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ROOFING HASHTAG GUIDE

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You've set up social media accounts for your roofing business, and you're ready to get the word out about your services. Now, what's next? Whatever social media platforms you've chosen as part of your social media strategy, effectively using hashtags will help boost social media engagement. This E-guide will break down the basics of using hashtags on social media and why you should use them.

This guide also includes:

- Why only using popular hashtags isn't the best approach
- How to find the hashtags that will work best for your brand
- Specific hashtag examples for the roofing industry



What is a Hashtag?

A hashtag is a word or phrase preceded by the hash sign (#). Hashtags essentially serve as a label for content, helping people who are interested in a specific topic quickly find more content surrounding that topic.

Hashtags would look something like this: #roofersofinstagram or #rooferlife. Hashtags first hit the scene with Twitter. But now, they are used widely on the major social media channels Instagram, Facebook, and Pinterest.

Why Use Hashtags? # YOUR TAG

Why are hashtags relevant to your business? Simple. They increase engagement with your followers. Plus, using hashtags allows you to reach new people interested in your social media content.

Using hashtags in your posts includes your business in a conversation that is happening on social media. It makes your content visible to people who have already indicated that they are interested in that conversation. When you use a hashtag, your post will appear in a group with any other posts using the same hashtag. When social media users seek out specific content, they will often search for hashtags.

BUILD YOUR BRAND

Hashtags also allow you to build your roofing company's brand. Creating a branded hashtag with your business name can be a great way to promote your business and up social media engagement. If your business name is Action Roofing, you can create hashtags with your business name or main slogan.

#Action_Roofing or #FixedRight

Hashtags Basics

Hashtags always start with a (#), but they don't include spaces, symbols or other punctuation. Hashtags should be short and sweet. Don't string too many words together. It makes them hard to read.

Hashtags need to be relevant and specific. If the hashtags you are using are unrelated to the post, it won't help your engagement. More Hashtags aren't always better. If you use too many hashtags, it can look spammy or like you're trying too hard.

#hashtag



Choosing the Right Hashtags for Your Business

Your hashtag selection needs to be in line with your goals. For a roofing company, your goals are to spread awareness about your business for your target audience. Local homeowners.

An account looking to be seen by anyone and everyone will be much different than an account hoping to reach a very specific audience. The most popular hashtags aren't necessarily the best hashtags. This means that using the most popular hashtags on Instagram may not be an effective way to see success with your account. #Love has been used in 1.9 billion posts. This hashtag is non-specific and provides the opportunity for a large number of people to see your post. However, the social media users who see your post can be anywhere in the world and most likely have no relevance to you.

BUILD YOUR BRAND

Even if you receive likes, comments, or even gain followers from using these hashtags, they often won't be valuable to your business. You can still dabble in popular hashtags like #throwbackthursday or #flashbackfriday as they can be fun ways to join a bigger conversation. But because these are relatively universal, they aren't relevant to the roofing industry so use them sparingly.

In a similar way, using hashtags that are too specific to you and have very limited posts associated can be just as ineffective. #myfavouriteroofer has been used in 0 posts. While this hashtag may describe who you want to be to your clients and is where you would want your content to appear, having no posts associated with the hashtag means that no one else considers it valuable and your target audience won't be looking for it.

To accurately reach your intended audience, use hashtags that feature the area(s) where you offer your services, and consider the demographics and interests of that audience.

The formula would look like this:

#cityname + roofing
#cityname + homeimprovement
#cityname + interest

For example, If your target audience is women in Calgary, Alberta in their late 20's to early 30's, you may utilize some of the following hashtags:

#calgaryroofing #yycroofing #calgaryroofer #yycroofer #calgaryhomemaintenace
 #yychomemaintenance #calgaryhomeimprovement #yychomeimprovement
 #calgarytrades #yyctrades #yycmoms #calgarymoms #yycparents #calgaryparents

ADVANCED TIPS

- **Monitor competitors' hashtags.** You can get ideas for which keywords they tend to use and utilize them within your strategy.
- **Use Hashtagify.me.** This website helps you find the best hashtags for your brand.
- **Use Instagrams related hashtags.** If you have some hashtags that are working well this tool helps you find more like them.
- **Put your hashtags in the comments section.** For a cleaner way of organizing your hashtags, consider adding them as a comment on your post

How Many Hashtags?

The number of hashtags you use depends on what platform you're posting on. For the best results tailor your hashtags to each platform.

See below for the best number of hashtags for each platform.



ROOFING



CONTACT US

Now that you know the basics, get out there and start #hashtagging. If you need any more help with your social media platforms, reach out to us. We specialize in full social media solutions for businesses in the roofing industry. We would be happy to do a free social audit for your business.

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