

Social Listening 2025

Social listening for marketers

How Reddit conversations act as a strategic radar



TL;DR

In collaboration with Reddit and Webflow—leaders in community and web development—we've created a resource on how real conversations fuel smarter brand decisions.

Our goal? That's simple. To show how Reddit surfaces real-time signals that inform customer support, inspire product development, and reveal emerging opportunities, so brands can get an edge and build long-term growth through community.

r/webf

reddit

r/webflow

r/as

flow

r/askreddit

r/we

reddit

r/webflow

r/as

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Why social listening matters more than ever?



Why social listening matter more than ever

The way and places where we search online have changed. We've evolved from short, broad queries to question and answer-based queries that are more specific to our needs. From "best laptops" to "what's the best laptop for a kid just starting college."

Before, these searches were almost exclusively on search engines like Google or Bing. There'd be the top results, and maybe some links for direct buying options.

Now, if you do this search on Google, you'll be met with an AI Overview that summarizes the results for you, removing the need to sift through article after article.

And if you're like the 58% of consumers who have replaced traditional search engines with AI platforms like ChatGPT, you're getting a whole new experience — one that's a dialogue.

This shift is happening quickly, so for brands to keep up, they need to adapt.



58%

of consumers have replaced traditional search engines with AI for product recs


I use AI as a **recommendation engine and discovery tool**, especially for media (e.g. books, movies, games, anime, music, artists, new media content creators) and for resources (e.g. textbooks, courses, tools, websites, etc.). As an example, I gave it a list of books in my library and asked if there were any books that I might also like.



The evolution from SEO to AEO

Traditional SEO is built and strategically attuned to the old way of searching — a broad, short query on a search engine. As the mode of searching is evolving for many, a new strategy is needed from marketing teams: **Answer Engine Optimization (AEO)**.

To reach the consumers turning to AI for their answers, marketing teams are now required to consider LLMs as a target audience of sorts to make sure their content is discoverable. It's happening so quickly that in a recent study conducted by Webflow,


 **93% of marketing leaders agree that AEO will be important to their company's success in the next two years.**


And while almost half of teams (45%) are already testing AEO tactics, there's still widespread uncertainty about what exactly will work, with 42% of practitioners calling AEO a “moving target” and expressing some apprehension about the future.

Since AEO is about building a content strategy structured on answering the questions of your core audience, it's vital to identify what those questions are.

The solution? A defined social listening strategy to follow where real conversations are happening.

Online communities like Reddit offer a rare view into the raw and unfiltered conversations that influence decision-making.

45% of practitioners are already testing AEO tactics 

 **42% of practitioners call AEO a “moving target” and expressing some apprehension about the future.**

r/gaming



r/MakeupAddiction



r/CreditCards

r/cars



r/backpacking

Harnessing the power of communities

Harnessing the power of community and conversation

To understand those conversations in a meaningful and scalable way, brands need access to where people are talking, not being talked at. With over 100K active communities and 116M+ daily unique visitors¹, Reddit is one of the largest, most intent-driven archives of raw human dialogue. Here, people don't scroll passively—they come to ask, compare, vet, validate, and share their own experiences.

In fact, roughly **40% of all posts and comments on Reddit are product-related**, because people use the platform to figure out what to buy, what to avoid, and what actually works in real life.

Reddit is inherently commercial

Reddit answers product questions like search, and engages with perspectives like social

40% of posts on Reddit are commercial

What's one small Webflow trick that saved you hours?

For me, it was setting up a proper style guide page at the start of every project. Once I did that, I stopped wasting time fixing inconsistent fonts, buttons, and spacing across pages.

 Vote |  Comments | 

u/redditor

Anyone here actually using social listening regularly? What have you learned?

What CMS/DXPs are trending this fall?

 Vote |  Comments | 

What software and tools do you consider must knows to be a graphic designer nowadays?

