

# A HASHTAG

MARKETING EREJE

**RÉNYI BALÁZS**

2016. SZEPTEMBER 28.



B.O.S.S. #YOLO

# How the Hashtag Is Ruining the English Language (Updated)



Sam Biddle

12/28/11 2:54pm · Filed to: RANT ▾



593.7K



319



4



és a nyelvre is hatással van...



<http://gizmodo.com/5869538/how-the-hashtag-is-ruining-the-english-language>



## Jimmy Fallon & Justin Timberlake



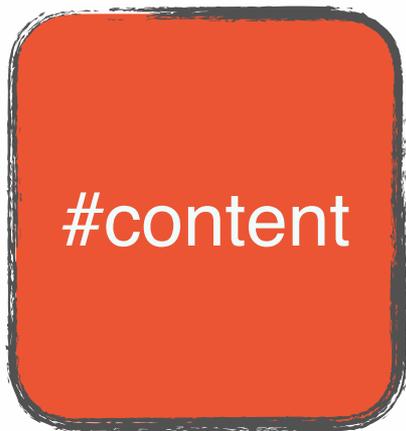
<https://www.youtube.com/watch?v=57dzaMaouXA>



#cimke | #content | #kereshető | #kattintható | #kategória | #lista



a profilok nem minden csatornán publikusak



stratégiaiák

#content



kiterjeszteni az elérést

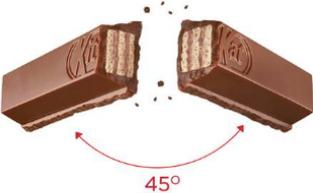


#content

**KITKAT** @KITKAT

We don't bend, we #break.

#bendgate #iPhone6plus



RETWEETS 26,175 LIKES 13,012

6:43 PM - 24 Sep 2014

**Tide** @tide

Looks like a problem when you don't use Tide Plus ColorGuard. #TheDress #DressGate



RETWEETS 9,660 LIKES 12,665

6:31 PM - 27 Feb 2015

**SNICKERS** @SNICKERS

Hey @Luis16suarez. Next time you're hungry just grab a Snickers. #worldcup #luisuarez #EatASNICKERS



