



# The hidden B2B gem

The B2B Marketer's Guide to Reddit

# TL;DR

In collaboration with Reddit and HubSpot, leaders in community, we've created a resource to uncover how B2B marketers can harness the power of real conversations.

**Our goal? To bring together HubSpot's expertise in the state of modern B2B marketing and Reddit's deep understanding of online community behavior, and share how brands can learn from, engage with, and evolve alongside their audiences.**





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# The modern B2B playbook, as told by HubSpot and Reddit

The B2B landscape is shifting beneath our feet. Lengthy sales cycles, complex buying committees, and strict emphasis on ROI are nothing new, but today's B2B buyers are operating differently. Wary of sales pitches and skeptical of polished messaging, these buyers are increasingly turning to online sources of truth rather than vendors themselves for guidance. They're looking for unfiltered, real-world proof from people who have actually used the product. In fact...



**70%** of the decision making process happens before a prospect speaks to sales.<sup>1</sup>

While most marketers are still fighting for attention on saturated platforms, savvy brands have discovered Reddit's untapped advertising ecosystem—but this window of opportunity won't stay open forever.

**As leaders in community, HubSpot and Reddit wanted to create a modern-day playbook for marketers to address these changes.**

This report explores how to implement Loop Marketing principles through Reddit's advertising platform.

- **Express:** Express your authentic brand voice in communities using Reddit Answers and Pro Trends
- **Tailor:** Tailor messaging based on real subreddit insights and demographic data
- **Amplify:** Amplify through Reddit's targeted advertising across endemic and adjacent communities
- **Evolve:** Evolve strategies in real-time based on community feedback and Reddit's performance analytics. B2B marketers can tackle current headwinds, fueled by HubSpot insights and Reddit's community-first approach.

Source: <sup>1</sup>Forbes 2025, The Evolution Of B2B Buying Behavior—And How The Experience Must Adapt

# State of B2B today

## Four trends to keep tabs on

1

### Self-service is reshaping sales

AI and self-serve tools have made it easier for buyers to research products on their own

2

### We're entering a zero-click world

Buyers use AI to research before ever visiting your website

3

### Taste beats tactics

Volume publishing is dead, and authenticity and community engagement are the new currency

4

### Social influences every part of the journey

When it comes to response rate and lead quality, social media is king

## Self-service is reshaping sales

### Self-service is reshaping the sales process

A few decades ago, a customer's research process began with talking to a salesperson.

Today, customers conduct the majority of research before ever taking a call. With the rise of AI and digital self-serve tools, buyers can evaluate vendors long before they ever take a call.

### The most effective tools for buyers demonstrate value

And the products that win are the ones that show their value up front—through user reviews, customer stories, and free trials. That's because buyers want proof from people they trust, not just promises from brands.



# The Most Effective Tools Demonstrate Value, Such As User Reviews, Customer Stories, And Free Trials.

Which self-service tools are most effective at helping buyers make purchase decisions?

Product demos

47%

User reviews

40%

Customer stories

37%

Free trials

34%

Self-service pricing

32%

A chatbot

32%

A knowledge base/FAQ page

20%

My company does not offer self-service tools to buyers

6%

## PRO TIPS

### Sell to buyers where they are researching

35% of reps get their highest-quality leads and 42% get the highest response rates from social media, performance which demands formal investment from sales leaders. Conduct research to learn what platforms your customers use and educate your reps on how to leverage social media to build their own brands.

