

WHAT'S UP, DOG PEOPLE ?

EXPLORING MARKETING POTENTIAL IN
REDDIT'S DOG COMMUNITIES



Project Goals

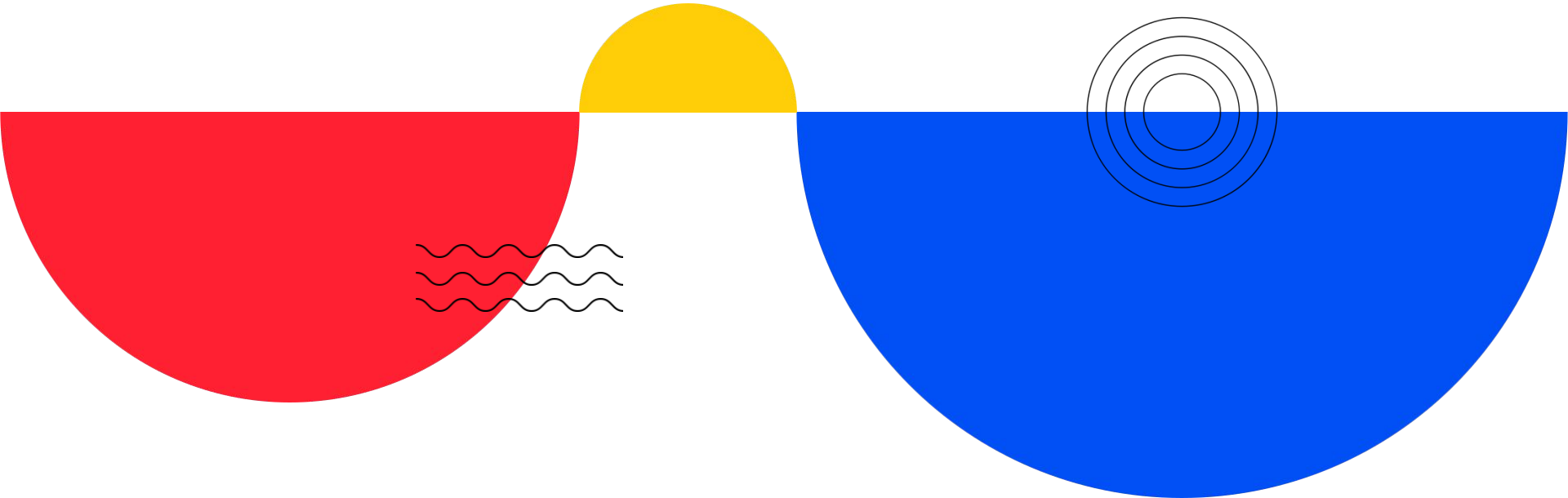
Explore suitability of reddit for our digital marketing efforts.

1. What topics are common among reddit dog communities?
2. Do topics vary across different dog breed communities?
3. How can we leverage linguistic trends for native advertising?



Question #1

What topics are most common among reddit dog communities?



Which topics were most common?



LEASH TRAINING

work, walk, train, collar, leash, treat



LOVE & LOSS

heart, sweet, hug, hard, pain, wish



DIET

food, vet, eat, diet, weight, allergy, raw



CHEW TOYS

toy, chew, destroy, ball, bone, antler



ACQUISITION

breeder, rescue, shelter, adopt, reputable



FACE CUTENESS

cute, ear, face, eye, sweet, beautiful



HOME TRAINING

crate, bed, sleep, training, room, door



GENERAL HAPPINESS

happy, beautiful, handsome, sweet

Using a technique called NMF (non-Negative Matrix Factorization), we were able to identify eight themes across ~80K comment threads.

Exploring Topics: Leash Training



LEASH TRAINING

work, walk, train, collar, leash, treat



- “if your dog pulls a lot, I would try a head collar. It has a loop that goes over the muzzle, which discourages pulling without being painful”
- “I also suggest training treats which are really small and allow you to give her more especially while training”
- “Neither of my corgis did well on shorter leashes. It's hard to teach them about walks *and* manners while walking. We went with the long retractable leashes”



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Exploring Topics: Home Training



LEASH TRAINING

work, walk, train, collar, leash, treat



LOVE & LOSS

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- “We used the crate for bedtime, and associated it with something positive”
- “when my puppy was little and I was trying to help her sleep at night, I used a classical music pandora station to try and calm her in the evenings when we would lay down”
- “Teach him from day one what the routine is to go potty (we have a bell by the back door), or to sit before using an outside door (this teaches them not to run out)”

Which topics were most common?



