



Cadence

Solutions

#Hashtags



A Message From Cadence Solutions

Thank you for downloading our report and taking the time to explore the hashtag research project we've been developing over the past month. This project was created to give you a glimpse into how Cadence Solutions approaches digital marketing. Showing not just what we do, but how we can help you reach the goals you've set for your business.

Rooted in deep industry knowledge and creative insight, Cadence Solutions transforms products into stories that resonate with the right audience. We craft tailored content and data-driven campaigns, guided by an insider's understanding of audio and music technology. At Cadence Solutions, we are musicians and audio professionals first and digital marketers second.

We hope this report inspires new ideas for how you approach your digital marketing efforts on Instagram. As always, we're here to help amplify your brand, increase awareness and drive meaningful engagement. For more information about our Agency please feel free to **contact** us.

Thank you again we look forward to connecting with you soon.



Regards,
Louay Zoghaib

A handwritten signature in black ink, appearing to read 'Louay Zoghaib'.

Founder — Cadence Solutions

Mapping the Landscape of Instagram Hashtags

Based on our analysis of Instagram posts from **2023 to 2025**, we've identified hashtags that consistently drive stronger engagement and deliver measurable improvements in performance. These findings reveal where search visibility and engagement rates align to create maximum impact.

This report was created to help brands choose the most effective hashtags for their Instagram campaigns. While there's no established benchmark for engagement in the Pro Audio or Music Technology space, we referenced benchmarks from Music & Performing Arts and General Industry averages. Using these, we calculated a **benchmark engagement rate of 1.25%** as the baseline for our findings.

On Instagram, hashtags are most effective when they hit a specific sweet spot:

- **Low Search Volume:** Niche hashtags with less competition. These offer stronger visibility by cutting through the noise of oversaturated tags.
- **High Engagement Rate:** Hashtags that attract active, engaged users. This signals a thriving community around the tag, making it valuable for connection and discovery.

Relevance is key. You could stack a post with popular hashtags and hope the algorithm surfaces it beyond your follower base, but without alignment to your brand and content, results will be limited. Hashtags should reflect who your brand is, what you do, and what the content communicates.

While Instagram allows up to 30 hashtags, the platform **recommends using 3 to 5 highly relevant ones**. This helps the algorithm better understand your content and deliver it to the right audience. When selecting hashtags, make sure they work together, each tag should relate to your content. Random combinations can dilute your reach and confuse the algorithm.

In this report, we've **highlighted 3 of the most effective hashtags** you can use for Pro Audio and Music Technology posts on Instagram. However, there are many more beyond these three. **Contact us** to discover which hashtags will deliver the strongest results for your campaigns.

