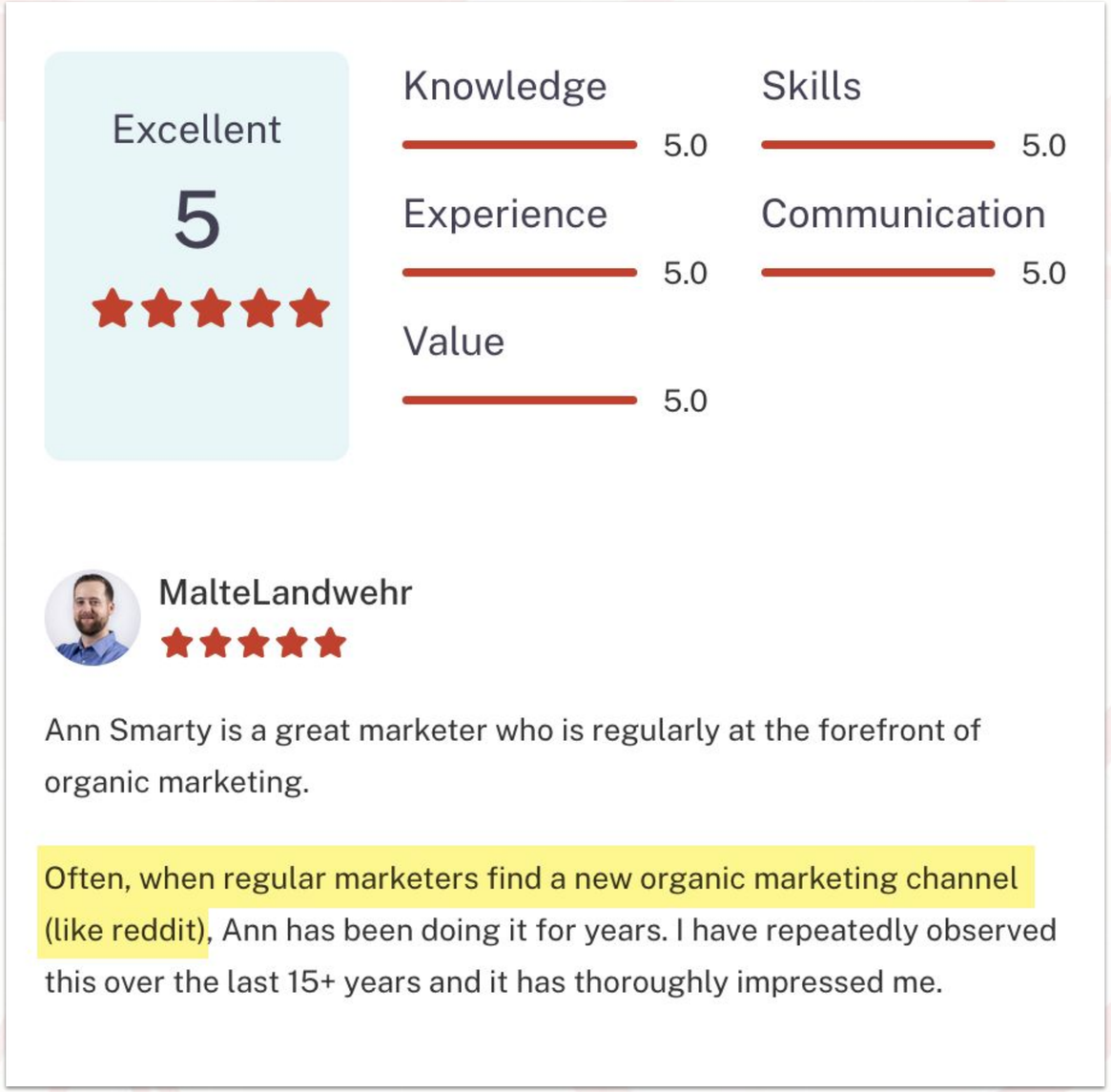
Subreddit Marketing & Reddit Reputation Services: Smarty.Marketing



