

How to Use Reddit for Brand Awareness and Reputation Management

By Ann Smarty, Co-Founder of Smarty.Marketing

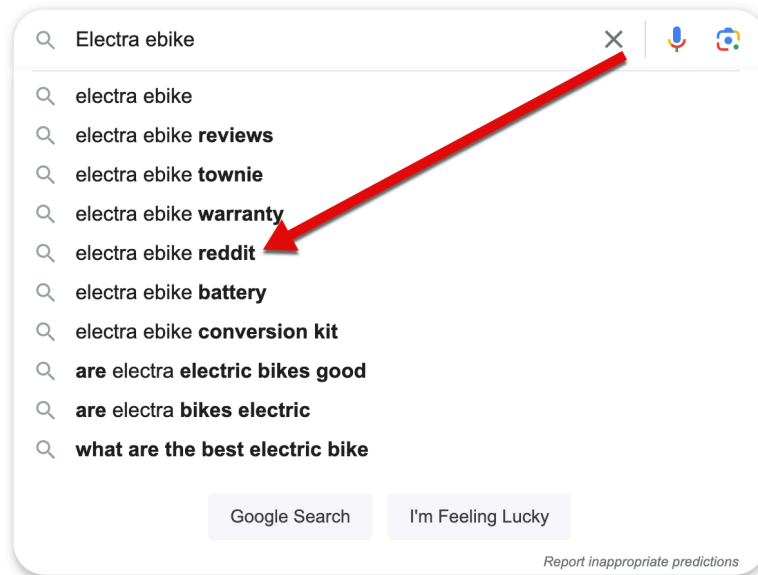
First, think of how vast the internet is, and how impossible it is to reach every crack, corner, and crevice.

Now, imagine a place where millions of people endlessly sift through this vastness, promoting what's worthy of the front page and removing what's rubbish.

That's Reddit. It is getting a huge visibility in Google's organic search.

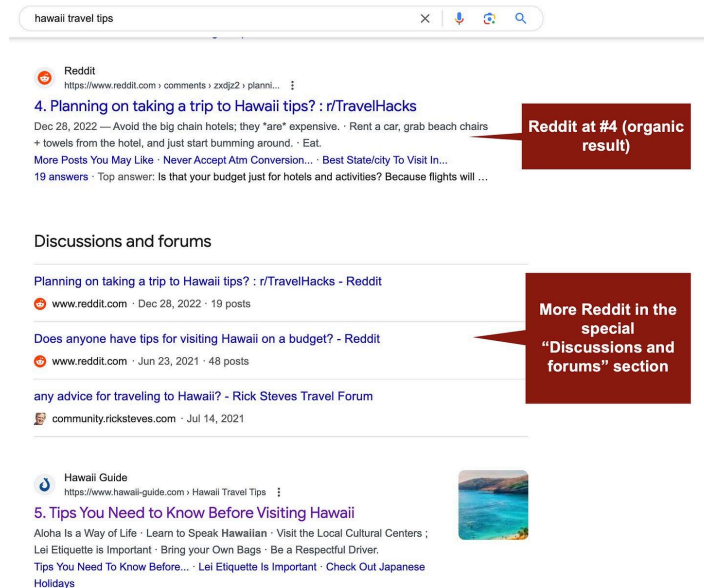


Reddit is becoming an inevitable part of just about any buying journey. Just about any brand triggers [PRODUCT/BRAND NAME REDDIT] suggestion in Google's Autocomplete results:



[Reddit] comes up in many brand-driven Google's Autocomplete suggestions prompting consumers to search it even if they didn't initially intend to.

There's also a new SERP feature for Reddit called "Discussions and forums":



Not being on Reddit means missing this huge organic search opportunity and failing to control this narrative.

Here's a step-by-step strategy to take control of your brand presence on Reddit:

Step 1: Start Monitoring Reddit

Products and brands are being talked about in every corner of the internet. Identifying all of these mentions is a pretty simple process; it just takes a bit of time to set up.

