



Reddit And Quora Strategy



The Power of Conversations in Digital Marketing

People Trust People, Not Ads

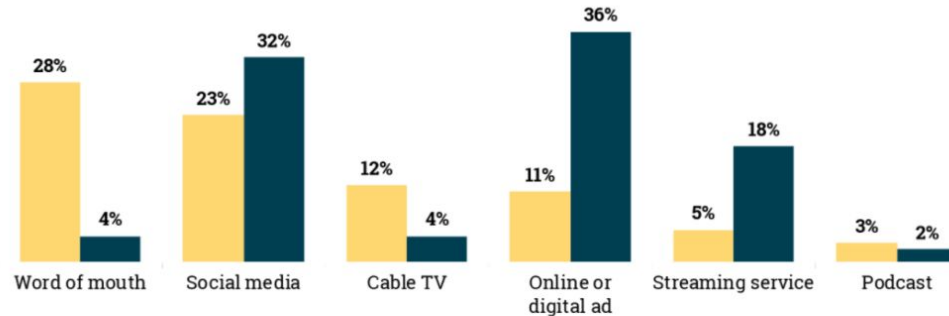
70% of consumers trust [online feedback](#) more when they see positive reviews from strangers.

Word of mouth leads to almost 5 times more sales than paid advertisements, and Digital Word of Mouth is not far behind.

Consumers' Preferred Method for Learning About New Brands, Products or Services



What consumers say What marketers believe



Published on MarketingCharts.com in November 2021 | Data Source: RR Donnelley

Based on July surveys of 1,000 US consumers and 250 US-based mid- to senior-level marketers

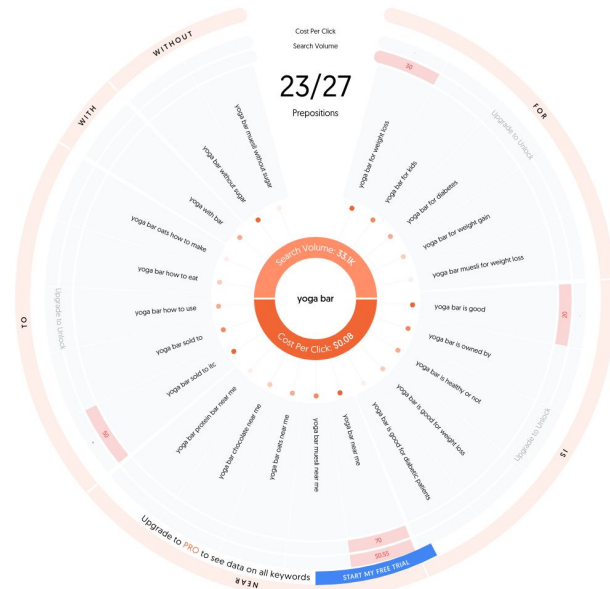
The Top Concerns Of People Are Centered Around...

Customers Are Curious About Yoga Bar.

Forums like Quora & Reddit shape buying decisions by providing authentic discussions on your brand's trending topics:



- Can kids eat yoga bar
- Can we eat yoga bar daily
- Can pregnant women eat yoga bar
- How is yoga bar muesli
- How is yoga bar
- How to eat yoga bar muesli
- When to eat yoga bar
- Which yoga bar is best
- Yoga bar without sugar
- Yoga bar oats how to make
- Yoga bar is good for weight loss
- Yoga bar for diabetes
- Yoga bar for kids



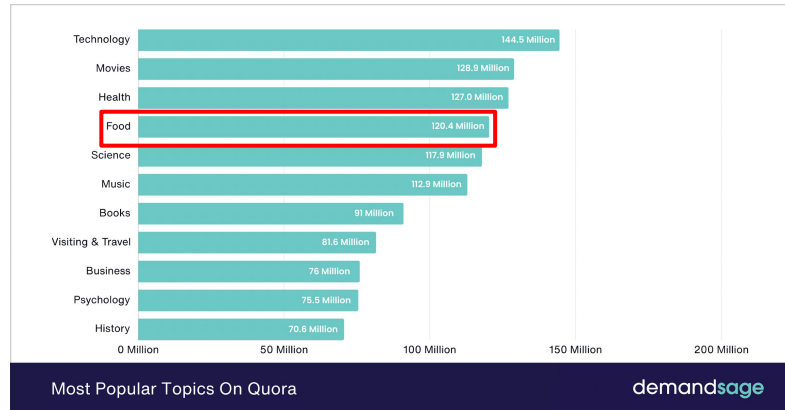
Source: AnswerThePublic

Why Quora? The SEO & Authority Goldmine

Your Customers Are Asking. Be the Answer.

