

embed<>ocial

How to run successful *Instagram* hashtag campaigns

Learn how to find the perfect hashtag for your campaign and how to use your website to amplify the results of your campaign.

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What is an Instagram hashtag campaign?

An Instagram hashtag campaign is a digital marketing activity that has the goal to attract social media attention, to create engagement, or drive traffic for a specific topic, product or service. Companies regularly use this to engage their audience in participating in a contest that has the idea to generate as much as content from the Instagram users, and to show how they are actually using the company's product.

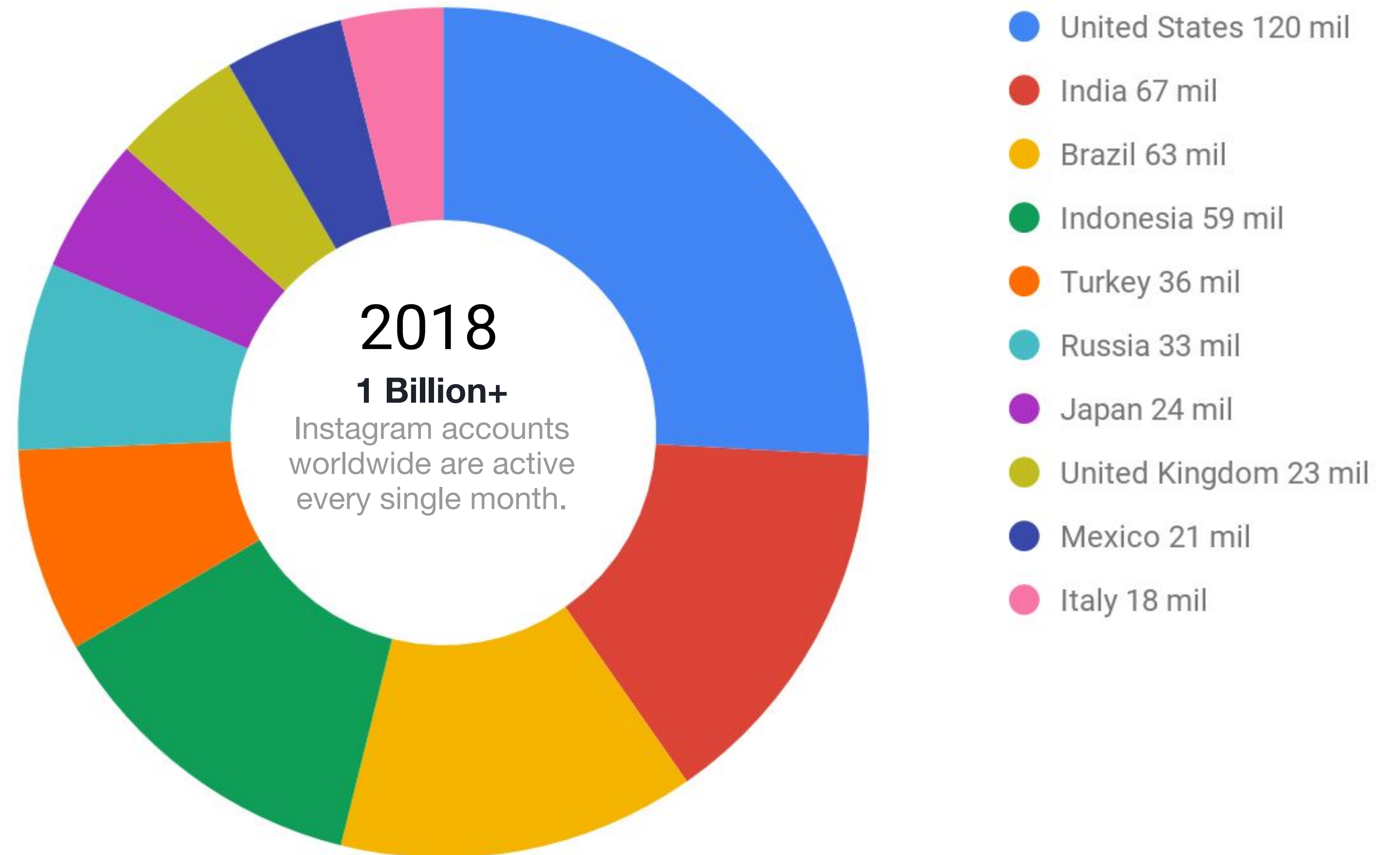


The latest campaign of Forever 21 and Kodak using the #F21xKODAK

Why Instagram?