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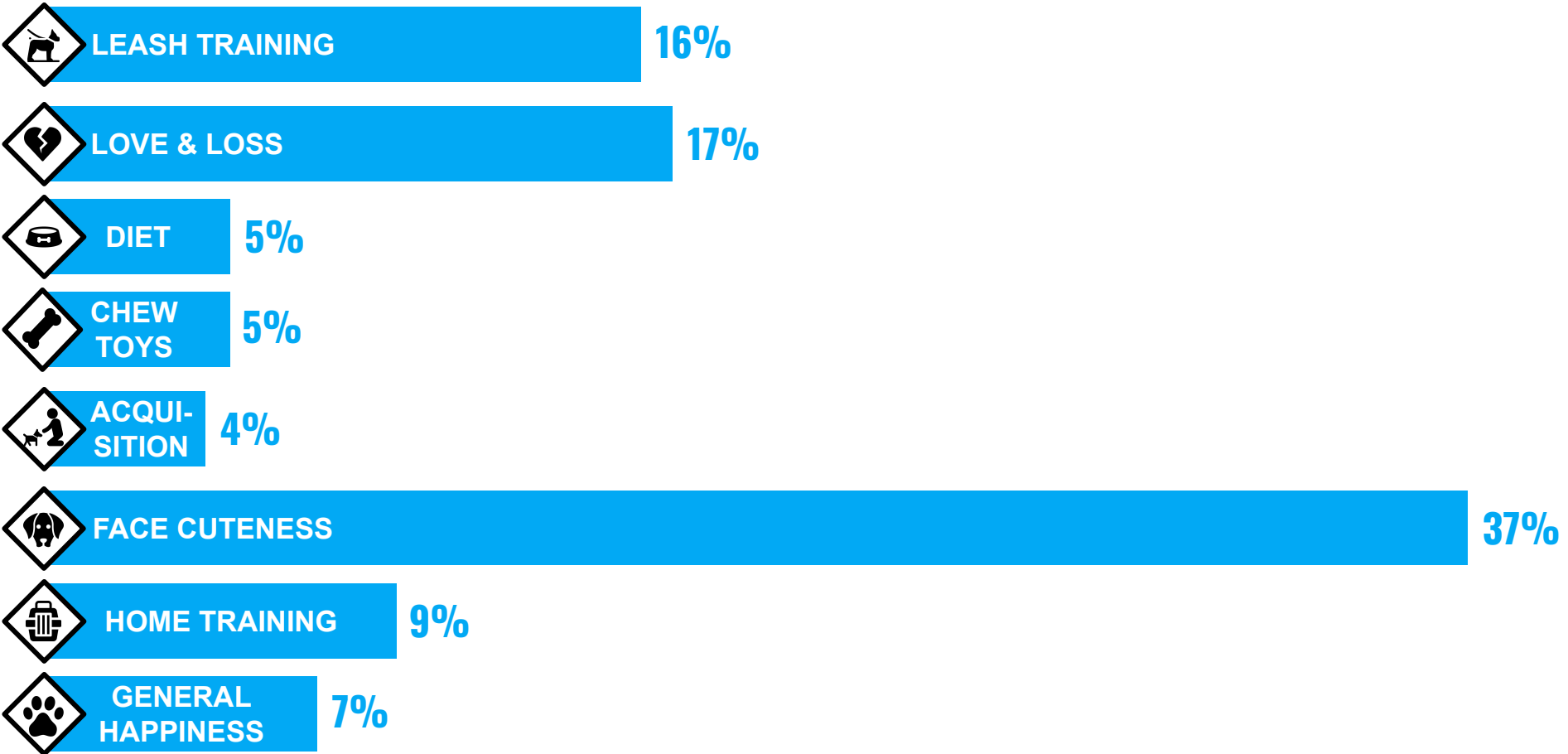
crate, bed, sleep, training, room, door



GENERAL HAPPINESS

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Which topics were most common?

