styles, making them a staple in many people's wardrobes, especially for casual and athleisure wear.
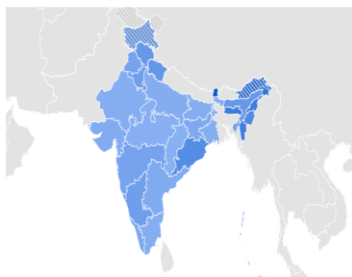
2) **Calculate Penetration Power:**
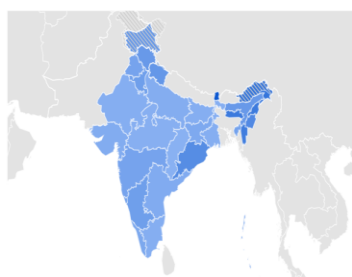   a) **Audience Size:**
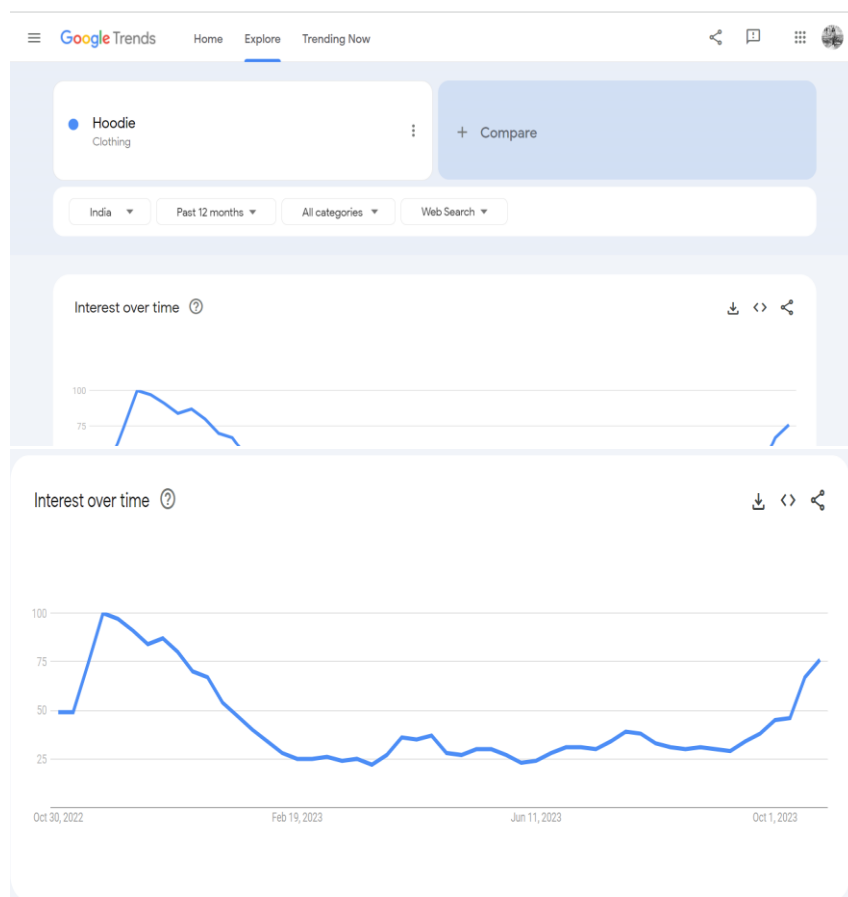
Interest by subregion

	Subregion	
31	West Bengal	22
32	Bihar	22
33	Tamil Nadu	22
34	Madhya Pradesh	21
35	Chhattisgarh	20

Showing 31-35 of 35 subregions

Interest by subregion

	Subregion	
1	Sikkim	100
2	Arunachal Pradesh	73
3	Meghalaya	69
4	Nagaland	68
5	Mizoram	66

Showing 1-5 of 35 subregions

Related topics	Rising		Related queries	Rising	
1 Revenge - Song by XXXTentacion	+2,650%		1 xxxxl hoodie for men		Breakout
2 AMIRI - Fashion brand	+1,800%		2 xxl hats		Breakout
3 Revenge - Song by XXXTentacion	+1,700%		3 almost gods hoodie		Breakout
4 PUMA - Topic	+750%		4 xxl hoo		Breakout
5 XXV - Compilation album by Robbie Williams	+600%		5 xxc legacy		Breakout

Showing 1-5 of 23 topics · Showing 1-5 of 25 queries

From Google trends data, we analysed that People from Sikkim shown high interest when compared to the other states in India while People from Tamilnadu shown less interest.

b) Competitor Analysis:

The.HustlersWadrobe is an Instagram page with 5855 followers which focuses on customization and printing of Hoodies.

