



ACTIVITY 22

HASHTAGS, KEYWORDS, AND TRENDS

Read on and follow the step by step instructions. The goal for this activity is to be able to apply your learnings on hashtags, keywords, and trends to develop a sample social media post for Peak Performance Nutrition.

Instructions:

- Choose a Target Audience: Select one of Peak Performance Nutrition's target demographics to focus on – Fitness Enthusiasts or Casual Gym-Goers.
- Content Focus: Decide on the type of content you want to create. Will it be informative, motivational, visual, or interactive?

Craft the Post:

- Write a captivating caption (around 150 words) that aligns with your chosen content focus and target audience.
- Include a high-quality image or short video (if applicable) relevant to your post.

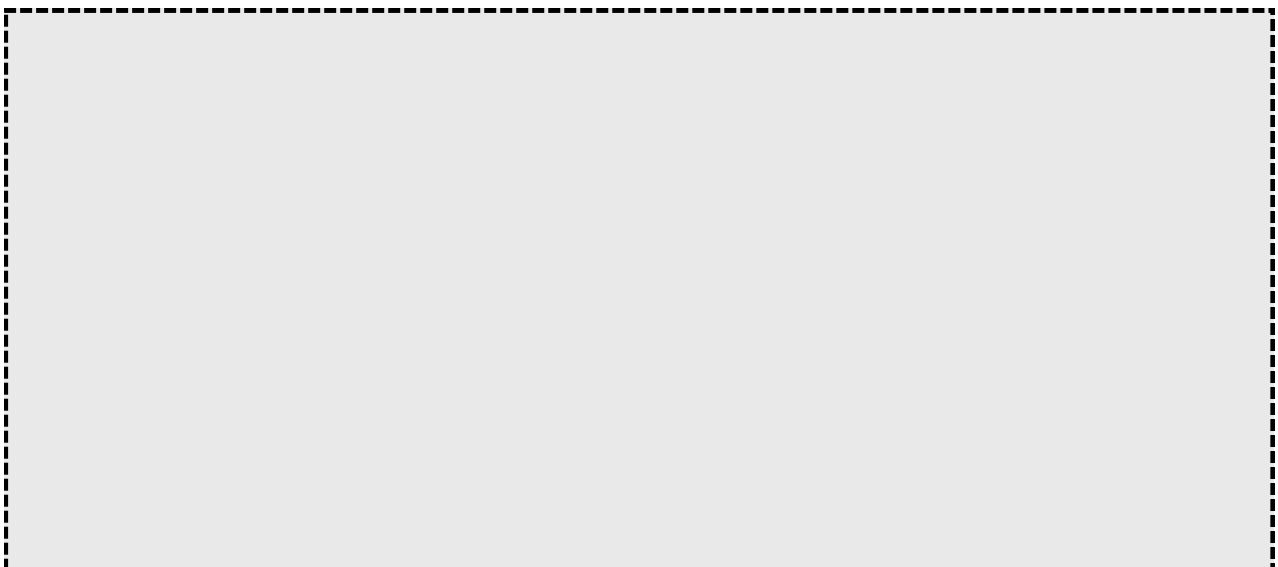


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Hashtag Magic:

