

# WHAT'S UP, DOG PEOPLE ?

EXPLORING MARKETING POTENTIAL IN  
REDDIT'S DOG COMMUNITIES



# Project Goals

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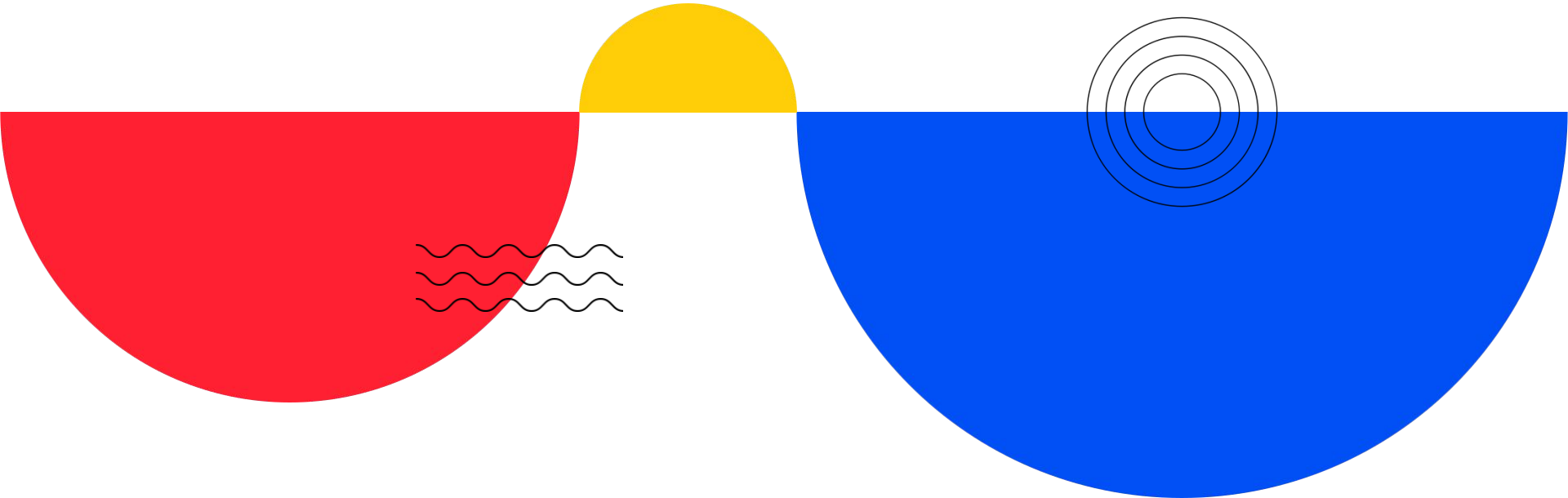
Explore suitability of reddit for our digital marketing efforts.

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 topics across ~80K comment threads spanning seven subreddits.

# 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"



## LOVE & LOSS

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# Exploring Topics: Home Training



## LEASH TRAINING

*work, walk, train, collar, leash, treat*



## LOVE & LOSS

*heart, sweet, hug, hard, pain, wish*



## DIET

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



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## HOME TRAINING

*crate, bed, sleep, training, room, door*



## GENERAL HAPPINESS

*happy, beautiful, handsome, sweet*



- “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?



