

# THANK YOU FOR YOUR PURCHASE



**Thank you** for choosing my Hashtag product, I really hope that you like these and that it helps you out!

If you need anything or if you encounter any problems with it, please let me know right away, I want to make sure that you are happy with your purchase.

I've thrown in some **bonus references** in the PDF below just to say thanks for your order, I hope you like it.

I love helping business owners set up and create social media content that works. **Please let me know how I did and leave some feedback, it really makes a difference!**

Thank You, Charlene

# HELPFUL INFORMATION

## HOW THIS GUIDE WORKS

Go through steps 1 & 2 to have a long reference of hashtags to use. Step 3 helps you generate the exact hashtags for your next post.

## GENERAL HASHTAG INFO

**Amount:** Instagram allows up to 30 hashtags. I recommend using 28 or less. Some people recommend using less than 10. You decide, I've seen no significant difference using both tactics.

**Placement:** You can place hashtags in the caption or in the first comment. Up to you, it's a personal preference.

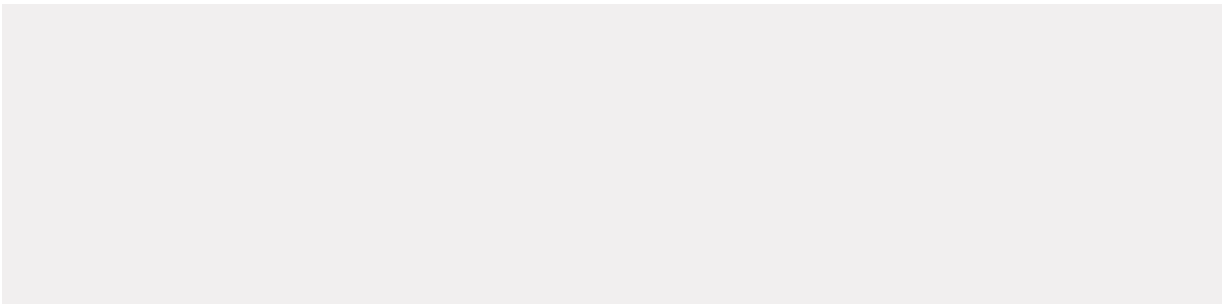
# INSTAGRAM HASHTAG STRATEGY GUIDE

---

**Step 1: Use and generate hashtags relevant to your business. Write down keywords in these boxes.**

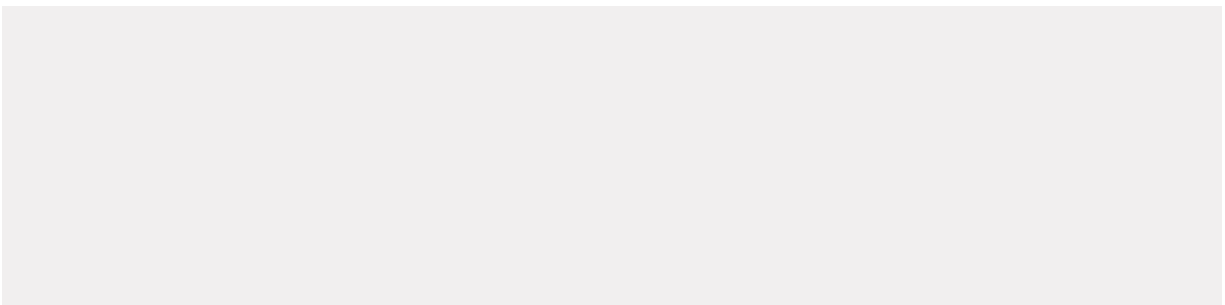
**Your brand/logo/business name/your name/your program name**

Ex: #laurencirkot #socialmediaconsulting #lccreative



**Your location in the photo + your location of your business**

Ex: #connecticutbusiness #ctsmallbusiness #newhavenct



# INSTAGRAM HASHTAG STRATEGY GUIDE

---

**Step 2: Browse hashtags from these categories. The numbers indicate how many times the hashtag has been used on Instagram.**

**KEYWORD: PICKLEBALL**

**Less than 10K**

#summerleague #playpickleball #gammapickleball #pickleballpaddles  
#pickleballtravel #pickleballtournaments #pickleballs #picaddict  
#pickleballaddicts #pickleballpros #pickleballtips #pickelballfactory  
#pickelballchamps #pickleballcentral #pickleballracket  
#pickleballstrong #pickleballhighlights #pickelballusa

**10K-100K**

#pickleballaddict #futurepro #griptraining #returntosport  
#athleteperformance #pickleballaddiction #adaptivesports #quickfeet  
#pickleballpaddle #pickleballtournament #pickleballislife  
#pickleballrocks #pickleballers #pickelballcourt #pickelballpaddles

**100K-1M+**

#pickleball #playerdevelopment #playball

# INSTAGRAM HASHTAG STRATEGY GUIDE

---

## KEYWORD: PICKLEBALL PLAYERS

### Less than 10K

#wallflip #flashkick #sportsspecifictraining #hurdledrills #tricomunity #blancoriver  
#igloocoolers #triaddict #speeddevelopment #oncourt #tackling #playerspickleball  
#pickleballplayersarelazy #pickleballplayersofinstagram #pickleballplayersrule  
#pickleballplayerssuperheroes #pickleballplayershirts #pickleballplayershirt  
#playpickleball #pickleballs

### 10K-100K

#pickleballplayers #driftboat #trainoutside #hatchetthrowing  
#wearelimitless #lifesshort #plyometricstraining #sportsforall  
#athleticdevelopment #everlastboxing #sprinttraining #pickleballislife  
#jumpropeskills

### 100K-1M+

#playerdevelopment #teamsports #athlete #pickleball

# INSTAGRAM HASHTAG STRATEGY GUIDE

---

## KEYWORD: PICKLEBALL PLAYERS OF INSTAGRAM

### Less than 10K

#pickleballplayersofinstagram #playerspickleball #pickleballplayersarelazy  
#pickleballplayersrule #pickleballplayerssuperheroes #pickleballplayershirts  
#pickleballplayersshirt #playpickleball #pickleballs

### 10K-100K

#pickleballplayers

### 100K-1M+

#pickleball

# INSTAGRAM HASHTAG STRATEGY GUIDE

---

KEYWORD: \_\_\_\_\_ (you fill in)

**Less than 10K**



**10K-100K**



**100K-1M+**



# INSTAGRAM HASHTAG STRATEGY GUIDE

---

**Step 3: Put it all together (use less than 30).  
Make 3 sets for the different categories you  
usually post to have them ready to go.**

Add up to 2-5 branded/location.

Add 2-5 from niche hashtags

Add 2-5 from less than 10K

Add 2-5 from 10K-100K

Add 2-5 from 100K-1M



# INSTAGRAM HASHTAG STRATEGY GUIDE

---

## POSTING CHECKLIST:

- DID I USE 5-10 OR LESS THAN 30 HASHTAGS?
- DID I USE HASHTAGS THAT ARE RELEVANT TO THE POST? (LOCATION, BRANDING, CONTEXT)
- DID I USE A GOOD COMBINATION OF POPULAR AND LOW-CONTENT/SMALL NICHE HASHTAGS?

## TIPS AND TRICKS:

- Create 1-5 different groups of hashtags that you use regularly. Copy those and put them in a note on your phone so easily copy and paste before posting instead of typing out everytime
- Change the hashtags every post based on content to reach a wider audience.