

THE REDDIT MARKETING CODE

A GUIDE



UNLOCKING PROVEN TACTICS & STRATEGIES

By. Ross Simmonds

Unlocking The Marketing Code for Reddit

Reddit is considered the hardest and most difficult channel to crack when talking about marketing.

It's considered the Da Vinci code of social networks.

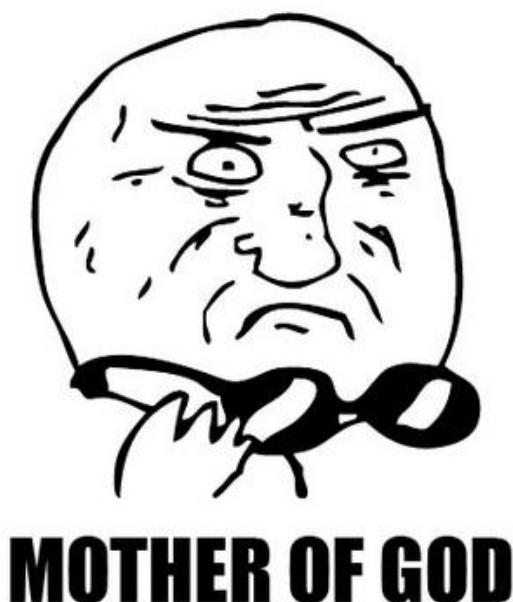
Marketers have #FAILED time and time again....



The post on the last page is just one example of a failed attempt at marketing on Reddit. In this failed campaign, the folks at Pilot thought that they could simply turn their product into a meme and the world would scream **ermahgerd amazing!** In reality, we just use them as a case study for what you shouldn't do.

Not realizing that reddit is more than a place where memes are uploaded and cat photos go viral – marketers like Pilot pens have done more harm than good for their own brands.

Another bad example was this case where Woody Harrelson only answered four questions during a 2012 Ask Me Anything after a user asked him about a time he allegedly hooked up with their classmate and didn't call her back.....



The problem is that Redditors overwhelmingly hate marketing and the idea of marketing taking over a very authentic, transparent and trustworthy website scares them. In fact, it scares me as someone who uses the website often which is why I'm okay with Woody being torched after trying to trick the system.

As one of the **millions** of people who access Reddit **daily** for personal gain, I 100% understand the concern that the various users on reddit have about marketing ruining a good thing. Reddit is a resource I use to connect with likeminded individuals around the world and build real relationships with real people. It's just like Twitter in that sense.

It's also a great resource for gathering information that isn't available anywhere else or gathering information before the rest of the world catches it. Reddit is often the first place to break news and always the place to gather additional insight that reporters and journalists won't have on their desks for an extra 24 hours.

I don't want brands uploading stupid memes like the Pilot post or attempting to trick users through fake accounts and uploading their own product. I don't want that. Reddit doesn't want that. And your brand will likely be thrown to the wolves if you don't read this guide and use these suggestions to ensure you're successful.

In a recent article from Adweek, they proclaimed:

“Face it: You're probably not going to be able to hack it on Reddit.”

While I'm not 100% sure what they mean by ***Hack It***, it's safe to assume they mean crack *Le Reddit Marketing code*. It's not the first time that someone in marketing has suggested that cracking the code is a battle that marketers can't win. I've heard this sentiment time and time again at conferences, on blogs and in comments but it's one thing that strongly disagree with.

Brands have already done it.

Brands have already had success.

Brands have already cracked the code.

It's just not the way a traditional marketer would think.

I've seen success through reddit for my own companies and I have studied the success of others for the past few years. I know first hand that reddit can drive real results and in turn make a positive impact on your business. I know that reddit can drive relevant traffic to your site and drive engagement from people who are just like me and you. Real customers. Real money. Real results.

In this book, we're going to discuss some clear and specific ways that you can unlock the power of Reddit for marketing. We're going to dive into the various strategies and tactics that you can use to unlock and decipher ***Le Reddit Da Vinci Code*** through real examples and case studies that demonstrate that the code can be broken.

As a digital marketer, Reddit is one of the most important things to know about and understand. Commonly referred to as “The Front Page of the Internet,” at the time of this writing it is ranked the 28th most visited site in the world with over 174 million users who spend upwards of 80 minutes a day on the site. There are over 4,000 sub-communities and 165,000 people using it at any given time during the day (sources: Alexa, Digiday)

It is a force unto its own; an online cultural juggernaut, quietly fueling some of the most incredibly interesting, challenging, terrifying, and entertaining content that this age has ever seen (a huge amount of the stuff you see on BuzzFeed or WorldStar originates on Reddit).

At its core, Reddit is still a very simple aggregator. It doesn't sound like rocket science... so what makes it so powerful? What makes it the ninth most visited site in the US (#13 in Canada, #26 in the UK)?

The community.

Like Wikipedia, Reddit is a paragon of superusers working to build a massive social achievement. Ohanian's choice to include comments (something they almost didn't do) set the stage for an internet-community revolution.

Reddit's forum functionality is the secret sauce that elevates it beyond a simple aggregator but it's the community that needs to be looked at as a marketers golden opportunity. It's the community that will decide whether or not you're embraced or thrown to the wolves. It's the community that will decide whether the press writes about you positively or writes about you negatively. It's the Reddit community that holds the power when it comes to brands playing in a sandbox that is already occupied by real people who have no interest in advertising or marketing whatsoever.

So how do you break through? How do you create content that resonates with this community and how can you drive meaningful results from a channel that is resistant to anything corporate?

That's the code we've aimed to crack in this book.

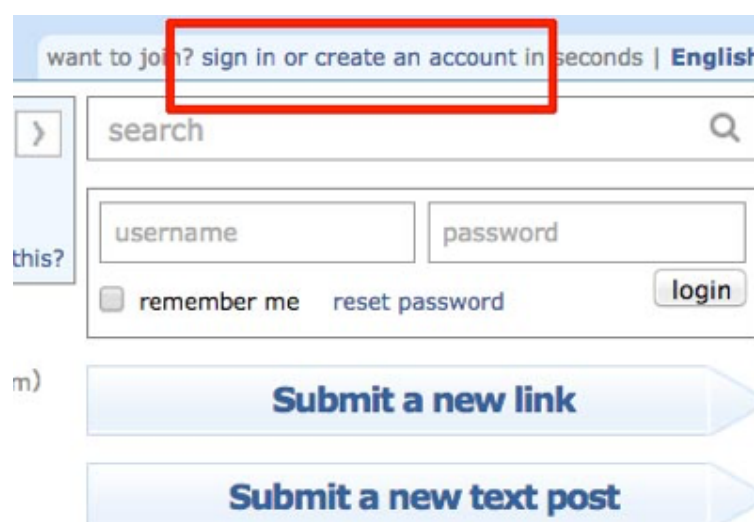
In the next chapter, I'm simply going to give you a run down on the basic functions of Reddit that can help you grow your business and browse without getting a headache. We'll discuss some of the basics functions like Subreddits and Upvotes. We'll discuss the difference between text posts and link posts. We'll also discuss a tool that I can promise you will make your entire Reddit experience 20x better.

Once you have those basics, we're going to cover the strategies that can truly take your business to the next level. We're going to talk about the code that should act as the foundation for everything and anything you do within Reddit. From there, we'll discuss specific tactics and examples of them being implemented in the wild.

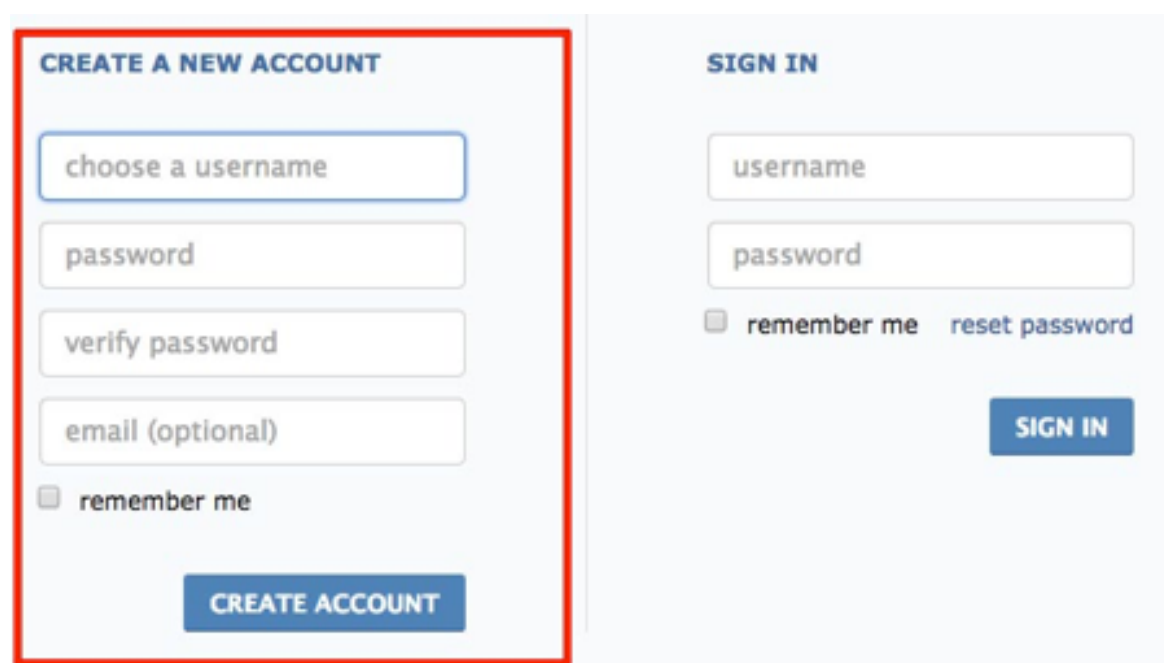
When you're finished reading this book, you'll have everything you need to connect with one of the largest audiences on the web. You'll have exactly what you need to know to crack what many believed was impossible.