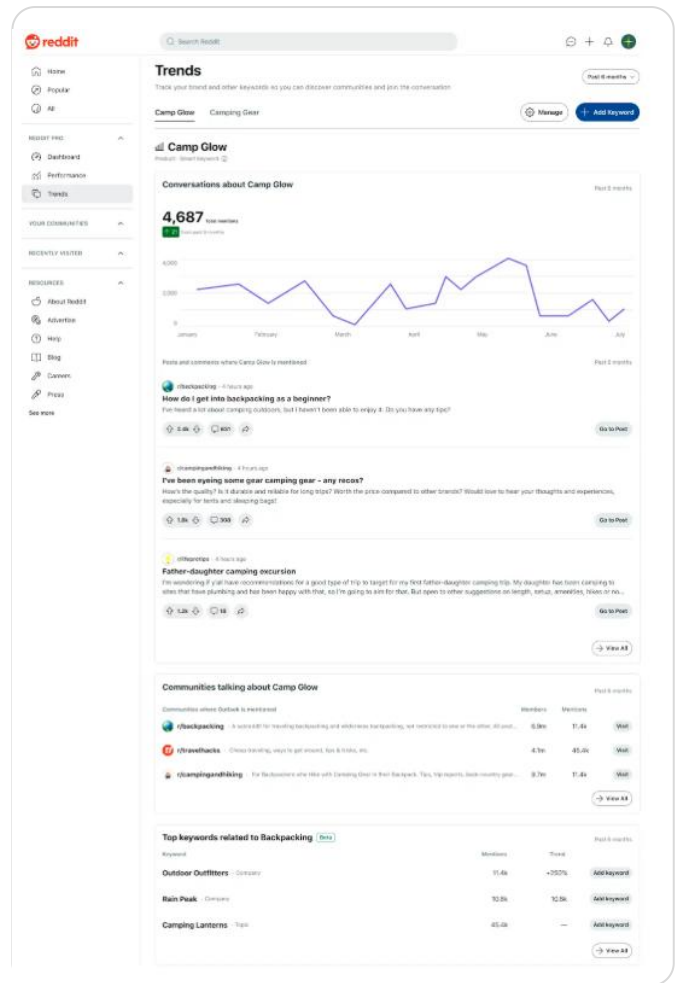
That makes Reddit one of the most inherently commercial environments on the internet; **not because brands lead the conversation, but because people do.** They come looking for solutions, stories, social proof, and perspective, and they do it long before they land on a brand’s site.

Until now, most businesses have only been able to observe these conversations from the sidelines. Reddit wanted to change that.

Free tools like **Reddit Pro** give businesses a structured way to listen, learn, and participate organically in the conversations that influence real buying behavior.

Reddit Pro allows you to:

- Show up where your customers make decisions with Reddit Pro:** Everything you need to find, engage, and grow your customers on Reddit — all for free.
- Discover what your customers are saying about you on Reddit:** Discover your audience and top trends by tracking keywords and phrases like your business, products, competitors, and more.
- Establish your most authentic home on the internet:** Set up your Reddit profile in minutes: choose an AI-generated bio during sign up and highlight real Reddit conversations about your business.
- Engage your customers where they make decisions:** Engage directly in conversations, connect with fans, and offer customer support on Reddit.
- Know what works on Reddit:** Measure your post & comment performance – from upvote rate, to views, and more – to see what resonates with your audience and set your Reddit strategy.



Making social listening active



The key insights from social listening

It's no secret that marketing teams are in a constant battle to get more data and act on it. In particular, as Google experiments with their approach to third-party cookies, more and more teams have prioritized collection of first-party data (information collected directly from audience members).

First-party data helps marketing teams break out of a proverbial bubble or echo chamber of ideas and cuts straight to the point to see exactly what users want from a brand. Places like Reddit provide some of the best insight here because users are inherently more honest in what they say.

Things to you can learn from social listening

Emerging topics

See any new questions or interests in real time that relate to your brand.

Audience discovery

Uncover niche or overlapping communities that your brand is part of.

Product use cases & hacks

See creative use cases, modifications, or requests for new product features.

