

Zero Reddit Presence to First 1.87M-Sub Creator in Pipeline.

How RECHO built Reddit authority for the platform, drove event registrations, and opened creator acquisition.

7,600+POST VIEWS
First 2 weeks organic**31**CREATOR DMs
Sent in single week**1.87M**SUBS — 1ST REPLY
Fenitas channel response**Week 6**FIRST CONVERSION
Creator enters pipeline

RAMP-UP TIMELINE — WEEKS 1 TO 8

Wk 1-2

Account setup
Karma build
7.6K post views

Wk 3-4

5 high-profile
DMs sent
(T-Pain, H3H3...)

Wk 5-6

First DM reply
Fenitas 1.87M
enters pipeline

Wk 7

31 DMs in
one week
+UTM tracking

Wk 8+

Webinar drive
Event signups
Pipeline grows

THE CHALLENGE

The platform is a first-of-its-kind SEC-regulated platform for YouTube creator funding. With near-zero Reddit presence, the brand was invisible in communities where creators discuss monetization and investors research alternatives. RECHO built authority from scratch across both audiences.

CREATOR OUTREACH RESULTS

RECHO identified and DM'd verified creators active on Reddit — targeting channels between 30K and 2M+ subscribers. Week 6: Fenitas (1.87M subscribers, 'The Smoothie Guy') became the first creator to respond, entering the platform acquisition pipeline.

TWO-AUDIENCE STRATEGY

Creator Subs

r/PartneredYoutube, r/NewTubers, r/YouTubers

Investor Subs

r/passive_income, r/Entrepreneur, r/Startups

Direct Outreach

DMs to verified creators — 30K to 2M+ subscribers

Event Seeding

Webinar promoted across Creator Economy communities

PROOF POINTS

- 7,600+ organic post views in first 2 weeks
- 20 upvotes on meme post = 69% of account karma
- r/CreatorEconomy post views doubled in 4 days
- 31 DMs sent in a single week
- Marquee targets: T-Pain, H3H3, Rick Astley,
- Janelle Monae, Jack (@Redditor — 700K subs)

MARCH 25 WEBINAR — ANASTAZJA DEBOWSKA

Ex-YouTube Strategic Partnerships Manager. RECHO seeded registrations across Creator Economy subreddits. UTM attribution tracked all Reddit-sourced signups directly. Reddit became the platform's highest-intent organic channel.

WHAT THIS PROVES

Reddit is where creators and investors research before acting. A two-sided marketplace needs a two-audience strategy. RECHO built that from zero — organic reach, DM pipeline, and event-driven acquisition in under 8 weeks.

SUBREDDIT VISIT GROWTH

After Meme Post 8,600

After Crosspost 2,400

Organic (baseline) 400

SEC COMPLIANCE:

All content education-first. No ROI claims.

The platform is SEC Reg CF regulated. RECHO's strategy was built around compliance guardrails.

Reddit is where creators decide who to trust. Put your platform in that conversation.

Organic engagement + Creator outreach + Event seeding = Acquisition pipeline

LET'S TALK ->