



r/SaaS

/devops

/marketing

Reddit for B2B:

The **Visibility** & **Trust Playbook**

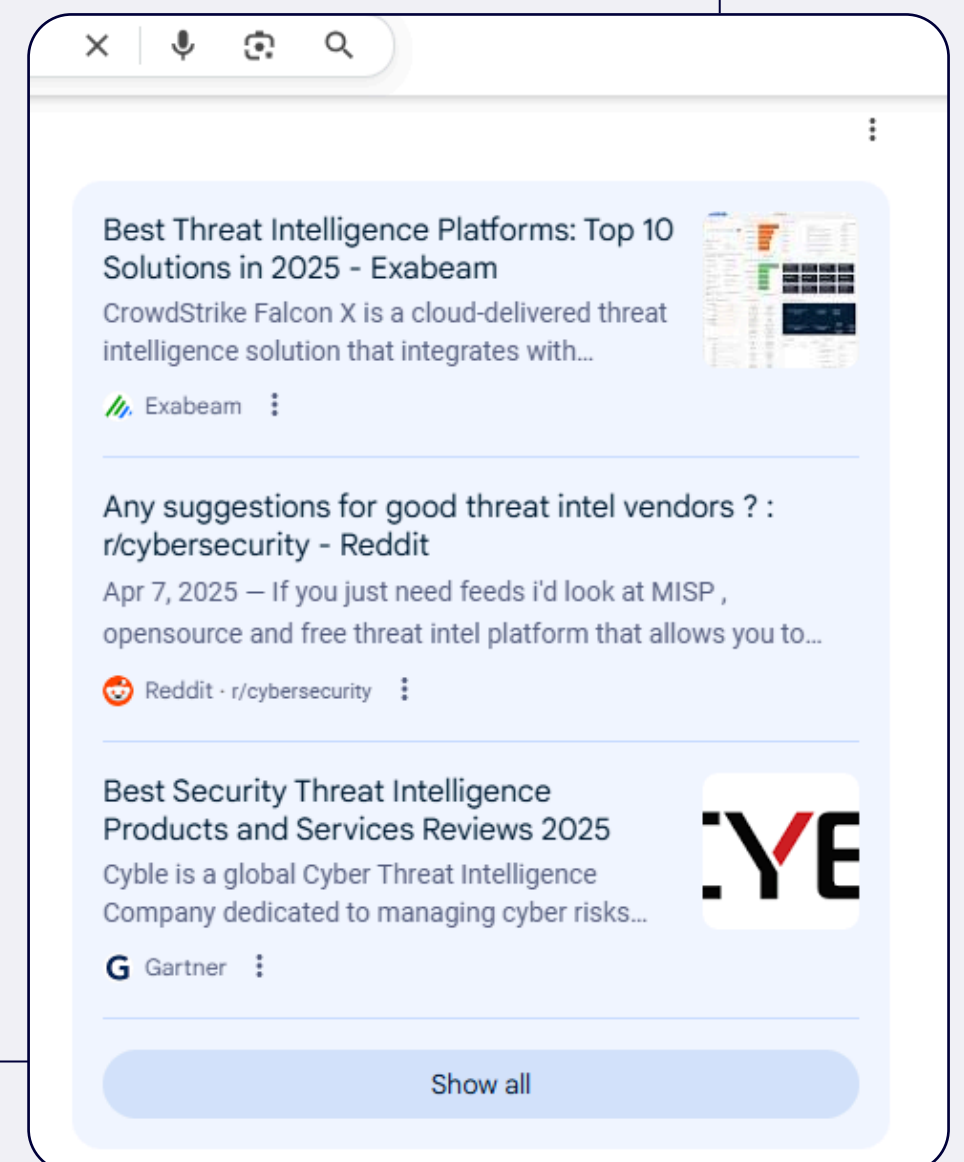
How to get your brand mentioned, trusted, and visible on the world's most authentic platform.

Build authentic credibility



Why **Reddit Matters** for B2B

- Home to niche, high-intent audiences — from developers to founders.
- Threads often rank in Google and AI overviews, giving double visibility.
- Great channel for brand mentions and organic credibility.
- Perfect for building authority and thought leadership.



**Your buyers are already talking.
Time to join the conversation.**



Getting Started

- Set up the basics:
r/brandsubreddit
u/brand
u/branduser
- Join a few relevant subreddits.
Lurk first: Read, learn tone & subreddit culture.
- Engage through comments and upvote. Add value long before you post.
- Track mentions: Use Reddit search or alerts for your brand/product and competitors.




