

REDDIT CASE STUDY

**How beardbrand used
Reddit to generate more
than \$100k/month and
land on Shark Tank**

**An interview between
Ross Simmonds and
Eric Bandholz**

www.beardbrand.com



The Company:

Beardbrand is a provider of beard care products for the modern beardsman. They strive to change the current perception of beards and have built a community of passionate bearded followers.

Who will benefit from this Interview:

Anyone who is looking to connect to a niche in an authentic and community focused method will benefit from this Interview. Bandholz is a master of connection with potential customers in an authentic and genuine way.

"I'm just a guy who's sharing his passion in a very authentic way!" -Eric Bandholz

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Eric, over the last few years - BeardBrand has really taken off but for those who might not know what you and the team have built - Would you mind telling us a bit about your company and the role Reddit played in helping you grow your brand?

Beardbrand is a men's grooming company that focuses on beard care products. We've been able to connect with our audience by positioning ourselves as the leaders within the industry and by uniting a community of urban beardsmen.

We aren't just some company who is trying to push some products, but we are trying to change the way society views beardsmen and give men the tools they need to grow and feel confident about their facial hair.

We've been a very open and transparent company from the beginning and shared our wins and losses on Reddit. Specifically the entrepreneur community has been great at giving us constructive criticism as well as support and encouragement.

Our business has been greatly shaped by members of Reddit. In addition to the /r/entrepreneur subreddit we have been active on /r/Beards which is a phenomenal group of guys. It's great sharing my personal beard growth journey with many other great beardsmen.

The whole concept around the urban beardsmen is exciting - I love your vision page. The emergence has been awesome to watch and while I've never been able to get through the awkward beard phase to the full beard - I love what you guys are doing.

The first time I heard of you was on Reddit - Tell me this; was it a strategic decision to use Reddit for marketing or did that just kind of happen? What led you to building such a strong community on Reddit?

I wish I was this incredibly talented and awesome marketer, but the reality is I'm just a guy who's sharing his passion in a very authentic way. I am a Reddit user and have definitely spent too much of my life on there.

But it's ok, because I enjoy my time on the website. I was simply doing what the website was there to do, share content in applicable subreddits and get involved in the community.

I think we've found success there because I am very involved and that I don't shamelessly promoting myself/company. I genuinely want to help other individuals there and I want to give to the community as much as it's given to me.

A lot of marketers think that Reddit is a weird social network that can't be cracked for brands. You guys have clearly shown that it's possible. What would you attribute to your success?

I think the biggest part is understanding the community and understanding the culture of each individual subreddit. What may do well in one community, might be a total flop in another. You aren't really going to know that stuff unless you get involved and understand all the nuances of the subreddits. It takes a TON of time to get that, but it comes easy to me because I like spending time

on Reddit. The biggest thing is being authentic, being humble, and providing unique content.

If you could go back into time and tell yourself one thing about Reddit before you first started - What would it be?

Get Reddit Enhancement Suite. I think I browsed for too long not using RES and life becomes so much better once you get that installed.

Ok, I have one last question... On April Fools you guys did something amazing and Reddit (myself included) loved it and thought you lost it at the same time. Could you tell us a bit about it and why you think it worked so well?

LOL. I think we actually lost a few customers for our April Fool's Joke because they thought it was real. People know that I'm passionate about what we are selling and believe in the products, and I think my passion in the YouTube video had a few people confused. We launched the product similar to how we would launch any other product and have never done an April Fool's joke before.

We were lucky to do the collaboration with Shopify and their little bit of oompfh took us to the next level. We also published the page at exactly 12:01am and because of that we were able to be picked up by Product Hunt and they sent a blast out with our fake product in the mix. I would say this was our first viral campaign and resulted in the third most traffic'd day in our website's history. The first and second where airings on Shark Tank in front of millions of viewers.