

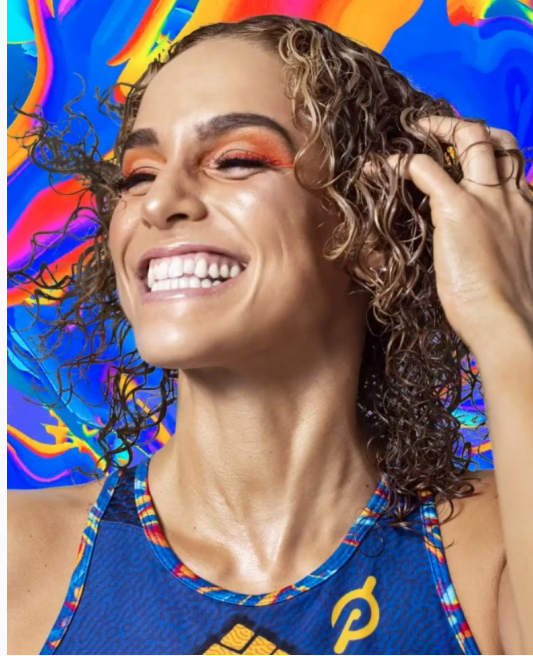


**How Peloton Nurtured the  
Most Loyal Brand Ambassadors**

**Connected Fitness**

**Peloton hires instructors that are ready to perform from day one.**

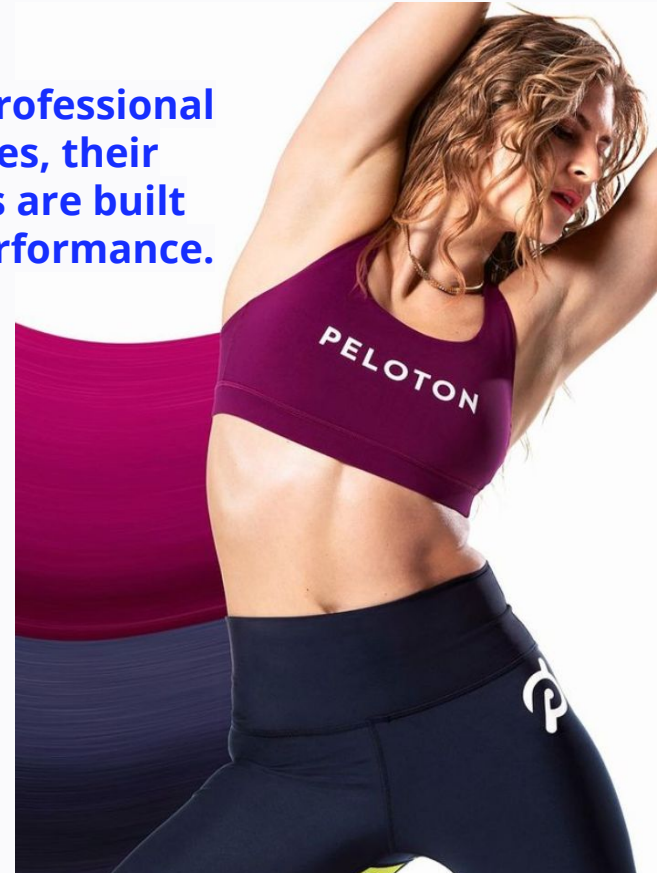
Like influencers, they share glimpses of their lives.



**They are on-camera entertainers and motivational speakers.**

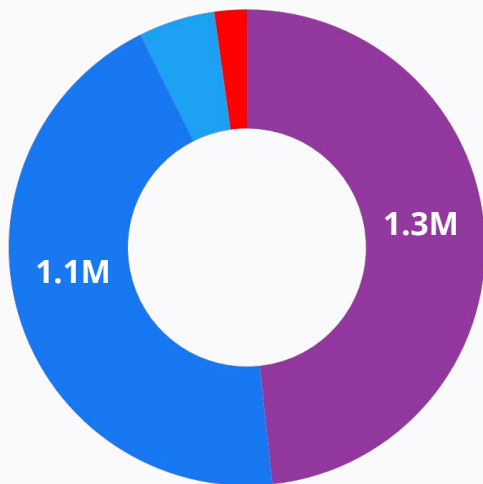
[Source](#)

Like professional athletes, their bodies are built for performance.

