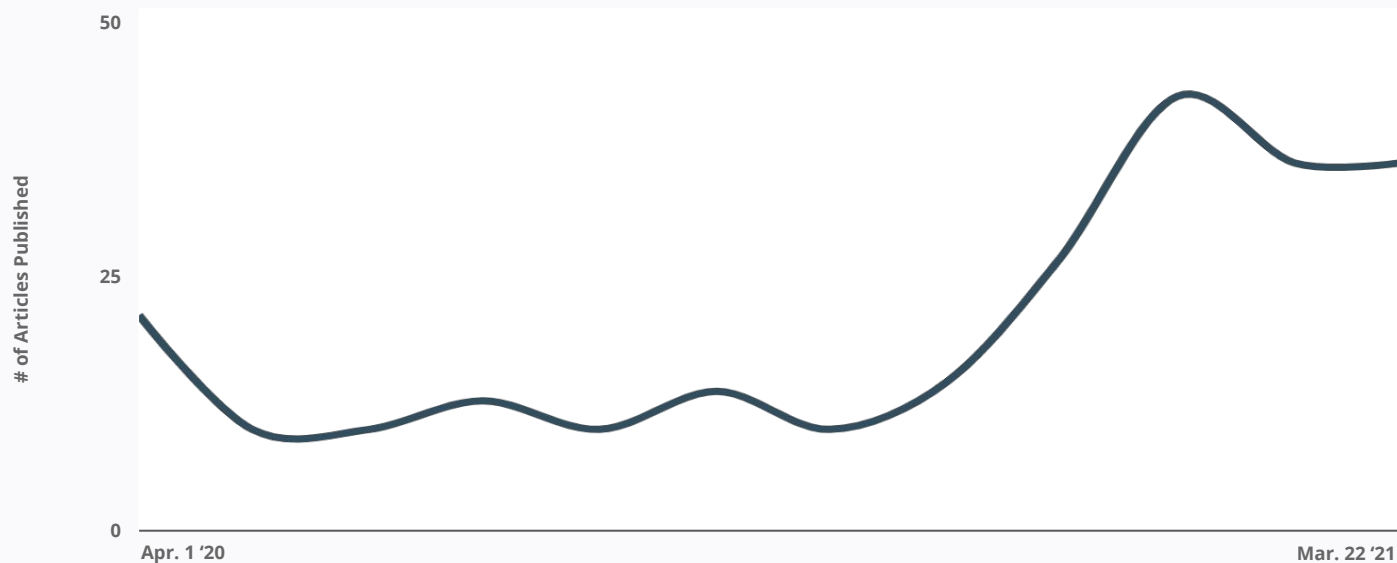




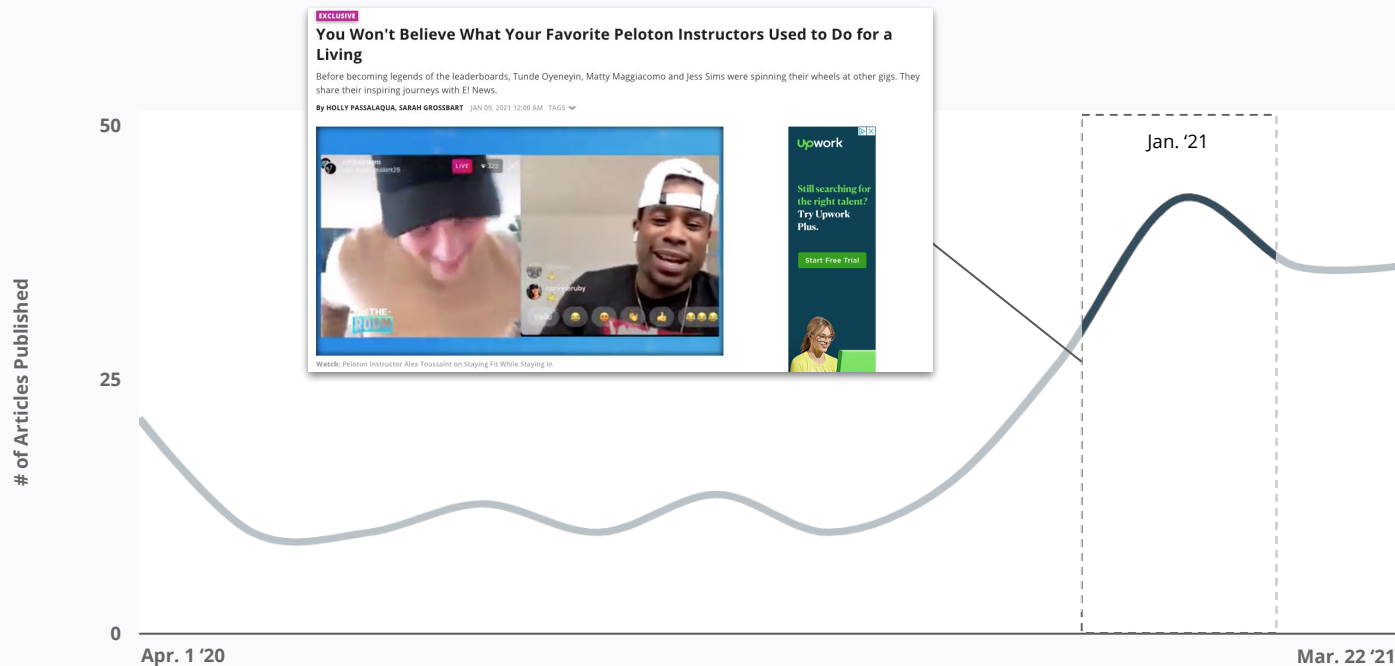
**Increasing the Popularity of
Peloton Instructors Through PR**

