

STRAVA

# Clubs for Brands

## Best Practice and Tips

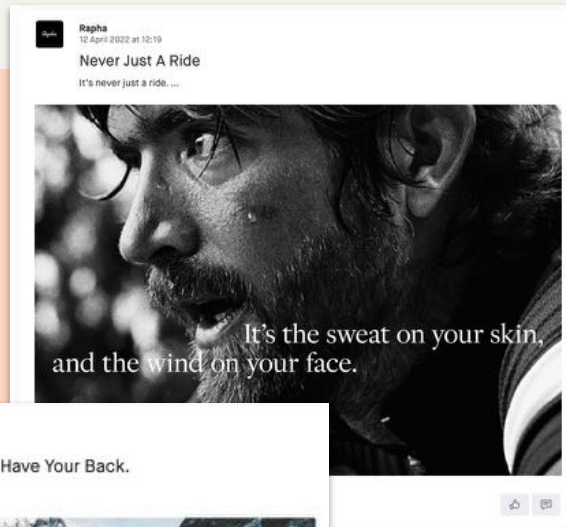
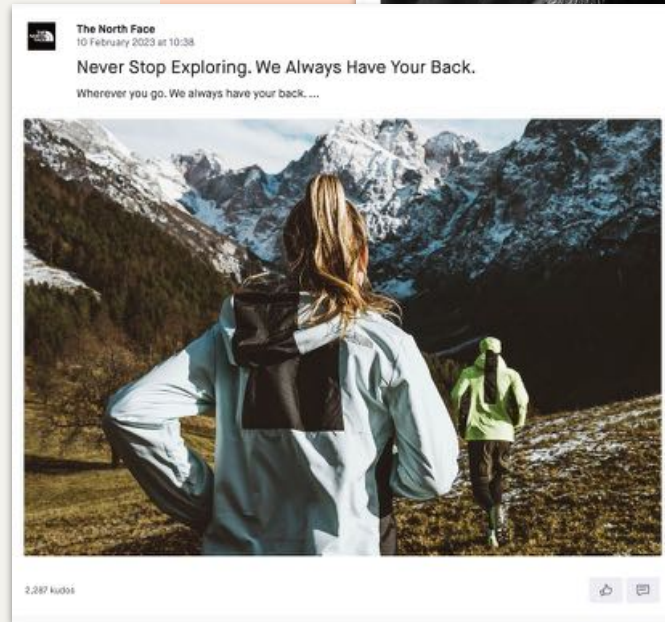
01 —

# The basics

# What is a Strava Club?

Clubs are your brand's home on Strava.

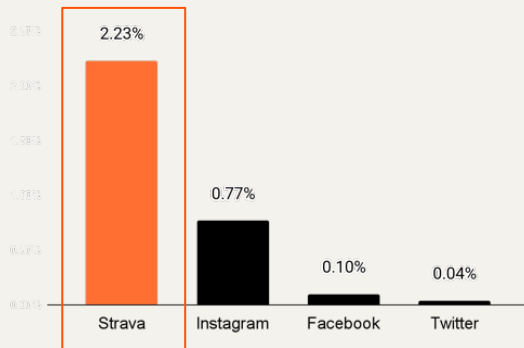
They provide a space to share content with users, grow brand awareness and build a genuine, long-term digital community.



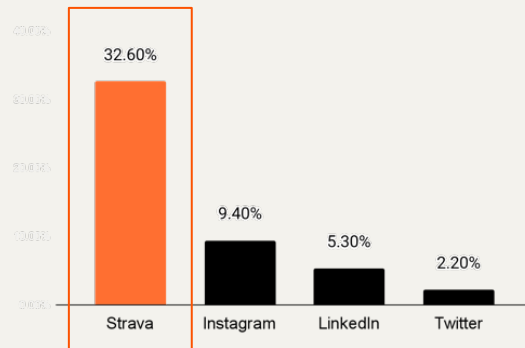
# More reach than you'd expect

As club posts don't compete for room in the feed with ads and sponsored content, Brands and athletes benefit from much higher engagement & reach on Strava when compared to other platforms.