Getting Started With Reddit

Reddit's sign up process is wonderfully painless. On the homepage, go to the top right-hand side and find this link:



Click "Create an account" and it will pop up the box below, which asks for a username, password (twice) and an optional email.

A screenshot of the "CREATE A NEW ACCOUNT" form. The form is titled "CREATE A NEW ACCOUNT" and is enclosed in a red rectangular border. It contains four input fields: "choose a username", "password", "verify password", and "email (optional)". Below the "email (optional)" field is a "remember me" checkbox. At the bottom of the form is a blue button labeled "CREATE ACCOUNT". To the right of the "CREATE A NEW ACCOUNT" form is a "SIGN IN" form. The "SIGN IN" form has input fields for "username" and "password", a "remember me" checkbox, a "reset password" link, and a blue button labeled "SIGN IN".

Fill it out and you're now signed up. Easy peasy.

What Should Your Username Be?

You'll find that there are some very straightforward and some very awkward usernames on reddit. Some of the accounts have usernames as simple as mine: rsimmonds – while others are super awkward like: ilikebigbuttz (I don't know if that's actually an account).

For a business, the best approach is to be authentic and use your brand name if you're using it for business. That said, if you're going to be acting as a spokesperson for the brand, you could use a name that is something like FirstNameBRAND or go with a straightforward username.

Both options can work depending on your intention and strategy for engaging with people on reddit. If you're looking to meaningful relationships and use it as a personal/professional account – use your name. If you're looking to use it solely for business than brand your account but be aware that people are going to be skeptical about your intentions from day one.

How To Navigate & Browse Reddit

Getting around Reddit takes a little more practice than signing up, but after poking around for a while the setup becomes familiar, thanks to the minimalistic design. Let's start by discussing the iconic front page.

The front page is what you see when you have just www.reddit.com in your browser. In the top left-hand side of the site, you can see “FRONT” highlighted. Front shows you content from all the subreddits that you're currently subscribed to. New users are auto-subscribed to several standard subreddits.

The majority of the page will be dominated by a bunch of items in a news feed.

The diagram on the following page contains a breakdown of all the main functions to understand, and what happens when you click stuff. Zoom in or print it off for access to all the functions.

Along the top: Quick links to other subreddits

Next row: Logo and tabs that determine how the content is organized. "Hot" is the default.

The first piece of content is often a promoted post (see the "sponsored link" note in the bottom right of the blue-tinted box?)

"trending subreddits" are subcommunities that are generating trending content right now

MY SUBREDDITS FRONT ALL RANDOM LIFEPROTIPS JOKES TWOXCHROMOSOMES CREEPY HISTORY TODAYILEARNED GIFS WORLDNEWS

reddit hot new rising controversial top gilded wiki promoted

reddit.tv - It's like YouTube but for r/videos (reddit.tv)
promoted by redditads
36 comments share hootlet
sponsored link what's this?

trending subreddits /r/instantbarbarians /r/ActLikeYouBelong /r/Okeh /r/SculpturePorn /r/dataisugly 13 comments

1 The Truth About Bradley Cooper and The Oscars Discussion (self.movies)
submitted 2 hours ago by Limin8tor to /r/movies
286 comments share

2 4752 There is an ant colony in my friends calculator. He says whenever he turns it on, they all start freaking out. (imgur.com)
submitted 5 hours ago by cejotafication to /r/pics
934 comments share

3 One in three Germans say capitalism to blame for poverty, hunger: The survey found that more than 60 percent of Germans believe there is no genuine democracy in their country because industry has too much political influence and that the voice of the voters plays only a subordinate role. (reuters.com)
submitted an hour ago by Libertatea to /r/news
393 comments share

4 2086 Look at this belly (imgur.com)
submitted 3 hours ago by john19922 to /r/aww
51 comments share

Content

Rank ordered based on the tab you have selected above. The first number is the number of "upvotes" minus the number of "downvotes." Fresher posts sometimes obscure this score for a predetermined amount of time.

If the content has a thumbnail associated with it, it is displayed.

Clicking the title will take you OFF reddit and to the source of the content. The exception is if the content is actually a discussion posted to Reddit. This is denoted by the "self" tag and the Text Preview button:

(self.movies) Aa+

rank and score. click the up arrow to increase the score (upvote)

comment count click to read!

timestamp

the user that submitted the content click to see all content and comments from this user

source — click to see all content posted from this source. If posted as a discussion, the "self" notation will appear

subreddit to which this content was submitted. click to visit the subreddit

Understanding Subreddits (/r/subreddits)

Understanding the concept of subreddits is key to getting the hang of Reddit. In essence, they are sub-communities that tend to focus on a topic, theme, concept, goal, etc. Users submit content to the site and they select a “subreddit” in which they think the post would be the most relevant and aligned with.

When you sign up for reddit, you'll automatically be subscribed to a few communities. What this means is, the content you see when you visit reddit.com will be content voted to the top of the various subreddits you're subscribed too. If you're subscribed to no reddit, you will see no content. If you're subscribed to only one subreddit, you will only see content from that subreddit. The beauty of reddit is the fact that by subscribing to content of interest, you're only going to see content that is relevant and personalized to your interests.

When you're uploading a picture of a cute baby, you would upload that image to the subreddit /r/awww. The /r/ is found in any subreddit URL and it directs the domain to that specific subreddit. A specific community on reddit that has a focus on sharing and distribut-

ing content that makes people go awww – hence the name. Or if you were going to upload an article about the Superbowl, you would upload that content to /r/NFL as the people who are likely to browse/subscribe that community are likely to be the people most interested in your content.

What Subreddits Should You Care About?

When you're thinking about what subreddits you should subscribe to or establish presence in, there are a couple things to consider.

First, you want to think about the relevance of a subreddit and the members who use it with your brand. If you're a meditation app, you're likely not going to spend time browsing and building relationships with people using /r/fantasyfootball. Instead, you're going to look to /r/yoga, /r/meditation, /r/spiritual and /r/zen.

On top of relevance, you want to invest your efforts into communities that have an active and engaged subscriber base. If we take the meditation app example a bit further, we would look at a subreddit like /r/zen and find that there are 28,098 subscribers.



As you can see from the image on the right, the Zen subreddit has almost 100,000 fewer subscribers than the meditation subreddit.

I'm pointing this out because it's very important to understand the number of subscribers a community has before jumping in and seeding your content. The number of subscribers a channel has should influence your decisions around where you should push your content.

If you're wondering what subreddits have the most subscribers, you can visit the RedditList which shows the details on every subreddit online. It highlights the subreddits that are very active, very popular and growing the fastest.

Meditation


☒ Use subreddit style

[subscribe](#)

[+shortcut](#)

[+dashboard](#)

123,863 medditators

 ~71 Beings.

☒ Show my flair on this subreddit. It looks like:

[rsimmonds](#) ([edit](#))



Recent Activity			Subscribers			Growth (24Hrs)		
Rank	Subreddit	Subscribers	Rank	Subreddit	Subscribers	Rank	Subreddit	Growth
1	funny	8,199,678	1	funny	8,199,678	1	continuityporn	64.9%
2	AdviceAnimals	4,258,051	2	AskReddit	8,167,845	2	HumansBeingBros	62.62%
3	pics	8,123,259	3	pics	8,123,259	3	TenYearsAgo	48.84%
4	aww	6,567,922	4	todayilearned	8,040,320	4	prettyaltgirls	42.68%
5	todayilearned	8,040,320	5	worldnews	7,889,257	5	MealPrepSunday	41.4%
6	BlackPeopleTwitter	286,743	6	science	7,854,867	6	Worldprompts	34.19%
7	WTF	4,543,629	7	IAmA	7,795,466	7	GenerationGap	33.67%
8	gifs	5,106,446	8	videos	7,385,162	8	irlsmurfing	25.47%
9	videos	7,385,162	9	gaming	7,323,878	9	CanineCosplay	21.51%
10	gaming	7,323,878	10	movies	6,949,563	10	ThatsStupidMate	16.67%

While it's great to be active and engaged in a popular community, it's also important to understand that the competition and work required to succeed is higher.

Here are a few key takeaways around subreddits:

- Topics created for a subreddit can be broad, such as r/funny or extremely specific, like r/mtgfinance (a community for those interested in the economy of a specific trading card game).
- Subreddits linked in throughout the site include the “r/” before the name

- Information specific to each subreddit is found in its right-hand sidebar. In addition to the global Reddit code of conduct (reddiquette), subreddits often have their own rules and regulations.
- Special users, called mods or moderators, police the subreddits and manage its content. Mods are often among the most passionate users (and most revered/vilified).
- Anyone can create a subreddit.
- Subreddit popularity is gauged by how many people subscribe to it.
- Creating a popular subreddit is something that a lot of users aspire to.
- Creating a popular subreddit is not easy to do.
- It's easier for brands to engage in popular and relevant subreddits than attempt to create their own.