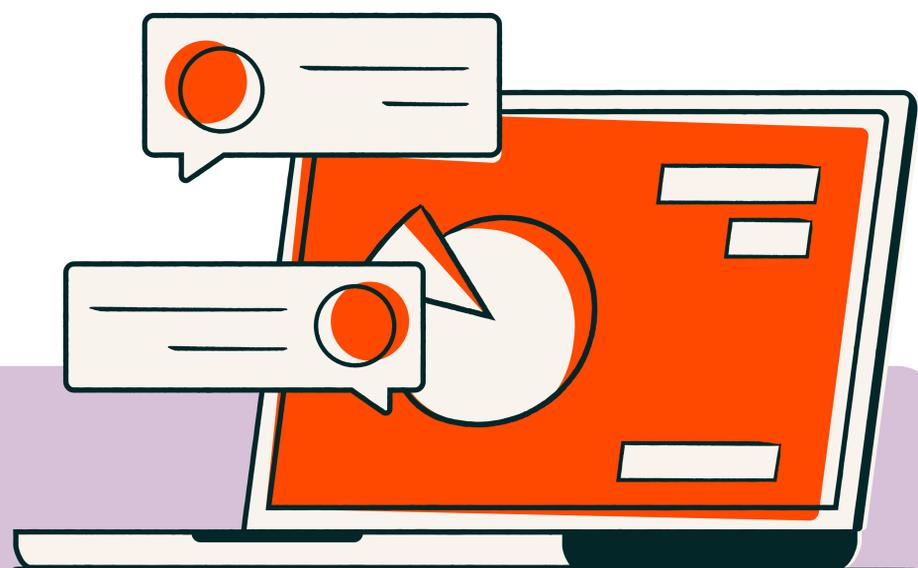
### Implement social listening tools

Instead of manually searching for relevant posts and conversations, invest in social listening. There are free tools available like [Reddit Pro](#) designed to give marketers more insights into Reddit discussions. You can monitor mentions of your business, track conversations featuring your keywords, and discover engagement opportunities in discussions as they happen IRL.

## Entering a zero-click world

All indications for marketers are that “zero click” searches will grow in number in the near future. According to recent research from Bain & Co., more than **60% of AI searches end with the result the AI generates**<sup>1</sup>. In other words, 6 out of 10 of AI searches already end with zero clicks to a website. The answers that consumers are getting from AI are detailed and thorough enough that consumers don't need to click through to your website. So they don't.

That's leading to significant traffic losses, a decline in visibility and, in the worst case, a substantial hit to revenue.



# Reddit Is The #1 Most-Cited Source Across All Major AI Platforms<sup>2</sup>

Being discoverable is no longer enough. Brands need to be present in the answer, not just the destination. That means investing in your organic presence where people are searching — and where LLMs are sourcing their information. Increasingly, that's Reddit: a trusted source of real conversations, authentic experiences, and expert opinions that AI models are trained on.

**Brands need to be present in the answer, not just the destination.**

### Top Domains Cited On LLMs (ChatGPT, Perplexity, AI Mode, AI Overviews)

Domain	Citation Frequency
reddit.com	40.11%
wikipedia.org	26.33%
youtube.com	23.52%
google.com	23.28%
yelp.com	21.01%
facebook.com	19.96%
amazon.com	18.72%
tripadvisor.com	12.46%
mapbox.com	11.29%
openstreetmap.com	11.29%
instagram.com	10.89%
mapquest.com	9.76%
walmart.com	9.32%
ebay.com	7.74%
linkedin.com	5.90%
quora.com	4.60%
homedepot.com	4.58%
yahoo.com	4.40%
target.com	4.33%
pinterest.com	4.22%

Based on a Semrush study of 150K citations conducted in June 2025.

semrush.com



Sources: <sup>1</sup>SEMRush, [We Studied the Impact of AI Search on SEO Traffic. Here's What We Learned](#); <sup>2</sup>Profound AI, Global, cumulative data through Sep 30, 2025

# Taste beats tactics

## Selling today is all about value

In a world where consumers have more choices and do more of their own research than ever before, salespeople hoping to stand out must deliver precise, personalized value at every touchpoint. The shift from “taste beats tactics” signals that volume publishing is dead, and authenticity and community engagement are now the new currency.

At the same time, traditional advertising channels are becoming more expensive and less effective, while early adopters are finding untapped opportunities in platforms like Reddit, where real conversations drive real influence.

To better understand how top-performing teams are adapting, HubSpot surveyed 1,000 sales leaders and reps to uncover their biggest growth opportunities, challenges, and strategies for 2025. The takeaway? The most successful teams practice value-first selling—leading with insight, authenticity, and trust.

### Where Sellers Believe They Can Add Value In The AI Age

36%

building buyer confidence in their purchase decisions

33%

helping buyers secure internal buy-in

27%

addressing buyers' emotions throughout the process

Today's salespeople are more than information providers — they're decision facilitators.

