



Reddit Marketing Cheatsheet

These 20 tips are insights that every marketer should know before diving into Reddit and attempting to Crack The Reddit Marketing Code.

1. Create an account that is either FIRSTNAME, FIRSTNAME_BRAND or just the BRAND. If you're not using it for personal, the latter options would serve you the best.
2. Don't make your brand posts and content the first thing you do on Reddit. Build familiarity with various subreddits by engaging, interacting and building trust.
3. You can find opportunities to engage by subscribing to relevant subreddits.
4. Look for subreddits where your audience would likely be lurking or spending time and answer questions that don't give you an opportunity to make a sale.
5. Ask questions to subreddits that can add value to your business and brand. For example, ask /r/minimalism what they think of your design like Beardbrand did when they were looking for expert advice.
6. Don't take brand content and try to turn it into a meme.
7. Spend time looking at the "Top Content" within various subreddits for examples of content that people in this community actually want.
8. Visit other Subreddits to see what content generated a lot of interest and use it as a benchmark or inspiration for the type of content you can create for your audience and the subreddits that are relevant to you.
9. Don't share links that you wouldn't share on your personal account.
10. Don't host an AMA unless you're going to be transparent and authentic with every question asked and are committed to not shying away from tough questions and things that the head office might not want answered.
11. Try TrackReddit or Karmalytics to track keyword mentions within the site and various subreddits so you can engage when appropriate.
12. Look at the best content on Subreddits like /r/funny to find inspiration for content you can share on your social media channels.
13. Be transparent with your content.
14. Take the time to respond to every comment, good or bad.
15. Only use Reddit Ads if you're going to be adding real value.
16. Quality content and **real value** can be defined as content that inspires, educates, entertains or engages someone in an authentic dialogue.
17. Use IMGUR as a website to host your images.
18. Read the rules of each subreddits you're sharing content in.
19. Use the big editor that comes with the Reddit Enhancement Suite when creating long form content.
20. Be willing to hustle and spend time studying what works, engaging when appropriate and creating highly relevant content.