Connected Fitness

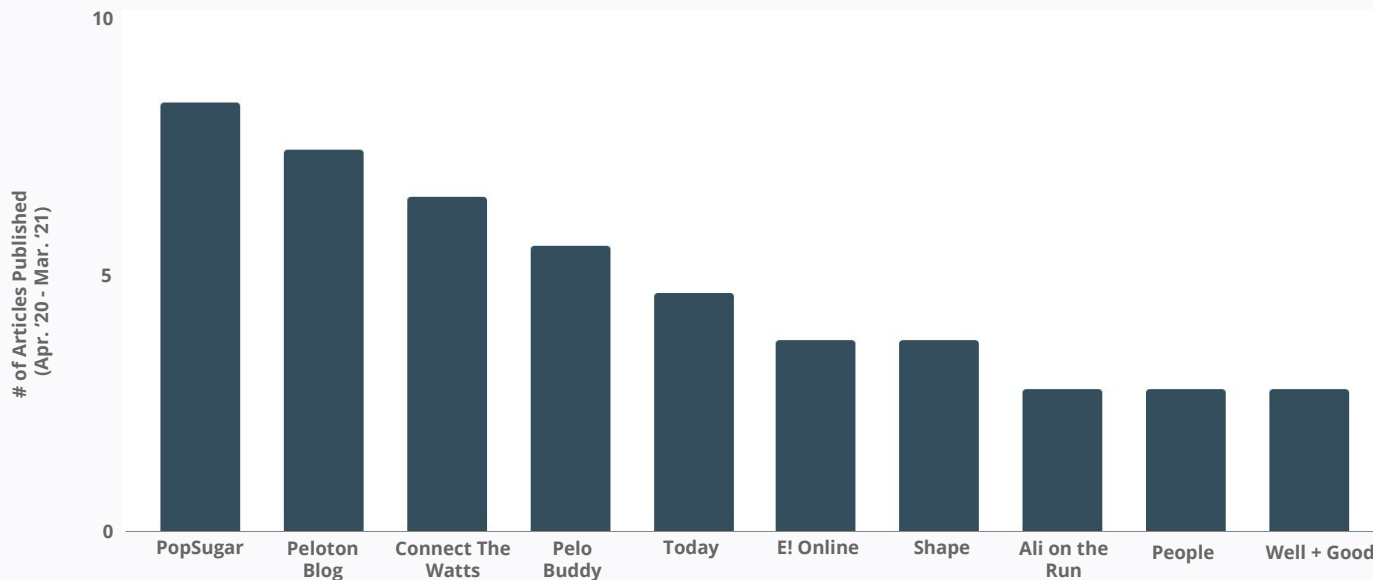
In the past year, there have been 253 articles published online about Peloton Instructors.



The spike in January 2021 was a result of 10 articles which were published with the headline “[You Won’t Believe What Your Favorite Peloton Instructors Used to Do for a Living](#)” from various publications such as E! Online and [Easy Branches](#).

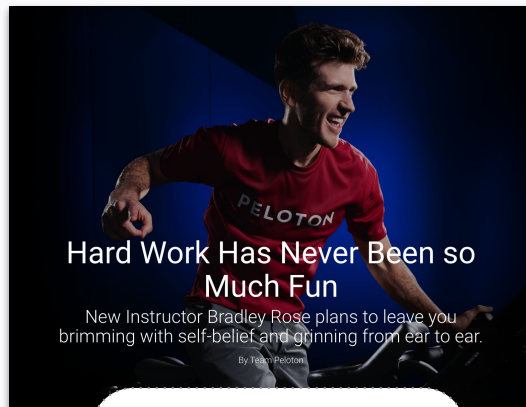


PopSugar published the highest volume of articles about Peloton instructors in the past year with 9 articles in total, followed by Peloton's blog, "[The Output](#)".



The Output publishes articles introducing new instructors, and puts a spotlight on popular workout classes such as Alex Toussaint's "Ride to Greatness" competition series and Robin Arzon's prenatal workouts.

