PROJECT REPORT

HASHTAG GENERATION

DATE :	29 OCTOBER 2023
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PROJECT NAME :	HASHTAG GENERATION

DEFINE PROBLEM / PROBLEM UNDERSTANDING

Hashtag Generation: Share a list of 5# Hashtags for the launch campaign, first identify the buzzing area, calculate the penetration power, build a curiosity around the Hashtag and finally release the Hashtag and make a minimum of 50 members from outside your friends and family to viral it.

BRAND NAME: NU TERA COSMETICS & CARE

CATEGORY : Cosmetic & Skin care Products

TARGET AUDIENCE: ALL (Men, Woman, Youths, Teens, Kids, Babies)

HASHTAG GENERATOR LINK : https://inflact.com/tools/instagram-hashtag-generator/

SOCIAL PLATFORM : INSTAGRAM - https://www.instagram.com/nuteracc

GITHUB LINK : https://github.com/SMonika26/Digital-Marketing-

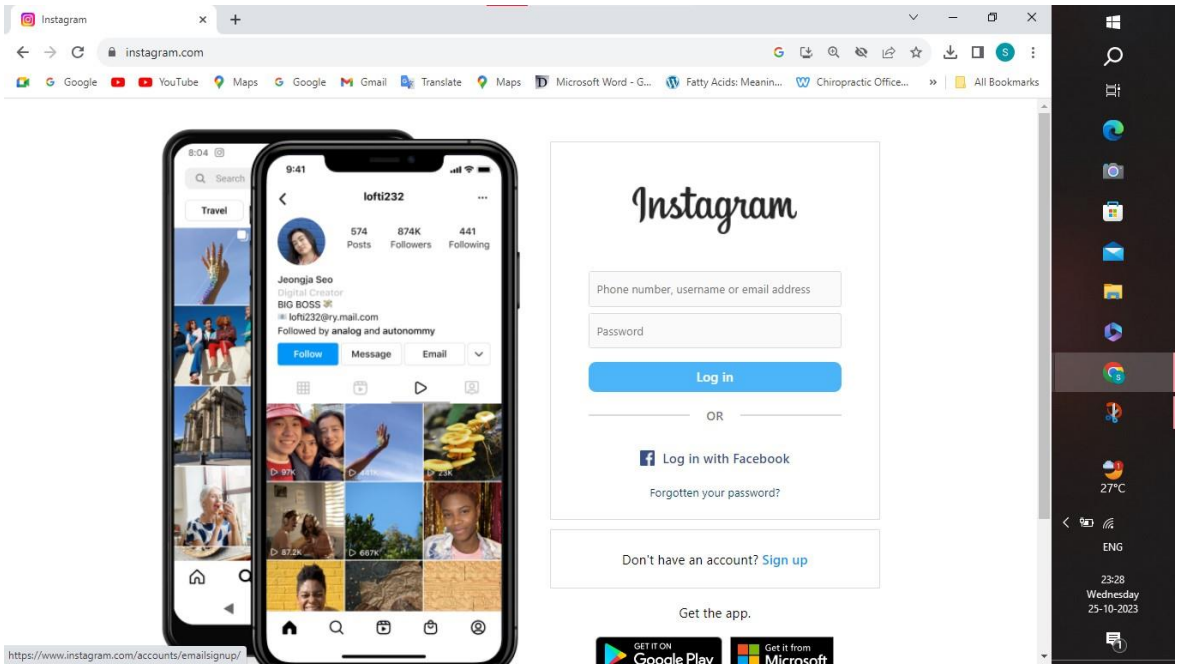
PROJECT LINK : https://www.instagram.com/p/Cy_nQfDro8L/

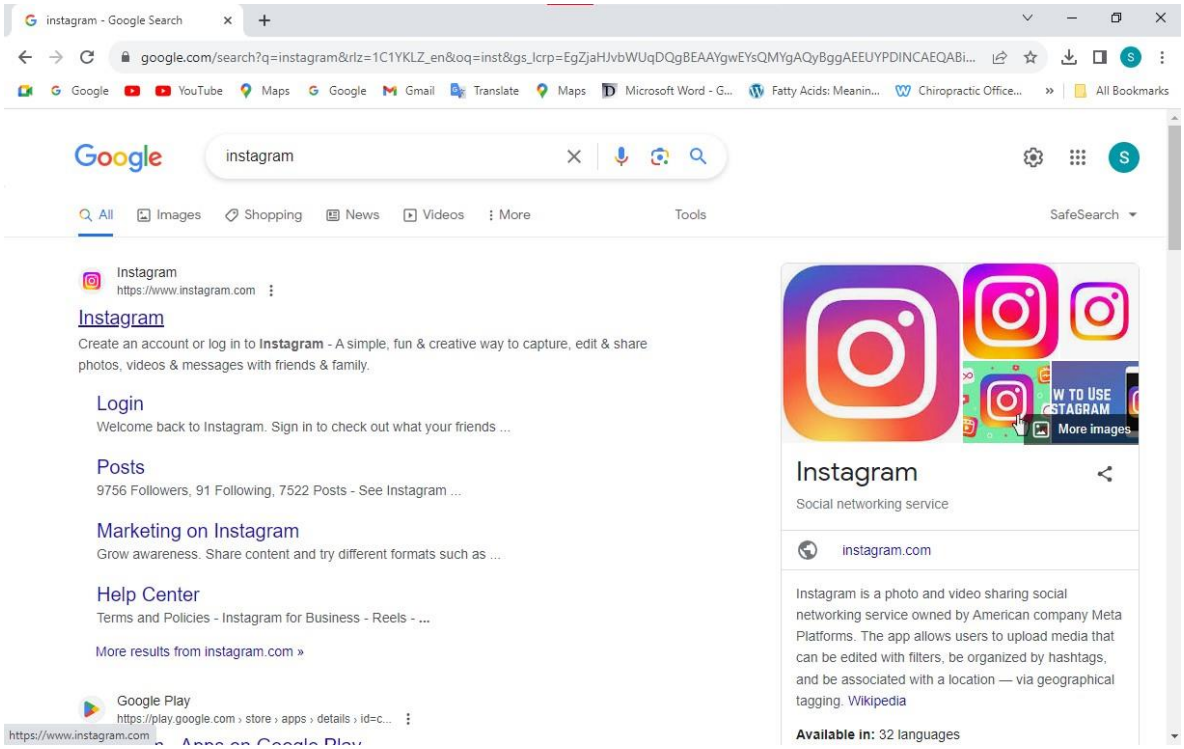
PROJECT RECORDING VIDEO LINK :
https://drive.google.com/drive/folders/1mfISoux2VM7yxLJVC8iSLv-dnSibiZmg?usp=sharing