## LEASH TRAINING

*work, walk, train, collar, leash, treat*



## LOVE & LOSS

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## HOME TRAINING

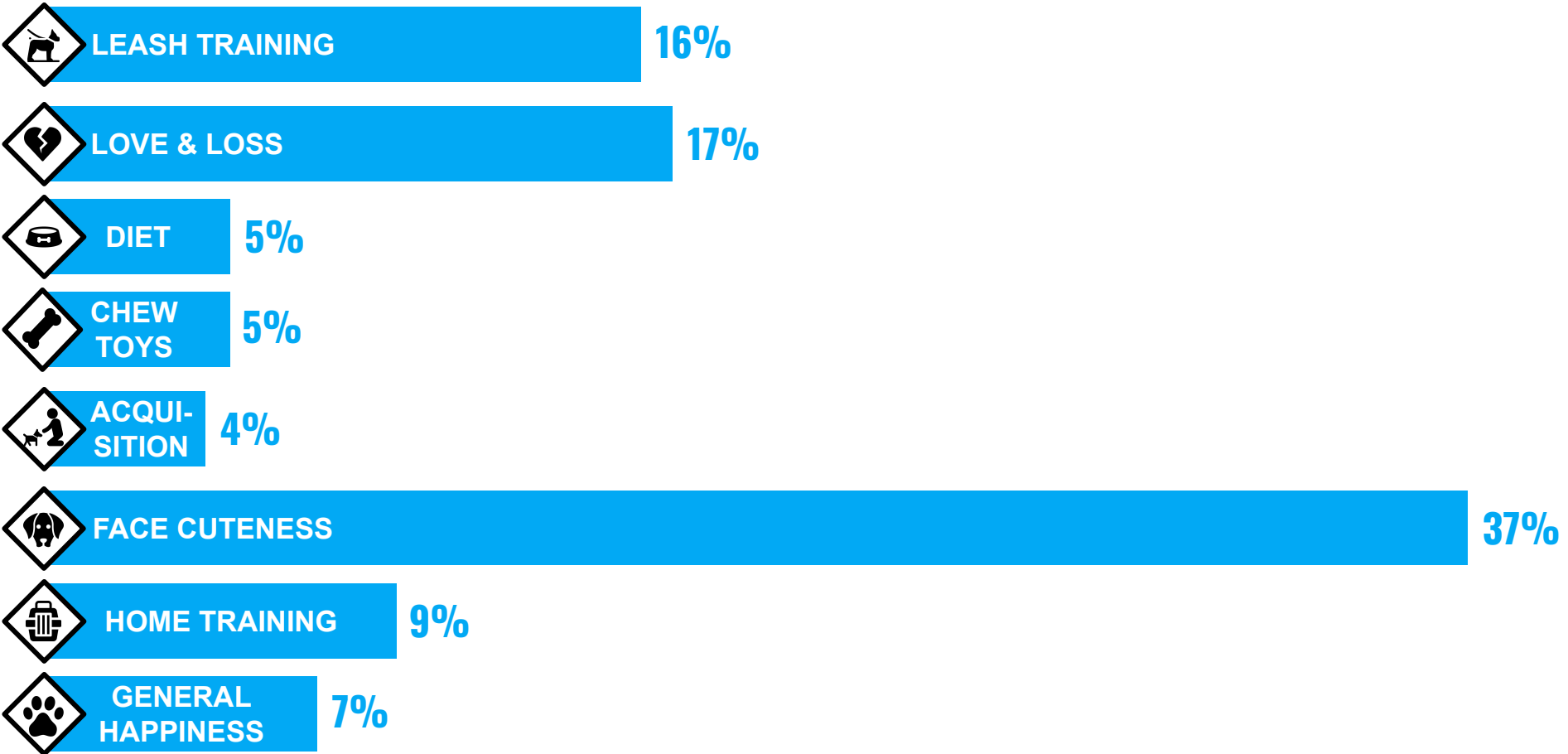
*crate, bed, sleep, training, room, door*



## GENERAL HAPPINESS

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# Which topics were most common?