The 1 billion + users on Instagram is one of the most significant indicator why your company must actively use it in the everyday marketing activieits. Japan is the 7th country with most of the users on Instagram, reaching up to 24 million users

[Source](#)



Why hashtag campaign on Instagram?

More Likes

Hashtags are the perfect, free and simple way to create Instagram posts that can be distributed to the interested audience. Having a relevant post with photo and video that are strongly appealing to the followers of a particular hashtag, there are high chances that your posts will get more likes, just by including the relevant hashtags.

More Followers

By including the hashtags of your business niche, you provide valuable content that people want to follow and get engaged with. Hashtags help to expand the reach of the Instagram posts and distribute the content to the people who try to find it by searching a specific hashtag. This match-making capability of the hashtags results with a greater increase in the number of followers.

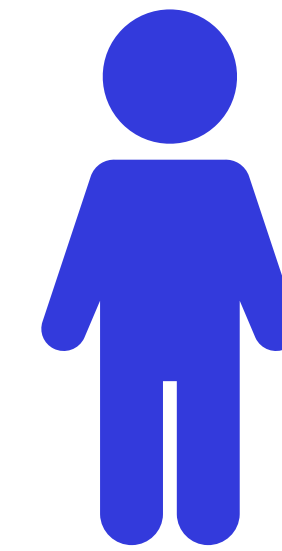
More Sales

Think about hashtags as your SEO strategy. In many cases, people following a particular hashtag have a purchase intent, similar to when using keywords in Google. Try to find hashtags that make total sense for your niche to match an intent. By succeeding with this, your Instagram hashtag strategy becomes your new sales channel, allowing your business to discover more customers.

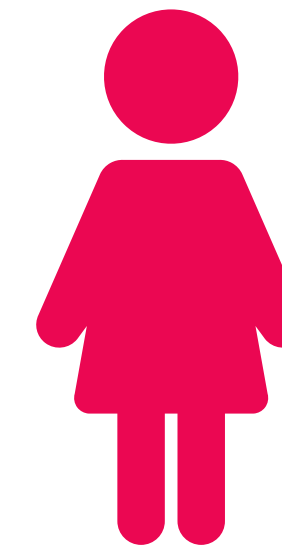


Instagram in **Japan**

[Source](#)



44.1%



55.9%

Demographic information

Majority of the instagrammers in 2018 are female and there is a bigger number of people using Instagram that have more than 30 years.

39.2% under 30



60.8% over 30



Photography & Fashion - Most Followed Topics in Japan

Before you begin your Instagram campaign the best way in finding the right hashtag is to look at the **most followed topics** in your country or the location where you will launch your campaign. This is especially important if you want to expand the reach of your campaign and target your branded hashtag along the audience using topic hashtags that will be perfect to enter the campaign.