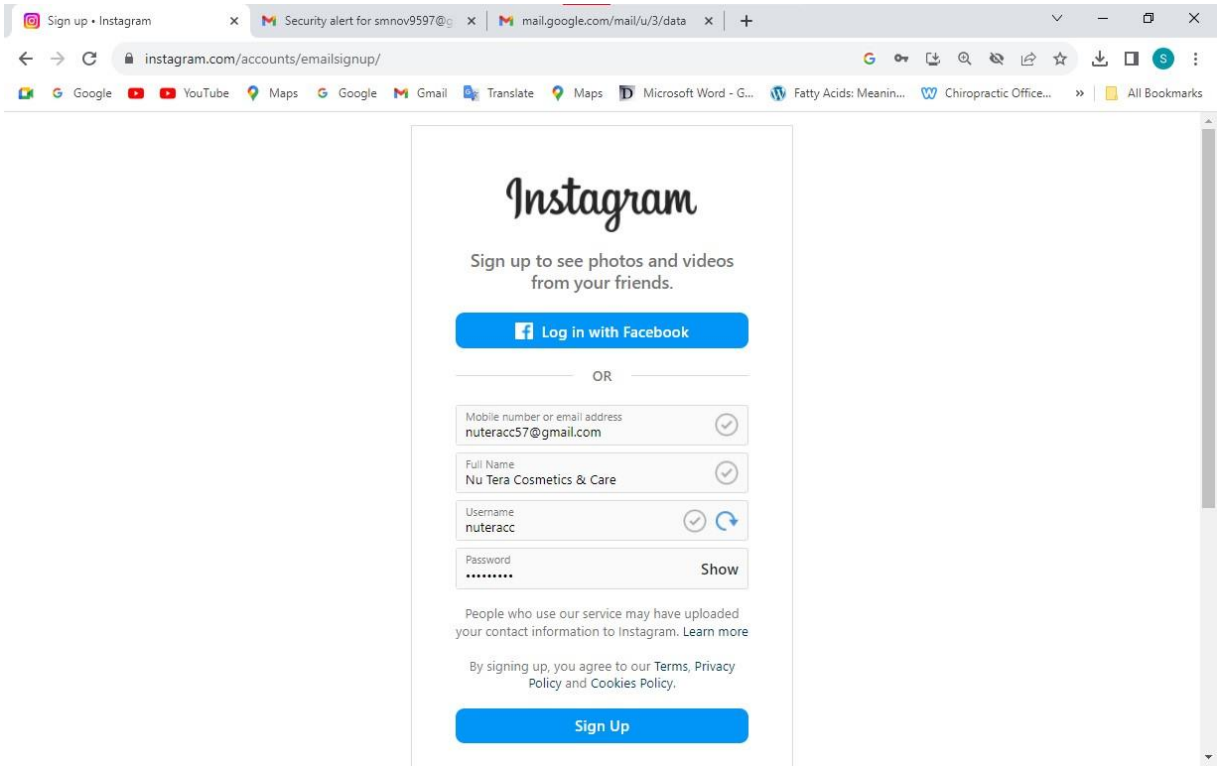
DOCUMENTATION:

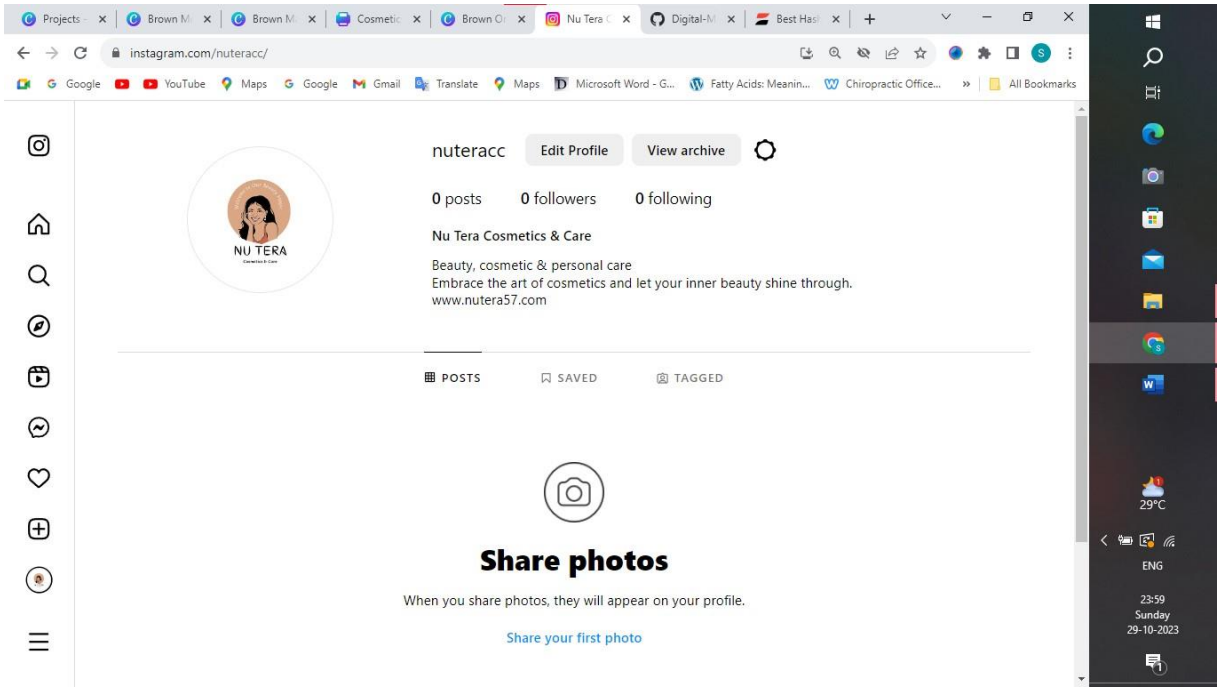
STEP 1 :

- Create a own Brand Name – Nu Tera Cosmetics & Care.
- Click Sign up and Start your own Social Instagram account for the brand .