Reddit is an excellent medium for providing current social monitoring tactics to aid in brand management and data collection.

I constantly see social media marketers saying they don't "get" Reddit. They always say it's too confusing or a place all businesses should avoid. If you call yourself a social media marketer and you don't at least acknowledge the value of subreddits, you're doing something wrong. It's one of the top 50 websites in the world. The branding, social monitoring, and community benefits are undeniable.

Reddit is a medium that doesn't have everything spelled out. So, some users give up easily after having a bad experience which could have been avoided if they had invested enough time to learn the social norms and history of the platform. By dismissing the platform, they're dismissing target audience groups that are:

- already bunched together
- already talking about relevant industry topics
- asking questions YOU know the answer to

There are inside jokes, thematic content (i.e.; weekly contests), in-depth quality discussions, beginners looking for help, and much more.

The challenge: Social media marketers and business owners need to be flexible when experimenting with new platforms. Becoming a community member in a subreddit is the perfect way to get started. It's such a simple concept but it gets twisted when you try to approach it from a traditional marketing perspective.

The benefits of being a contributing member include being able to extract social data, learning more about potential customers, the market, the interests, and demographics, and once you've gotten your fill, putting it all together in an accepted form of advertising. Or a contest. Or a game.

Every subreddit is different.

The tools you can use are:

- Google Alerts

- Buzzsumo

Here's a screenshot of creating a new alert to monitor brand mentions on Reddit using [Buzzsumo](#):

The screenshot shows the 'Editing Alert' interface in Buzzsumo. The alert is named 'Reddit chatGPT' and is set to monitor for the brand 'chatgpt OR openai'. The interface includes options for case sensitivity, keyword filters, and domain filtering. Two red arrows point to the brand name input field and the domain filter section.

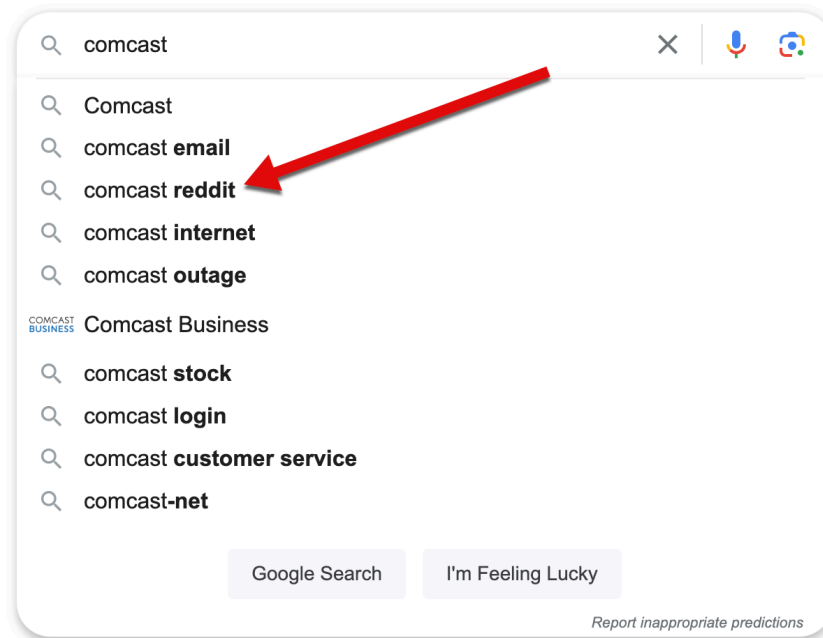
Step 2: Create a Brand-Driven Subreddit

Owning a subreddit is your first step to owning a brand-driven narrative. Luckily anyone can create and moderate a subreddit.

If your customers are going to discuss your product on Reddit, they'd better do it in a space you can control.