Average Club Engagement Rate



Average Club Content Reach



# Creating a club is easy.

01

## Create

Login to Strava Web  
and go to:  
[strava.com/clubs/new](https://strava.com/clubs/new)

02

## Put in your details

Upload your logo and  
relevant cover photo,  
vanity URL and  
description,

03

## Promote

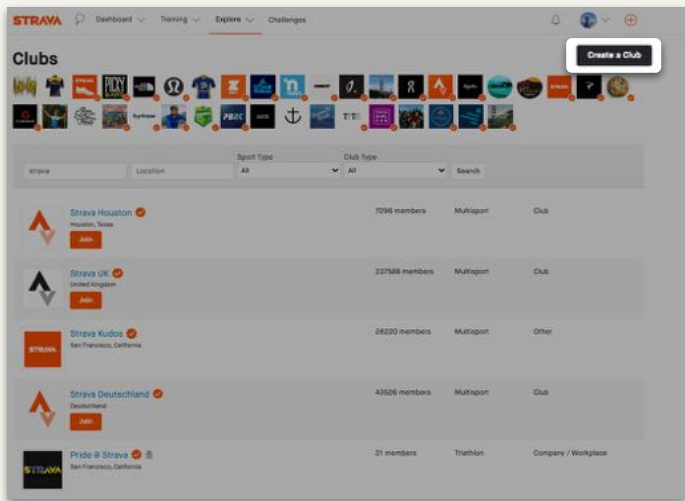
Create posts  
on-platform and cross  
promote on your other  
channels

04

## Engage

Comment and engage  
directly with your  
community

# Creating your club



Explore -> Clubs -> “Create a Club”

A screenshot of the 'Create Club' form in Strava. The form is titled 'Create Club' and includes the following fields: 'Club Name \*' (with the example 'Bay Area Mountain Bikers'), 'Location \*' (with the example 'San Francisco, California'), 'Website' (with a placeholder), 'Sport' (with a dropdown menu set to 'Cycling'), 'Club Type' (with a dropdown menu set to 'Club'), and 'Description \*' (with a placeholder). At the bottom, there is a 'Vanity Club URL' field with the example 'https://www.strava.com/clubs/bayareamtb'. A checkbox for 'Make your club invite-only' is also present. The 'Create Club' button is highlighted in orange.

Enter in the  
basic details!

## Tips from the team

- Make your copy short and succinct
- Use relevant UTM tags and tracking for your website URL (where relevant)
- Don't forget to use a vanity club URL for easy linking and memorability.

# Create a Club! (cont.)

- **Logo**

Recommended specs: 248x248 px

- **Cover Image**

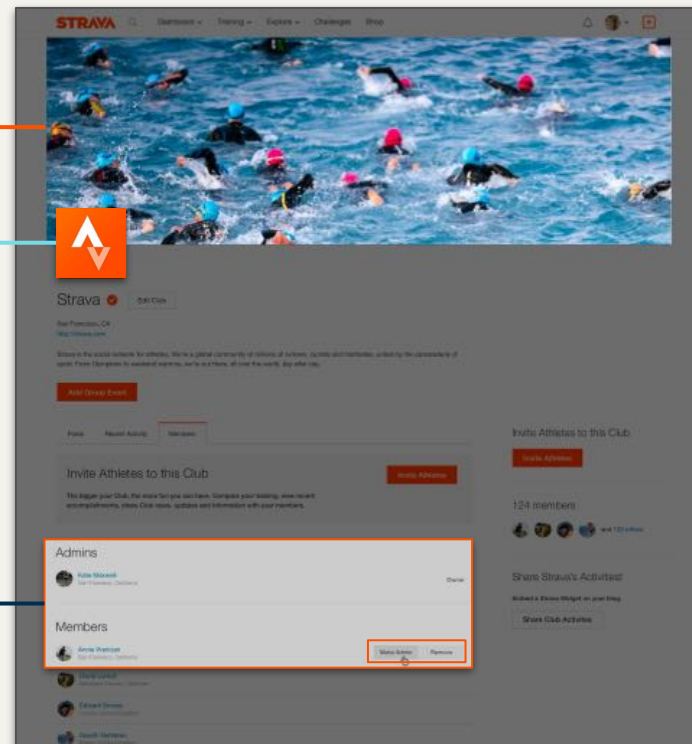
Choose a clear cover image image that captures your club's purpose.

Recommended specs: 1200 x 600 px

- **Appoint Admins!**

Appoint an employee as your club admin.

