

# LOCAL BUSINESS MARKETING

*The Marketing Guide for Local Business Owners*

September 2020

## How to Distribute Content More Effectively to Improve Content Marketing Results

*10 Reasons Why Your Small Business Needs a Social Media Manager*

*7 Hacks Entrepreneurs Can Use to Supercharge Productivity*

**Infographic:**  
2020 Social Media  
Image Size Specs

## How to Be a Good Boss, and Why You Should Make the Effort

*Are You Guilty of These 10 Common Email Marketing Mistakes?*

*The Ultimate Guide to Instagram Hashtags*



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Welcome to this month's edition!

Here we are in September; entering the homestretch for 2020. I'm sure most of us can't wait to put this year in the past. It's about time to start seeing holiday decorations and promotions in stores. As a local business owner, it isn't too soon to start planning your holiday marketing strategy.

As you start developing your strategy, please consider using some of today's leading marketing platforms, including Social Media and Online Marketing.

This articles and infographic in this month's issue cover many topics that we believe are important to local business owners, including Instagram, Content Distribution, Email Marketing, and many other timely topics.

As always, you'll also find new versions of our popular Marketing Calendar and Infographic.

If you like the magazine and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

If you have any comments about this issue or would like us to help you with your marketing, please do not hesitate to contact us.

Darcy Guello  
Principal  
Guello Marketing

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## A Little About Us

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It's a full-time job for me, an experienced online marketer, to keep up with all the changes and opportunities online. How could you possibly run your business while trying to figure out the online jungle? Where do you even start?

I've seen businesses that paid thousands of dollars for a website that no one visits; or business owners who spend hours each week posting on a Facebook page that they don't get any customers from. You don't want that to happen to you.

If you're interested in finding someone you can trust with online marketing advice, I'd like the chance to prove you can trust Guello Marketing. Consider this a personal invitation for us to talk.

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# Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

## September

National Guide Dog Month  
Hispanic Heritage Month  
Baby Safety Month  
Self Improvement Month  
Shameless Promotion Month

Sep 7 - Labor Day (U.S.)  
Sep 11 - Patriot Day (U.S.)

4th - Wildlife Day  
4th - Stand Up To Cancer Day  
5th - Cheese Pizza Day  
5th - Bacon Day  
5th - World Beard Day  
9th - Teddy Bear Day  
11th - Hug Your Boss Day  
12th - Video Games Day  
12th - Chocolate Milkshake Day  
13th - Grandparent's Day  
13th - Scooby-Doo Day

14th - Eat a Hoagie Day  
17th - Citizenship Day  
18th - Cheeseburger Day  
19th - Talk Like A Pirate Day  
19th - Puppy Mill Awareness Day  
19th - Thank a Police Officer Day  
20th - Wife Appreciation Day  
21st - Batman Day  
21st - World's Alzheimer's Day  
22nd - Autumnal Equinox  
22nd - Ice Cream Cone Day  
25th - Comic Book Day  
25th - One Hit Wonder Day  
26th - Pancake Day  
27th - Chocolate Milk Day  
27th - Google's Birthday  
28th - Family Day  
28th - Drink Beer Day  
28th - Good Neighbor Day  
29th - Coffee Day  
29th - VFW Day

## October

Adopt A Dog Month  
Breast Cancer Awareness Month  
Bullying Prevention Month  
Car Care Month  
Dental Hygiene Month  
Domestic Violence Awareness Month  
Emotional Wellness Month  
National Pizza Month

Oct 14 - Columbus Day (U.S.)  
Oct 31 - Halloween

1st - Homemade Cookies Day  
1st - Willy Wonka Day  
2nd - Peanuts Day (Snoopy)  
3rd - Techies Day  
4th - Taco Day  
4th - Vodka Day  
4th - World Pet's Day  
5th - Stop Bullying Day

5th - Do Something Nice Day  
6th - Noodle Day  
9th - Beer & Pizza Day  
11th - Father-Daughter Day  
13th - Train Your Brain Day  
14th - Dessert Day  
14th - Spider-Man Day  
15th - Grouch Day  
16th - Boss's Day  
17th - Pasta Day  
17th - Get to Know Your Customers Day  
18th - Chocolate Cupcake Day  
18th - Newspaper Comic Strip Appreciation Day  
24th - Make A Difference Day  
25th - Mother-in-Law Day  
28th - Chocolate Day  
29th - Cat Day  
30th - Candy Corn Day  
30th - Frankenstein Day  
31st - Knock-Knock Jokes Day



# How to Distribute Content More Effectively to Improve Content Marketing Results



The internet is flooded with new content every day. Unfortunately, only a small percentage of this content offers real value to consumers, and even the best content doesn't always get the attention it deserves. To increase content visibility and boost content marketing results, it's crucial for content creators to develop an effective content distribution strategy. Before we look at how to distribute content more

effectively, it's important to understand why content distribution is more important today than ever before...