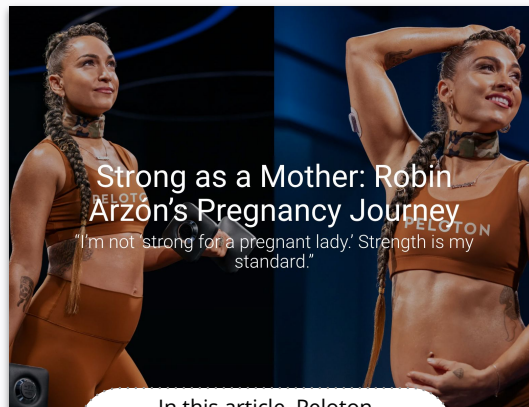
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In this article, Peloton introduces their new Bike instructor, Bradley Rose.

The article includes a [YouTube video](#) which acts as a trailer to Bradley Rose's new spin class.

[Click to view](#)



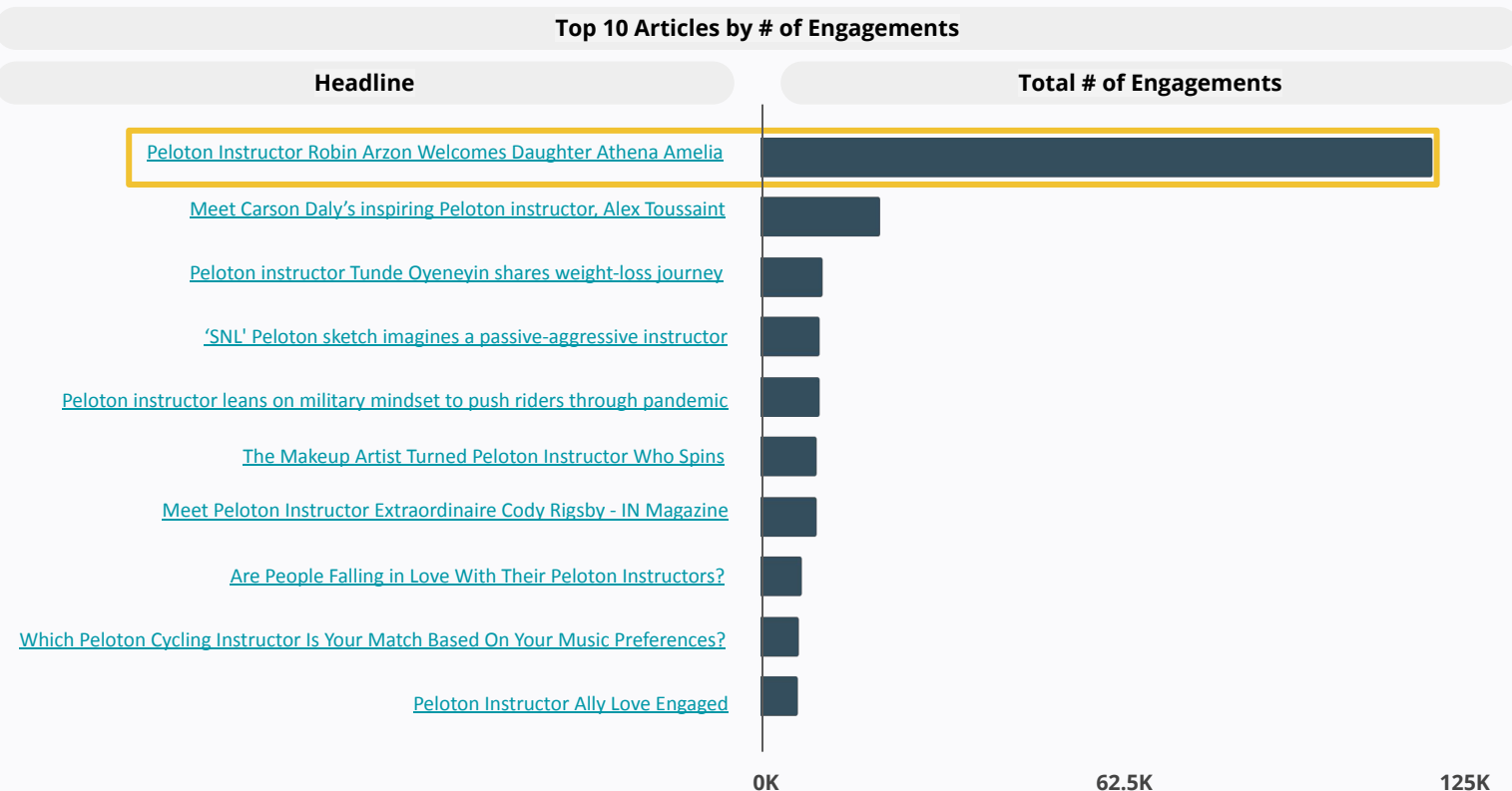
In this article, Peloton highlights Robin's pregnancy journey and her all-new prenatal workouts. In addition, the article links out to a [three part YouTube series](#) featuring Robin Arzon and her pregnancy journey with Peloton.