- Ann Smarty
- Smarty.Marketing
- @seosmarty

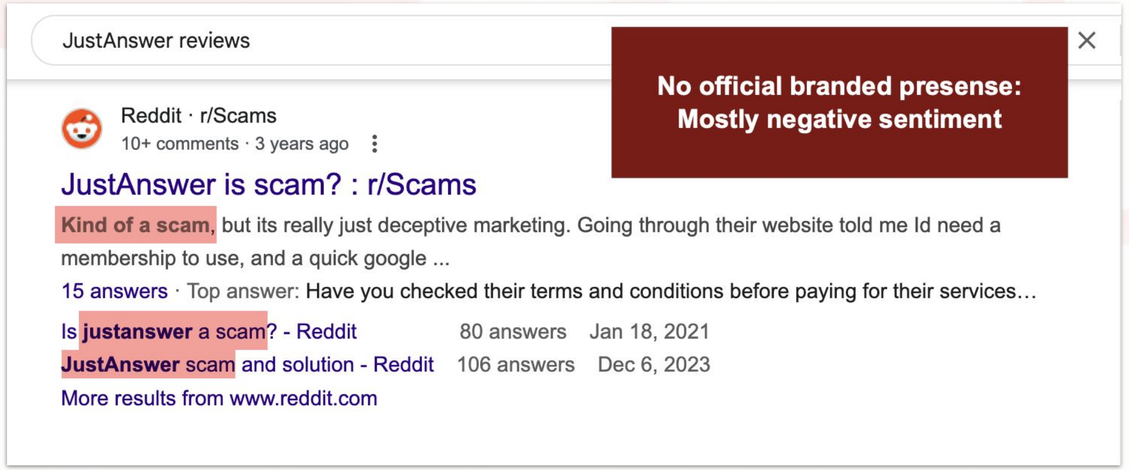
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The Smarty.Marketing team has been doing Reddit Marketing for **over 14 years.**

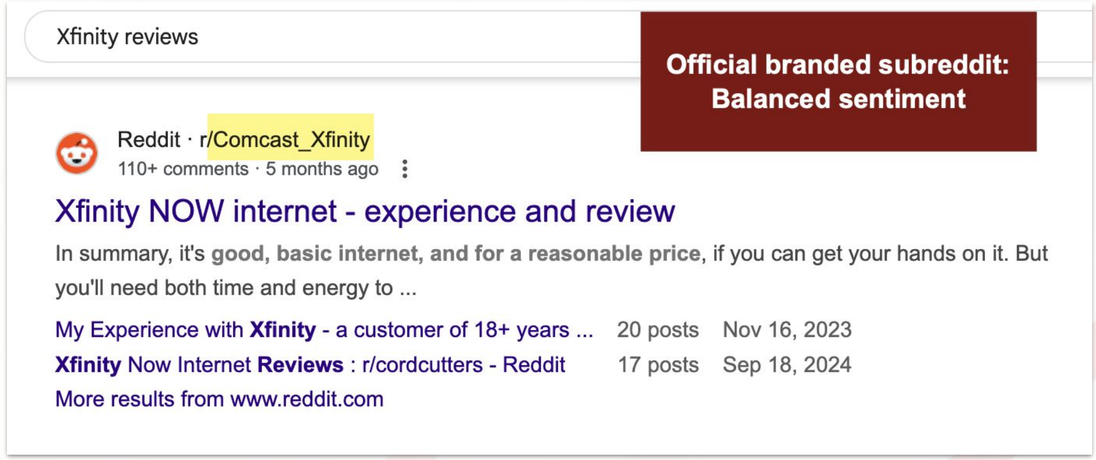


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How to set up long-term, well-controlled, & safe Reddit visibility?