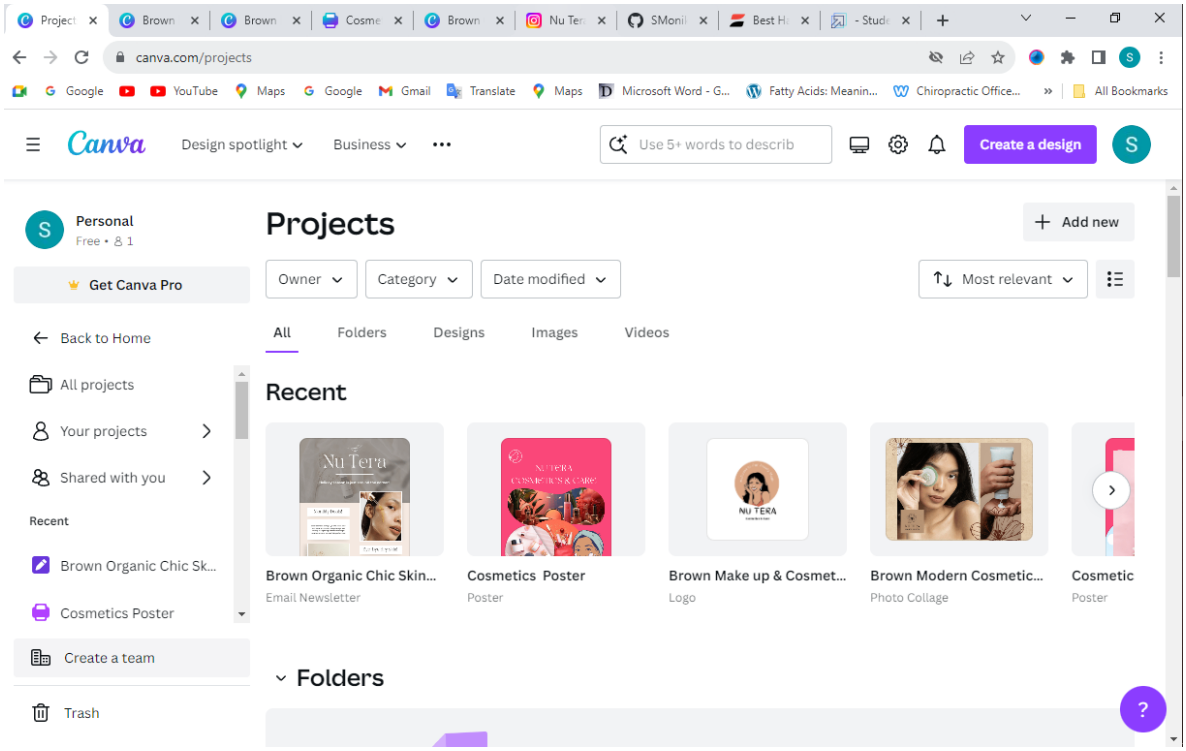






STEP 2 :

