

THE REDDIT GTM PLAYBOOK

FOR B2B SAAS FOUNDERS

How to use Reddit to find ready-to-buy customers —
without getting banned or sounding like a bot.



WHAT'S INSIDE

- Why Reddit is the highest-intent channel most founders ignore
- The exact rules for engaging without getting banned
- How to identify buyer-intent signals before your competitors do
- A repeatable system to turn Reddit into a pipeline machine
- How to scale it without spending hours on the platform

01 / Why Reddit Is Your Unfair GTM Advantage

Most B2B SaaS founders are sleeping on Reddit. They're running cold email sequences to people who didn't ask, burning LinkedIn ad budget on vanity impressions, and getting ghosted on Slack communities. Meanwhile, their ideal customers are on Reddit **actively asking for recommendations**, describing their exact pain points, and signaling buying intent — in public, for free.

Reddit has 100K+ niche communities (subreddits) covering every vertical imaginable: DevOps, RevOps, SaaS founders, marketers, HR leaders, CFOs. These are not passive scroll-and-forget feeds. Reddit users are **high-intent, opinion-forming, and deeply skeptical** — which is exactly why it works when you do it right.

The opportunity in numbers:

Metric	Reality
Monthly active Reddit users	500M+
Posts asking for tool/software recs	Millions per month
Avg trust in peer Reddit recs vs. ads	8x higher
Cost per qualified lead (done right)	\$0 cash

"Reddit is where B2B buyers go before they talk to sales." The founders who figure this out early build pipeline that compounds — because great Reddit replies get upvoted, stay indexed, and keep converting for months.

02 / The Ban Trap: Why Most Founders Get This Wrong

Here's the uncomfortable truth: **Reddit will destroy you if you treat it like a broadcast channel.** Mods are ruthless. Users are allergic to sales pitches. And a single banned account or shadowban can wipe out months of work overnight.

The 5 things that get founders banned:

1. Posting before participating

New account, zero karma, straight to promo. Mods see this pattern in seconds. Build at least 2–4 weeks of genuine comment history before any outreach.

2. Self-promotion ratio violations

Reddit's own guidelines suggest no more than 10% of your activity should be self-promotion. Most founders invert this. Don't.

3. Copy-pasting the same reply

Identical or near-identical replies across multiple subreddits triggers spam filters automatically. Every reply needs to be contextually tailored.

4. Mentioning your product unsolicited

Dropping your product name when nobody asked is the fastest way to get downvoted into obscurity and flagged by the community.

5. Using a fresh throwaway account

Reddit's algorithm detects new accounts engaging in promotion. Age your accounts. Build real karma on real topics in your vertical.

The irony: founders who follow these rules don't just avoid bans — they build genuine community credibility that makes every future reply land harder.

03 / Reading Buyer-Intent Signals

Not every Reddit post is an opportunity. The founders who win at Reddit GTM have trained themselves to spot **buyer-intent signals** — the patterns in post language that indicate someone is actively evaluating solutions, not just venting or learning.

High-intent signal patterns to watch for:

Signal Pattern	What It Means
<i>"We're currently evaluating..."</i>	Actively in a buying cycle. Engage immediately.
<i>"Has anyone tried X vs Y?"</i>	Comparison shopping. Your differentiation matters here.
<i>"We just outgrew [tool]..."</i>	Switching signal. High urgency, high conversion potential.
<i>"What does your stack look like for..."</i>	Stack research = pre-purchase discovery.
<i>"Our team is struggling with..."</i>	Pain-point post. Lead with empathy, solution second.
<i>"Looking for recommendations"</i>	Explicit ask. Most direct opportunity but also most competitive.

Low-intent signals to deprioritize:

- General "how does X work" questions — educational, not buying
- Rant posts — venting, not evaluating
- Very old posts (30+ days) — buying window likely closed
- Posts from mods or power users — they know the game, high skepticism

Timing matters. A post asking for tool recommendations that's 2 hours old is 10x more valuable than one that's 3 days old. Speed is a competitive advantage.

04 / The Repeatable Reddit GTM System

Here's the framework that compounds over time. It's not a one-time tactic — it's a system that gets more effective the longer you run it.

STEP 1

Map Your Subreddit Universe

Identify the 10–20 subreddits where your ideal customers spend time. Think by role, not by industry. A VP of Sales lives in sales subreddits, not your niche SaaS vertical sub. Also find 3–5 subreddits where your category problems are actively discussed.

STEP 2

Build Karma Legitimacy First

Spend 2–4 weeks as a genuine participant. Answer questions. Share opinions. Upvote good content. Your goal is 100+ karma and a post history that shows you're a real person with expertise — not a marketing robot.

STEP 3

Set Up Signal Monitoring

Use Reddit search, RSS feeds, or a tool like OnPilot to monitor for buyer-intent keywords across your target subreddits. Keywords should include your category, your competitors, and the pain points your product solves. Check daily or set up alerts.

STEP 4

Engage With Value First

When you find a high-intent post, lead with a genuinely useful answer. Solve the problem first. Mention your product only if it's directly relevant and only after you've added real value. Frame it as a disclosure: 'I built something that does exactly this — happy to share if useful.'

STEP 5

Move to DM, Not Sales Deck

If someone engages positively with your comment, move to DM. Not to pitch — to learn. Ask about their situation. The goal is a 15-minute call, not a close. Reddit warms the relationship; you close it off-platform.

05 / Scaling Without Getting Buried in Reddit

The biggest bottleneck founders hit: this system works, but doing it manually doesn't scale. Monitoring 15 subreddits, reading hundreds of posts, and writing contextual replies takes 2–3 hours a day. That's not sustainable when you're also building a company.

What a scalable Reddit GTM motion looks like:

- Automated monitoring of all target subreddits for buyer-intent signals
- AI-drafted replies that are contextually tailored — not copy-pasted spam
- Human review and one-click approval before anything posts
- Engagement tracking to learn what reply styles convert best
- Account health monitoring to stay within Reddit's guidelines

The human-in-the-loop piece is non-negotiable. Full automation gets accounts banned. Full manual effort doesn't scale. The answer is AI doing the heavy lifting with a founder making the final call.

BUILT EXACTLY FOR THIS

OnPilot automates your Reddit GTM — without the ban risk.

OnPilot monitors Reddit 24/7 for buyer-intent signals in your target subreddits, drafts contextually-tailored replies using AI, and lets you approve and post in one click. No copy-paste spam. No ban risk. Just a steady pipeline of warm, inbound conversations.

What founders get with OnPilot:

- Real-time buyer-intent signal detection across unlimited subreddits
- AI-drafted replies tuned to your brand voice — reviewed before posting
- Safe, compliant engagement that builds community credibility over time
- Dashboard to track conversations, replies, and pipeline generated
- Built for VC-backed B2B SaaS teams moving fast on GTM

Join the OnPilot Waitlist onpilot.ai/waitlist

Early waitlist members get priority access, founding member pricing, and direct input into the product roadmap.