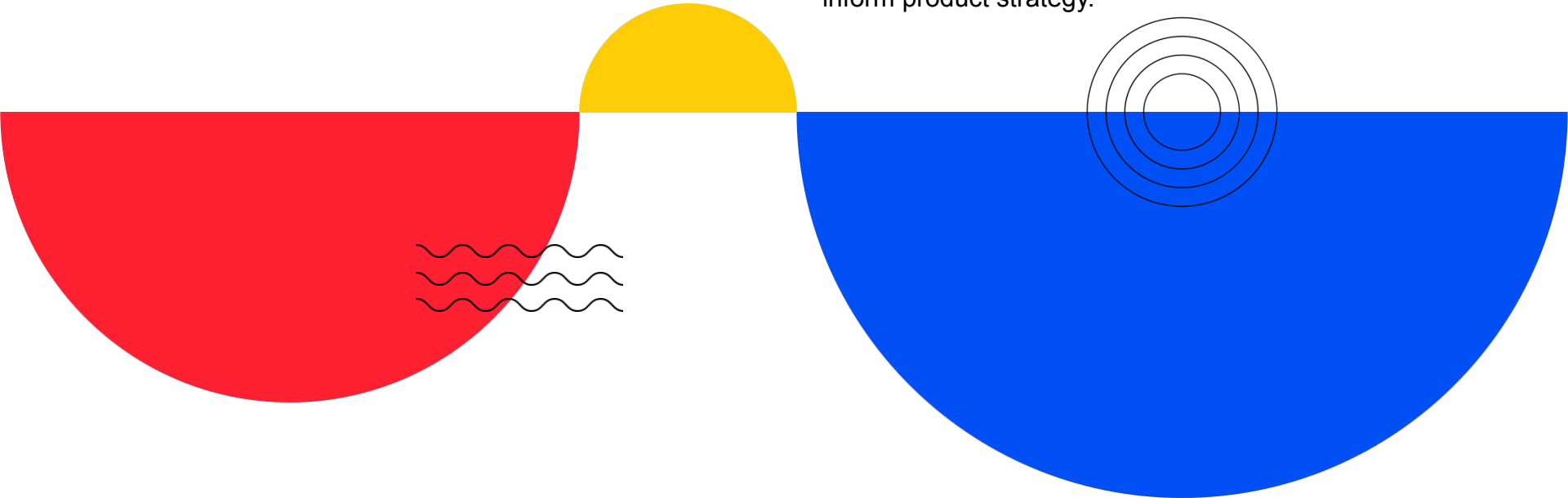


## Question #1

**What topics are most common among reddit dog communities?**

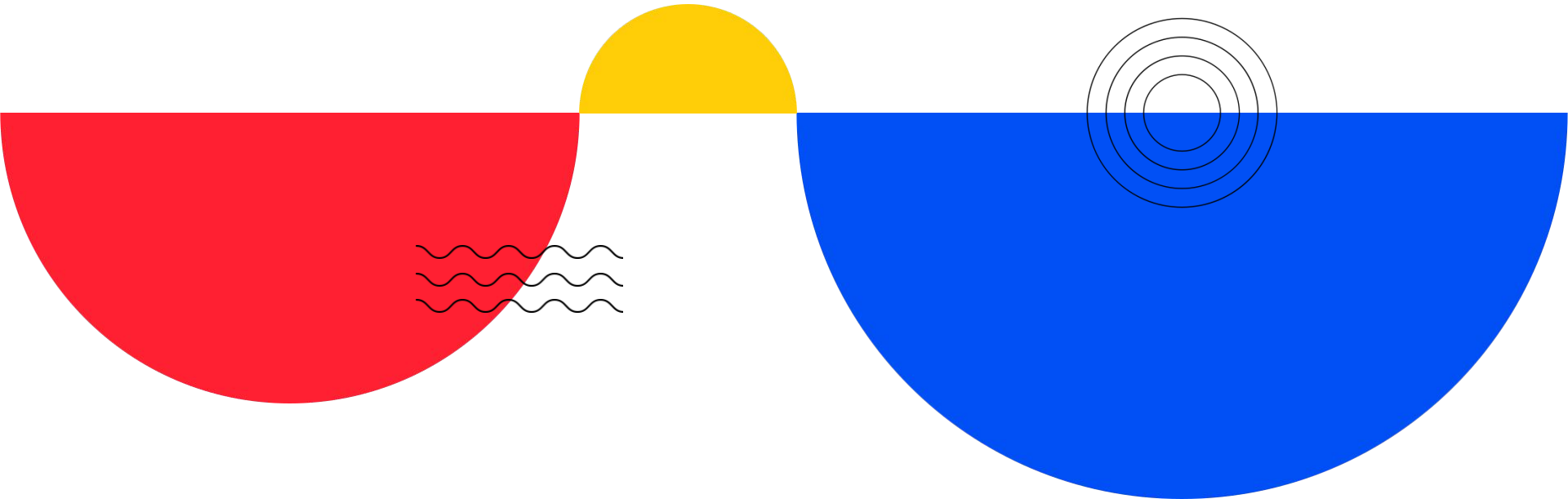
### TAKEAWAYS

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.

