reddit

Reddit Pro's Guide to Organic Engagement for Businesses on Reddit

Become a Reddit Pro with Reddit Pro

Ready to **build an authentic Reddit presence?** This guide provides clear steps for how to show up on Reddit as a business. You'll learn how to **engage your audience in a new way on Reddit** – one that centers on a 2-way dialogue with your community, provides real value to your customers, and helps you grow as a result.

Why should your business be on Reddit? **Your customers get their answers here – and so does AI.**

➡ **Reddit is growing.**

Reddit now has 110M daily active unique visitors with 21% YoY growth.

Source: Reddit Earnings Q2 2025.

➡ **It's where people come to get answers and make decisions.**

In fact, 51% of total online mentions of purchasing discussions happen on Reddit.

Source: Brandwatch, Global, Oct 2023 - Mar 2024.

➡ **And it's now powering AI results.**

Reddit is the #1 most-cited source across ChatGPT, Perplexity, & other AI, per data collected by Profound. People already chose a Reddit result from Google over 23B times last year, AI is amplifying these conversations even further.

Source: Reddit Earnings Q2 2025; Google bulk data, based on daily average from May 2023-May 2024.

TL;DR
(Too long, didn't read)

Want to get started as a business on Reddit, now? Here's how.

TL;DR

➡️ Get to **know how Reddit is different**.

➡️ **Use Reddit Pro to listen first**, then figure out what value you can offer your community.

➡️ **Hang out in the comments and be yourself** – a member of the community, not a marketer.

Navigate this guide

Case Study | **Nudge Security**

Top 5% poster

Growing cybersecurity software provider, Nudge Security used organic on Reddit to build trust with IT practitioners, as a complement to their paid Reddit presence. Their human-first approach to engagement, including letting their employees engage directly, helped them earn the coveted "Top 5% poster" award in a top security community.

Nudge finished the month among the top 5% upvoted posters in a community

Reddit 101:
the basics

People seek answers on Reddit because it's made of communities where the conversations are different. Here's how it works:

Communities (subreddits or r/) are what users subscribe to based on their interests

Moderators run each community and enforce their specific community rules (that everyone, including businesses, follow)

Users (redditors) contribute via posts (as "OP") or comments – most users are anonymous which is why Reddit conversations are so honest

Voting determines visibility – upvotes push content up and downvotes lower it

The Home Feed displays posts from the communities that a user has joined and recommended posts, meaning users see an interest-based feed

Not yet ready to engage? Try ads, first – they reach redditors at scale in no time.

Set up your Pro profile

Get started in three steps:

Choose a username

➡ Choose a username that clearly identifies you. You can choose a username for your business (u/reddit), employee (u/brandy_at_reddit), or role (u/Reddit_engineering).

Sign up for Reddit Pro

➡ Sign-up here (it's free). This is your roadmap to Reddit that helps find your audience and relevant conversations to join. If you need help, check out the help center for guidance.

Set up your profile

➡ Your profile is your Reddit identity. Redditors find your profile through your posts, comments, and ads in communities. When signing up for Pro, you can choose from an AI-generated bio or draft your own to jumpstart your profile.

