Article #5

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Not all hashtags are created equal

A lot of people are under the impression that just because they reverse engineered their competitors’ hashtags on twitter that they’ve got it made. I can understand why people think this way. It is definitely so much easier if things worked out this way. Can you imagine just looking for your competitors, finding their tweets, paying attention to their hashtags and copying and pasting the same tags to your stuff?

It would be great be great if things actually worked that way. Unfortunately, things that look so simple on paper are actually quite complicated when the time comes for you to implement them. Hashtags is one of these things. You have to understand that hashtags help stuff get found om Twitter. It’s kind of like a categorization tool.

For example, if you post a tweet about Donald Trump, it helps tremendously if you put: #Trump, #Presidentoftheunitedstates, #Unitedstates and other similar hashtags. These hashtags provide context. They enable people to search for content with context in mind.

With that said, there are also trending hashtags. These are hashtags that are basically popular for a few hours and then they fizzle out. However, for the few hours that they are popular, a lot of people search for them. A lot of people click through and it’s quite possible to get a tremendous amount of traffic using trending hashtags.

The problem is that trending hashtags may not be niche specific. This is a serious problem. Why? If you use these trending hashtags to promote content that you know is not related to the hashtag, you’re essentially spamming. This is called Hashtag Spamming. What you’re doing is you are trying to piggyback on the hashtag that trending and trying to exploit the huge amount of attention a particular hashtag is getting in order to get a lot of traffic to your content.

This is not exactly a new idea. People have been doing this for quite some time. In fact, a lot of people have developed coping mechanisms to avoid this kind of thing. They don’t want to waste their time clicking on the wrong link that takes them to something that’s completely unrelated to the hashtag they’re following.

The name of the game is to play it safe

So, what is the secret to success when it comes to hashtags? Well, first of all, you should not play the trending hashtag game. Seriously. If you are really concerned about the quality of the brand you’re building online, you really cannot afford to screw around with Hashtag Jacking. That’s what you’re really doing. You are jacking the hashtag for your interests. You’re basically just trying to drum up traffic by jacking a hashtag.

Instead, you should focus on really targeted hashtags. These really cut to the bone of your niche. They are very specific. Now, the great thing about this type of hashtag strategy is you fine-tune your content focus. You make it clear to people on Twitter that you are genuinely interested in one particular type of content and it doesn’t really matter if the hashtag gets a lot of traffic or not. You’re just focused on specificity.

Believe it or not, if you do this, you end up doing your brand a big favor. Not only is it easier for people who are truly interested in your niche to find you, but they start regarding your brand as credible and trustworthy. Why? You’re not playing games. You’re not distracting people. You’re not playing a bait and switch game. Instead, you look very transparent.

The more you establish a “what you see is what you get” image, the more people will trust you and the more clicks you get on your links. Again, this doesn’t happen overnight, but a little bit of trust can definitely go a long way.