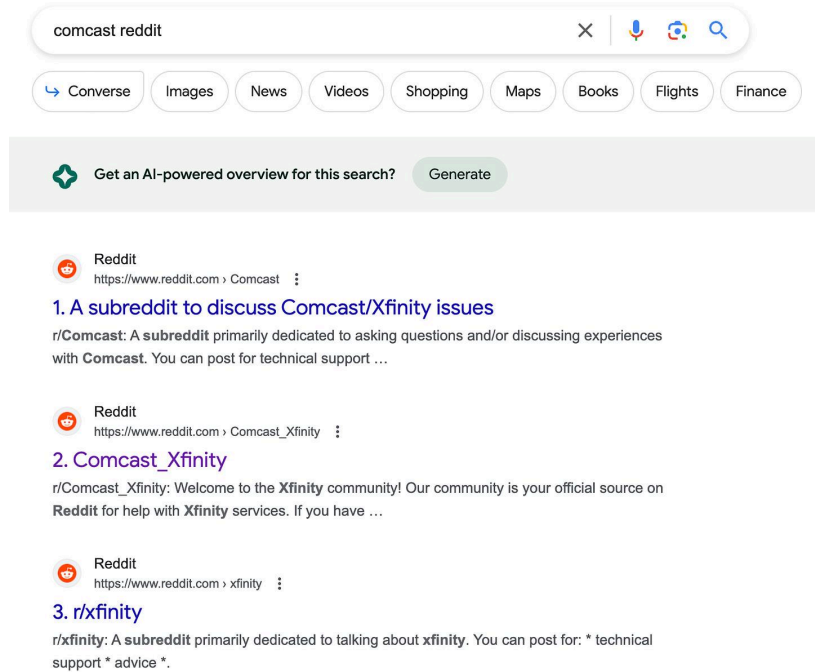
Here comes the SERP management benefit of that: This should help you control [your product name+Reddit] results better. Some brands are doing that very well, e.g.:

- [CloudFlare subreddit](#)
- [Comcast subreddit](#)



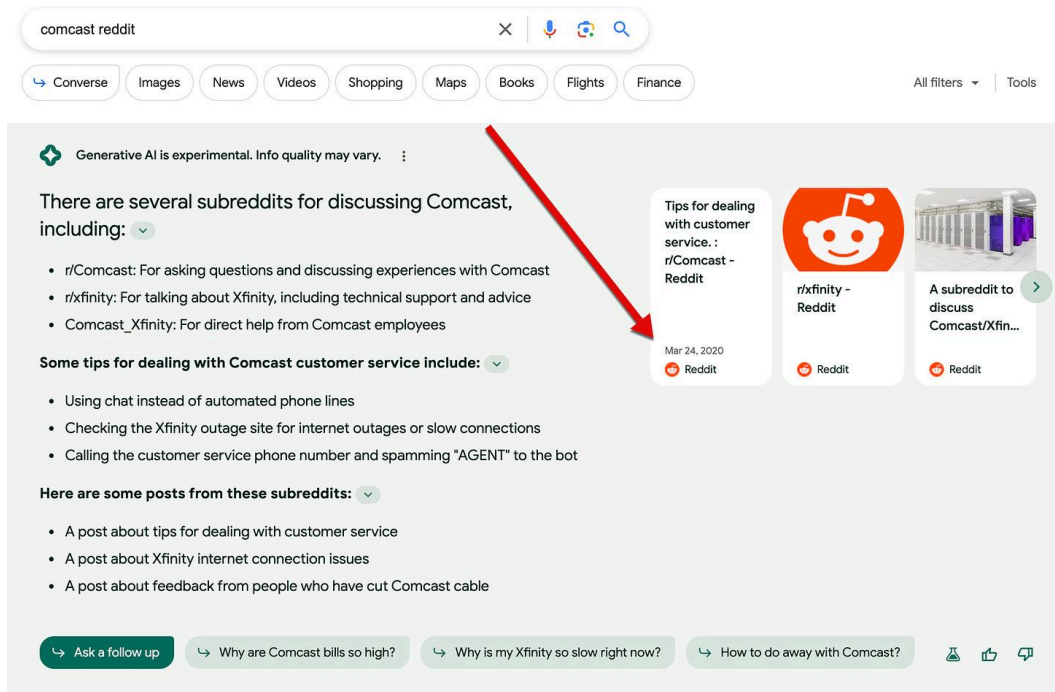
Comcast-driven search triggers "Reddit" suggestion at #2.