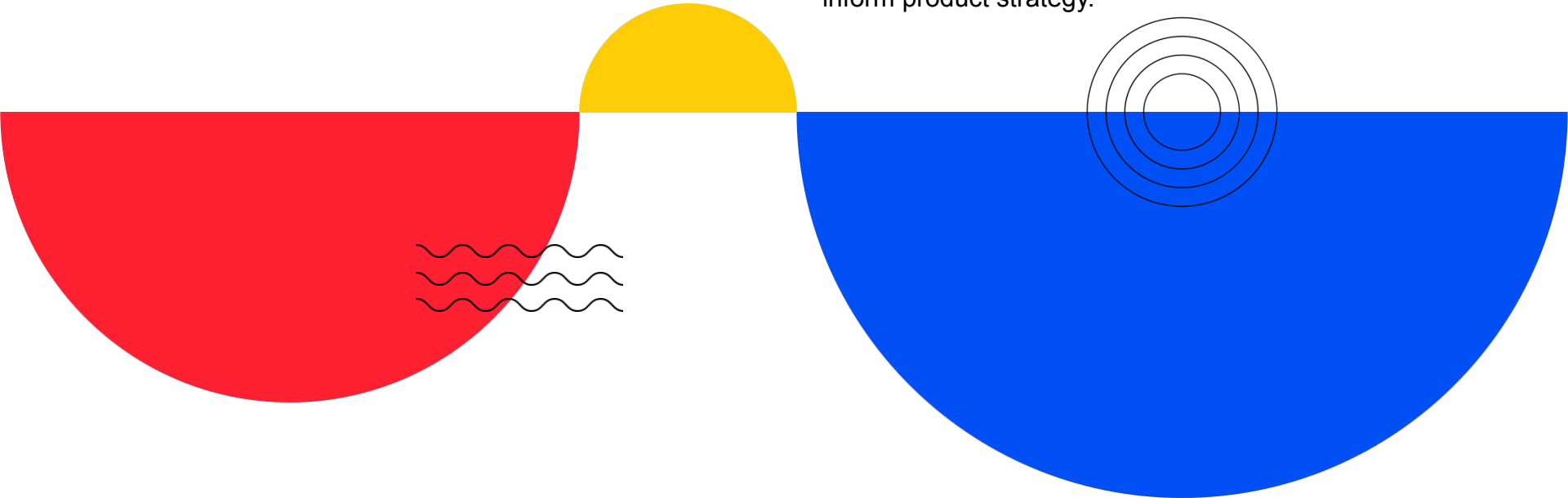


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What topics are most common among reddit dog communities?

