BUILD

REDDIT FOR BUILDING MATERIALS BRANDS:

WHAT YOU NEED TO KNOW BEFORE DIVING IN

A cross between a social network and forum, Reddit is one of the most visited websites in the world. It's where millions of people (aka Redditors) go to engage with each other, ask questions and discuss topics that interest them. For building materials brands, this is where your audiences are finding topics like building materials, construction, design inspiration, homebuilding tips, etc., and having meaningful conversations about brands, products and their experiences.

r/

IT'S TIME TO GET INSPIRED

Oftentimes, inspiration can come from looking outside our own industry. Looking at how brands from other industries are tapping into this platform, engaging with audiences and seeing incredible results can help inform your own strategy.

MITSUBISHI RVR

r/BananasForScale

Mitsubishi recently used the well-known Reddit metric "bananas for scale" to creatively highlight the features of its Mitsubishi RVR.

Discover the Mitsubishi RVR with the help of bananas

THE RESULTS

65% more efficient cost per click than the auto benchmark

3x the page scroll rate of the auto benchmark

**41%** more time on post than the auto benchmark

LAUNCHDARKLY

A feature management platform that helps software development teams implement and control feature flags, LaunchDarkly created promoted posts with its whitepaper content and through Reddit's Lead Generation Ad format, **converted users directly**, without them having to leave the platform.

THE RESULTS

148% stronger conversion rate than the standard promoted post

39% more efficient cost per click than the standard promoted post

54% stronger click-through rate than the standard promoted post
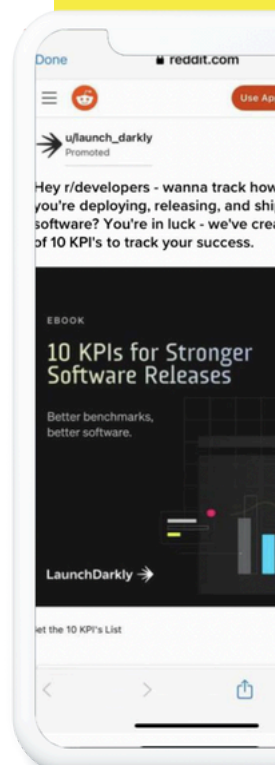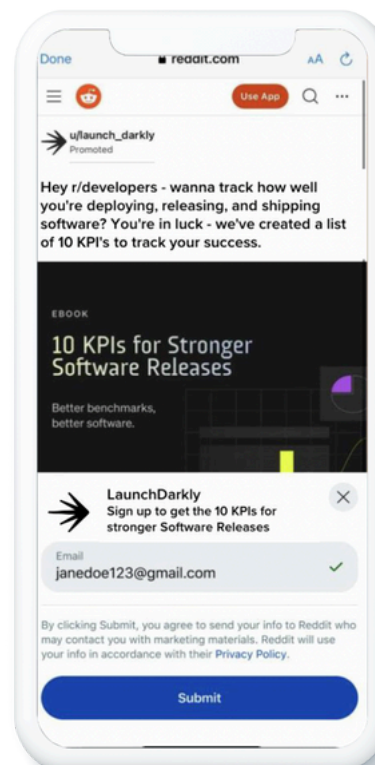
INTRIGUED ABOUT WHAT THE PLATFORM COULD DO FOR YOU? HERE'S WHERE TO START:

1. Gauge your brand's sentiment

This is a MUST-do before you make the leap onto Reddit. The Reddit platform is known for its transparency and its audience supports real, genuine conversations. So, it's crucial in taking this first step to see how users are talking about your brand. You need to be mindful of the positive and not-so-positive chatter that's happening.

Start by using the search function to type in your brand name and take a look at what users are saying. Is the sentiment positive, negative or neutral? What types of questions or concerns are they curious about?

2. Find conversations about your products or industry

Search different industry keywords or product names to see what types of questions or conversations are being had. Are they talking about trending topics that are happening in your industry? Could you provide a unique POV on the subject? Tools like GummySearch can be used to see which subreddits are mentioning your brand or products, identify pain points, high-performing content and more.