RETWEETS 44,161 LIKES 20,803

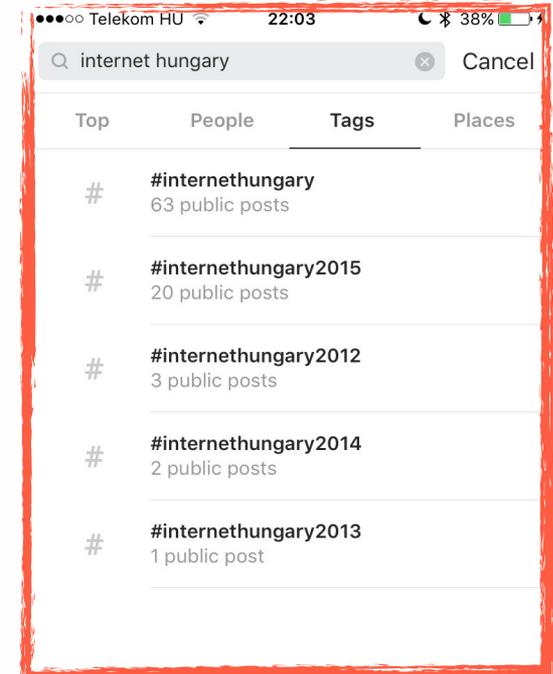
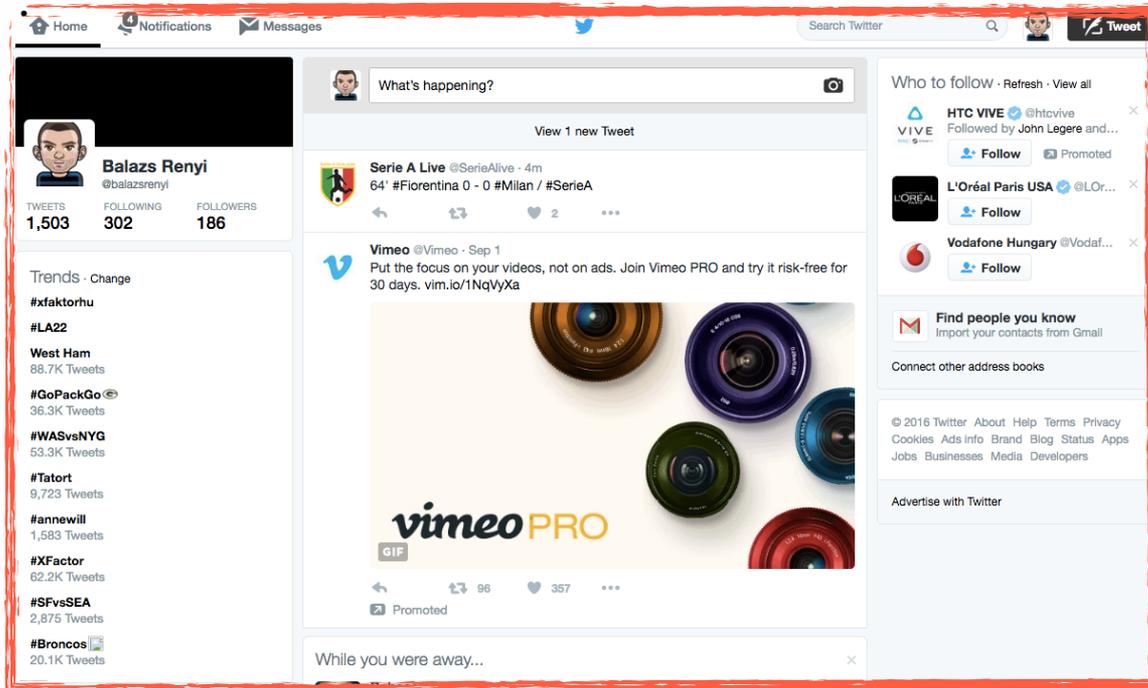
10:26 PM - 24 Jun 2014