What Are Upvotes & Downvotes?

Voting is the primary feature that determines what content rises to the front page of reddit and what content disappears. It's also the function that determines what comments are at the top of a post or what comments are downvoted into oblivion.

There are up arrows and down arrows beside every piece of content submitted to reddit. Whether it's a comment, article, link or image – all content uploaded has the ability to be upvoted or downvoted. Deciding what to up and down vote is entirely up to you as a user.

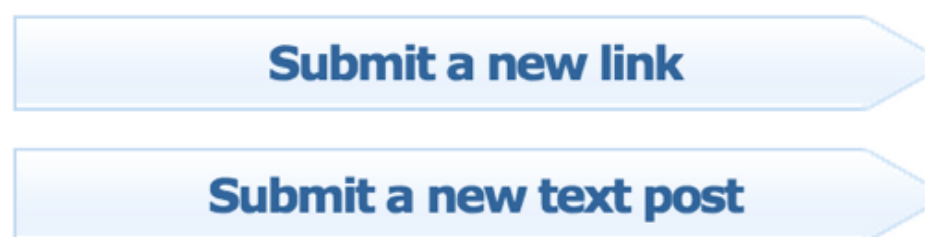
The net score of all things you submit and comment on is known as points or karma, and it is displayed on your user profile. This score has something of a mythic quality for some users — others couldn't care less about it.

Commenting is also very simple to do, but may require some practice when it comes to reading the comment threads. Reddit uses a nested system, along with rank ordering the comments in a similar

way to ranking content. The little plus and minus symbols beside comments collapse their thread, which is very helpful for navigating.

Submitting Links & Content To Reddit

On the right side of most pages, you'll see these two big buttons:



Submitting a new link is the act of sharing something that already lives online. For example, if you're active on a subreddit like /r/futurology a channel that is about the future – you might want to submit a link from Wired.com highlighting the economic impact of self-driving cars.

To do this, you simply click the button and you'll be taken to a form like this:

submit to reddit

[link](#) [text](#)

You are submitting a text-based post. Speak your mind. A title is required, but expanding further in the text field is not. Beginning your title with "vote up if" is violation of intergalactic law.

title 0/300

text (optional) 0/15000

Commenting as: rsimmonds macros

reddit etiquette formatting help big editor

choose a subreddit

your subscribed subreddits
acting advertising AdviceAnimals Art aww BBQ Bitcoin bodybuilding books Browns buccaneers Coffee confidence CryptoCurrency dadjokes

options

☒ send replies to my inbox

please be mindful of reddit's [few rules](#) and practice [good reddit etiquette](#).

submit

submit to reddit

[link](#) [text](#)

You are submitting a link. The key to a successful submission is interesting content and a descriptive title.

title 0/300

url

suggest title

choose a subreddit

your subscribed subreddits
acting advertising AdviceAnimals Art aww BBQ Bitcoin bodybuilding books Browns buccaneers Coffee confidence CryptoCurrency dadjokes

options

☒ send replies to my inbox

please be mindful of reddit's [few rules](#) and practice [good reddit etiquette](#).

submit

Now, the form on the left is for a Text Post and the post on the left is for the link post. When uploading a link post, you need to simply paste the URL and if you want to keep the title the same as what the website uses, press 'suggest title.'

If you want to get a bit creative with your title, feel free to create your own. From there, select the subreddit you want the post shared to and press submit.

For a text post, the process is very similar. You give your post a title and then you write a handful of text that you want to share. For example, I published a text post called: Let's Talk Consulting: How I Built A \$250K Consulting Business In Two Years. This post was upvoted 593 times and at the time of this writing, it had more than 200 comments.

This is what it looks like when you visit the post:



The blue fonts are hyperlinks that will drive you to pages outside of the original post. If you mention another user: /u/rsimmonds it will turn into a link and if someone clicks it, they will be directed to that users page. The same experience happens when you mention a subreddit in your comments or text post. In the post above, I'm mentioning /r/entrepreneur and it's converted into a link.

When you submit a link post, it shows up with nothing more than the title:

reddit /r/news comments related other discussions (5) view images (0) rsimmond

Post analysis/opinion articles to /r/inthenews

/r/inthenews /r/worldnews new submissions new comments

3877 Major publisher retracts 43 scientific papers amid wider fake peer-review scandal
(washingtonpost.com)
submitted 8 hours ago by PHealthy
565 comments source share save hide give gold report hide all child comments buffer

top 200 comments show 500 subscribe

sorted by: top

navigate by: submitter | moderator | friend | me | admin | highlighted | gilded | IAmA | images | videos | popular | new

B I S A² " <> 0/10000

Commenting as: rsimmonds macros

Some subreddits will show an image from the actual article next to the title but that depends on the subreddit. If you upload an image to reddit, you should use the site: Imgur and share the URL to the actual file.

When you do this, you will take the same steps you would with a typical link. The result will be a post that shows a title and image - Like this:



If you're new to Reddit, be absolutely sure to check out the advice, warnings, and links to guides around what you can and cannot post. Each subreddit has its own set of rules and guidelines that ensure that the content being uploaded is quality and aligns with the moderators and communities vision. Here's a sample of the rules and

guidelines from one of my favourite subreddits

/r/fantasyfootball:

Rule 1

Do not make individual threads specific to your team or league. Use the consolidated threads for questions and reactions.

Rule 2

Avoid posting memes, irrelevant media, off-topic posts, low-effort posts, overly specific questions or non-generic posts, as well as novelty or "helpful" bots

Rule 3

Search or check new before posting

Rule 4

Be thoughtful when replying and don't be a jerk.

Rule 5

Report content that breaks the rules

Rule 6

Avoid excessively circlejerking or overreactions

Rule 7

Avoid posting referral links

Rule 8

Avoid posting or ask for links for premium or subscriber content

Rule 9

Mods reserve the right to remove content at their discretion

Understand and follow the guidelines for the various subreddits you're trying to build a reputation in and you'll have no issues.

NOTE: *If you're a Fantasy Football player and are not using the subreddit /r/FantasyFootball, you're making a big mistake. If you're in a Fantasy Football league with me, I'm just joking the site is actually filled with bad advice. Avoid.*

The Reddit Enhancement Suite

Even seasoned Reddit users (aka Redditos) can admit that the user interface for the site isn't perfect. With so much stuff on Reddit, it can be a little overwhelming. If you're someone who likes simple filters, labels, and organization for your digital experiences, then Reddit might make you a little crazy at first.

The Reddit enhancement suite (RES) is an aptly named 100% free browser add-on that gives you some more organizational firepower, as well as taking care of some of issues that bug many users. It is definitely recommended for folks who plan to spend any significant time with Reddit.

I've been using the Reddit Enhancement Suite for the last couple months and it's changed the way I browse and engage. It's an amazing user experience enhancement tool that allows you to create better content, view content easier and manage your stream of content in a more intuitive way.

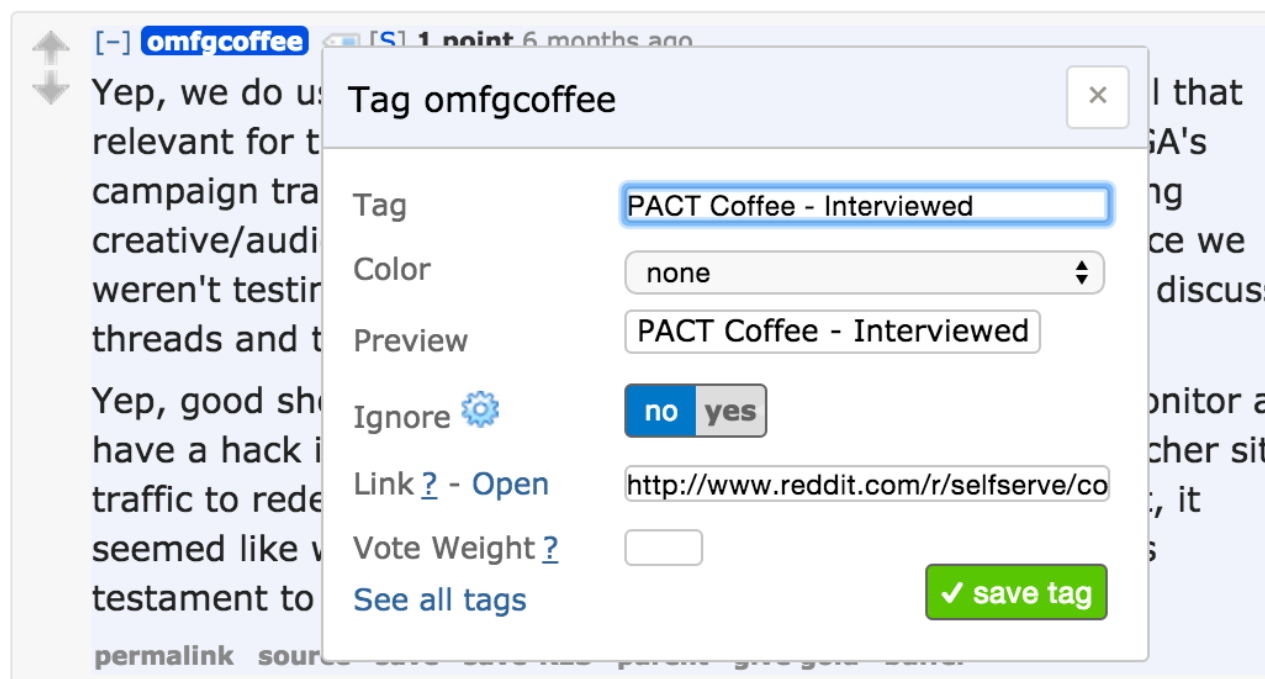
What are some of the benefits of the Reddit Enhancement Suite?