Quora is a platform to gain and share knowledge. The unique platform enables the users to ask questions and connect with people who contribute insights and quality answers. It drives more than **680 million sessions** per month and more than **2,00,000 new questions** are asked on the platform every month, and food is among the top 5 topics engaged on Quora.

India drives almost 18-20% of the traffic to Quora.

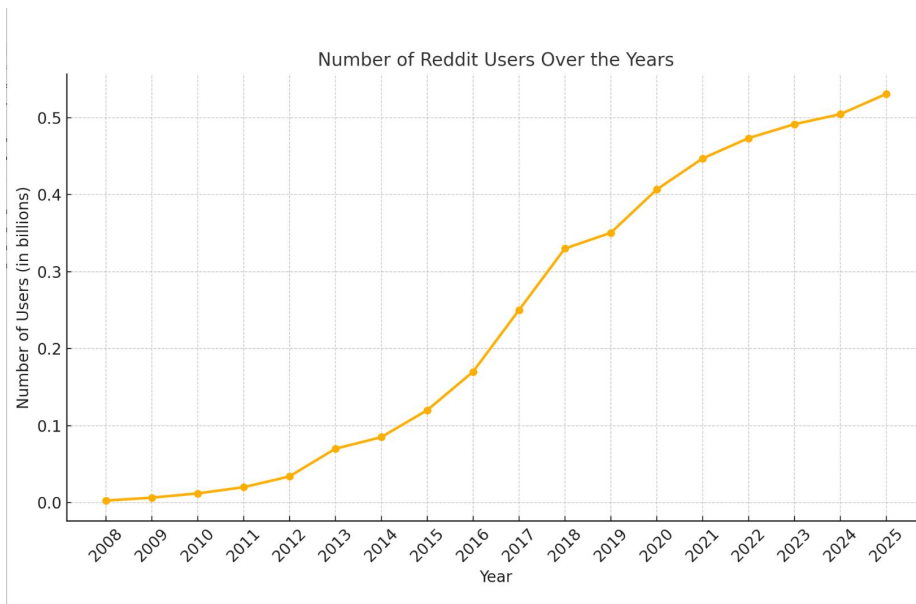


Metrics	Quora
Domain Authority	93
Traffic	680 Million/Month
Quora Users in India	68 Million/Month
Index Pages	5,29,00,000
Average Time Spent	02:31

Why Reddit? The Community Influence

Go Where the Health-Conscious Communities Are

With a DA of 92, over 97 million daily active users, and an estimated 1 billion 360 million users in 2025, [Reddit's community](#) is larger than the population of many countries, showing its importance as a global platform for sharing ideas and stories.



Reddit and Quora: A Data-Driven Comparison

Metric	Reddit	Quora
Organic Traffic	1.2 Billion	494.4 Million
Backlinks	6.6 Million	171.7 Million
Referring Domains	2.1 Million	454K
Authority Score	100%	99%
Domain Authority (DA)	92	93

Key Insights:

- **Reddit** leads in organic traffic and backlinks, driving broader engagement in niche communities.
- **Quora** excels in authority and DA, making it ideal for long-lasting, informational content.
- **Combining both platforms** maximises organic reach (Reddit) and brand authority (Quora).

