



REDDIT AS A MARKETING TOOL

WHITE PAPER

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EXECUTIVE SUMMARY

Reddit, a content-rating and forum-style website founded in 2005, stands out as a unique and authentic space for consumer interaction. With over 97 million daily users and 1.1 billion unique monthly visitors in 2025, the platform's appeal lies in its anonymity – encouraging candid, unfiltered discussions that provide valuable consumer insights.

The recent Google and Reddit partnership in 2024 promised greater exposure to Reddit threads in Google searches, making it the next big marketing platform that businesses are now flocking to. Reddit is an opportunity to build trust, gather authentic feedback and connect with niche communities through targeted engagement methods like subreddits, open question forums and paid advertisements. However, brands must know their audience well to avoid missteps and maintain credibility.

This white paper explores the demographics, website dynamics and marketing potential of Reddit, providing insights into how brands can effectively use this high-trust platform to reach and resonate with their target audiences.

MEET THE PROFESSIONAL



photo courtesy of Leigha Henderson

Digital marketer **Leigha Henderson** provided her professional insight to this white paper, with nearly five years of experience specifically in Reddit marketing. As an account executive at Foundation Marketing, Henderson works with Business-to-Business (B2B) brands to create marketing plans as the popularity of Reddit as an advertising tool continues to grow.

COMMON REDDIT TERMS

- **OP: "Original poster"** (the person who created the original post)
- **ELI5: "Explain it like I'm five"** (use plain language)
- **TL;DR: "Too long didn't read"** (a short summary of a long post)
- **TIL: "Today I learned"** (a new fact or interesting info)
- **AMA: "Ask me anything"** (a Q&A session, often with a founder, industry leader, or someone with a background a community will find interesting)
- **"Subreddit"** (a community of chat threads, usually focused on a specific topic or interest. Users share content, discuss opinions and engage with other users who have similar interests)

User Demographics

Who is using Reddit?

A global survey [conducted by Statista](#) compared demographics and attitudes between Reddit users and alternative social media users. The demographics that stand out with Reddit more than other social media platforms are Gen Z, males, those of higher socioeconomic status and those living in urban areas.

What are user attitudes?

72%

of Reddit users report using Reddit for entertainment purposes

[Information from Statista](#)

51%

of Reddit users are open to viewing advertisement material - so long as Reddit remains free

Values of Reddit Users in Order



Healthy relationships



Honesty & Respectability



Safety & Security

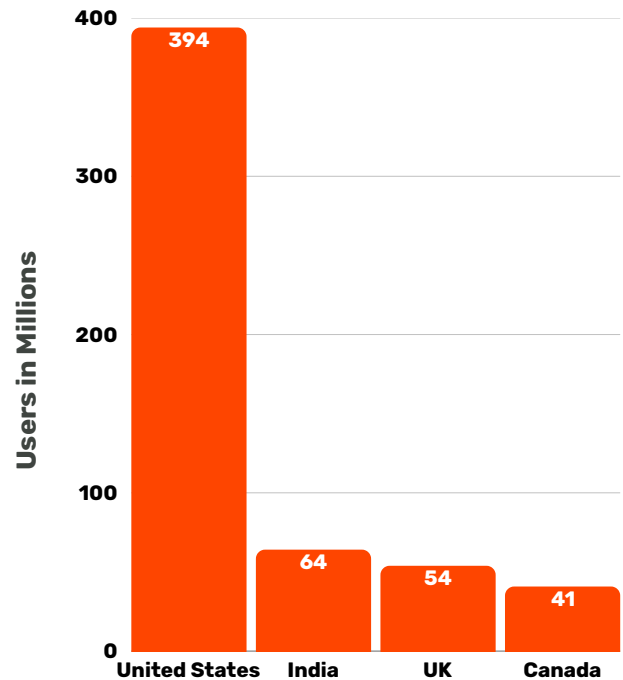


Success

[Information from Statista](#)

Location of Unique Monthly Visitors

[Information from Backlinko](#)



Understanding Reddit Culture

With about 97 million daily users ([Backlinko, 2024](#)), Reddit is a resource for consumers to share, learn and relate with other consumers anonymously. The anonymity factor allows users to be vulnerable and unfiltered about the content they post, adding to the depth of consumer insights. However, anonymity makes it difficult to gather information on demographics and consumer identity. Reddit marketing is a beneficial tool for businesses that already have a solid understanding of their consumer base.

