



The Reddit Marketing Guide



Done-for-you Reddit Marketing

Verify audience, find leads, nail marketing, use memes to generate revenue FAST. I've set up automation and templates to do this all for you.

Learn more: [Reddit Marketing Offer](#)

Reddit is the best platform to test your new offer, it's the easiest way to reach hundreds of thousands of impressions for free. I will walk you through how to formulate an enticing offer as a developer and how I netted 6 figure clients from simple posts.

Unlike social media, Reddit operates without the unpredictable, black-box algorithms that runs the other platforms. Instead of chasing elusive virality, you can connect directly with niche communities, talk to your customers to get real actionable feedback. Let's put all that aside for now, and I'll walk you through exactly how to find your first client on Reddit.

Think of Reddit as a perfect middle of the funnel landing spot. Your users are landing on Reddit from some top of the funnel platforms like Reddit or blog posts. They are near the end of their research, and are on Reddit looking for reviews or "one final search to see if there's something better (price or solution)". So the most valuable content to write here are:

1. Honest reviews and comparisons between solutions to their problems.
2. Some valuable knowledge you think your audience might not already know - that could change their purchase behavior.
3. Memes about their exact pain.



Write helpful articles about your product - readers land on your blog (hosted on the same domain as your product), where a 'Buy Now' button is ready to convert them.

My steps to a great Reddit post:

1. Generate list of keywords from product marketing material.
2. Find the relevant subreddit with your target audience via gummysearch.com using the keywords
3. Spend one to two weeks visiting the subreddit every day. Sort by "New", and look for patterns in posts, usually people will post about the same things. Note on the well performing posts, and understand why they do well.
4. Spend all of your time on perfecting the post title, be punchy and follow similar formats BUT be unique. This is one chance to make your offer stand out.
5. DO NOT sell in the post content, keep it very short. Tell a story or speak your truth.
6. Reply between posts, use sarcasm and be funny.
7. Use impressions, upvotes and responses as system level feedback

If you put in the work, you will see results within DAYS.

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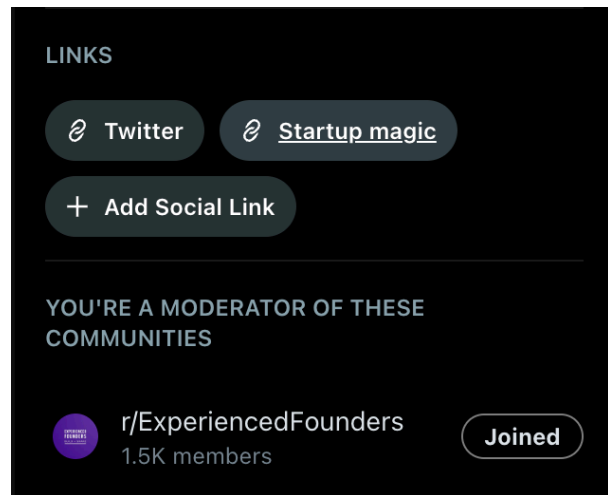
[But does Reddit ACTUALLY sell? The answer is YES.](#)

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Lead Gen

Use Reddit as the top of the funnel, work in keywords that are relevant to your product or services. Don't forget to add links to your profile, this is how people will find out more about you and your offer. I would directly add any buy links here if you have one.



Don't be afraid to delete posts that are not well performing, and make sure you don't stack too many similar posts together. People WILL check your post history (it's usually the first thing they do) and they'll dismiss you if your post history seems spammy.

I would sprinkle in non business types of posts throughout, what are your interests? There's most likely already a subreddit for that and just comment/post in it occasionally. I recommend 1 business post for every 3-4 interest posts would be a good ratio.

My goal is to test one new tactic per quarter and reuse the ones that already works. You should try these out and make them your own.

Strategy breakdown

Spend **30 days** exploring and consuming content in target subreddits.

Then, Post weekly to engage your audience, allow **additional 30-60** days of progress:

1. **Automoderator deleting your post**

Check the automod comment, make sure you aren't using banned keywords.

2. **Moderators deleting your post (rules)**

Check the deletion reason, usually because you've broke some rule or people being jerks reporting your content. Either way, bend the knee and try again.

3. **No engagement (test post time, post title)**

Try different post times, sort by top post in a subreddit for the week and look at when they were posted. Then spend time iterating on the post title, a catchy title is really important.

