

# Reddit Marketing Services: Smarty.Marketing



- ❖ Ann Smarty
- ❖ Smarty.Marketing
- ❖ @seosmarty

The Smarty.Marketing team has been doing Reddit Marketing for **over 14 years.**

Excellent  
5  
★★★★★

Knowledge	5.0	Skills	5.0
Experience	5.0	Communication	5.0
Value	5.0		

 MalteLandwehr  
★★★★★

Ann Smarty is a great marketer who is regularly at the forefront of organic marketing.

Often, when regular marketers find a new organic marketing channel (like reddit), Ann has been doing it for years. I have repeatedly observed this over the last 15+ years and it has thoroughly impressed me.

How to set up long-term, well-controlled, & safe Reddit reputation?

**Solution: Set up & Promote an Official Branded Subreddit**

JustAnswer reviews

**No official branded presence: Mostly negative sentiment**

Reddit · r/Scams  
10+ comments · 3 years ago

**JustAnswer is scam? : r/Scams**  
Kind of a scam, but its really just deceptive marketing. Going through their website told me Id need a membership to use, and a quick google ...  
15 answers · Top answer: Have you checked their terms and conditions before paying for their services...

Is justanswer a scam? - Reddit 80 answers Jan 18, 2021  
JustAnswer scam and solution - Reddit 106 answers Dec 6, 2023  
More results from www.reddit.com

Xfinity reviews

**Official branded subreddit: Balanced sentiment**

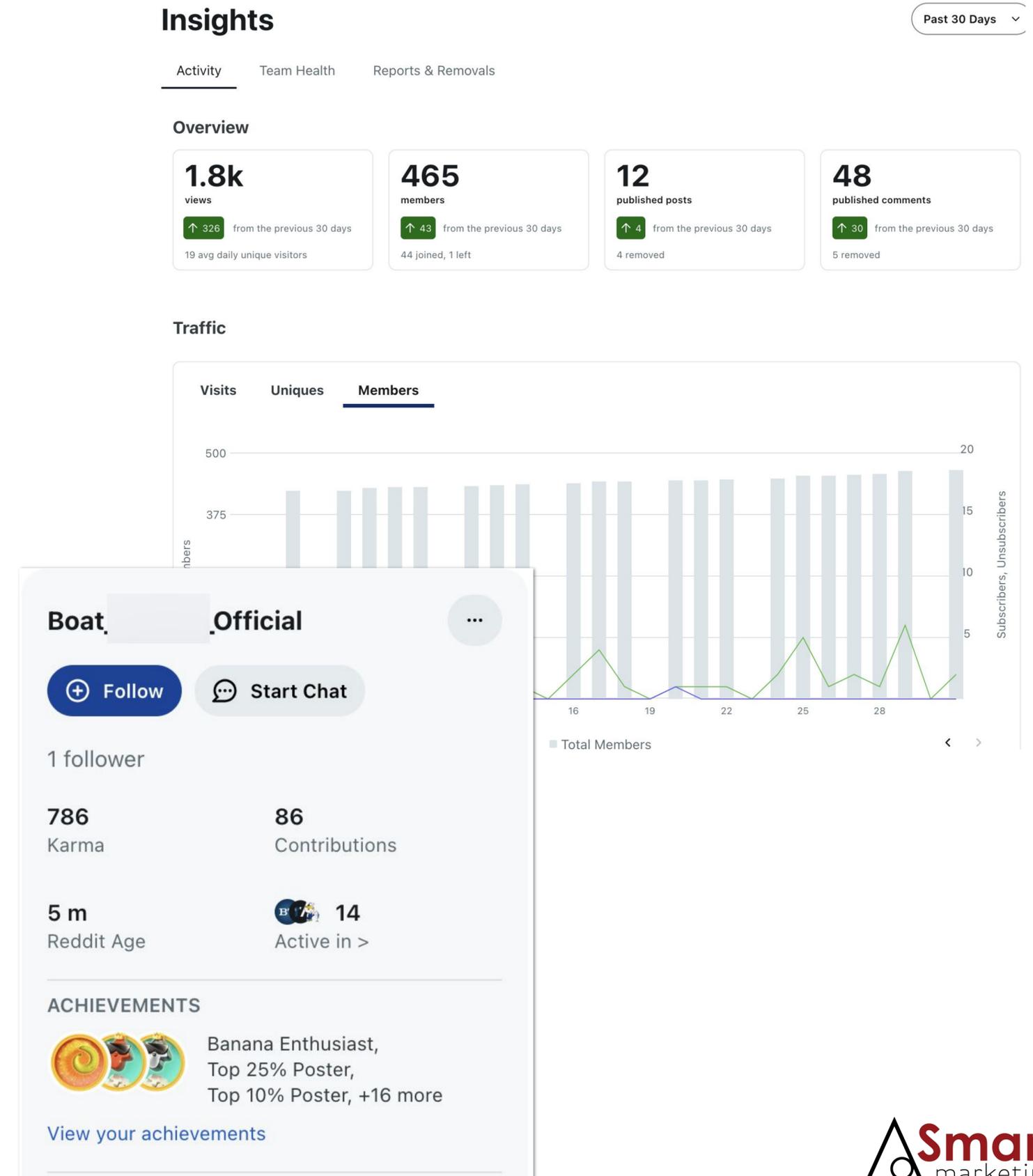
Reddit · r/Comcast\_Xfinity  
110+ comments · 5 months ago