Competitive Intelligence

Track how your competitors are being discussed and where gaps or opportunities exist.

Intrinsic motivators

Beyond topics and product usage, you can also learn the humor, emotion, and nuances that might resonate with your audience.

Feedback & reactions

Learn more directly how your audience responds to marketing messages and content.

The power of social listening is where authentic human dialogue transforms to insights. From there, it's all about how you use them.

How to incorporate social listening into your marketing strategy

Whether it's positive feedback, inventive use cases, or a less-than-flattering competitive comparison, the first-party data from social listening doesn't do much if you're not incorporating it into a larger marketing strategy.

Social listening ultimately sheds light on trends in your community that highlight brand perception strengths and opportunities. Once you've collected this data and identified the key takeaways, you have to look at your marketing channels and where to start making updates.

➔ Social listening's cross-functional impact

Website

Your website is the most comprehensive digital channel to explain who you are, what you do, and how you solve problems for your customers. It's where you have the most ownership over how your brand is perceived.

Learning tone and emotional cues from social listening help tailor how your brand can present itself. Product use cases and hacks can inform product or platform pages. Emerging topics and competitive intelligence can feed your content strategy to directly answer posed questions, increasing the likelihood of appearing in answer engine searches.

With Webflow Analyze and Optimize, you can take the insights from your social listening strategies and experiment quickly to personalize your web experiences at scale.



➔ Social listening's cross-functional impact (continued)

Content Marketing

There's a stark difference between saying what you think customers should hear and what they have said they want to hear. That's where social listening and content marketing meet in the middle.

Emerging topics, feedback, and audience discovery can help direct content strategy and identify what topics are best to invest time in explaining more thoroughly.

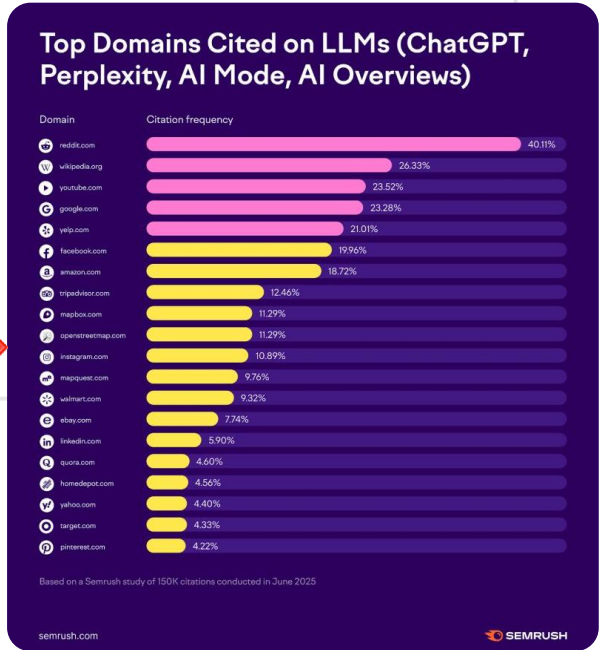
SEO/AEO

A core piece of traditional SEO and now AEO is authority. Traditional and AI search engines prioritize content from sources that have proven trustworthy and authoritative in various topics. Reddit, in particular, thanks to strict guidelines and a system of topical approval among users, ranks highly for Google and LLM searches on a regular basis.

With so many users answering questions directly and receiving validation from their peers, search engines trust this content. Incorporating Reddit topics into your owned channel strategy as well as Reddit activity of your own is a great way to have impact on both fronts.