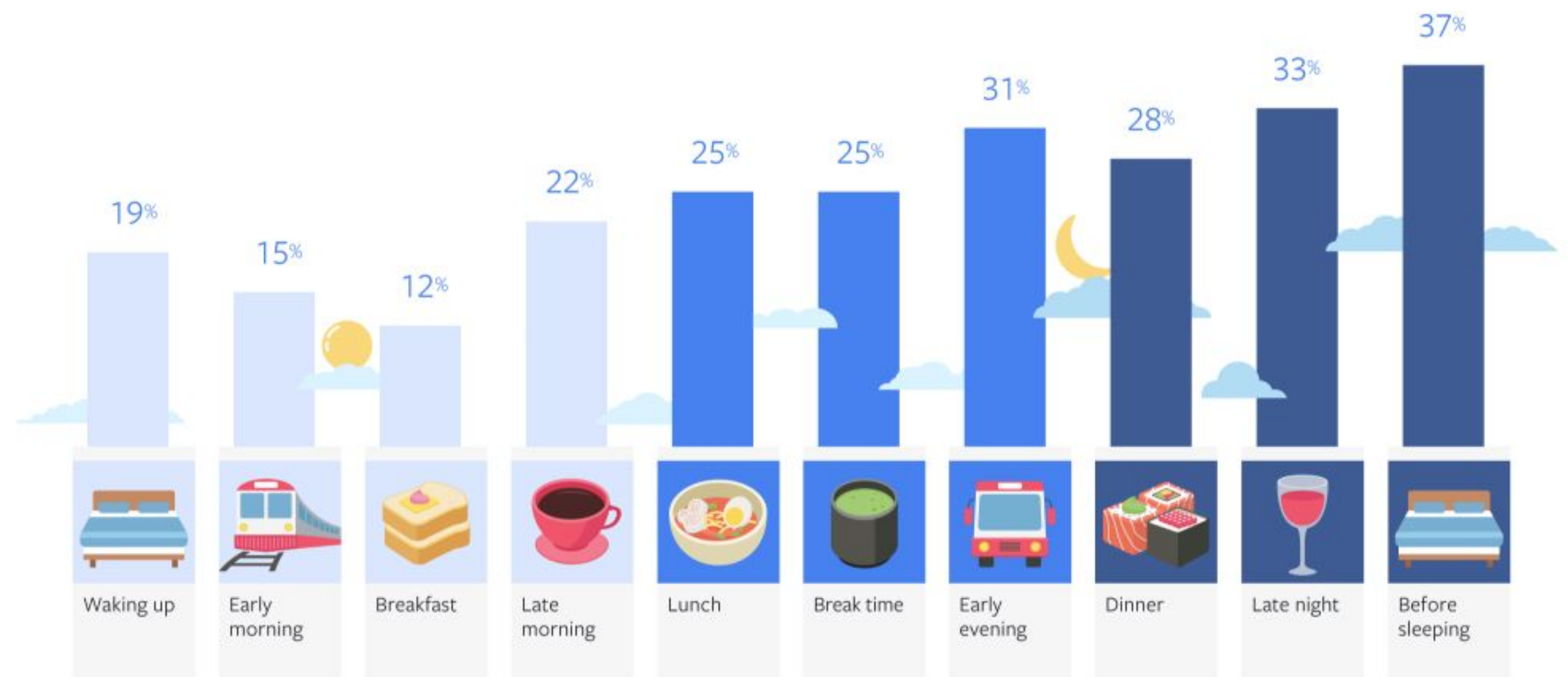
For example: If you run a campaign in Japan the topics **photography and fashion** are the most followed on Instagram with 27% of the total number of followers.



More than **1 in 3 people** in Japan are on Instagram right before bed

This is an interesting insight into the market behaviour that can affect companies' campaigns planning on Instagram.

Obviously people in Japan spend 37% of their time on Instagram **Before sleeping**.



How to run a hashtag campaign?

6 SIMPLE STEPS

This is a simple step by step process that you will need to follow and be aware of, in order to successfully plan and execute your Instagram hashtag campaign. You will need to pay special attention for the steps 3 to 5 which is the actual execution of the campaign, where the activities you will perform will mostly affect the result of the campaign.

1 Identify brand hashtag

In this phase your core goal is to find the best hashtag for the campaign. You should look for easy to remember, interesting, unique and fun hashtags.

2 Test hashtags

Before launching the campaign, try to post hashtags that are similar to the one you are using and see how people will react.

3 Promote campaign

Once you have your hashtag make sure you are using in any communication of your company, whether you use flyers, Facebook ads, or web banners.

4 Engage, repost, like

Lorem ipsum dolor sit amet, consectetur adipiscing elit, se exercitation ullamco Ut exercitation ullamco laboris nisi ut aliquip

5 Distribute on website

Lorem ipsum dolor sit amet, consectetur adipiscing elit, se exercitation ullamco Ut exercitation ullamco laboris nisi ut aliquip

6 Measure results

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What you need to know about Instagram hashtags

Once you define your hashtag main topic and the audience you want to target, the following tips will help you to find the best hashtag based on the length. [Source](#)

Number of # per post

You can add in up to 30 hashtags per post.

Hashtag Length

Longer hashtags with 21 to 24 character length perform best.