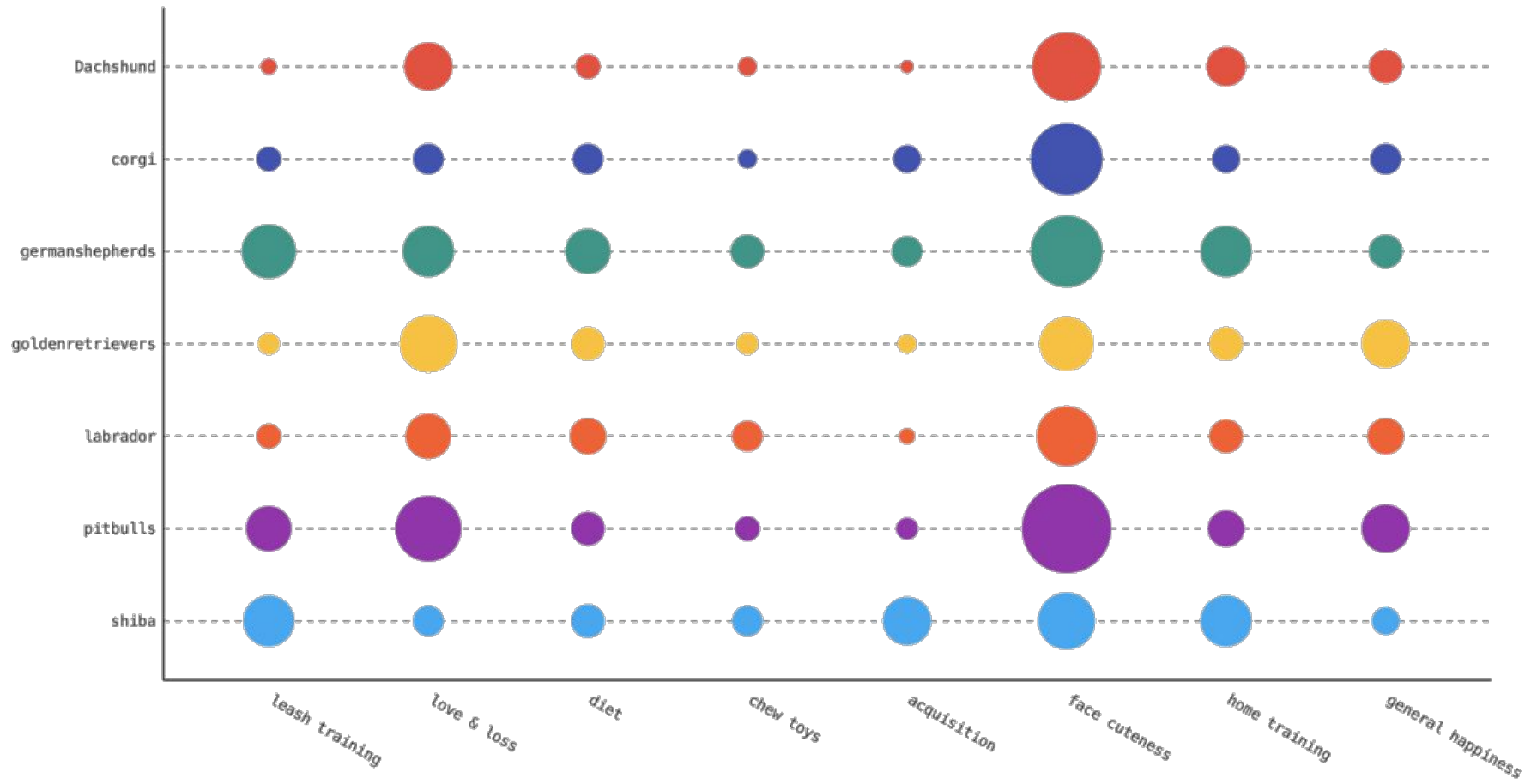


## **Question #2**

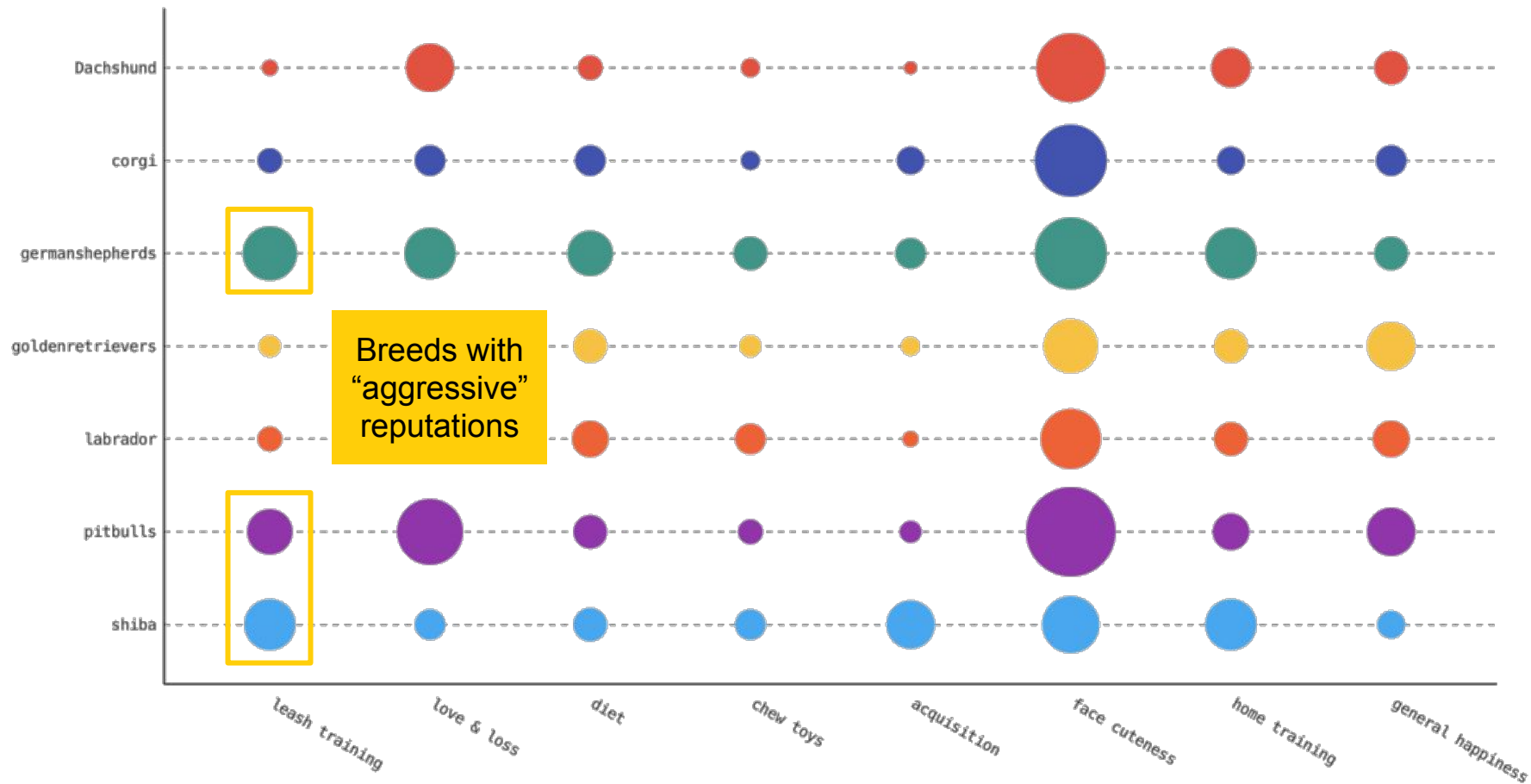
**Do topics vary across  
different dog breed  
communities?**



