

Over 2M Organic Views. Zero Ad Spend.

How RECHO turned a reputation crisis into a brand-building machine on Reddit — in 10 days.

2,068,504

ORGANIC VIEWS
\$0 ad spend

16,000+

UPVOTES / KARMA
96.8% positive

~375

WEBSITE VISITORS
Tracked via GA

#1 Post

IN 1.5M COMMUNITY
r/Interesting

THE CHALLENGE

A Reputation Under Siege

A client in a competitive training industry had two negative Reddit posts dominating Google page one for their brand name. One explicitly told prospects: "save your money."

With no official Reddit presence, every prospect's research led to uncontested negative sentiment. Traditional reputation management couldn't fix it — Reddit threads now outrank most branded content in Google search.

THE RECHO APPROACH

Defense + Offense, Natively on Reddit

REPUTATION DEFENSE

- Mod reports + Reddit Inc. takedown requests
- Google removal filings (outdated content + personal info)
- Community signal engagement
- SERP displacement strategy

PROACTIVE BRAND BUILDING

- Branded account activation & community-native positioning
- Value-first organic content across high-traffic industry subreddits
- Local community engagement
- SEO / AEO / GEO backlinks

"Reddit doesn't reward self-promotion. It punishes it. We lead with value."

BEYOND VANITY METRICS

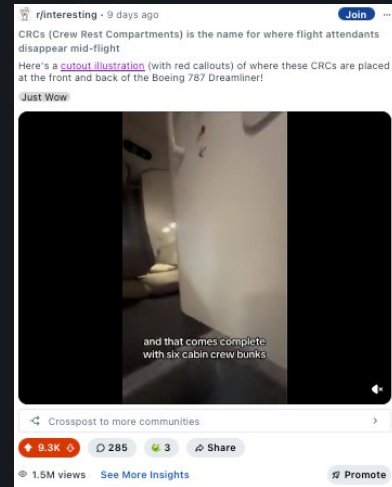
Measurable Business Impact

Cross-referencing Google Analytics with post timing confirmed real traffic: ~375 visitors from Reddit to the client website, via the Unassigned channel (historically zero).

A targeted local community post generated direct program inquiries from high-intent prospects, plus permanent SEO backlinks. The branded account now ranks 4th on Google for the client's brand + "Reddit" — previously unlisted.

- Page 1 Google ranking achieved
- Direct program inquiries generated
- ~375 tracked website visitors from Reddit

LIVE RESULTS — FIRST 10 DAYS



1.5M views • 9.3K upvotes • #1 on r/Interesting



478K views • 4.8K upvotes • r/AviationMemes



90K views • 1.9K upvotes • r/Aviation

Reddit is the last platform where you can't buy credibility.

If your brand isn't in the conversation, someone else is telling your story.

LET'S TALK →