Profile set up tips

YSK: Crosspost to your profile

Head to the Reddit Pro Trend's tab to find Reddit conversations to crosspost to your profile to begin populating it. Showcase a redditor review about your business or tips for using your products.
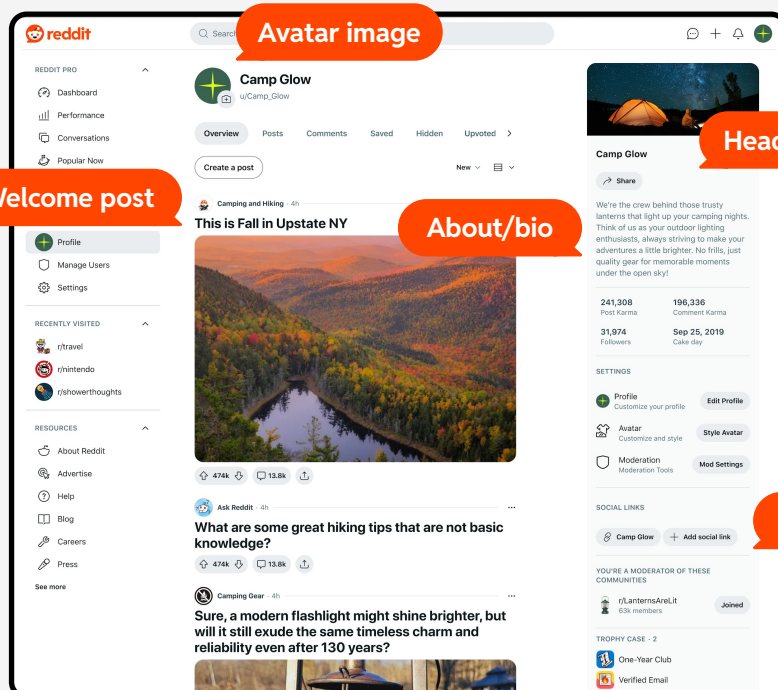
Key profile elements

Avatar

About description

Header image

Links

Avatar image

Welcome post

About/bio

Header image

Links

reddit

REDDIT PRO
Dashboard
Performance
Conversations
Popular Now

Profile
Manage Users
Settings

RECENTLY VISITED
r/travel
r/nintendo
r/showerthoughts

RESOURCES
About Reddit
Advertise
Help
Blog
Careers
Press
See more

Camp Glow
u/Camp_Glow

Overview   Posts   Comments   Saved   Hidden   Upvoted

Create a post

New

Camping and Hiking · 4h
This is Fall in Upstate NY

474k   13.8k

Ask Reddit · 4h
What are some great hiking tips that are not basic knowledge?

474k   13.8k

Camping Gear · 4h
Sure, a modern flashlight might shine brighter, but will it still exude the same timeless charm and reliability even after 130 years?

Camp Glow

Share

We're the crew behind those trusty lanterns that light up your camping nights. Think of us as your outdoor lighting enthusiasts, always striving to make your adventures a little brighter. No frills, just quality gear for memorable moments under the open sky!