The Strategy – Owning the Conversation

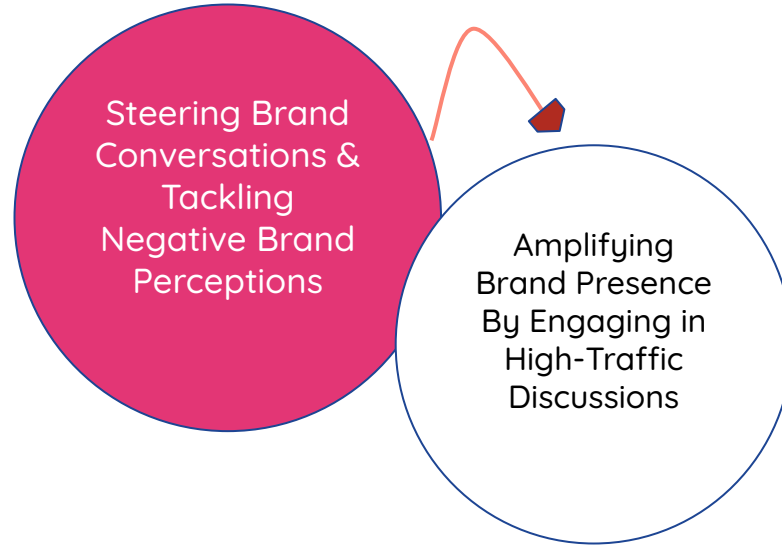
Understanding **reddit** Culture

Smart brands add value first, promote later

1.

Identify trending nutrition topics

1. Identify and address negative brand mentions swiftly with factual, well-crafted responses to steer the narrative positively
2. Actively participate in r/**nutrition**, r/**HealthyFood**, and r/**Fitness** to initiate meaningful conversations.
3. Provide **factual, research-driven** responses to **debunk myths**.
4. Motivate Redditors to share their **experiences, reviews, and recipes** using **Yoga Bar products**.
5. Create interactive discussions to understand user preferences and drive organic engagement.

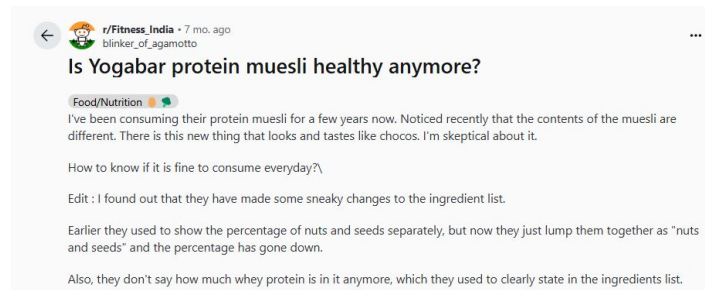
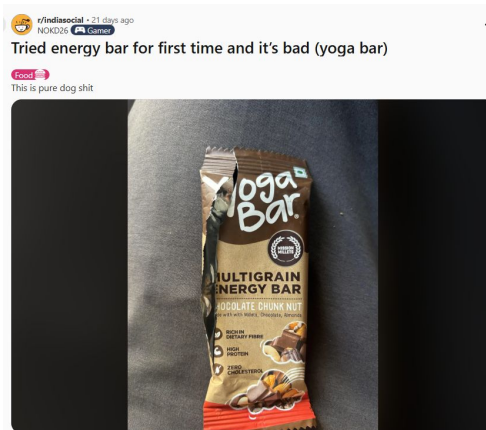
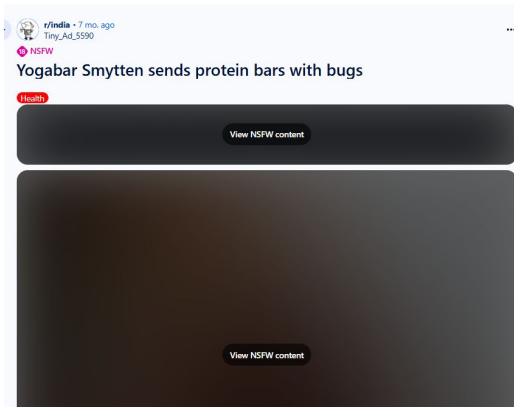


2.

Building Credibility Through Conversations

1. Track trending threads on **nutrition, fitness, and healthy snacking** to insert Yoga Bar organically.
2. Engage in **emerging topics** before they peak to establish brand relevance and visibility.
3. Share **valuable, research-driven** content to position Yoga Bar as a **credible brand**.
4. Encourage discussions that strengthen community bond.
5. Answer high-traffic queries with engaging, SEO-friendly responses to maximize reach.

Spotlight on the Negatives: What Needs Fixing



Tackling Negative Brand Mentions

The Perils Of Negative Brand Mentions

Misinformation Spreads Fast – False claims gain traction quickly, shaping perceptions.