aktuális és trending | real time marketing

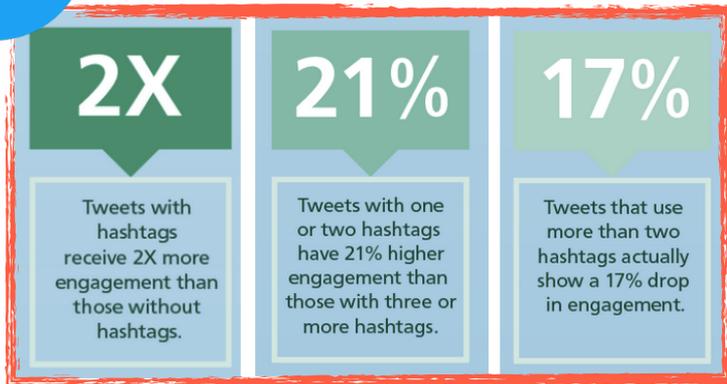


egy aktuális, de ellentmondásos példa

#content

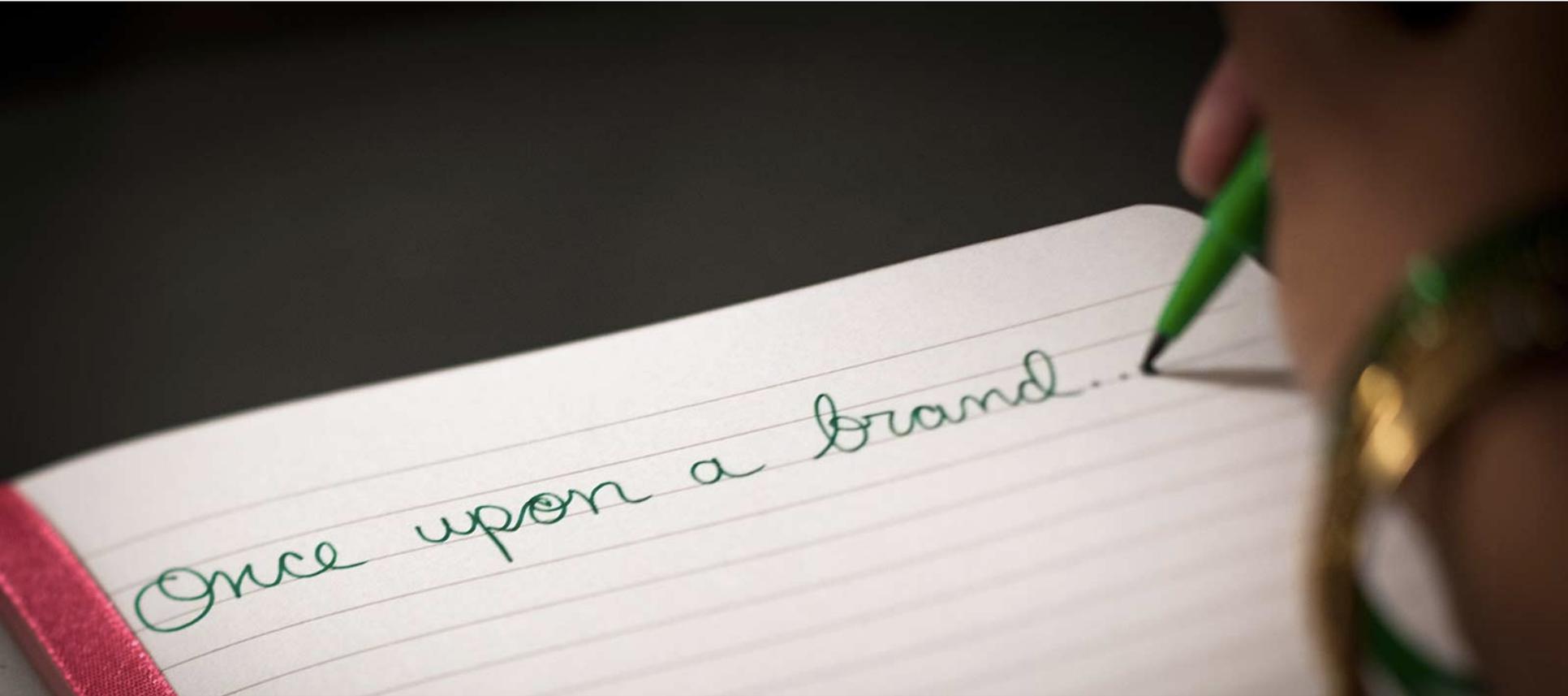


jó, de az emberek keresnek hashtagekre?



ok, de mennyit?

#brand

A close-up photograph of a hand holding a green pen, writing the phrase "Once upon a brand..." in cursive on a lined notebook. The notebook has a pink cover visible on the left. The background is dark and out of focus.

Once upon a brand...