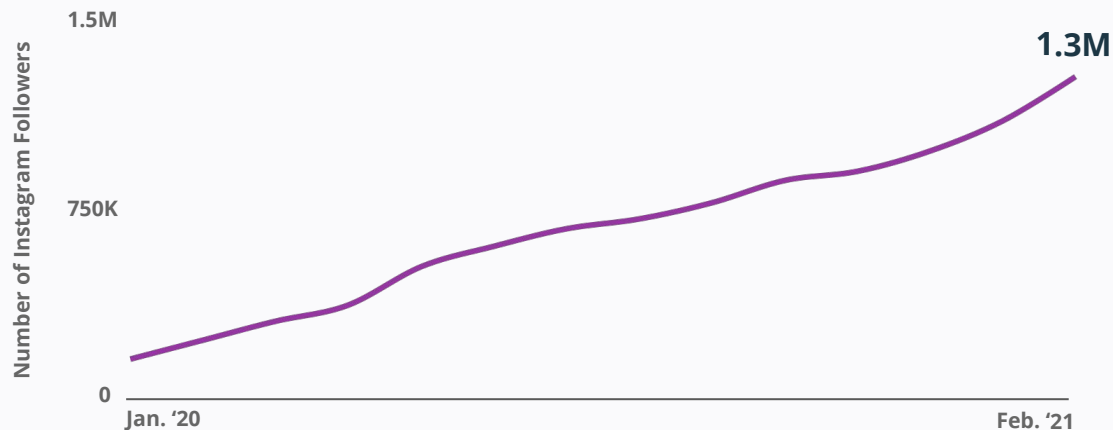


**Peloton accumulated an audience of 2.7M across their social media channels, 1.3M people follow Peloton on Instagram alone.**

Social following



Instagram following grew by **+206%** since Jan 2020.



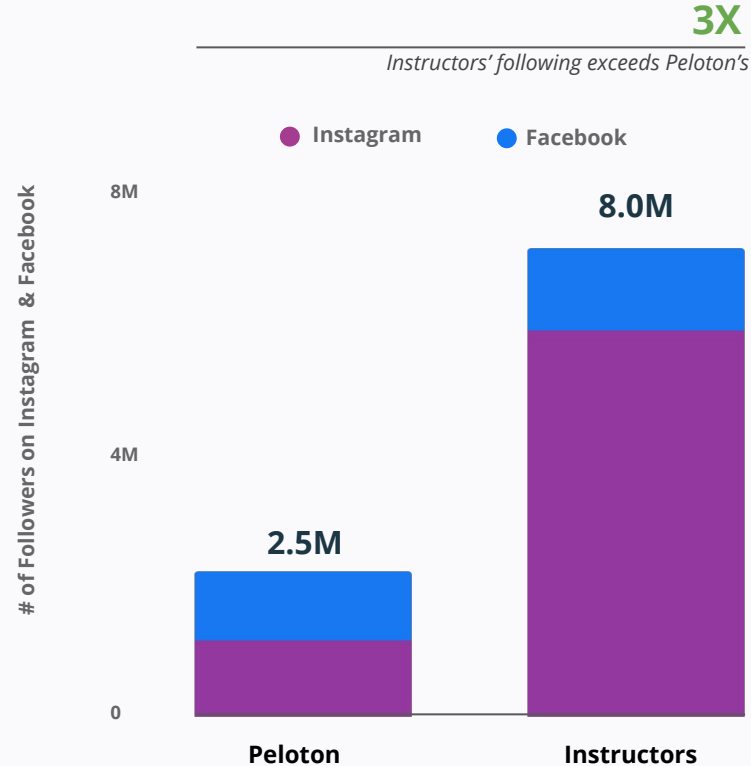
Instagram

Facebook

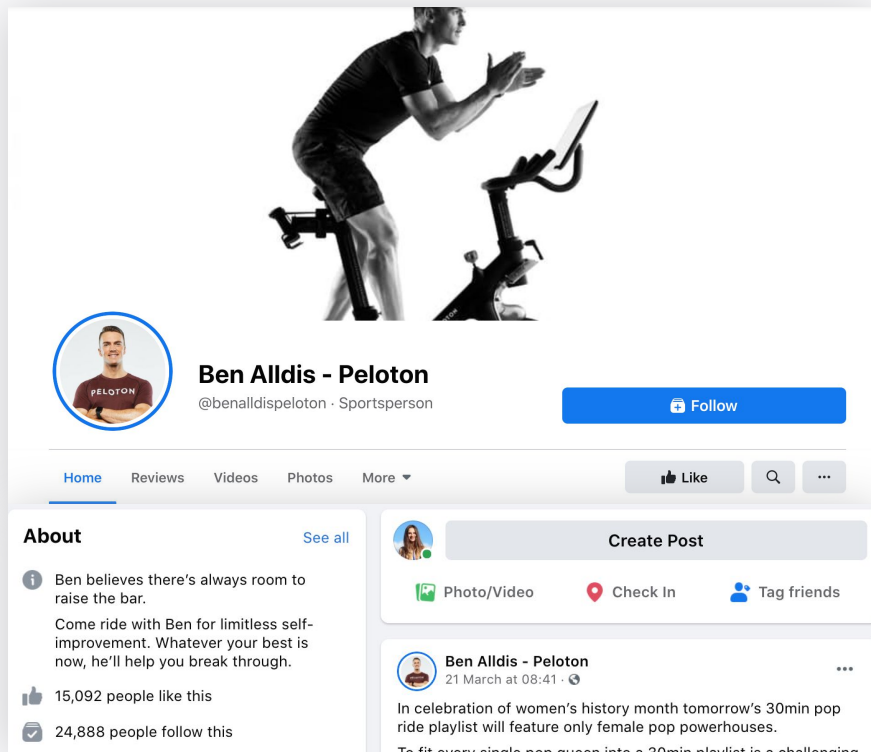
Twitter

YouTube

Combined, all 35 Peloton instructors have 3X the following of Peloton's.