- Go to canva website for creating profile logo & poster for your brand. www.canva.com
- Search for specific templates based on your field of products and customize it.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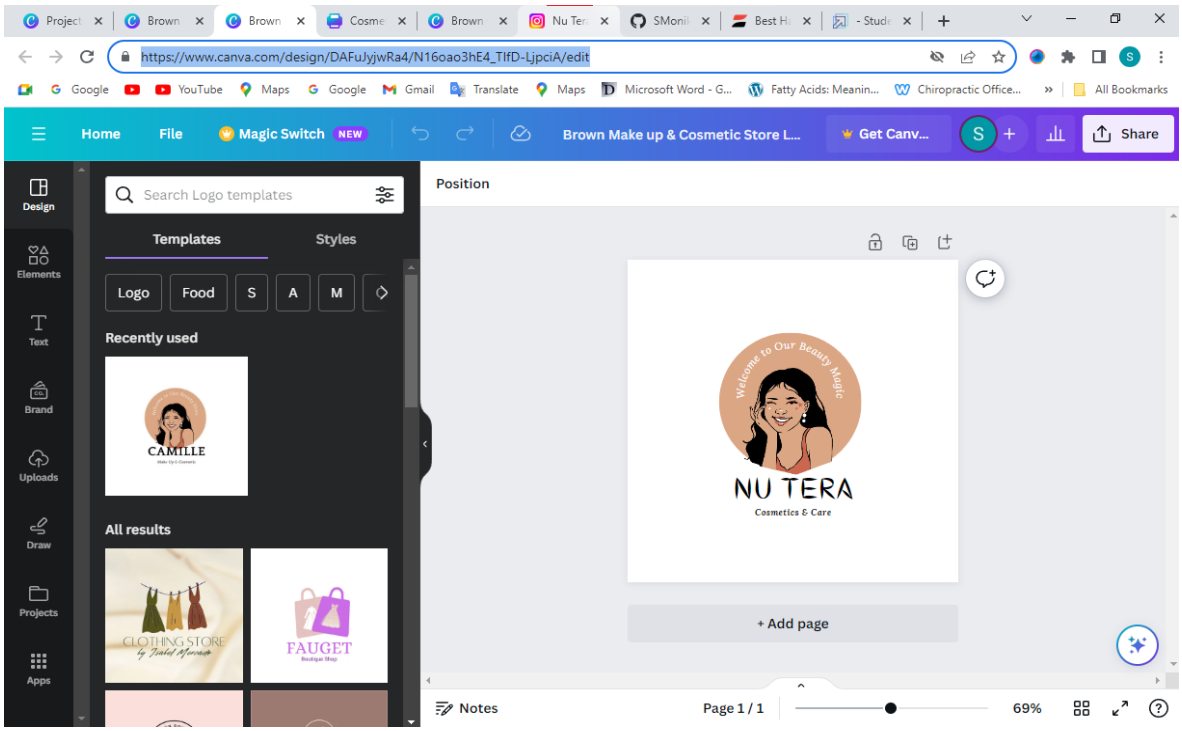