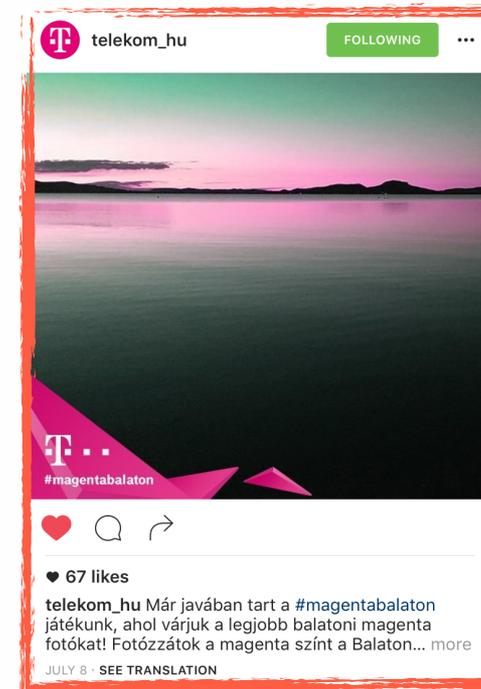
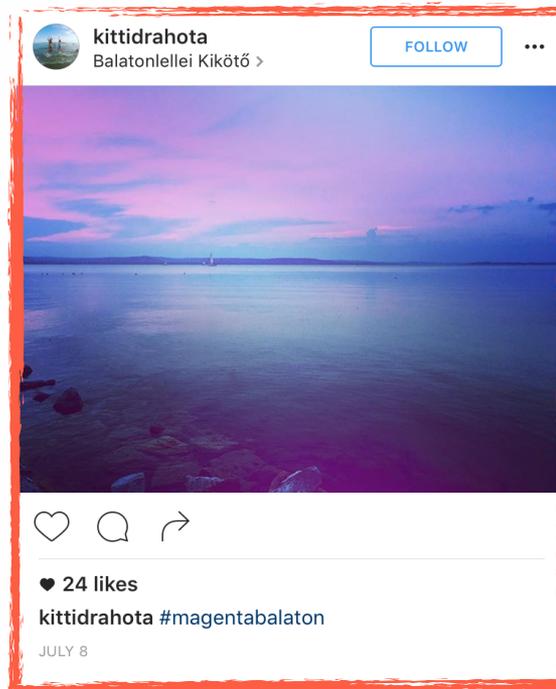
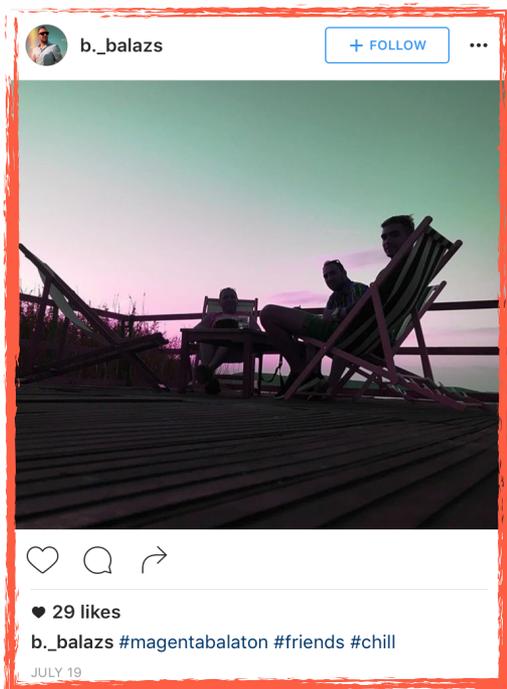
hashtag & branding

#brand



felhasználói feedek ellentmondásos értéke | social currency

#brand



#magentabalaton

#brand

#HyundaiSuperBowl\*

#EatASnickers

#Doritos

#SkittlesArt

#GoPriusGo

#Pokemon20

#BudLightParty

#CokeMini

#RocketMortgage

#SoFiGreat

#JungleBookTrailer

#FindYourMagic

#BolderThanBold

#GameDayStains

#StartStunning

#EveryDropCounts

#GiveADamn

#AvosInSpace

#YouGotCarried

#Ballogize

#BaldwinBowl

#AddPlzzazz

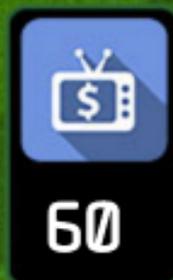
#TeamSmallBiz

#BiggerThanEverything

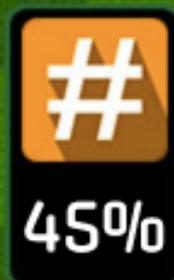
#MeettheKetchups

branded vs non-branded?