Educate and build trust first.




Build **Visibility** (Without Ads)

- Identify active threads about your category, product, or pain points. Mine LLMs, AI Overviews, and SERPS to see what Reddit posts rank.
- Comment with insights, data, or context — not a sales pitch.
- Share owned content only when it adds value.
- Be consistent — helpful, educational, and regular engagement

**Visibility
comes from
adding value**

 r/Hacking_Tutorials • 13 days ago

I want to get into Pen Testing/Ethical Hacking, any advise would be much appreciated!

 r/cybersecurity • 2mo ago

PtaaS / Pentest as a Service - how does it actually work?

you trade off some of the deep consultative work of classic pentests.

3 votes • 9 comments



Create Conversations

- Launch data-driven discussion threads.
- Pose open-ended questions to spark dialogue.
- Share internal research or benchmarks (no gated PDFs).
- Invite others to share experiences or tools they use.

**Lead the conversation,
don't control it.**



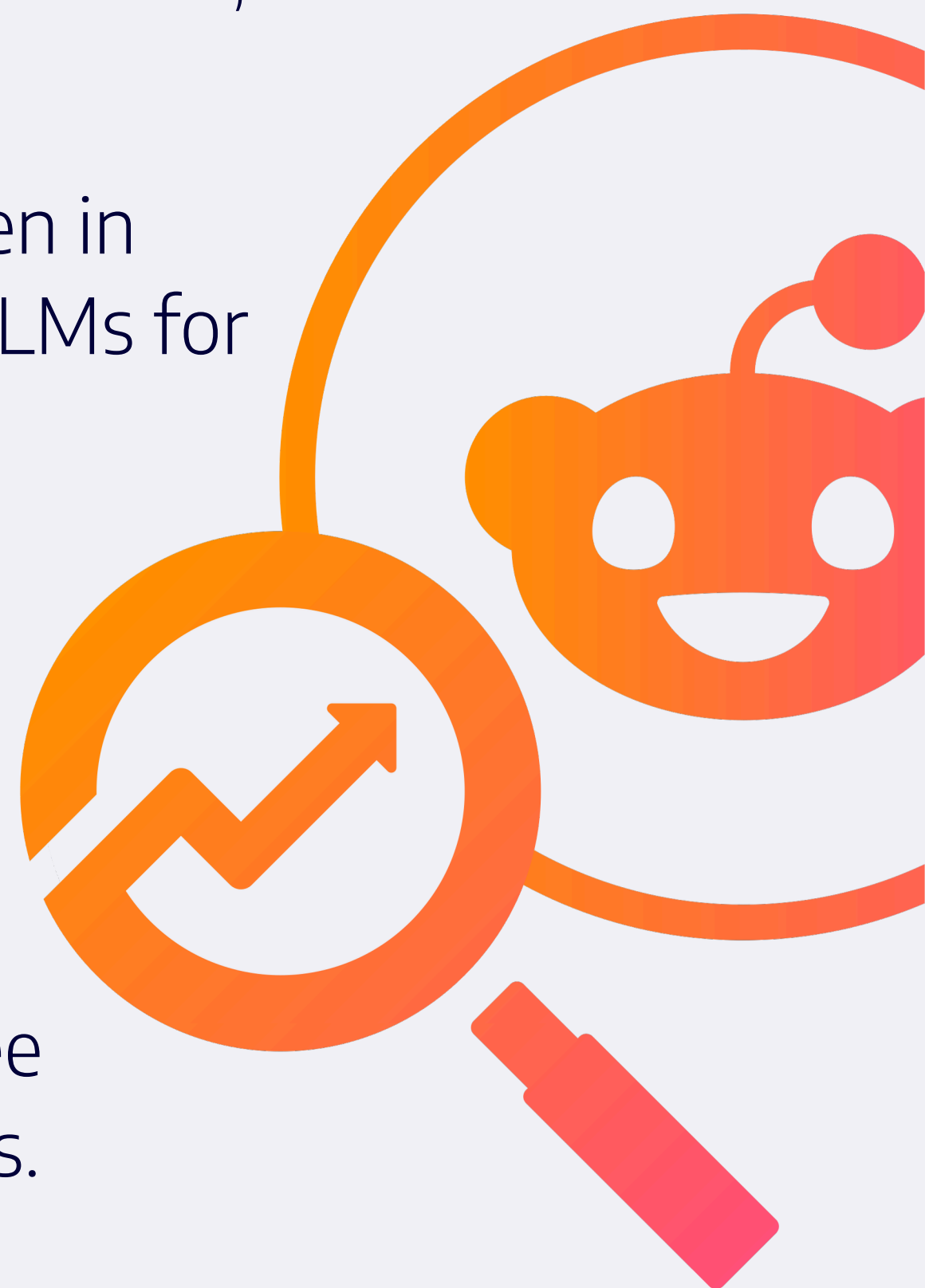
[r/cybersecurity](#) · 8mo ago

Security pros, what AI-related threats are keeping you up at night?