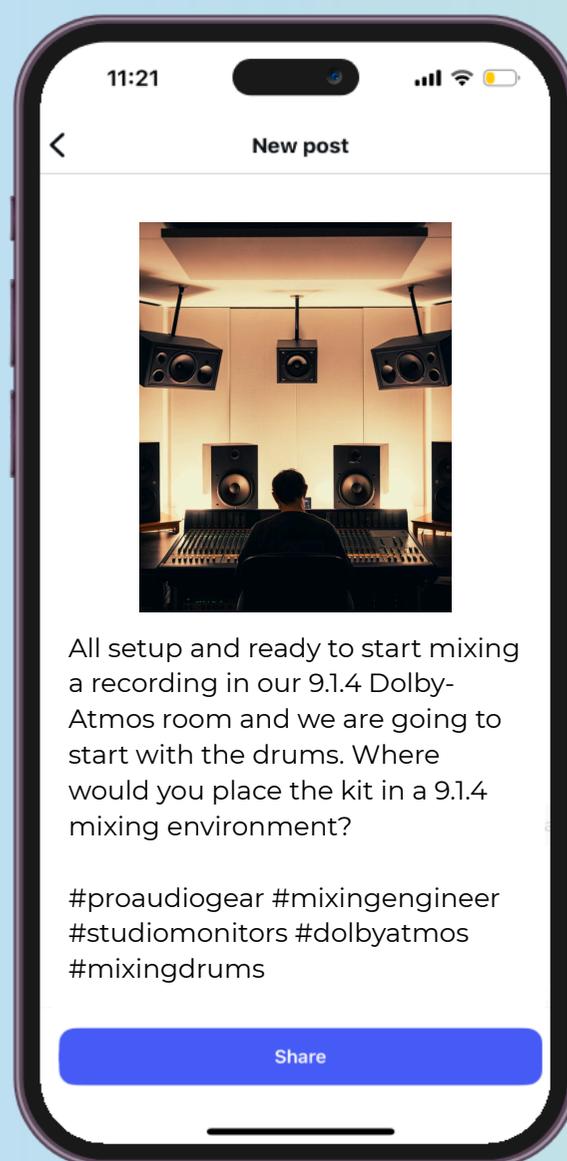
#ProAudioGear

Our analysis shows that #proaudiogear is one of the strongest-performing hashtags for engagement.

- **Search Volume:** Low (10), reducing competition.
- **Engagement Rate:** 0.75% — this is just under our calculated benchmark, but well above the general industry average.
- **Effective Combinations:** #MixingEngineer, #AudioEngineer, #Recording, and #MixingConsole

The most engaging posts in this category tend to feature specific audio environments, paired with captions that explain the setup and invite interaction.