4. **Downvotes or negative comments (test post content)**

Reddit is a mixing pot of every kind of buyer imaginable. Most of them are like peasants with pitchforks, them probably are not your target audience but they hold a ton of power (downvotes), and they get really angry when you try to sell them something they don't need or can't afford.

This step is key: refine your posts, tell better stories, stay patient, and engage in the comments. *Test different offers* and use all negative signal as learning.

5. Viral 150K+ post with hundreds of comments.

You should get here within 90s days if you iterated and tested everything above.



Here's collection of case studies of viral Reddit post

[Ten Reddit post case studies for you to copy.](#)



Quick tip about Reddit: Use large subreddits like r/Entrepreneur to rack up impressions quickly. A well titled post can rack up 1.5K+ impressions in less than 10 minutes.

It's more than enough for you to know if an offer works or not (based on upvotes). Then move to smaller more focused subreddits like r/Entrepreneurs to run the actual offer.

If you iterate and test difference offers for the next 3 month, you'll have at least one viral post. Reddit lacks quality and it's very easy for people who've put in the work to shine through.

Brand building on Reddit

If you want to standout on Reddit. Create a pseudo-anonymous account, use your real name and profile picture. This is a short cut to being allowed to engage with a subreddit from day one.


I highly recommend it for agency owners.

Paul ...

[+ Follow](#) [Start Chat](#)

I mostly build software for startups, first as an employee, then as a freelancer, now as an agency owner.

15,870 **21,182** **Aug 18, 2009**
Post karma Comment karma Cake day

 **Paul**
u/pxrage

[Overview](#) [Posts](#) [Comments](#)

Use my real name, profile picture

Depending on your niche, you can get "verified" on certain subreddits to build authority. Some examples: r/agency subreddit where you can get "revenue" verification.

MESSAGE THE MODS

JakeHundley **Verified 6-Figure Agency**
what-is-loremipsum
Verified 7-Figure Agency
lopezomg **Verified 7-Figure Agency**
TTFV **Verified 7-Figure Agency**
community-hub

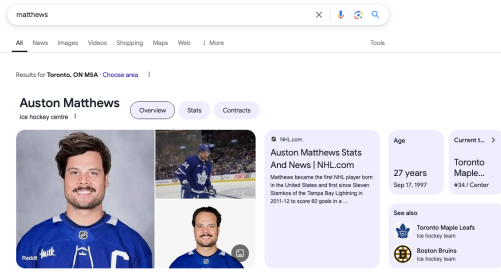
about moderation team »

Google ❤️ Reddit

Google loves Reddit results. For example, a top Toronto hockey player (last name Matthews) recently went viral on Reddit with photoshopped image of him with fake hair.

Google placed it front and centre on the results page. The Reddit post with 1.5K upvotes is a meme titled "Auston Matthews has returned from Europe after receiving treatment for his undisclosed upper-body issue".

What this means is that you can use Reddit and get your brand the top of Google search results with any keyword. Section below explains how you might farm upvotes.



Product companies, local businesses, brands should absolutely spend time writing good content on Reddit, put keywords into the post title and try to get it upvoted. Within a few days SEO will pick up a trending reddit post and put it top of the result pages.

I'm actively exploring ways to leverage this to help product companies market their products and get boosted on Google search results. It's super powerful.

How to Find Reddit Keywords/Topics

Reddit is *not* like Google SEO. Focus on **natural language, pain points, and community trends** instead of traditional keywords. Here's how to do it:

1. Subreddit Discovery

- **Search Reddit Directly:**

Use Reddit's search bar with `site:reddit.com [topic]` on Google (e.g., `site:reddit.com best running shoes`).

- **Tools:**

- **GummySearch:** Great tool to conduct keyword research
- **Reddit Advanced Search:** Filter by time, subreddit, or flair (e.g., `flair:Review`).

2. Analyze Popular Posts

- **Sort by "Top" posts** in relevant subreddits (e.g., `r/YourIndustry`) to see what resonates. Look for:

- Recurring questions (e.g., *"What's the best [product] for [problem]?"*).
- Pain points in comments (e.g., *"I hate when [X] happens"*).
- Language/terms the community uses (e.g., slang like "TL;DR" or niche jargon).

- **Tools:**

- **RedditMetis:** Analyzes post/comment trends in a subreddit.
- **ExportComments:** Exports comments for sentiment analysis.

3. Competitor & Brand Mentions

- Search for **your brand or competitors** on Reddit:

- Use `site:reddit.com [Your Brand Name]` on Google.
- Look for unanswered questions or complaints to address.