Trust Takes a Hit – Doubts can discourage potential customers.

SEO Damage – Negative threads rank high on Google, influencing searches.

Snowball Effect – One bad thread can spark more across subreddits.

Kills Word-of-Mouth – Users hesitate to recommend a brand.

Competitor Advantage – Allows rivals to dominate the conversation.

Why This Needs Swift Action

Protects Brand Trust – A delayed response can make a brand seem indifferent, eroding consumer confidence.

Reduces Virality of Negativity – Timely intervention can prevent harmful content from spiraling out of control.

Strengthens Consumer Loyalty – Addressing concerns shows accountability, improving customer relationships.

Dissuades Further Criticism – Silence can invite more negative comments, while engagement fosters balanced discussions.

Our Approach to Tackle the Negatives Head-On

- **Active Monitoring** – Keep a close watch on brand mentions to address concerns early.
- **Fact-Based Responses** – Counter misinformation with clear, verified details.
- **Community Engagement** – Participate in discussions to build trust and transparency.
- **Turning Critics to Advocates** – Address concerns genuinely to shift negative sentiment.
- **Strategic Upvoting** – Boost positive discussions to reshape brand perception.
- **Competitor Narrative Control** – Prevent rivals from capitalising on negativity.
- **Highlighting Positives** – Subtly redirect conversations to product strengths.
- **Timely Intervention** – Quick responses prevent negativity from gaining traction

Identifying the Right Subreddits

Targeting relevant topics where health-conscious consumers engage

Fitness

Health and Wellness

Busy Professionals and
On-the-Go Consumers



r/nutrition

5M+ members

Position YogaBar as a nutritious snack option for a balanced diet.



r/healthyeating

27K+ members

Showcase YogaBar as a convenient, healthy snacking alternative.



r/fitness

12M+ members

Promote YogaBar as a high-protein, energy-boosting snack.



r/HealthyFood

3.5M+ members

Highlight YogaBar's natural ingredients and health benefits.



r/IndiaFood

291K+ members

Position YogaBar as a modern, nutritious addition to Indian diets.



r/Fitness_India • 7 mo. ago

blinker_of_agamoto



Is Yogabar protein muesli healthy anymore?

Food/Nutrition

I've been consuming their protein muesli for a few years now. Noticed recently that the contents of the muesli are different. There is this new thing that looks and tastes like choccos. I'm skeptical about it.

How to know if it is fine to consume everyday?

Edit : I found out that they have made some sneaky changes to the ingredient list.

Earlier they used to show the percentage of nuts and seeds separately, but now they just lump them together as "nuts and seeds" and the percentage has gone down.

Also, they don't say how much whey protein is in it anymore, which they used to clearly state in the ingredients list.

Sample Response

Hey everyone,

I've seen a lot of discussions around whether Yoga Bar Protein Muesli is actually healthy, so I thought I'd share my take. I've been using it as a post-workout meal, and what stood out to me is that it's got a solid protein punch without any artificial preservatives or added refined sugar. Of course, like with any packaged food, it's best to check the ingredient list to see if it aligns with your dietary needs. Compared to some other options out there, it feels like a cleaner choice, but at the end of the day, it really depends on what you're looking for. Would love to hear from others who've tried it—what's your experience been like?



r/Advice • 5 yr. ago

Agnis1317



Yoga Bars : Are they good for weight loss ?

I recently started a weight loss diet , but i can't stop binge eating on snacks , so i decided to eat Yoga Bars (protein bars) . Are they filling and can i keep my daily calorie count in check if i eat one daily ?



r/Fitness_India • 5 mo. ago

cozybrain

Need suggestions on the best plant based protein powder

Ask Gymbros

I'm a lactose intolerant dude so I'm looking for plant based protein powder.

There are a lot of brands and I don't even which ones are legit.



r/yoga • 2 yr. ago

[deleted]



What's your go-to pre yoga snack?

I feel like I do better when I have some kind of fuel, something quick and light like an orange, apple, or macro protein bar. But sometimes I don't eat at all before early morning classes. I'm not sure what's most beneficial! What are your go-tos?