Solution: Set up & Promote an Official Branded Subreddit



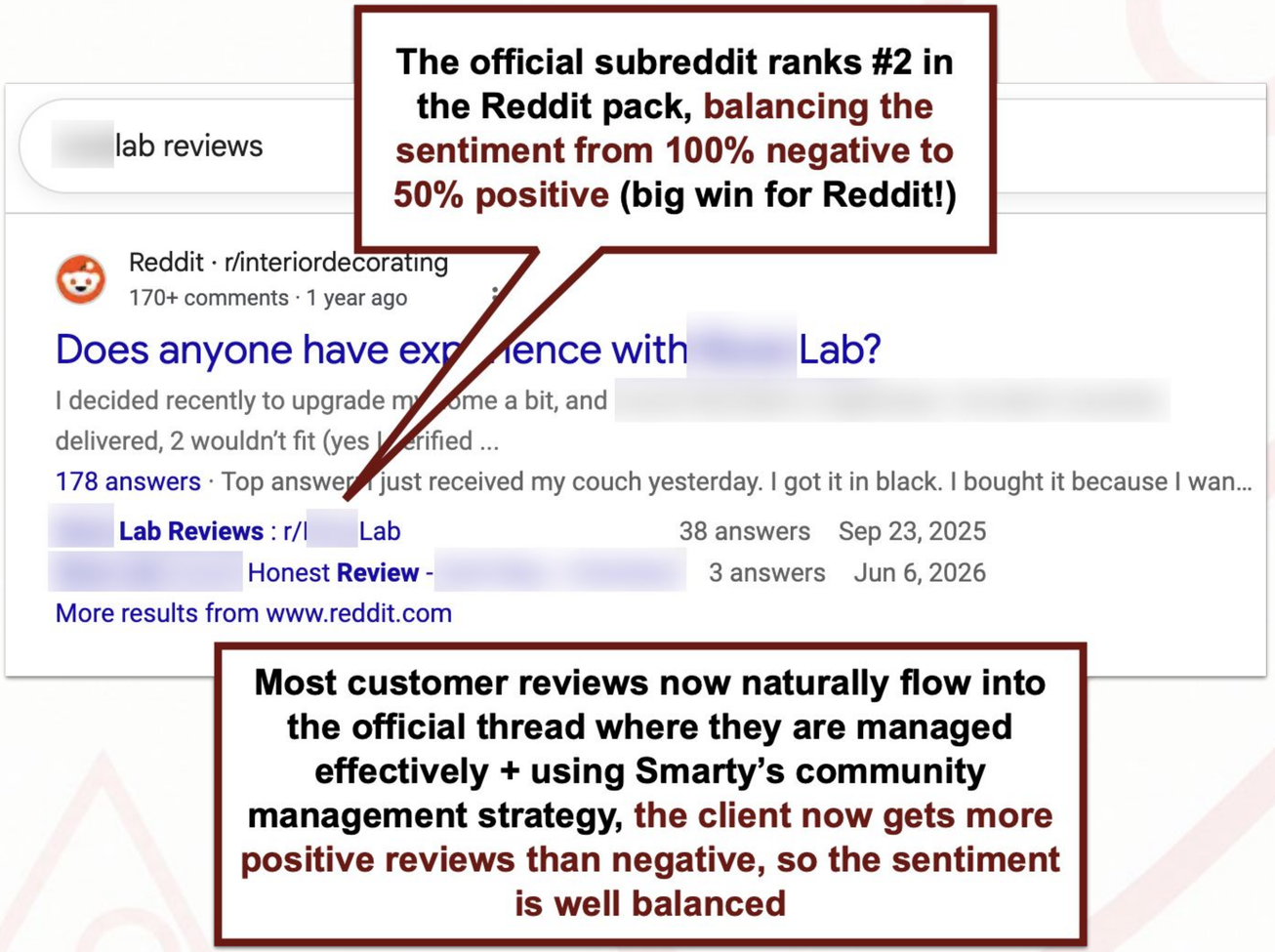
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Case study #1: Reddit reputation management client

Problem: Negative Reddit threads ranking for [Brand name reviews], impacting the highest-intent branded search queries

➔ ***Branded visibility in the Reddit pack: 0***

- Within 6 months, the official subreddit **ranks #2 within the Reddit pack**
- The official thread has an **80% positive** review rate
- Most customer reviews now **flow into the official subreddit** (and are successfully managed within a day!)
- Both organic search and AI answers have become much **more positive and balanced**