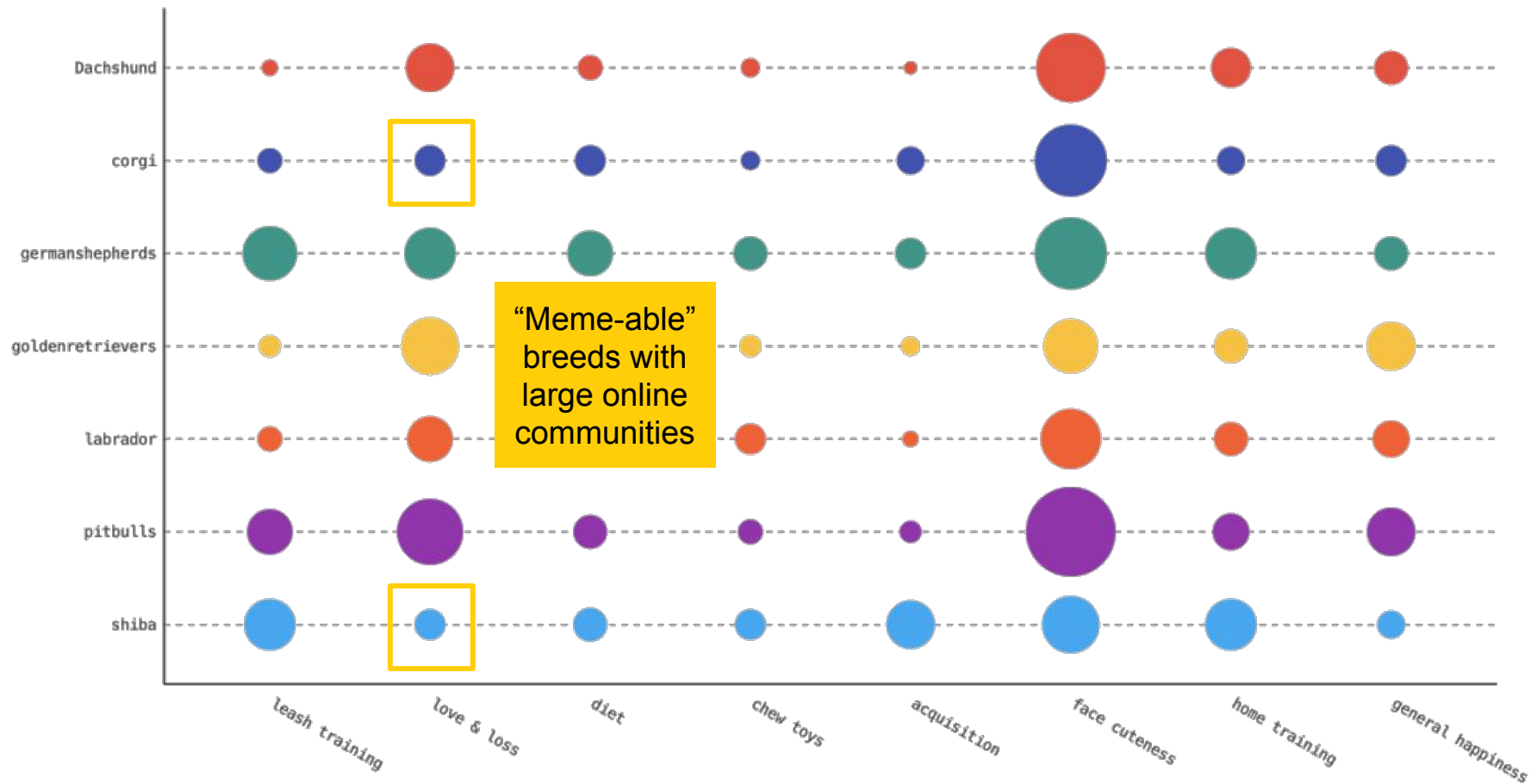
# Topic Prevalence by Dog Breed



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# Topic Prevalence by Dog Breed