**Peloton supports and encourages instructors to develop their own personal brands. The company sets up and helps to manage Facebook pages for each instructor.**



The image shows a Facebook profile page for Ben Alldis - Peloton. The profile picture is a circular headshot of a man with a beard. The cover photo shows a man in a black t-shirt and shorts riding a Peloton bike. The name 'Ben Alldis - Peloton' is displayed in bold, with the handle '@benalldispeloton · Sportsperson' below it. A blue 'Follow' button is on the right. Below the profile information are tabs for 'Home', 'Reviews', 'Videos', 'Photos', and 'More'. The 'About' section is expanded, showing a bio: 'Ben believes there's always room to raise the bar. Come ride with Ben for limitless self-improvement. Whatever your best is now, he'll help you break through.' It also shows '15,092 people like this' and '24,888 people follow this'. A 'Create Post' section is visible with options for 'Photo/Video', 'Check In', and 'Tag friends'. A post from 'Ben Alldis - Peloton' dated '21 March at 08:41' is partially visible, mentioning a 30min pop ride playlist.

#### Page transparency ✕

Page information for Ben Alldis - Peloton ⓘ



**Ben Alldis - Peloton**  
Sportsperson



**Peloton Interactive, Inc. is responsible for this Page.**

This is a person or organisation that has completed our verification process and claimed responsibility for this Page.

**Peloton Interactive, Inc.**

NEW YORK NY, 10001 United States of America

#### Page history ⓘ



Page created – Ben Alldis - Peloton  
12 November 2018

#### People who manage this Page ⓘ



Primary country/region location for people who manage this Page includes:  
United Kingdom (4)  
United States (4)

Find support or report Page

Close

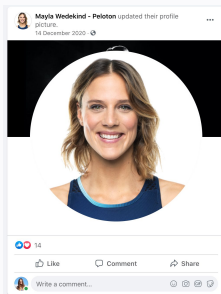
# Once a new instructor joins the team, Peloton follows a specific announcement process to introduce them to its community.

1



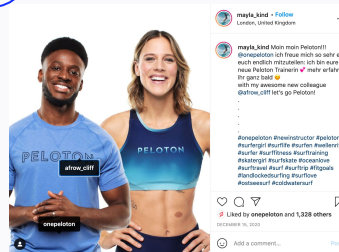
Peloton adds a new instructor to their website. [Instructor page](#) provides a short bio, trainer's Spotify playlist and the schedule of upcoming classes.

2



3

Peloton sets up and helps to manage a [Facebook page](#) for each of their instructors.

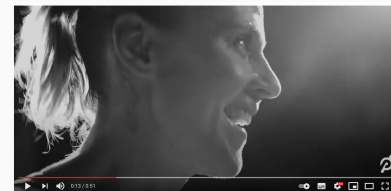


Peloton shoots a [video introduction](#) and posts it on its YouTube channel.

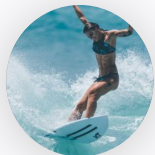
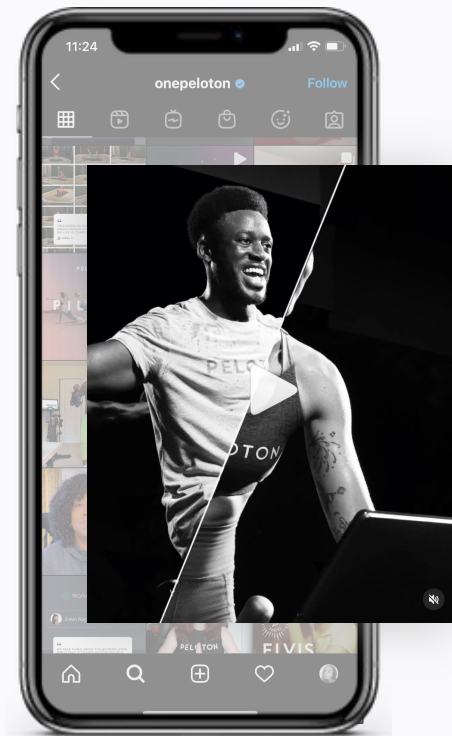
Both [Peloton](#) and the instructors make announcement posts on their Instagram accounts.