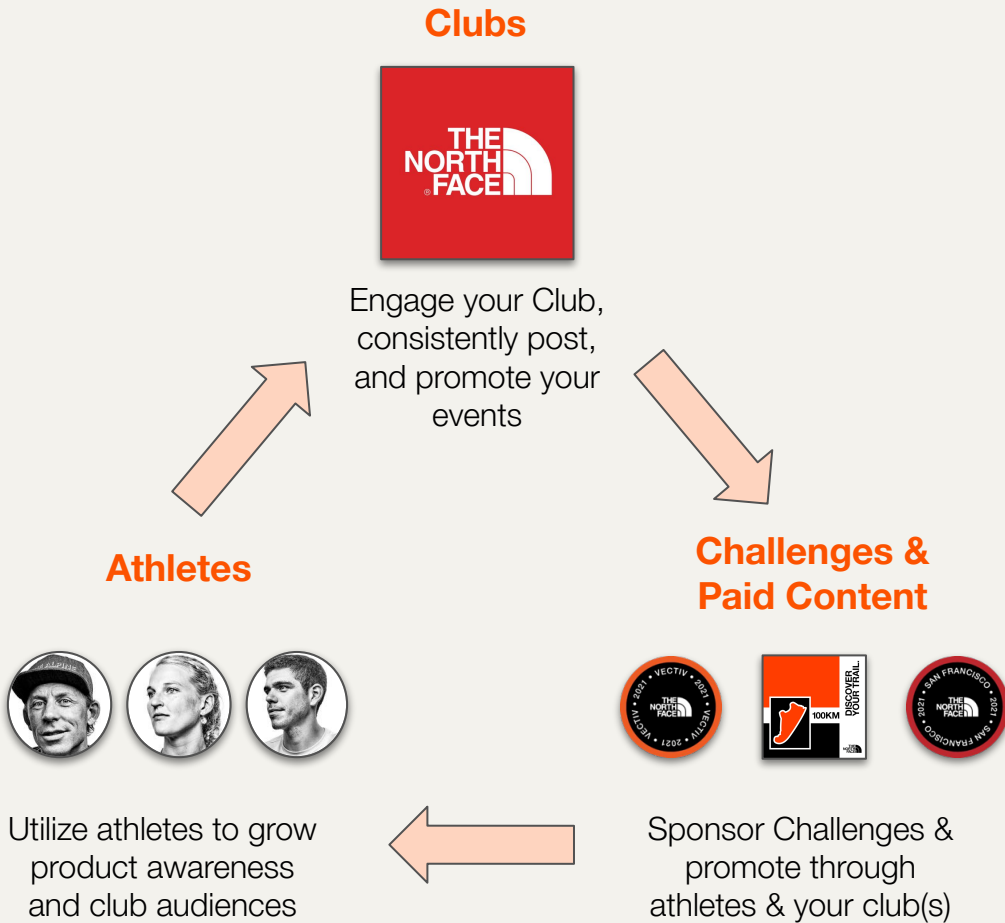
Tip: If possible, use a shared email address or distribution group for your Strava club to allow easier management across a team.



# 02— Best practice for brands



Taking an integrated approach to leveraging **clubs**, athlete ambassadors, and challenges is the most effective strategy for driving brand loyalty.



# Tips to get the best out of Clubs for your brand

01

## Post Frequently

If you don't engage with your community, they won't engage with you.

02

## Highlight ambassadors

Sharing content around your ambassadors' latest adventures, training and tips builds brand love on Strava.

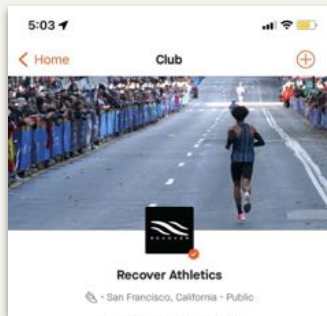
03

## Use events

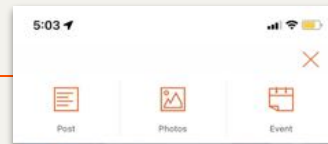
Events are a great way to drive engagement with your brand. When you create one, all club members are notified to join.