[Click to view](#)

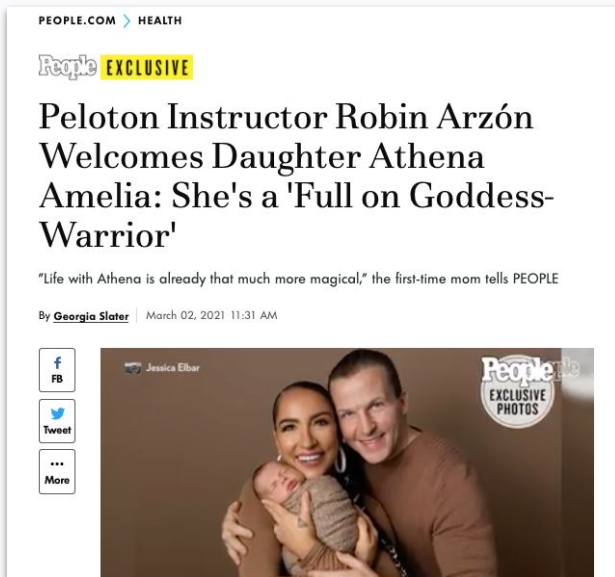


In this article, Peloton puts a spotlight on Alex Toussaint's class. The article talks about the motivation he brings to his students and highlights Peloton's "Ride to Greatness" head-to-head competition series.

People Magazine's article about the birth of Robin Arzon's daughter was the #1 article of the year with 122K engagements.

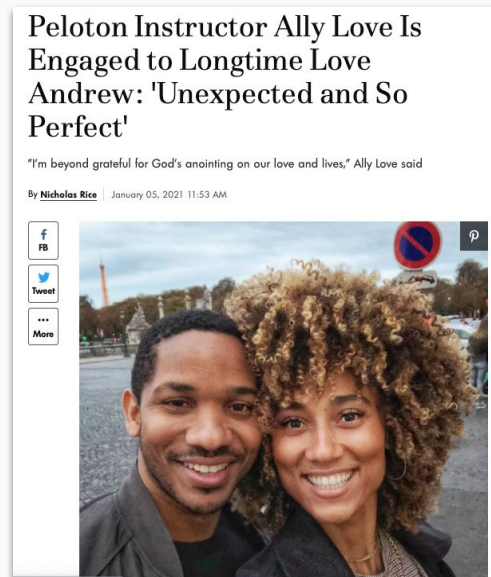


Personal updates such as child births and engagement announcements outperformed benchmarks significantly, showing that readers are interested in knowing more about the personal milestones of their Peloton instructors.



[Click to view](#)

121K Engagements
+10,555% Above Benchmark



[Click to view](#)

7.1K Engagements
524% Above Benchmark

Articles that introduce Peloton instructors help to put a face to the brand name and allow readers to know the instructors at a deeper level.



[Click to view](#)

10.5K Engagements
+815% Above Benchmark



[Click to view](#)

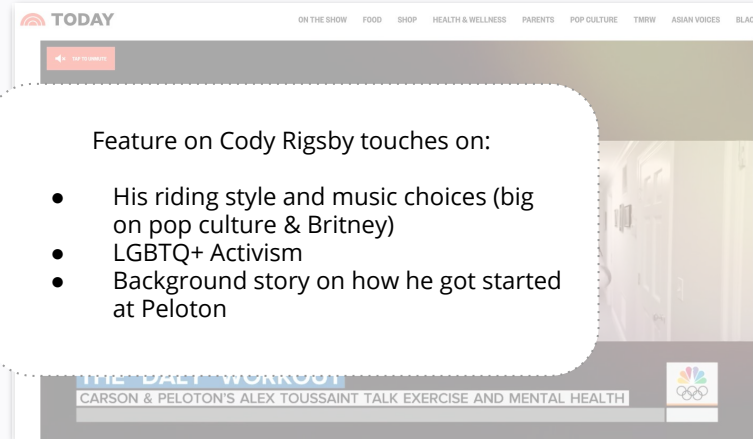
22K engagements
+1,826% Above Benchmark

The article about Cody Rigsby talks about how he became an instructor at Peloton and how he is passionate about raising awareness within the LGBTQ+ community.



[Click to view](#)

10.5K Engagements
+815% Above Benchmark



[Click to view](#)

22K engagements
+1,826% Above Benchmark

Carson Daly, an American TV host, gave a testimonial saying that 99% of his Peloton workouts are with Peloton instructor Alex Toussaint.