## Why Content Distribution is Key to Content Marketing Success

### Your Website is More Invisible Than You Think

Consumers are spending most of their time on channels other than your website, so you need to reach potential customers

where they already spend their time. The idea is to build bridges to your website from other channels.

## Competition Keeps Growing

While it's easier than ever before to create and publish content, the competition for attention is growing. By distributing content across a variety of channels, you're more likely to get noticed.

## **Deliver More Attractive Content**

To make your content more appropriate for different online channels, you need to use a mixture of content types. This forces you to repurpose content, which not only saves time and resources, it also makes your content more attractive to different audiences.

## **Achieve Consistent Results**

A clear content distribution strategy will ensure team members focus on creating channel-appropriate content. With a clear plan, you'll also find it easier to track your progress going forward.

Now let's look at how to distribute content to maximize results.

## **How to Distribute Your Content More Effectively**

### **Find Your Target Audience**

By finding online communities related to your niche, you can reach a ready-made audience of people within your target market. You'll find these specialized community groups on platforms such

as Reddit, Facebook, and LinkedIn. However, before you bombard people with your content, get to know the platforms first. Follow the guidelines, read users' comments, and engage with others first.

You can also use Google Analytics and social media analytics tools such as Facebook Insights to learn more about your audience. Find out where your website visitors are coming from, and discover who is sharing your content.

### **Ask for Feedback**

There's nothing wrong with asking for help; reaching out to your audience is a good way to build trust. Talk to your email subscribers and social media followers. Post surveys on your website. Find out where your audience spends time online. What online communities are they a part of? The answers can help you discover the best promotion channels for your content. Every interaction with your audience is an opportunity to learn more about what you're doing right and wrong.

## **Use Content Distribution Tools**

There are many content distribution tools out there, but here are a few you might find useful:

- Medium - a content platform used by businesses and individuals to publish and discover new content.
- PR Newswire - a distributor of press releases, helping businesses contact journalists and news organizations in specific sectors and locations.
- AddThis - a social bookmarking service you can integrate into your website, allowing users to quickly share your content.
- ClickToTweet - a service that allows you to insert tweetable links into your content, making it easy for people to share snippets of your content with a single click.

## **Create and Promote Owned Media**

While search engine

optimization (SEO) and paid ads can boost content visibility, you're not in complete control of when and where your content will appear. With owned media - which is content you publish on your own channels - you can control when and where to publish it. To increase the visibility of your owned media:

- Regularly post original, useful blog content and promote it across your social media networks.
- Create more video content to share on social media, and set up a YouTube or Vimeo channel to promote it.
- Announce new content to your email subscribers, and include clear links to the content.

Consistently publishing high-quality content is one of the best ways to improve your search engine rankings for industry-related search terms.

### **Share Content on Social Media Multiple Times**

Even if you have many social media followers, only a few people will see

every one of your posts. This is why it's crucial to regularly promote new content for a number of days to extend its reach. And don't forget to promote older content. Plan your social media output for a few weeks in advance to showcase a mixture of new and old content.

### **Make Your Content More Shareable**

Whenever anyone sees your content, you want to make sure people can easily share it. If it's hard to share, you could be missing out on a lot of potential business. As well as using tools already mentioned such as ClickToTweet, you should include social media sharing buttons in every blog post.

### **Experiment With Paid Content Distribution**

If you need to quickly boost the visibility of your content, it's worth considering paid promotion. Services such as Google Ads, Facebook ads, or LinkedIn promoted posts help you advertise content to specific audiences, according to

your marketing goals. While you can set your own budget, you need to carefully monitor the results to see if it's a worthwhile, affordable solution for your business.

Content distribution is a crucial aspect of content marketing that often gets overlooked. You can produce lots of great content, but if the right people don't get to see it, you're wasting time and resources. Hopefully, you can now see the importance of effective content distribution and put into practice some of the techniques outlined here.

Going forward, don't be afraid to try promoting your content on platforms you haven't used before. New channels are emerging every year, so it's worth experimenting with different content distribution strategies to find out what works best for your business. When you get it right, you'll increase the visibility of your brand, boost content engagement, and build a strong base of loyal customers.



# Today's Marketing Platforms Have You Not Sure Which Way To Go?

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# Are You Guilty of These 10 Common Email Marketing Mistakes?



Most businesses understand the power of email marketing to build brand credibility, generate leads, and drive conversions. However, it has its pitfalls. Many companies still make basic errors that damage their reputation and alienate potential customers.

To help improve your email marketing results, here's a rundown of 10 common email marketing mistakes businesses make across all industries, and what you can do to avoid them.

## A Vague Welcome Email

The first email you send to subscribers is often your most read email. Your audience will be more open-minded and eager to learn what you have to offer, so don't waste the opportunity. There's no perfect way to compose a welcome email. However, it should:

- Welcome your reader personally.
- Introduce your business and explain what you offer.
- Outline what readers

can expect to receive from you in the future.

