

5 REASONS REDDIT IS THE FUTURE OF PRO MARKETING



REASON #1

Pros are Redditors

According to Reddit, there are over 50 million pros on the platform worldwide across over 30 main subreddits, including:

- r/construction
- r/skilledtrades
- r/drywall

Even better: Many pro communities on Reddit require some level of verification to confirm users are, in fact, pros.

REASON #2

Community-Based Targeting

In addition to standard targeting parameters like demographics and custom audience lists, Reddit allows you to target by community and interest groups. Keyword targeting is currently in beta testing, and the platform is planning to expand ad placements into Reddit search results.

REASON #3

Low Cost, High Performance

Reddit performance benchmarks are on par with Meta, and CPCs and CPMs are significantly cheaper than LinkedIn. For our home-and-garden client Teknor Apex, our Reddit campaign outperformed the same campaign on Meta, which generated a 30% more efficient CPC and a 675% higher video completion rate.

Platform Benchmark Comparison:

Meta	Reddit
CTR: 0.79%	CTR: 0.49%
CPC: \$1.72	CPC: \$1.06
CPM: \$7.00	CPM: \$5.21
LinkedIn	
CTR: 0.54%	
CPC: \$5.58	
CPM: \$33.80	

REASON #4

A Less Crowded Landscape

While brands like Old Spice, Spectrum Business, and the Navy advertise on pro subreddits, home improvement brands are rarely seen. Generally speaking, Reddit is less saturated with advertising than Meta, leading to a better user experience.

REASON #5**Increasing Authority**

Reddit is building out programs to attract more publishers, and Google has invested substantially in Reddit — frequently displaying Reddit threads at the top of the search results page.

4 WAYS TO START REACHING PROS ON REDDIT

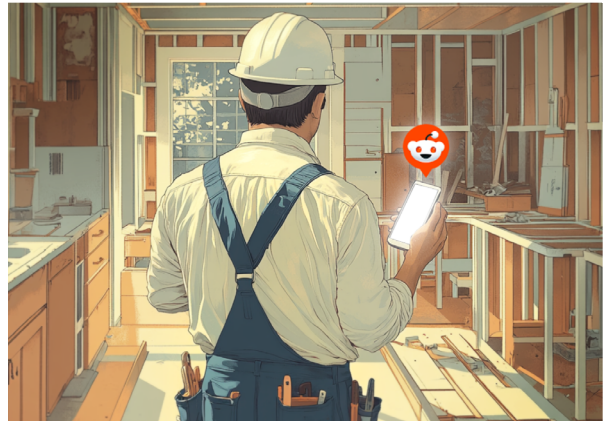
METHOD #1**Identify Your Audience**

Identify the subreddits, interest groups, or demographic parameters that align with who you're trying to reach. For our client Teknor Apex, we targeted landscape professionals, so we zeroed in on the r/lawncarepros and r/landscaping subreddits.

METHOD #2**Tap Into Pro Content Themes**

Once you've identified your target subreddits, dive deep into conversations in those communities. What are pros talking about there? How can you ensure that your ad content fits seamlessly into that environment? As a starting point, we saw four general conversation themes across all pro subreddits:

- Business advice
- Project advice
- Product and lifestyle advice
- Humor and commiseration

**METHOD #3****Build No-BS Creative**

Redditors can be hostile to brands, so lean into Reddit culture. Humor and self awareness can get you far.

Pros don't want to feel like an afterthought, so don't simply repurpose consumer creative. They want to see authentic depictions of themselves, and are turned off by flowery language.

METHOD #4**Start Small**

When we test new platforms, we typically start with low daily budgets and run for at least a month to ensure we achieve significant results.

After your test concludes, review which subreddits and keywords performed best — and evolve your Reddit strategy accordingly.

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