Account Switch: Are you managing multiple reddit accounts? Using the Reddit enhancement suite you can store multiple usernames and password combinations and switch back and forth instantly while browsing.

Comment Navigator: Instead of trying to figure out who is who in the thousands of comments on a reddit post, you can now easily identify who the original poster (OP) is and who a mod is when simply looking at their name. You can also use the tag feature to keep track of users who aren't the OP but are worth remembering.

This is probably my favorite feature so I'm going to explain this a bit more than the others. Reddit is filled with users. Millions and millions of users spending time on thousands and thousands of different subreddits. Because there are no avatars and the names are often hard to remember, it's challenging to build strong relationships. Or at least, it was until tagging was introduced. Tagging allows you to give a user an indicator on their name so you can remember who they are if you come across their content in the future.

This is me tagging Pact-Coffee. This lets me remember who they are whenever I come across their name.



Better User Experience: This is the biggest win IMO. You now have the ability to see full comments, manage subreddits more effectively, open images inline in your browser, upvote & downvote with your keyboard and with their never ending reddit feature, you see a never ending stream of content without having to click to the next page – content loads automatically as you scroll down.

The Big Editor: With this feature, you're not limited to a tiny block to write text in. With the Big Editor, you have the ability to write your posts in a larger space. This is great for posts that are more than the typical 20 or 50 words.

You can download the extension here:

www.redditenhancementsuite.com

THE CODE

**“To be persuasive we must be believable;
to be believable we must be creditable;
to be credible we must be truthful.”**

- Edward R. Murrow

Cracking The Reddit Code

People told me I shouldn't write this book. Some were concerned that writing it could result in more people flooding Reddit with spam but I'm hopeful that the result is the opposite. I'm hoping that by unlocking and sharing *The Reddit Code*, marketers and brands will understand that spamming, memes and sad attempts to speak geek just aren't going to cut through the noise and stand out.

You need to embrace the code.

When I first started this journey, I wasn't 100% sure whether or not the Reddit Code was actually able to be cracked. I wasn't sure if I would actually find the trends and insights I needed to truly crack it. But after chatting with entrepreneurs and marketers who have cracked the code successfully - I can say with confidence; the code is real and the code has been cracked.

In the following pages, I'm going to share with you the Reddit code along with six strategic tactics and case studies to support them that any brand can apply to their business and achieve success.

THE REDDIT MARKETING CODE

Quality Content

Create content that entertains or adds value.
Create content that confirms your audiences worldviews.
Create content that can help grow & strengthen relationships.

No Corporate BS

Engage with the intent of delivering value not with the intent of spinning your story in a way that shoots your stock up.



Transparency

Transparency leads to trust. Trust leads to credibility.
If you lie about your intentions, you will be caught and ripped for it.

Community of Interest

Don't engage in subreddits that aren't relevant to your brand or industry. Identify communities that actually care about your product or service and interact there.

Authentic Engagement

If you add value to the community, the community will respond and engage. It's important that you respond to people and be real with every interaction.



The Five Elements Of The Code

#1: Quality Content

Have you ever clicked a headline expecting something amazing but be let down when you read the actual content?

We've all been there.

You're scrolling through your newsfeed and see a link:

“16 Reasons Why You Should Never Wear Sunscreen”

You click it to find out whether a new study has been released but to your surprise, the reasons are nothing more than screenshots of people from all over the world with ridiculous sunburns. Unfortunately, this isn't a made up example of clickbait. If you Google that article, you will quickly find that its real and is the epitome of clickbait. By definition, clickbait is:

“Content, especially that of a sensational or provocative nature, whose main purpose is to attract attention and draw visitors to a particular web page.”

Clickbait doesn't deliver on the promise found in the articles title. Clickbait is content that is created with the sole intent of driving

visits without any concern about retaining the readers attention. This is the type of content that Reddit hates but also the type of content that many brands are making the mistake of using when attempting to crack the Reddit Code.

If you're not delivering valuable content to the various subreddits you're browsing, you're going to be banned or simply generate no results. Before you publish something or submit something into a subreddit, ask yourself if this piece of content is something you truly feel the people within the subreddit would benefit from reading. On top of that, if the content is from your brand, ensure that you've put some serious work into creating this content. It cannot be something that you threw together within a few minutes and simply pushed it to a subreddit with the goal of driving traffic.

The content you share into a Subreddit needs to be something that brings true value to the lives of the readers. We're going to highlight the psychology behind quality content in the last chapter. Apply these insights surrounding the types of content that people want and the type of content people share to understand the type of content your brand should be developing and distributing.

#2: No Corporate BS

In my conversation with Nathan Smelter of PowderCity, he stated something that is consistent across every conversation with those who have already cracked the Reddit Code. Nathan said:

“You can't BS redditors, so you have to put transparency ahead of sales.”

A few weeks back, a friend of mine sent me an email with a link to this post they submitted to Reddit. I won't say names because I don't want to embarrass them but the post was the most sales driven corporate drivel I had ever read. The most popular comment was something along the lines of: *“Wow, I'm so glad I read that. #Sarcasm”*

This is what happens when you submit BS to Reddit. You get called out for sharing BS content and you risk the chance of being banned. Trust me, I've seen it happen and it happened to me in the early days of Reddit before I really understood what I was doing.

Share content that you know is valuable. Share content that arms readers with a chance to grow, learn, laugh or feel inspired.

#3: Transparency

Transparency is one of the most effective ways to drive conversation and buzz online. It's a tactic that has increasingly become popular with the rise of startups like Buffer who released their entire companies salary through a Google Spreadsheet intentionally. Organizations like Groove have also jumped into the world of transparency by sharing their monthly revenue figures and various marketing tactics that have helped them achieve these goals.

For me, I cracked the code using Reddit when I published a detailed guide highlighting how in two years I went from quitting my job to building a consulting business that generated more than \$250k in revenue. I was transparent with my process for business development, my numbers as it relates to sales and as a result, I made the front page of Reddit.

Transparency works.

My success on /r/entrepreneur is still greatly overshadowed by Eric Bandholz, the founder of Beardbrand. His posts on this Subreddit

tend to always strike a cord and when I asked him why, he pointed out quickly how important transparency was to his success.

“We’ve been a very open and transparent company from the beginning and shared our wins and losses on Reddit.”

It’s true.

You can look through Eric’s submission and commenting history to find a handful of posts where he’s asking for help from subreddits like /r/minimalism and sharing his struggles with /r/entrepreneur. This transparency is what made Redditors fall in love with Beardbrand and go out of their way to promote, share and rave about the brand to people outside of the community.

People crave a behind the scenes look and get ecstatic when you pull back the curtain with no strings attached. People want to know the person behind the brand, the good news, the bad news and everything in between. The brands that create and share content that is filled with transparency are brands that have an opportunity to gain the trust of a community and build loyal and committed fans.

#4: Community of Interest

Reddit is one big community built up of many smaller communities. In many ways, it's reflective of real world dynamics as people who share similar interests tend to hang out in similar groups. Most dog people know other dog people and most cat people know other cat people. Similarly, people on Reddit who are passionate about BBQ and meat aren't likely to be subscribed and spend time chatting with people who are passionate about Veganism.

As a brand, it's important to understand who your audience is and where they are spending time on Reddit. You want to take a page out of Katie from Pornhubs book and push content into channels where you can add value and content that lines up with what users want. You might not be in as entertaining a space as Katie but in the PowderCity case study, you'll see that you don't have to be!

Communities that are passionate about something can be the hardest but most rewarding community to crack. The efforts that Beard-brand have put into the /r/beards community and /r/entrepreneur community have helped accelerate their brand to become an e-commerce golden standard for what brands should strive for.

#5: Authentic Engagement

There's a reason why Ask Me Anythings are so popular on Reddit.

It's not because the acronym AMA looks cool.

It's not because Obama made them cool.

It's because people crave authentic engagement with people who are unique, different, special or famous. People enjoy having dialogue and an opportunity to learn from people who have done or achieved something interesting or unique.

In my conversation with Katie from PornHub, she reiterated this point around authentic engagement as being the key to driving success for PornHUB. She told me that brands shouldn't market to Reddit but instead they should, *join the community, engage with other users and share content in relevant subreddits in an authentic way.*

That's the final step to cracking the code.

Engagement. Responding quickly to people when they ask questions. Responding quickly to opportunities when they arise. Responding with transparency when a user asks a question.

This is what the community wants and this is what can help your brand stand out on Reddit.

In the interview with Pact Coffee, a company that had one of the most successful sponsored posts in Reddit history, I asked them how they were able to generate more than 1200 comments on a sponsored posts. (Note: most sponsored posts fail on Reddit) and their response reiterated the value of engagement:

“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.”

And that's how Pact Coffee Cracked the code.

