

AI Reddit Marketing & Brand Monitoring Workflow

How it Works

This workflow automates Reddit brand engagement by continuously monitoring Reddit for brand mentions and intelligently deciding when and how to engage. A scheduled trigger runs the workflow daily, loads your configured brand keywords, and searches Reddit for the latest discussions matching those terms.

Each post is analyzed by an AI model that evaluates sentiment, relevance, and engagement potential while generating a helpful, context-aware reply. The workflow then filters out low-value opportunities, ensuring only high-quality and brand-relevant conversations move forward.

Qualified posts are processed one at a time to respect Reddit rate limits. The AI-generated response is published automatically, while every interaction—including post details, engagement score, sentiment, and posting status—is logged to Google Sheets for reporting and future analysis.

Finally, the workflow creates a daily summary showing the number of posts analyzed, successful engagements, and overall activity before sending a formatted report to Slack. This provides your team with complete visibility into Reddit engagement performance while reducing manual monitoring and response time.

Who is this for?

- Brand managers and marketing teams
- Community managers
- Startup founders and growth marketers
- PR and reputation management teams
- Product marketers
- Businesses looking to automate authentic Reddit engagement

