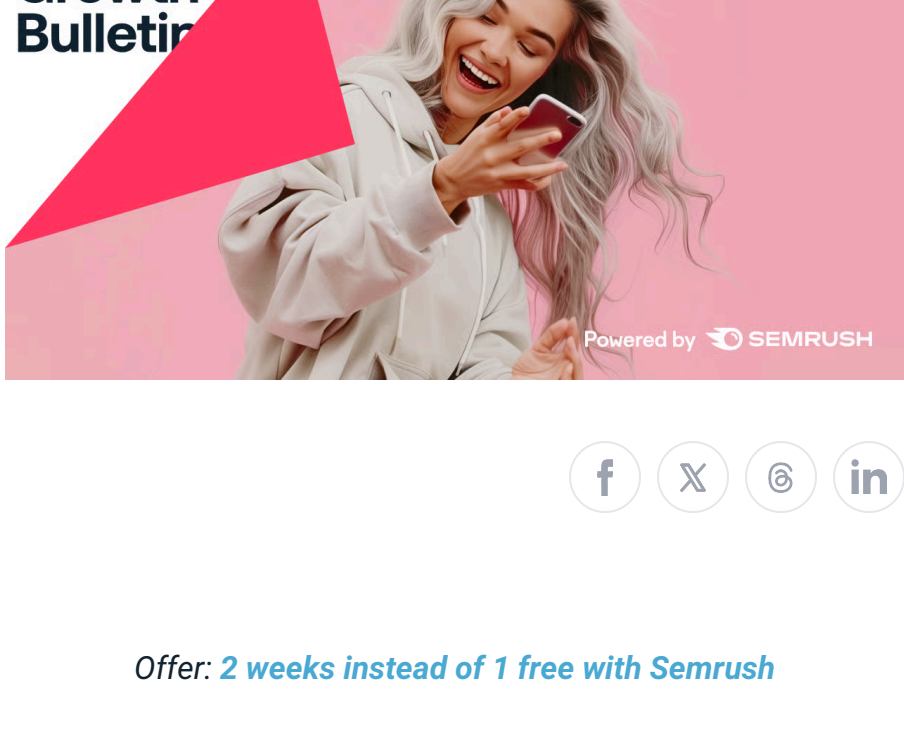


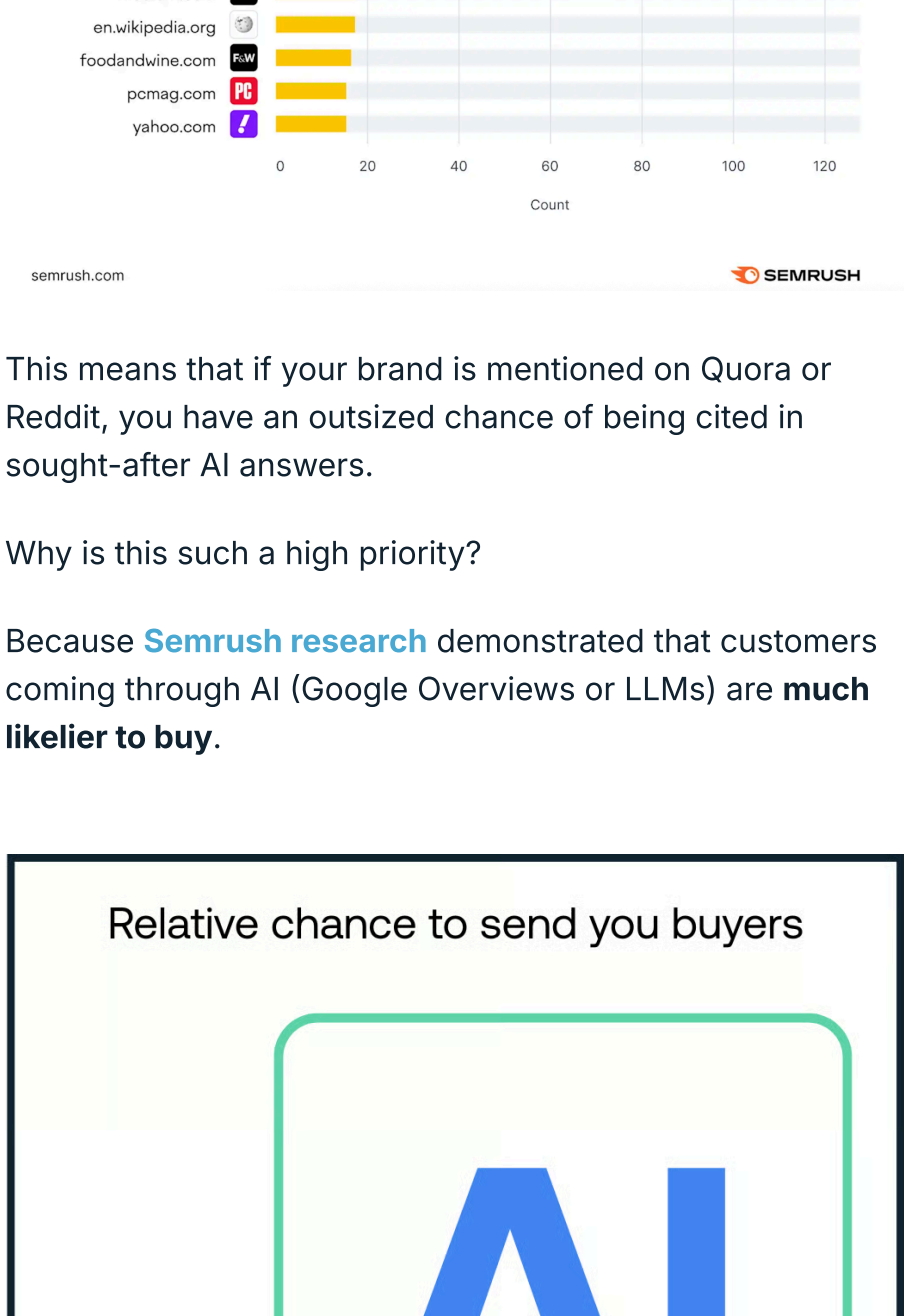


Offer: 2 weeks instead of 1 free with Semrush

You need to be on Reddit

You've already heard about it: people are moving away from traditional search engines and getting results through Google AI overviews and LLMs like ChatGPT and Perplexity.