Let's recap:

If you're committed to sharing **Quality Content** that has **No Corporate BS**, embraces **Transparency**, and is shared in a **Community Of Interest** you will spark conversation that will lead to **Authentic Engagement**. In doing so, you will have cracked The Reddit Code.

In the following pages, you will find insights about specific tactics, tools and strategies that can help you in your quest to cracking the code. I'll dive deeper into the case studies surrounding brands and organizations that have achieved success on Reddit using these five elements of the Reddit Marketing Code.

I'll dive deeper into the world of content marketing so you have a clear understanding of what it means to create quality content. I'll also be diving into the power of creating and establishing powerful connections. From there, we'll dive into the power of unlocking opportunities, creating them and also finding them on your own. I'll show you how other brands are lurking Reddit to find inspiration for their next big idea and also share insights on how to run an effective advertisement on Reddit without getting killed.

So far you've learned the basics of Reddit along with the key elements you need to be successful. If you stopped reading right now and started diving into Reddit, I'd be willing to bet that you would find success in your efforts. The information you've already received is more than what most brands today are equipped with.

After you read the last chapter of this book, I'd not only be willing to bet on you achieving success through Reddit, I'm ready to guarantee it. Grab a coffee, put your feet up and enjoy the next few pages. If at the end of this, you still have questions or are unsure how your brand can achieve success on Reddit, I want to help. Reach out to me directly. My email is at the end of this book... I'll offer you a free consult to show you exactly how it's done.

I'm a believer in the information found in these pages and I'm a believer in the idea that with information like this, anyone can be successful. Let's get to it... **You've got a code to crack.**

#1: Build Meaningful Connections

A: Inject your passion into the community

Eric Bandholz of Beardbrand made headlines when his startup went from making zero to six figures a month, in under a year.

A big part of this success is owed to his activity on Reddit, in particular in the r/entrepreneur subreddit. But Eric didn't put up ads here. He didn't put on a salesman's hat and sneakily insert links to his website. He didn't seek out a "target market" and deliver assets against them.

No, Eric participated in the community and added value. When other entrepreneurs had questions, problems or stories, he would offer advice, suggestions or in many cases, just his upvote. Over time, he earned the respect of his peers. His own pursuits and projects became part of the natural fabric of conversation, debate, and story within the subreddit. He used the community to develop and to share his passion. Through this approach, the community supports you back.

After the initial success of his BeardBrand, Eric posted a [breakdown of how he did it to the public](#); for the community. The top response (as decided by upvotes) speaks for itself:

When you look at the success that Beardbrand has had on Reddit, it's not entirely unpredictable. You get back from something what you put in. If you're adding value to the people who follow you on Twitter, they will tell your story. If you're adding value to the people who follow you on Instagram, they will tell your story. The process of determining what you should and shouldn't upload to Reddit should take a similar process as any other channel.

Ask yourself...

Would I want to read this content if I was on the other side?

If the answer is maybe or no – Don't post it.

If the answer is yes – post it.

One of the other elements that allow for brands to be successful on reddit is embracing the idea of transparency. Transparency is an approach that more and more brands are recognizing as a way to stand out and build a deeper connection with their audience. When McDonalds created their You Ask, We Answer campaign; the marketing worlds jaw dropped as they took people behind the scenes to see exactly what was going into their Big Mac and McNuggets.

You can use this same approach on Reddit and achieve significant success. As an example, when I put up a post sharing how I built a \$250,000 consulting business in two years; it made the front page. It landed on the front page because it was a post that added value but also one that was transparent about both my successes and failures over the years.

Now, some people might say yeah but Beardbrand just got lucky. To counter that thinking entirely, let me point out that this isn't the only brand that has found success through Reddit.

Brands like Pact Coffee were also able to crack the code by sharing their passion with the reddit community.



Featured: Pact Coffee promoted post

(Pact Coffee Reddit Post)

Pact Coffee used a location targeting feature in their ads to target UK users. The ad established a personal connection by referencing them directly and then was able to unlock the Reddit code by combining three elements: **Community Interest, No Corporate BS and Authentic Engagement.**

And it all started with a **No Corporate BS** post:

Our coffee is picked and imported by [a guy who knows coffee like a teenage girl knows emoticons](#) 



Most brands would be afraid to put up a post like this.

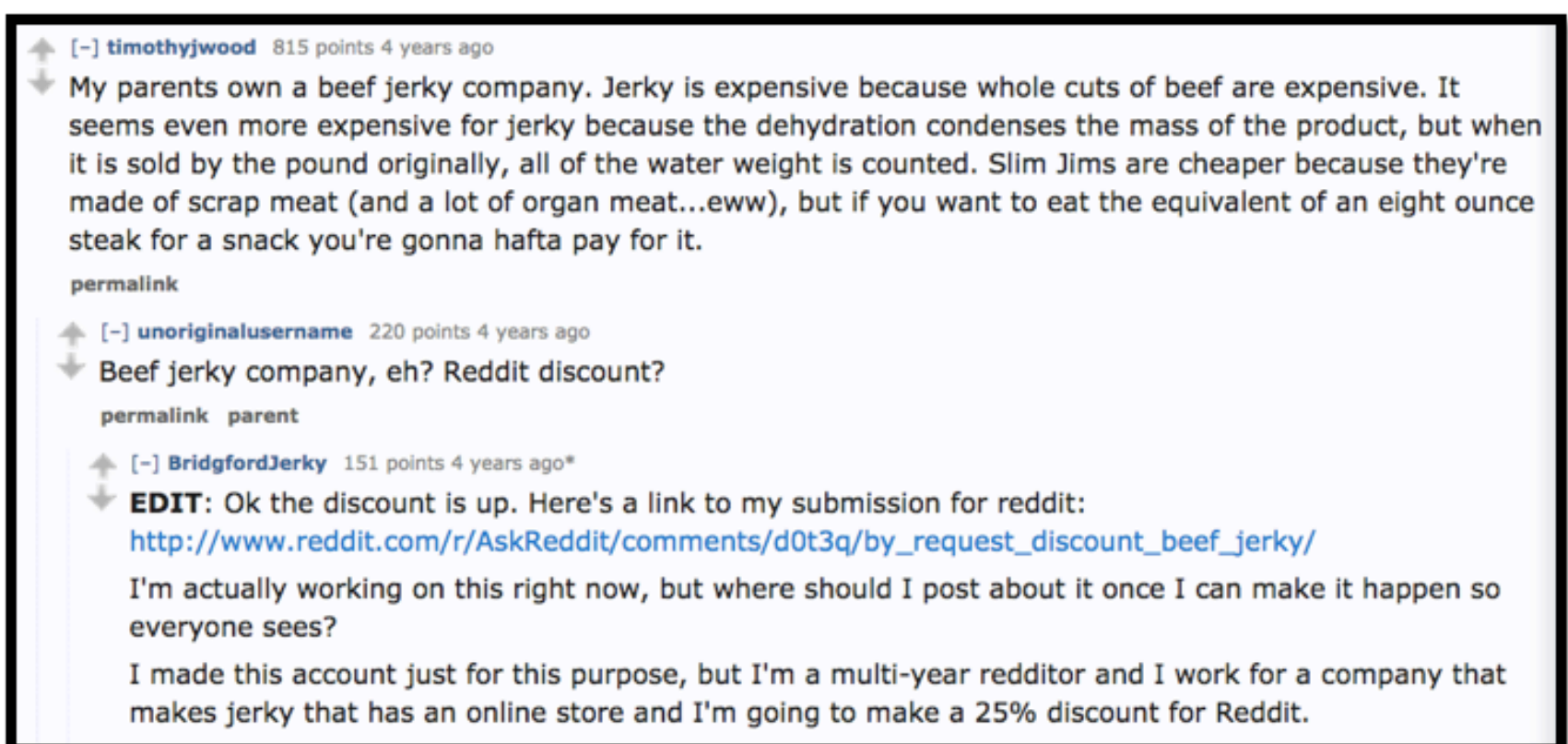
Pact Coffee embraces their corporate culture, their staff and has a clear understanding that corporate BS just doesn't fly on Reddit.

Be real or be ridiculed.

B: Seek and seize opportunities.

Among the mess of social media buzzwords are: “timely” and “relevant.” They’re buzzwords because they’re easy to recommend, but useless without understanding how to be “*timely and relevant.*”

Here’s an example of how to do it right:



A Reddit user named collinsballn made a discussion complaining about the high price of beef jerky (we’ve all seen the seven-dollar packs in the convenience stores). The post generated more than 700 upvotes and 1335 comments from people who didn’t understand the reasoning behind the high pricepoint.

