

87K Views. 1.5K Karma.

Selling Without Linking.

How RECHO built a home furnishings brand into a Reddit authority using culture content and expert advice, with zero promotional links dropped.

87K

TOTAL VIEWS

Culture posts + comments

1.5K

KARMA EARNED

96%+ positive sentiment

500

TOP COMMENT VIEWS

Zero links dropped

THE CHALLENGE

Invisible in the Conversation

The home furnishings brand makes premium electric fireplaces and TV lifts. But on Reddit, where homeowners research every major purchase, The brand had zero voice. Competitors were being recommended while the brand wasn't part of a single conversation.

The problem: Reddit punishes self-promotion. Drop a product link and you get downvoted, reported, or banned. the brand needed a way in that felt native.

THE RECHO APPROACH

Culture + Expertise, Zero Links

CULTURE CONTENT

- Shareable fireplace content
- High-karma community posts
- Brand account credibility
- Subreddit-native voice

EXPERT COMMENTS

- Value-first technical advice
- No product links, ever
- Username does the selling
- Design community authority

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

BEYOND VANITY METRICS

Measurable Impact

The "selling without linking" approach generated a breakthrough: a playful comment from the brand account earned community upvotes where previous expert comments earned zero. Users actively LIKED the brand interaction. This is the signal that the strategy is working.

- 82.6K views from a single culture post
- Community engagement breakthrough on expert comments
- Brand authority building in r/InteriorDesign

LIVE RESULTS — THIS WEEK

"Single Use Fireplace"

Active

Culture Post · the brand account

~82.6K

views

~1.3K

karma

95% of total weekly views. 87% of karma.

Massive culture win from a single community-native post.

Soft-Sell Comment

Positive

"SELLING WITHOUT LINKING"

500 views · 4 upvotes · the brand account

User: "My dog would love this"

Bill: "If by this you mean his very own fireplace... (points to my username)"

Personality-driven, zero links. The username does the work. Community actively liked this.

r/InteriorDesign Expert Advice

Neutral

86 views · 2 upvotes · the brand account

Pure expertise comment, zero product mention.

Building long-term authority in design communities.

INSIGHT: The "points to my username" technique is a replicable playbook moment. 500 views from a conversational reply with zero links = the ideal soft-sell.

2 culture posts removed by mods (r/Catmemes, r/BlursedImages).
Pre-checking subreddit rules to avoid future wasted effort.

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.