241,308   196,336
Post Karma   Comment Karma

31,974   Sep 25, 2019
Followers   Cake day

SETTINGS

Profile   Edit Profile
Customize your profile

Avatar   Style Avatar
Customize and style

Moderation   Mod Settings
Moderation Tools

SOCIAL LINKS

Camp Glow   + Add social link

YOU'RE A MODERATOR OF THESE COMMUNITIES

r/LanternsAreLit   Joined
63k members

TROPHY CASE · 2
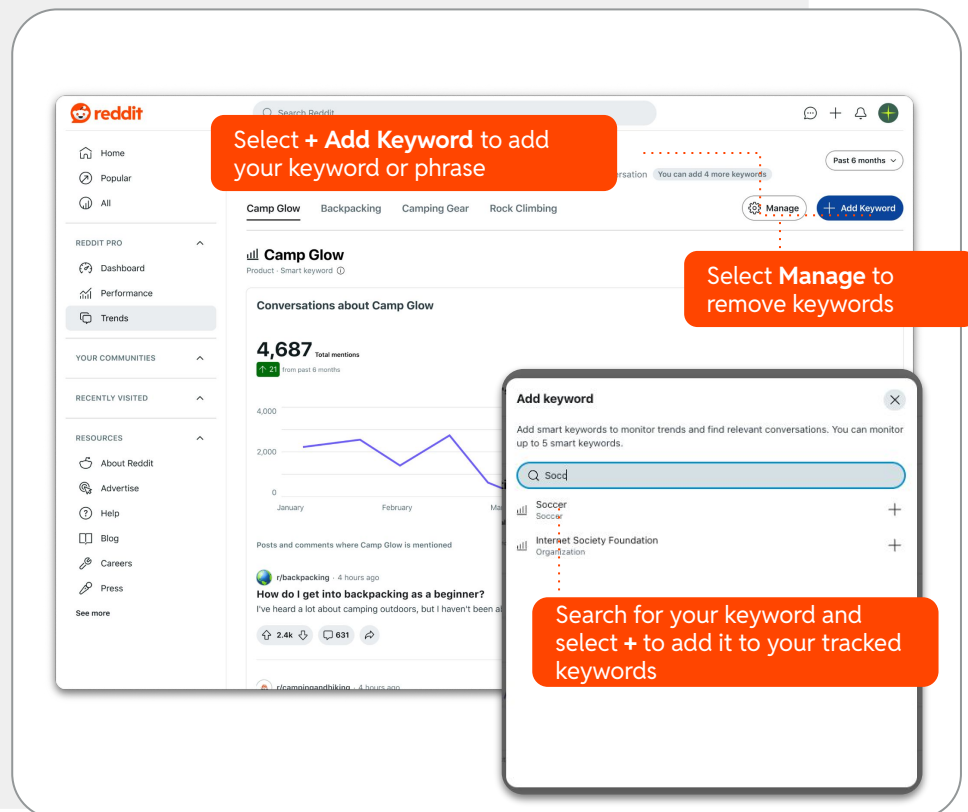
One-Year Club
Verified Email

Track & listen (lurk phase)

You first need to understand your audience: where they are on Reddit, why they are on Reddit, and how you can contribute something meaningful to the conversation. Remember: you are not here to market, **you are here to help.**

Use the Pro Trends tab to:

1. Add your business and product names as keywords to track mentions

2. Add your business category or competitors as keywords if no one's talking about you yet

3. Discover top communities where your keywords are mentioned

4. Review top conversations to understand what problems your audience is solving

5. Identify where your expertise could add value

6. If you haven't already, crosspost conversations about your business to your profile

Select **+ Add Keyword** to add your keyword or phrase

Select **Manage** to remove keywords

Search for your keyword and select **+** to add it to your tracked keywords

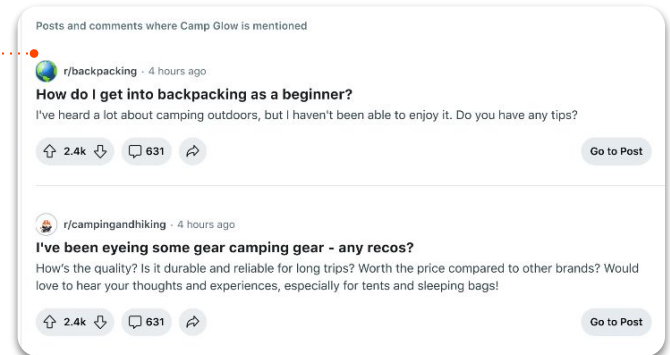**The lurk phase is crucial to reddit. Understand your audience before you engage.**

Join conversations (comment phase)

The #1 rule for engaging on Reddit: **always add value**. On Reddit, the best businesses engage in a 2-way dialogue with their community, provide real value, and develop lasting relationships with redditors. **Commenting is your first step.**

How to get started commenting

1. Find relevant conversations via Reddit Pro
2. Review community rules before commenting
3. Answer straightforward questions about your business, products, or industry
4. Provide expert advice where you have clear knowledge

Posts and comments where Camp Glow is mentioned

r/backpacking · 4 hours ago
How do I get into backpacking as a beginner?
I've heard a lot about camping outdoors, but I haven't been able to enjoy it. Do you have any tips?

⬆ 2.4k ⬇   💬 631   ⤴   Go to Post

r/campingandhiking · 4 hours ago
I've been eyeing some gear camping gear - any recos?
How's the quality? Is it durable and reliable for long trips? Worth the price compared to other brands? Would love to hear your thoughts and experiences, especially for tents and sleeping bags!