Do these three things and people are more likely to stay subscribed.

## Too Many Calls-to-Action

If there's one thing worse than not including a call-to-action (CTA), it's including too many. Confusing readers with multiple CTAs just makes them more likely to take no action at all. Instead, have one clear goal for each email and use a single CTA. Whether it's

to visit a landing page, download a guide, or gather more information, make sure the CTA is simple and stands out.

## **Weak Subject Lines**

According to research, 47 percent of email recipients rely upon the subject line alone to decide if they'll open an email. If it's this crucial, you need to make it count. How? Avoid sales-heavy language, be more conversational, and explain how readers will benefit from your content. Avoid click-bait style subject lines; people have learned to tune out.

## **Using Text Links Instead of Buttons**

Because people tend to scan content, text links often get overlooked. Images, headers, and buttons are some of the first things people notice. Therefore, use buttons for your CTAs. In one study, using a CTA button instead of a text link improved click-throughs by 28 percent.

## **Skipping Segmentation**

If people receive irrelevant

information, they're more likely to unsubscribe or mark your emails as spam. To fix this, you need to segment your email list into multiple smaller lists based on factors like age, location, purchase history, and pageview history. You can then make email campaigns more targeted and relevant. Most email marketing providers offer simple tools to implement segmentation.

## **Not Optimizing for Mobile**

Today, more consumers use mobile devices to view their emails. In fact, mobile users check their emails around three times more than non-mobile users. To avoid alienating potential customers, make sure your email templates use responsive design and are mobile-friendly. There are various online tools available to test how your emails will look on all devices.

## **Posting Too Frequently**

If subscribers receive too many emails, they'll soon start to ignore your content or even unsubscribe from your

list. The optimal email frequency depends on your unique audience, but you can find out. Send out a survey to your email list, asking how often people want to hear from you. Alternatively, post a poll on social media, asking your followers to vote on their preferred email frequency. For more insights, use your email analytics platform to track click-through rates and open rates for every campaign. You'll soon discover a link between email frequency and engagement.

## **Not Measuring the Results**

In a 2018 study, around 28 percent of marketers said they didn't track any specific email marketing metric (4). To get ahead of your competitors, make sure you're tracking the results of your efforts. Most email service providers offer analytics tools to track metrics such as open rates, click-through rates, conversion rates, and unsubscribe rates. With regular monitoring, you can tweak email campaigns to maximize results.

## Misleading Subscribers

Another common mistake is over-promising. For example, you entice readers to open your email with a great subject line, but when they read the email, it doesn't meet their expectations. They'll feel manipulated and might mark the email as spam or unsubscribe. Avoid making false promises. If you promise to send a weekly email, don't send two next week. If you promise informative content, don't just send sales emails. And make sure your subject lines match the content of your email.

## Not Asking for Feedback

Finally, it's important to talk with your audience,

not just talk at them. Many businesses make the mistake of constantly sending out emails without asking for feedback. Analytics can only help you so much. Sometimes, you need to ask subscribers what they really care about. What do they like and dislike about your content? What do they want from you in the future? With more transparent communication, you'll build trust with your audience and develop more meaningful relationships.

You can get even more success from email marketing if you avoid the common email marketing mistakes outlined above. For better results:

- Use mobile-responsive design.
- Don't over-promise and under-deliver.
- Write honest, benefit-driven subject lines.
- Send clear and compelling welcome emails.
- Use one CTA per email with a clear CTA button.
- Use analytics tools to track results and learn what works.
- Segment your subscriber list so emails are more targeted.
- Find out from subscribers what they want from you and how often they want it.

By following these guidelines, email can be one of your most effective marketing channels and support your business for years to come.

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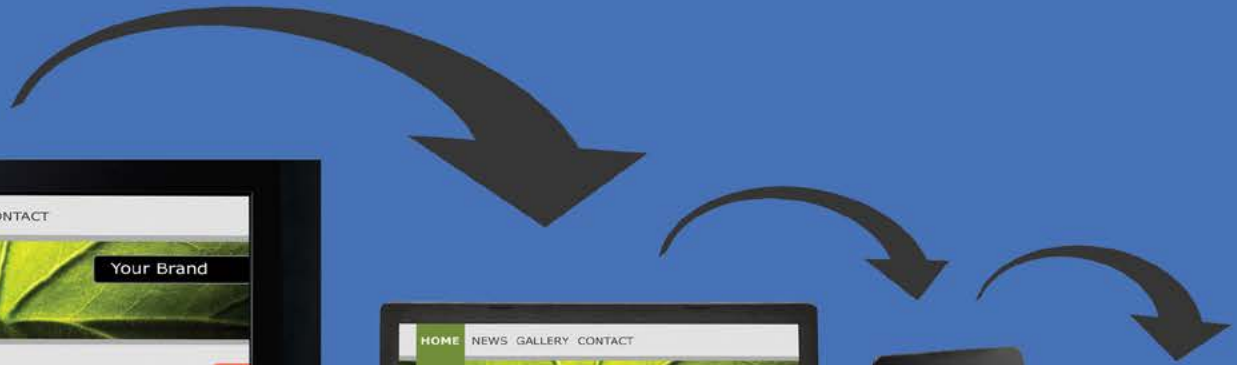
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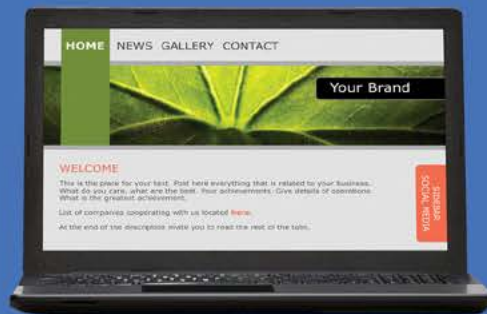


