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WHY REDDIT IS
SUDDENLY PART OF
THE SEO CONVERSATION

THE IPHONE
JUST GOT A FOLD

DID YOU TRY
THE '80S TREND?

Does Every Brand Really Need to Be Active on Social Media? We often hear that every brand needs to “stay active” on social media. Post consistently. Create Reels. Follow trends. Increase followers. Keep the audience engaged. But does every business really need the same social media strategy?

Social Media, With Purpose

The answer is no.

Social media serves different purposes for different businesses. For a construction, engineering or manufacturing company, it may primarily be a platform to showcase completed projects, capabilities and expertise. For a product-based business, it may be about presenting its product range clearly and helping customers understand what the business offers.

For professional services, an active social presence can build credibility and establish expertise. For restaurants, entertainment destinations and lifestyle brands, the focus may be on creating experiences, encouraging interaction, generating footfall and building a community. For many businesses, however,

social media has a more direct commercial objective: generating leads, creating new business connections, reaching potential clients and ultimately contributing to business growth.

And sometimes the objective goes beyond sales altogether.

Social media can be used to communicate a company's Corporate Social Responsibility initiatives, sustainability efforts, community involvement, achievements, milestones and corporate values helping shape

how employees, customers, partners and the wider community perceive the organisation.

This is why measuring every brand by the same standards number of posts, followers, likes or Reels can be misleading. Sometimes success means a potential client visits your profile and immediately understands what you do. Sometimes it means showcasing a completed project that opens the door to a new business conversation. Sometimes it means generating qualified enquiries, building industry connections or strengthening relationships with existing customers. Sometimes, it simply means ensuring that when someone searches for your company, they find a professional, active and credible presence.



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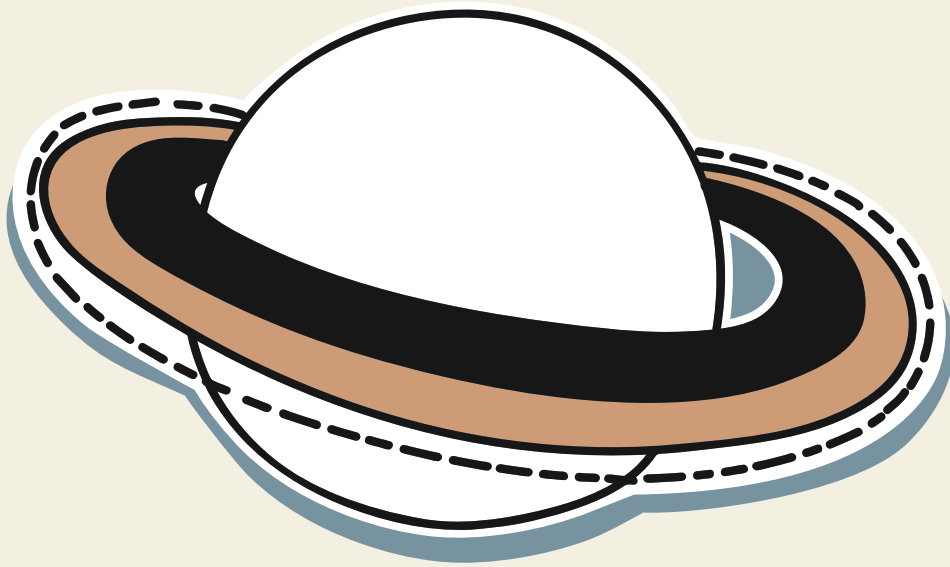
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DID YOU TRY THE '80S TREND?

What a viral trend can teach us about people,
marketing and the power of influence



You may have noticed it already. People are turning their photographs into '80s-inspired versions of themselves — bigger hair, bold colours, vintage outfits and that unmistakable retro feel.

But the '80s trend is bigger than fashion. It is a perfect example of how trends work.

A trend rarely becomes popular because everyone independently decides they like the same thing. It usually starts with a few trendsetters, gets picked up by creators, celebrities or brands, and then spreads because people see others participating.

And once something starts appearing everywhere, we naturally want to be part of it. That is the power of a trend. For marketers, trends are valuable signals. They tell us what people are talking about, what makes them curious, what they want to share and most importantly, what makes them stop scrolling.

The smartest brands don't simply copy a trend. They understand the behaviour behind it and find a way to make that behaviour relevant to their audience.

So, go ahead. Let your brand follow trends.

But while you're having fun with them, take a moment to look beyond the trend. Ask: Does this connect with my audience? Does it make sense for my industry? Can my brand add something meaningful to the conversation?

Because a trend doesn't have to belong to your industry to create an opportunity. A cultural moment can give almost any business a reason to be part of the conversation if the connection feels natural.

The real opportunity isn't always in following what's trending.

It's in understanding why it became a trend in the first place and knowing when your brand has a reason to join it.

THE IPHONE JUST GOT A FOLD

The technology isn't new. So why does everyone suddenly care?



Foldable phones have been around for years. Samsung has been developing them for generations. Huawei, Motorola, Google and other manufacturers have already explored different ways of making a phone fold, flip and expand. So when Apple finally enters the foldable conversation, the interesting story isn't really the technology.