# Creating posts

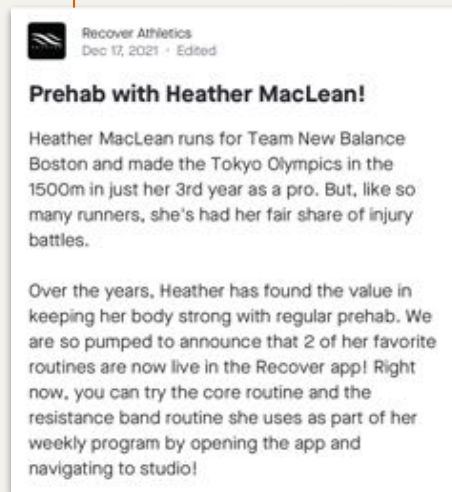
We've made it easy for club admins to publish content, from quick posts and photos to promoting in-person events.



Hit the plus icon on your club page



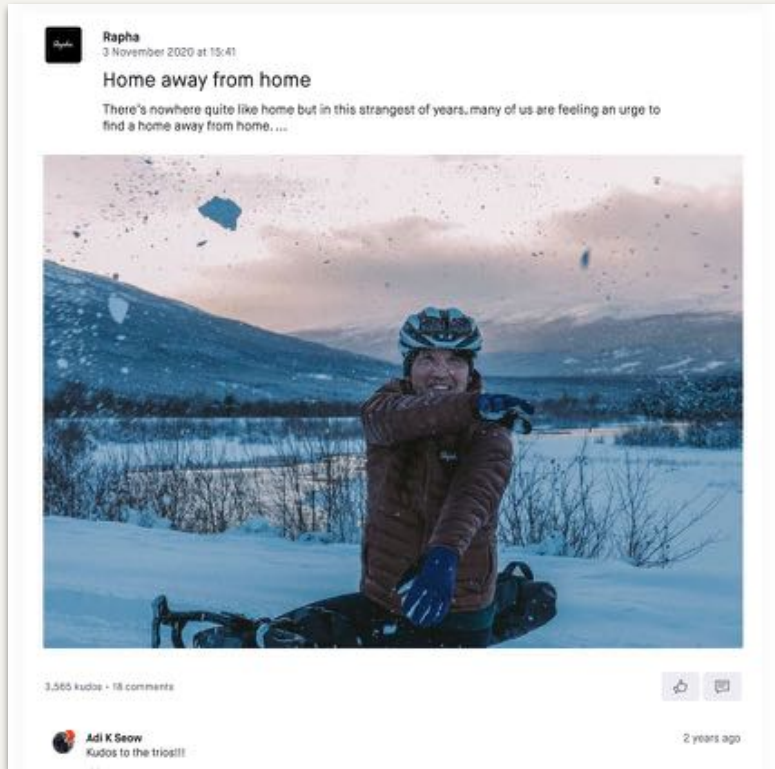
Choose your post type



Publish!

# What Content Works Best?

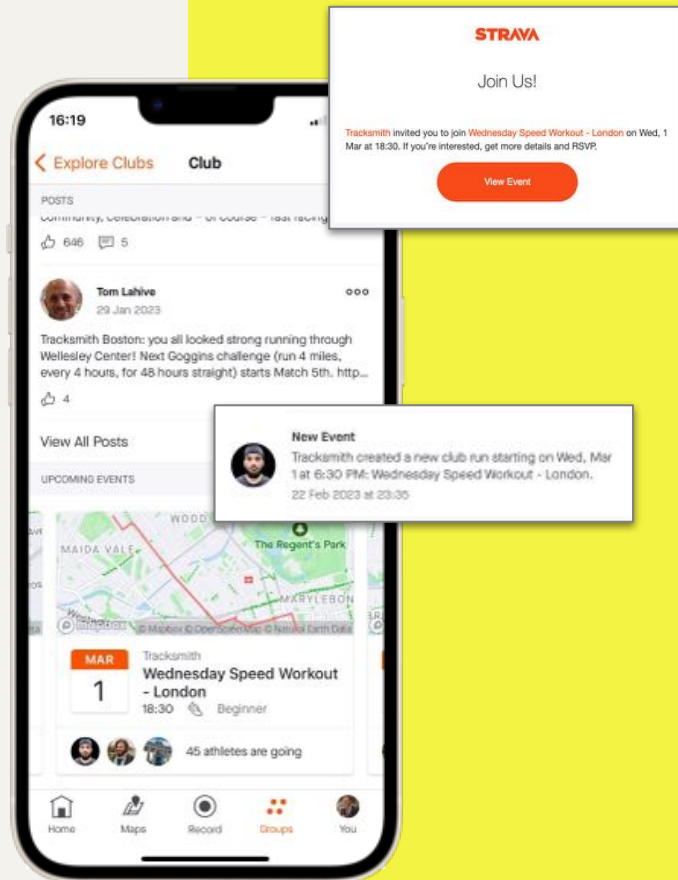
- **Highlight Your Brand Ambassadors**  
Sharing content around your athletes' latest adventures, external media, and training tips builds brand love on Strava.
- **Share Training Tips**  
Share training, nutrition, and other tips. When you help members lead a more active lifestyle, you're driving brand love & loyalty
- **Promote New Products**  
Highlight your products in front an audience deeply interested in leading an active lifestyle.
- **Run Giveaways!**  
Everyone loves the chance to win awesome prizes. Running a giveaway is a great way to supercharge club engagement and grow club membership.