Reddit is the #1 trusted source for both humans & LLMs



Social listening's cross-functional impact (continued)

Product Marketing

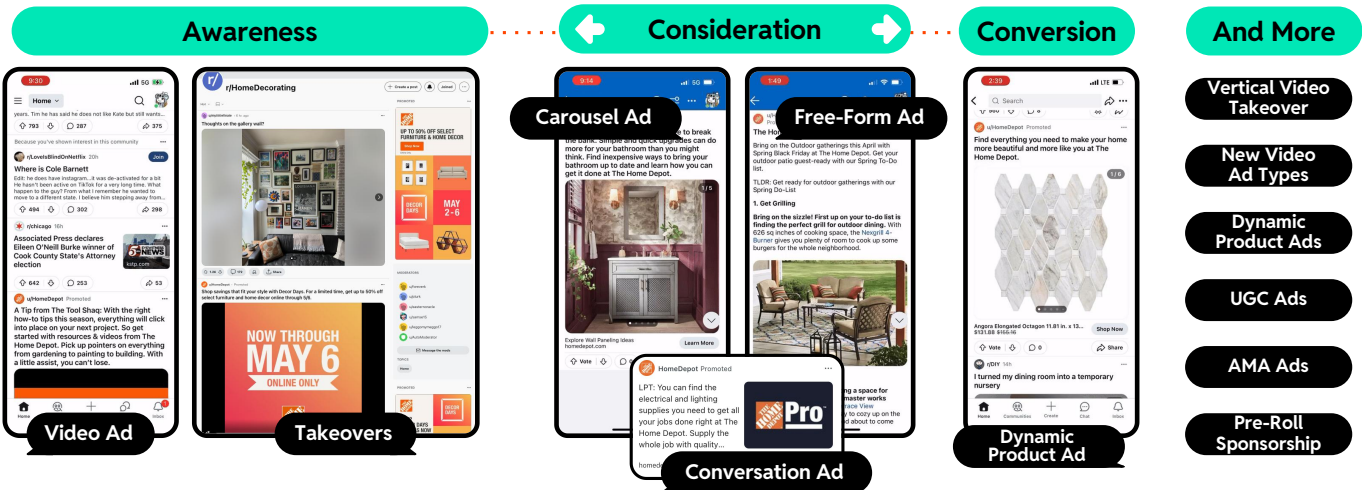
Once released, your product is open to interpretation in usage as much as your messaging is — just look at Pedialyte. Looking at user-generated content (UGC) channels like Reddit is an excellent way to see what's working, where users are finding bugs, how competitors are winning or losing, and what is requested to make the product even better.

Social Media

For top brands today, the “listening” in social listening is quickly followed by some talking of their own. Social channels are excellent opportunities to engage directly with users in a natural way. Don't pitch your solution or tell them they're wrong. First, listen to the conversation, then add value to either inform, educate, or accept feedback.

Paid Amplification

Once you join the conversation, we have solutions designed to drive reach, grow share of voice, and maximize performance.



Get started on Reddit

For a limited time,
get \$1,000 in ad
credit when you
spend \$1,000. Use
promo code:
WEBFLOW1000

Amplify your message
with Reddit Ads →

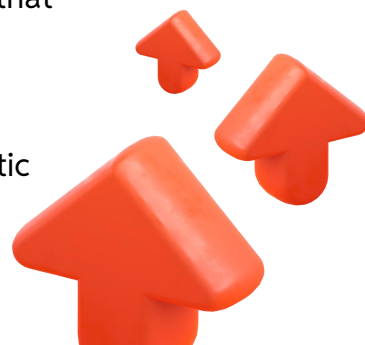
Harnessing community: Getting started on Reddit

Leveraging the power of community to fuel growth

Between trust, real human experiences, and community connection, people turn to Reddit as a vetting and validation tool. They know that communities are going to have the best information, review, and analysis—one that is honest, unsponsored, unfiltered.

For brands, there is a unique opportunity to tap into these authentic conversations and reach an audience that is highly intentional.

Here are 3 easy ways to get started.



01 Set up a free Reddit Pro account

[Reddit Pro](#) is our toolkit for business growth, enabling businesses to set up a business profile, track keywords to discover where and how your customers are talking about you, and see what resonates to set your reddit marketing strategy.