According to Semrush research, the top 2 sources feeding Google AI overviews in particular are **Quora** and **Reddit**.



This means that if your brand is mentioned on Quora or Reddit, you have an outsized chance of being cited in sought-after AI answers.

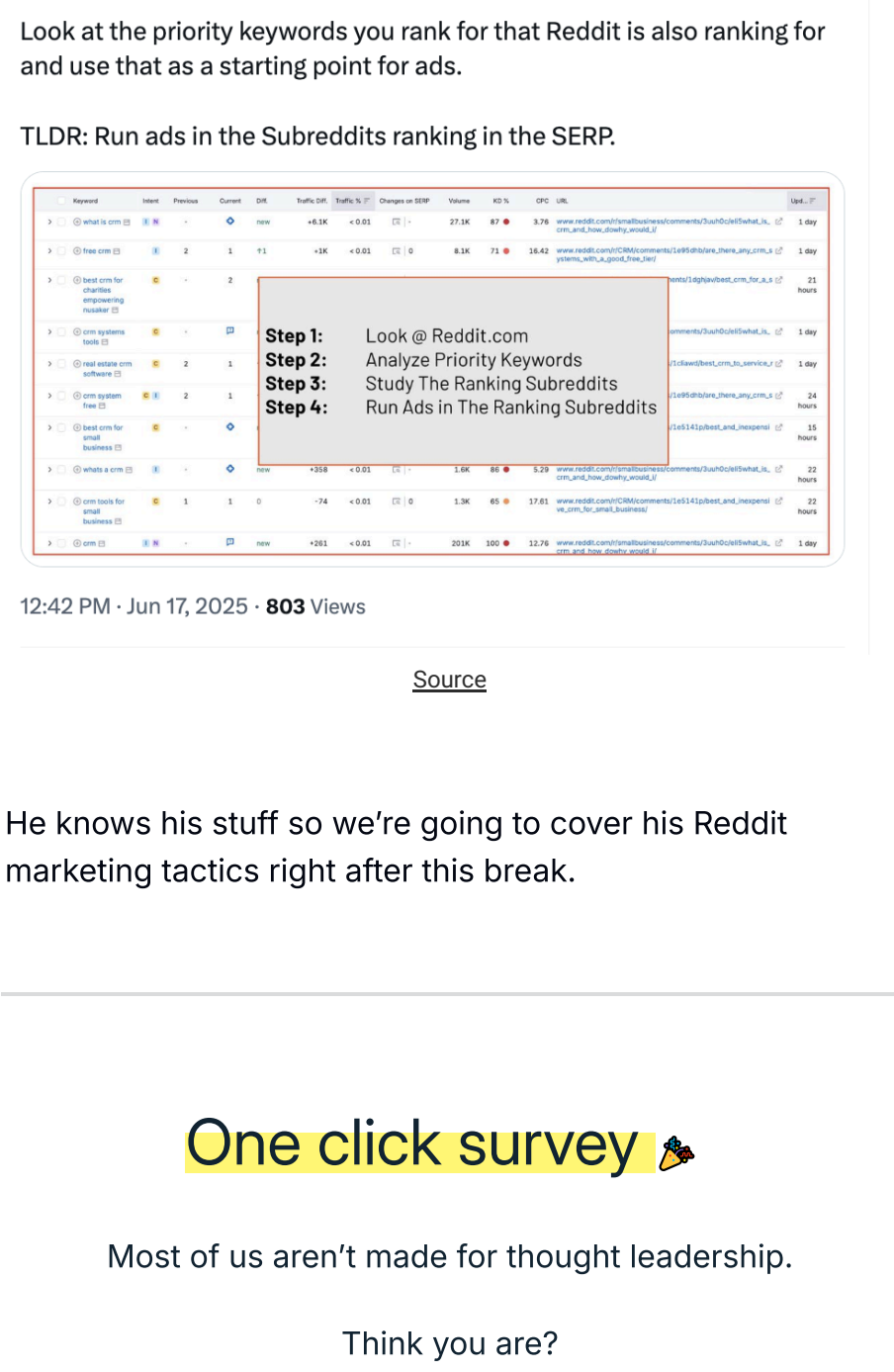
Why is this such a high priority?