Reddit's voting system is another unique aspect of the platform. Known as "karma," reactions to posts are made up of upvotes and downvotes, encouraging organic interactions with content and making it easier for valuable contributions to gain traction and even go viral in subreddit feeds.

Increasing Usage

In January 2024, Reddit saw 864.4 million monthly visitors. By January 2025, that number increased to 1.1 billion monthly visitors ([Backlinko, 2024](#)). As artificial intelligence (AI) has populated the internet, consumers are looking for a place to receive authentic, honest human feedback, hence the increase in online traffic.

The Benefits of Reddit Marketing ○○○○

Reaching niche audiences

With over 100,000 active subreddit communities, Reddit has a corner of the internet for everyone – whether users are looking for slow cooking tips, need personal investing advice or just want to scroll through a thread of bees with top hats. If someone has a question, chances are there's a subreddit community ready to answer it.

Leigha Henderson, a digital marketer at Foundation Marketing, notes that every brand and industry can benefit from Reddit marketing because their audience is likely interacting on the site in some capacity. Brands have the opportunity to directly engage with users who are genuinely interested in their industry or actively seeking out their product.

“More technical brands like business-to-business brands that are doing AI for companies, manufacturing, health care, finance or accounting, are probably going to benefit more because they're answering questions that are easier to find. Skincare and beauty as well. If you're looking up 'what's the best lash serum?' on Reddit, [they're] able to join those conversations authentically as a brand,” Henderson said.

Building brand trust

Reddit describes itself as a “high-intent and high-trust” platform, meaning that users come to the site for more than a social scroll like they would on Instagram or Facebook. Usually driven by a question, problem or interest, it's a key opportunity for brands to slide in and build trust with their audiences.

27%

of ad viewers are more likely to purchase a product they see advertised on Reddit than other social platforms

according to Brandwatch, Global, Oct 2023 – Mar 2024

Authentic Connections

There are not many other social media platforms that allow companies to interact so authentically and directly with their target audience. Using this to their advantage, brands can humanize their image and foster deeper relationships with their target audience.

79%

of people say they would be interested in seeing brands share information about their products on Reddit

[Reddit Custom Survey](#)

Reddit Marketing Methods

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Unlike other social media platforms, a business cannot create an account page and post content that shows up in users' feeds organically. Though it takes more time and effort to search through applicable subreddits to a brand or company, it's well worth it in the end to create authentic connections with the target audience.

Subreddits: Henderson and other experts agree that the best place for businesses to start are subreddit communities applicable to their brand, product or marketing goals. Here, companies can participate actively in focused discussions – either anonymously or publicly named – providing insights and advice.