[Sign-up for Reddit Pro \(it's free\) →](#)

02 Use Reddit Answers to understand sentiment around your brand

Reddit Answers is an easier and faster way for anyone to get the answers, information and perspectives they're looking for, on any topic, from real, human conversations happening across communities on Reddit

03 Join the conversation, and amplify with paid ads

Adding value based on what you've heard people are asking for. Engage directly in posts and comments in real time, and turn audience insights into powerful ad campaigns that resonate.

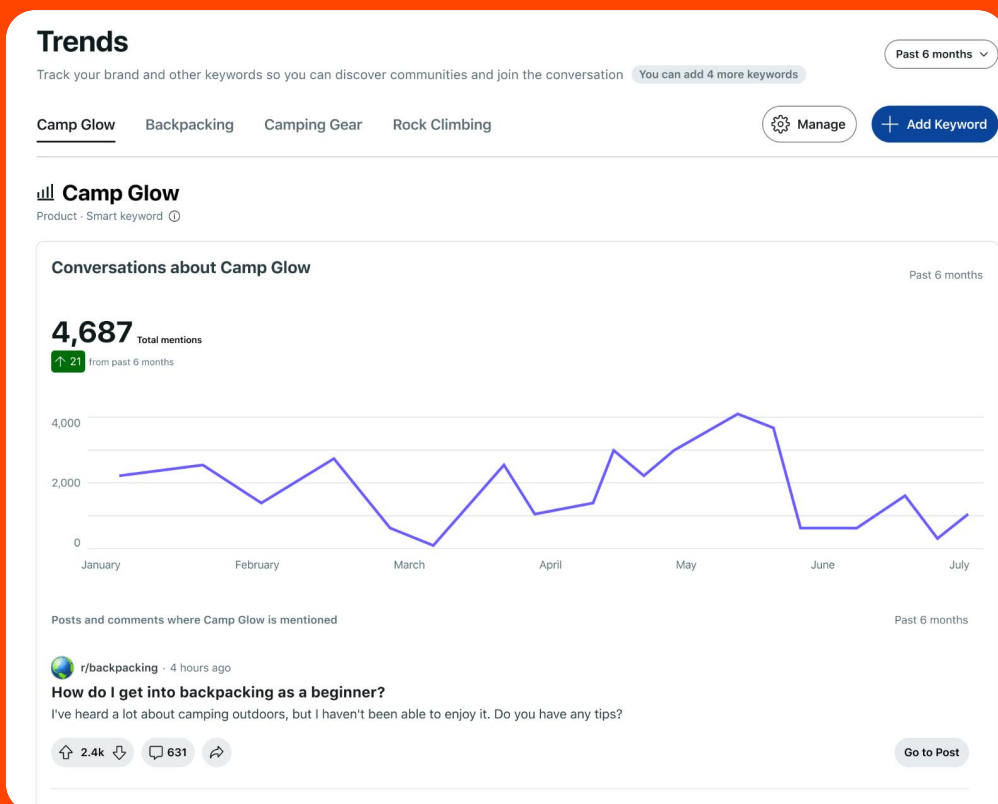
01 Set up a free Reddit Pro account

Let's face it—your brand is being talked about whether you are here or not. There are so many ways to get involved here to understand if users' experiences are aligned with the intention you had for your product.

Are you able to glean insights on how you can change your solution to be a better market fit? Are there markets you didn't even know you were successful in?

With **Reddit Pro's Trends tool**, brands can discover what their customers are saying about them and how to engage their audience by tracking keywords. We recommend tracking keywords like business, products, or competitors, and finding the top communities discussing them, trending posts and comments.

With a free **Reddit Pro** account, track keywords like your business, products, or competitors to discover your audience and hotspots to engage.



[Sign-up for Reddit Pro \(it's free\) →](#)

02 Use Reddit Answers to understand sentiment around your brand

Reddit Answers is an easier and faster way for anyone to get the answers, information and perspectives they're looking for, on any topic, from real, human conversations happening across communities on Reddit. It brings in examples across multiple communities, lists diverse viewpoints, and allows users to dive deeper into where they might be able to find out more information.