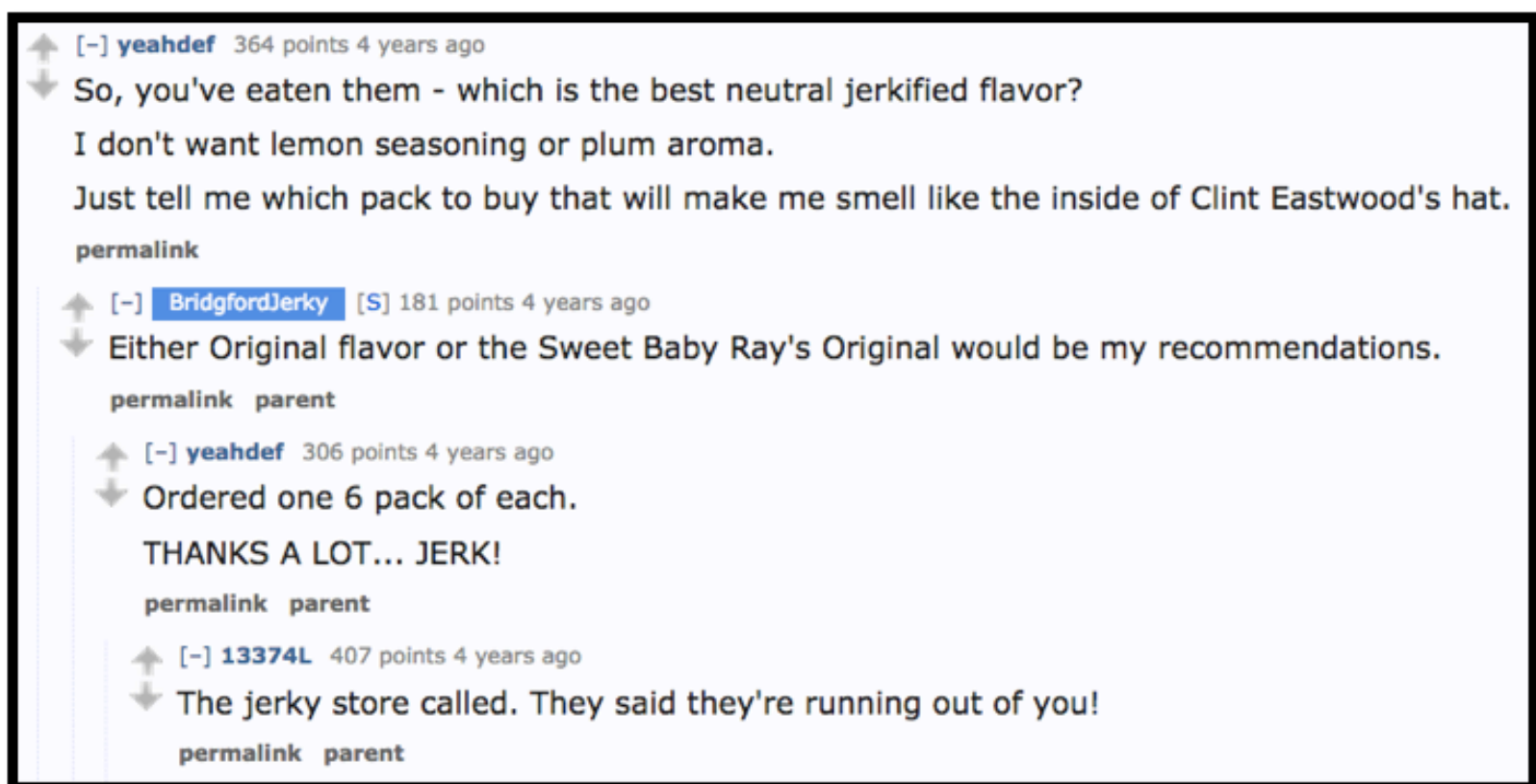
Enter the family run beef jerky business, Bridgford. One of their employees ([timothyjwood](#)) saw collinsballn's post. Based on a suggestion from another user ([unoriginalusername](#)), they went ahead and set up a [discount](#) on their online store: Reddit users got 25% off the already fairly cheap price, which avoided the convenience store markup.

They received about 130 orders in a day. Not bad, considering that the usual daily rate was about 3. Applying the discount, that's a month's worth of revenue in one day.

They ran the promo for a week. The grand total was 653 orders and \$23,000 in net sales - they [shared all the data](#) embracing the idea of full **transparency**.

On top of that, this interaction drove coverage in many other areas of Reddit, as the concept of "discount beef jerky for Reddit" resonated with the community at large. Earned media was another benefit of this interaction as a few media outlets covered the story and a handful of marketers wrote about it on their blogs.

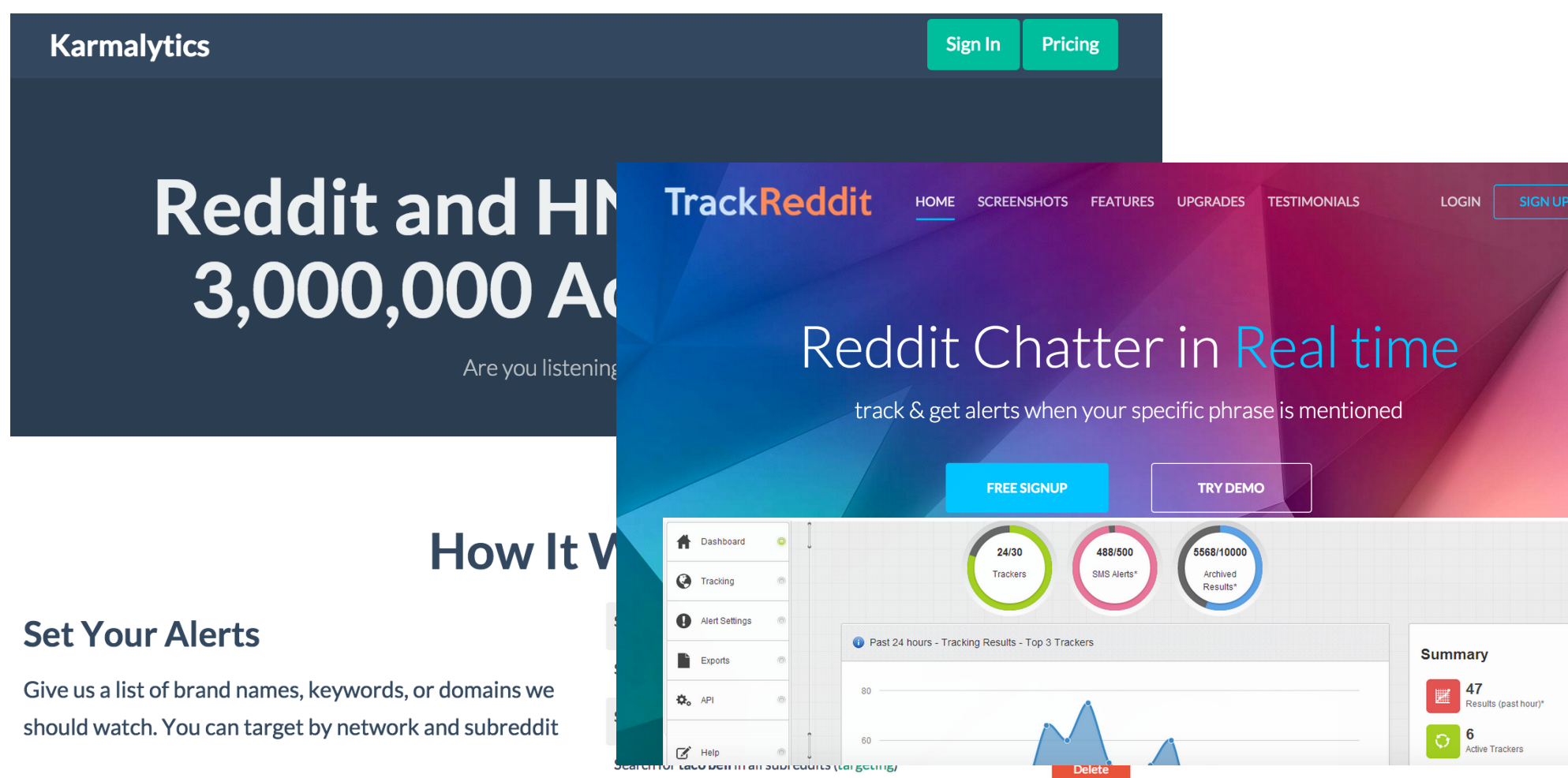
The most important benefit is the fact that a hundreds of new customers were acquired and thousands of people are now aware they can buy beef jerky at a better rate than their local convenience store — Lifetime Customer Value, anyone?



I mean, just look at that response! Someone ordered two six packs of their jerky because this company **engaged authentically** and was **transparent** about their favorite jerky.

This is a great example of a brand that capitalized an opportunity. It's not likely that an opportunity like this is just going to pop up tomorrow. These cases are rare but can be very powerful when you see them and take advantage of the opportunity.

For brands, you can use tools like [MetaReddit's free monitoring tool](#) to track words that are important to you. If someone comments, posts or shares an article with a specific keyword, you can be notified and engage if an opportunity to drive results exists.



Karmalytics & TrackReddit are two software platforms that allow you to track keywords that are relevant to your industry and business and be notified when they're mentioned in a comment or post.

For example, if you're the owner of a design company and track the keywords 'design help' you could jump into very relevant conversations and deliver **Authentic Engagement, Transparency & Quality Content**.

#2: Receive Quality Insights & Feedback

Ask, and ye shall receive. Or, just listen closely.

It is staggering how much passionate conversation happening on Reddit at any given moment. Whether it's an extensive and sometimes intensive thread discussing philosophy or a hilarious yet passionate debate about whether cats are cuter than dogs; reddit is a place filled with passion.

When you first think of the average redditor, you might not be thinking about PHd students or neuroscientists but these people are also browsing on the regular. You'll find well established authors using reddit and even some of the worlds most influential designers or up and coming stand up comedians.

The diverse group of individuals on reddit presents an opportunity to gather valuable insights and feedback. Whether you have a personal question or need business advice; reddit is likely a resource that will have someone with an answer.