Example



Why this works:

- It clearly explains the environment.
- It shares how the environment will be used.
- It invites the audience to engage by commenting.
- Every hashtag directly relates to the image and content.

#EffectsPedal

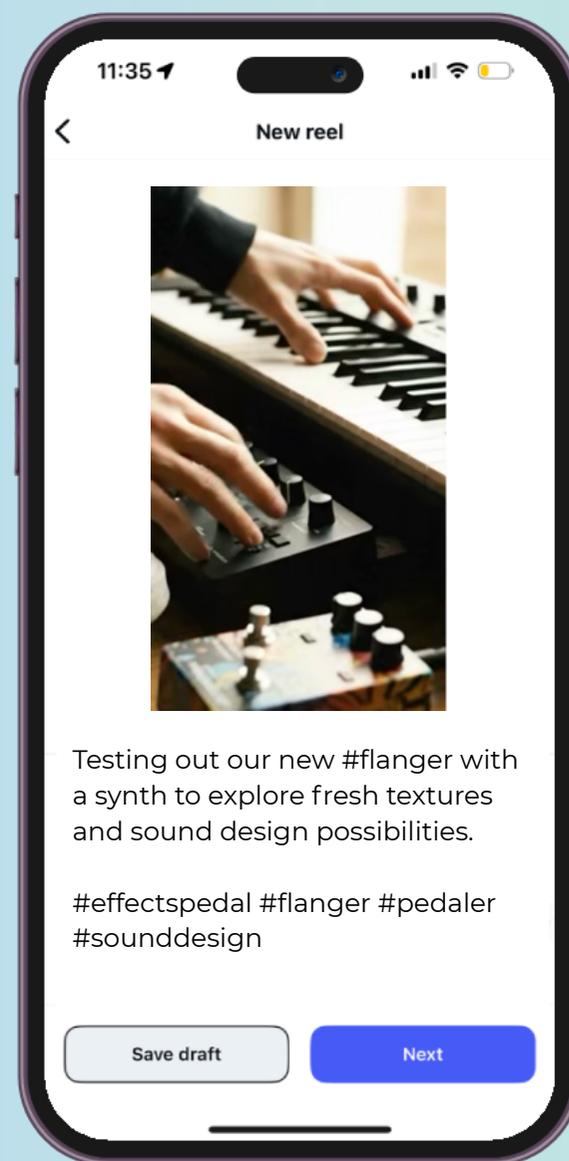
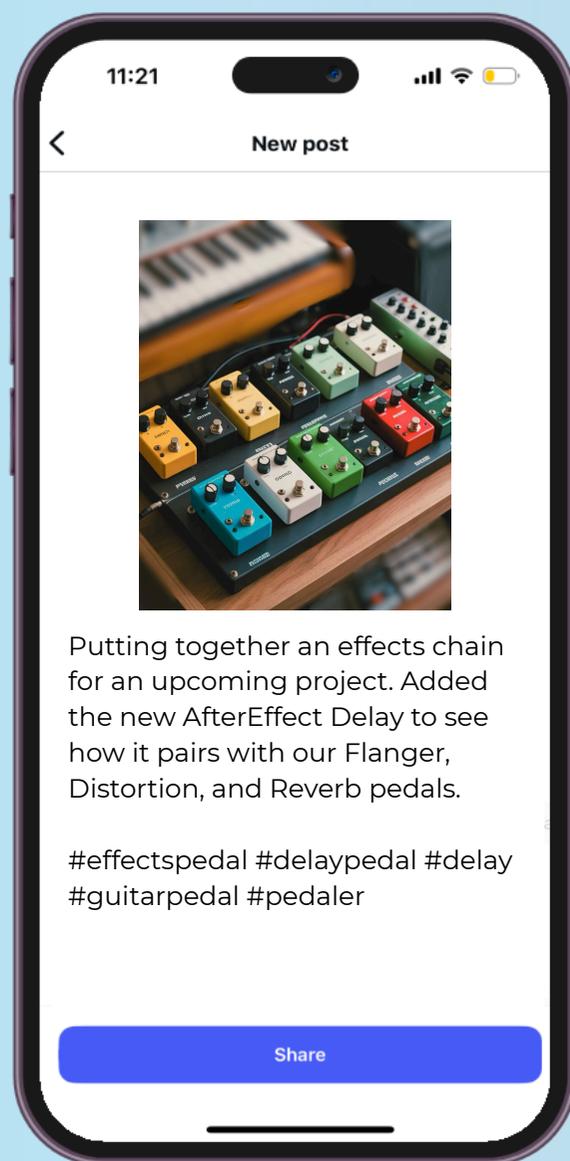
When exploring strategies to promote dynamics and effects processing products, our analysis shows that #effectspedal is a standout performer.

