

Two Case Studies On Using Reddit To Generate Leads

Dave Schneider

41 Flares

Reddit is one of those social media platforms that most business owners don't know how to use.

It's a bit of a black hole – there just isn't much data on it. It also fosters a strong sense of community, like a lunch table filled with people you don't know and aren't comfortable sitting down with for fear of being rejected.

So most of us stay away from it completely, which is a big mistake.

Reddit gets [Over 100 million unique reddit visits a month](#).

How can we use it to generate actual leads for our business?

Let's start by diving into the Reddit platform and then we'll look at some case studies:

Who Uses Reddit?

[According to one source](#), the Reddit user profile as of late 2012 is:

- Male (66 percent)
- 18 to 34 (55 percent)
- College educated (55 percent)
- Have average incomes of \$25,000 to \$50,000

Additionally, most Reddit users are:

- Socially liberal
- Interested in politics
- Early adopters of technology.
- Internet savvy

But really, you can find just about any type of person on Reddit, if you know how to look.

How Can Reddit Benefit Your Business?

For the right business seeking the right audience, Reddit *can* be a gold mine.

Viral Potential

Reddit calls itself "The Front Page Of The Internet". It's often where you see things first before they get picked up elsewhere, such as viral news sites. A recent example I saw of this was an [article on Viral Nova](#) that cited its source as Reddit – and I see this ALL the time. Stuff here can fly. Even [my own IAMA](#) sent my site hundreds of visitors, despite the fact that it was down voted rather quickly.

Targeting

Every month Reddit gets millions of visits which are categorized into the most minute interests known as subreddits. For example, a few of my favorite subreddits:

[Not That Interesting](#) (67k readers)

[Guilty Pleasure Music](#) (5.6k readers)

[Mildly Infuriating](#) (134k readers)

See how specific it gets?

And still, these groups have thousands of members.

Now, imagine that one of these subreddits **consisted exactly of your target market.**

The Catch?

If you're wondering what the catch is in all of this, it's that marketing on Reddit is tough.

Reddit users are very aware that they are a marketer's dream and are very sensitive to being sold to.

Needless to say, there is a right way and a wrong way to go about it. Let's examine two case studies of people doing it right.

Case Study One – Product Announcement To League Of Legends Subreddit

Let's say I had an idea for a new way for gamers to communicate in game.

If I wanted their feedback, I'd probably want to go to where the gamers hang out, so why not check out one of the largest gaming subreddits around, the League Of Legends with over 400k users?

Well, that's exactly what two guys did who thought of [a new voice chat program they were considering designing](#).

This post received 4,694 upvotes and 1137 comments.

But really, it was so much more than that – it was data.

These comments and the discussions they generated resulted in invaluable **customer research directly from the target market.**

top 200 comments show 500

sorted by: [best](#) ▾

▲ [-] [waiting_for_rain](#) [sickachu] (NA) 887 points 8 months ago*
▼
As cool as it is for you guys not to put ads, you know you'll need the extra income. I wouldn't mind a subtle ad at login or some idle screen just so long as ads don't appear in the actual chat room.
EDIT: please no talking or streamed ads. /u/blackmatter615 brought up that it would be better if they are silent so they don't cut in to the game or lag us up. For some players, our bandwidth is already strained with the client/game.
permalink

▲ [-] [Soupertramp](#) [S] 212 points 8 months ago
▼
Thanks for the input. :)
We see ads as a last resort. It will basically all depend on what our costs end up being + the % of people who actually upgrade their accounts.
So if it's between staying afloat and having ads and, well, not.. we'd do it, but we'd keep it to a minimum.
permalink parent

▲ [-] [kchris393](#) 182 points 8 months ago
▼
I really highly doubt many people will upgrade accounts since it sounds so good *without* an upgrade. While I agree that it *should* be good without an upgrade, what's the incentive to pay \$7/mo? The reason people buy skins is because you can see them in-game; people wouldn't see much of flair on GGNoob.
I think it sounds like an excellent idea, but I want to make sure that if it takes off it stays around. I wouldn't mind a quick ad or two, and that would make the whole project much easier, financially.
Great work!
permalink parent

▲ [-] [Soupertramp](#) [S] 61 points 8 months ago
▼
Thanks man!
And you are right. We'll need to do some testing to figure out some cool features people would like to see in an upgraded version.
permalink parent

▲ [-] [KoshkaTV](#) 279 points 8 months ago
▼
Great idea. I'd pay subscription fee if I can have a permanent link like instead of /g3sdr6 it would be my actual ingame name /koshka or my clan name. I bet people would rush in to occupy their name or just any cool name. You have a good idea to limit the free service. The only thing I don't like is the name - GGnoob doesn't sound that related like teamSPEAK or raidCALL. But that's just my personal opinion. I'd go with something like speak.gg or call.gg if you like the gg part.

The best proof of concept is where your target market uproariously yells “Yes – I’d pay for that!” (see the lowest comment) and also tells you all of the features they’d look for in such a program.

Now, this product isn’t built yet, but those guys generated [over 6,000 subscribers to their email list](#) – that’s a big win.

All from taking the time to put together something valuable for the community to comment on, and then asking them about it.

Case Study Two – Question And Answer Prior To A Book Release

Who knew that simply answering a few questions could create such a buzz.

In fact, there is a whole subreddit devoted to that known as the [I Am A](#).

It’s where people of all shapes, sizes, and professions invite “Ask Me Anything” questions.

And sometimes, it produces incredible results.

One example is when traveler Niall Doherty came out with his thread about crossing the [Pacific Ocean on a cargo ship](#).

Again, 6200 upvotes and almost 1200 comments.

Additionally it sent **over 15k visits to his website in just one day**.

Over 100 of which signed up for his newsletter.

Some might wonder why Niall was taking the time to do this in the first place.

The answer, is he was promoting his book [Cargo Ship Diaries](#), which, consequently sold over \$800 worth in its first month.

It's impossible to know how much of it was from redditors, but given the traffic volume, it was no doubt significant.

Conclusion

When trying to connect with our target audience, the first places we should look are where they hang out.

Reddit is one of those places.

However, it is not just for anyone to go in and promote a product. You have to be creative and purposeful, as were these two gentlemen.

Twitter 35 Facebook 0 Google+ 4

Pin It Share 0 StumbleUpon 0 Buffer 2 LinkedIn 0 [inShare](#) 41 Flares