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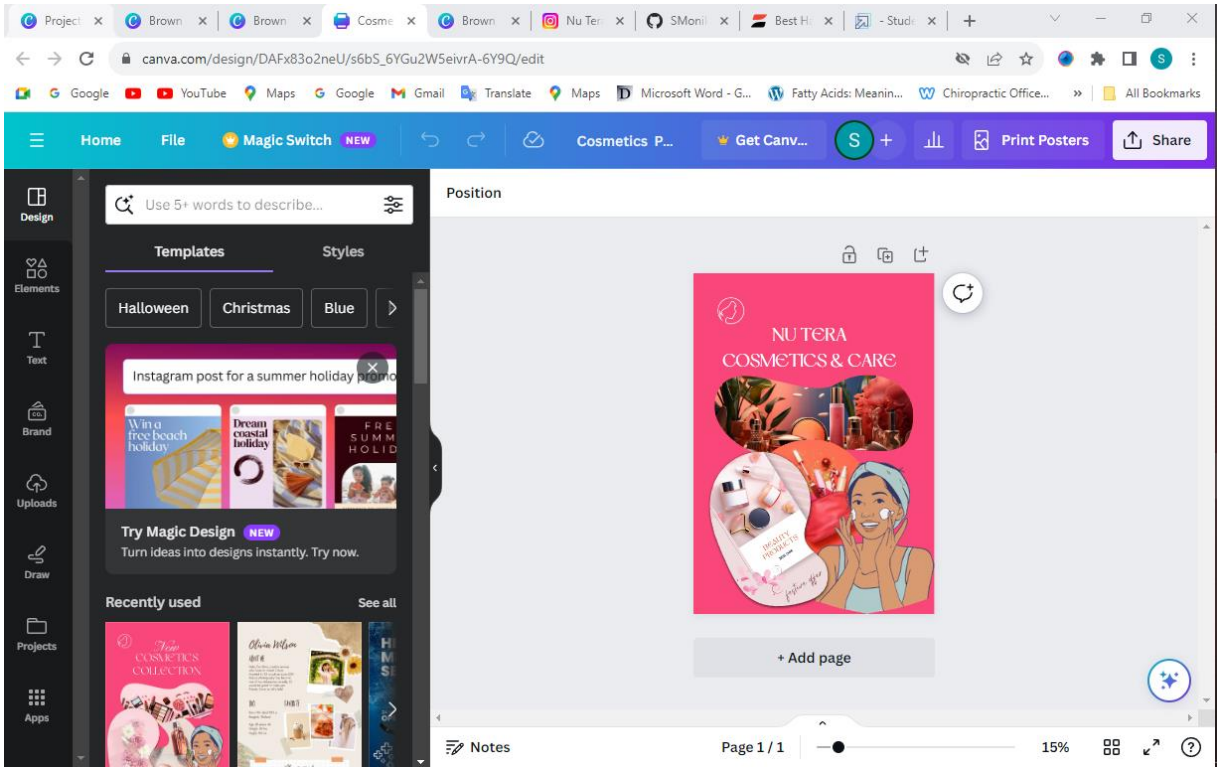
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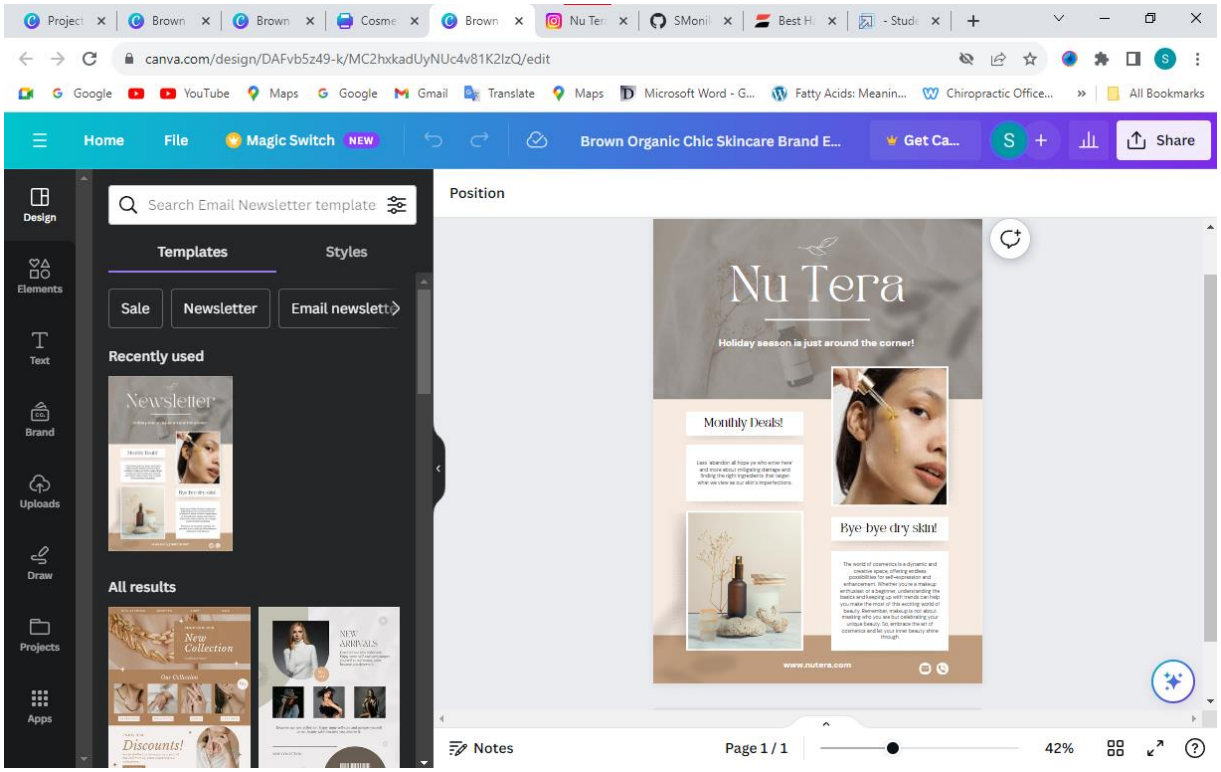
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Nu Tera