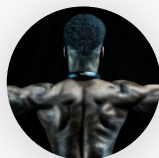
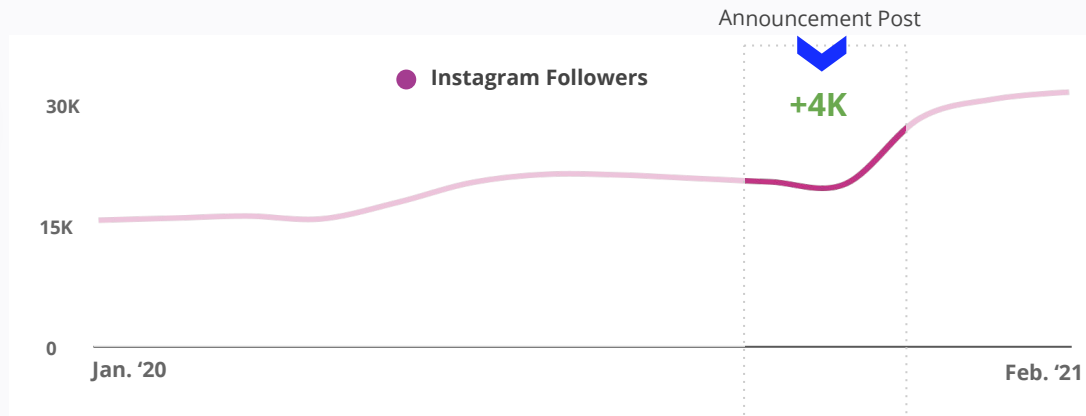
4



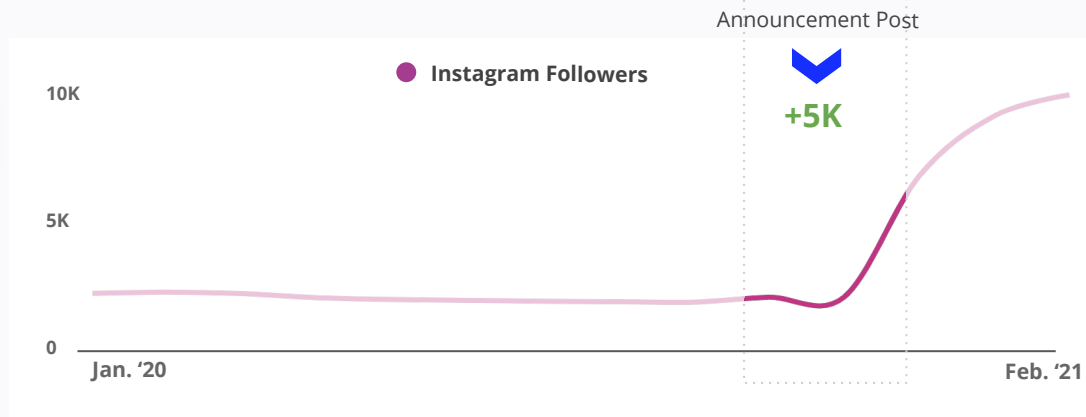
# Instagram announcement posts receive a very warm welcome from the Peloton community and boost the instructor's own following.



[Mayla Wedekind](#)  
Followers: **30.3M**  
ER: **1.9%**

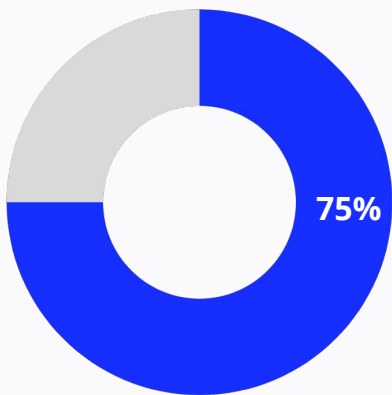


[Coach Cliff](#)  
Followers: **11.6M**  
ER: **7.6%**



# Instructors are mentioned in 75% of Peloton's content on Instagram.

- **Share of Posts that Mention or Tag a Peloton Instructor**



*\*based on the 100 most recent Instagram posts, excluding stories.*

## Personal



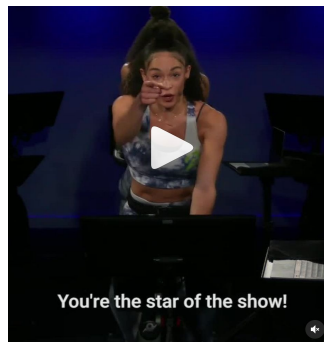
Peloton portrays its instructors as a part of a family and shares pictures of their private lives, congratulates them on birthdays and important life events.

## Educational



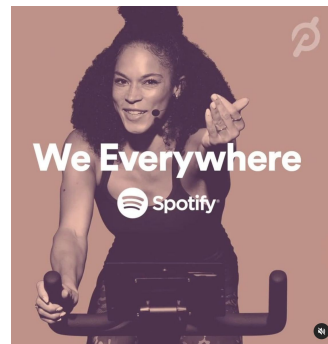
Instructors provide additional insights into their healthy fitness routine in the form of educational posts.