⬆ 2.4k ⬇   💬 631   ⤴   Go to Post

r/commenting

Tips for commenting on Reddit

➡ **Listen** to what other people are saying in the conversation to **gather context. Don't force it - wait for opportunities where your voice genuinely helps.**

➡ Keep it **casual and personable**. We like to say write it like you're **talking to your close colleagues** in chat**.**

➡ **Be yourself -** not just a brand. e.g., if you are "Joe the PM from XX company", explain that in your comment.

➡ When a redditor engages with your comment, **reply back**! Never leave someone hanging.

➡ Most communities don't allow self-promotion, so **do not use this as an opportunity to sell** either yourself, your brand, or a specific product.

Real Example

Wayfair gives helpful advice for how to measure a room to ensure a sofa would fit, without pushing a product. [See the case study here](#).

wayfair · Official · commented 3 mo. ago

Hi u/whatismyusernamelmao! Thanks for checking out Wayfair for your potential sofa purchase. There's a lot of great advice in the comments. When purchasing large furniture items online, we suggest you measure the dimensions of your room, the spot where you plan to place the sofa, and also the width of your doorways and staircases. Allow for 30" of walking room in front of the sofa to preserve the natural flow of traffic, and if you are planning on pairing your sofa with a coffee table, ensure there is at least 12" – 18" between the two pieces of furniture.

Then, keep in mind the upholstery material of the sofa. Do you want an ultra-soft sofa to sink into or would you prefer a firm, supportive option? Do you find leather more cozy than microfiber? Make sure you're investing in a plushness and fabric that you'll find comfortable.

Create content (post phase)

Once you've established credibility in your communities through commenting, you can start posting. Doing this requires **knowing each community's interests and rules.**

Pre-posting research

1. **Track more keywords in Reddit Pro** to expand your inspiration.

2. **Look for patterns** in what your audience is interested in and what they need help with.

3. **Ask yourself:** What expertise does your business uniquely have that aligns with their interests or needs?

4. **Review community rules** before posting (crucial step - we recommend using post check)!

Where to find community rules

Find Community Rules on the right nav of each subreddit, or directly in post composer
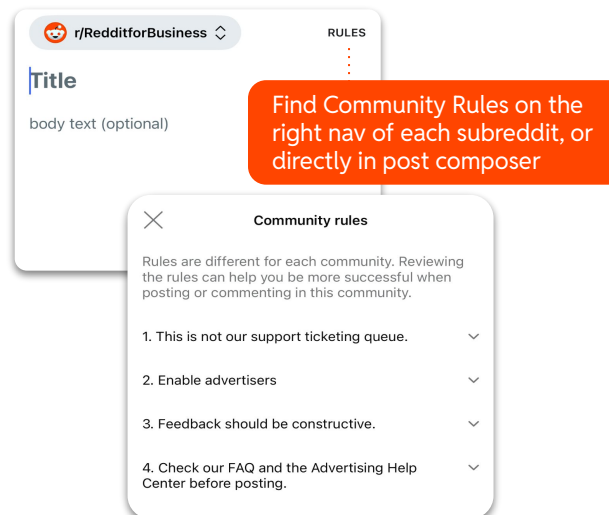
Making your first post

Making your first post should come only after you have spent time commenting and getting to know your community (this takes time). Here's what to keep in mind:

Use your context

You now know your audience and what they care about. Decide where and what to post based on your Reddit Pro research.

Reach out to the mods

Reach out to the mods via ModMail before posting, especially if the subreddit is dedicated to discussing your business. Intro yourself and ask what content from you their community could benefit from.

It takes time

Remember that timing, quality, relevance, and luck all matter. Sometimes you might make a great post at the wrong time and it doesn't catch on. Don't be discouraged!

