



Take Your Post Reach to the Next Level with Tips from the Best Digital Marketing Agency, Kolkata!

Are you using hashtags while posting something online? No? Then all your effort might go in vain no matter what! [Hashtags](#) really play a pivotal role especially for platforms like Instagram. Getting proper reach on Instagram can be a bit tough and a blessing at the same time. As Instagram is kind of a platform where your post can really perform well if posted properly. The **best digital marketing agency, Kolkata** is here to teach you how to properly use hashtags on your content.



What is Hashtag?

There were days, when hashtags used to mean pound sign (#) on our cell phones. However, as the world is advancing every day, hashtags have come up with some different yet important function to perform.

Hashtags are used now under a content, which creates more like a diary of some relevant content altogether. So that, one can find all the relevant content under a certain hashtag. As an example: If you are someone who has a business of ethnic garments, then you might choose hashtags like #ethnicwear or #ethnicfashion to get more reach. Follow the tips and tricks that the **best digital marketing agency, Kolkata** has brought for you in this blog to get ranked online.

Ways of Using Hashtags:

Most of the reach of a post come from hashtags. But there are some tips to properly use hashtags and perform well.

- **Know Your Target Audience:**

Getting an idea about who your target audience are is the first and foremost step. By knowing your target audience, you will be able to create strategies.

- **Create a Simple Strategy:**

Setting a simple strategy is needed while you are starting. Firstly, set a goal. Think that your post has to rank in the 'top post' section of a hashtag. Choose the size of the hashtags as per your account, it can increase the chance of getting more reach of your post. Try to use 30 hashtags for each post. And lastly, the **best digital marketing agency, Kolkata** is asking you not to use any banned hashtag.

- **Use Hashtag Tools:**

It does not mean you have to do the work all the time! You can sometimes rely on the tools too. There are so many hashtag generator tools and extensions are available that can help you with finding the effective hashtags for your post.

- **Be A Part of the Community:**

The **best digital marketing agency, Kolkata** is suggesting you to use community hashtags. Community hashtags are quite trending nowadays on social media. Community Hashtag is something that can connect the like-minded people around some certain event, topic, or issue etc. You should try to participate in the ongoing trends or conversations that are going online through community hashtags to get visible.

- **Use Specific Hashtags:**

Being specific is the key. Instead of using everything and making it look clumsy, focus on the specific hashtags that have some relevance with your post to stand out in the crowd of posts!

- **Use Brand Hashtags:**

Branded hashtags are for advertising or promoting your brand. It will constantly make people recall about your brand. You should come up with a short and crisp hashtag meant for your brand only. As per the **best digital marketing agency, Kolkata**, you can simply keep your brand name as your brand hashtag or you can use the tagline of your business or something that is related to your products.

Wrapping it up!

Besides Instagram, Twitter is another platform where [hashtags](#) play the key role. Though social media platforms like Facebook, LinkedIn too are using hashtags but using hashtags can be the game changer especially for the platform like Instagram and Twitter. Follow the tips provided by the best **digital marketing agency, Kolkata** and take your business to the next level.