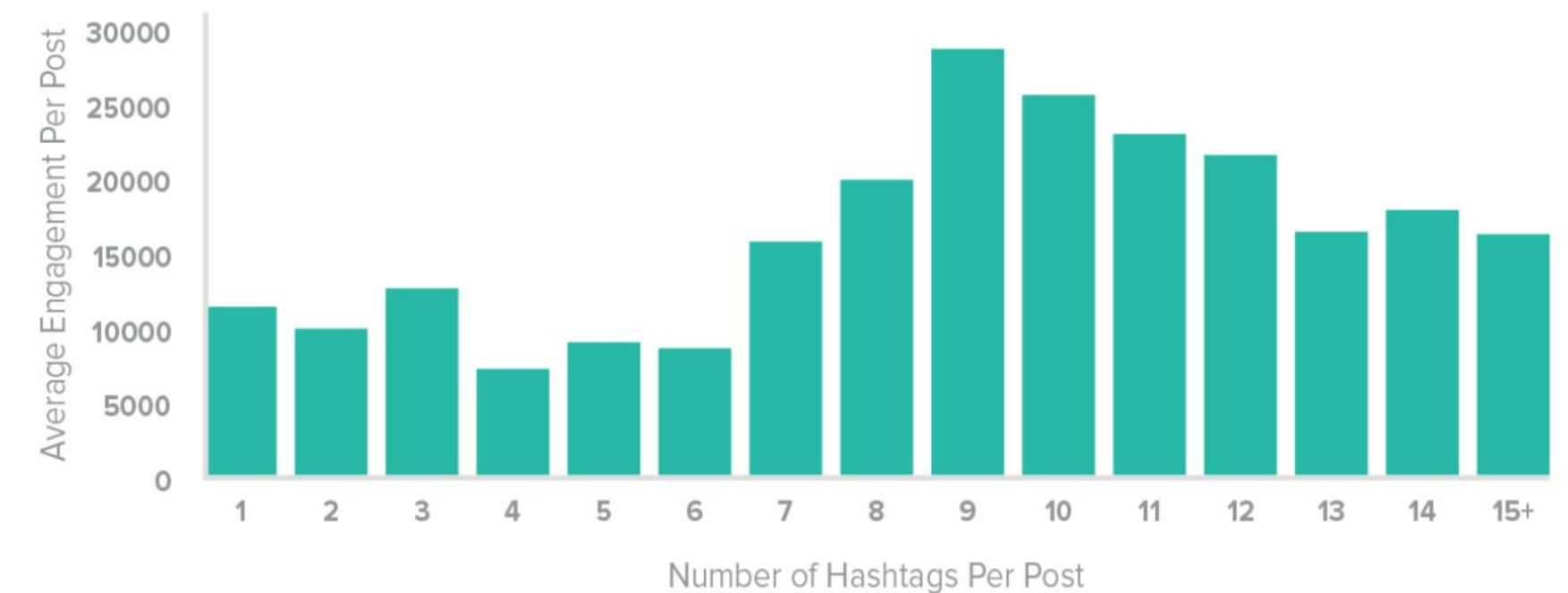
Optimal number

11 is the optimal number of hashtags for boosting engagement on the platform.

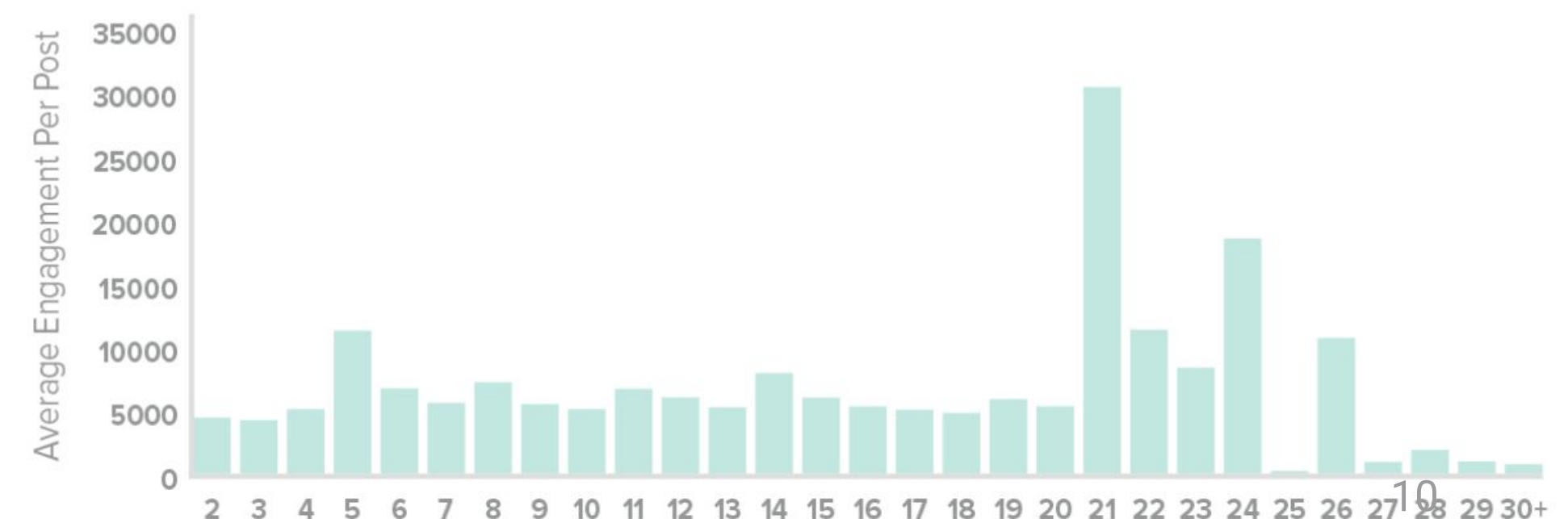
Tag a location

Instagram posts with a hashtag and a tagged location, have a bigger chance to get greater engagement.