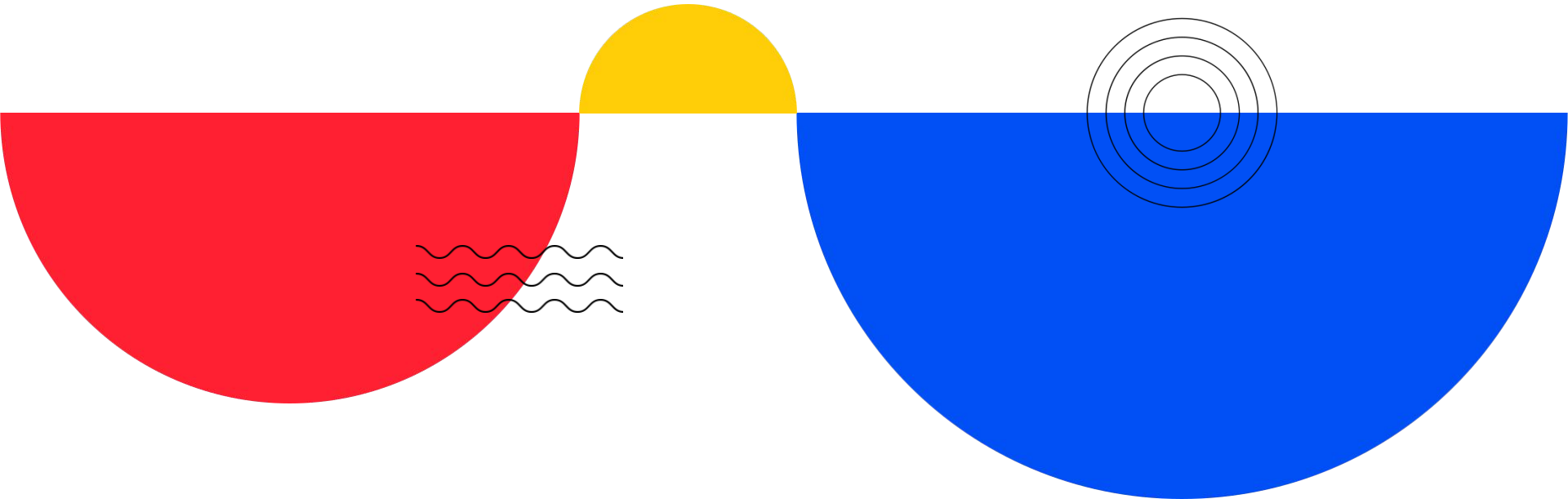
TAKEAWAYS

1. Many of the top topics (toys, diet, training) align directly with our product offerings, suggesting reddit users may be a good marketing audience.
2. We could consider doing further analysis of these topics to better understand consumer preferences and inform product strategy.