Fitness Groups on Reddit

Subreddit	Description	Members (Approx.)	Link
r/Fitness	General discussions on fitness, workouts, and health.	12.3 million	Visit
r/bodyweightfitness	Focused on bodyweight exercises and calisthenics training.	3.2 million	Visit
r/nutrition	Discussions centered around nutrition science and dietary habits.	3.5 million	Visit
r/loseit	Community dedicated to weight loss and healthy living strategies.	4.0 million	Visit
r/HealthyFood	Sharing and discussing healthy recipes and food choices.	3.2 million	Visit
r/Supplements	Conversations about dietary supplements, their benefits, and usage.	1.4 million	Visit
r/xxfitness	A space for women to discuss fitness, health, and nutrition.	1.2 million	Visit
r/veganfitness	Focused on fitness and nutrition within a vegan lifestyle.	500,000	Visit
r/MealPrepSunday	Community sharing meal prep ideas and recipes for a healthy lifestyle.	2.0 million	Visit
r/Running	Discussions about running routines, tips, and experiences.	2.3 million	Visit

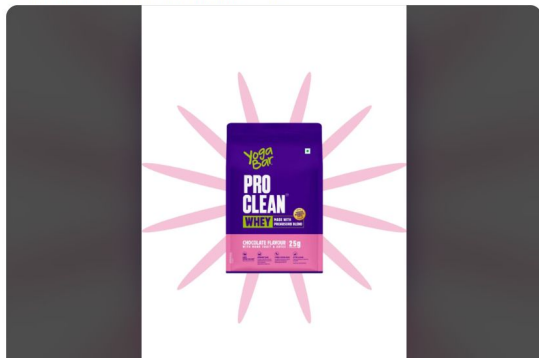
Yogabar protein powder

Supplement

Hello guys, I recently ordered the Yogabar protein powder. Why yogabar? Because I found the ingredients considerably safe as I was looking for no sugar, sucralose, maltodextrin or any such ingredients and also saw about the heavy metal contamination in protein powders so I went for this brand.

This is my first time consuming protein powder, i don't go to the gym yet but I run and do Muay Thai (21F)

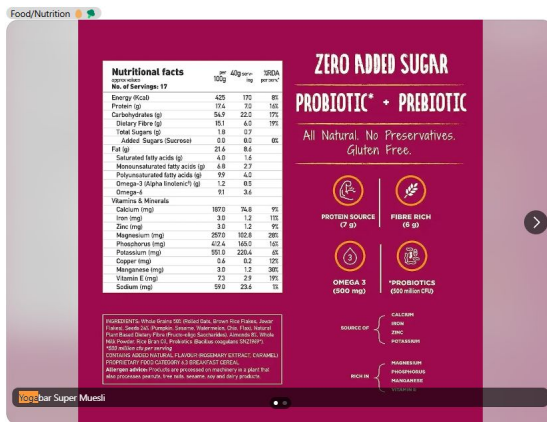
Has anyone tried it, can someone tell me if its a good option?



Sample Response

I've tried a few different muesli brands, and it really comes down to what you're looking for. Some have more sugar, while others focus on whole ingredients. I've had Yoga Bar's muesli a couple of times—it has a decent mix of grains, nuts, and seeds, and isn't too sweet, which works for me. But at the end of the day, it depends on personal preference. What do you usually look for in a muesli?

How is this muesli? This seems best to me from the options available, please give your input.



Need protein bar recs

question

I'm looking for an Indian brand protein bar that's not high in sugars, and actually tastes decent? I also don't like almonds/cashews so bonus if the bar doesn't contain those...

Has anybody tried the whole truth's peanut flavoured protein bars? Reviews??