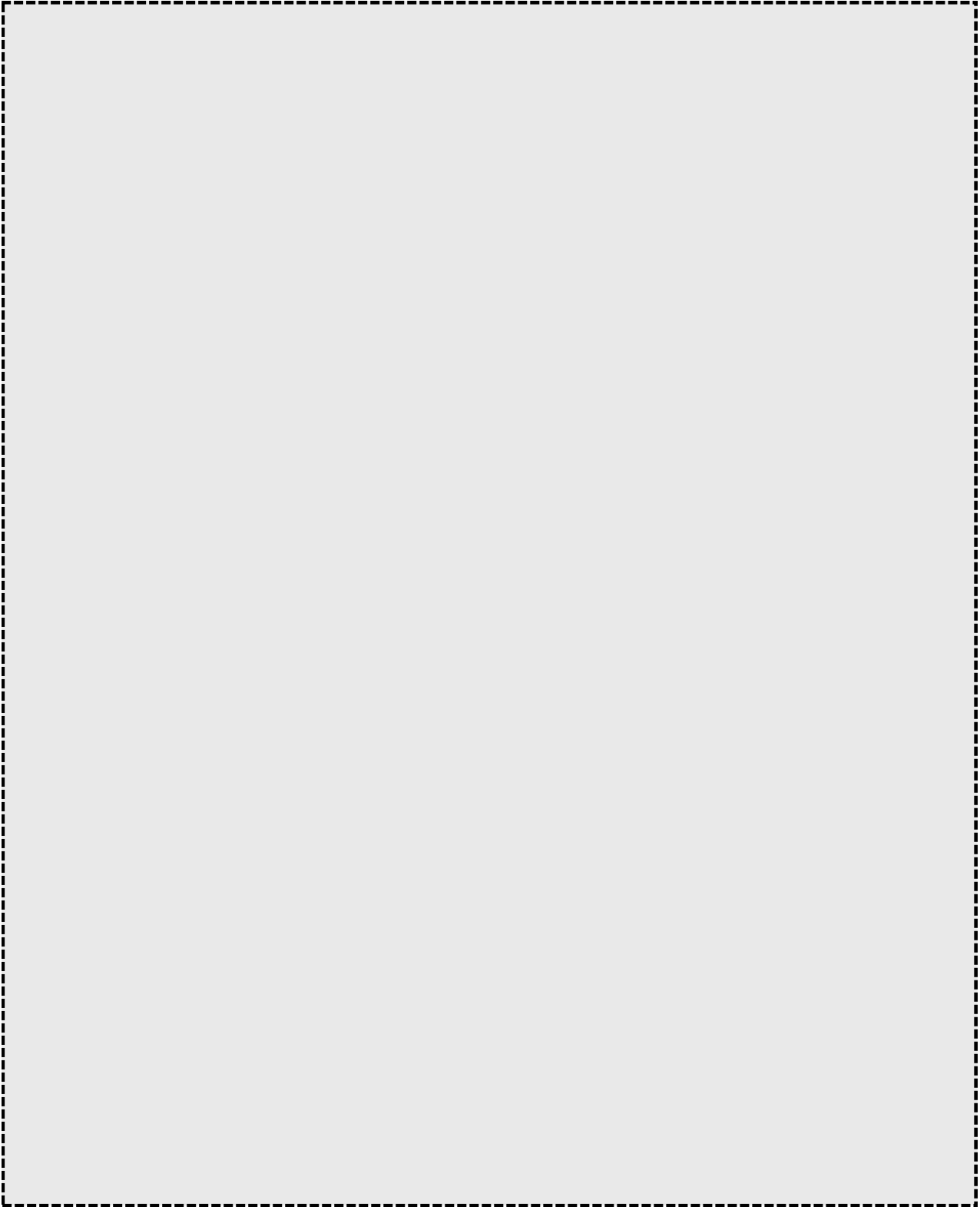
- **Target Audience Research:** Head to Instagram and look for accounts that fit your chosen target audience (Fitness Enthusiasts or Casual Gym-Goers).
 - Search for relevant terms like #fitnessmotivation, #weightlifting, or #gy workouts (for Fitness Enthusiasts) or #healthylifestyle, #fitfam, or #workoutathome (for Casual Gym-Goers).
 - Explore profiles of popular fitness influencers or fitness accounts your target audience might follow.
- **Hashtag Inspiration:** Once you've identified relevant accounts, see what hashtags they're using in their posts. This will give you valuable insight into the kind of hashtags your target audience might be searching for.
- **Free Hashtag Research Tools (Optional):** Utilize free online hashtag research tools to discover additional relevant hashtags. These tools can provide information on search volume and related hashtags, helping you choose a strategic mix.
- **Targeted Selection:** Based on your research, identify 5-7 relevant hashtags that your target audience might use to search for fitness content or Peak Performance Nutrition products.
- **Strategic Mix:** Use a combination of popular hashtags (higher reach) and niche hashtags (more targeted audience) to maximize your post's visibility.