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# PRODUCTIVITY HACKS

## 7 Hacks Entrepreneurs Can Use to Supercharge Productivity

Low productivity levels and procrastination can be the downfall of many online businesses. Larger companies with processes and structures in place can reduce productivity issues using accountability and other practices. Solo operations or small businesses, though, can struggle to deliver at the rate they require.

Working online comes with many distractions, so it is natural to encounter issues. However, using the following techniques, it is possible to improve productivity throughout your operation.

**Pomodoro Technique** - The Pomodoro Technique is an efficient method for completing tasks. While you can adapt the details to suit your schedule, it usually involves working for 25-minutes, followed by a 5-minute break. You can then repeat this several times before taking a more extended break of around 30-minutes. This approach lets you give your full concentration to a task while avoiding the burn out from long periods of uninterrupted work.

**Limit Your Focus** - Entrepreneurs are prone to getting new ideas and

wanting to put them into practice. While this creativity is useful in many areas of business, it can prevent productive work. You may find yourself attracted to different ideas, but nothing ever gets completed. Instead, look to limit your focus, dedicating the vast majority of your time to a single goal.

**Remove Unnecessary Tasks** - Making a daily plan is an excellent approach for staying on top of your workload. However, if you look at the program with a clear mind, you will likely have added some unnecessary tasks.

These tasks might have some purpose, but they usually don't add anything to your bottom line. It is worthwhile asking yourself whether some areas of your business are necessary and whether it would be better to streamline your approach.

**Delegate Processes** - Solo entrepreneurs often get used to performing every task in their business. It can then be daunting to let someone else take responsibility for this work. Unless you are willing to delegate, though, it will be impossible to grow the company. You may choose to take on new employees or outsource individual elements to remote workers. The key, however, is to recognize which tasks are critical for your business, and which can get turned into processes that other people can perform.

**Recognize Your Weaknesses** - Every business owner will have weaknesses that damage productivity. You may struggle to concentrate for long periods, have a dislike for networking and initiating interactions, or tend to procrastinate. Whatever the issue, it is important to find

techniques to overcome the problem. Some people like to work on their weaknesses, but it can be more useful to accept they exist and work around them. Hiring people to perform specific roles is one approach while also focusing more on your strengths is another technique. For example, if you are a competitive person, try to gamify aspects of your business.

**Use Productivity Apps** - Productivity apps can be useful additions to your toolkit. Toggl is a time tracking app that will detail how you are working. Todoist lets you create lists, ensuring you stay on top of the critical jobs.

LastPass is a password manager, enabling you to access sites quickly and automatically. Finally, G Suite from Google contains a host of free apps that help with productivity. Everything from documents, spreadsheets, and calendars, through to cloud storage and communication tools are included with the product.

**Take Focused Breaks** - One issue that can inhibit productivity is working

too hard. You may spend hours working without breaks, but the quality of output gets reduced, and there is less focus on the areas that matter.

Taking focused breaks let you get away from your screen, allowing for concentrated work when you return. Meditation might be a suitable way to improve focus, with the apps Headspace and Calm offering guided meditations and soothing music.

Running a business without a clear vision is a recipe for disaster. In most cases, entrepreneurs know what they want to achieve, but some problems prevent the execution of the plan.

It could be that too much time gets spent on unproductive tasks, you may have too many unfinished ideas, or you could be trying to do too much alone. Identifying the critical issues holding you back is the first stage in the process. However, implementing methods such as the Pomodoro Technique, will ensure you make the absolute most of your work time.





## 10 Reasons Why Your Small Business Needs a Social Media Manager

Who needs a social media manager? After all, anyone can send a few tweets and make a couple of Facebook posts a week, right? If those statements reflect your attitude to social media, you could be missing out on a significant business opportunity.

Social media has become part of many people's daily lives. It is estimated that 3.8 billion people now use social media, and

the number is growing daily. Around 70% of the population of America use social media at least once a month. So, that means that 70% of your target market are active users of sites like Twitter, Facebook, and Instagram.