SEO & Mentions Strategy

- Reddit threads can rank for long-tail, “how-to”, comparison and "vs" searches.
- Create content answering questions seen in Reddit discussions, AI Overviews, and LLMs for your priority KW focus.
- Engage in threads already visible in search to get your brand mentioned.
- Use Reddit insights to inform your SEO content calendar, share feedback with the product team, and see what folks are saying about competitors.



Multiply your visibility with more mentions.



Build **Trust**, Not Just **Traffic**

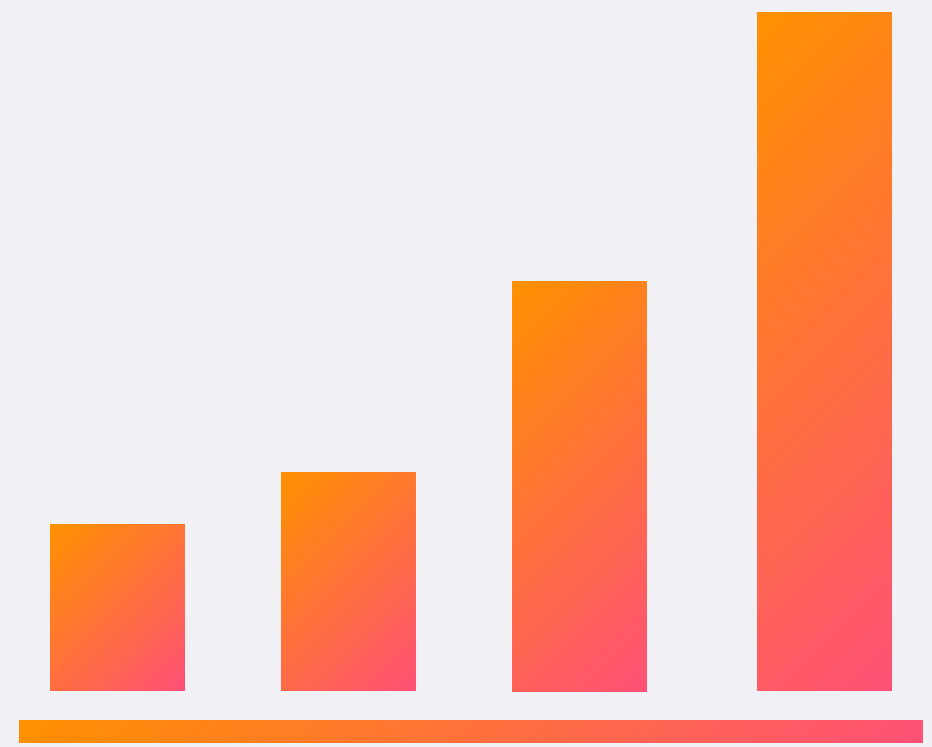
- Stay consistent, transparent, and human.
- Avoid over-posting or promo links — that kills credibility fast.
- Respond to replies thoughtfully and follow up.
- Encourage your team/SMEs to participate authentically.
- Once trust and credibility secured, partner with mods for an AMA (Ask Me Anything)