## Motivational



Peloton repurposes class snippets with motivational and funny messages from the instructors.

## Promos

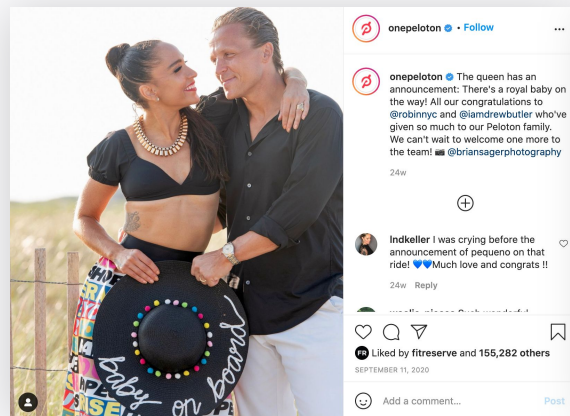


Instructors are the stars of Peloton's promotions, whether it is new merchandise or a user acquisition campaign.



# The two most popular posts on Peloton's Instagram page concerned Robin Arzon's baby announcements.

Top three posts with the highest engagement on Peloton's Instagram account.



[Click to view](#) | ER: 15.5%



[Click to view](#) | ER: 13.4%



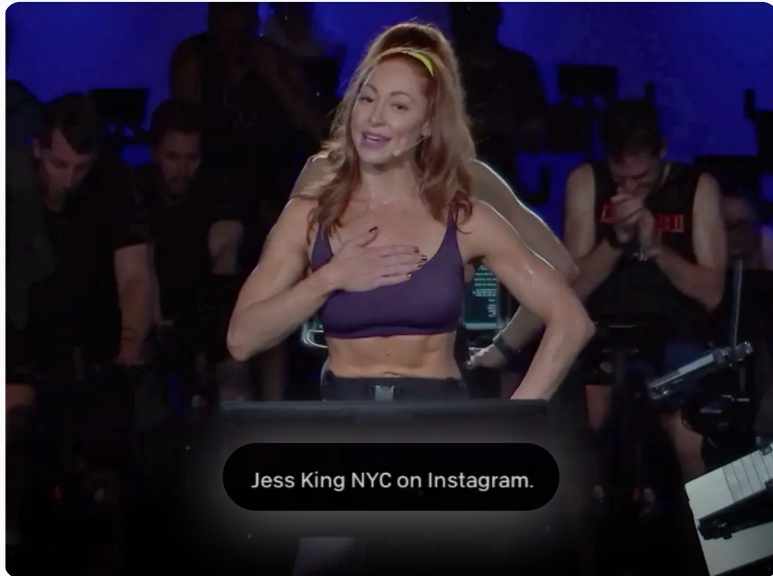
[Click to view](#) | ER: 9.4%

## All instructors mention Peloton in their bios

[Click to view](#)[Click to view](#)[Click to view](#)

**Instructors become loyal brand ambassadors that engage with the Peloton community on and off the app.**

Jess King shares her Instagram handle with users at the end of a 30-min 90s Pop Ride:



“

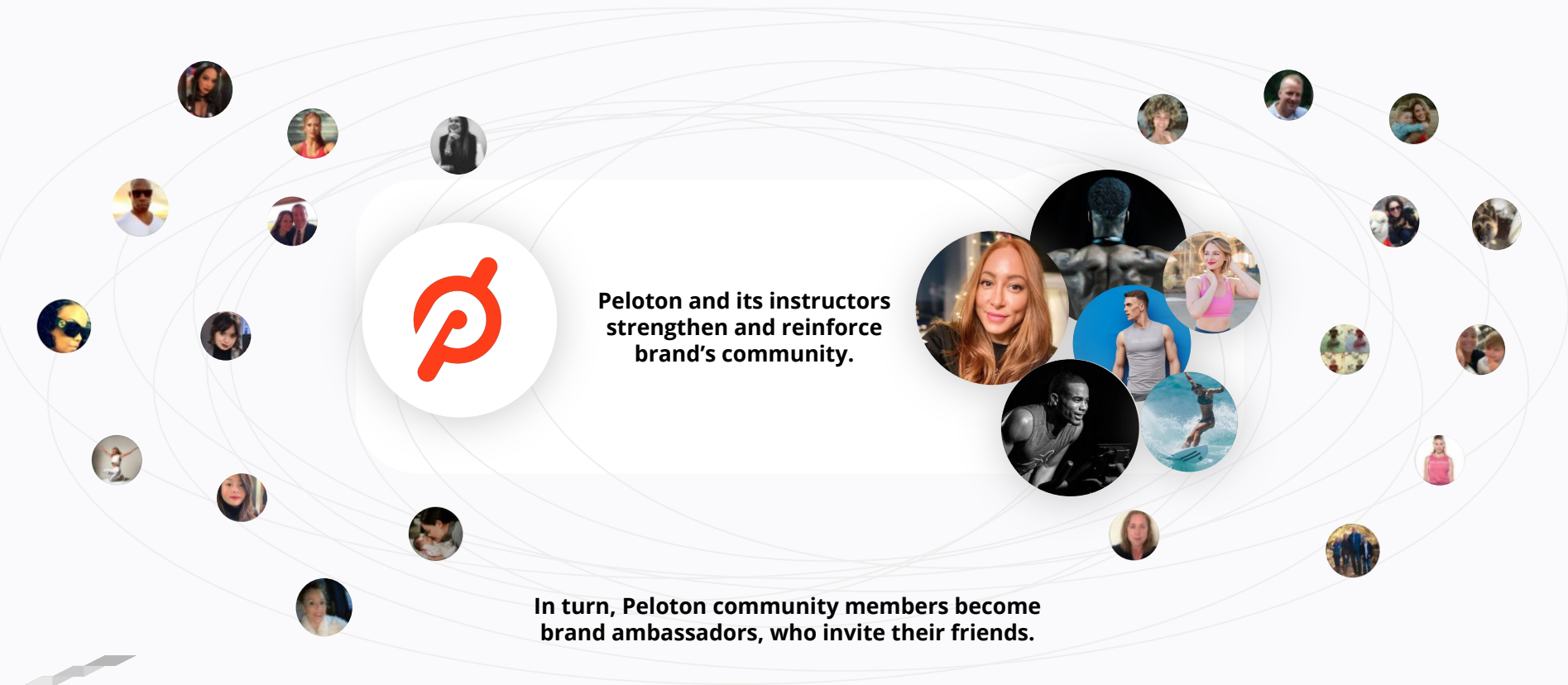
**Right after class I go right to my phone and interact on social media**

Alex Toussaint

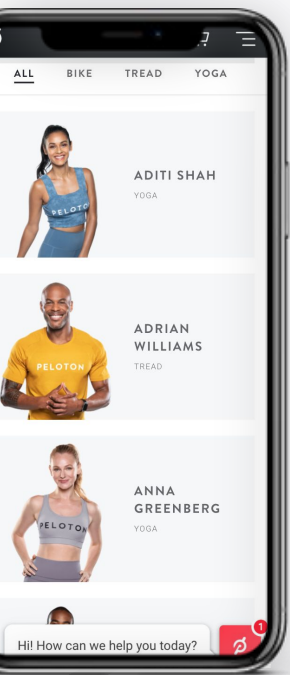
”



**Peloton gives its instructors a head start to grow their following. In return, instructors strengthen Peloton's brand image and help to expand the brand's community.**



Each instructor has their own page on the Peloton website which include their bios, upcoming classes, link to social profiles and Spotify playlist.



## Instructor's bio



## CHASE TUCKER

PELOTON INSTRUCTOR

Growing up in a household of athletes in Chicago and majoring in kinesiology in college, Chase knew that fitness and movement would play a big role in his life. It was while working in physical therapy at a sports medicine clinic that Chase fell in love with helping people improve their lives through fitness. Chase has also worked as a personal trainer, bootcamp instructor and lifestyle coach, and brings his positive outlook and passion for helping people improve their confidence to his Peloton Tread classes.

Connect on Facebook

## Spotify playlist

## Top Tracks

Ready to move? Check out a sample of Chase's current class playlist.



VIEW FULL PLAYLIST >

Hi! How can we help you today?

## Meet Chase

I want Members to approach my workouts by looking at the big picture. Our time together will be so much deeper than just "working out" or "being fit." It will be about showing up to conquer what's in front of us.

### HOW DO YOU MOTIVATE?

I want Members to approach my workouts as so much more than just that. This is so much deeper than just "working out" or "being fit."

### OUTSIDE OF PELOTON

I'm always learning. This can come in many of forms: cooking, traveling, reading, dancing, coaching, acting and more.