Because [Semrush research](#) demonstrated that customers coming through AI (Google Overviews or LLMs) are **much likelier to buy**.

Reddit is now a top target for marketers.

Did anyone see this coming?

Ross Simmonds didn't, but he has been preaching the value of Reddit marketing since 2018:



He knows his stuff so we're going to cover his Reddit marketing tactics right after this break.

One click survey

Most of us aren't made for thought leadership.

Think you are?

Find out why not in our Ego Check.

(click below and we'll send it over)

What stage is your business?

How to set your brand up on Reddit (the Ross way)

Ross Simmonds, Reddit marketing guy and Founder of [Foundation](#), and author of "Create Once. Distribute Forever," has your back.

He **recommends** starting with three simple steps:

- 1. Claim your brand's subreddit.** This is your home base for community, support, and content. Secure it before someone else does.
- 2. Create an official brand account.** Like an @handle on X, this becomes your mod account and formal brand presence.
- 3. Set up a personified account.** Think: *JamieFromYourBrand*. This account engages in other subreddits, adds value, answers questions, and builds trust.

For more detailed instructions on how to get rolling on Reddit, see [Ross's X thread](#).

Then what? *Waste some time.*

Hear us out.

How much time do you spend doomscrolling on other social media apps?

Waste that time on Reddit instead.

The secret shortcut is to **stop thinking of Reddit as a brand building tool...**

And start *enjoying* the platform for what it is: a community.

Need inspiration?

Here are some Reddit marketing examples:

1. **High value post mentioning your brand**

Example: Marie Martens from Tally with [this post](#).

It's ok to do this if it's truly valuable to the subreddit you post it in.

⚠️ You need to make sure the subreddit allows mentioning your brand at all.

2. **AMAs (Ask Me Anything).**

This is a post where you invite people to ask you questions. For it to work, users obviously have to want to ask you questions.

Examples why: you're famous, you've done something the users might aspire to, etc...

Example: [OpenAI's collaborative AMA](#) with Sam Altman and co.

✅ Why it's good: you can seriously affect your public perception with a single one of these. People see it as very humanizing for a brand to open its doors this way and answer people's questions.

In brief

The AI search shift is upon us.

Brands **need** to capitalize on it's 4.4x higher purchase intent traffic, and Reddit and Quora are top citation sources (Semrush).

Thus, Reddit marketing, previously under most marketers' radar, has become top of mind.

Our recommendation: stick to Ross Simmonds' rules, and... Just spend time there.

Become part of the communities that you matter in.

💡 Monitor your brand's AI visibility with the [Semrush AI Toolkit](#).

take a Break

Why brands are scared of Reddit

Sure, brands say they value customer feedback, but most businesses avoid Reddit like it's a creepy haunted house.

Geoff Gates of Boathouse says Reddit offers opportunities that range from engagement with a mighty community to amplified reach and free market research.

In theory: a dream for businesses.

In reality: almost 15% of users say they feel negatively about brand engagement (HubSpot). That means brands have to tread carefully. And many don't tread at all.

So, why the reluctance? We braved Reddit to ask users what they think:

- Redditors can be **"uncommonly harsh to companies"**, viewing them as out of touch with their user base.
- Communities are **"super niche"**, so users better know the ins and outs of a subject (or avoid positioning themselves as an expert).
- Product or brand recommendations are often **"downvoted"**, so even organic-sounding promotion is tricky.
- You **"can't delete comments you don't like"**, so negativity lingers.
- And, simply: **"because there be trolls here"**.

Sounds like a horror story, we know. And we've seen real-life horror stories unfold on Reddit, like when [Nissan's AMA went horribly wrong in 2015](#).

But sometimes, you have to listen to those "inspirational" Instagram posts, and do the scary thing...

Be brave. Pull insights. Get outta' there.

Written by [Amy Hawthorne](#) and [Ashley Cummings](#). Edited by [Catherine Solbrig](#).