



HASHTAG BENEFITS

The trend of hashtags began on Twitter but it eventually spread on to other social media platforms. They are a great tool for business promotion in the online world. All you need to do is write a brand specific word or group of words after the “#” symbol.

1

Online Search Made Easy

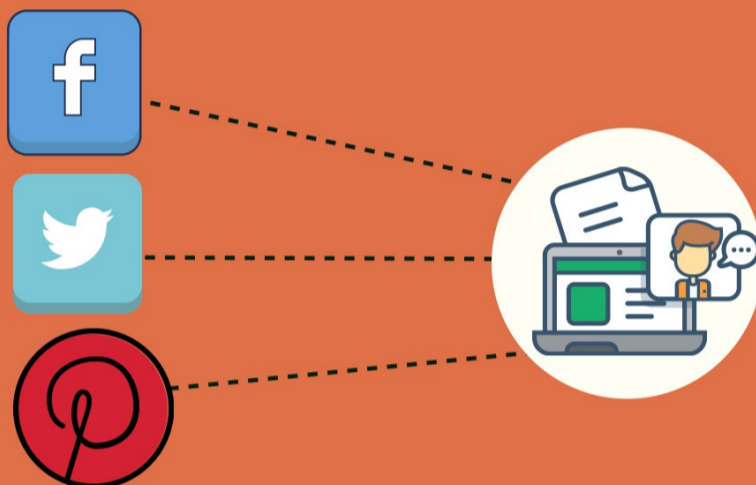


The online users can benefit from hashtag as they can immediately type “#” followed by the specific word and find all types of related links.

2

Benefits The Creator

If you create a hashtag, you get the benefit of having relevant users join your conversation. This is important for social media marketing where you need to focus on target audience.



3

Helps In Product Promotion

Hashtags can be used to advertize your company’s products and services on social media platforms. You will get access to a wider audience as hashtags increase the reach of promotional posts.



4

Increased Online Reputation

Hashtags attract relevant participants that can be converted into customers and increase profitability for your business. Your online reputation will improve as you become gain visibility on social media.



According to the Times, Messina— the Google employee, is the self-described “hash godfather,” and he “officially invented the Twitter hashtag in August 2007, when he sent out a Twitter message suggesting that the pound symbol be used for organizing groups on Twitter.”

Tweets with hashtags receive 2X more engagement than those without hashtags.

Only 24% of the measured tweets contained hashtags.

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