### What AI Can't Do Is Provide The Human Element That Buyers Need In Any Considered Purchase.



#### They trust relationships over platforms

Relationships matter more than ever. With so many similar products in the marketplace, buyers are more likely to make a decision when they trust that the seller has their best interests at heart.



#### They need help connecting the dots

Buyers may have boatloads of information at their fingertips, but they still need someone to help make sense of it all. A rep who can assess a buyer's situation and design a solution that's tailored to their needs is worth their weight in gold.



#### They're emotionally invested in decisions

Facts and features are only part of what influences buyer decisions. Just as important is the emotion—have you made them feel confident in this solution? If they're not the decision maker, have you helped them navigate internal politics and priorities to secure buy-in? AI can't do any of that — only a human can.

# Social media influences every part of the journey

Social media is reshaping B2B engagement. It delivers both the best response rates and the highest-quality leads for sales teams. In fact, 35% of reps get their highest-quality leads and 42% get the highest response rates from social media, performance which demands formal investment from sales leaders.

## Outreach is changing

# 42%

say social media channels have the highest prospect response rate, vs. just 26% for email

## Social media generates revenue

# 45%

rate social media as “very effective” at driving sales, more than any other channel

## Social Media Is Influencing Every Part Of The Sales Journey

When it comes to response rate and lead quality, social media is king.

### Which channel has the highest response rate when it comes to cold outreach?



## Where Do You Get Your Highest Quality Leads (Or Prospect Contacts) From?



# B2B on Reddit

## Why Reddit is the place to B2B

### The B2B marketing landscape has evolved

Buying cycles are becoming longer and more complex, the number of in-market buyers has shrunk from 5% to 1%, and the number of folks in the decision making process has doubled.

To add another layer of complexity, B2B buyer preferences are also shifting. We've entered into an era of self-service and anonymous buying journeys that rely on peer recommendations. In fact,

HubSpot states 75% of B2B buyers prefer to research on their own before even speaking to sales.\* Reddit is the place they go to research, discuss, share, and validate their opinions and decisions.

**B2B decision makers come to Reddit for trusted advice that turns into action.**

#### Reach

#3

Reddit is the 3rd most visited website in the US in September 2025, behind Google and YouTube<sup>1</sup>

#### Engagement

27 min

Avg. # of min US users spent on the Reddit app per day in Q3'25<sup>2</sup>

#### LLM visibility

#1

Reddit is the #1 most-cited domain across ChatGPT, Perplexity, and other LLMs (SEMRush)<sup>3</sup>

### Home to B2B decision makers hard to find anywhere else



4.5x

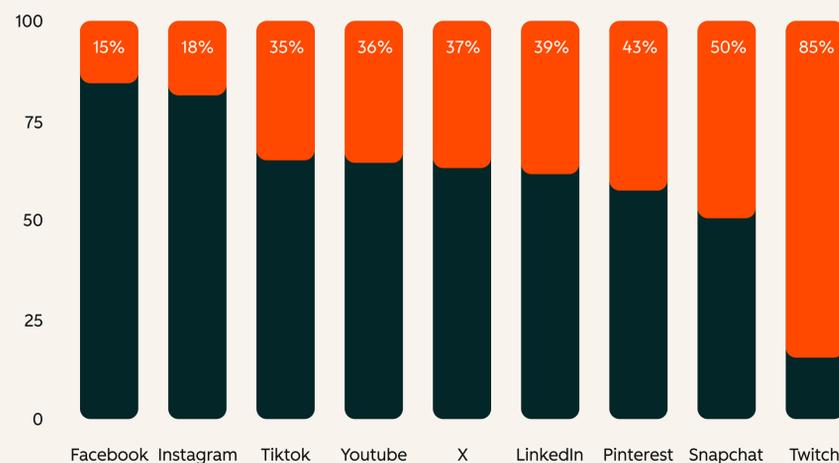
Time spent on Reddit app vs. LinkedIn<sup>4</sup>



