

Reddit Targeting Strategy

Marketing Goal & Audience

Create an actionable Reddit program and a prioritized subreddit list so we can start engaging this week without breaking norms.

Strategy (Reddit Playbook)

Objective

Establish XO Market's presence on Reddit by engaging in high-fit subreddits with tailored content that avoids shill behavior and builds credibility.

Approach

- Focus on **Tier A subreddits** (high fit: DeFi, AI, speculation) where past posts have survived and engagement was positive.
- Use **Tier B subreddits** for reach (larger general crypto/finance communities).
- Test **Tier C subreddits** sparingly with lightweight, optional posts for extra exposure.

Tone & Style

Informative, curiosity-driven, and plain-English. Avoid hype language. Frame posts as community value-adds rather than promotions.

Engagement Plan

- **Week 1:** Prioritize comments and responses to existing discussions over creating new posts.
- **Ongoing:** Publish 1–2 value posts per week in Tier A subreddits.
- **Content tailoring:** Repurpose posts across multiple subs, adjusting the angle to fit each community's culture.

Risks & Mitigation

- **Bans:** Minimize risk by targeting evidence-driven subreddits where posts have survived.
- **Downvotes:** Avoid shill CTAs; instead, use data, memes, explainers, and questions.
[View Full Subreddit Prospecting Table \(Google Sheets\)](#)

- **Moderator pushback:** Reach out to mods privately with value-first framing before posting larger campaigns.

Subreddit Prospecting

The table maps **18 subreddits across three categories (Crypto/DeFi, Finance/Investing, Tech/AI)** and includes:

- Tier (A/B/C fit)
- Subreddit name
- Category
- Why it fits (survival evidence + culture)
- Content angle for XO
- Engagement approaches
- Risk notes
- Mod contact plan
- First-week engagement idea

Starter Assets

Six lightweight content/engagement patterns ready for reuse:

1. **Explainer:** “What are conviction markets? Here’s how \$1 creates real predictions.”
2. **Data-visualization:** A simple chart or screenshot showing a live market trend.
3. **AMA outline:** “Ask me anything about conviction markets and AI prediction.”
4. **Weekly recap:** Roundup of top markets, winners/losers, and insights.
5. **Evidence hunt:** “What’s your go-to source for making predictions?”
6. **Meme frame:** Cultural meme adapted to highlight XO’s \$1 markets.

Production & Distribution

Assets Delivered

- Reddit Playbook (this document)
- Subreddit Prospecting Table (Google Sheet)