Reddit Marketing in 2026: What Changed & What Actually Works Now via @sejournal, @brentcsutoras



Whether you're actively using Reddit or still deciding if you should, your customers already made the choice.

Buyer behaviors have shifted. Search traffic has declined. The customer journey is fragmented.

Decision-making has moved to places where we marketers no longer control the narrative.

In this webinar, we explored how modern teams are using Reddit as a strategic, measurable channel in 2026, whether you're starting from zero or scaling an existing presence.

Reddit didn’t get harder. It got smarter.

Reddit is now one of the most influential touchpoints in the modern buyer’s journey, and the platform has changed faster than most marketers realize. Watch the recording to learn how karma and authority mechanics shifted, how brands are navigating representation without astroturfing accusations, why owned subreddits became essential infrastructure, and where Reddit fits in the customer journey with trackable influence.

In this on-demand webinar, **Brent Csutoras**, founder of OGS Media (and Owner of SEJ), broke down what shifted between 2025 and 2026 and how successful brands are adapting without triggering backlash.

Learn how Reddit actually influences customers and how to measure it.

You’ll leave with updated frameworks based on **what’s working now**, not recycled Reddit lore.

You’ll learn:

- **How karma and authority really work *right now***
  What builds credibility today, what can now get you shadowbanned, and how to establish authority without triggering detection systems.
- **How to build genuine presence without getting accused of astroturfing**
  When to disclose, when to stay hands-off, and how respected brands earn their place in communities.
- **Why your brand needs its own subreddit and how to run it right**
  Learn what makes brand subreddits work, how to build engagement, and the common mistakes that kill momentum in the first 90 days.

Learn how to build a Reddit presence that communities respect and leadership can measure.

View the slides below and check out the full webinar for all the details.

https://www.searchenginejournal.com/make-2026-the-year-your-business-thrives-on-reddit-webinar/566936/