38%

of business decision-makers on Reddit are not on LinkedIn<sup>4</sup>

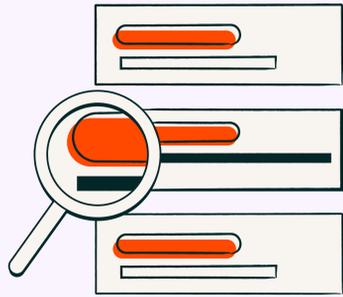
### Unduplicated reach of business decision makers in US on Reddit



Sources: \*HubSpot blog: B2B Buyers: The Latest Stats Salespeople Must Know [+HubSpot Data]; <sup>1</sup>Semrush, US, Jan–Sep 2025, <sup>2</sup>Sensor Tower, Time Spent of average minutes/day, Global, Q2 2025; <sup>3</sup>SEMRush: We Studied the Impact of AI Search on SEO Traffic. Here's What We Learned; <sup>4</sup>GW, US, CORE dataset, business decision makers on Reddit\*, Q1 2024 - Q4 2024. Social media competitors: Facebook, Instagram, X, TikTok, Snapchat, YouTube, Pinterest, LinkedIn & Twitch. \*Business decision makers includes Redditors who have work decision-making power: Senior Decision-Makers OR Decision-Makers.

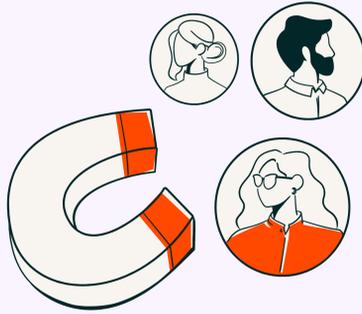
# Reaching B2B audiences on Reddit

## How to target and engage your audience with Reddit



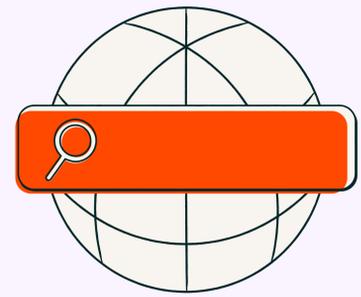
### Interest Targeting

Reach decision makers browsing topics like CRM, Marketing, APIs, FinTech, and Cyber Security



### Community Targeting

Target high-intent subreddits like r/fintech, r/devops, r/saas, r/smallbusiness, r/marketing, r/ArtificialIntelligence



### Keyword Targeting

Serve ads to users actively searching “SaaS”, “Finance”, “Marketing”, “AI”, “Cyber Security”, “Business”, “Software” and other product comparison and/or competitive terms



### Retargeting

Re-engage users who've previously viewed, clicked, or engaged with your brand's content, keywords, or related communities



### Professional Targeting

Tap into 3rd party partnerships like Bombora to target specific job titles, functional areas, industries, and ABM/intent data



### First Party Data

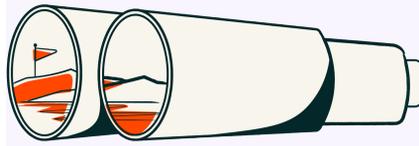
Customer lists allow you to match users from your first-party data to Redditors, and reach them across the Reddit platform