**Trust is the
new reach.**





Measure Your Reddit Results



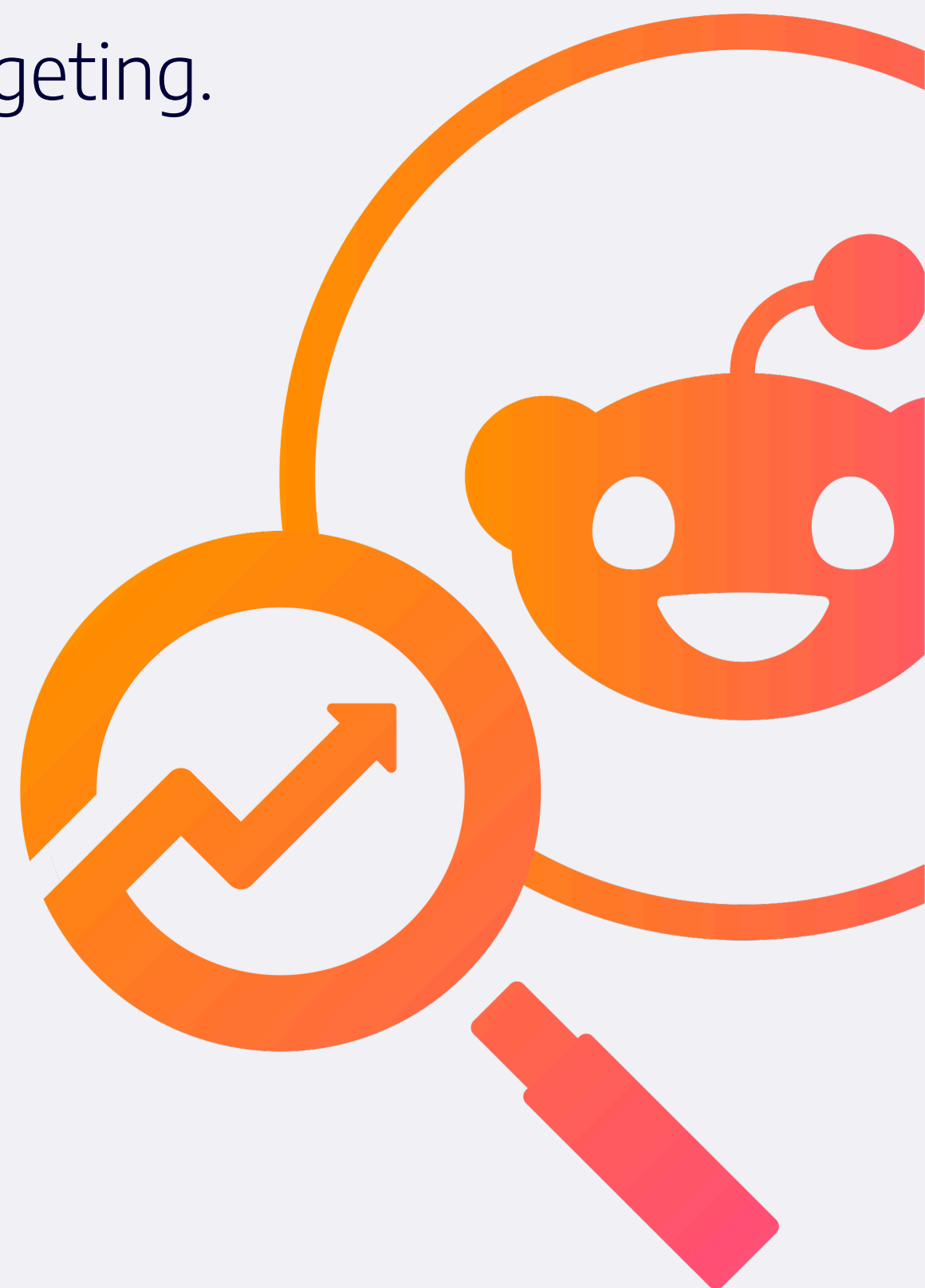
- **Engagement Metrics:** Upvotes, comments — these show resonance with the community.
- **Mentions & Brand Visibility:** Monitor how often your brand, product, or key topics are referenced across Reddit using tools like Brandwatch, Mention, or Reddit Pro.
- **Content Impact:** Measure downstream content performance — blog visits, asset downloads, or demo requests coming from Reddit-informed topics.
- **Traffic & Conversions:** Monitor your traffic and conversions coming from Reddit in GA4.

If you don't measure, you're guessing.



Amplify Results with Ads

- Target by subreddit, interest, or keyword. Talk to your agency about adding Bombora targeting.
- Ad Types Unique for B2B:
 - Co-branded Campaigns
 - Conversation Ads
 - Free-form ads
- Set up Retargeting pixel.
- Test different ad types and creative formats to see what resonates within subreddits. Optimize for what's driving your KPIs.



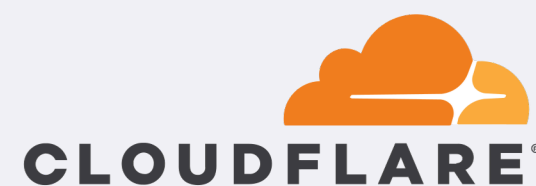
Organic builds trust, ads scale your results.

Need help getting started?

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[Get an Audit](#)

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and many more...



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