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**IAIN G. SCOTT**  
[@IAINGSCOTT](https://twitter.com/IAINGSCOTT)  
[LINKEDIN.COM/IN/IAINGSCOTT](https://www.linkedin.com/in/IAINGSCOTT)

**ANNA CORBETT**  
[@ANNAAPPENZELLERCORBETT](https://twitter.com/ANNAAPPENZELLERCORBETT)  
[LINKEDIN.COM/IN/ANNAAPPENZELLERCORBETT](https://www.linkedin.com/in/ANNAAPPENZELLERCORBETT)



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## INTRODUCE A WINNING HASHTAG

Running a competition on social media will give you access to two things; people who are willing to engage and a network of those who enter the competition.

The formula to run a competition on social media should revolve around a hashtag. Hashtags bring a conversation together, allowing people to publish a comment, or post, and tag it with a keyword. The trick here is for you to create the unique hashtag that others will use when entering and referring to your competition.

And the best thing about all of this is the 'measurability'. You can instantly see the result of your efforts both during and after the competition, allowing you to tailor and tweak your next one to work even better.



## LET'S DO IT

- 1 Work out the details of your competition: what are you giving away and what do your users have to do. E.g. "Win a month's supply of our product. Simply post a picture of you using the product you'd like to win, and the hashtag **#iloveproducts**".
- 2 Publicise the competition, using both on and offline promotion. Identify influencers if you can to gain extra exposure.
- 3 During the competition, search for the hashtag you chose and measure the level of engagement. Retweet a handful of entries alongside a comment from you. At the end of the competition time period, select a winner.
- 4 Promote the winner, and ask the winner to post throughout the month they receive their product supply. Then consider engaging with other competition entries - these are people who've expressed an interest in your products.



## BONUS MATERIAL

Consider using software or services like Hootsuite to automatically search for and find accounts that have mentioned your hashtag.



HootSuite: [bit.ly/50D\\_HootSuite](https://bit.ly/50D_HootSuite)