Max reach

Max precision

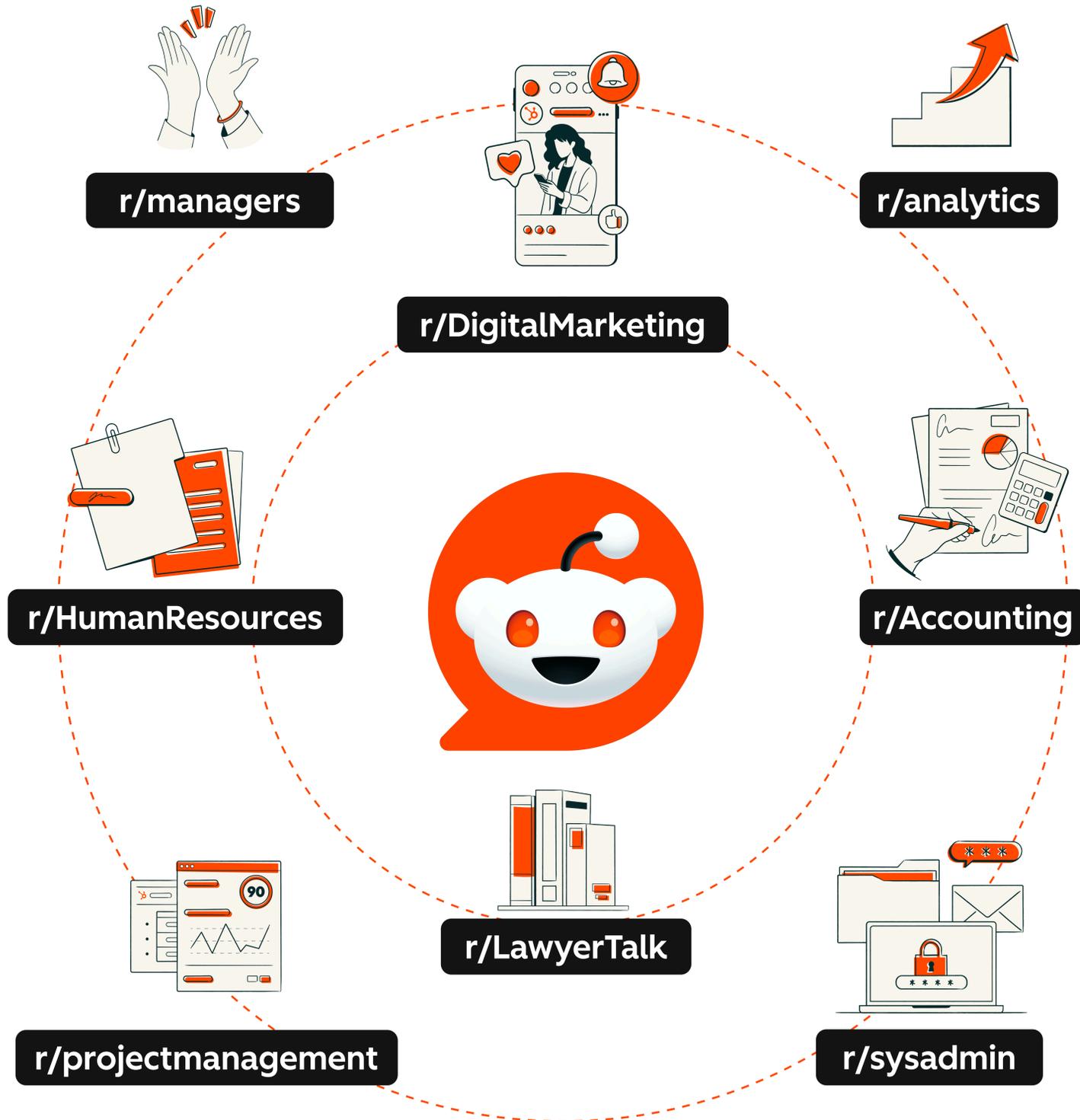
Why wait?

# Buyers Discuss B2B Software Solutions Most During Q4



# +44%

growth in views to B2B SaaS conversations from Q4 2023 to Q4 2024<sup>1</sup>



Visit [Reddit for Business](#) for more resources

Source: <sup>1</sup>Community Intelligence, US, 10/1/2023 - 12/31/2023 vs. 10/1/2024

# Unlocking the power of Loop Marketing

## Reddit fits perfectly into the new playbook for Loop Marketing



### Express:

Build a clear, authentic persona by creating a free Reddit Pro account



### Tailor:

Refine your messaging so it fits organically into Reddit



### Amplify:

Leverage paid campaigns on Reddit alongside your organic presence



### Evolve:

Measure your Reddit performance, establish takeaways, and optimize your strategy

## How to Express on Reddit

- To join Reddit communities, you need to think like a person, not a business. Free tools like [Reddit Pro](#) give businesses a structured way to listen, learn, and participate organically in conversations. Set up a profile by adding a display name, avatar, and bio, and make your first post.
- For example, you might focus on:
  - Engaging with user-generated posts related to your brand, such as feedback and bug reports. Brands like [Sonos](#) respond to posts to troubleshoot in real time.
  - Sharing original research findings (without gates) related to your industry.
  - Answering questions relevant to your industry, adopting a strict no-promotion policy during interactions. [King Arthur Baking](#) joins discussions to offer thoughtful tips on what they can do better for next time.
- Here's what differs from other social platforms: don't promote your business. Instead, become an active member of your audience's communities, and let your user profile serve as your most authentic home on the internet. With Reddit Pro, brands can engage directly in conversations, connect with fans, and offer customer support—turning curious Reddit users into customers.

