

What it takes to get your reddit post more comments

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2,800,000

Comments on reddit per day

Initial assumptions:

- Sex sells
- Politics is YUUUUUGE
- Cats
- Fail

Is the recipe for success as
as basic as it seems?



Run with the popular crowd?:

The relationship between certain subreddit and number of comments

Choose your
words carefully.

“We’re gonna need
a bigger boat”

– Jaws

“Il make him an offer he
can’t refuse”

- The Godfather

“The first rule of Fight Club is: You do not talk about Fight Club.”

- Fight Club



15% ↑

Next Steps:

- Creating a test set of your own reddit posts tailored to these findings.
- Explore the consumer dynamics behind why these buzzwords and hot posts get so much activity.

Good Luck!