Reddit Rising: Increasing Visibility and Credibility for Discussions and Forums

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Introduction

As Reddit advances toward becoming the third-most-visited website globally, its symbiotic relationship with Google underscores its rising significance in digital ecosystems. For biopharma brands, this presents a unique opportunity to tap into the burgeoning prominence of websites featuring community-driven content, such as Reddit. With its recent partnership with Google and its exponential year-over-year (YoY) growth in search appearances, the platform (and others like it) is emerging as a crucial hub for authentic engagement and peer-driven insights. This POV explores Reddit's trajectory, strategic implications for pharma marketers and actionable steps to leverage its dynamic landscape (or ones like it) for enhanced visibility and community engagement.

Reddit on Pace to Become Third-Most-Visited Website

Reddit ranks as one of the top 10 most popular sites in the U.S. in terms of traffic and is quickly heading toward a top three ranking, behind only Google and YouTube, and ahead of the likes of Facebook and Amazon. Reddit's rise has been significantly buffeted by its increased appearance in Google searches, which represent 57% of Reddit's traffic. Reddit's appearance in search results has also increased dramatically, showing a YoY increase of 885%, from 48 million monthly appearances to 425 million. Reddit also claims to have unduplicated reach across all social platforms, and all trends are likely to continue. As user-generated content aligns with Google's goal to deliver helpful, authoritative answers, it's reasonable to anticipate more prominent showcasing of forums and discussions in Google searches.

Google and Reddit Partner Up

Reddit's initial public offering (IPO) and the company's contract with Google to supply training data for AI models further cement Reddit's relevance. This collaboration bolsters Reddit's brand and visibility while signifying the symbiotic relationship between search engines and social platforms.

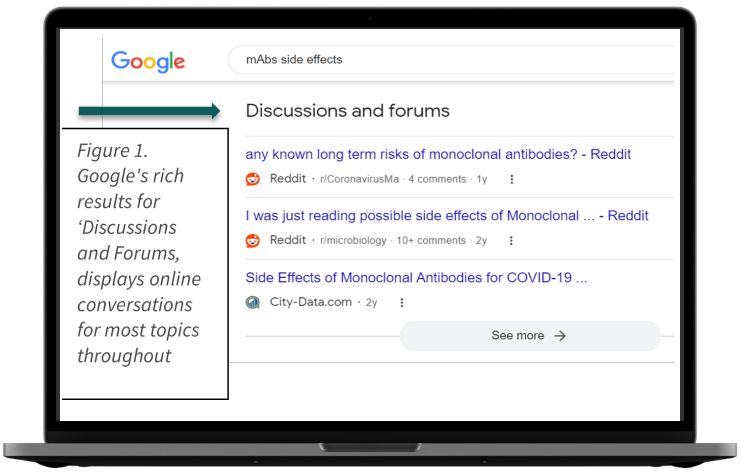


Figure 1. Google's rich results for 'Discussions and Forums, displays online conversations for most topics throughout

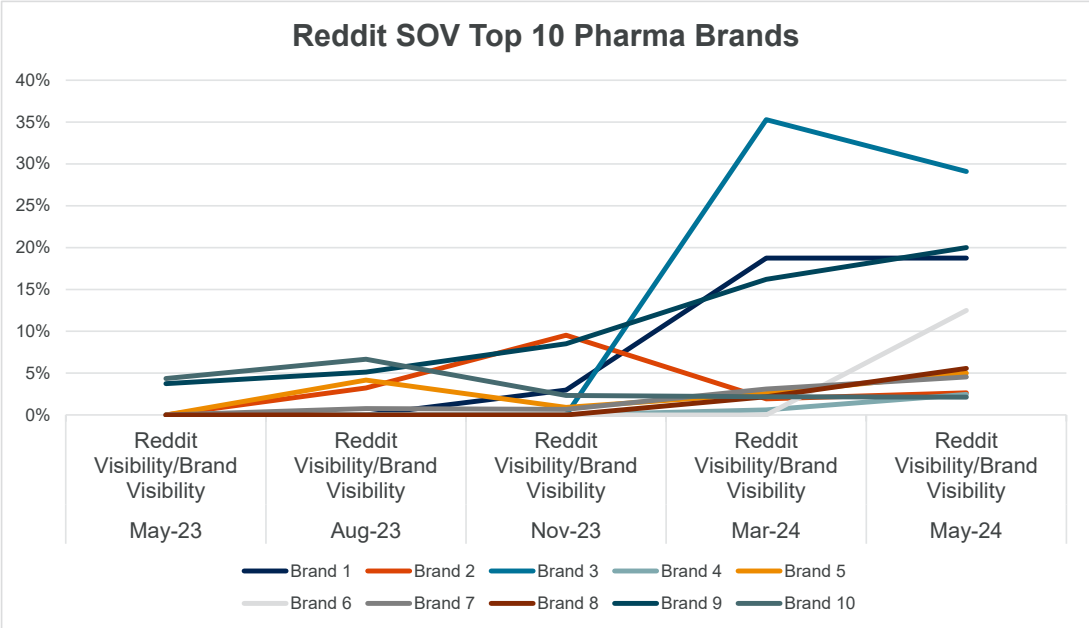


Figure 3. The top 10 global biopharma brands show Reddit's YoY SOV is growing. Across 10 brands, 2% to 29% of their branded keywords are shared with Reddit in search results (an increase from 0% to 4% in just the last year), driving traffic to online communities for discourse. This increase aligns with the total monthly increase in search volume for Reddit referenced earlier (855%), signifying that Reddit is showing results for your-money-or-your-life (YMYL) websites as much as any other industry.