## Schedule

## Upcoming Classes

TUE  
MAR 23

2:10 PM PDT  
20 min 2000s Run

WED  
MAR 24

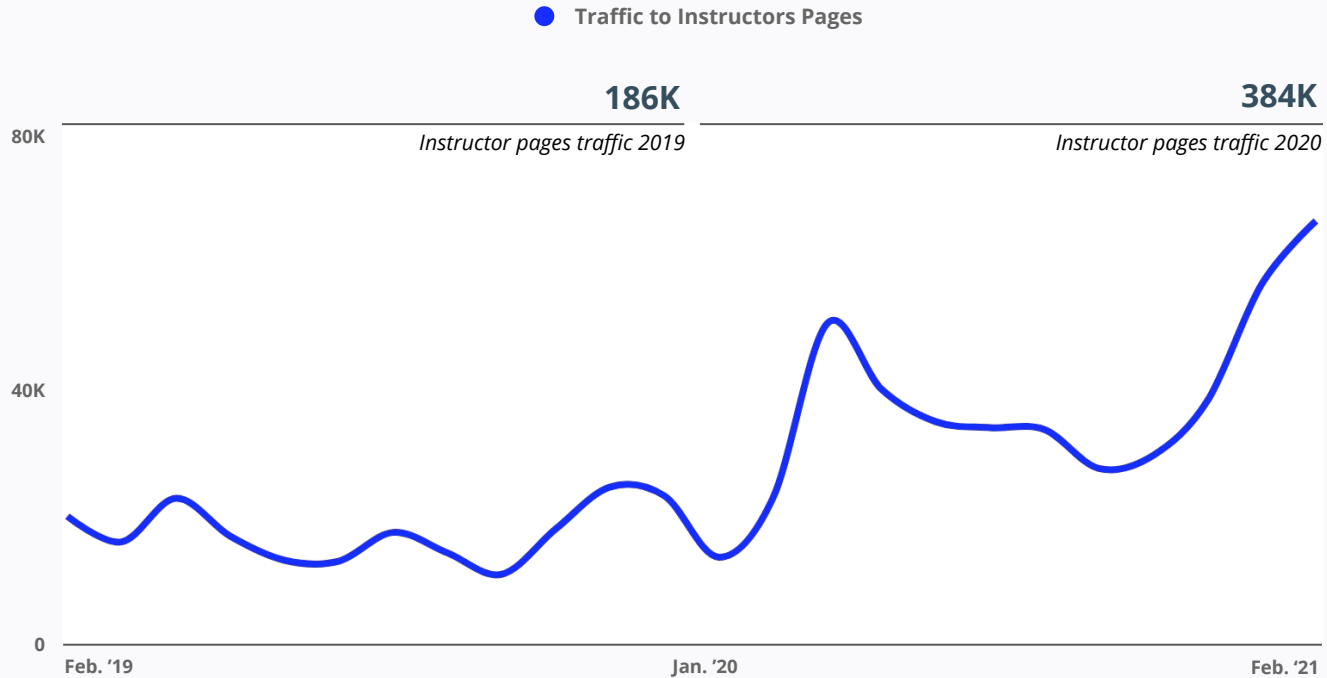
4:00 AM PDT  
30 min Intervals Run

VIEW FULL SCHEDULE >

## About



Traffic to the instructor pages grew by **+106%** in 2020.



**The internal referral channel is the largest traffic source (60%) to the instructor detail pages, followed by organic search (32%).**

#### Top Organic Keywords:

peloton instructors

peloton yoga

cody rigsby

robin arzon

peloton yoga classes

emma lovewell

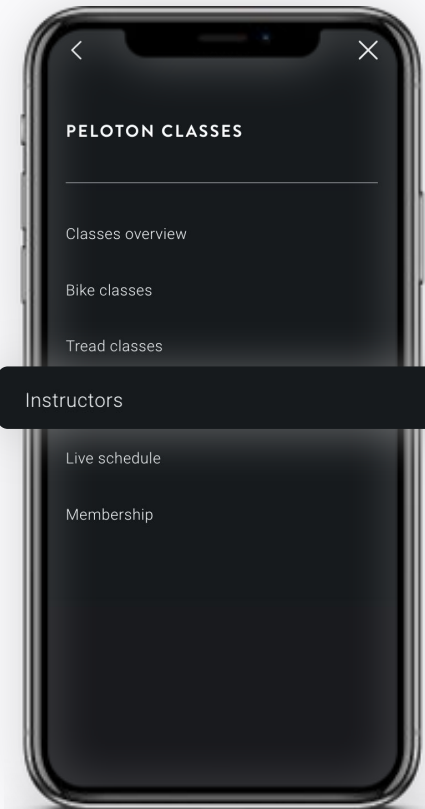
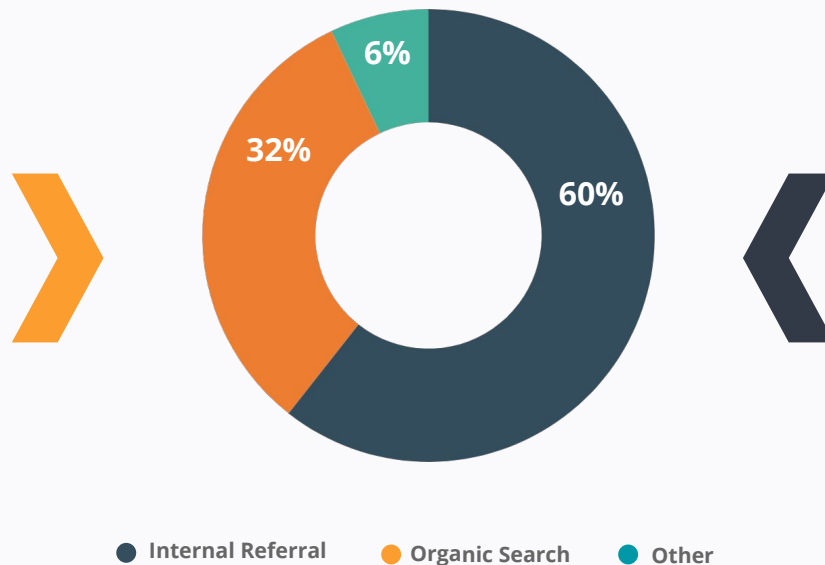
alex toussaint