Please suggest how to increase protein intake

Muscle Gain *

I am 23M, 6'2" 94 kg. I started my fitness journey 2 months ago. From last month, I have been having the following diet:

BREAKFAST: 50g oats, 200g skimmed milk, 3 whole boiled eggs LUNCH: 150g chicken breast, 2 roti DINNER: 150g chicken breast, 2 roti

With this diet, I am able to get around 110 grams of protein. How can I further increase this intake to 130-140 grams?
Please help me

Health and Nutrition Groups on Reddit

Subreddit	Description	Members (Approx.)	Link
r/nutrition	Evidence-based discussions on nutrition, diets, and food science.	3.5 million	Visit
r/HealthyFood	Sharing and discussing healthy recipes and mindful eating habits.	3.2 million	Visit
r/EatCheapAndHealthy	Tips on eating nutritious meals affordably.	4.0 million	Visit
r/whole30	Community following the Whole30 diet, focused on clean eating.	330,000	Visit
r/Vegan	Discussions around plant-based eating and vegan nutrition.	1.5 million	Visit
r/Supplements	Conversations about dietary supplements, vitamins, and superfoods.	1.4 million	Visit
r/WeightLossAdvice	Guidance on sustainable weight loss through nutrition and mindful eating.	800,000	Visit
r/Fasting	Covers intermittent fasting, water fasting, and metabolic health.	1.3 million	Visit
r/NutritionAdvice	Advice on macronutrients, meal planning, and balanced diets.	700,000	Visit
r/MealPrepSunday	Community sharing meal prep ideas and healthy eating strategies.	2.0 million	Visit

r/Fitness_India • 1 mo. ago
Used_Lifeguard_23

Breakfast Choices: Are Premium Oats Worth the Price? [YG bar Oats]

Food/Nutrition

Hey everyone! Out of all the quick and easy breakfast options for a carb source, I've found overnight oats to be the easiest to make. Recently, I ran out of my Quaker instant oats and started exploring other options. That's when I came across **Yogabar's Chocolate Oats**, which have a similar macro profile to regular oats.

For every 40g serving, they provide **4g of protein**, and the chocolate flavor adds **7g of sugar** (about 1 tsp). However, what surprised me is the price difference. Quaker plain oats cost around **₹160 per kg (₹330 for 2kg)**, while Yogabar's chocolate oats are priced at **₹522 per kg**—almost **5x the price!**

This got me wondering—are people unaware of this price difference, or am I missing something? The price disparity seems significant with only difference being chocolate flavour.

Now, coming to my question: would it make more sense to stick with Quaker oats and use the money in a better-quality ingredients like nut butter or good chocolate to make them flavorful and slightly sweeter? I'd love to hear your suggestions on what sweeteners or flavorings I can use!

Yoga Bar Oats : <https://www.yogabars.in/products/dark-chocolate-oats-1kg>

Quaker Oats : https://www.bigbasket.com/pd/1216013/quaker-oats-breakfast-cereal-rich-in-protein-dietary-fibre-nutritious-easy-to-cook-2x1-kg-pouch/?nc=cl-prod-list&t_pos_sec=1&t_pos_item=1&t_s=Oats+Breakfast+Cereal+-+Rich+in+Protein%252C+Dietary+Fibre%252C+Nutritious%252C+Easy+To+Cook

Sample Response

I guess it depends on what you're looking for. If you just need plain oats, the regular ones do the job at a lower price. But premium options, like Yoga Bar, often come with added ingredients like seeds, nuts, or higher protein, which can be convenient if you want a more balanced meal without extra effort. For some, the price is worth it for the nutrition and ease, while others prefer to mix their own. Just depends on your preference and routine. Would love to hear what others think!

r/Indiasocial • 1 yr. ago
[deleted]

Has anyone tried this before? If you have done it, how is it!?

Food

Just wanna know that people actually buy this!! I mean actually they eat muesli or not 🤔



r/EatCheapAndHealthy • 2 yr. ago
yeast1510

On the go snacks besides nuts

I work on a nut free campus and I'm always on my feet. I need a nutrient dense snack like nuts that I can eat while on the go. I average 4 miles a day walking and I tend to just eat a big unhealthy-ish lunch and a huge late dinner.

r/ems • 3 yr. ago
Lazy_DreadHead

What are some healthy on the go snacks that are either dry or you can eat cold?

As you know working in EMS it's easy to snack on unhealthy foods and deter you from your "lifestyle change". AKA diet! The food can either be store bought or homemade. I'm trying to throw out bad habits.