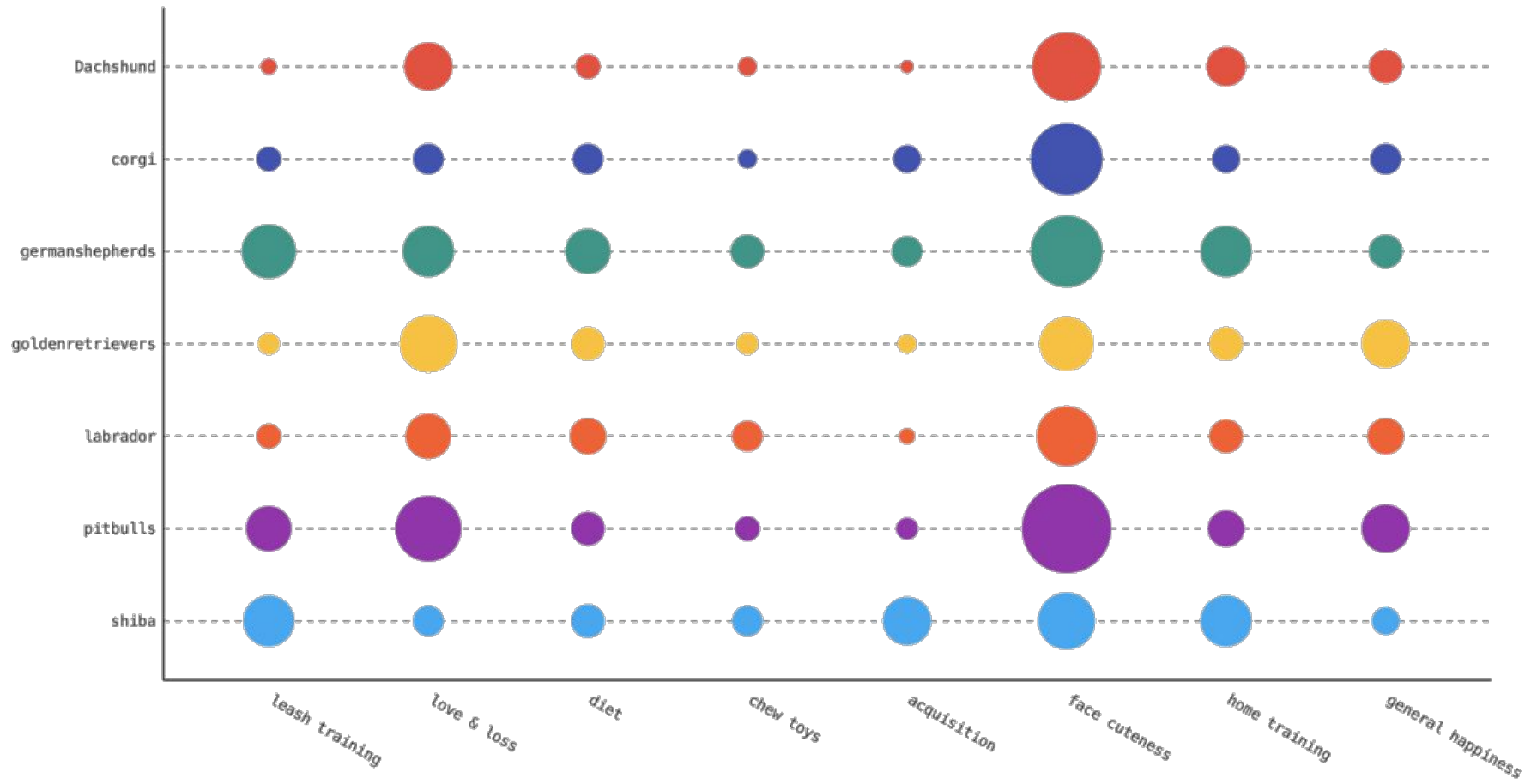


Question #2

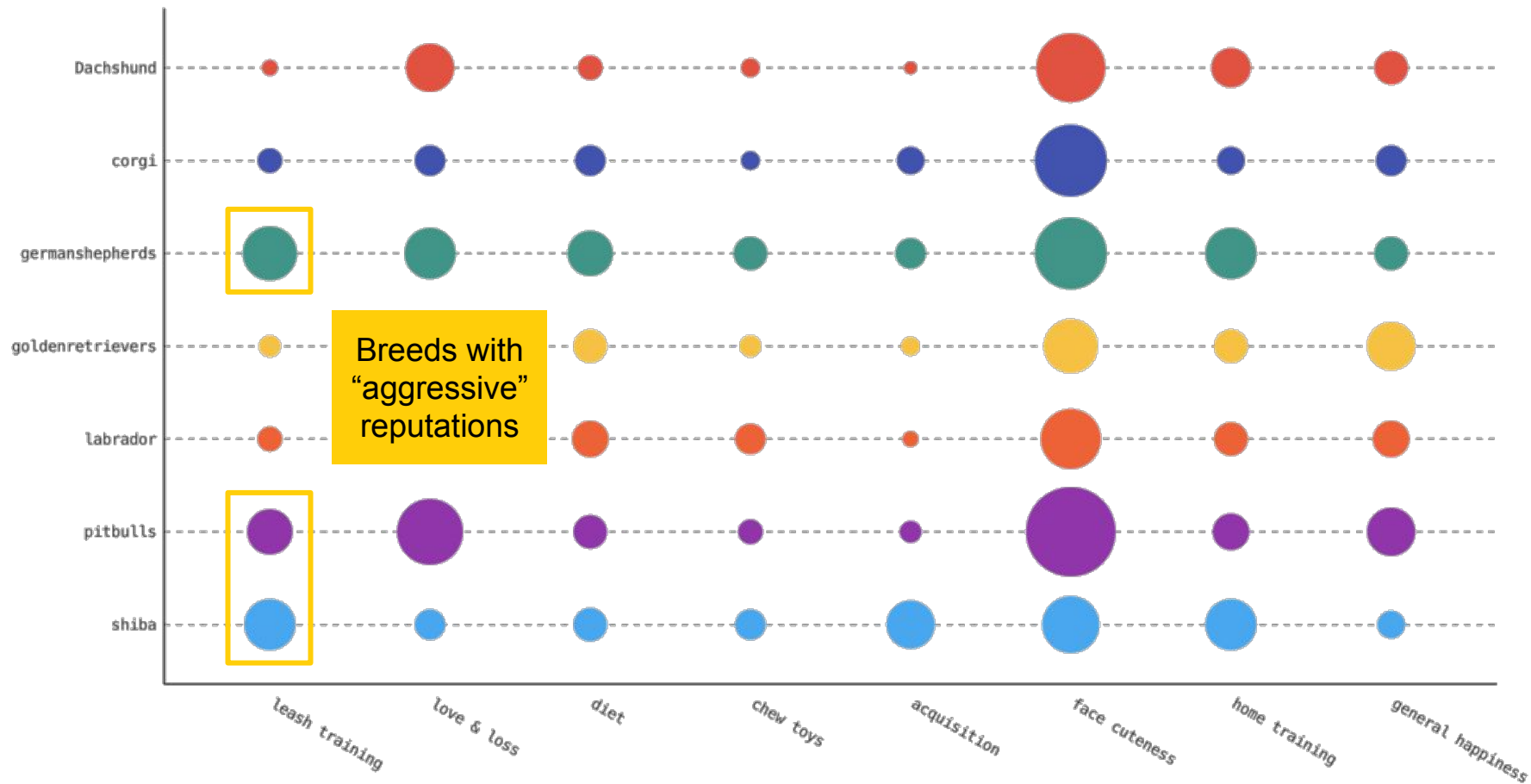
**Do topics vary across
different dog breed
communities?**