Holiday season is just around the corner!
Monthly Deals!
Bye-bye dry skin!
www.nutera.com
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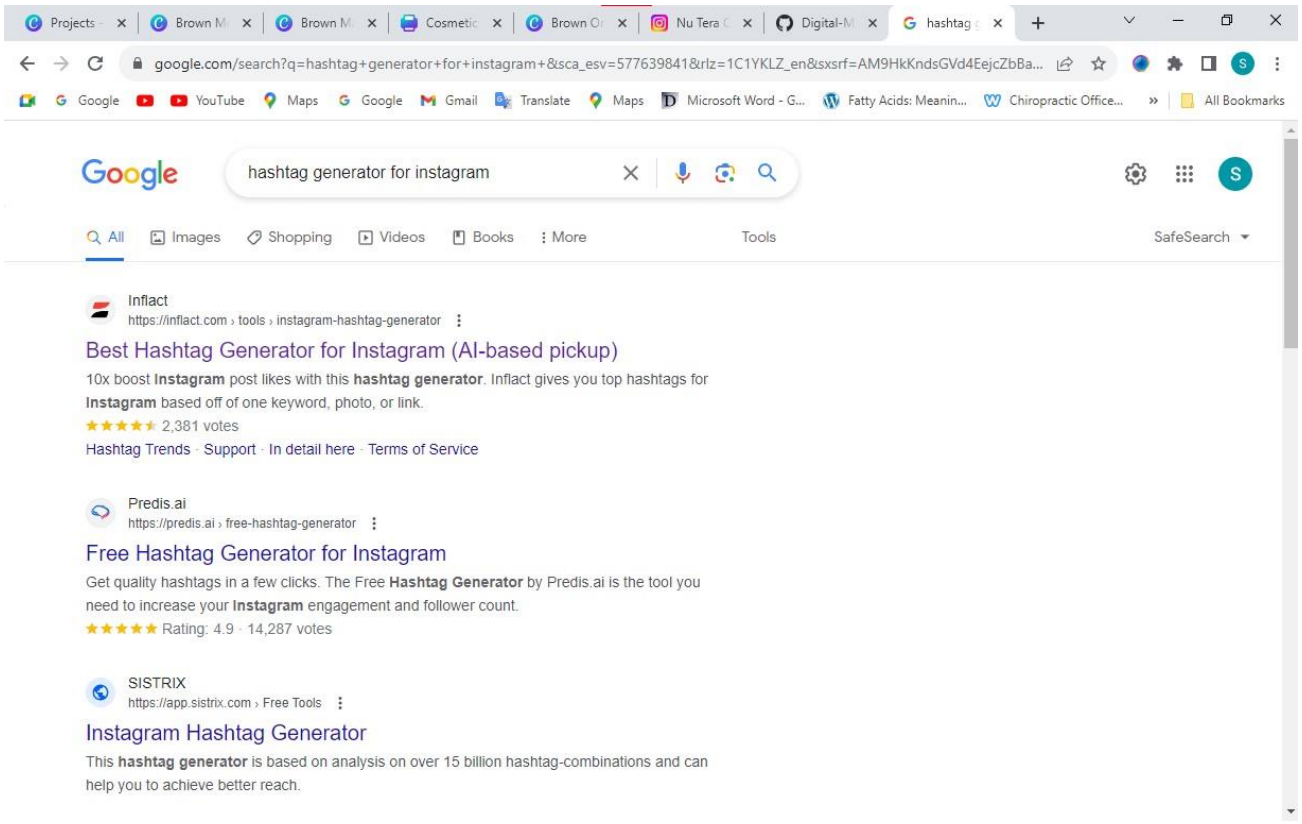
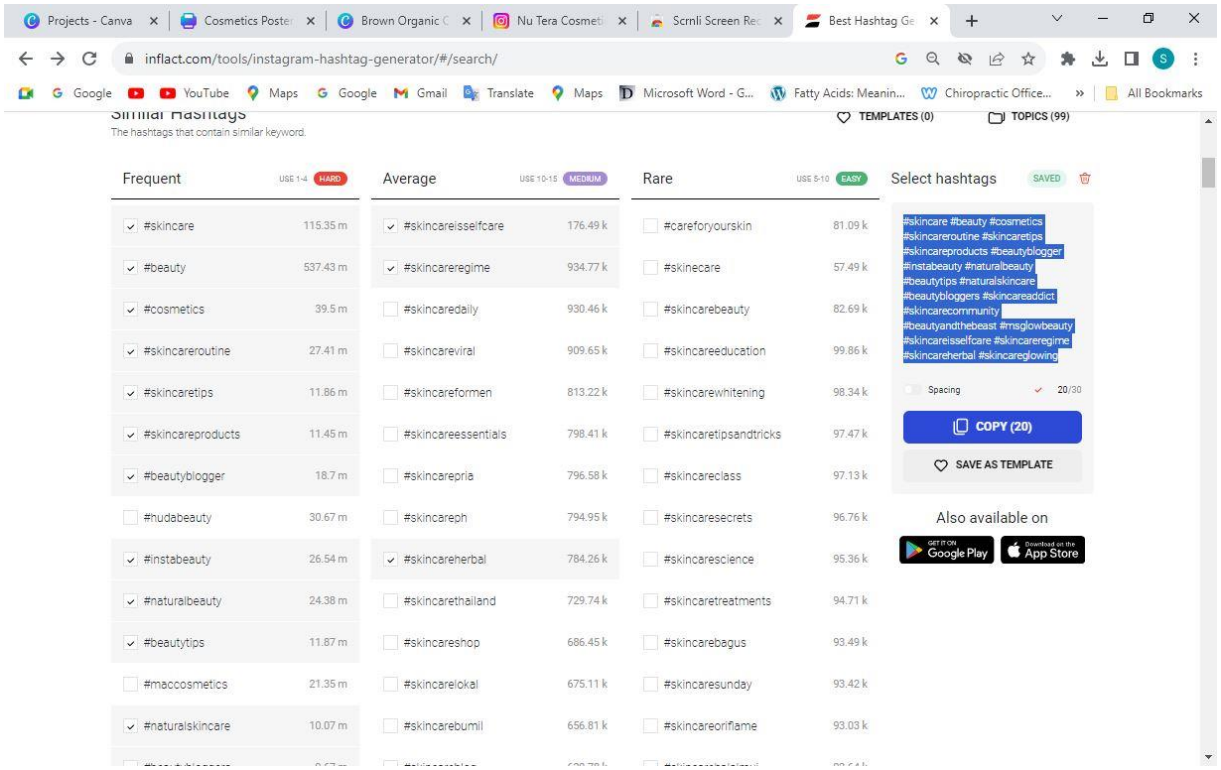
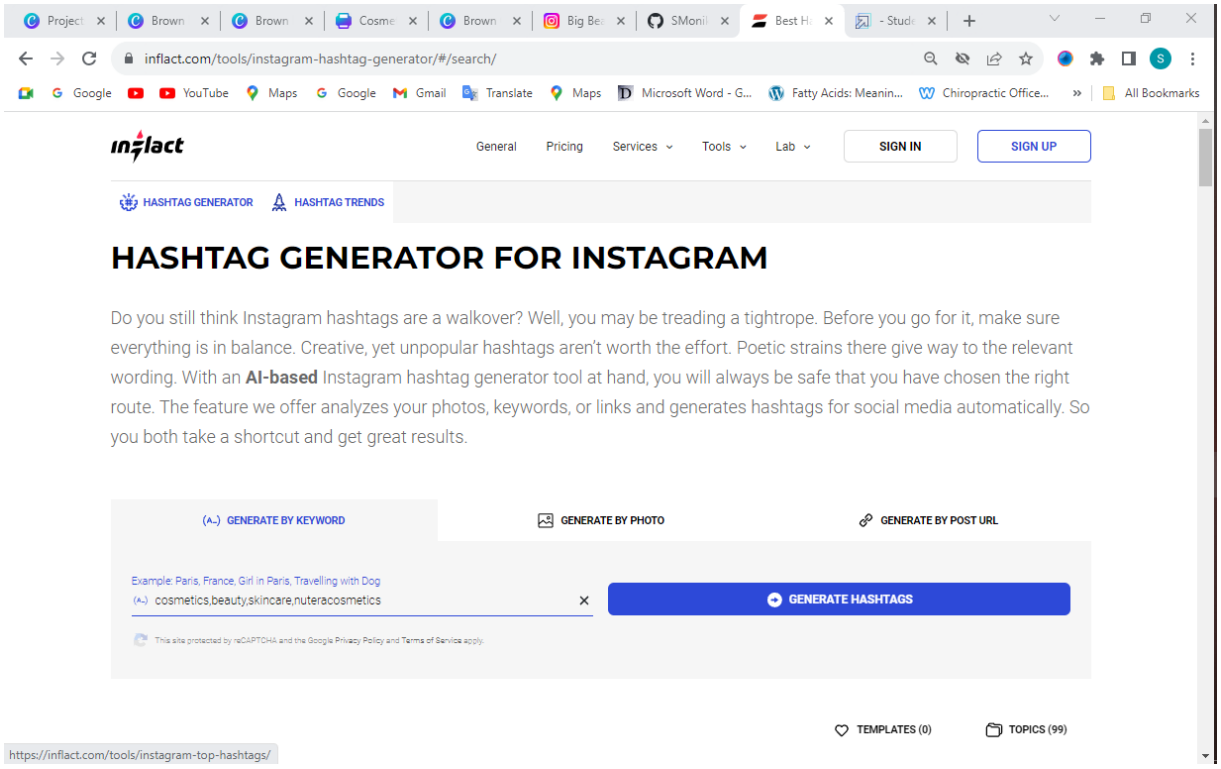
STEP 3 :