## How to Tailor on Reddit

- B2B conversations on Reddit are different from other platforms. As a primarily text-based channel, exchanges feel conversational – a poster asks a question, a commenter responds, someone else replies, and so on.
- But not every community sounds the same. Some subreddits enforce strict posting rules, while others take a free-for-all approach. Even the specific language, tone of voice, and vibe shifts across subreddits of the same topic (simply scroll through [r/investing](#) and [r/wallstreetbets](#)).
- To fit into the B2B sphere on Reddit, first tailor your messaging to the communities you want to join. Use [Reddit Pro](#) to discover your audience and top trends by tracking keywords and phrases like your business, products, competitors, and more. Make note of which subreddits come up, and what communities they're apart of. Then, ask yourself: how do redditors interact with each other in these communities? Are they data-focused? Research-heavy? Highly technical? Jot down key characteristics and tailor your brand's messaging so you can fit right in.

## How to Amplify on Reddit

- Amplification is all about optimizing your channel mix. Customers are asking ChatGPT for help, watching YouTube videos, listening to podcasts, and (of course) browsing Reddit for solutions. By creating a dedicated Reddit strategy, you're already ensuring your brand is discoverable across channels.
- To take your amplification to the next level, research your audience and determine if paid ads fit into your strategy. Over 90% of Reddit users trust the platform to learn about new products and brands, making the platform a truly valuable channel as consumer distrust of social media grows.



Reddit is the #1 platform for ad receptiveness, where  $\frac{2}{3}$  of redditors would purchase a product if they saw an ad about it on Reddit<sup>1</sup>

Source: <sup>1</sup>Reddit Custom Survey, U.S., Let's talk about your purchases & Social Media, n=8000, A18-60. Competitors: Facebook, Instagram, Snapchat, Pinterest, TikTok, X

# How to Evolve on Reddit

## Track these key metrics to evolve your Reddit strategy:



### Impressions:

How many times your posts, ads, or mentions are viewed



### Mentions:

The number of times your brand name, product, or relevant keywords appear in posts or comments



### Upvote rate:

Indicates the quality of your posts and comments. Best in class is an upvote rate of 75%+



### Referral traffic:

Tracked via UTM links

- As metrics start coming in, don't be afraid to shift gears. Your original research posts aren't gathering much traction? Post original opinions from company leaders instead. Your comments are getting downvoted? Ask AI to analyze your replies and compare them to more upvoted ones. Never stop optimizing.
- By expressing, tailoring, amplifying, and evolving your Reddit strategy, you create a self-reinforcing loop that strengthens your brand presence – one upvote at a time.

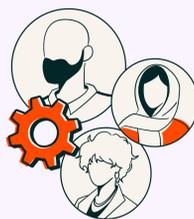
## Other best practices

### To win over redditors, brands on Reddit need to:



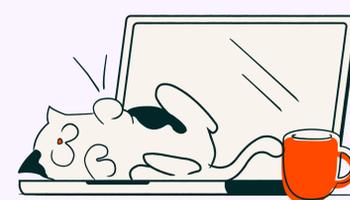
#### Understand more about your customer's journey

Expand your event tracking to gain a full view of your customer's journey within your app.



#### Lean into the tools and insights

Lean into data insights to find ways to improve your customers' experience before and after they enter your ecosystem.



#### Reddit like redditors

Lean into Reddit's creative best practices that apply most to your brand objective.



# Amplify your message with Reddit ads with an exclusive offer

**Get \$1,000 in ad credit when  
you spend \$1,000.**

Use promo code:

**HUBSPOT1000**

Code expires March 31, 2026.

**HubSpot**

 **reddit**