

THE HASHTAG LADDER

Bonus:
The anatomy of a viral post built with the Hashtag Ladder



#Tag Ladder Cheat Sheet
Critical Steps
You Need To Go
Viral on Instagram

The Hashtag Ladder
An algorithm-proof viral strategy business profiles use that personal profiles can't really capitalize on.



10 VIRAL VIDEOS IN 30 DAYS, EACH W/1+ MILLION IMPRESSIONS OR MORE!

33,763 New Followers in 30 days!



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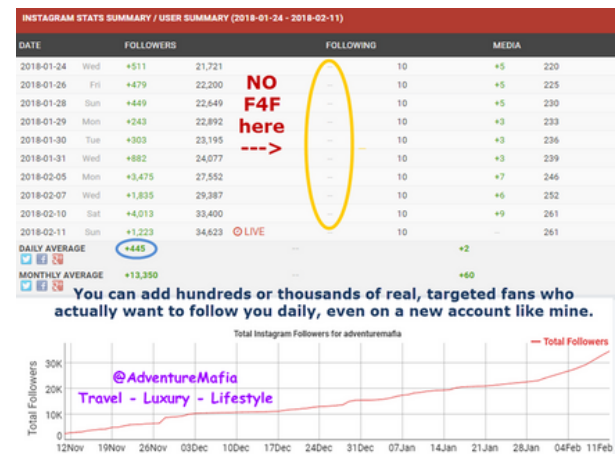
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There is nothing social about using follow-for-follow (F4F). These profiles get less than 0.05% engagement rate on avg. They're like spam. It breaks the TOC of the platform and you're likely to have your profile shutdown much like MassPlanner.com

F4F = Fake Influence

Profiles using obligated followers like those using F4F really have little to no influence.



Stop Chasing Customers

Using F4F is like chasing customers to tell them about your widgets.

Have Customers Chasing You
When customers find your viral content on the Explor page it's like them chasing you.



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Rank Your Tags By Size

Build your # sets anticipating that you hit 2+ tags on each step of the ladder.

5M+

1-5M

250K-1M

100-250K

50-100K

0-50K

1
HASHTAGS
AT THE
TOP

2 HASHTAGS

3 HASHTAGS

4 HASHTAGS

5 HASHTAGS

6 HASHTAGS

ADD ANOTHER
3 - 4 LOCATION
OR PIC SPECIFIC
HASHTAGS

LIKE: #IG_MEXICO,
#MEXICALI,
#MEXICO_TOUR



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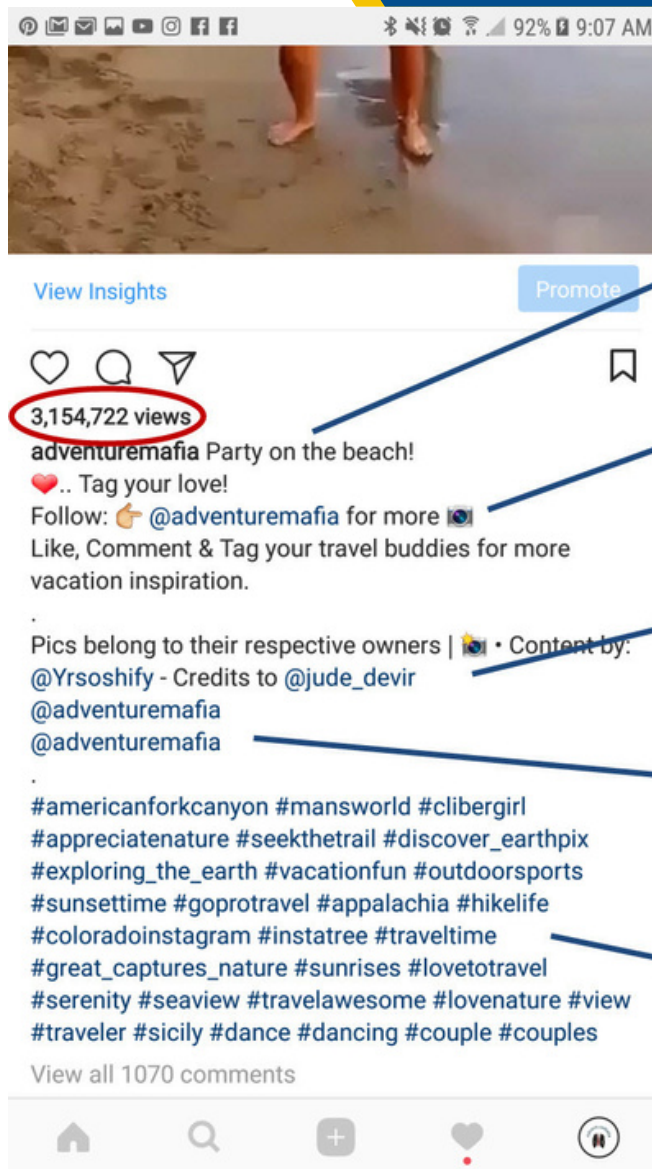
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Using This Strategy