From the analysis, That this page is not using hashtags in their posts which is an advantage for our page, Hoodiverse.

Hence, using the hashtags(#hoodiesforsale,#hoodiesSeason, #hoodiestyle, #hoodiesuprepremium, #hoodiesweater) people would easily reach out to our page.

c) **Influencer involvement:**
Master Sandy, Dancer and Ex Bigg Boss Tamil contestant from season 3 had become viral in the show with his famous line "we are the boys". That famous line had been printed in his hoodies which influenced many to wear with printed texts in their hoodies. So choosing him would help us to reach many more audiences.

d) **Community Engagement:**
Single post per day would help to engage with our audiences. Also conducting Q&A sessions, offering gifts to our loyal customers help to bond with our audiences.

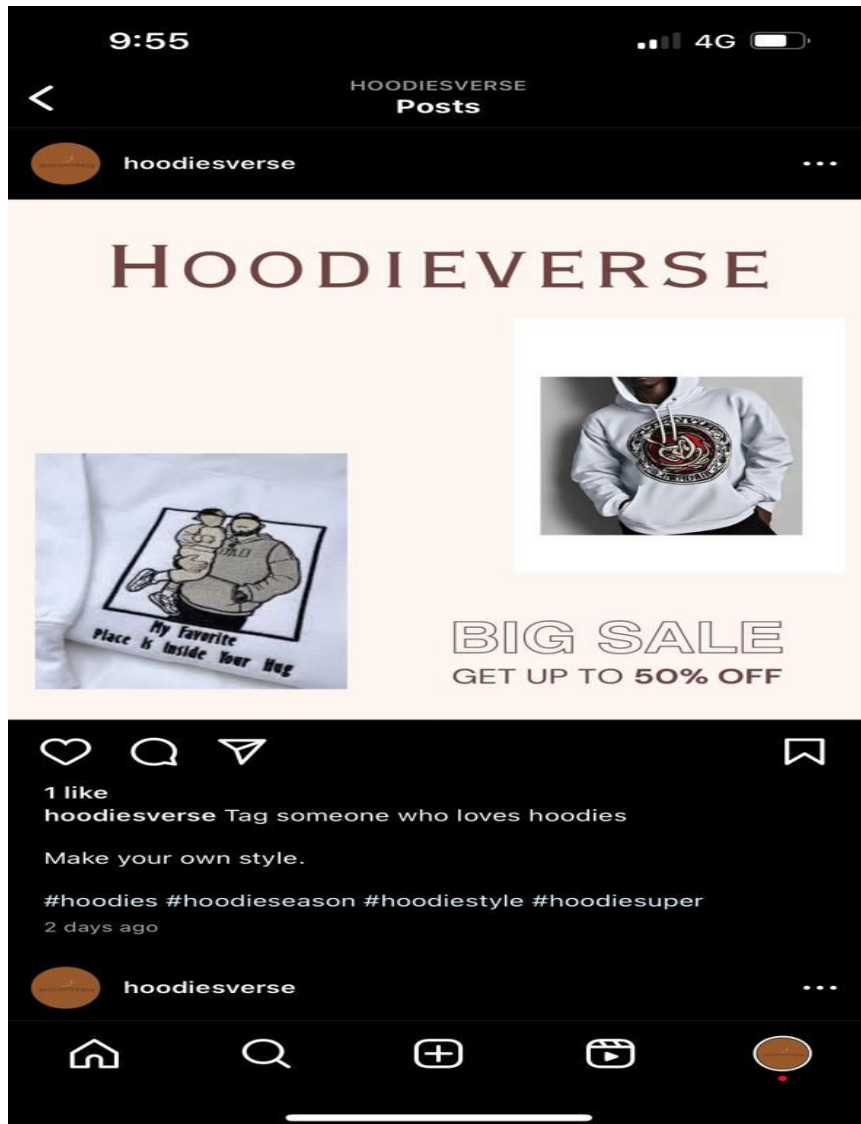3) **Build Curiosity:**
In order to build curiosity, we made Instagram post with coming soon caption to unveil the 50% sale for our customers
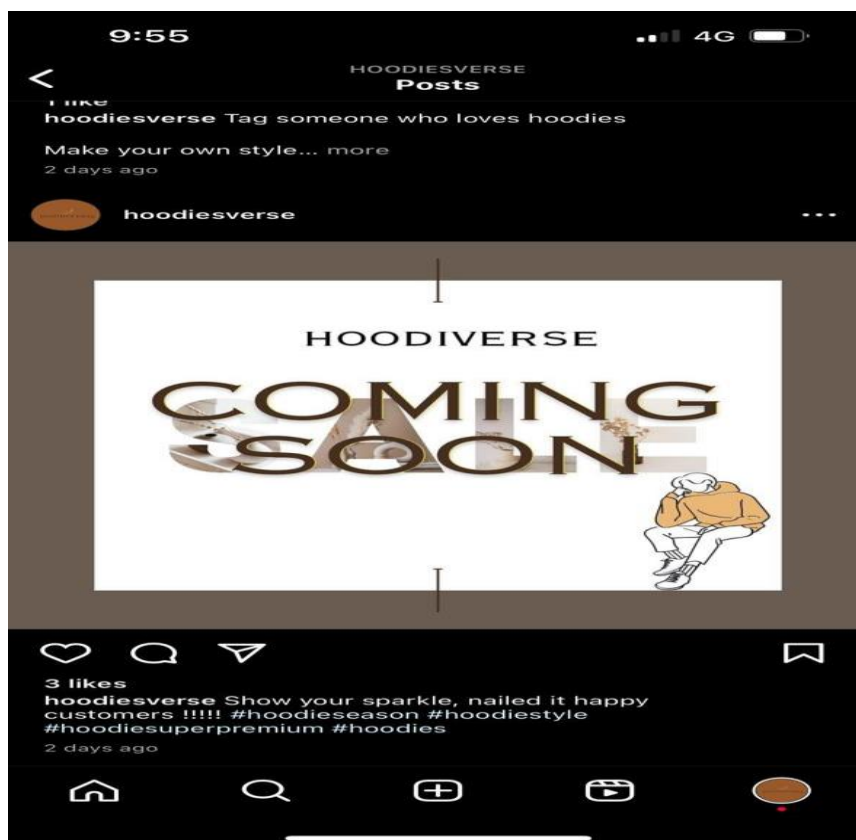
4) Release Hashtags:
   #hoodiesforsale,#hoodiesSeason, #hoodiestyle, #hoodiesuprepremium,
   #hoodiesweater

