

REDDIT CASE STUDY

**How Pact Coffee used
Reddit to land 1251
comments, 660+ upvotes
and a whole lot of sales!**

**An interview between
Ross Simmonds and
Junta Sekimori**



www.pactcoffee.com

The Company:

Pact Coffee is a UK based coffee subscription company. They help to select your recurring orders based on how you brew; from the method and grind you use, all the way to how often you drink your coffee.

Who will benefit from this Interview:

Anyone who is considering using Reddit as a customer acquisition channel will benefit from this interview. Pact Coffee approaches Reddit not simply as a marketing channel but also as a collection of passionate enthusiasts to be engaged, not to be sold to.

" Be prepared for spending most of your next two weeks in Reddit!" - Pact Coffee

Real Posts From Pact Coffee:

- [An invitation to UK redditors- do you drink coffee?](#)
- [We're Pact Coffee, one of UK's first advertisers on Reddit. It was a lot of fun and the numbers were good \(phew!\) AMA](#)

Connect With Pact Coffee:

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Thanks for taking the time to chat with me. I've been following you guys on Reddit & Instagram for quite a while now so I'm quite familiar with PactCoffee. For those who might not know what you folks are up to, would you mind telling me a bit about the company?

Yep, we're a London-based start-up connecting households around the UK to freshly roasted coffee. You go to our website, tell us a few things about how you make coffee at home and how regularly you drink it and Pact then keeps you automatically topped up with the good stuff with letterbox-friendly deliveries fresh from the roaster.

We operate on a subscription model but you can change, pause or stop your deliveries at any time on our website.

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Awesome. Most recently, you guys were featured in the /r/selfserve subreddit to talk about your success with Reddit marketing. Would you be able to tell us a bit about your campaign, how it went and how it came about?

We act quickly on new opportunities so when Reddit announced that advertisers could now geo-target ads we jumped on it. We spent no more than a couple of hours writing up 300 words on who we are and why Redditors should try us and included a link to our site and a trial offer. [Here's the link.](#)

Our speed of getting it out and not overthinking it also worked in our favour. UK Redditors were used to only seeing US ads so it was refreshing to them see a sponsored post that was finally relevant to them. By the time we called it a day on the campaign we'd reached over 600 upvotes and 1200 comments in the threads.

A lot of brands are afraid of marketing on Reddit. What do you think differentiated you folks from the rest that led you to success?

To be honest, we dived in expecting to be eaten alive! But I think people responded well to our frank, conversational tone and honesty about what our service is and what it isn't. We were careful not to make the post feel like advertising copy and responded to every single comment individually and thoroughly. The original post took a couple of hours to put together in launch, but it was the 60+ hours we spent in the comment threads that made it all take off.

What has been the most valuable lesson you've learned about advertising on reddit? If there was once piece of advice you could give someone who is hesitant to start but really wants to try - what would it be?

Spend lots of time in the comments and stand up confidently to bullies. How you respond under attack will probably say more about you than your original post.

Are you guys active in any of the other subreddits or do you tend to stick with your promoted thread? Why or why not?

We occasionally chip in to some discussions on /r/coffee but don't submit posts other than sponsored posts. We'd rather not try and promote ourself in subreddits, it's not a good look gatecrashing other people's forums.

Thank you so much for the time! I appreciate it. One last question, if you could rewind back to when you first started and give yourself one piece of advice. What would it be?

Be prepared for spending most of your next two weeks in Reddit!