Now, a small business manager could, of course, find that time to fire off a tweet or two a day. Or, you could add social media management to the task list of an employee.

But with the potential to reach 70% of your target market, you might want to consider taking your social media marketing to the next level. Here are ten reasons why it would be worth your hiring the services of a social media manager for your business.

### 1. Save You Time

Outsourcing the management of your social media accounts is the smart option for a small business. You and

your employees have better things to do than spend your time updating Twitter, Facebook, and Instagram. It would be far more cost-effective to hire a social media manager for a few hours a day than it would for you to post and answer messages yourself.

## **2. Increase Engagement**

There is a lot more to social media than posting content. If you want to leverage the full power of social media, you must engage with your followers. A social media manager will answer questions, respond to comments, and build relationships with followers of your brand. Without engagement, your social media profiles will be little more than a notice board for your business. People expect more than that from a platform designed for social interaction.

## **3. Achieve Consistency**

If you try to manage your social media accounts yourself, you will likely only update your profiles when you have the time available to do so. Only updating your accounts when you have some spare time will lead to

delays in responding to followers, and irregular updates. People who follow brands on social media do so so that they can keep up with company developments and join a community. If posts and updates are not posted regularly on a social media account, people will become bored and not return, and they may unfollow the account.

## **4. Create a Strategy**

Randomly posting on social media will not achieve the best results. The best social media manager will develop a cohesive social media strategy for you. This strategy will include your setting your goals, identifying your target audience, and developing a content posting plan. The procedures will also involve identifying the key performance indicators (KPIs) that will be used to assess the effectiveness of your social media campaigns.

## **5. Ear to the Ground**

If people are talking about your brand online, then you are going to want to know what is being said. You may also want to join in the conversation

so that you can respond to criticism and thank people for their praise. If you employ a social media manager, you will have someone who can listen out for mentions of your brand. The best social media managers will have access to tools that will monitor social media for brand mentions.

## **6. Up to Date Knowledge**

Do you know what hashtags are likely to reach the most people? Do you understand what the latest changes to social media algorithms mean? A social media manager will keep on top of what is happening in the world of social media, and that will help ensure that as many people as possible see your posts.

## **7. Content Creation and Management**

Part of a social media manager's role will be to provide high-quality content that will be used to promote your brand. Consistently producing new content for a business can be challenging. Still, a proficient social manager will have the experience to know how to create unique and engaging content regularly. Ideally,



you should post different content on each of your social media accounts. But coming up with new fresh ideas for posts can be tricky to do if you are trying to fit managing your social media in with all the other tasks you have.

### **8. Manage Social Media Advertising**

Social media advertising is an excellent way of getting your product or service in front of a targeted audience. However, there is more to effective social advertising than you may think. A social media manager will understand how to set up things like Facebook ads to ensure that you get the maximum return on your investment (ROI). If you do not get social media advertising right, you could wind up wasting a lot of money.

### **9. Monitor the Metrics**

A social media manager will also monitor your posts to see what type of posts attract the biggest audience and the most interaction. By keeping an eye on the metrics in this way, your social media manager will be able to refine future posts to gain the maximum impact.

### **10. Be the Voice of Your Brand**

Finally, a competent social media will work with you to convey a consistent brand message that carries the values of your business. The best business social media accounts are those that have a personality. As already mentioned, a social media account must be more than a notice board for your business. Your social media accounts should be places where your customers and prospects can interact with your company.

### **Conclusion**

Managing your social media accounts is not as straightforward as you may have thought. If you want to maximize the benefits that be gained from social media, you will need to post high-quality content and engage with your audience. Then, you will need to monitor the results and refine your approach as needed. That is a lot of tasks to take on when you are already busy running your business, which is why so many companies employ the services of a professional social media manager.

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# How to Be a Good Boss, and Why You Should Make the Effort



Good leadership is a crucial part of any company's success. The boss not only sets strategy for the company, he or she also is the one who determines employee dedication, work output, and turnover. There are a number of traits, attitudes, and characteristics that good bosses have. Read on to learn what they are, and how adopting them can make the difference between success and failure for your company.

## **Communication**

One of the biggest factors that can make your employees see you as a bad boss is poor communication skills. The best thing you can do to make yourself a better boss is to improve yours, and a big part of that is becoming a better listener.

When one of your employees talks to you, you need to actually pay attention to what they are saying. Do not just wait for them to stop talking so you can say something. Take notes if it helps you remember the important points they bring up.

You also need to clearly communicate yourself. When you talk to your employees, get right to the point. Be precise and detailed when it comes to letting an employee know what his or her responsibilities are. Don't just assume that anyone already knows what you are talking about. Common knowledge isn't always very common.

You can work on your communication skills by having a private

meeting with each of your employees once or twice a month. This will give you the best possible chance to really listen to what they need to tell you, and to clearly communicate to them. These meetings will also show your employees that you value their input and that you have given them your undivided attention.