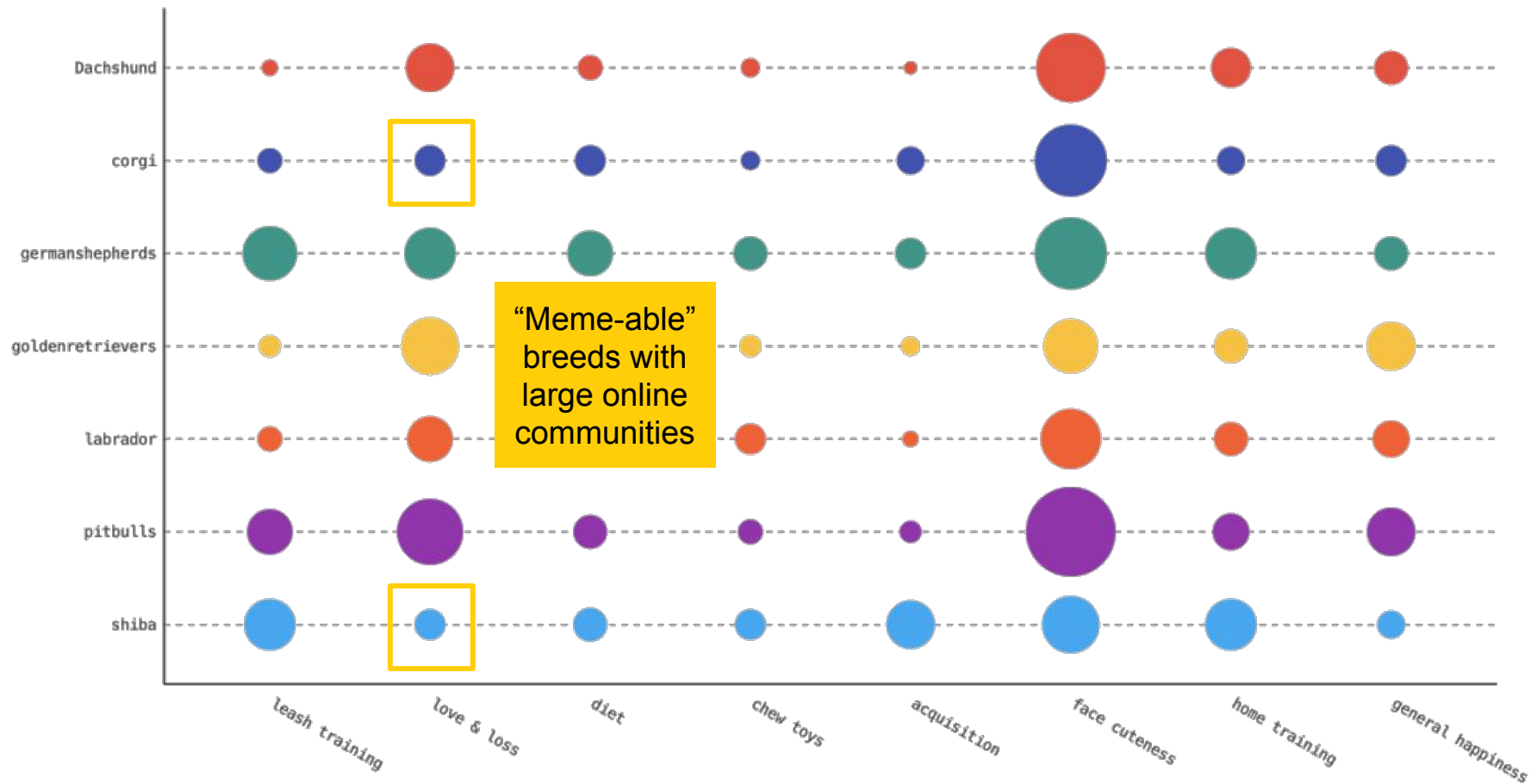
Topic Prevalence by Dog Breed



Topic Prevalence by Dog Breed



Topic Prevalence by Dog Breed



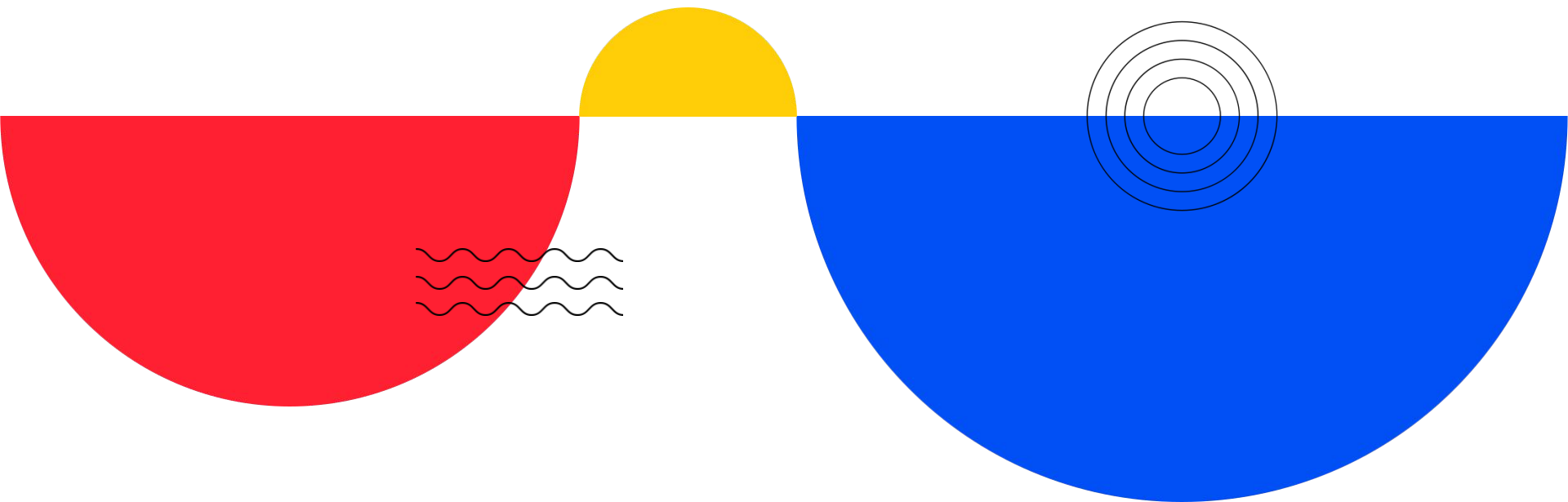
Question #2