- Search for Hashtag generator tool in google. https://inflact.com/tools/instagram-hashtag-generator/
- Then generate hashtags related to your brand products.
- Select about 20 Hashtags that are active in the area for the campaign.
- From those hashtags, Select the top 5 five hashtags with a large search volume.
- The hashtags we selected : #skincare #beauty #cosmetics #skincareroutine #skincareproducts



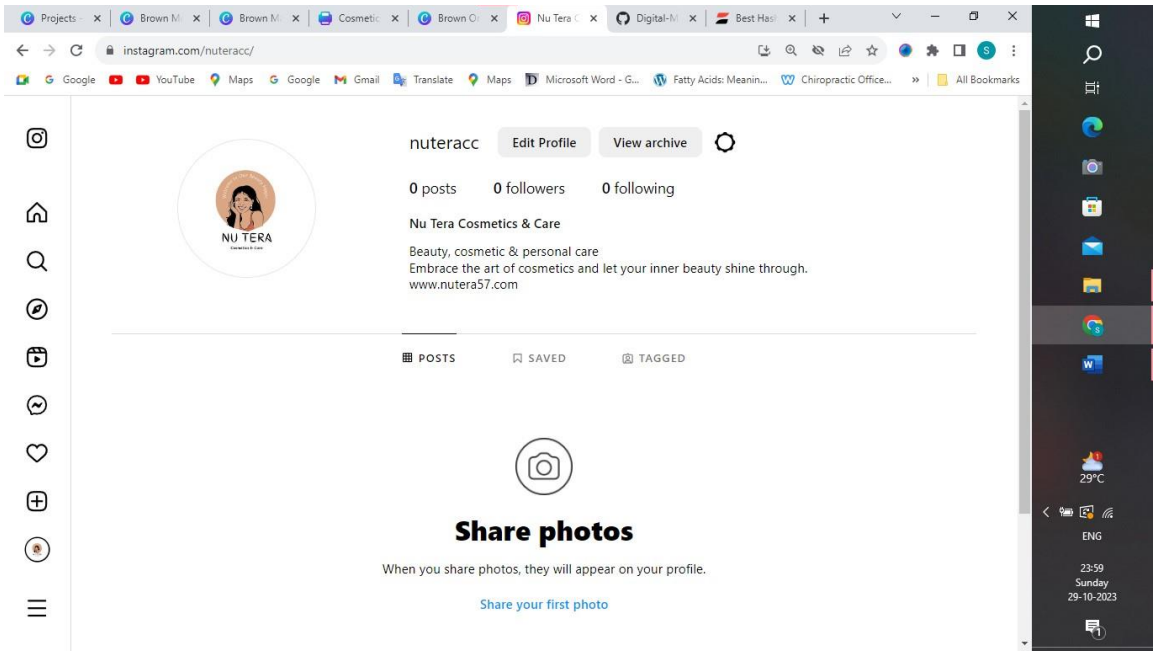


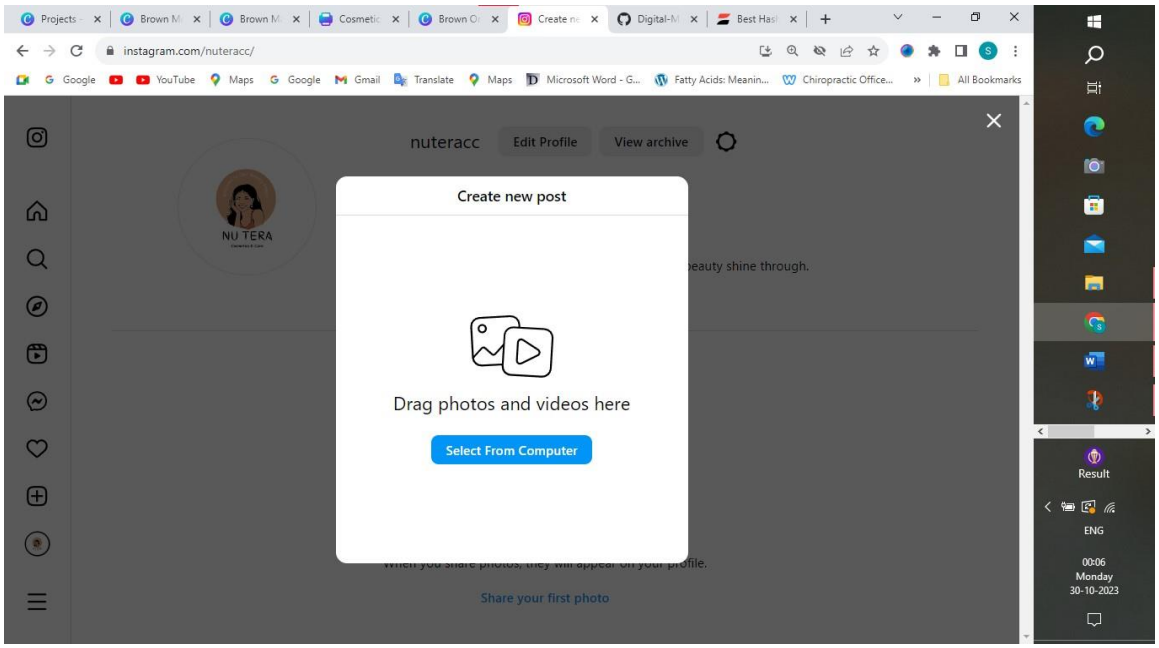


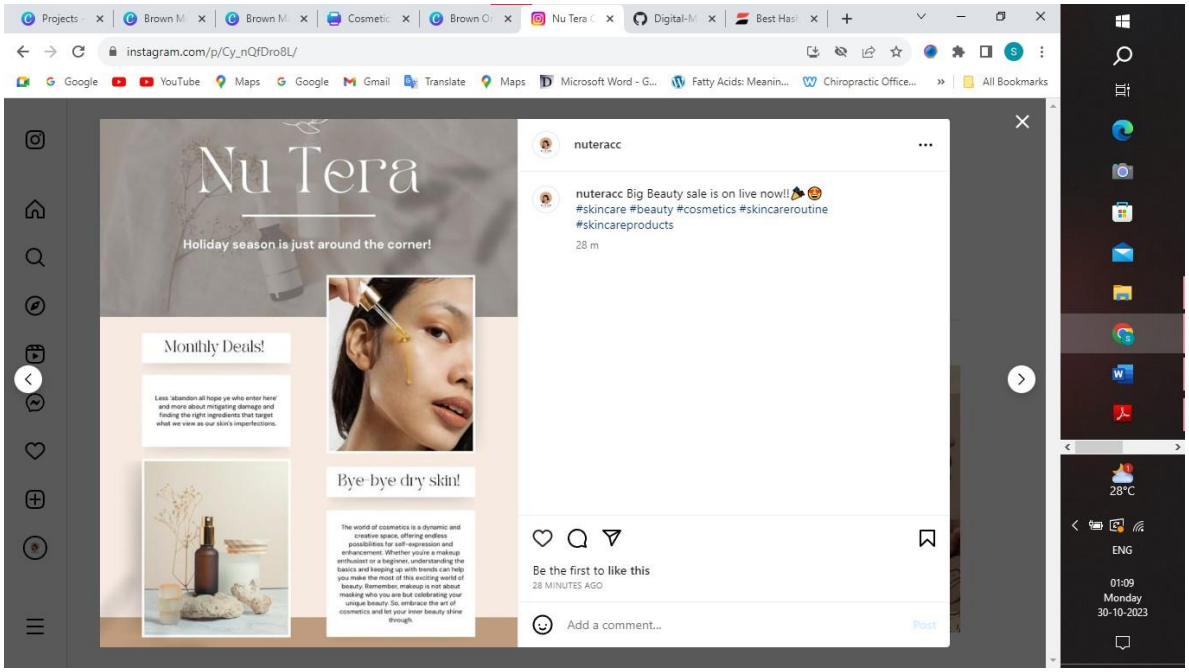
STEP 4 :

- Go to your Instagram page and click “Share your post”. https://www.instagram.com/nuteracc/

- Add your poster and share the details of your post.
- Add the hashtags selected for great targets and promote your post.
- Finally post your posters.