# THE #HASHTAGBOWL SOCIAL MEDIA SCOREBOARD



Super  
Bowl  
Ads



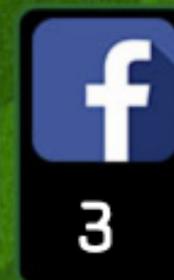
Hashtags  
In  
Ads



URLs  
In  
Ads



Twitter  
In  
Ads



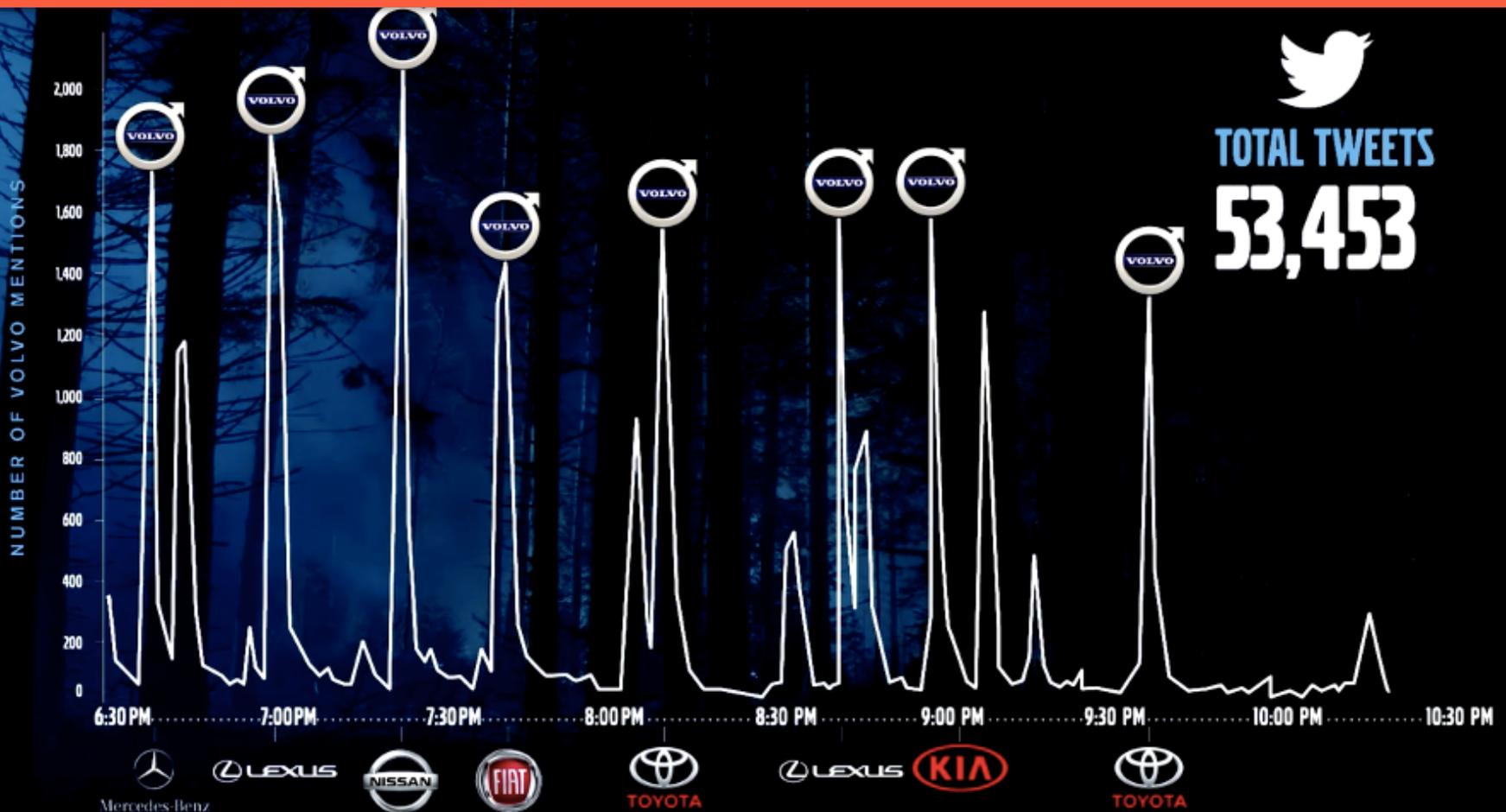
Facebook  
In  
Ads

túl az online téren

# #CTA

engagement facilitátor | conversation starter

# Volvo Interception



#VolvoContest → <https://www.youtube.com/watch?v=6CyHHBI2umY>



#ÖSSZEFOGLALVA



#THX

RÉNYI BALÁZS

Head of Social

ISOBAR BUDAPEST

[balazs.renyi@isobar.com](mailto:balazs.renyi@isobar.com)