A: Asking For Feedback Or Help

If you're comfortable with speaking out, transparency, and open to feedback, the passionate people of Reddit can be a wonderful resource. Do not treat it like a "focus group" (remember the rejection of anything corporate?) — treat it like you're sending a friend an email.

When we launched Hustle & Grind, a coffee subscription service for entrepreneurs we used reddit as a sounding board for insights. We put up a post and asked people what they thought of our landing page for our prelaunch and within seconds, we had feedback that helped us make the appropriate tweaks to generate more sign ups and tell a better story.

[Website] Coming Soon Page for My New Subscription Company (self.design_critiques)
submitted 1 month ago by rsimmonds

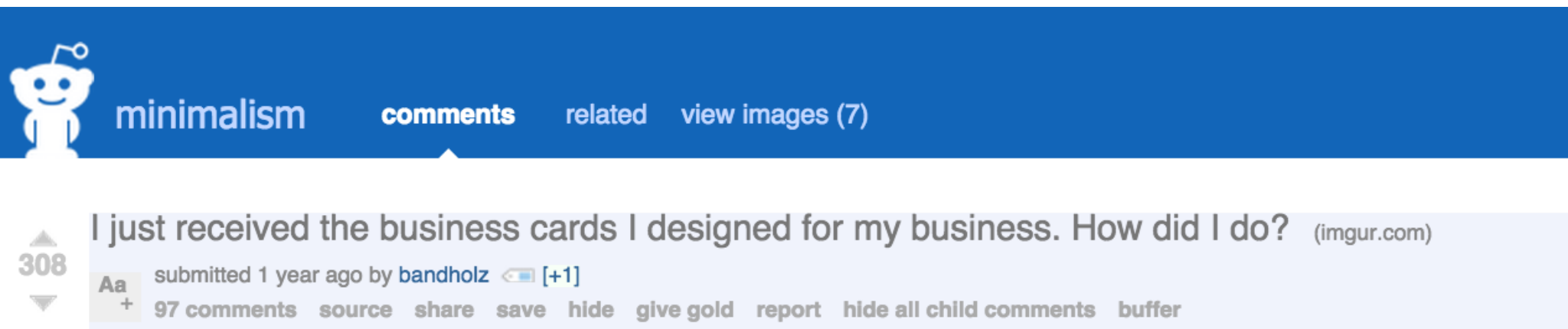
I'm launching a subscription company targeted towards entrepreneurs and people who are looking to take their careers to the next level. I took a lot of inspiration for the most recent landing page from the folks at Harry's Razors - If you've never heard their launch story, check it out here: fourhourworkweek.com/2014/07/21/harrys-prelaunchr-email/ -- As it stands, we have a little over 300 sign ups and have had a few people comment back with thoughts that it wasn't clear enough.

What do you think? Could it be clearer? Do you like the look and feel?

See here: www.hustleandgrind.co^[1]

All feedback is appreciated.

The folks at Beardbrand also got help from the folks in r/minimalism and r/graphic_design when it came to designing business cards. They simply uploaded their designs and were able to adjust the design using the insight and feedback from the community.



Another example is this packaging post from BloomFarms:



As you can see, Reddit can act as a great sounding board for ideas, web designs and product as a whole. Just ASK!

B: Listening For New Opportunities

“The newest children in a strange and uncertain cosmos should listen quietly for a long time, patiently learning about the universe and comparing notes, before shouting into an unknown jungle that we do not understand” - Carl Sagan

The quote above is Carl Sagan’s warning re: attempting to contact alien life, but it’s relevant to this discussion as well. Maybe you’re limited in Reddit experience, or your brand is risk adverse and/or unable to execute ideas like a sudden online discount.

Lucky for you, simply sitting back and observing is an extremely valuable exercise. Reading and not interacting is known as lurking, a term common to all online communities (fun statistic, some estimates say that an average of 90% of all traffic to online communities consists of lurkers).

Find the subreddits that are most relevant to your brand’s features, benefits, values, etc. (maybe make a multireddit out of them!) and

lurk. You might just stumble across an insight that leads to your next big campaign.

Trust me, it's happened by some of the biggest brands in the world. Take for example this post that was on /r/Funny in '12:



Clever right?

So clever that Guinness beer actually revised it for their own creative campaign in 2014 and branded it as their own idea.



ENJOY RESPONSIBLY. PHONES DOWN, PLEASE.



GUINNESS

This wasn't the only time something that went viral on reddit got turned into an ad. This post, which could have been found on Reddit but also, went viral on a handful of other sites:



Was then turned into this ad in a Swiss gender equality campaign that applied this creative concept to everything from necklaces to shoes and a very similar approach in which they used the skirt .

I'm not saying go out and rip off other peoples ideas and concepts for your own ads but I wouldn't shy away from using the content that

goes viral on Reddit as inspiration.

Pablo Picasso is widely quoted as having said that “good artists borrow, great artists steal.” Steve Jobs shared this same sentiment in various interviews and you should embrace this idea as you look to gather inspiration to create content for your own brand that is more likely to generate shares, engagement and conversation with your audience.



There is a lot of great insights you can gather from redditors just from listening and reading their posts and comments. To further demonstrate power of Reddit driven insights, comedian Aziz Ansari used Reddit to gather unique experiences from people on modern romance and how they interact on a daily basis.

He's writing a book after signing a \$3.5 million dollar book deal and is crowdsourcing insights from reddit that will be used in his material. To do this, he created an entire subreddit: *ModernRomantics* that has 5,656 subscribers who lurked, contributed and engaged.

On this channel, Aziz and his co-author have discussed how people break up over text messages and even things like “open relationships” and online dating sites. The comedian shared questions as threads, asking users to share their experiences (he disclosed the answer may be included in the book). Here is an example:

POST: Users said that a single text or message by their significant other or potential partner can shatter hopes of dating further. And emojis got no love.

/u/bmollenkamp: My friend set me up with a guy and his very first text to me included an emoji. We are both in our 30s. And he's a man. ICK. I went on the date anyway and -- I was right. Worst date ever. Never date a guy who uses emojis.

/u/azizansariAMA: What was the emoji???

#3: Drive Relevant & Targeted Traffic

If you have an online property and a properly tuned link, the surge of traffic from Reddit can be crazy. If you have analytics and goals set up on this property, this could result in a boon of actionable data for you.

The key of course, is creating quality content and getting it on to Reddit in a way that doesn't violate reddiquette (e.g. it is generally expected that you post 9 pieces of content for every self-promotional link. And don't forget that Redditors are smart, okay? They'll catch you if you create multiple accounts and you'll permanently tarnish the reputation of whatever online property you were promoting.)

That ol' timely and relevant idea comes into play again as well. If you are not accurate with when and where you place your links, you cannot expect decent results. Spend the time to try and find the perfect subreddit instead of just blasting it to a whole bunch that are just loosely relevant.

This pays off twice. Not only will your traffic be higher, but the type of users will more likely be the kind of consumer you're looking for as well.

Beware of the Reddit Hug Of Death



Always be prepared for success. If you create something really awesome, and your site is not equipped to handle the traffic, the surge can temporarily shut your site down! This is known broadly as the Slashdot effect, and when it comes from Reddit, it's sometimes called the Reddit Hug of Death.

To avoid the reddit Hug of Death, ensure that your servers and hosting site can handle an influx of serious traffic. I've never had my own or a client's site go down but it's happened many times. If you're about to ship or launch something awesome; be prepared for a surge of traffic or your site might come tumbling down.

#4: Leveraging The AMA

AMA stands for Ask Me Anything, and they are quite simply discussion threads on Reddit where a person or group offers to answer questions about anything. People with legitimate authority or fame tend to draw the most attention, and in the past few years, the attention drawn to Reddit's AMAs has been astronomical.

How astronomical? Well for starters, the subreddits for Ask Me Anythings /r/iAMA has 7,808,598 subscribers and roughly 2500 people signed on at any point throughout the day. People crave AMA's because they give them an opportunity to engage and interact with someone who they typically wouldn't have access too. Over the years, the people who have hosted AMAs is an extremely impressive list. The list includes people like Bill Gates, Madonna, Barack Obama and even Arnold Schwarzenegger.

For marketers, hosting an AMA seems like an easy win and it is. The key though is to ensure that you're hosting the AMA with good intentions and with the goal of delivering value to those who take their

time to engage and ask you questions. Going in without this type of mindset will have a negative impact. An example of this was when the CEO of Nissan decided to do an AMA titled:

I'm the CEO of Renault and Nissan and we're making autonomous driving vehicles happen by 2020. Ask me anything!

By the end of the AMA, there were more than 4600 comments and it was on the homepage for two days straight. You would think that this was a great success for Nissan but to the surprise of the entire Reddit community, the CEO answered less than 30 of the questions asked. The community exploded pointing fingers at the CEO as using the site for PR and media outlets had a field day exposing and writing about the failed AMA attempt.

Not all AMAs end up in the dumps though. Celebrities like Robert Downney Jr, Bill Gates and Levar Burton have cracked the AMA code. These folks start each of their AMA with a bit of humor and commentary that offers a hint of personality. From there, they plug something that they want people to buy, donate to or see in the thea-

tres. From there, they promote their social media accounts and link to some form of evidence to show that it's really them doing the AMA.