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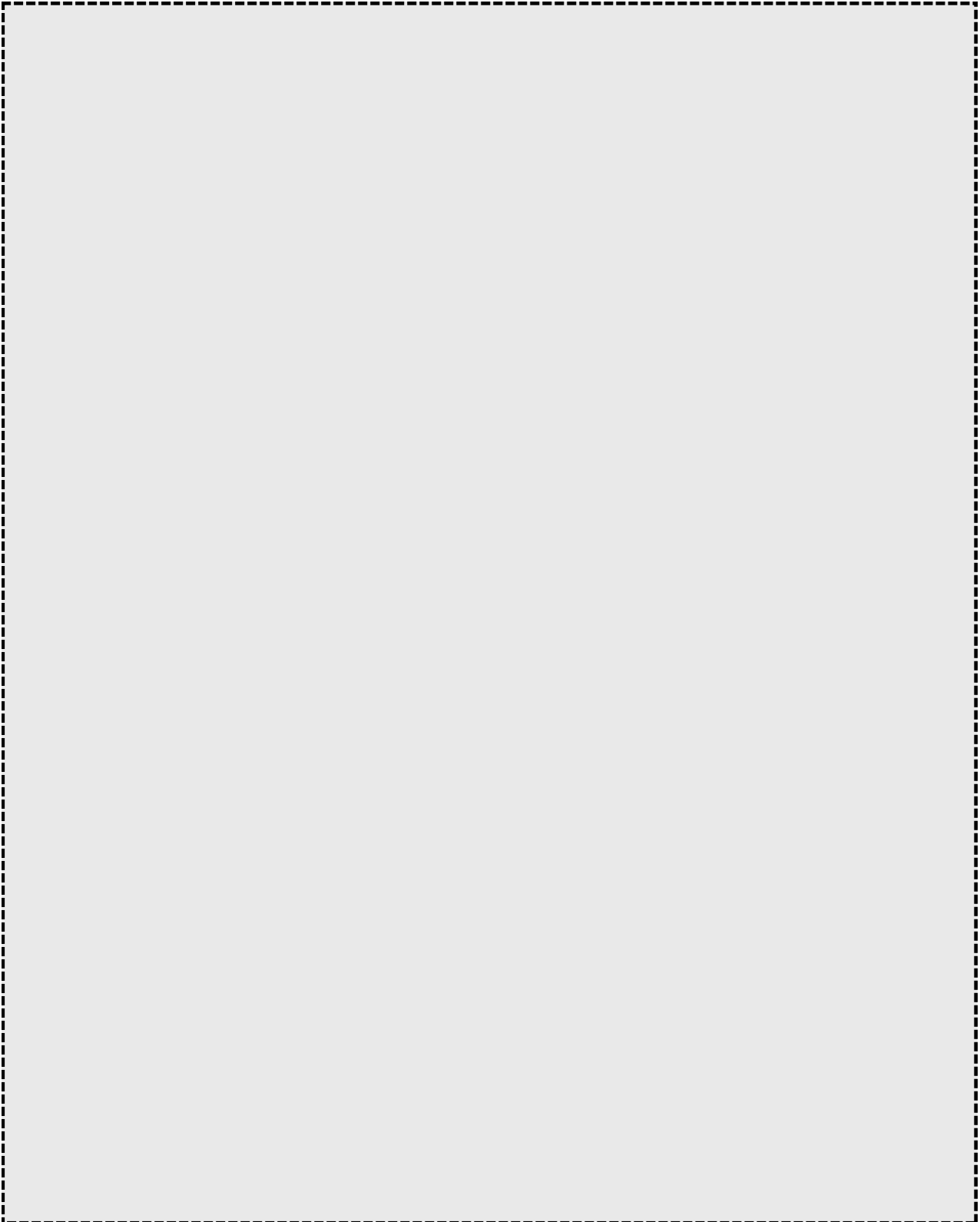
Keyword Power:

- Choose 2-3 keywords that people searching for fitness supplements might use.
- Here are some ways to identify relevant keywords for Peak Performance Nutrition's social media posts:
 - Think Like Your Audience: Consider the challenges and goals of your target audience (Fitness Enthusiasts or Casual Gym-Goers). What questions might they have about fitness supplements? What terms would they use to search for products?
 - Utilize Free Keyword Research Tools: Several free online tools can help you discover popular keywords related to fitness supplements. Here are a couple of options:
 - Google Keyword Planner: While primarily intended for search engine advertising, the Google Keyword Planner offers valuable insights into search volume and related keywords. You can search for broad terms like "fitness supplements" and see what specific keywords people are using.
 - Answer the Public: This free tool helps uncover questions people are asking online related to your chosen topic. Search for terms like "build muscle" or "improve endurance" and see what questions pop up. These can be a great source of keyword inspiration for your social media captions.
- Competitor Research: Take a look at the social media profiles of Peak Performance Nutrition's competitors. What keywords are they using in their posts and bios? This can provide valuable clues about what terms resonate with their audience.
- Pro Tip: Aim for a mix of high-volume keywords (greater reach) and long-tail keywords (more targeted audience). High-volume keywords like "protein powder" might generate more views, but long-tail keywords like "vegan protein powder for weight loss" can attract a more engaged audience actively searching for a specific product type.
- Once you've identified your keywords, naturally integrate them into your post's caption. This means using the keywords organically within the context of your writing, not just stuffing them in awkwardly.



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Trend Spotting (Optional):

- Is there a current fitness trend or challenge you can incorporate into your post to boost engagement?
- If so, explain how you would creatively leverage the trend while staying true to Peak Performance Nutrition's brand identity.