## **Honesty**

When changes need to be made, let the people who could be affected know as soon as you can. If you let them find out about the changes through the grapevine then it will look like you are hiding things, and that will make you look bad to everyone working under you.

Similarly, when one of your employees is not performing up to expectations, let them know. Don't wait until their performance review. Tell them what they can do to improve, and give them a chance to do it, and your employees will be more likely to see you as honest and invested in their success.

## **Give Credit Where Credit Is Due**

You should also always let an employee know when he or she is doing well. People like to know that their efforts are seen and appreciated. When you show your employees that you appreciate their good work, they will appreciate your attention and good judgment, and work harder for you in return.

## **Never Hide Behind Your Email**

Never hold difficult conversations over email. If you have an unpleasant conversation on your hands, something that involves strong emotions, you need to have it face to face. It shows respect, and it will earn you respect.

## **Adjust Responsibilities as Needed**

One of the biggest responsibilities of the boss is determining who does what when. Once you have assigned all the tasks and responsibilities to various employees, it can be tempting to just stick with the arrangement that you made. However,

nothing stays the same forever, and that is as true for your business as it is for everything else. There will be family emergencies, and people will learn new skills. You need to stay on top of the assignment roster and keep adjusting it as you need to.

Make sure the most appropriate people for a task are assigned to it. Failure to do so can greatly damage workplace morale, increase turnover, and make you look foolish and out of touch.

## Delegate

Delegating authority when you can allow you to focus on the bigger picture, managing the overall process while letting your assistants

manage the details. When you delegate authority, you increase productivity. You also send the message to your team that you trust them. When you do not delegate anything you send the message that you don't trust your team and that you feel the need to micromanage them, and that will destroy workplace morale.

## Never Indulge in Retribution

If you respond to workplace mistakes with any form of retribution, you come out the loser. You lose the opportunity to turn the mistaken employee into a better company asset. You also lose the respect of everyone who works underneath you. Instead

of retribution, you should focus instead on correction. Help the erring employee learn how to do better. They will be grateful for the understanding and help and they will work harder for you in the future. You will also look like a good boss to the rest of your team.

## Final Words

One of the most common reasons that people quit their jobs is because they had a bad boss. One of the most common reasons people go the extra mile at work is because they feel that have a good boss, one who can be trusted. Learn the skills involved in being a good boss and your company and profit margin will benefit



## MARKETING

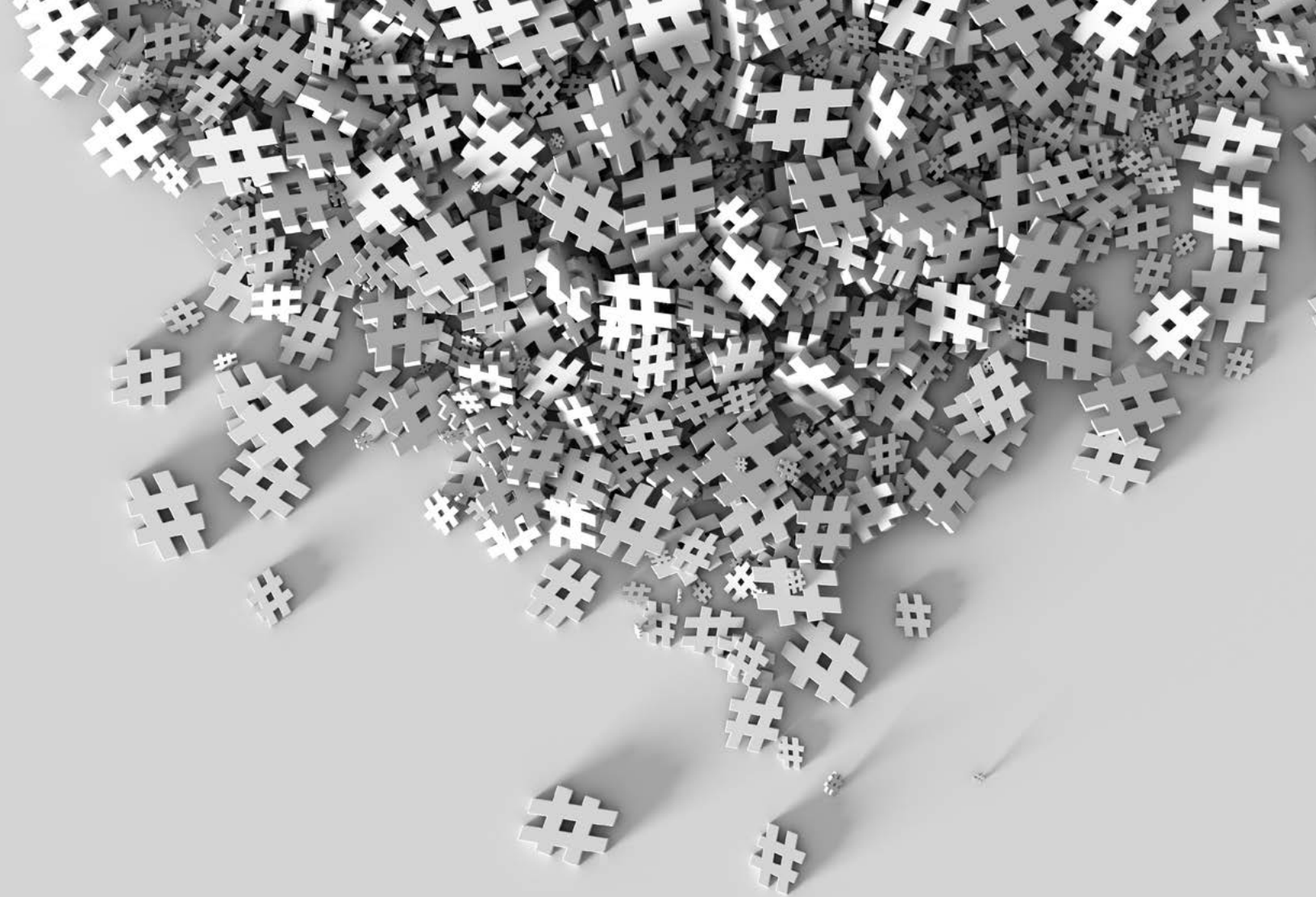
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# The Ultimate Guide to Instagram Hashtags