As a result, Comcast owns those search results thanks to their official subreddits:



Controlling your brand-driven SERPs is the only way to ensure your customers will end up buying from you.

Additionally, they also successfully show up in Google's AI snapshot (SGE) answer:



That's your goal.

It takes time and effort to maintain a quality subreddit but your customer support team will likely enjoy it because it has a rewarding community-building aspect to it.

Step 3: Create a Reddit-Driven Content Marketing Strategy

Reddit is the home page for people who are constantly using it for fresh content ideas. It is one of the best ways to distribute your brand-owned content for additional exposure. Getting your content on Reddit also helps better control your branded searches because your brand gets featured outside of your branded subreddit.

[Using Reddit to distribute your content](#) is a form of art: You cannot quite use the same methods from subreddit to subreddit unless you want to be banned or moderated.

You need to truly become part of those communities, provide value, and make sure you are following all the specific rules of each subreddit.

Being on Reddit is priceless, so all that work is very rewarding.

- Reddit helps your content get noticed organically, without you manually reaching out to particular publishers or writers (we do that too)
- Reddit threads work incredibly well in Google, so that creates an additional discovery channel for journalists to find your content months after publication.
- In some cases (per our stats, that's about ¼ of our assets) Reddit helps your asset go viral, and that's when your site will receive thousands of links and mentions.

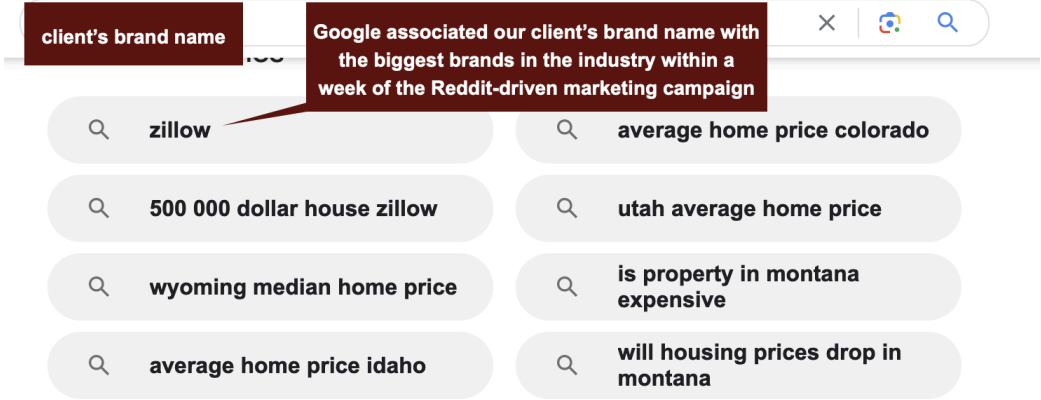
More importantly, a successful Reddit placement sends brand-building signals that contribute to many more ranking signals.

Our approach to Reddit marketing is:

- Developing content that Reddit communities will love (this takes a lot of brainstorming and research)
- Following the specific subreddit's rules
- No scaling
- Becoming part of a subreddit and adding value
- Positioning assets the way they provoke discussions
- Learning ALL THE TIME with every asset we promote.

Results

We have been doing all kinds of Reddit analysis and strategy implementation for clients. We managed to control [brand name reddit] search results within 2 months of setting up a brand-driven subreddit. For another client, our Reddit-driven viral marketing campaign brought in hundreds of clicks, links, and shares, as well as positioned it as a trending search in Google:



Our client was a brand-new startup that barely produced any results for brand-driven searches. Google associated our client's brand name with the biggest brands in the industry within a week of the Reddit-driven marketing campaign. This is the strongest signal you can build.

Reddit is one the most powerful tool you can use for reputation management and beyond!