# Leveraging events

Creating a club event to engage your audience IRL is a great way to humanise your brand and **build a loyal following.**

Creating it through your club **directly notifies all members** of upcoming activities, get headcount, and inform potential new members as well.



# Grow Your Club

## 1. Sponsored Challenges

Create a targeted activation to drive engagement and community building on Strava

## 2. Cross-Promote

Promote your Club on IG & other social platforms to build a following

## 3. Leverage Brand Ambassadors

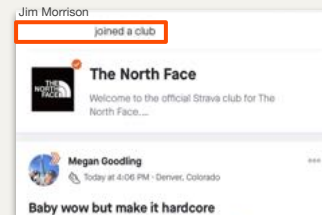
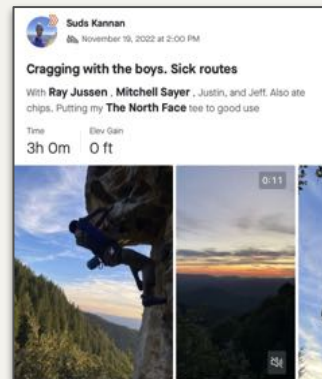
When your brand ambassadors join your club, their followers see that in their feed with a CTA to join. Encourage athletes to @ mention clubs in their activities.

## 4. Link Club in Websites

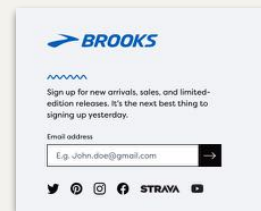
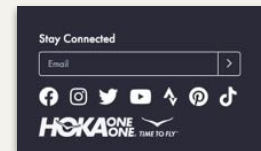
Plug your Strava club alongside your other socials



IG Promotion



Athlete Promotion

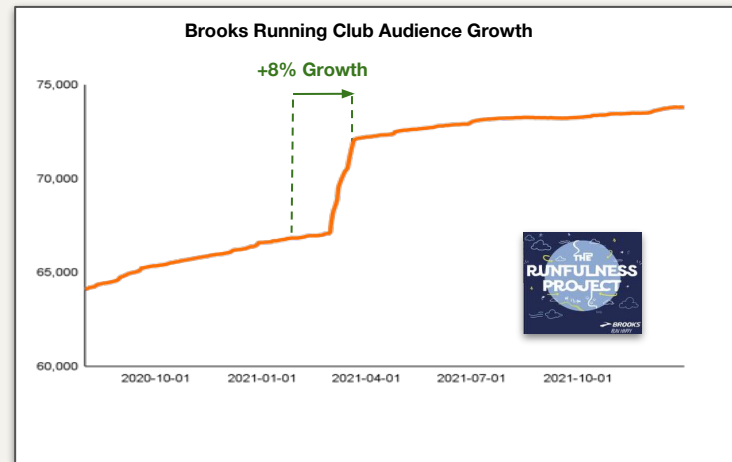


Link in Your Website

# Sponsored Challenges Drive Club Growth

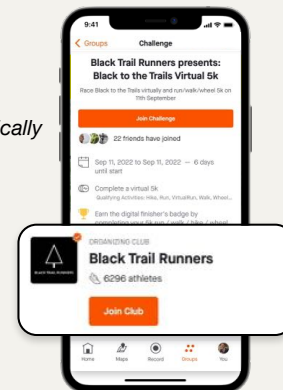
Want to supercharge your club growth? There's no better way than a sponsored challenge.