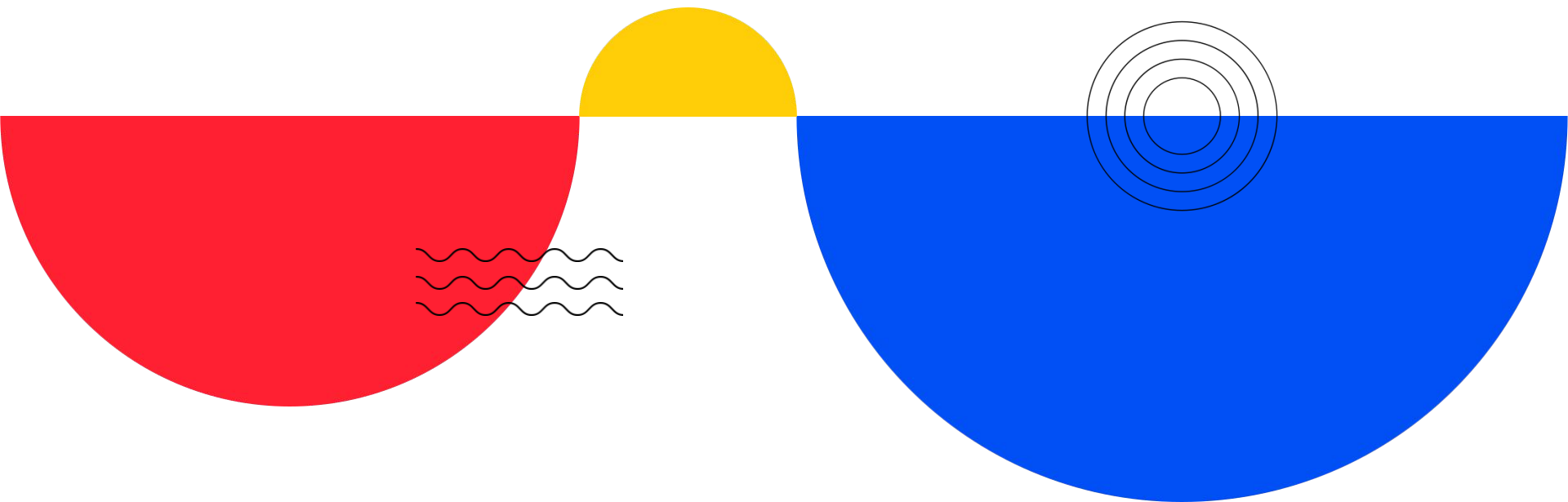
## Question #2

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

### TAKEAWAY

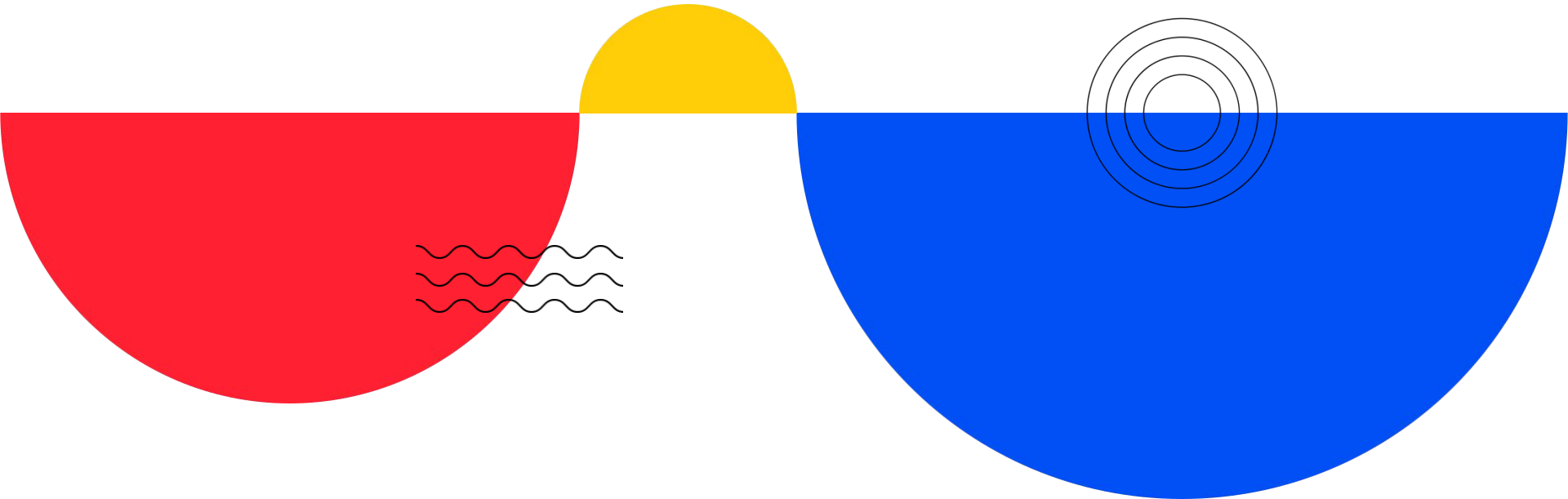
Topic prevalence does not vary meaningfully by breed.