Instagram: Number of Hashtags vs. Average Engagement Per Post



Instagram: Length of Hashtag (in Characters) vs. Average Engagement Per Post



How to choose the right **hashtags**

Before you choose your branded hashtag and the hashtags you need to use in your campaign, here are the things you will need to consider :

- Always make sure you pick an unique, relevant, interesting and fun hashtag;
- Check what your competitors are doing;
- Analyse the hashtags used by the influencers;
- Look for a trending topic that is relevant to you;
- Make a list of the most popular hashtags and understand what is the segment/audience that are using them, and are they a similar target for your brand. Check the examples on the right:

Most used hashtag in Japan is **インスタ映え** pronounced, 'Insta-bae,' and it means to be photogenic on Instagram.

Cooking **#おうちごはん**

If you want to target demographic interested in cooking. 9+ million posts

Teen **#ljk**

High school students mostly girls with more than 700K posts

Children **#親バカ部**

Young parents posting photos of their children. 8.5 million posts

Travel **#ファイダー越しの私の世界**

Travellers, photographers, influencers who use this hashtag in more than 14 million posts.

Promote Instagram hashtags

- Add clickable hashtag in bio

Make sure your branded hashtags are displayed in your Instagram profile bio.

- Follow hashtags

Follow your targeted hashtags and never miss a chance to engage.

- Add hashtag in Instagram stories

Instagram stories have the option to add a clickable hashtag.

- Include hashtag in Instagram ads

Create Instagram ads to promote the campaign and add the hashtags in the photo and the post description

- Add Instagram # feed on your website

Expand the reach beyond Instagram, and make sure your website visitors know about your campaign