**Xfinity NOW internet - experience and review**  
In summary, it's good, basic internet, and for a reasonable price, if you can get your hands on it. But you'll need both time and energy to ...

My Experience with Xfinity - a customer of 18+ years ... 20 posts Nov 16, 2023  
Xfinity Now Internet Reviews : r/cordcutters - Reddit 17 posts Sep 18, 2024  
More results from www.reddit.com

# Case study: 5-month subreddit

- Switched from 1 to 3 threads a week after 3 months
- Over the 5 months grew the subreddit subscribers to ~400
- The official account Karma is 786 (from 0)
- Consistently ranking for branded searches (branded query search volume = 165.0K)



# Organic rankings

- #3 within the Reddit pack for [Brand Name reviews].
- ◆ Previous visibility in the pack: 0
- Estimated search volume for that query: 1,300

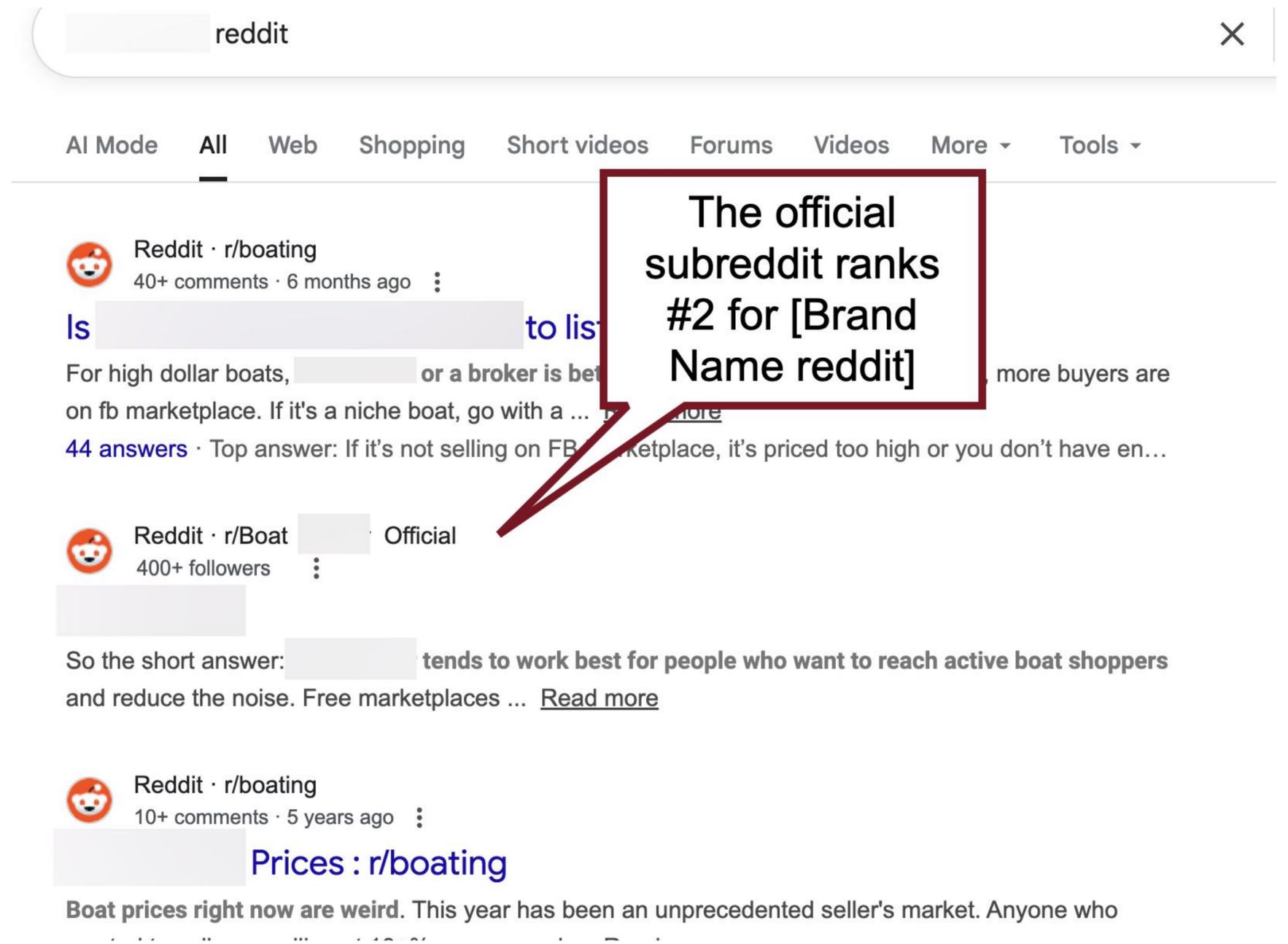
The screenshot shows search results for the query 'reviews'. The top result is from Trustpilot, titled 'Reviews 98', with a 2.5-star rating and 98 reviews. A callout box points to this result, stating 'Reddit pack ranks #2 for [Brand Name reviews]'. Below it is a Reddit result from the subreddit r/boating, titled 'Is [Brand Name] to...', with 40+ comments and 6 months old. A second callout box points to this result, stating 'The official subreddit ranks #3 within the pack'. At the bottom, there are two more results: 'Question : r/boating' with 2 answers from Oct 12, 2024, and 'reviews : r/Boat\_...\_Official' with 6 answers from Aug 29, 2025. A link for 'More results from www.reddit.com' is also visible.

