

How To: Use The Hashtag Counter Tool

Overview

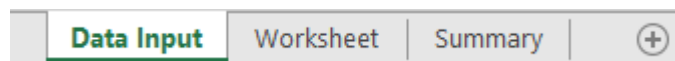
Using highly trafficked hashtags in your social media copies can greatly expand the reach of your campaigns. However, gathering and formulating an analysis on the success of a hashtag can be time consuming. To help you save on time and effort, we've created a Free Hashtag Counter Tool for Microsoft Excel.

Use the Hashtag Counter Tool to do the heavy lifting for you. All you'll need to do is gather your content copies, information on the Clicks, Shares and Likes, and plug them into the Tool. The Hashtag Counter Tool will extract and output a summary of all hashtags used within your social media copies, as well as aggregate data on their total Clicks, Shares and Likes.

Hashtag Counter Structure

Navigating the Three Tabs

The Hashtag Counter Tool uses 3 tabs to formulate your summary. Each tab performs a unique function to develop your data summary. The flow of the Hashtag Counter Tool is shown below:



1. "Data Input" – This is where you will be entering your formatted data to be calculated.
2. "Worksheet" – This tab contains the formulas used to extract and assign the hashtag used in your social media copies.
3. "Summary" – This tab compiles all of your data into an easy-to-read summary.

Notice: The only changes made to the tool is in the Data Input. Adjusting algorithms may lead to errors in the summary for future use.

Data Input - Using Your Raw Data


The first tab, "Data Input" is where you will plug in your raw data.

You'll need to format the social media copies and data before it can be entered into the calculator. The data will need to be organized in the following order *Copy, Click Data, Share, Data, and Likes*. To help you with the organization of your raw data, we've compiled an example of typical Twitter information to be calculated. We recommend pasting your information over the templated copies. Here is an example of the format:

Insert Twitter Copy	Clicks	Shares	Likes
4 Must Have Tips to optimize #blogs for #Conversions http://bit.ly/1Y2DbZ9	10	10	10

Notice: The algorithm will count content copies with duplicate hashtags twice.

Below is an example of a completed Hashtag Counter summary:

 STRONGPAGES		Hashtag Counter		
Hashtag	Clicks	Shares	Likes	
blogs	10	10	10	
Blog	2	4	2	
PPC	10	5	12	
Marketing	25	23	12	
B2B	5	2	9	
contentstrategy	6	6	1	
BrandEquity	15	12	3	
SocialMedia	12	12	27	

Notice: Information generated in this summary are for illustrative use and not reflective of actual hashtag traffic.

Conclusion

The Hashtag Counter Tool will save you time from extracting and compiling large datasets for Clicks, Shares and Likes by Copy. The summary will provide you with insight on which hashtags are gaining the most interactions for your social media strategy.

An effective hashtag strategy will reveal themes and topics that are based around your content. Use the information generated by the Hashtag Counter Tool to evaluate the direction of your social media campaign.

About Strongpages

Strongpages is a leading digital marketing agency with a deep history of developing digital strategy and managing successful online marketing programs. Strongpages has generated significant results for our client's brands – ranging from startups to the world's largest retailers. We're dedicated to helping businesses of all kinds leverage this mission critical channel to fuel their business in the digital age.

Our expert resources represent leaders in strategy, search technology and online marketing, combined with hands on leadership expertise that helps translate program data into actionable business intelligence. This unique combination gives clients unparalleled results – improving targeted, qualified lead flow to your sales funnel and driving immediate deal opportunities and revenue growth. Learn more at <http://strongpages.com>.