Engagement Do's and Dont's

Before making your first post or comment, **review the following checklist.** Did you pass?

Engaging on Reddit DOs

→ Listen to what your community wants

→ Read the room - understand community rules and norms before engaging

→ Start by engaging where your brand is already talked about

→ Communicate like an individual, not just a brand

→ Comment frequently, post sparingly

→ Think about sharing made-for-Reddit content (AMA®'s are great for this)

→ Get moderator blessings before *posting* in a community

Engaging on Reddit DONTs

→ Be self-promotional (don't outright recommend your brand)

→ Spam

→ Attack, disparage, or antagonize - keep it positive and helpful

→ Use corporate speak; we are all humans here

→ Leave a redditor hanging by not replying back (see here for how to manage notifications)

→ Post in a community you don't own without talking to the mods first (comments are OK)

→ Panic if things don't go as expected - remain calm and open to taking feedback and pivoting

Interested in going deeper and moderating your own Reddit community? Head here.

Measure your impact with Pro

Use Reddit Pro's performance tab to track key metrics to improve your Reddit strategy over time:

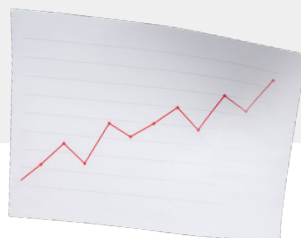| Content quality	Growth	Brand awareness & traffic
First, look at your upvote rate to make sure your content is providing value to your audience on Reddit. Best in class is an upvote rate of 75%+ for businesses. Also make sure you're getting comments back. Don't worry, it will take time to get there! Total account upvotes and comments received should grow over time.	Start focusing on reach – i.e., account-level views – only once your content is resonating with your audience. You can grow reach over time by improving your content, by posting in different and larger communities, and promoting your content with ads.	Long term, focus on brand awareness & health, and traffic to your website. A helpful proxy for this is volume of brand mentions and share of voice and profile followers – both of which you can track directly in Reddit Pro.

Expand your reach with ads

Looking to reach a new or even larger audience on Reddit? **Use Reddit Ads to promote your best performing content** or transform your new found customer understanding into high performing **Reddit-unique campaigns.**

Promote high performing posts

1. Head to your Reddit Pro performance tab to find your best performing posts

2. Then navigate to Reddit Ads manager – when creating your campaign choose your creative from the "Post Library" to find the organic post you want to promote

3. Promote your post as an ad to reach a new audience

Lean into Reddit-y engagement formats

1. Run an Ask Me Anything® (AMA) session with an expert in your business that your audience wants to hear from

2. Promote your AMA using AMA ads to drive traffic before, during and after

Looking for more guidance? Check out our AMA how-to guide.

Inform your paid strategy with insights

1. Use Pro to find the top communities talking about your competitors, and create a prospecting campaign targeting these communities.

2. Use Pro to discover what your customers love discussing and create a freeform ad deep-diving on the same topic.

See how OnlineLabels used Reddit Pro insights to boost their campaign ROI.

Want help getting started with Reddit Ads? Book a call.

Get inspired by real examples

➡️ **Education & expertise (where most businesses should start)**

→ Answer product questions with helpful details
→ Provide expertise on topics that only your business has access to (truly nerd out)
→ Share industry news, roadmaps, and patch notes
→ Connect redditors with your internal experts such as your product teams, or leadership

See it in action

Austin Tree Amigos posted detailed guidance in their local Austin subreddit about which tree species work best for the city's unique climate, helping local homeowners make more informed planting & landscape decisions.

r/Austin · 4 mo. ago
austintreeamigos

Monterrey Oak is the FUTURE of the Austin Urban Forest

The Monterrey Oak tree is now EIGHT years old and is almost double the height of the home

JUNE 2024

Turkey Fig

Tuscarora Cr...

austintreeamigos OP · 4mo ago · Edited 4mo ago

Monterrey Oak (Quercus polymorpha) is quickly being planted all over Austin and for good reason. Monterrey Oak has the incredible attribute of being extremely drought tolerant, and being able to take massive advantage of heavy watering. The following is a Photo Journal of a Monterrey Oak sapling that I planted in 2016. The growth of this tree is almost unreal for an Oak in Texas. Not all Monterrey Oak saplings will grow this fast, but this is documented evidence that they can in the right conditions.