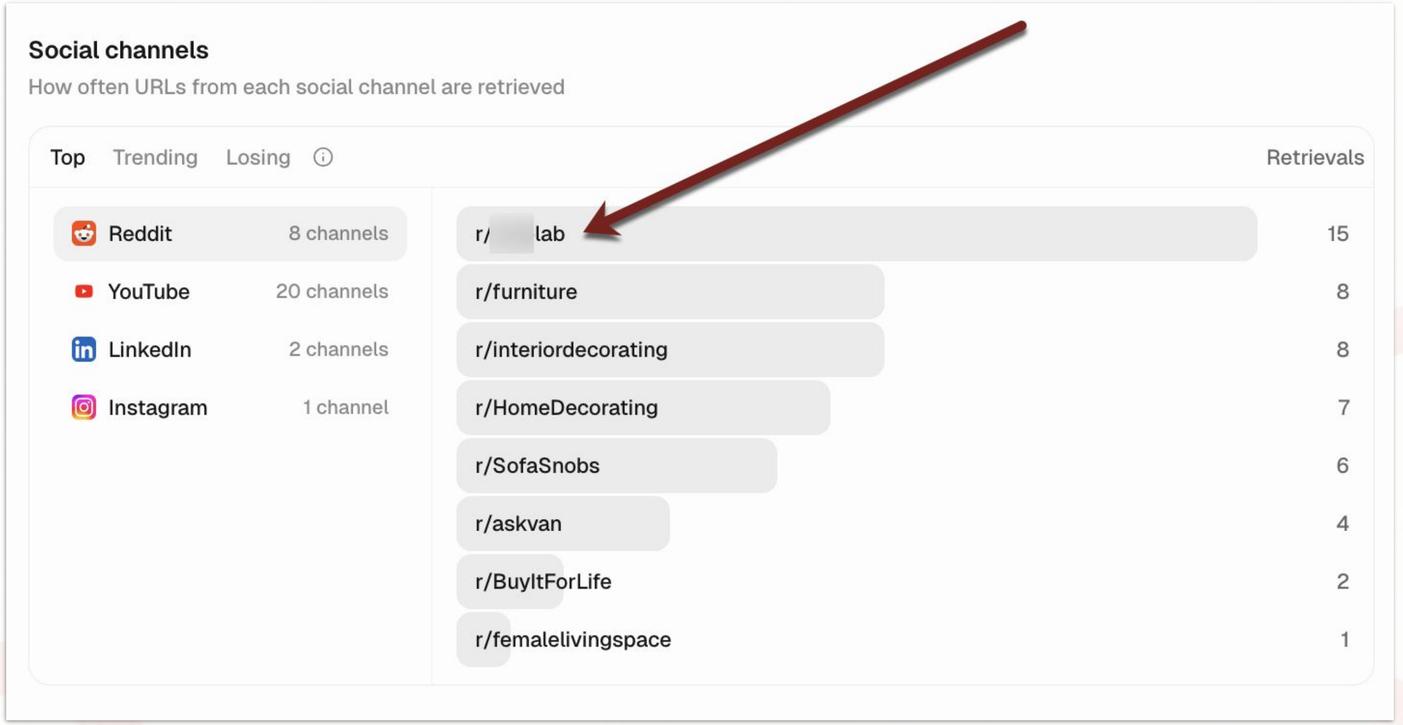


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Case study #1: Reddit reputation management client