peloton trainers

ally love

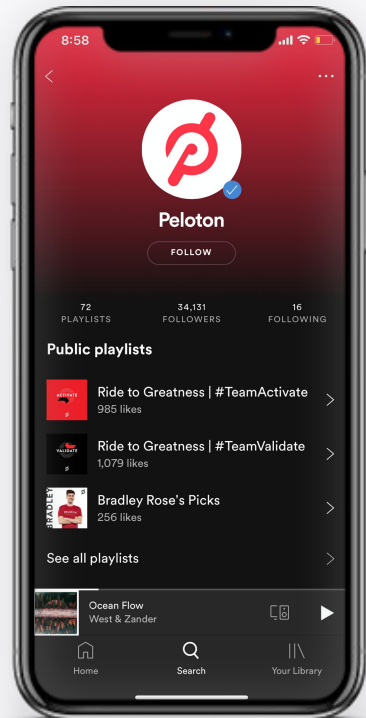
olivia amato

#### Marketing Channels to Instructors' Pages



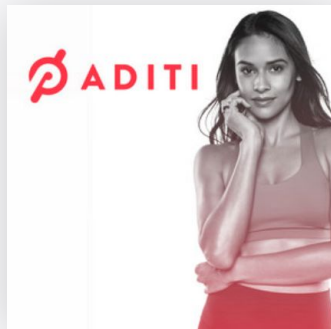


Another platform where Peloton promotes its instructors is Spotify. The brand curates playlists full of tracks instructors played in a class and regularly adds new songs. Combined playlists have 50% more followers than Peloton's account.



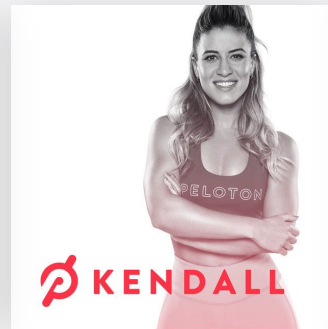
Account followers: **34K**  
YoY Change: **+21%**

Playlist followers: **51K**  
YoY Change: **+50%**



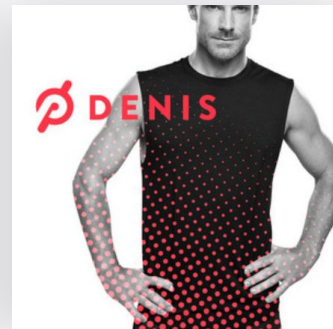
Aditi's Meditation Picks

Followers: **5.6K**



Kendall Toole's Picks

Followers: **2.3K**



Kendall Toole's Picks

Followers: **2.1K**



## Key Takeaways

*From the How Peloton Nurtured the Most Loyal Brand Ambassadors Case Study:*

**Organic Social — Peloton Encourages Instructors Build Their Personal Brands:** Peloton has 2.7M followers across its social media channels. Instagram alone accounts for 1.3M followers. Combined all instructors have 3 times the social following of Peloton. The brand relies on instructors to further build brand awareness and encourages them to develop their own personal brands. The brand sets up and helps to manages instructors' Facebook pages.

**Communication — Peloton Follows a Proven Process to Introduce New Trainer to the Community:** Every time a new instructor joins a Peloton team, the brand follows the same process to introduce them to the Peloton community. First, they create an instructor page on the onepeloton.com website which includes their bio and a schedule of upcoming classes and set up a Facebook page. At the same time, both Peloton and a recently-joined instructor make an announcement post on their respective Instagram accounts. Youtube video is the last but not the least step in this onboarding process — a short-form video tells an instructor's story and sheds a light on their personalities.

**Organic Content — The Brand Treats Instructors as a Part of the Family:** Peloton aims to convey a feeling that the instructors are a part of the family rather than staff members. 75% of Pelotons' Instagram posts feature its trainers. While most posts are rather motivational and relate to workouts, content that pertain to instructors' personal lives gets the most attention. For example, two out of the top three Instagram posts with the highest engagement were about Robin Arzon's pregnancy.

**Organic Content — Instructors are Peloton's Loyal Brand Ambassadors:** Peloton instructors proudly carry the brand's image forward. On their personal Instagram accounts, they often post the workout schedules, remind about upcoming classes, add pictures wearing Peloton-branded apparel. Peloton gave them a head start to expand its influence and in return, they help to further expand the brand's community.