

6 Things to Know about Using Reddit for Your Business

1. Use Reddit as an information source.

- Trending or hot topics in your area of expertise will tell you what people (potential prospects or clients) are interested in and talking about.
- Turn these topics into articles or blog posts for your content marketing.

2. Use Reddit to raise your company's visibility.

- When you submit a link, members of the community can comment and interact with you, and, if you've posted in a relevant community, you can send very targeted users to your website.
- If your links or discussions are helpful or valuable enough, you can get enough "up" votes and make it to the front page, where you will have even more visibility. (The reverse is true, too. Get enough "down" votes and you will be limited as to how much you can post.)

3. Familiarize yourself with what's on the site.

- What types of topics that are being discussed
- What items are being shared
- What are the protocols are used in these discussions. For example, as with most social media sites, blatant self-promotion is not acceptable, nor is "spam posting" (posting content that is not related to the subreddit or conversation).

4. Understand the different parts of the site.

- *Hot*: This tab skims through each of the subreddits you are "subscribed" to (each tab you're following) and puts the most frequently visited topics of discussion within that respective subreddit.
- *What's New*: The most recently submitted items from each subreddit
- *Controversial*: Items that typically spark additional discussion.
- *Top*: The most "upvoted" (or most liked) items from each subreddit you are subscribed to
- *Saved*: Items you've previously saved (or bookmarked).

5. Submit a link.

- Know in advance which community you want to target.
- Fill in the following fields on the Submit a Link form: Title, URL, Choose a Subreddit.
- Check if the link was submitted by going to the respective subreddit and hitting the *New* button.

6. Take it to the next level: Set up your own subreddit and start a community of your own.

Be forewarned! This last step takes time, effort and a lot of management and is something we will be addressing in a future post. In the meantime, [contact us](#) if you'd like Sales Renewal to help you further your content marketing program with Reddit and other social media sites.

WHAT EXACTLY IS REDDIT?

Reddit is a large community of members that like to share interesting things with one another, such as news articles, blogs, videos, pictures, etc. Subreddits (communities within the larger community) help organize the information by areas of interest.

From [computer security](#) to world news, [gardening](#) to science, [food](#) to politics, there are topic based-communities for just about any interest – business or personal – you might have. Within these communities, users can share information they find interesting, start a conversation, answer a question or take part in a discussion. You can find a list of popular subreddits [here](#) (note: sometimes subreddits also have subreddits).