Now, you're probably not Robert Downey Jr., but that doesn't mean you can't use the AMA tactic wisely. Lots of organizations have sent their actual teams to host an AMA and have the community ask questions about their product, their processes and even their day-to-day work. Here are a few examples:

[I am Noah Kagan, #30 at Facebook.. Chief Sumo of AppSumo. AMA](#)

[We Are The Pornhub Team, Ask Us Anything](#) (See Interview)

[We're Pact Coffee, one of UK's first advertisers on Reddit. AMA](#)

Stick to the elements of **Authentic Engagement and No Corporate BS** and you'll be fine.


This subreddit is the home base: r/IAmA — in the righthand sidebar you can see a list of the “big” upcoming AMAs. Celebrities, musicians, athletes, politicians and anyone who has a story that is unique and compelling enough that people would want answers from them on a variety of different topics.

To kickstart an AMA just visit the official subreddits:

<http://www.reddit.com/r/iama>

Just to be confusing, the acronym “IAmA” actually means, “I am a _____,” where you’d fill in the blank. AMA comes after that phrase, so a full example might be: “I am a firefighter. AMA!” or “I’m the author of XYZ. AMA” – Get it? See below...

#5: Official Reddit Ads



hot

new

rising

controversial

top

gilded

wiki

promoted

view images (0)

03 Oct

MELISSA ETHERIDGE
Musician

11 Nov

ANDY COHEN
Talk show host

28 Oct

JOHNNY WEIR
Figure skater



21 Jan

LEGALLY BLIND WOMAN
Stargardt's Disease

26 Jan


JERRY SPRINGER AND STEVE WILKOS
TV hosts

Please check out our [Rules and FAQs](#)





[Mod post] /r/IAmA misconceptions

MODPOST

submitted 15 days ago by [lula2488](#)  [M] - stickied post IAMA MOD POST


STICKY

9565 comments share save hide report [I=c] buffer





[AMA Request] A US congressperson planning to vote for revision/removal of section 215 of the Patriot Act (at minimum) on June 1st

REQUEST


submitted 17 hours ago * (last edited 16 hours ago) by [dgrsmith](#) 

3884316 comments share save hide report [I=c] buffer





IAmA Vikings Expert Who Just Published A New Translation of the Norse Myths. AMA

AUTHOR

submitted 6 hours ago by [JacksonCrawford](#) 


LIVE

501165 comments share save hide report [I=c] buffer



I am lawyer Randy Schoenberg. I helped recover Nazi-looted art, and Ryan Reynolds plays me in the new movie WOMAN IN GOLD. AMA!

THE ARTS

submitted 10 hours ago * (last edited 9 hours ago) by [RandySchoenberg](#) 

15270 comments share save hide report [I=c] buffer

You may have been wondering about that “promoted” piece of content from the picture way up above. Well, it’s pretty simple: [Reddit has its own DIY ad platform that anyone with a credit card can use.](#)

At the time of this writing, Reddit charges flat rates of \$0.75–\$1.00 CPM (1,000 impressions for 75 cents to a dollar. Not too shabby, actually) with a minimum budget of \$5.00. You can target by interest or subreddit, as well as location. More info on this targeting [here](#).

Here are some pointers:

- The ads are clearly marked as promoted and appear at the top of the content feed.
- The ads function pretty much exactly like every other piece of Reddit content, meaning people can comment and vote. The potential value of the comment ability should speak for itself... but if you’d like to see an example of it really taking off, check out this ad for chairs.
- Users cannot “bury” your ad by casting lots of downvotes (but it is a sign that you messed up/made something that rubbed them the wrong way)

- Subreddits have inventory, meaning there is a limited amount of impressions available at any given time. If your campaign is time sensitive, you'll need to commit fast lest someone else buy up all the impressions
- There is a limit on how far in the future you can buy impressions. This prevents advertisers with big budgets from monopolizing the inventory
- r/selfserve is a subreddit dedicated to helping make the most of this feature.

Optimize

If you take the DIY approach, start with small campaigns (\$5–10) and make sure the place you're linking to has some sort of analytics suite set up. Use your small flights to build intelligence on what is working and what isn't. The more rigorous and disciplined you are with killing the losers and tweaking/supporting the winners, the higher your return.

For an in-depth, step-by-step example on rigour and discipline, check out this post by a fellow who was realizing a 4.5x return on his ads (another beef jerky company, funnily enough).

#6: Embrace Content Marketing

It is the act of developing quality content that will truly allow you to succeed when implementing your content marketing strategy.

It's quality content that will help you demonstrate value to potential prospects and it's quality content that will generate enough buzz that the media will pick it up. The act of creating content is only one half of the battle. In this guide, we're going to spend a lot of time talking about how you can perfect the craft of creating different types of content.

Whether it's content for an infographic or content for an Instagram account - we will uncover a series of strategies, tips, and best practices for each of these channels.

For a host of reasons, including ego and cockiness, I was always certain that I knew what it took to create quality content. And yet, even after many late nights, I continued to develop mediocre results for the content I was creating. This was until a few years ago, on a late night working binge, when I came across a psychology paper that changed everything.

Psychology is one of my favorite subjects, besides marketing,

because it is so integrated with the ideas behind influence and persuasion. When businesses create content, one of the goals that many of them have is to create content worth sharing. It's a no brainer that shareable content is an effective way to generate word of mouth and that word of mouth is a great way to succeed.

Understanding the psychology around why people share content can help you understand what type of content you should create.

Now, back to that night where my outlook on content creation changed forever. It was a report from Jonah Berger, Assistant Professor of Marketing at the Wharton School of the University of Pennsylvania, who studied content to uncover what makes stories go viral.

Over five years, Jonah Berger and his colleagues examined hundreds of brands, thousands of news articles, and millions of purchases. All of this in order to understand why people talk about and share certain content more than others. The results found that that articles, ads, videos, or information that evokes emotion in the consumer are around 20% more likely to be shared.

That's huge!

In the study, Berger suggests that feeling fearful, angry, or amused drives people to share news and information. These

types of emotions are characterized by high arousal and action, as opposed to emotions like sadness or contentment, which are characterized by low arousal or inaction.

In a nutshell, this groundbreaking study of what type of content gets shared offered these three insights:

1. Deliver inspirational, positive information. No one likes a Debbie Downer. It's why you see so many inspirational quotes on Twitter and Facebook these days. People want positive information. The more positive content is, the more likely that it will be shared.

2. Tap into the emotional side of the brain. Remember how angry everyone was over KONY2012? According to this study, that video would have fallen into the high arousal category for emotion. In Berger and Milkman's words, content that evokes high-arousal emotions (i.e., awe, anger, and anxiety), regardless of their valence is more viral. It's characterized by activation or arousal. Specifically, awe-inspiring (positive emotion) content is more shareable than content that makes us sad (negative emotion).

3. Deliver high quality and valuable content. The reason you're reading this eBook isn't because I'm going to make you laugh. You're

reading this book because you want to learn something. If you can make your content practical, interesting and/or surprising it will be more shareable.

As you jump into Reddit and begin distributing content, it's important that you consider each of these points before deciding that it's the right idea to submit one of your blog posts or infographics into a subreddit.

The best marketers consider what type of emotion they'll be looking to tap into with every Facebook post, every infographic, every Slide-Share, and ever tweet. It will be challenging to ensure that every type of content capitalizes on these insights but ensuring they are a part of the equation can help you achieve success.

To help you better understand what type of content people are looking to share; let's consider this content research published by the New York Times. In their study, they analyzed what inspires people to share content on Facebook and there were five key findings that were consistent across the board. When they asked a series of people why they shared content online, the individuals primarily gave the following key reasons:

1. To bring valuable and entertaining content to others

Example: BeardBrand sharing insights around how they built a six figure business and landed on SharkTank (BeardBrand Case Study)

2. To define ourselves to others

Example: Sharing content that reinforces we are passionate about BBQ, veganism, beards or nootropics.

3. To grow and nurture existing relationships

Example: The ultimate mens guide to fashion & shoes.

4. Self-fulfillment, to feel better about one's self.

Example: Take a picture with no make up for cancer research.

5. To get the word out about something they believe in

Example: Sharing a story about someone who was bullied.

These insights offer us valuable knowledge around the reasons that people share what they find online. As you think about what type of

content you're going to be creating for and sharing with your audience, consider these points and how you can leverage them to ensure that the content you create and share is something that your audience will think is worth sharing. No matter if it's a blog post, an infographic, a tweet or an image shared on Instagram – remember these two studies as they should guide your approach to all content.

So there you have it.

You now have everything you need to start sharing **Quality Content** that has **No Corporate BS**, embraces **Transparency**, and is shared in a **Community Of Interest**. Once you share that content, it's going to lead to **Authentic Engagement** which will be the final step to having cracked The Reddit Code.

So, what are you waiting for?

Get signed up to Reddit and start taking action!

I hope you enjoyed this guide and I'm here for you if you have any questions. Reddit isn't as scary as everyone makes it seem. It's just another channel for you to add to your toolkit and now that you've cracked the code, I'm confident that you'll be able to achieve sustainable and consistent success.

So get out there.

Start posting. Start engaging. Start interacting.

Start cracking The Reddit Code.

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If you have success (or failure) reach out to me. I'd love to hear about it and if I can help, I'd love to lend a hand. You can reach me @The-CoolestCool or Ross@RossSimmonds.com. **#KeepHustling**