For brands, this allows you to quickly understand the community's POV and glean insights into their experiences, decision making process, sentiment about your product, and much more.

With Reddit Answers, brands can glean insights into the community's POV and quickly understand user sentiment.



What are some tips for better sleep

Looking to improve your sleep? Redditors have shared a wealth of tips and tricks that have worked for them. Here's a concise guide to help you get better rest.

Establish a Routine

- **Consistent Sleep Schedule:** Go to bed and wake up at the same time every day, even on weekends. "I wake up at the same time every day and I stay up until I'm intensely tired."
- **Bedtime Routine:** Engage in calming activities before bed, such as reading or drinking herbal tea. "Doing some calming activities each night makes it easier to fall asleep and helps regulate my internal clock."

Manage Light and Screen Time

- **Reduce Screen Time:** Avoid screens at least an hour before bed. "No screen time 1 hour before bed!"
- **Dim Lights:** Lower the brightness in your home as bedtime approaches. "One habit I have is to dimmish lights in my house."

Optimize Your Environment

- **Cool Room:** Keep your bedroom cool, ideally between 65-67 degrees Fahrenheit. "Sleeping in a cool room (65-67 degrees) is supposed to be ideal."
- **Weighted Blanket:** Consider using a weighted blanket for a calming effect. "The weight has a calming effect."

Ask a question

What are some tips for better sleep?



Reddit Answers BETA

03 Join the conversation, and amplify with paid ads

From monitoring the conversation, brands should have a clearer picture of where they're being mentioned, what people are saying, and the communities where they're trending.

But listening is just the start. Those insights can be transformed into messaging and marketing campaigns, both organic and paid, that directly address what your customers are asking for.

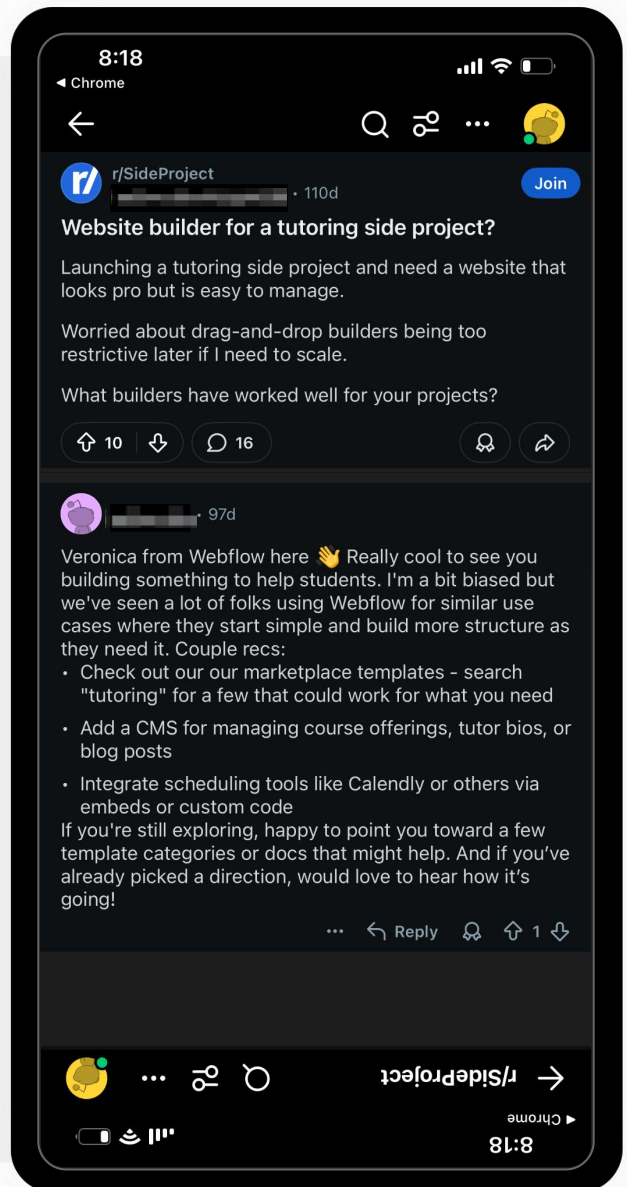
Listening to Reddit conversations helped Webflow customize their targeting approach message



Listening to the community helped website experience platform Webflow customize their targeting approach, and touch on the issues that Redditors in the market for a CMS cared about like building visually stunning websites quicker and easier.