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Nu Tera
Holiday season is just around the corner!
Monthly Deals!
Bye-bye dry skin!
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nuteracc Big Beauty sale is on live now!!
#skincare #beauty #cosmetics #skincareroutine
#skincareproducts
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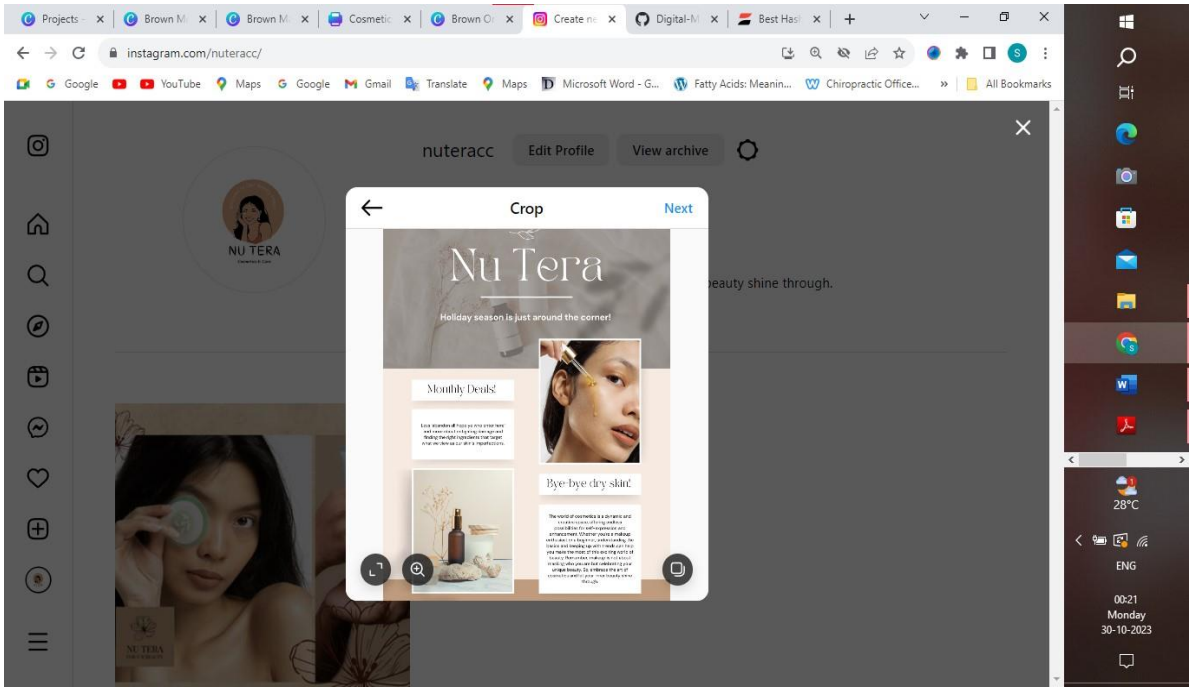
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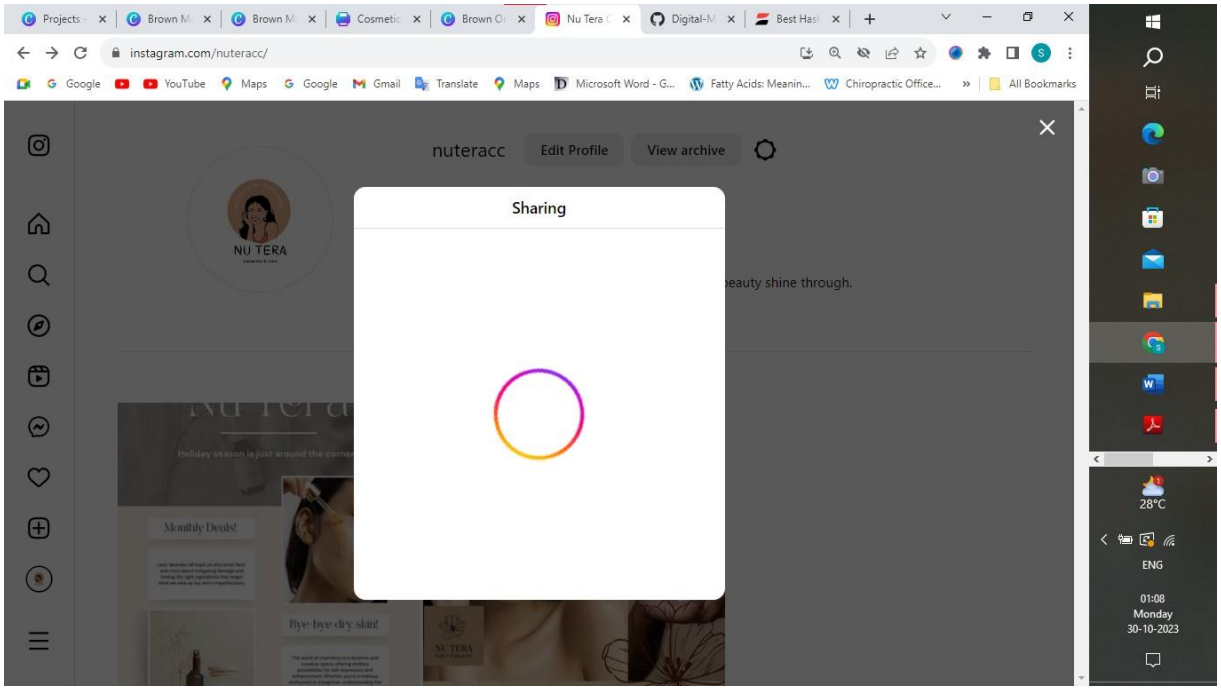
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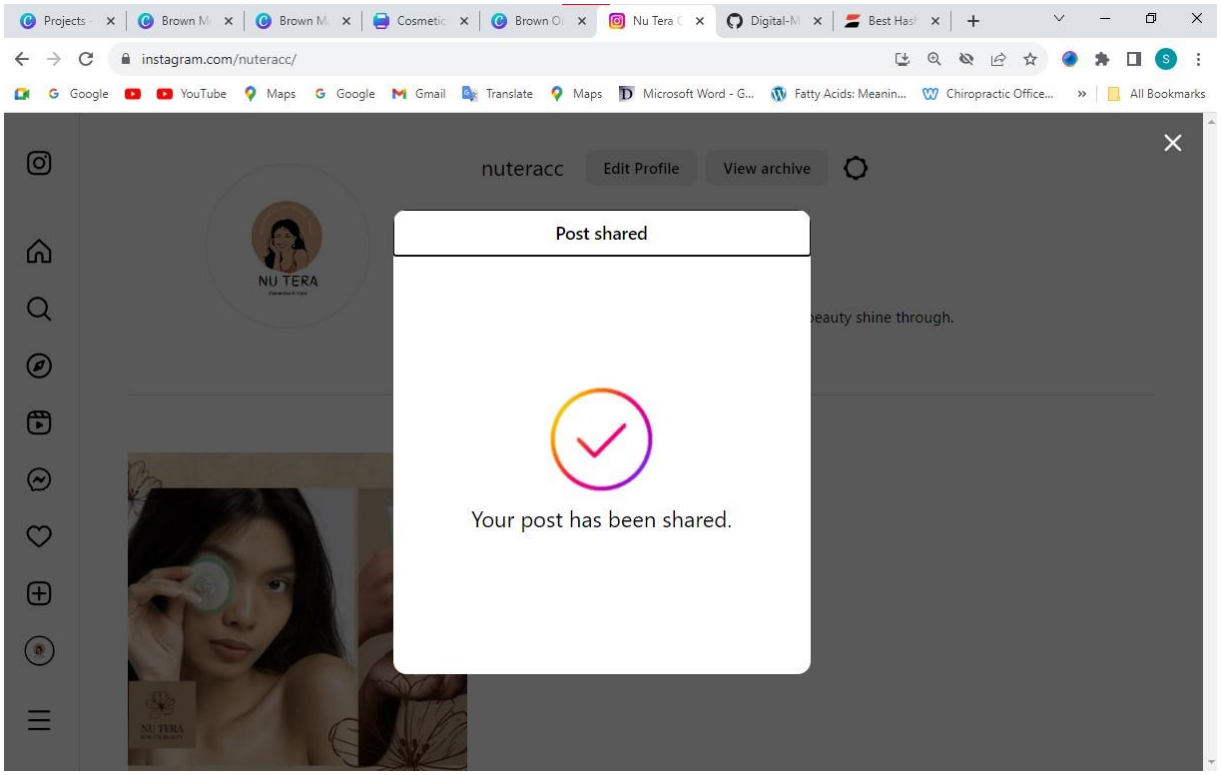
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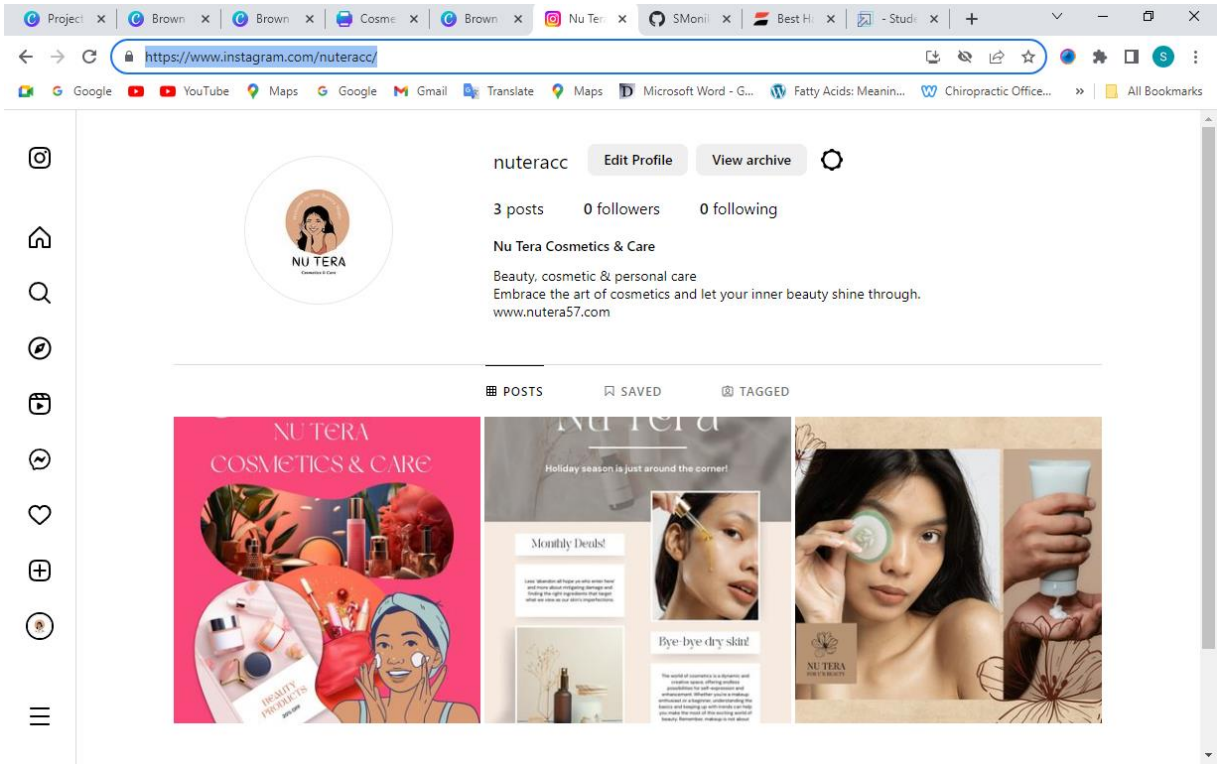

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