- Check subreddits like `r/[YourIndustry]` or `r/ProductHate` for unfiltered opinions.

4. Some other tools

- **Google Keyword Planner:** Combine with Reddit data (e.g., *"how to fix [problem] Reddit"*).

- **Social Listening Tools:**

- **Brand24:** Tracks brand mentions on Reddit.
- **Awarrio:** Monitors keywords across social platforms, including Reddit.

- **API**

- **pushshift.io**

- **Dump**

- <https://academictorrents.com/details/ba051999301b109eab37d16f027b3f49ade2de13/tech&filelist=1>



OK so now you've picked a bunch of subreddits, and identified the perfect topic to post.. how do you actually start?

How to start a Reddit account

While reddit doesn't explicitly forbid you to have multiple accounts, they primarily don't want you to be able to faking upvotes and avoiding subreddit bans.

This means:

- don't use multiple chrome profiles to circumvent having multiple accounts logged in at the same time.
- don't use vpn to bypass ip tracking
- try to use the same email for all accounts instead of creating new ones
- let the account sit and warm up for 2-3 days, start slow by upvoting posts, then commenting once a day.
- You need at least 10 karma and 10 day old account to be able to post in most subreddits.
- don't use old reddit and RES account switcher

How to build Karma

- ▼ Start with this helpful infograph

HOW TO ACQUIRE KARMA WITH THE HELP OF KARMA BOMBS

You've finally decided to make a reddit account. And over the past few months you have gradually devolved into a nihilist, nihilistic, nihilistic being.

BUT HOW DO I GET KARMA?

Well, it's NOT EASY. You generally have to write something that's:



FUNNY = SMART = CLASSY

Or a combination of the three. And to a lesser extent you can also try being a:



NILHISTIC = Nihilistic = nihilistic

Get these & other minor attempts at karma grabbing rarely deliver a big payoff.

That's too difficult. Is there another way to get karma without doing any real work?

Why yes! Just keep an eye out for KARMA BOMBS in potentially popular new threads & posts.

A KARMA BOMB is a comment which is written by a redditor who is much funnier, smarter and/or classier than you, and are found only in new threads.



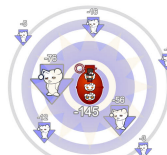
When a KARMA BOMB is found you must quickly write anything you can think of, and post it as close to the BOMB as possible.

When the KARMA BOMB finally blows up, any and all comments in its general vicinity will reap the same rewards as the author, regardless of content. Watch in amazement as your empty and idiotic comments are celebrated by the semi-retarded hive mind!



The comments closest to the epicenter of the KARMA BOMB will receive the majority of the splash karma, while comments further and further away will feel less of the karma blast effect.

But be careful out there. Not all KARMA BOMBS are made the same. You may place your comments next to a NEGATIVE KARMA BOMB which will have an adverse effect on your karma hoarding career.



Hopefully you can easily scrape some karma off a NEGATIVE KARMA BOMB by writing a negative response to it using these previously mentioned, moderately effective, karma grabbing tactics:



NILHISTIC = nihilistic = nihilistic

People on Reddit will generally use karma as a vanity metric (similar to followers count). You need Karma to build authority on Reddit, and you get Karma via upvotes on posts and comments.

This will help you solve the paradox of "how can i get karma if i can't post".

Use subreddits that do not have minimum karma / age amount to post, for example:

Tech based

<https://www.reddit.com/r/ExperiencedFounders/>

<https://www.reddit.com/r/SaaS/>

<https://www.reddit.com/r/SideProject/>

<https://www.reddit.com/r/EntrepreneurRideAlong/>

<https://www.reddit.com/r/SQL/>

<https://www.reddit.com/r/analytics/>

<https://www.reddit.com/r/startup/>

General

<https://www.reddit.com/r/LinkedInLunatics>

<https://www.reddit.com/r/Mommit/>

<https://www.reddit.com/r/relationships/>

<https://www.reddit.com/r/neighborsfromhell/>

<https://www.reddit.com/r/AITAH/>

<https://www.reddit.com/r/expat/>

<https://www.reddit.com/r/Emailmarketing/>

Here're some obvious bot accounts that you can see how they've built up karma over the years.

