

The Small Business Reddit Marketing Cheat Sheet

Quick-reference guide to turning Reddit communities into loyal customers.



Part 1: The 80/20 Rule of Reddit

Reddit is a community, not an ad board. To succeed, follow the golden ratio:

- **80% Value:** Answering questions, sharing case studies, giving industry advice, and participating in discussions without asking for anything in return.
- **20% Promotion:** Mentioning your product/service only when it is a direct, organic solution to someone's problem, or sharing updates on dedicated self-promotion days.

Part 2: Pre-Launch Checklist (Before You Post)

- [] **Create a separate brand/founder profile:** Use a clear avatar and a bio that states who you are and what business you run. Transparency builds trust.
- [] **Lurk for 1 to 2 weeks:** Spend time reading top posts, understanding the inside jokes, and seeing what content gets upvoted versus downvoted.
- [] **Pain Point Learning:** While you're lurking, find some specific-to-your-industry subreddits, and discover what pain points your potential customers are having. You may discover enough that you'll need to make some updates to your website, and/or pivot on social media post subjects.
- [] **Read the sidebar/wiki rules:** Every subreddit has unique rules. Many ban all links, screenshots, or direct self-promo. Breaking rules leads to immediate bans.
- [] **Build baseline Karma:** Comment genuinely on posts in broad subreddits (like r/smallbusiness) to build up positive karma before pitching or linking anywhere.

Part 3: The 4-Step Engagement Framework

1. Find Your Niche (Subreddits)

- *Broad:* r/smallbusiness, r/entrepreneur, r/startups
- *Local:* Your city or state subreddit (e.g., r/Austin, r/Chicago)
- *Niche:* Communities directly related to your product (e.g., r/coffee for a local roaster, r/homeowners for a landscaping service, r/willsandtrusts for specialized notaries).

2. Diagnose Before You Prescribe

- Never drop a generic link. Look for users actively asking for recommendations, troubleshooting an issue, or sharing a pain point your business solves.

3. Lead with Generosity

- Write a detailed, helpful response addressing their problem *first*. Give away your expertise for free. Only mention your business if it naturally completes the solution.
- *Example: "We ran into this exact inventory issue last year. What worked for us was doing X and Y... (I actually wrote a deeper breakdown of our setup in my profile bio if you want to see the template)."*

4. Leverage Native Reddit Ads (Optional)

- Skip the organic learning curve by targeting specific subreddits directly.
- **Tip:** Keep ad copy conversational, turn off comments if you aren't ready to actively moderate them, and offer a clear value proposition.

Part 4: Red Flags & What NOT to Do

- **✗ NEVER use corporate speak:** Redditors despise buzzwords, overly polished PR copy, and blatant marketing jargon. Talk like a real human.
- **✗ DO NOT spam links:** Dropping the same URL across multiple subreddits is classified as spam by Reddit's automated filters and human moderators alike.
- **✗ DO NOT argue with downvotes:** If a community reacts negatively to a post, accept feedback gracefully or delete the post. Arguing will only tank your account's credibility.

Keep this cheat sheet handy next to your desk whenever you log into Reddit to market your business!

Provided by Kerri Marvel | 925-858-6220
www.KerriMarvelServices.com