Meet Peloton Instructor Extraordinaire Cody Rigsby

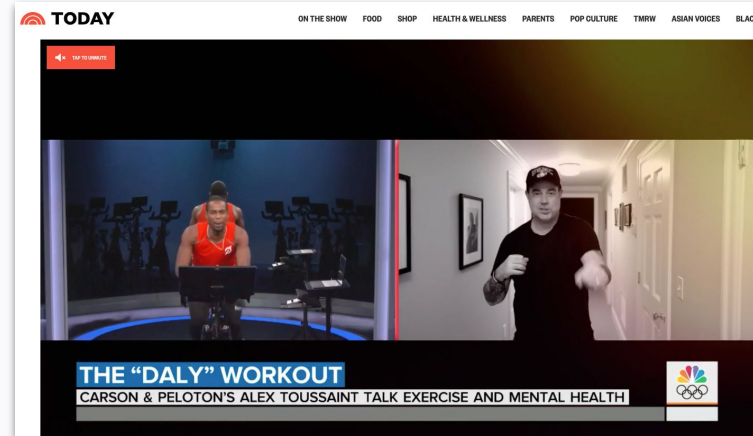
Caron Daly, who is a TV host on Today talked about his workout routine with Peloton instructor Alex Toussaint:

- Video talked about Alex's past and how he was in the military
- Carson gave a testimonial - 99% of his rides are with Alex Toussaint
- Video highlights Alex's workout playlist



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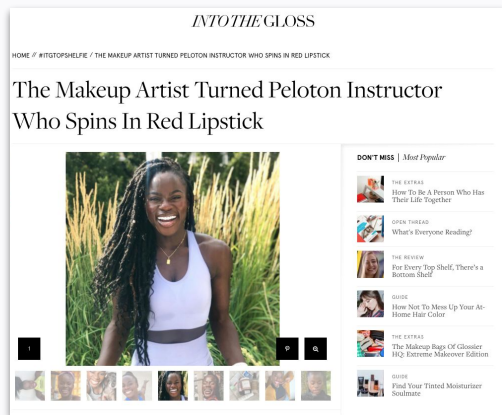
10.5K Engagements
+815% Above Benchmark



[Click to view](#)

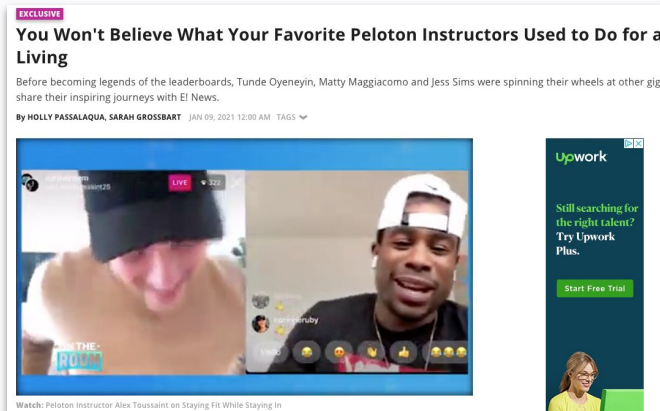
22K Engagements
+1,826% Above Benchmark

Articles that talk about the former lives of Peloton instructors and their success stories receive high engagement.



[Click to view](#)

11K Engagements
+861% Above Benchmark



[Click to view](#)

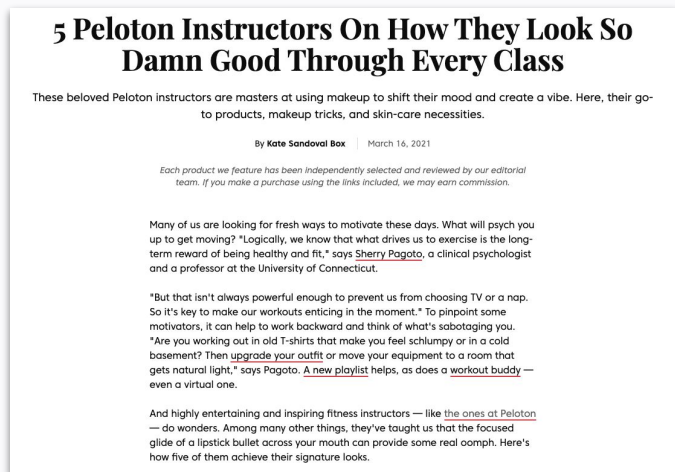
2.6K Engagements
+128% Above Benchmark



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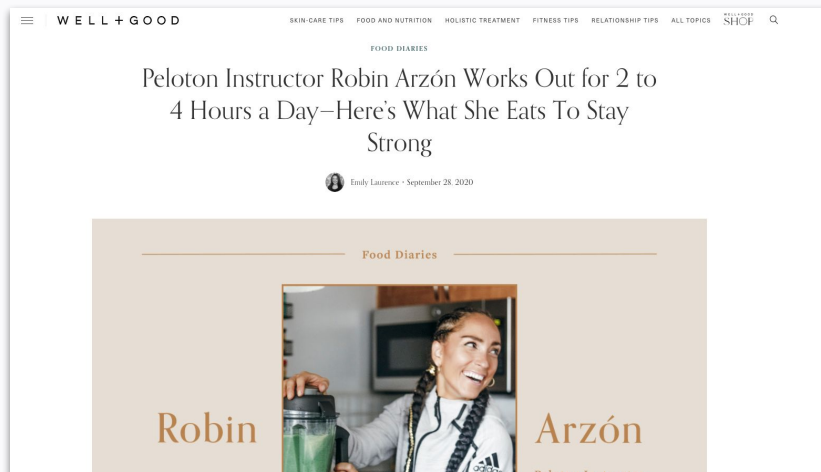
2K Engagements
+75% Above Benchmark

Readers are interested in the daily routines of Peloton instructors, such as their eating habits and beauty regimes.



