SaaS Case Study: From practically no Reddit traffic or mentions to 10x in traffic and mentioned all over ChatGPT in 7 months

The Challenge

A bootstrapped B2B SaaS had almost no Reddit presence, scattered brand mentions and 0 visibility in AI search. Organic site traffic was flat and trials were driven mostly by expensive paid ads. Sales heard prospects say they “saw your competitor on Reddit” and “couldn’t find much about you in ChatGPT.”

The Solution

The prospects talking to sales had already researched competing products on Reddit. Launch Club’s starting point was the questions behind those conversations. We connected three places where a buyer might encounter an answer to the same question. A Reddit reply could address an immediate problem, a ranked thread could reach the next person searching Google, and a clear explanation on the company blog could give an AI assistant a source to cite.

We mapped searches that signaled a specific buying problem, found the communities whose discussions already ranked for those searches, and planned posts and replies around those questions. We also revised existing blog content into short answers and comparison tables. For a buyer weighing two approaches, a table could put the differences side by side. A before-and-after walkthrough could then explain what one of those differences looked like in practice. Those formats gave readers something they could save or reference and gave search systems a concise passage to quote.

The Work

- We identified 180 primary and long-tail queries tied to customer pain points. The longer questions gave the team specific subjects for replies. The broader questions supplied topics that could sustain a full post or comparison.

- We prioritized 32 subreddits using two criteria. The people asking questions there had to fit the product's audience, and discussions from that community had to appear in Google for relevant searches. That second check mattered because a useful reply could keep reaching buyers after the original conversation slowed down.

- Each month the team published four posts in the founder's voice and 30 to 40 comments. We also replied to rising threads within 24 hours, while people were still discussing the question. Posts and comments received upvotes. The combination gave the founder a place to explain a problem at length and a way to answer a buyer who needed one detail.

- We produced before-and-after walkthroughs, short case examples and plain-English answers. The walkthroughs showed a change someone could inspect, while the comparisons on the blog gave readers and AI assistants a reference they could return to.

The Results

- By month 6, monthly traffic from Reddit was 10.4 times its starting level, according to the customer. The measure covers traffic arriving from Reddit, a channel that had previously sent the company very few visitors.

- The customer attributed 23.6% of all trial signups to Reddit, up from 0.8%. That is a gain of 22.8 percentage points. By the end, nearly one in four trials came through a channel that had originally accounted for fewer than one in 100. The customer also reported that acquisition cost for those trials was 58% lower than for paid acquisition.

- The brand appeared as a cited source in ChatGPT and Perplexity for 17 core queries by month 3 and 41 by month 6. The month 6 count was 24 questions higher. The measure counts queries for which the brand appeared, so a reader can distinguish broader coverage from repeated mentions on one popular question.

- Nine community posts reached Google's top five for high-traffic target terms and continued to send visitors. Those rankings gave buyers searching Google another route into discussions where the brand appeared.

The client began with no traffic from AI search and wanted to appear in the answers prospects were reading. For seven of its ten highest-priority keywords, the company eventually appeared on most of the AI platforms checked. The trial data gave sales a separate signal that people discovering the product through Reddit were taking the next step.