Groups For Busy and On-The Go People on Reddit

Subreddit	Description	Members (Approx.)	Link
r/IndianFood	A community dedicated to Indian cuisine, sharing recipes, meal prep ideas, and cooking tips.	1.8 million	Visit
r/indiafood	Focuses on Indian food culture, including quick and healthy meal options suitable for busy individuals.	169,000	Visit
r/IndianFoodPhotos	Showcases images of Indian dishes, inspiring quick meal ideas for those on the go.	84,000	Visit
r/Indian_Academia	Discusses academic life in India, including time management and efficient meal planning for students and professionals.	228,000	Visit
r/developersIndia	A community for Indian software and tech professionals, sharing tips on balancing work and personal life, including meal prep strategies.	461,000	Visit
r/IndiaInvestments	Focuses on financial planning and investments in India, often discussing cost-effective meal prepping to save time and money.	875,000	Visit
r/ABCDesis	A space for South Asians living abroad, sharing quick and easy Indian recipes suitable for busy lifestyles.	96,000	Visit
r/IndianFood	A community dedicated to Indian cuisine, sharing recipes, meal prep ideas, and cooking tips.	1.8 million	Visit
r/indiafood	Focuses on Indian food culture, including quick and healthy meal options suitable for busy individuals.	169,000	Visit
r/IndianFoodPhotos	Showcases images of Indian dishes, inspiring quick meal ideas for those on the go.	84,000	Visit

Quora

Quora Process & Strategy

Quora Execution Process:

- Create optimised profiles (pseudo and brand profiles)
- Create alerts & tracking topics
- Discover new headline ideas
- Research to create the best answers to related questions
- Answer questions with authority
- Adding multimedia to answers to make them visually appealing
- Put up blogs around related questions

Health & Beauty Tips Consultant



Priya Sharma

Health & Beauty Tips Consultant.

34 followers · 0 following

 Follow

 Notify me

 Ask



Hello, Friends!

My name is Priya Sharma,, and I'm from Mumbai, India.

On this page, I will provide you with health and beauty advice.

Follow me for New Posts.

Freelance Blogger



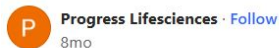
Ankita Sehgal

Freelance Blogger, Lives in New Delhi

73 followers · 33 following

Spotlight on the Negatives: What Needs Fixing

How good is [yoga](#) bar for eating after the gym or while traveling as an energy bar?



Progress Lifesciences · Follow

8mo

I am sending the same email herewith which i have sent to their customer feedback email id today. Hope you will get the idea:

Dear Sir / Madam,

This is Pramod and currently working into pharmaceutical industry as a international business head.

Recently, I travelled to China from 16th June to 23rd June. Since, we Indians do not really believe in Chinese food, I thought of taking some Indian snacks, to maintain my hunger.

I had purchased 4 [Yoga](#) Protein [bars](#) from reliance grocery shop, Inorbit mall, Vashi, Navi Mumbai dated 15th June.

During my business visit I was badly occupied and could not finish all the protein [bars](#), but as a curiosity in tried half dated 19th June. After eating I felt uneasy and started getting cramps in my lower stomach. At 3.00 am i had loose motions and it was painful experience for me. I thought it must be because of some noodles I tried in hotel room, but also had a thought it could be because of protein bar also may be.

Yesterday, dated 27th June – I had another bar – complete full bar in the evening since I was hungry and within next three hours – I started vomiting and loose motions again with cramps in my lower stomach. I vomited, all the bar



Gaurang Chandarana · Follow

Studied Health & Fitness (Graduated 2000) · 6y

Most of these bars are processed and many are actually not as healthy . It's better to have natural snacks like chana, peanuts, whole wheat bread and peanut butter sandwich , sprouts bhels , etc.



Upvote



Intruder · Follow

Former Tech Lead · 9mo

Related

How good is [yoga bar](#) for eating after the gym or while traveling as an energy bar?

Never consume this Yogabar protein bar or any of their products. Upon opening the packet, I discovered a dead insect and its vast mesh, which can be observed if you examine it closely. You can picture the conditions under which these protein bars are produced.



Our Approach to Tackling Negative Brand Mentions on Quora

- **Proactive Monitoring** – Track and identify negative threads early.
- **Strategic Responses** – Address concerns with factual, well-structured replies.
- **Community Engagement** – Encourage positive discussions and authentic experiences.
- **Leveraging Experts** – Introduce credible voices to reinforce trust.
- **Content Seeding** – Push well-optimized content to shift focus.
- **Upvoting & Visibility** – Boost positive responses for better reach.
- **Competitor Counterplay** – Neutralize misinformation before it gains traction.
- **Consistent Narrative** – Align messaging across all interactions.