Reddit and Quora's heightened visibility in Google search results for pharmaceutical interests is a testament to the growing importance of community-driven content in marketing strategies. Google's rich results for "Discussions and forums"prioritize these platforms, especially for pharma topics, due to the dynamic, fresh, community-led conversations they host. Our recent Reddit case study showed the 10 most popular pharma brands appear "Discussions and forums"results on Reddit in Google searches for 24% of their own branded terms and that 10% of their total share of voice (SOV) is shared with Reddit, compared to 1% just one year ago.

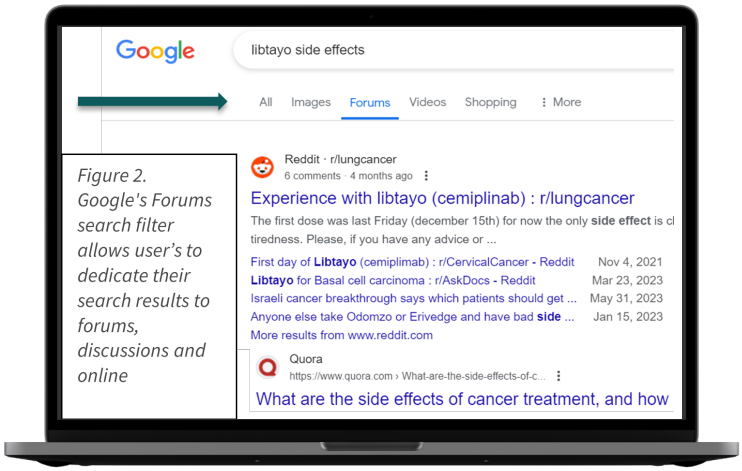


Figure 2. Google's Forums search filter allows user's to dedicate their search results to forums, discussions and online

However, it's crucial to acknowledge the evolving landsape of online conversations. With Reddit (and forums and discussions across all industries) increasingly susceptible to bot comments and misinformation, brands must exercise vigilance and proactively monitor discussions to demonstrate responsible awareness and ensure the integrity of information shared. This shift underscores the importance of cultivating authentic interactions on public

> **Google allows users to search by forum, as forum filters often appear dynamically for life science queries at the top of search results across various categories. These features offer multiple search engine results page (SERP) mechanisms that have recently brought increased traffic and credibility to community discussions and forums.**

and privately owned community platforms, safeguarding their role as reliable sources of information about your brands.

Strategic Applications: Use Conversation Insights and Build Communities

Audience interest is pivotal for platforms to increase engagement. With an increased desire for authenticity and peer experiences, platforms such as Reddit are invaluable for providing insights into public opinion and real-life experiences.

Reddit's anonymity and heavy use of comments led to recent changes in the platform to prioritize the view of comments and remove any friction points. Comments are now a focal point and load faster, with an added "context bar," making content easy to digest.

In addition to commenting, with the potential of a "cookieless" future looming, Reddit offers a unique view into users on a very personal level. In other words, we may not know exactly who they are, but we have data regarding their interests and opinions that can greatly impact marketing strategies.

In the realm of digital marketing for the pharmaceutical industry, this translates into several key strategies suitable for clients:

- **Monitor and engage:** Regularly monitor search results to understand the most visible forums and discussion platforms your audience is engaged with, as well as sentiment about your brand.
- **Become a community member:** Participate in platform-specific discussions or create content to appear alongside these platforms in searches related to your field using SEO and social media insights.
- **Optimize for visibility:** Collaborate with SEO and content strategy teams to optimize content for discussions and forums, ensuring it is primed for high visibility in Google's search results.
- **Provide clear and accessible content:** Provide clear, easily understandable answers to common health-related queries. This includes sharing patient stories and case studies crafted to humanize your brand.
- **Collaborate with experts:** Work closely with recognized experts and influencers to amplify your message. This helps spread accurate information and enhances the reach of your content.
- **Foster thought leadership:** Encourage your medical and compliance teams to publish insightful articles and engage in industry discussions. This boosts your brand's credibility.
- **Utilize data analytics:** Leverage SEO and advanced data analytics to identify emerging trends and public concerns. This allows for real-time evaluation of your content strategy, ensuring it remains relevant and timely.

At EVERSANA INTOUCH, we understand the complexities of navigating the digital landscape. Our expertise lies in crafting customized strategies that leverage platforms such as Reddit and pulling successful elements from them into our own digital tactic playbook. This elevates your brand's presence throughout your digital ecosystem, fostering meaningful engagement with your target audeinces. Contact us to discover how our tailored solutions can help you achieve this.

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