

The Reddit Mastermind

Maddie discovered something.

When we create posts on Reddit and have our own accounts reply to them, clients get way more inbound.

The only issue is that

Each month she creates this content calendar by hand.

Her assistant goes into multiple Reddit accounts to post and reply.

We need your help designing an algorithm to automate their work.

Activity:

Design an algorithm that takes in these inputs:

- Company info
- List of personas (2+)
- Subreddits
- Chatgpt queries to target
- Number of posts per week

And outputs:

- A content calendar for the week
- Ability to produce a content calendars for subsequent weeks
 - (We would have a cron running for this, but for now have a button for us to click to stimulate running it for the subsequent weeks)

Note: Assume we already have functions that post and comment to reddit. You are designing the planning algorithm.

Sample data

- Sample input: [SlideForge - Company Info](#)
- Sample output: [Slideforge- Content Calendar](#)

Business goal

- Posts and comments so good they drive upvotes, views, and inbounds for clients.
- Over time, clients should go from being invisible to having Reddit threads that rank on Google and get cited in LLM answers (eg: ChatGPT)

What we care about

If we onboarded this person, could we fully trust them to own this?
Or will we need to clean up after them

Treat this like a product you'd be proud to run for real clients.
We value quality over shipping fast.

Quality

- The questions, the comments, how natural are the conversations?
- Do they look real or manufactured?

Testing

- Are you proactively testing?
 - Varying personas, subreddits, company info
 - Catching edge cases, overposting in a subreddit, overlapping topics, awkward back-and-forth between personas, etc.
 - Evaluating quality of a generated calendar (3/10 vs 9/10)

About our tech stack:

- We use nextjs/react/supabase

Submissions:

Submit your deployed web app + Github below

- Submission link: [Google forms](#)
- Deadline: 3 days