Hashtags are the key to your brand's success on Instagram. If your goal is getting more followers, improving engagement, or building a community around your brand, you can't do so without using hashtags. Not only do you need to utilize hashtags, you need to use them properly.

In this ultimate guide to

Instagram hashtags, you'll learn the following:

- How to use hashtags to get more followers
- How to use hashtags to improve engagement
- How to use hashtags to build a community around your brand
- Tools to organize your hashtags
- How to optimize your hashtags

## How to Use Instagram Hashtags to Get More Followers

If you have an Instagram profile, your goal is reaching more people, right? To get followers who are interested in your brand and content, you need hashtags.

Here are some tips from WordStream, specifically

for targeting followers:

- **Promote offline** - Include hashtags in any offline branding. This approach works best with branded hashtags, which are specific to you. Seeing your hashtag on offline media will reinforce your messaging in your followers' minds.
- **Get creative** - Use clever words or phrases in your hashtags to draw more attention. Don't get too whimsical, though, as you still want your hashtags to be readable. But followers will appreciate it when you show off your brand's personality.
- **Put branded hashtags into your bio** - Your bio is prime real estate and you should take advantage of it. The bio is perfect for placing branded hashtags, since it's the first thing users see when they navigate to your profile.
- **Join the conversation** - Remember to follow hashtags in addition to using them! Check out other posts that are being added in the

same niche as yours. Plus, here's a quick tip to improve engagement. Right after you add a new post, search other recently added posts with your target hashtag. Like or comment on these posts, as their owners are probably still online. They'll see your like and might reciprocate by liking your recent post as well.

### Using Hashtags to Improve Engagement

Getting more followers is one thing - getting followers to engage with your posts is another. You want more engagement because it leads to more exposure, lending your profile credibility. Here are some specific, engagement-boosting Instagram hashtag strategies from AdEspresso:

- **Narrow down your hashtags** - Make at least some of your niche hashtags as specific as possible. One way to use specific hashtags to boost engagement is with daily tags. Terms like #TuesdayTip,

#WednesdayWisdom, or the classic #ThrowbackThursday help you stay connected to your audience. Make specific hashtags based on location, holidays, and events as well.

- **Hide your hashtags** - A long list of hashtags might clutter your post's caption. How do you avoid this? You can either put your hashtag list in your caption, with a series of periods and hard returns preceding them so they don't appear right away. Or you could add your hashtags as a first comment just after you've posted.
- **Put hashtags in your Stories** - You can use up to 10 hashtags in an Instagram Story, in the text, in a sticker, or with a location tag. If you post your target hashtag enough times in your story - and consistently add quality content - your story could show up in the results when users look for that hashtag.

### Using Hashtags to Build a

## Community Around Your Brand

On Instagram, you build a community by sparking engagement and encouraging other users to post about you. Hashtags are key to community-building. Use these hashtag techniques from Upleap for connecting to and building your community:

- Keep community hashtags on your radar - Community hashtags connect likeminded users on Instagram. These could be niche hashtags, industry hashtags, and product or service hashtags. They could also be based on location, special events or seasons, creative phrases, acronyms, emojis, or daily hashtags.
- Refer to topic channels - At the top of an Instagram user's Explore page, there are areas of interest that appear based on the accounts and hashtags the user follows. These are called topic channels. You'll find your community by

looking at the hashtags displayed in the topic channels of your posts. Use those hashtags to extend your reach.

- Start from scratch - Instead of tapping into your community, build one from scratch. Adopt a hashtag specific to you and add it to your content, then promote it by encouraging people to use it as well. Whenever you or someone else uses that hashtag, it'll reflect your specific community.

