

# How to Use

# #HASHTAGS

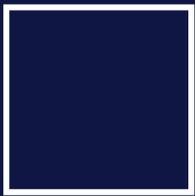
LEARN HOW TO USE  
HASHTAGS TO  
INCREMENT YOUR  
REACH, ENGAGEMENT  
AND YOUR FOLLOWERS

@ivanvalorsoler

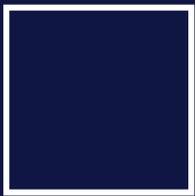
# CHECK LIST



**PLANNING.** Create a list on your notes app.



**RESEARCH.** Look for hashtags with less than 100K posts in your own niche.



**TARGET.** Look at the accounts using the hashtags and see what other hashtags they use.



**TRACKING.** Learn how to track your best performing hashtags.

# PLANNING

Instagram detects if you are using similar hashtags on your posts. In order to avoid being considered "spammy", you're going to have to make groups of hashtags on your notes app that you can use on different posts. Ideally, you shouldn't use the same hashtags in 1 week

Head over to your notes app and create 4 or 5 different groups of hashtags by niche.

Per example:

- Travel
- Travel tips
- Destination (city or country)
- Photo edits
- Outfits / fashion

# RESEARCH

Head over to Instagram and look for hashtags with less than 100K for each topic. No matter how many followers you have, the more niched hashtags, the better for your engagement and reach.

Per example:

## TRAVEL:

#mustdotravels #keeptravelling #femaletraveller  
#weekendtravel #coupletravels  
#travelwithchildren #condenasttraveller  
#mybestintravel #mybudgettravel #iamtraveller  
#littletraveler #natgeotraveler #bespoketravel  
#travelwear #travelstoked #lifeistravel  
#travelerphoto #amazingtravel #travelingworld  
#travelisfun #alwaystraveling #travelogram  
#traveladvice

# TARGET

Once you have your group of hashtags. You want to head over Instagram and see who is using those hashtags and what other hashtags they use.

Type in the first hashtag, and on the "Top Post" tab, look for accounts with similar followers than you.

Once you've spotted 3 or 4 accounts, see what hashtags they are using and copy and paste them into your notes app.

Make sure you categorize the hashtags you copy per topic. Also, make sure you are using hashtags related to a brand or location when you copy these!



## Alrighty then!

I hope this guide was useful to you.  
Remember that there is no easy way of  
making money. Only hard work pays off!

If you need any more advice, feel free to drop  
me an email, DM or visit my web!

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