**Do topics vary across
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TAKEAWAY

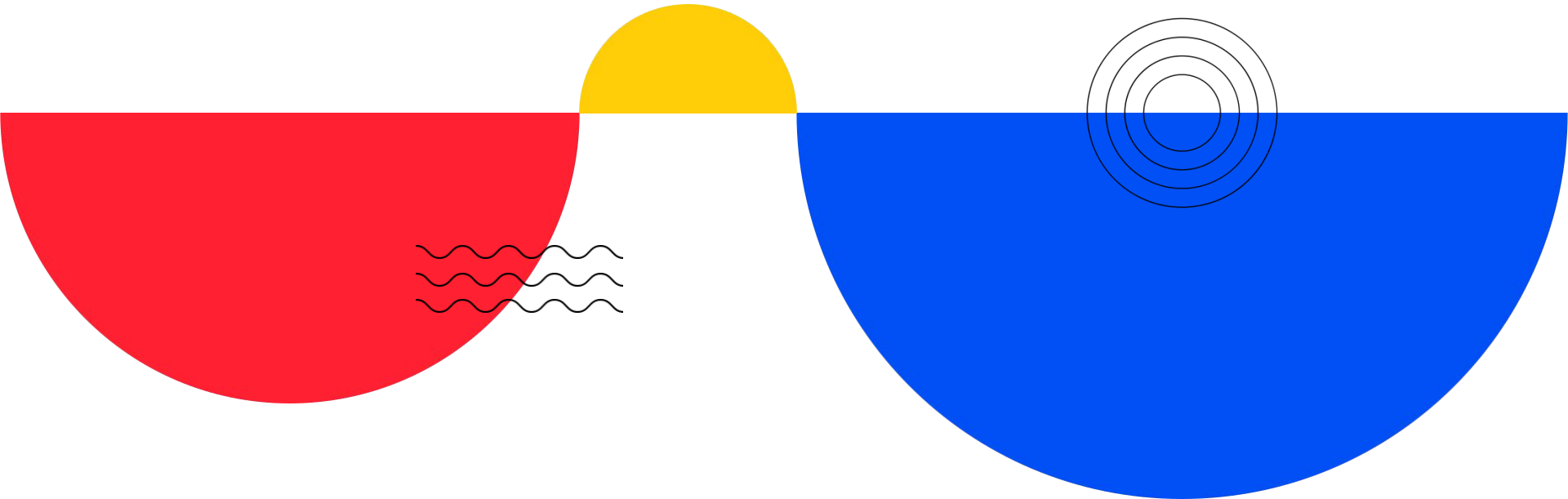
Topic prevalence does not vary meaningfully by breed.