There are a few contributing factors that I think helped this tree skyrocket.

1. The tree was planted extremely small so the taproot was fully intact and allowed to grow deep, quickly.
2. All of the rainfall that hits this side of the roof finds its way to this tree. My gutters were very leaky and all of the rainfall was channeled to this area.
3. The home sheltered the tree from the high heat of the afternoon sun while it was establishing.
4. The lower canopy was left fully intact and only minor roof clearance and wall clearance pruning was performed
5. The tree was closely monitored by a Board Certified Master Arborist.
6. There are relatively deep soils at this location which allows for a deeper and larger root system

Get inspired by real examples

→ Share behind-the-scenes photos/videos
→ Post paywall-free articles or archive materials
→ Host AMAs with interesting team members or high-profile figures
→ Run thoughtful giveaway contests

See it in action

Victura hosts an Ask Me Anything (AMA)® session with their CEO Peter Tante ahead of a critical game launch, answering questions honestly, openly, and engaging directly with game feedback.

Interested in learning more? See the full case study here.

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r/Games · 8 mo. ago
SixDaysGame · Official · Six Days in Fallujah - CEO

[AMA] I'm Peter Tamte, CEO of Victura on Six Days in Fallujah. Ask Me Anything!

Verified AMA

EDIT: Thank you all for the questions!! I'm signing off now, and I'll try to answer any questions that come through afterwards. Have a great weekend, all.

Hey r/Games!

I'm Peter Tamte, CEO of the company making and publishing Six Days in Fallujah. We just released our "Command and Control" Update this past Thursday, on the 20th anniversary of the Second Battle of Fallujah.

Six Days was conceived by a Marine who was badly wounded in the battle. It was cancelled back in 2009 due to controversy and then revived a few years ago. By letting you participate interactively in the true stories of the dozens of Americans and Iraqis who've helped us make this game, we hope to present a far more realistic look at war, as well as the events in 2004 that shaped so much of how our world works right now.

Steam: https://store.steampowered.com/app/1548850/Six_Days_in_Fallujah/

Release trailer: https://youtu.be/UiX2tMJ_gYA

Discord: https://discord.gg/SixDaysGame

I'd like to share context around our content update, as well as why we're making a game like Six Days in Fallujah in the first place.

If you have questions, I'd love the opportunity to answer them. I'll begin at 1 PM ET (6 PM UTC) until 2 PM ET or so. It's possible I'll circle back around tomorrow to wrap a few more up. Thank you to the moderators of r/Games for the opportunity.

Get inspired by real examples

Customer support

→ Comment on posts & comment threads with questions related to your products and services
→ Create support posts / threads on your profile for redditors to reference
→ Create branded support subreddit

See it in action

Keith from Sonos noticed a user asking if their second-hand Sub Mini would work with a missing protective part. Sonos reached out to their Lab Team to check, reported back their findings to the redditor, then had their Lab Team mail a replacement part anyway so the redditor could protect their device.

KeithFromSonos · 2y ago
`Sonos Employee` `Top 1% Poster`

Topless Sub Mini 😳😳😳

I'll ask around but that **has** to impact the sound in some way...

KeithFromSonos · 2y ago
`Sonos Employee` `Top 1% Poster`

Turns out that the top cap has no effect on the sound profile! In that case, it really doesn't matter what you cover it with. I'd probably still cap it with something though – just to keep the dust bunnies out.

⊖ ⬆ 4 ⬇ 💬 Reply ⋯