- Endorse influencers

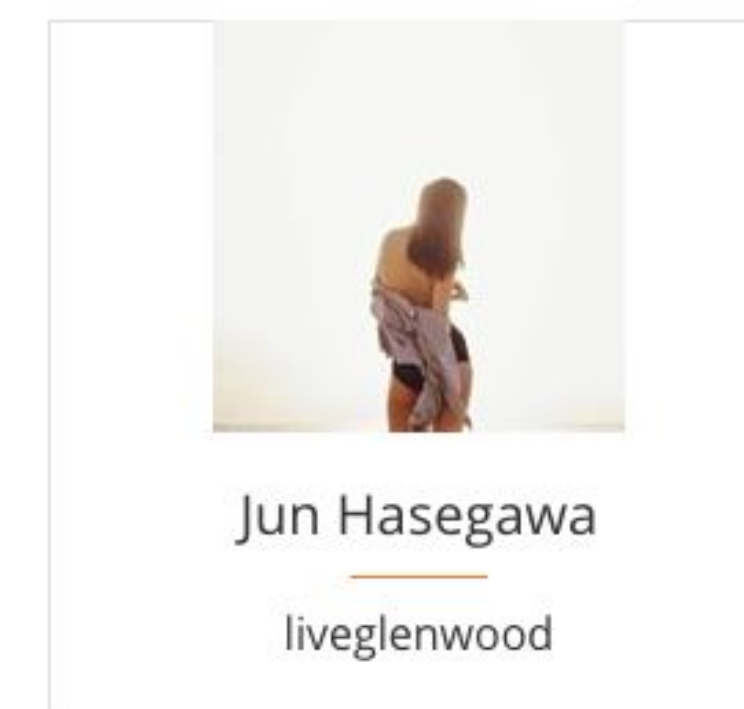
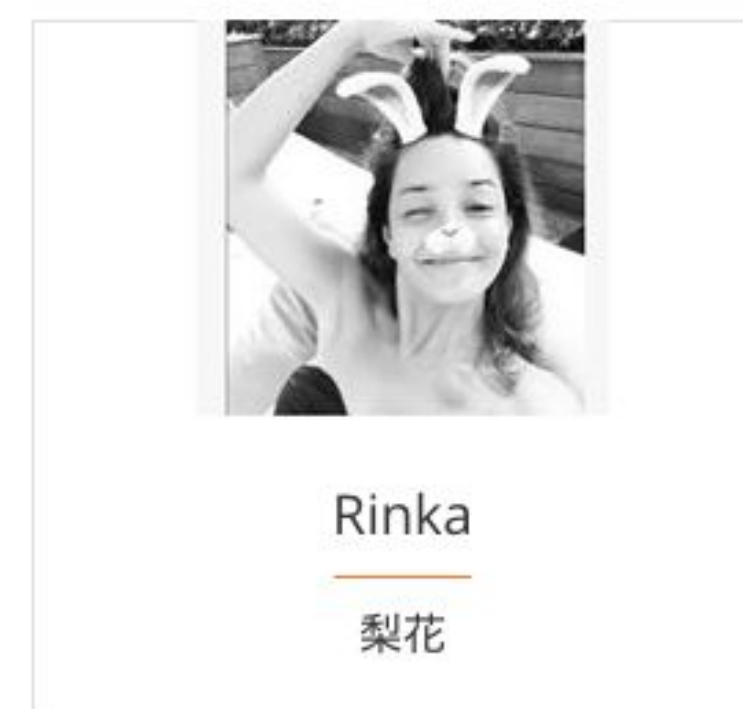
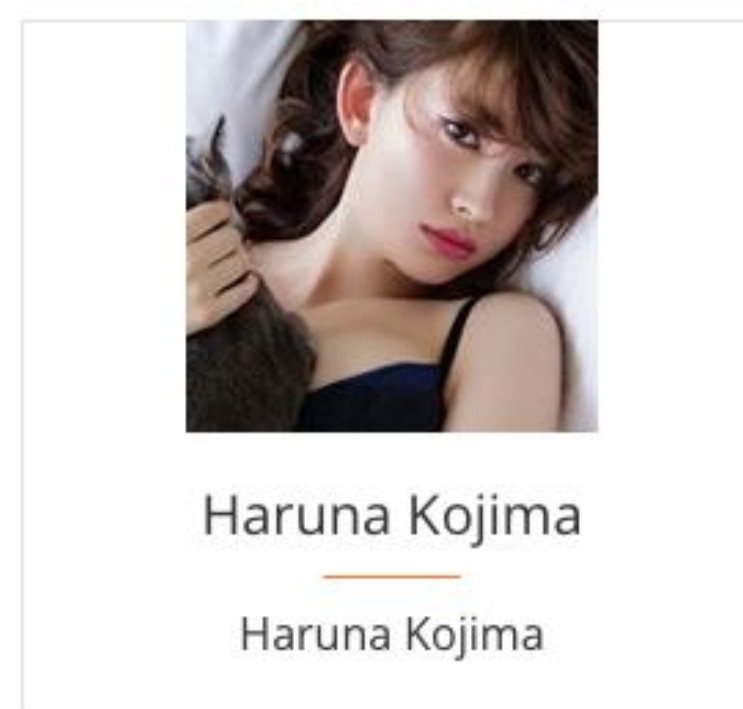
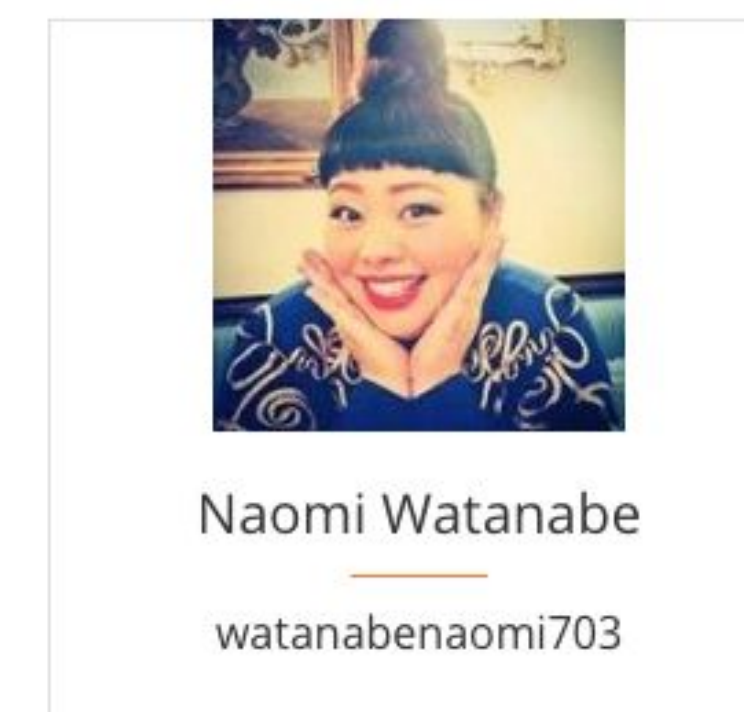
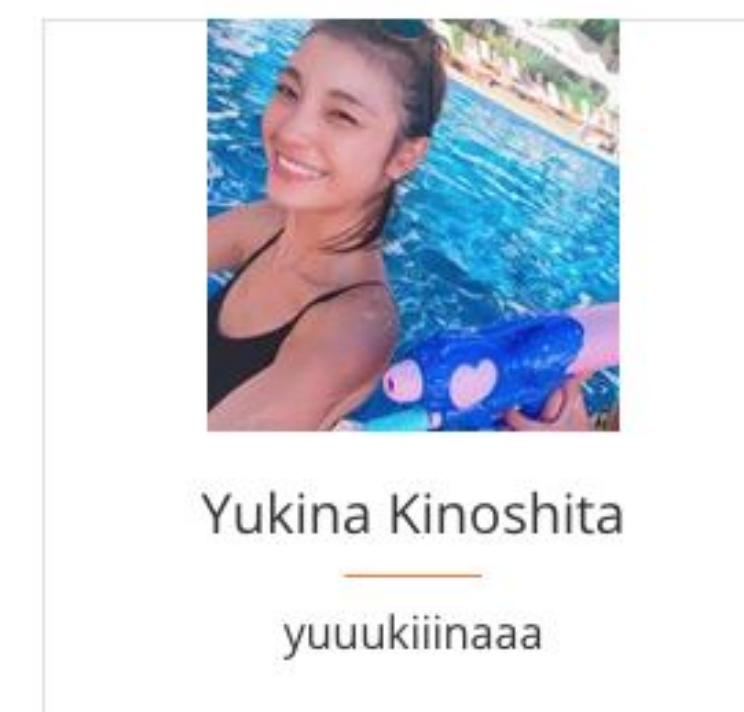