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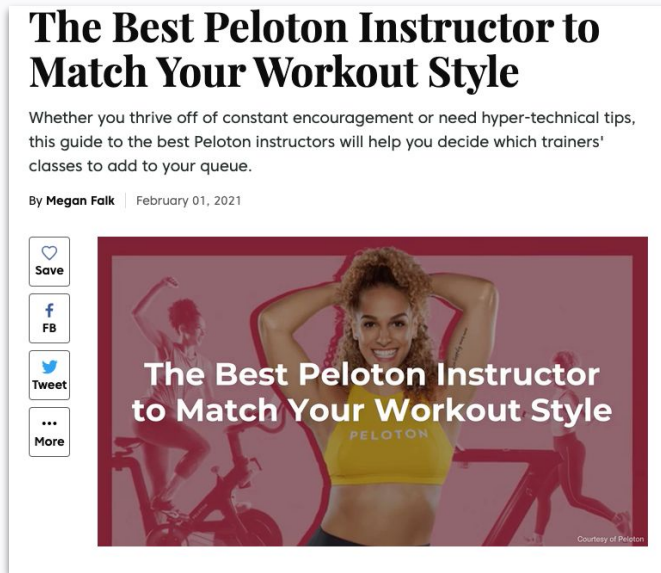
1.3K Engagements
+14% Above Benchmark



[Click to view](#)

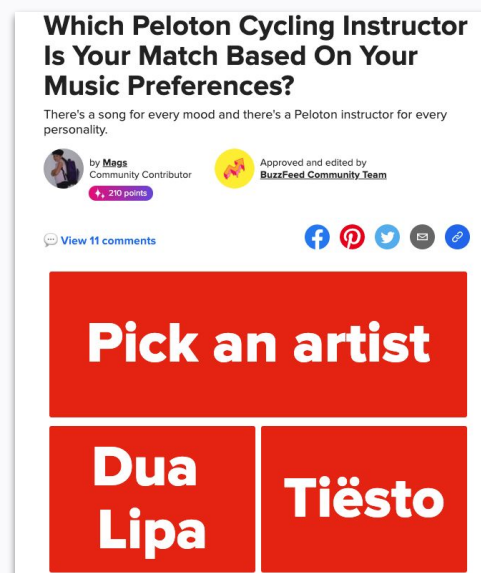
1.7K Engagements
+49% Above Benchmark

Articles helping people find the right Peloton instructor based on music preferences and workout styles tend to perform well.



[Click to view](#)

4.6K Engagements
+302% Above Benchmark



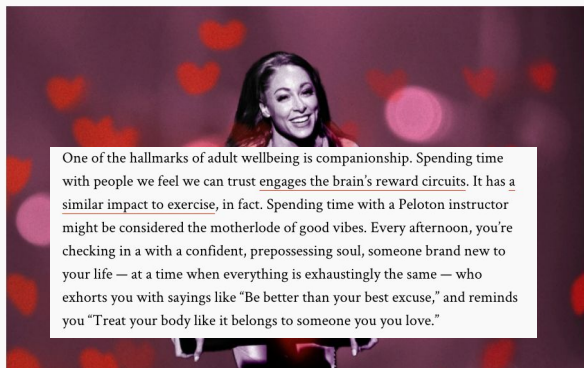
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7.2K Engagements
+529% Above Benchmark

A popular article by InsideHook talked about how users are tweeting about falling in love with their Peloton instructors. Users are developing an emotional bond with their instructors as they attend classes every day during quarantine when socializing with friends is extremely limited.

Are People Falling in Love With Their Peloton Instructors?

Twitter thirst would suggest yes. But the phenomenon's happening for all the right reasons.



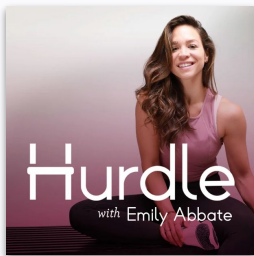
One of the hallmarks of adult wellbeing is companionship. Spending time with people we feel we can trust engages the brain's reward circuits. It has a similar impact to exercise, in fact. Spending time with a Peloton instructor might be considered the motherlode of good vibes. Every afternoon, you're checking in with a confident, prepossessing soul, someone brand new to your life — at a time when everything is exhaustingly the same — who exhorts you with sayings like "Be better than your best excuse," and reminds you "Treat your body like it belongs to someone you love."