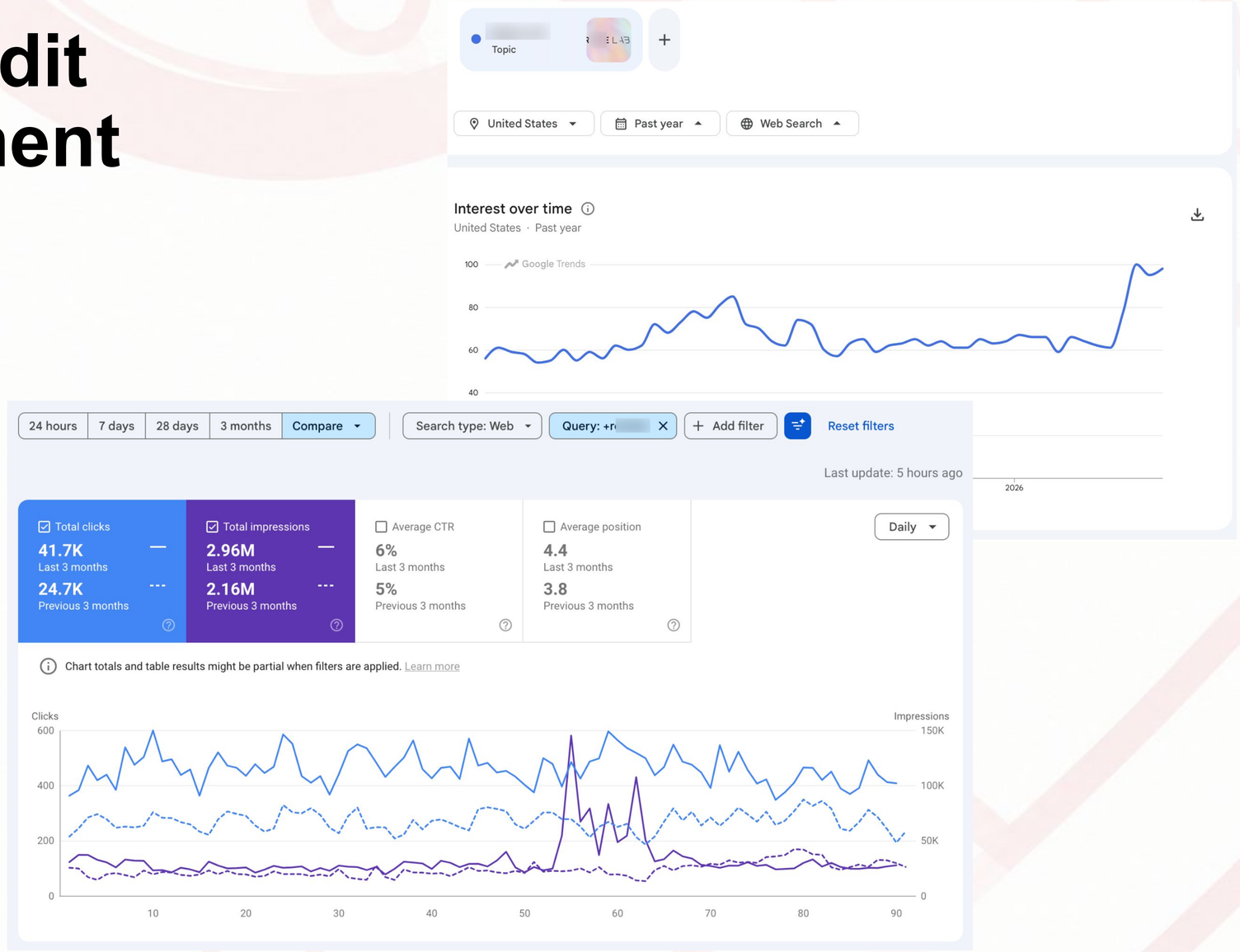
Problem: Negative Reddit threads were impacting AI Answers, resulting in lack of visibility or **negative sentiment in AI Answers**

Within 9 months, the official subreddit became **#1 source for branded prompts ensuring LLMs** find and store positive reviews and generate more balanced answers