CHAPTER 4
ADVANTAGES & DISADVANTAGES

Advantages

    a) Increased Visibility
    b) Targeted Reach
    c) Participation in Trends
    d) Branding
    e) User-Generated Content

Disadvantages

    a) Hashtag Spam
    b) Competitive Space
    c) Inauthenticity
    d) Limited Engagement
    e) Inappropriate Content

CHAPTER 5
APPLICATIONS

Hashtag generation has a wide range of applications across various fields and industries. Here are some common applications of hashtag generation:

a) Social Media Marketing
b) Brand Promotion
c) Event Promotion
d) Content Categorization
e) Trend Participation
f) Social Movements and Activism
g) Travel and Tourism
h) Health and Wellness
i) Photography and Art
j) Product Launches
k) Advocacy and Awareness Campaigns
l) Influencer Marketing
m) Community Building

CHAPTER 6

CONCLUSION

Hashtag generation is a valuable tool in the world of social media and online communication. Hashtags help users discover content related to their interests, connect with like-minded individuals, and promote their own posts. When generating hashtags, it's essential to consider relevance, brevity, and creativity to maximize their effectiveness. Whether you're using hashtags for personal expression, marketing, or social activism, thoughtful hashtag generation can enhance your online presence and engagement. As social media continues to evolve, mastering the art of hashtag generation remains a valuable skill for anyone seeking to make a meaningful impact in the digital landscape. Using Google analytics found the number of people interested in India, Started Customized hoodie seller page in the name of 'Hoodiverse' in Instagram page. The trendy hashtags are generated using hashtag generation website from chrome and chose top 5 from 30 for the post. In order to anticipate the curiosity among audiences posted coming soon caption and hashtags are used. The same hashtags are used to promote our page to customers.