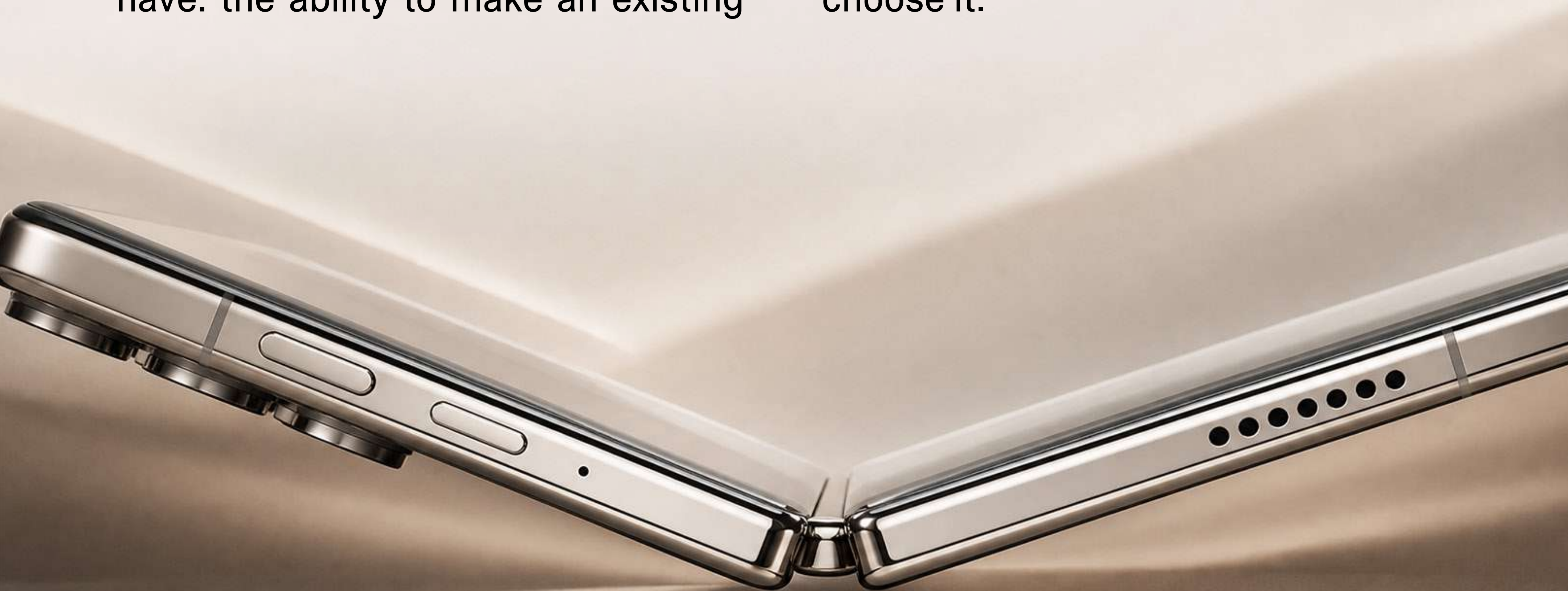
It's the marketing.

Apple hasn't invented the foldable phone. But it has something every brand in the category would like to have: the ability to make an existing

idea feel like a major cultural moment.

There is a lesson here for businesses far beyond smartphones.

Your competitor may launch first. They may create the category. They may spend years educating the market. That doesn't automatically mean they own the opportunity. A strong brand can enter an established space and change the conversation by offering a different experience, positioning or reason to choose it.



THE FOLD ISN'T NEW THE MARKETING IS

Apple has brought the fold into a new conversation and social media brands were quick to make that conversation their own. The format was simple: open the phone, reveal the other side. Suddenly, businesses were creating their own “duos”. The iPhone fold became more than a product.

It became a creative format.

When every brand starts copying the same format, the trend quickly becomes noise. The brands that stand out aren't necessarily the ones that join first they're the ones that find a version that feels unmistakably theirs.

The fold was already there. Apple made it a moment. Social media made it an opportunity.



Why **Reddit** Is Suddenly Part Of **The Seo Conversation**



SEO used to be mostly about websites, keywords and backlinks. Then social media entered the picture. Now, something less obvious is becoming important: what people are saying about your brand in online communities.

Reddit is a good example. AI-powered search systems increasingly use discussions from platforms like Reddit when generating answers, which means real conversations can influence how a brand, product or topic is understood online.

This creates an interesting challenge for marketers. You can't simply approach Reddit like another advertising platform. People on these communities are quick to recognise promotional content, and brands trying too hard to manufacture conversations can easily damage their credibility.



Instead, brands need to focus on being genuinely useful:

-  Answer questions people are already asking
-  Share real expertise instead of sales pitches
-  Listen to customer complaints and feedback
-  Understand how people actually talk about your industry
-  Build a reputation beyond your own website

The bigger shift is that SEO is becoming less about what brands say about themselves and more about what the wider internet says about them.

Your website tells people who you are. Your social media shows what you publish. But community conversations can reveal what people actually think.

And increasingly, those conversations may influence not just customers, but the AI systems helping customers make their decisions.



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do they find you?

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We optimize your listing, improve visibility and help you
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