<https://www.reddit.com/user/Key-Boat-7519/>

<https://www.reddit.com/user/Brilliant-Reality948/>

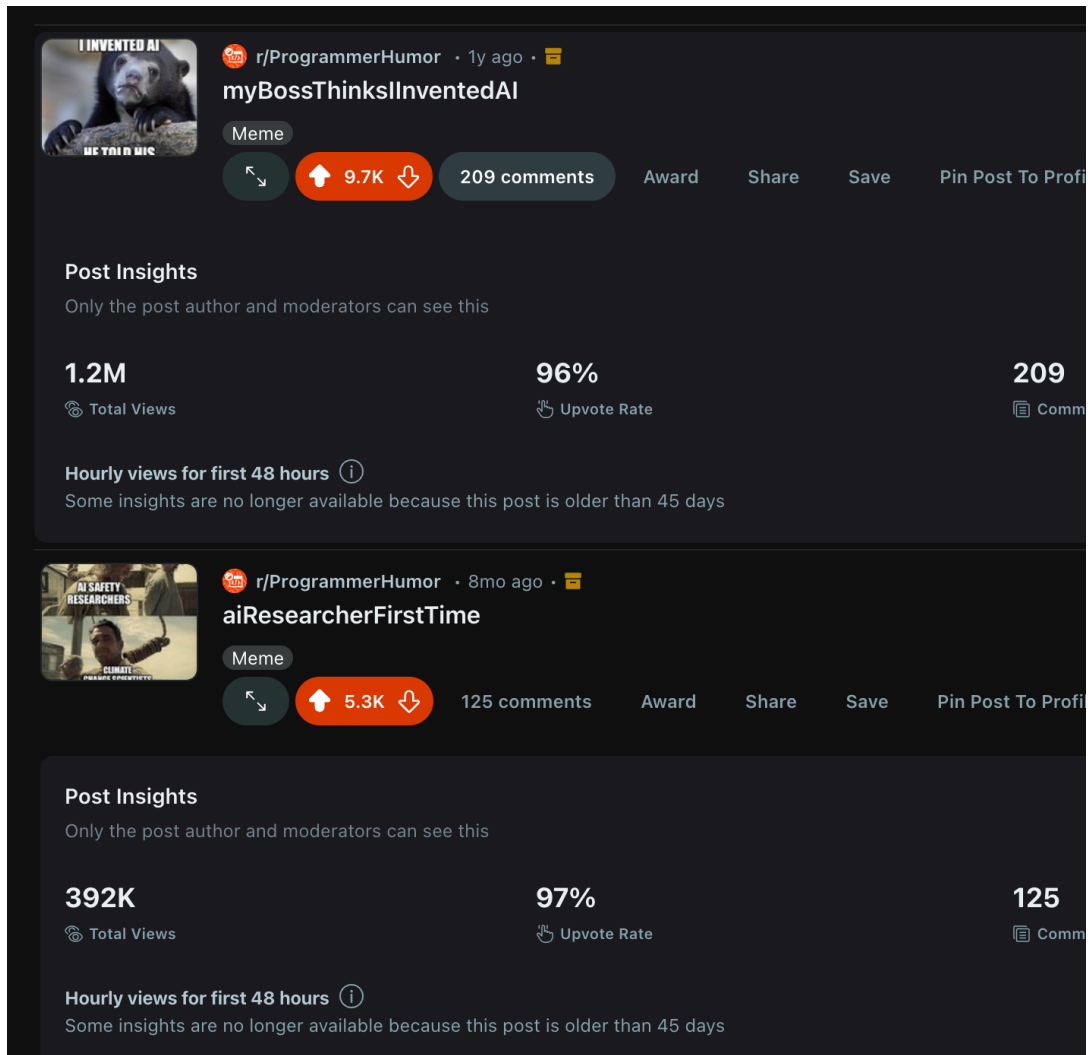
Posting memes are the easiest way to get karma and r/ProgrammerHumor and r/AdviceAnimals are the best subreddit to do that. AdviceAnimals is a weird sub where you can post about ANYTHING but in Meme format. But they do require minimum account age + karma to post in.



In 2025, bashing Elon on Reddit is a sure way to gain karma.

The point is, there are of subreddits that can be used to get karma, you just need to be interesting, entertaining or knowledgeable.

Some subreddits have requirements on karma amount to post. This is a decent way to build up it up fast. But most of these impressions/comments are not meaningful for business. Use it sparingly, it's mostly frowned upon but still relatively legit way to get karma / prove you're not a bot.