Spend a few days and do your homework here.

- 1- Rotate hashtags.
- 2- Develop #tag sets.
- 3- Have 12+ tag sets.
 - w/ no repeat #s
- 4- Use 21 #s in your #tagladder.
- 5- Add 3-5 specific #s
- 6- Add your own @ & #

Listen, Linda. Be original in your caption but learn to automate your #tags & posts.



Anatomy of a Viral Post Going Viral on Instagram

- 1) Use the top 2 lines to capture the attention of your audience.
- 2) Your tagline needs to be on the 3rd line so that viewers don't have to click "more" to follow your link.
- 3) Give credit to the pic owner. Consider also tagging them in the photo as well.
- 4) List your taghandle again so that post views can easily follow you over to your profile.
- 5) List your hashtags using a Hashtag Ladder. I prefer having 21 tags in my ladder and I use the last 4 to get very specific about what is in the pic/video.

Notes on tags: Your tags need to be niche specific but they do not necessarily all be pic specific. My above example has nothing to do with hiking or Sicily but the people view those tags liked this post.



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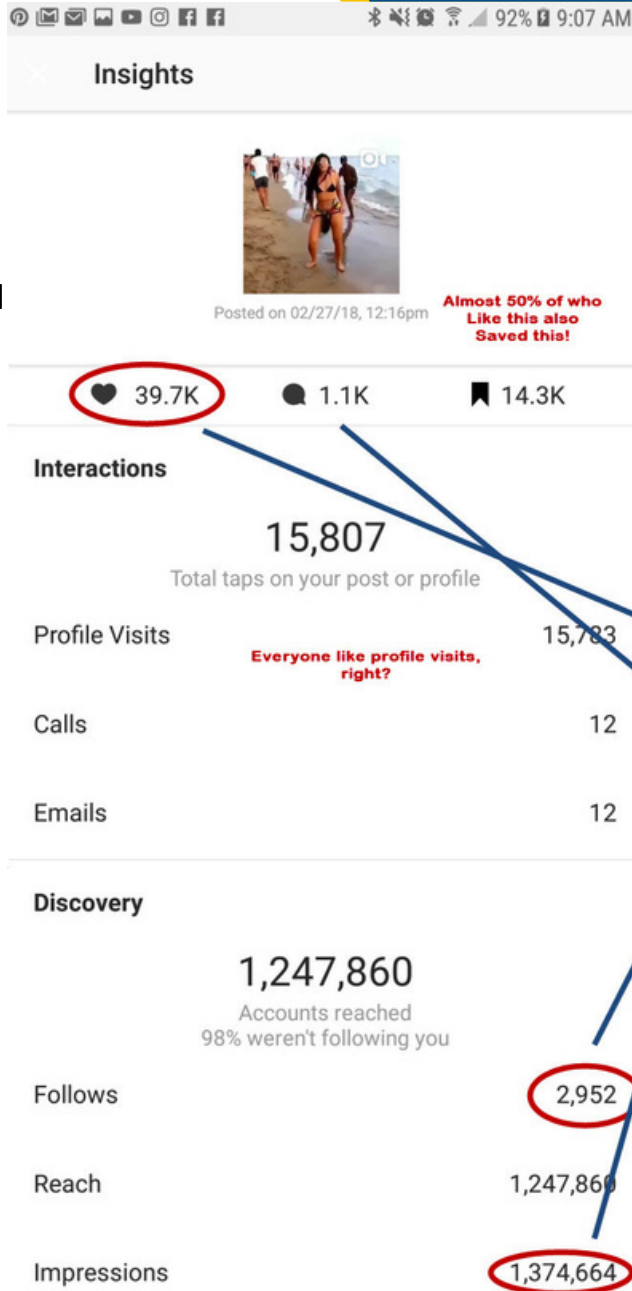
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Not a Miracle4Noobs

Content is still king here. This strategy won't fix your shit if you have:

- Crappy content
- Scattered interests
- \$0 marketing budget

However, it will allow some of your other strategies to become even more effective.
chrisdaniel.com/instagram-for-business



Some people consider a viral post to be any time you receive more than your average # of Like & Comments per post.