It's likely not worth the effort to customize marketing outreach by breed.



Question #3

**How can we leverage
linguistic trends for
native advertising?**

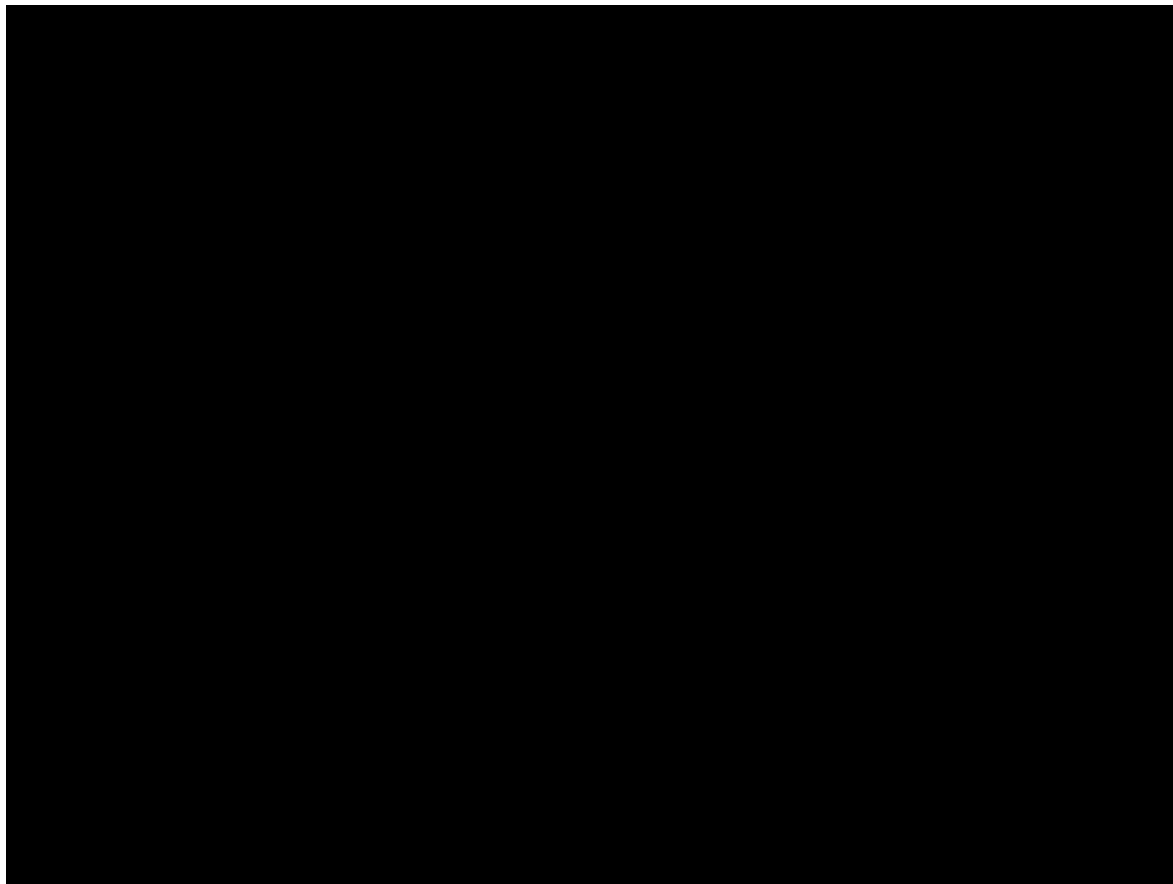




Reddit Dog Community Slang



DoggoLingo App Demo



Thank you!

Cuddly Co. 

Credits:

Icons from freepik, photos from unsplash, deck
template adapted from canva