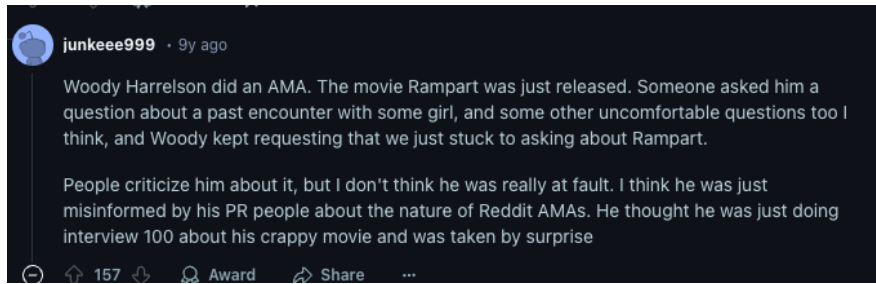
AMA (Ask me anything) on Reddit

This is a type of Reddit post where the poster answers questions from Redditors. It's a fun way to build authority, give value, or even provide entertainment.

Companies who does this well can EASILY win the crowd. But done badly, they can get destroyed by the mob. It's a high risk, high reward game.

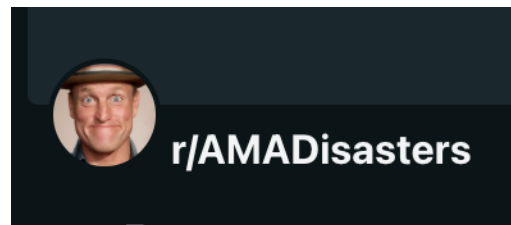
Some of the WORST AMAs turn into memes that will be remembered decades after. The worst AMA in history was one done by Woody Harrelson for the movie launch of Rampart.

Summary of what happened:



Here's the link to the disaster. https://www.reddit.com/r/IAmA/comments/p9a1v/im_woody_harrelson_ama/

Bad AMAs are so notorious that there's a 100K member subreddit dedicated to remembering them forever. <https://www.reddit.com/r/AMADisasters/>. Easily, the top winners of bad AMA are celebrities and politicians.



OK, so what makes a good AMA?

AMAs are an open forum for anonymous users (who might also be your audience) to ask you unfiltered questions.

Be funny, make jokes, ignore haters unless you can be smart and witty. Allow conversations to go off script and NEVER ask Redditors to "stay on topic". Remember, this is ask me ANYTHING, and expect ANYTHING to be asked.



1. AMAs are entertainment first, good marketing second and information third.
2. Be funny, ignore trolls. Embrace chaos - it's *ask me anything*, not *stay on topic*.

Examples of great AMAs from brands and people.

https://www.reddit.com/r/cybersecurity/comments/1jtioex/we_are_hackers_researchers_and_cloud_security/

Why was it great?

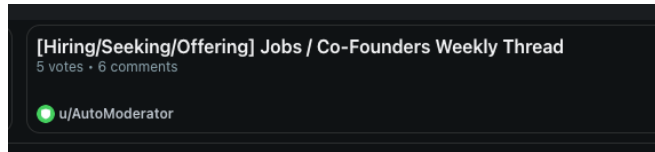
It was fun, informative and good marketing all in one, humanized the brand and let a very relevant audience directly interacted with the people at the brand (and not the brand itself).

You can do AMA in most subreddits now, but the primary subreddit (used to be) was <https://www.reddit.com/r/IAmA>. I would sort by TOP of all time and take a look at why they were so great.

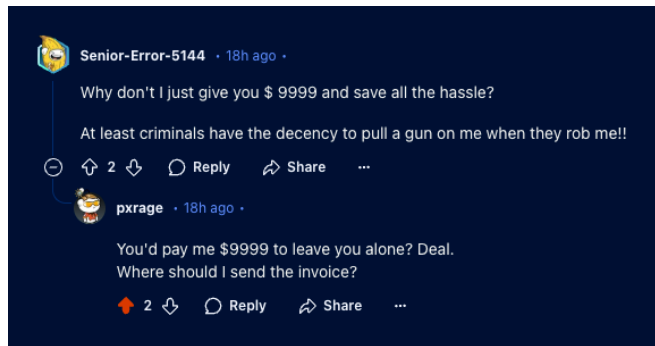
[AMA \(Ask me anything\) on Reddit](#)

But how to write a good Reply?

Replying to relevant posts with your product / service link is not considered salesy. It's usually the expected behavior. Look for pinned posts in subreddits that allow direct selling (one below in r/Startups) and post your offer.