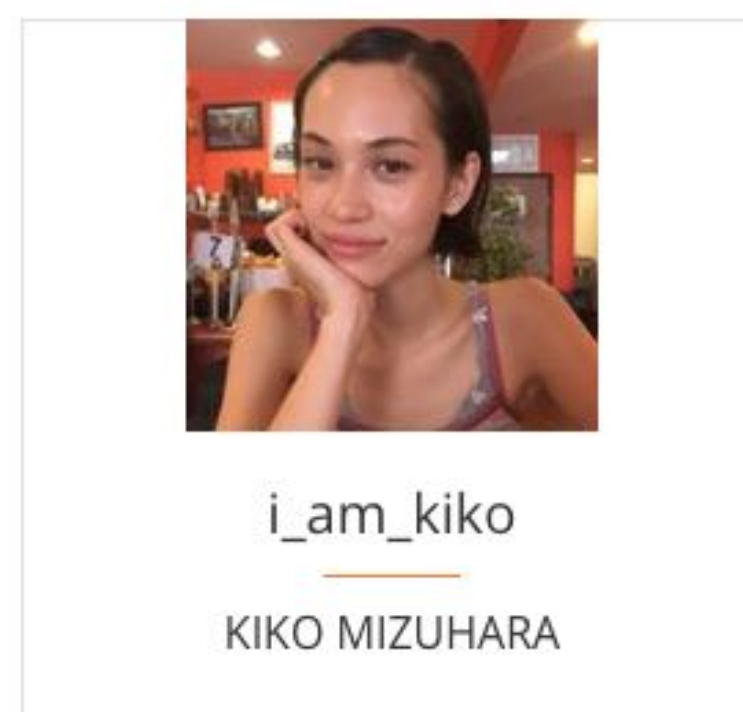
The best way is to endorse influencers in your niche and ask them to participate in the campaign by posting on Instagram with the campaign hashtag.

