

LASH BIZ HASHTAGS

Using the right hashtags can help you get discovered by local clients, grow your community, and attract your dream audience. But the goal isn't to just go viral, it's to be visible to people who will actually book you.

Use this vault to mix and match high-performing hashtags in different categories. Rotate them regularly and avoid using the exact same set on every post.

Local Client Attraction (Swap in your city name)

#LasVegasLashArtist
#[YourCity]Beauty
#[YourCity]Lashes
#LashArtist[City]
#ILash[City]
#LashExtensions[City]
#VolumeLashes[City]

Content Visibility + Niche Tags

#LashTransformation
#ClassicLashes
#VolumeLashSet
#MegaVolumeArtist
#WispyLashes
#LashGoals
#LashObsessed
#LashBossLife
#LashBeforeAndAfter

Trust-Building & Value-Based Tags

#LashRetentionMatters
#LicensedLashTech
#SafeLashing
#SanitaryStudio
#CertifiedLashArtist

#ClientCareFirst
#HealthyLashHabits
#ProfessionalLashTech

Local Client Attraction (Swap in your city name)

#LashArtistEducation
#BeautyBusinessTips
#BookedAndBusy
#BeautyBusinessGrowth
#LashTraining
#ALAMember
#AmericanLashAssociation
#LashCommunity

Engagement & Community Tags

#LashBabesUnite
#LashSisters
#LashArtistSupport
#Lashpreneur
#LashLove
#WomenInBeauty
#LashLife

HASHTAG TIPS:

- Use a mix of niche and broader tags (not just high-traffic ones)
- Keep hashtags relevant to your post and image
- Add them to the caption or first comment (either works!)
- Keep a few saved sets in your Notes app so you can rotate and stay consistent

1. Add Lower-Volume Local Tags

To avoid getting buried, include **less saturated local variations**. For example:

- #LVLashes instead of #LasVegasLashes
- #LashesIn[City]
- #CityBeautyBusiness
- #CityMoms (for groups like “Los Angeles Moms” if that’s your client base)

2. Watch for Overused “Lash Boss” Style Tags

Some tags like **#LashBossLife** or **#LashGoals** are very broad and diluted. Still good for community, but won't get you new eyeballs unless your content is super popular or unique. Use sparingly or pair with niche tags.

3. Add Conversion-Oriented Tags

Think like a client. Try:

- #LashExtensionsNearMe
- #WhereToGetLashesIn[City]
- #BestLashTech[City]

This may seem long, but people *do* search these terms.

4. Add Occasion/Event Tags to Rotate Seasonally

- #BackToSchoolBeauty
- #PromLashes
- #HolidayLashes
- #SummerLashSet

Seasonal tags convert higher when tied to specific promotions or timelines.

*With Love,
Team ALA*