Case study #1: Reddit reputation management client

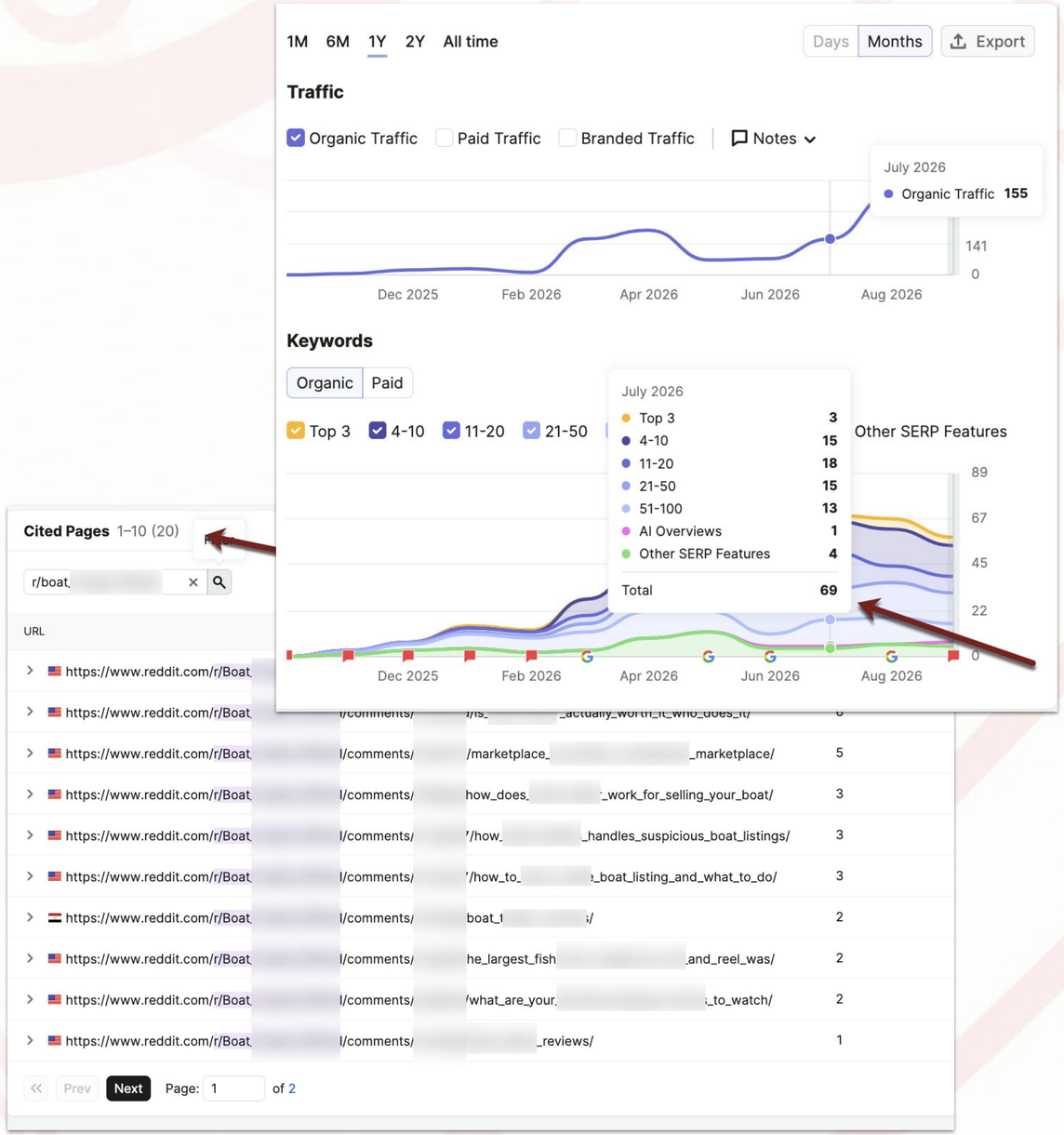
- Over the engagement with us, the client is seeing consistent growth in branded search impressions and brand name mentions* (according to Search Console and Google Trends)



***We cannot attribute this growth 100% to the subreddit. The client is participating in other marketing initiatives, including [quarterly digital PR campaigns managed by Smarty.Marketing]**

Case study #2: Niche subreddit organic visibility

Problem: A client wants to control **high-intent** searches and AI citations better (to help increase LLM visibility)



Within 8 months, the the subreddit reached organic search visibility

➔ *Ranking for **~70 high-intent** queries in Google*

Within the same timeframe, the client's subreddit was **cited in ~20 AI Answers**, helping the brand's LLM visibility