## Tools to Organize Your Instagram Hashtags

How do you keep all your hashtags organized? You don't want to have to type out the full list with every post, so here are a few tools to help you out.

- Use a tool like Later to create lists of saved hashtags, sorted by subject. Even if you post different content every day, Later's subject lists can keep you from doing extra work. Later syncs with your Instagram account, so you'll no longer have to keep a spreadsheet

of your target hashtags and copy and paste them over.

- TextExpander is a software and an app that works on Mac, Windows, and iOS. With it, you create sets of shortcuts for words, phrases, or even blocks of text. It's not specifically for Instagram hashtags, but you can use it for that purpose. You can save a set of hashtags all under one name, so all you have to do is type out your shortcut and populate your text box with your list.

Remember to continually research hashtags, as trends can change quickly. Saving a list of hashtags can save you time, but don't let this practice keep you from staying up to date.

## Optimize Your Instagram Hashtags

When you put time and effort into researching and organizing hashtags, you want them to perform well. Here are five hashtag optimization tips to ensure your hashtags are working for you:

1. **Use analytics** - Use Instagram's analytics tool to check your hashtags' performance. Instagram shows you the percentage of the accounts you've reached that weren't following you before, the number of impressions a post got from your hashtags, and other hashtag insights.

2. **Hashtags in stories**  
- Make your hashtags work for you by putting them in your stories. If you still want your story to be discoverable but don't want to mess up your aesthetic, you can type your hashtags in a small font and place a sticker over them.

3. **Get followers for your branded hashtag**

- You want your target audience to follow both your profile and your branded hashtag, so you double your chances of showing up in their feed.

4. **Throw a contest** - Contests are a great way to increase brand exposure. Use a hashtag specific to your contest to promote it and solicit participants. Not only does it help spread the word about your contest, but it brings you more followers as well.

5. **Avoid banned hashtags** - Some hashtags on Instagram are banned, either temporarily or permanently. If you use a banned hashtag, your

post won't show up in search results for that hashtag. It may also keep your post from displaying for the other hashtags you use, the non-banned ones. To know if a hashtag is banned, search for it on Instagram's Explore page. If it delivers no results, then it's banned.

To promote your brand effectively on Instagram, you need a hashtag strategy. You'll never get the followers, engagement, or community you want by avoiding hashtags. Figure out which methods work best for you by trying out different hashtags. Once you have a strategy in place, your hashtags will start working for you.

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# FUN FACTS

The definition of a Harvest Moon is the full moon closest to the fall equinox. The Harvest Moon was thus named because it rises within a half-hour of when the sunsets. In the early days, when farmers had no tractors, it was essential that they work by the light of the moon to bring in the harvest.

This moon is the fullest moon of the year. When you gaze at it, it looks very large and gives a lot of light throughout the entire night. No other lunar spectacle is as awesome as the Harvest Moon.

## September Milestones:

- Sept. 2nd, 1969- Chemical Bank installed the first United States ATM in the U.S. at its branch in Rockville Centre, New York
- Sept 3rd, 1995 - eBay was founded.
- Sept 7th, 1998 - Google was founded by Stanford University students Larry Page and Sergey Brin
- Sept 9th, 1956 - Elvis Presley appeared on The Ed Sullivan Show for the first time
- Sept 13th, 1969 – Scooby-Doo, Where Are You! premiered on TV
- Sept 19th, 1928 - Mickey Mouse's first screen appearance - Steamboat Willie at the Colony Theater NYC
- Sept 30th, 1960- The Flintstones debuted on ABC during primetime

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# 2020 Social Media Image Size Specifications

## PLATFORM IMAGE

## OPTIMAL SIZE



Cover Photo  
Profile Picture  
Shared Image  
Stories  
Newsfeed Ads  
Carousel Ads

820 x 462  
180 x 180  
1200 x 630  
1080 x 1920  
1200 x 628  
1080 x 1080



Profile Picture  
Cover Image  
Post Images  
Company Logo  
Business Banner Image

400 x 400  
1536 x 768  
1200 x 628  
300 x 300  
646 x 200



Profile Image  
Header Image  
Tweeted Image

400 x 400  
1500 x 500  
1024 x 512



Profile Image  
Square Image  
Landscape Image  
Portrait Image  
Story Image

110 x 110  
1080 x 1080  
1080 x 566  
1080 x 1350  
1080 x 1920



Profile Image  
Board Display Image  
Standard Pin Image

165 x 165  
220 x 150  
1000 x 1500

A man with glasses and a beard, wearing a dark blue shirt, and a woman with dark hair, wearing a red shirt and a white apron, are smiling at the camera. They are standing behind a wooden counter in what appears to be a bakery or cafe. On the counter, there are several pastries, including a croissant and muffins, and a tablet computer. In the background, there are shelves with various items, including jars, cups, and bags of flour.

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