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



Visit the live  
[app here!](#)

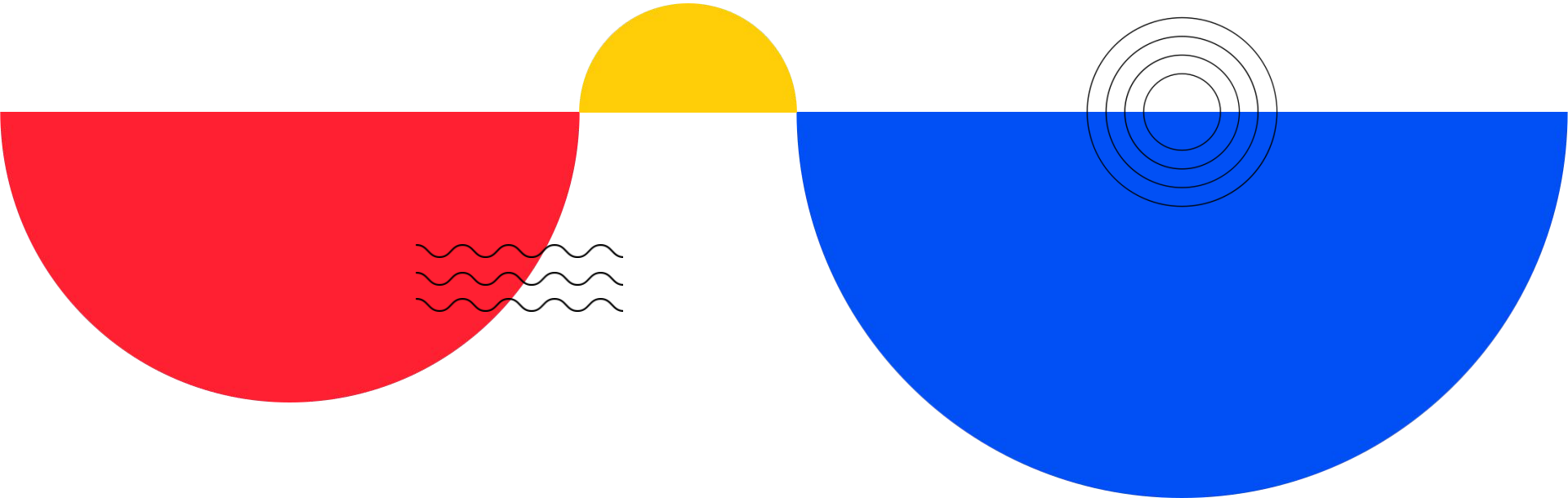
## Question #3

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

### TAKEAWAY

There's a lot of language that seems to be fairly unique to online dog communities.

Our marketing team could use the streamlit app as inspiration for creating native advertising content.



# Thank you!

*Cuddly Co.* 



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