- **Search Volume:** Low (10), reducing competition.
- **Engagement Rate:** 3.41%—well above the benchmark.
- **Effective Combinations:** #[effect type, e.g. fuzz, delay]pedal, #pedaler, #guitarpedal, #effects, #[effect type, e.g. fuzz, delay].

We found two types of content that consistently drive engagement:

- Still images showcasing a variety of pedals.
- Demonstrations of the featured pedal in use.

Example



Why this works:

- Posts are direct and product-focused.
- Pedals are shown in real-world use, making the content relatable.
- Featuring additional gear expands relevance and reach.
- Hashtags stay highly relevant to effects pedals and their applications.

#Synthesiser

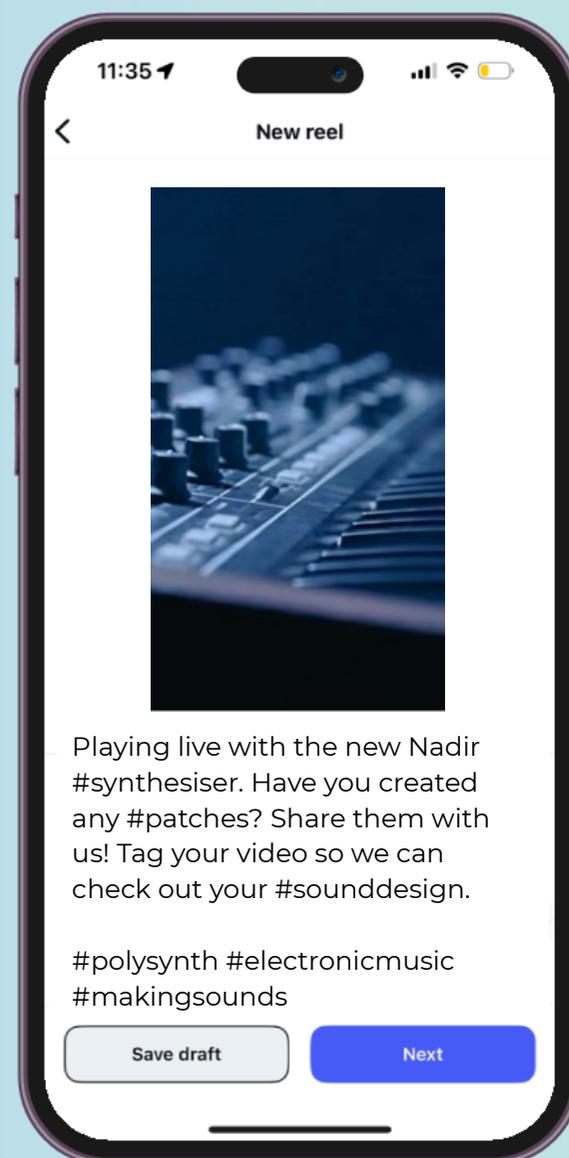
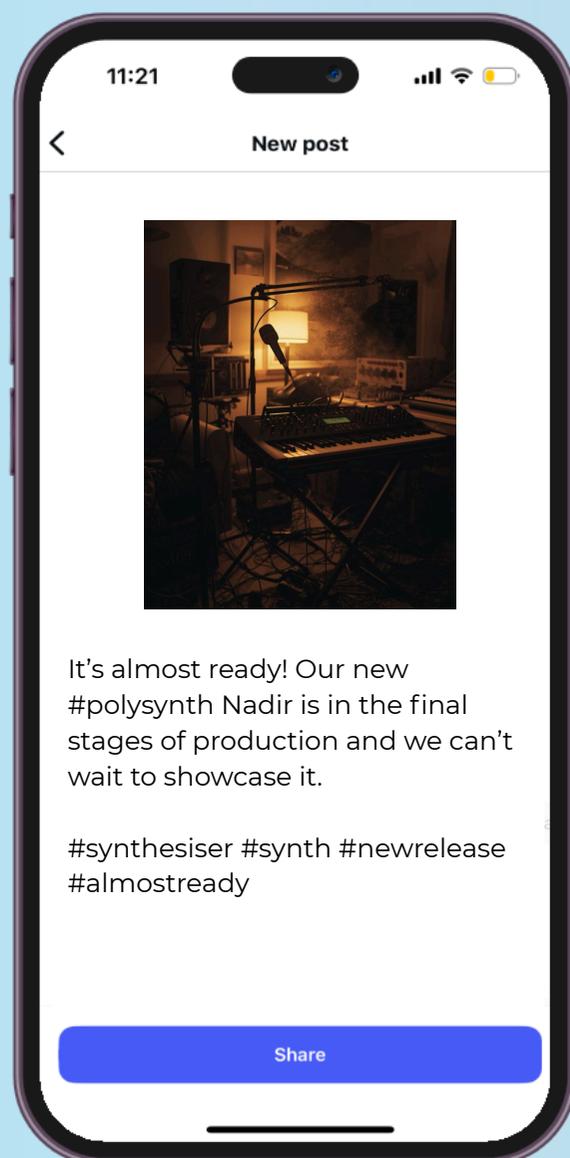
Disclaimer: Both spellings — **Synthesiser** and **Synthesizer** — are correct, depending on English dialect. For consistency, we recommend **#synthesiser**.

- **Search Volume:** Low (1,000) compared to #synthesizer at 27,100.
- **Engagement Rate:** 2.65%—well above the benchmark.
- **Effective Combinations:** #synth, #[genre]producer, #makingmusic, #synthpatchers, #synthjam, #electronicmusic.

Similar to #EffectsPedal, our analysis found two content types that consistently drive strong engagement:

- Still images featuring synthesisers in a studio environment.
- Performance videos, either live or in the studio.

Example



Why this works:

- Posts are concise and product-focused.
- Hashtags remain relevant and avoid over saturation.
- No text in visuals improves viewer attention.
- The synthesiser is the clear focal point of each post.

At the end of the day, hashtag trends can change like the weather. One day #synthesiser might be the hottest tag on Instagram and the next, your engagement could start to dwindle as more users jump on it and your posts get buried.

That's where Cadence Solutions comes in. We stay up to date with the latest shifts in the social media landscape, so you don't have to. We track trends, adjust strategies and keep your content reaching the right people, even as the algorithms evolve.

Want to keep your audience engaged and reach new ones? Contact us today to book a quick video chat, and we'll walk you through our plan to keep your brand ahead of the curve.

