SEO Agency White-Label Case Study: Turning Reddit gaps into new revenue opportunities with no additional work

The Challenge

A mid-market SEO agency serving dozens of DTC and SaaS clients struggles to influence “discussion-type” SERPs where Reddit threads sat on page 1 and had AI search mentions. For many priority keywords, a Reddit post ranked page 1, yet none of the agency’s clients were mentioned in the Reddit posts.

Prospects were reading those threads and choosing competitors. The agency needed a fast, scalable way to insert credible brand mentions, capture traffic and report impact without adding headcount or changing internal workflows.

The Solution

The agency already knew which terms mattered to each client. Launch Club used those terms to find Google results where a Reddit thread was already attracting prospective buyers. An account manager could have a client ranking in ordinary search results and still find that the discussion on the same page recommended only competitors. That thread was a specific place to begin work the agency could sell under its own name.

Before writing, we reviewed the discussion, its tone and the subreddit’s rules. An answer had to explain why the client was relevant to the question, give a short piece of supporting evidence, and include a link where it helped. The team used gradual upvoting to give those replies initial visibility. Launch Club handled production and supplied agency-branded PDFs each week. The agency sold the add-on, delivered the reports and kept the client relationship.

What It’s Like Working With Launch Club

- We can be a true white labeled service for you to sell to existing clients.
- We work with SEO marketing agencies now and dozens of their clients.
- We use the agency’s existing keywords and competitors to find Reddit posts that already rank in Google search results.
- I can be the expert on calls to answer questions or just a silent partner who delivers a volume or reddit posts and comments to get your clients mentions in AI search.

The Work

- We found 412 Google search results pages across 33 clients where Reddit held a top-ten position. We prioritized by search volume, what the searcher was trying to decide and whether the thread was still open to comments. A high-volume result had limited value for a reply campaign if nobody could add an answer to the conversation.

- For new posts, we used templates tailored to each industry, adapted the language to the subreddit and referenced independent sources. The posting work accounted for three to five new posts or replies per client per month. The goal was to give a potential buyer information they could use when comparing options in that category.

- Each client also received at least 60 comments and replies per month on target threads, plus refreshed answers on rising posts. The accounts used for replies met the team's standards for account age and karma. Working inside an existing discussion let us respond to the question a buyer was actually asking.

- The team used strategic upvotes and early engagement to lift comments, then followed up on genuine questions. Placement mattered because a comment could exist in a highly ranked thread and still sit well below the answers a visitor saw first.

- At onboarding, we benchmarked each client's share of the Reddit conversation and mentions in AI answers. Weekly reports showed post and comment activity and supplied replies the account manager could use to follow up. Posts and comments included a brand mention and received an upvote boost. The reporting carried the agency's branding, so it could deliver the work to clients without assigning someone to produce a second report.

The Results

- Over four months, the team published more than 300 strategic comments. After 30 days, 72% retained a place in the top half of their discussion. In 61 threads, a client's comment appeared among the first three visible answers. The first measure captures how long placement held. The second describes what a buyer could see near the top of a thread.

- Participating clients reported a 3.8x increase in clicks from branded and "best X" searches whose results included Reddit. Assisted conversions rose 27% within 90 days. Here, an assist means the channel played a part in the path to conversion, which can include other interactions before the person converts.

- The agency attributed $450,000 in top-line revenue to the work in the first quarter. Its clients saw an average 14% lift in form fills from organic sources, according to client-supplied data. The dollar figure belongs to the agency. The form-fill figure describes lead activity at its clients.

- Packaging the work as an add-on produced $8,000 in new monthly recurring revenue for the agency at a 50% gross margin, with no additional hires or production workload. The agency also reported that churn stopped among its pilot clients. Those account-level results gave it a way to judge the add-on alongside the click and lead figures it shared with clients.

The agency could use the same keyword list for two jobs. Its SEO team could keep working on the client's own pages, while Launch Club addressed the Reddit discussions on those results pages. The weekly report gave account managers a concrete way to show clients where their names now appeared.