Instagram influencers rise in Japan

These are the top influencers in Japan that can help you grow your B2C campaign on Instagram.

B2B Influencer marketing is still at the beginning but it is an interesting segment that may gain greater increase in near future.

[Source](#)

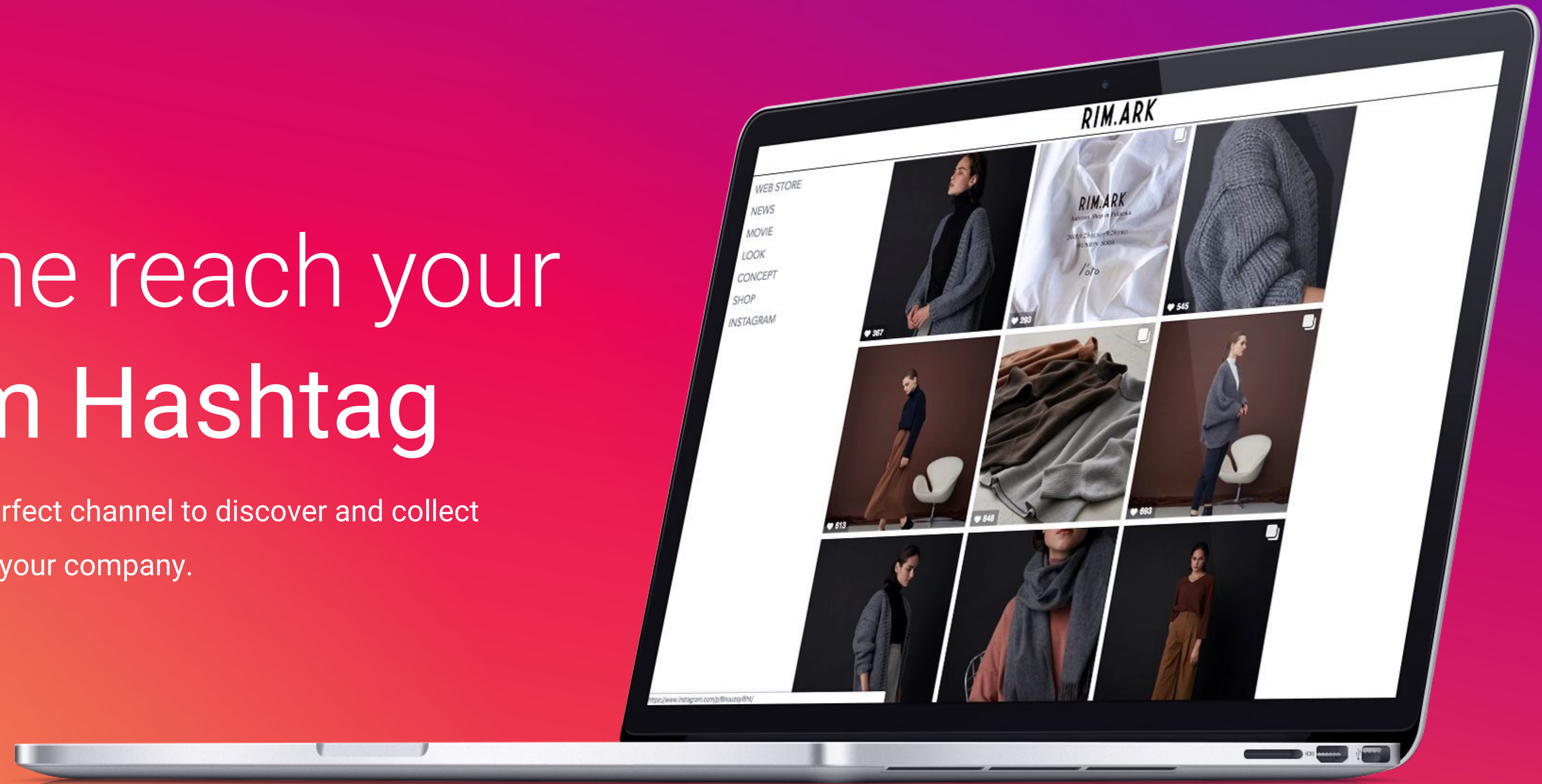


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Expand the reach your Instagram Hashtag

Instagram hashtags are the perfect channel to discover and collect
User-generated content about your company.



Display hashtag campaign on your website

In the distribution phase of reaching more Instagram users to join the campaign, you will want to distribute it beyond Instagram. One of the best ways is to embed the hashtag feed on your website, and showcase the user-generated photos to your website visitors. By promoting this page you have a great potential to reach and inspire more users to join the campaign, buy your product and post a photo on Instagram with your campaign hashtag. Follow the 3 simple steps below to use EmbedSocial's platform to embed an entire Instagram hashtag feed on your website.



Use EmbedSocial

EmbedSocial is an Instagram marketing platform that can help you generate, analyse and display Instagram hashtag feeds on your website.



Customize the feed

Use customization settings to design the feed according to your website layout and brand requirements.



Embed code on a website

Use one simple code to display the feed on your website, that will auto-sync everytime a new photo is posted with the hashtag.

About EmbedSocial

EmbedSocial is an Instagram marketing platform that provides tools to help you get the most out of your Instagram strategy. The most used cases for the Japanese market include displaying hashtags campaigns on brand's websites, adding CTA buttons to Instagram albums and embedding Instagram stories on websites.

[Contact us](#)

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