[Click to view](#)

7.7K Engagements
+573% Above Benchmark



Multiple Peloton instructors were also featured as guest speakers in podcasts such as the Big Technology podcast, MILK, and Hurdle.



121. Jess Sims, Peloton Instructor

Hurdle

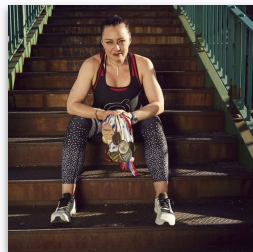
Health & Fitness

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I absolutely adore Jess Sims. If you're looking for some motivating, fresh perspective on everything from how to tackle a workout when you definitely don't feel like it to navigating loneliness — she is your woman. For episode 121, I'm chatting with the Peloton instructor about her upbringing in Massachusetts, her first career as an educator, and the big transition that came with pivoting into fitness full-time. We also talk about navigating the pandemic and have an important, tough conversation about race and how it played into both of our upbringings. Fun fact: Jess almost skipped out on the opportunity to become a Peloton instructor because of one huge hurdle. Now two years into her time as an instructor for the mega-brand, she can't imagine life without the members of the Peloton community.

Jess Sims talks about how she almost missed out on the opportunity to become an instructor at Peloton because of one huge hurdle.



32: Athlete Nutrition Profile - Senior Peloton Instructor and Masters World Champion Track Cyclist, Christine D'Ercole

The Eat for Endurance Podcast

Nutrition

[Listen on Apple Podcasts ↗](#)



A deep-dive into the life and nutrition of Senior Peloton Instructor and Masters World Champion Track Cyclist, Christine D'Ercole

A deep dive into the life and nutrition of Peloton instructor and Masters World Champion track cyclist, Christine D'Ercole.



Peloton Instructor Emma Lovell on At-Home Fitness and Stadium-Sized Rides

Big Technology Podcast

Tech News

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With the pandemic forcing people to stay home for nearly 10 months now, many have turned to interactive fitness companies, such as Peloton, to stay active and perhaps fill a social void. Peloton has more than 3 million users, members are averaging 24 workouts per month, and this past September, the company announced its first profitable quarter. This week, it became more valuable than Ford Motor Company. Emma Lovell, a full-time fitness instructor for Peloton, joins the Big Technology Podcast to discuss her experience working with the company, its explosive rise, and, yes, that Peloton ad.

Emma Lovell joins the Big Technology Podcast to discuss her experience working at Peloton, and their explosive rise.



MILK Podcast: Lost and Found, Season 3 Episode 2: NYC Hustling, Flexibility, and Boy Momming with Peloton Yoga Instructor Kristin McGee

MILK Podcast: Moms I'd Like to Know

Society & Culture

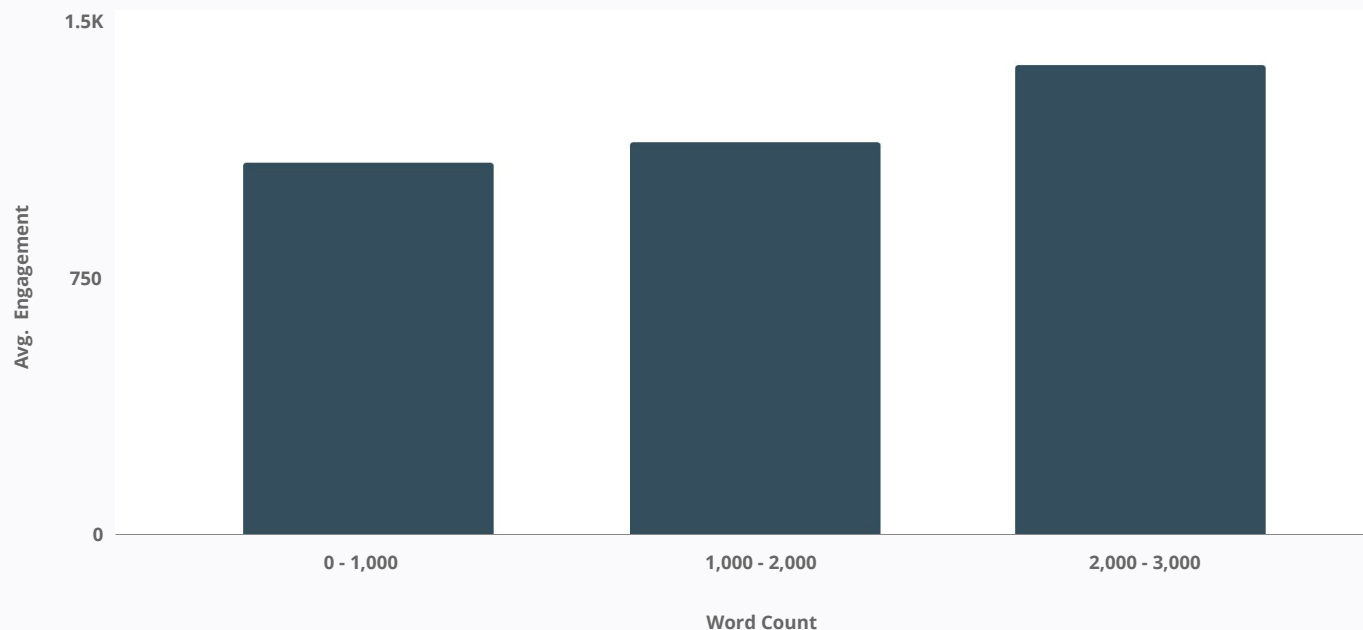
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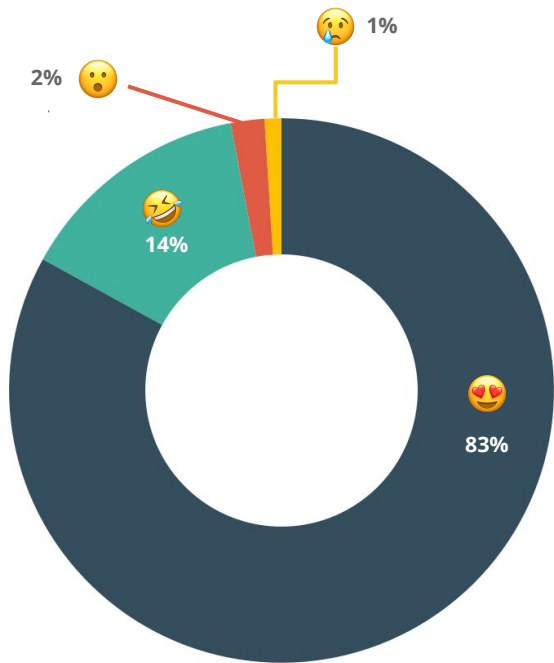