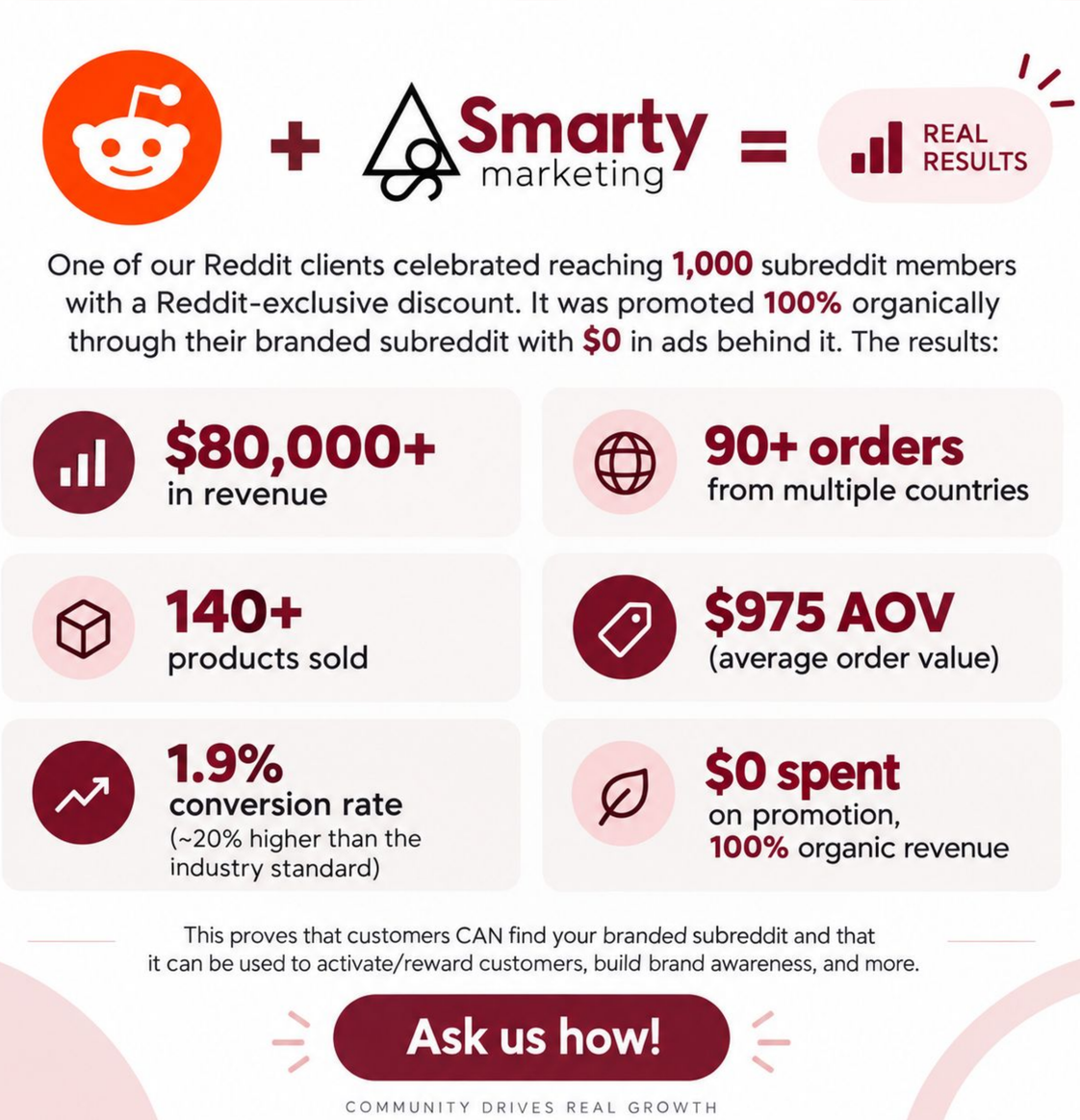
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Case study #3: Direct ROI from Reddit

Problem: A client wants to create an additional marketing channel

As we develop client-owned subreddits, we develop additional tactics, allowing our clients to turn Reddit into a **long-term revenue stream**.