# Organic rankings

→ The official subreddit ranks #2 for [Brand Name reddit].

◆ Previous controlled visibility in the SERPs: 0

→ Estimated search volume for that query: 100



# LLM Visibility

→ According to Peec.AI, LLMs pull citations from a wide range of Reddit threads, yet the official subreddit managed to get cited multiple times

Sources > reddit.com

Boat Last 7 days All Mo

URLs Chats

All URL Types Gap Analysis

URL	Avg. Citations
www.reddit.com/r/boating/comments/1lvumv1/is_boating_discussion	2.8
www.reddit.com//r/Boat_..._Official/comment... discussion	2.0
www.reddit.com//r/boating/comments/1lvumy... boat... Discussion	1.5
www.reddit.com/r/boating/comments/1f9... boat_sel... Discussion	1.0
www.reddit.com/r/boating/comments/...8za3/boat_t... Discussion	1.0
www.reddit.com//r/boating/comments/1nmzp3o/boat... Discussion	1.0
www.reddit.com/r/boating/comments/jvfc3e/boat_id... Discussion	1.0
www.reddit.com//r/Boat_..._Official/comment/1n... Discussion	1.0
www.reddit.com/r/Boat_..._Official/comments/1n3... Discussion	1.0

The official subreddit is often cited in the prompts we are tracking.

	Other Reddit marketing agencies	Smarty Marketing Reddit marketing strategy
Focus on	Commenting on existing threads pretending to be happy customers	Creating a friendly, positive micro-community
Control over sentiment	<b>NO</b> control, often goes wrong	More control + ethical approach
Push negative threads from Google	<b>NO</b> , makes negative threads even more active and ranking higher	<b>YES</b> , official threads can replace them, balancing search results
Long-term value	<b>NO</b> , once the contract ends, no new comments	<b>YES</b> , you get a developed community that ranks, attracts customers, etc.
“Food” for AI	Yes, sentiment you have <b>no control of</b>	<b>YES</b> , positive threads and input from happy customers

# QUESTIONS?

## ann@smarty.marketing



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