 r/SkincareAddiction The place for all things related to skincare, with a science-based approach. 4.7M members · 491 online	 r/investing 3M members · 1.2K online
 r/Skincare_Addiction This sub is a relaxed community to discuss skincare products and routines. Do NOT ask us to diagnose your acne/skin condition or advise on how to treat it. This is not a dermatology clinic! 1.9M members · 65 online	 r/ValueInvesting Value investing in all its forms - From Graham & Dodd, to Buffett & Munger, to their philosophical descendants today 461K members · 1.1K online
 r/AsianBeauty A place to discuss beauty brands, cosmetics, and skincare from Asia. 3.2M members · 57 online	 r/PokeInvesting Everything related to Pokemon investing and PokeFinance. New daily posts! 153K members · 107 online
 r/30PlusSkinCare Skin care is a pretty big deal, and we love subs like r/SkinCareAddiction, however we felt there needed to be a sub that deals specifically with skin that's over 30. Share your questions, frustrations and triumphs! 2.3M members · 262 online	 r/personalfinance Learn about budgeting, saving, getting out of debt, credit, investing, and retirement planning. Join our community, read the PF Wiki, and get on top of your finances! 21M members · 1.7K online
 r/SkincareAddicts SkincareAddicts is a positive newbie-friendly sub for anything and everything related to skincare. Post about your favourite products, ask for advice about your routine, discuss the various things that affect your skincare, and above all else stay positive and considerate of your fellow... 1.1M members · 47 online	 r/Fishing Fishing related news and personal stories. 3.1M members · 184 online
 r/IndianSkincareAddicts A space for Indians to discuss their varied experiences with beauty, with a strong emphasis on science. Our mission will be to explore international offerings as well as our equally effective desi products, particularly those found at our ever-dependable, local chemists across the road. We... 255K members · 21 online	 r/Fishing_Gear Simply a place to discuss and show off fishing gear. 381K members · 18 online
	 r/MicroFishing This is a subreddit for fishermen who like to widen their approach and seek the little things in life. Whether you're fishing micro species or just baby fish, this is the subreddit for it all. 113K members · 4 online
	 r/flyfishing This is a subreddit for fly anglers of any age and experience level, from any walk of life or lifestyle. If you pursue fish with fly tackle (or want to), you're welcome here. Some of us chase brook trout on bluelines with ultralight rods; others prefer streamers or dries or dynamic nymphing technique... 363K members · 23 online

Subreddits are also an opportunity to observe user behavior, allowing content creators to tailor their material to align with community preferences and interests. Henderson recommends that companies focus on the big subreddits with thousands of members rather than smaller communities that may attract the wrong audience or are less reliable.

When interacting in these subreddits, brands should intend to interact authentically and lead with the answer to their questions, according to Henderson. They also should provide more than just a link to their product, elaborating on their response with details on the specific product they're recommending.

Reddit Marketing Methods

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AMA Forums: “Ask Me Anythings” allow businesses to interact directly with their audience, building credibility and trust while simultaneously humanizing their brand. Though a great chance to connect and engage, Henderson warns that some users may use AMAs to come at them “with malicious intent or be looking to stir the pot,” she said. This brings back the importance of knowing one’s audience, and knowing the types of tempers or impulsive reactions that may come with it.



I am Steve Huffman, the new CEO of reddit. AMA.

Business

Hey Everyone, I'm Steve, aka spez, the new CEO around here. For those of you who don't know me, I founded reddit ten years ago with my college roommate Alexis, aka kn0thing. Since then, reddit has grown far larger than my wildest dreams. I'm so proud of what it's become, and I'm very excited to be back.

I know we have a lot of work to do. One of my first priorities is to re-establish a relationship with the community. This is the first of what I expect will be many AMAs (I'm thinking I'll do these weekly).

My proof: it's me!

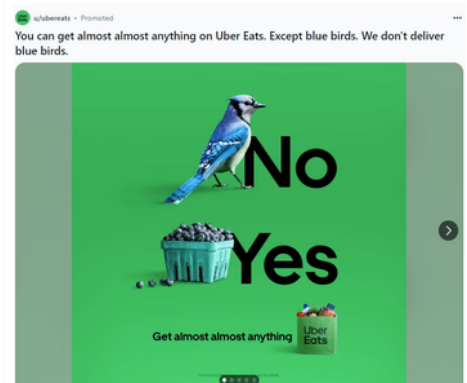
edit: I'm done for now. Time to get back to work. Thanks for all the questions!

Addressing backlash: Though a less exciting form of public relations, backlash and complaints are an issue for all brands and companies at some point. Taking to Reddit with an AMA or jumping in on any negative thread about a company is an excellent opportunity to right the wrongs and even shine a brand in a more positive light.

Keyword targeting: This targets Redditors based on the content they’ve already viewed, allowing companies to hone in on users engaging with threads containing specific keywords and placing their ads in the middle of relevant feeds, which catches potential customers’ eyes. Reddit will suggest trending keywords for businesses to use to amplify their reach.

Paid Advertisements:

Reddit offers six different types of ad options, including image, video, carousel, free form, conversation and product. These are promoted and will show up in feeds clearly marked as advertisements.