Always resort to humor, don't start fights with random strangers on the internet. Think of their replies as customer interactions.



Give lots of value, don't hold back. Reddit really really needs good content.



Notion uses markdown, so does Reddit. If you write your content in Notion you can just copy paste it into Reddit. All the formatting will stay.

I got suspended, now what?

Nothing. If your account is relatively new, forget about it and start over.

Some tips:

If you are starting a branded account, try to not promote using it and grab your brand name subreddit with it. Post in small subreddits first to warm it up. I have another guide that tells you how to do that.

Having multiple accounts is OK - for example a support account, an advertisement account that posts on a schedule, and a "real" personal account that engages the community, builds karma and recommends your product or service.



You may run across a few comment warriors. Use the block feature liberally.

But does Reddit ACTUALLY sell? The answer is YES.

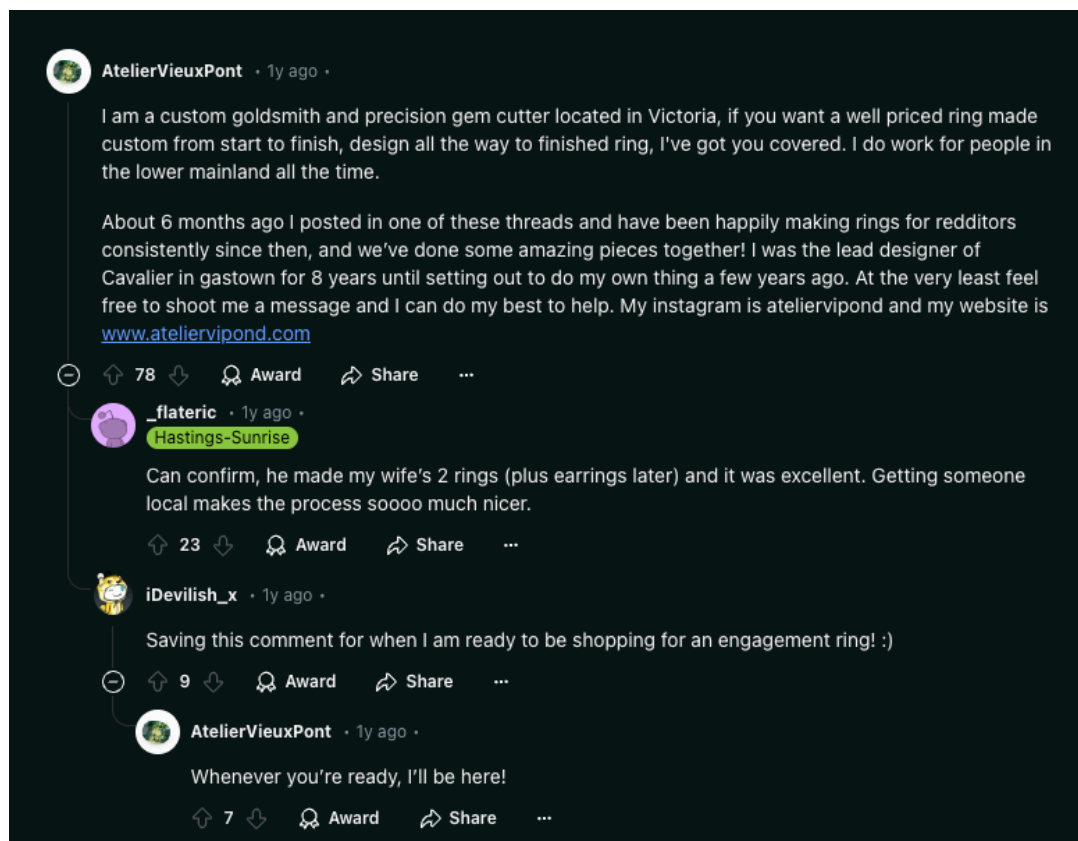
I came across this reply late 2023 while looking up how to make custom engagement rings. I search Google for "jeweller recommendation canada reddit", the post below was second result on the first SERP. A few month later I got the ring in the mail and used it to propose to my girlfriend, we couldn't be happier.

\$5,000+ purchase decision made based on:

- A top Google result
- Reddit comments and review, validating the seller

By this point you HAVE to purposefully provide a bad experience for me to look for an alternative.

I posted about the whole story on my [X account](#).





Here's me talking about Reddit Marketing

https://www.youtube.com/watch?v=HCYTounm_Pk

What's next?