Webflow found that many users simply needed more information about best practices. The team joined the conversation by providing resources or direct answers to user questions. As a result, engagement increased and positive sentiment scores grew.

Amplify your message with Reddit Ads →



03 Join the conversation, and amplify with paid ads

Listening to the community helped Hinge get right to the point with some vulnerable questions Redditors were asking one another. Hinge gained trust because they listened. They won over new users, and the cycle of promoting those positive experiences continued, further amplified with paid.



On Reddit, brands also have the opportunity to amplify voices of their community with paid ads



Or start their own

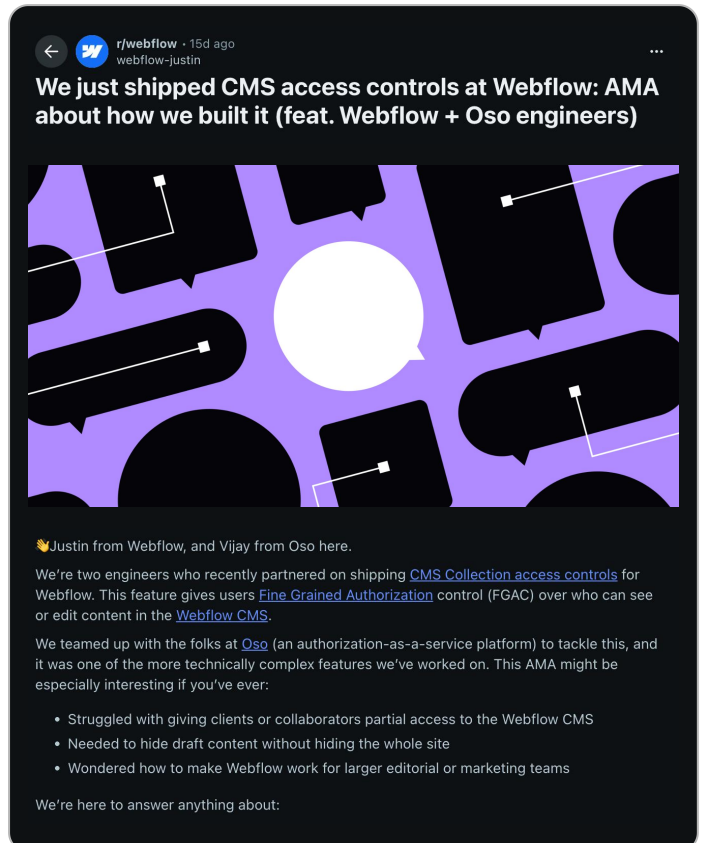


You also can start your own conversation and directly address fans, skeptics, users of competing platforms and more.

An Ask Me Anything is a chance to be front and center of a conversation around what your Brand stands for, is promoting, and chat with users to understand their perspectives.

That listening, transparency, and building of trust allows users to see you stand behind your solution, offer feedback that meets a community's needs — just as Webflow did when launching their CMS access controls.

Amplify your message with Reddit Ads →



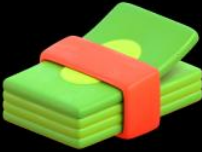
Amplify your message with Reddit Ads today. Spend \$1,000, get \$1,000 using code WEBFLOW1000



Harnessing community:

Amplify your message with Reddit Ads with an exclusive offer

Get \$1,000 in ad credit when you spend \$1,000



Use promo code:
WEBFLOW1000

Amplify your message with Reddit Ads →



Thank you