One of our client's subreddits drove **over $80,000 in revenue within 2 days** by announcing an exclusive deal inside their subreddit



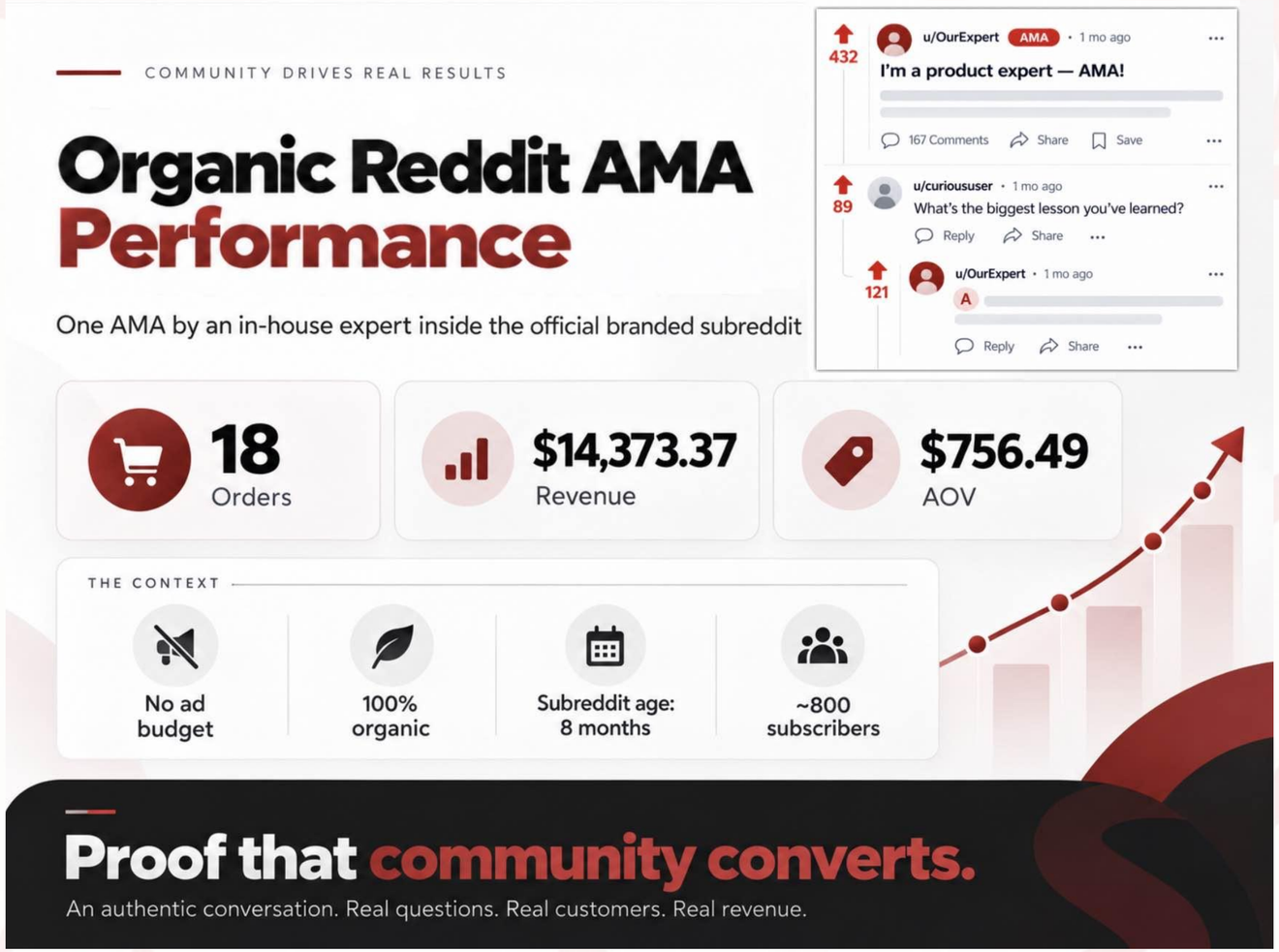
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Case study #3: Direct ROI from Reddit

Problem: A client wants to create an additional marketing channel

AMA sessions on Reddit are great for **brand awareness and trust building**

AMAs can also drive **direct revenue** (people getting answers to their questions in real time are likely to convert right away!)



	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	**NO** control, often goes wrong	**More control + ethical approach**
Push negative threads from Google	**NO**, makes negative threads even more active and ranking higher	**YES, official threads often replace them, balancing search results**
Long-term value	**NO**, once the contract ends, no new comments	**YES, you get a developed community that ranks, attracts customers, etc.**
“Food” for AI	Yes, sentiment you have **no control of**	**YES, positive threads and input from happy customers**

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QUESTIONS?

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