However, I don't get excited until it's about +50% more.

Assuming you have not paid to boost your posts, it may be safe to say it's viral once it's over 4-5K Likes. - (This is relative to the size of audience that you have.)



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Helpful Tips

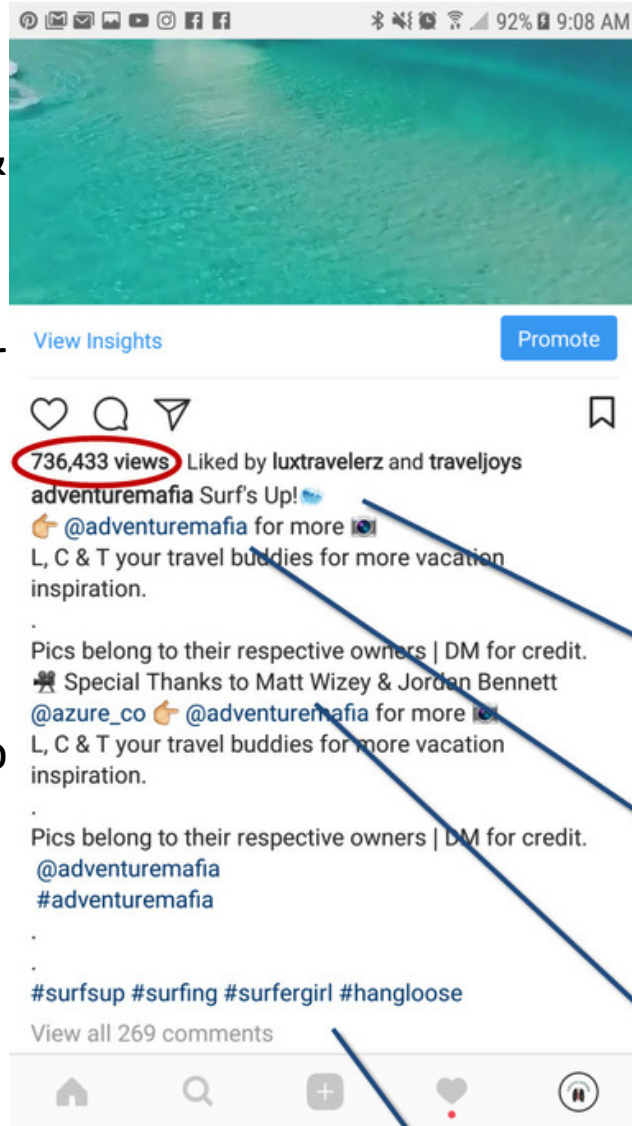
Brand yourname.com & whatyoudo.com

Stick w/ one theme per Instagram.

Drive traffic to your link-in-bio.

Link-in-bio should go to an easy-to-remember domain name.

Use retargeting pixels, lead magnets & deliver massive value to everyone.



Test, Test, Test

Instagram has changed their algorithm several times in the past 6 months. Pics always do better with #hashtags, but not always with video. There seems to be some inconsistency in this area.

So you will have test often.

Here, I used the same formula for the caption.

Capture their attention, in the first 2 lines, even if it's something simple.

Added your tagline/handle on the 3rd line so new viewers don't have to click "more" to check out your profile.

Give credit to the original author when know and add your tagline again.

Here I used only and handful of #hashtags and this still went viral.
- Insights on the next page.



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A Student Success Story

Watch the video. It's only like 15 minutes and you can find it at ChrisDaniel.com

IG Guru - Full Interview

Don't start your second IG profile until you watch my exclusive one-on-one with Ben O'Berg. A jam-packed hour of advanced Instagram strategies.



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