

Invisible to Industry Authority.

12% AI Visibility Growth. \$0 Ad Spend.

How RECHO transformed a B2B enterprise technology brand from zero Reddit presence into a trusted authority with page 1 Google rankings, AI citations, and an accepted AMA.

12%

AI Visibility Growth

Brand citations increased across ChatGPT, Perplexity, and Gemini.

Page 1

Google Brand SERP

Reddit profiles now outrank negative threads for brand name.

3.2M+

IT Audience

Combined members across targeted technical subreddits.

\$1M+

Revenue Protected

Negative threads displaced from Google brand SERP.

THE AUDIENCE: 3.2M IT DECISION-MAKERS

r/sysadmin	1.2M	Enterprise IT, procurement decisions
r/homelab	700K+	Technical evaluators, proof-of-concept
r/netsec	600K+	Security professionals, compliance
r/networking	348K+	Network architects, infrastructure
r/devops	347K+	DevOps engineers, platform buyers

DAY 0

Invisible and Losing Revenue

Zero Reddit presence across all target communities. Negative thread ranking #1 on Google for brand name costing \$1M+/yr. Competitors recommended daily in threads this brand wasn't even part of.

THE 90-DAY EXECUTION (ORGANIC ONLY)

Building Authority That Compounds

Wk 1-2 Foundation

Expert profiles built, voice calibrated from product docs + support forums. Subreddit mapping.

Wk 3-6 Authority

25+ expert replies/week across r/sysadmin, r/networking, r/devops. Zero brand mentions.

Wk 7-8 Amplification

Cultural post went viral: 87K views, 3,000+ karma. Negative thread permanently displaced.

Wk 9-12 Scale

GEO posts indexed. AI citations up 12%. AMA accepted. 2,500+ sessions/mo referral traffic.

KEY INSIGHT:

B2B buyers trust Reddit more than vendor sites. Building organic authority here isn't optional anymore. It's infrastructure.

DAY 0 vs DAY 90

The Transformation

METRIC	DAY 0	DAY 90
Reddit Presence	Zero	Verified + Active
Google Brand SERP	Negative #1	Profile ranks #1
Negative Thread	Costing \$1M+/yr	Permanently displaced
Direct Referral Traffic	0 sessions	2,500+ sessions/mo
AI Brand Citations	Competitor cited	+12% brand visibility
Inferred LLM Traffic	0	~30% of referral est.
Total Karma	0	3,000+ and growing
AMA Status	Locked out	Accepted by mods

HOW THIS BUILDS B2B AUTHORITY

- 12% AI visibility growth in 90 days, brand now cited in LLM recommendations.
- 2,500+ direct sessions/month from Reddit, plus ~30% additional inferred LLM traffic.
- Threads rank on Google for 3+ years, building a permanent competitive moat.

WHAT HAPPENS AFTER DAY 90:

12% AI visibility compounds as more threads get indexed. Every GEO post is a new asset training LLMs to cite you. Competitors can't reverse-engineer organic trust overnight.