3. Determine which marketing route you want to take

Do you want to run ad campaigns or engage with audiences? On Reddit, the choice is yours.

Reddit offers a variety of ad formats including banner ads, video ads and sponsored posts. These ads can be targeted to specific communities or demographic groups, ensuring your brand gets noticed by the right audience.

You can also join some of the subreddits that your audience is interested in and take part in the conversations that are happening. This can help build your brand awareness and strengthen brand loyalty with users.

Keep in mind, the Reddit audience is known for its realness, so if there are aspects about your brands or products that you're not ready to talk about or hear feedback on, taking part in the conversation may not be the best approach.
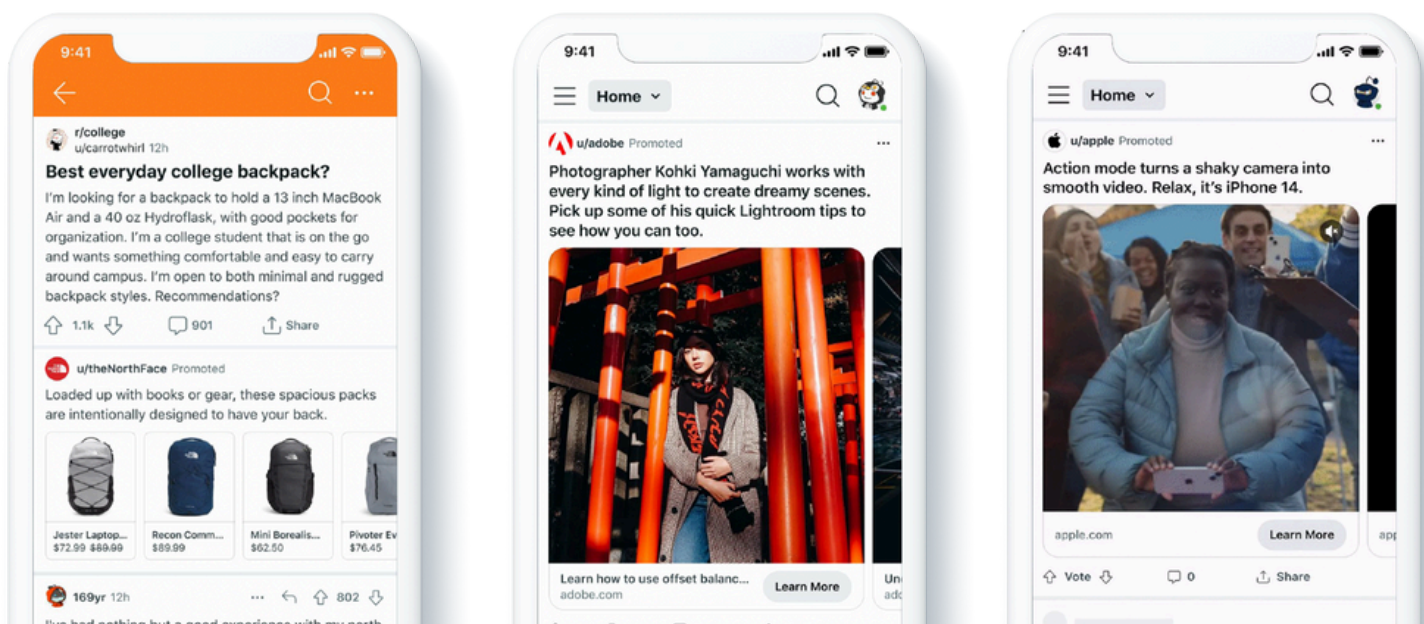
4. Test whether Reddit is a good fit for your brand

If you're running an ad campaign, it's important to give it adequate time to see results. Reddit's machine learning needs time to pick up users' interest so it can effectively serve up the content that makes sense for them. Reddit typically recommends a 12-week testing period, but you might be able to start seeing results earlier than that.

We can help you get ready for Reddit.

If you're interested in testing out a Reddit campaign, we can help.

Email us at info@jankelley.com and we can set up a time to chat about how this platform can work to build brand awareness and get you noticed.