High-Intent Quora Questions to Leverage

Are products like "Yoga Bars" and "Mojo Bars" actually healthy?

All related (32) ▾

Sort Recommended



Assistant
Bot · 6mo

Does consuming protien bars help in weight loss?

See parent question

Follow · 2



How good is yoga bar for eating after the gym or while traveling as an energy bar?

All related (40) ▾

Sort Recommended ▾



Assistant
Bot · 6mo



Yoga Bar is generally considered a healthy option for a post-gym snack or a travel-friendly energy bar. Here are some key points to consider:

Nutritional Profile

- **Ingredients:** Yoga Bar typically uses whole ingredients like nuts, seeds, and oats, which provide a good balance of carbohydrates, healthy fats, and protein.
- **Protein Content:** Many varieties contain a decent amount of protein, which is beneficial for muscle recovery after workouts.
- **Fiber:** The bars often have a good amount of fiber, aiding in digestion and helping you feel full.

How good is yoga bar for eating after the gym or while traveling as an energy bar?

All related (40) ▾

Sort Recommended ▾



Assistant
Bot · 6mo



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- **Protein Content:** Many varieties contain a decent amount of protein, which is beneficial for muscle recovery after workouts.

Quora Sample Response

Are yoga bar products good for your health?

It all depends on what you're looking for in a snack. Yoga Bar products are generally made with whole ingredients, no artificial preservatives, and focus on being nutritionally balanced, which is a plus. Their protein bars, muesli, and oats come with added seeds, nuts, and natural sweeteners, making them a decent choice for those who prefer minimally processed options. That said, they do have natural sugars from honey or dates, so if you're watching your sugar intake, it's worth checking the labels. Like with any packaged food, moderation is key. If the ingredients align with your dietary needs, they can be a convenient and relatively healthier option.

What are the benefits of oats and quinoa for weight loss?

Oats and quinoa can be great additions to a weight loss diet because they're both nutrient-dense and keep you full for longer. Oats are rich in fiber, especially beta-glucan, which helps with digestion and keeps cravings in check. Quinoa, on the other hand, is a complete protein, meaning it has all nine essential amino acids, making it a solid option for those looking to maintain muscle while losing weight. Plus, both are versatile—you can have oats as a warm breakfast or add quinoa to salads and bowls for a protein boost. Of course, portion control matters, but if paired with a balanced diet, they can definitely support your weight loss goals.

Trending Nutrition & Weight Loss Queries on Quora

Quora Question	Views (Approx.)	Upvotes (Approx.)
What are the health benefits of incorporating ragi into your daily diet?	15,000	500
How can quinoa aid in weight loss, and what are some Indian recipes using quinoa?	12,000	450
Are protein bars a healthy snack option for weight management?	20,000	600
What are the nutritional differences between muesli and oats, and which is better for weight loss?	18,000	550
Can incorporating oats into an Indian diet help with weight loss?	22,000	700
What are some healthy and quick breakfast options for busy professionals in India?	25,000	800
How does consuming millet-based foods like ragi benefit overall health?	14,000	480
What are the best high-protein snacks suitable for vegetarians in India?	19,000	650
How can I incorporate healthy snacks into my diet to aid weight loss?	17,000	620
What are the benefits of including muesli in your breakfast routine?	16,000	540

Key Insights On Why This Strategy is Essential

Insight	Why It's Important
High Domain Authority	Quora & Reddit rank highly on Google, ensuring long-term visibility.
Boosts SERP Rankings	Well-optimised answers can appear in top search results, increasing organic traffic.
Enhances Brand Recall & Awareness	Frequent brand mentions reinforce Yogabar's presence in consumer discussions.
Drives Trust Through Community Engagement	Users trust peer-driven recommendations, making brand advocacy more credible.
Influences Purchase Decisions	Proactive brand participation can shape opinions and nudge users toward Yogabar.
Opportunity to Control the Narrative	Strategic engagement ensures that conversations around Yoga Bar remain positive and informative.

Thank You