Peloton Yoga Instructor Kristin McGee joins Mallory in the MILK Podcast Studio to talk about her years as an actress, pivoting to yoga and fitness, and how she's found her perfect career sweet spot at Peloton. Growing up in small town Idaho, Kristin had big dreams of pursuing dance and acting in New York, and became one of the most sought after and recognized yoga instructors in the city. Throughout her career,

Kristin McGee touches on how she balances her job as a yoga instructor at Peloton while being a mom of three boys.

Peloton articles of around 2,000 - 3,000 words have the highest average engagement of 1,820.





Facebook Reactions



Love



Haha



Wow



Sad

Facebook users expressed positive sentiment towards articles about Peloton instructors — out of the 16K reactions collected, 84% were Love



.

Key Takeaways

From the Increasing the Popularity of Peloton Instructors Through PR Case Study:

In the past year (April 2020 to March 2021), there have been 253 articles published about Peloton instructors. Publications such as PopSugar, Today, E! Online, and People have continuously been writing articles that give readers an inside look into the personal lives of Peloton instructors. The following types of articles have received high engagement amongst this audience:

- **Personal Updates:** Readers are interested in knowing more about the personal milestones of their Peloton instructors, such as the birth of Robin Arzon's daughter and Ally Love's engagement to her fiancé Andrew. Working out live with instructors on a daily basis has fostered an emotional connection between the rider and instructor, resulting in the users becoming invested in the lives of Peloton instructors and following them on various social media platforms.
- **Success Stories:** Articles that talk about the previous lives of Peloton instructors and what jobs they had before joining the company receive a high volume of engagement. Headlines such as "From Elementary School Teacher to Peloton Instructor" performed well amongst the target audience.
- **Diversity:** What makes Peloton instructors unique is that they all come from different backgrounds and they represent the diverse group of Peloton consumers. For example, Robin Arzon openly speaks about her prenatal workout routines and being in the fitness industry as a pregnant woman. In addition, [articles](#) about Cody Rigsby's activism in the LGBTQ+ community generated a high volume of shares. The [fifth most popular article](#) featured Alex Toussaint who spoke about his military background and how it influenced his fitness routine.
- **Instructor's Playlist:** A large number of popular articles talked about what makes each instructor's playlist unique. For example, in an [article about Cody Rigsby](#) he mentions his love for Britney Spears and how pop music plays an important role in his Peloton classes. In addition, [Today's article](#) with Carson Daly and Alex Toussaint talked about his workout playlist and how they are an important part of his workouts.
- **Finding the Right Instructor:** Articles helping people find the right Peloton instructor based on music preferences and workout styles tend to perform well. BuzzFeed created a quiz where they matched up a Peloton instructor according to a reader's favourite music artists.
- **Podcasts:** More and more Peloton instructors are getting invited to be featured on various types of podcasts from podcast about technology to podcasts for moms. Podcasts can be a great way for listeners to connect with brand ambassadors and connected fitness instructors.