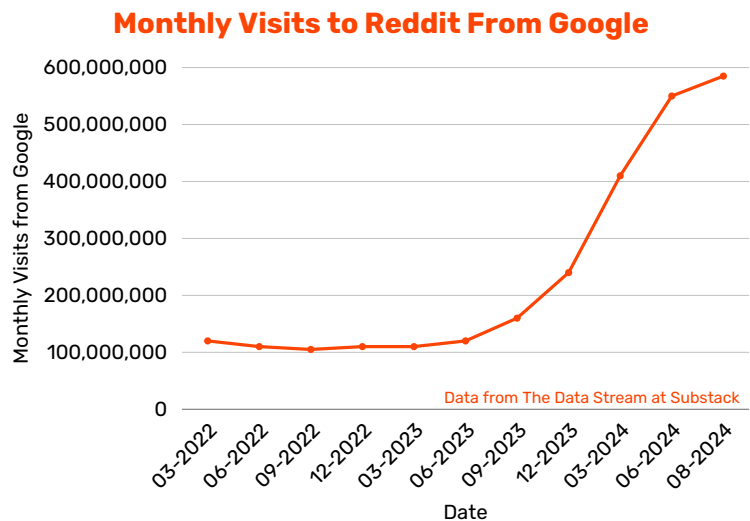


Google Partnership

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In February 2024, Reddit and Google announced a [\\$60 million partnership](#), giving Google exclusive access to Reddit's user-generated content via APIs (Application Programming Interface). Google uses this data to improve its AI models and search functions, while Reddit benefits from integrating [Google's Vertex AI services](#) to enhance its search capabilities.

Since the partnership began, Reddit's visibility on Google has surged, with its URLs frequently appearing in discussion forum results across diverse industries like retail, finance, and technology. This shift is changing how brands approach search marketing and online community engagement.



"Once the Google partnership happened in the fall, there was a massive influx of everyone thinking 'Oh my God, we need to go to Reddit right now.' So we've definitely seen a bigger uptick," Henderson said.

This prominence is reshaping how brands approach search marketing and online community engagement.

Key Industry Impacts

300%

increase in retail SOV
(share of voice)

2500%

increase in finance SOV
(share of voice)

5000%

increase in commercial
banking keywords

Advanced Data Insights:

By integrating with Google Ad Manager and using Reddit's API or third-party tools, advertisers can better understand user behavior, track brand sentiment, and refine campaigns for improved ROI.

Search Visibility Optimization:

With Reddit content ranking higher on Google, brands can adopt an SEO mindset—using strategic keywords, aligning with trending topics, and respecting subreddit norms to reach wider audiences.

Overall, this collaboration positions Reddit as a valuable platform for market insights and audience connection, enhancing the reach and impact of digital marketing strategies.

Mistakes to Avoid



Blatant Promotion: Contributions should be helpful and genuinely human, avoiding marketing-heavy language.

“Posting without looking and being super promotional, treating it like any other platform, is really the big blocker, so [be] as human as possible, which is almost impossible for most brands, it seems,” said Henderson.

Lack of Audience Knowledge: The most common mistake Henderson sees businesses make when Reddit marketing is not thoroughly and accurately understanding who their audience really is, how they talk and how they interact.

“You have to have such a good understanding about who you're talking to,” Henderson said. “The ideal customer profile (ICP) has to be so mapped out that it could be a living, breathing person with a partner and a dog and an income. Once you really understand who they are, you'll know where they're living on Reddit.”

The Future of Reddit

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In the world of social media and marketing, trends and strategies are constantly changing and evolving. Reddit, especially under the new Google partnership, will likely have many changes over the next several years regarding the rules and limitations on advertising.

“I think it's going to get kind of messy,” Henderson said. “But then I think it will plateau, and then just end up like every other social media that we do business on, which is all of them.”

Conclusion

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There's great potential for brands to enhance their image through Reddit, but it's essential to understand how and when to post and interact with their audience. Whether it's authentically interacting in subreddits or paying for traditional advertisements, businesses must thoroughly research the unique nature of Reddit and how they can effectively engage their audience without being overly-promotional.