As well as driving clickthroughs to a partner's site, a challenge automatically promotes a brand's associated club to all its participants.



*The Runfulness Project Challenge drove significant audience growth in the Brooks Running Club.*

*Sponsored challenges automatically promote an associated club to participants*

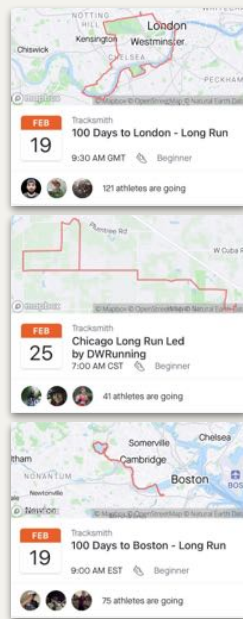
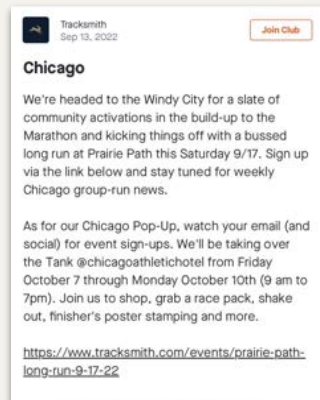
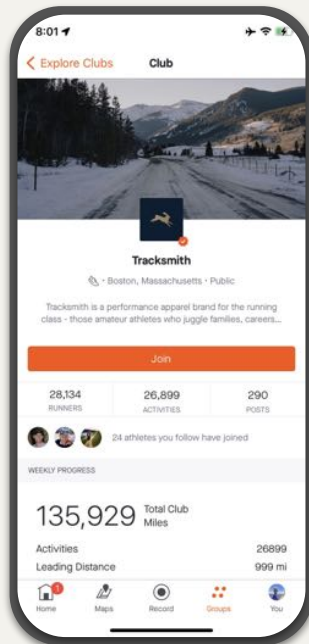


# Case Study: Tracksmith



Tracksmith, a Boston-based running apparel brand, places community at the center of their brand, and Strava is a key part of that experience.

They use their club to notify people of community events & share routes, so that participants can download them & navigate. They create regular events in Boston, New York City, & London.





# 03 — Great post examples

Great examples


Check out some of our  
favourite uses of clubs by  
brands around the world.

## Profiling brand ambassadors

**On**  
26 January 2023 at 15:46

Welcome to the group chat, Paula Findlay.

We're beyond excited to announce that Canadian triathlete Paula Findlay has joined the On team. Paula won her first ITU Triathlon World Cup ...



1,284 kudos • 3 comments

**Brigitte Roy**  
Yes! 🙌  
1 like

**CLIF**  
21 October 2020 at 18:13

Scott Jurek on the CLIF Couch

What kind of person runs 153 miles, then willingly comes back for more? Find out as CLIF® athlete, bestselling author, and legendary ultrarunner...




1,095 kudos • 5 comments

**Joe Shipley**  
👍

**Cannondale**  
18 July 2022 at 16:34

Unbound Playground


You might not know Erwin Sikkens, but he is no different than you. ...



**COROS**  
27 January 2023 at 00:06

COROS x Kilian Jornet LIVE

Please join us for a special livestream event with the G.O.A.T mountain athlete, Kilian Jornet. Tune in at COROS.com/events and go to the li...

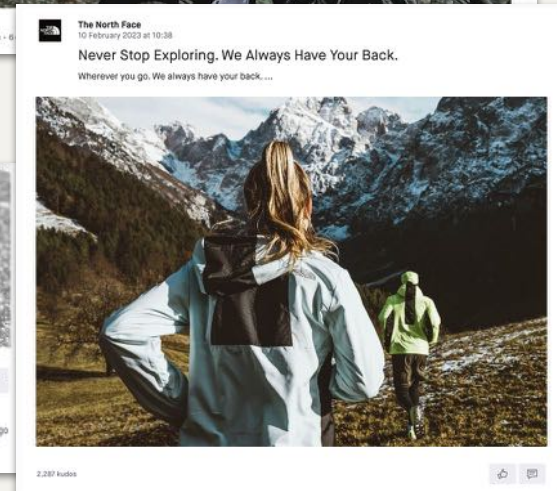
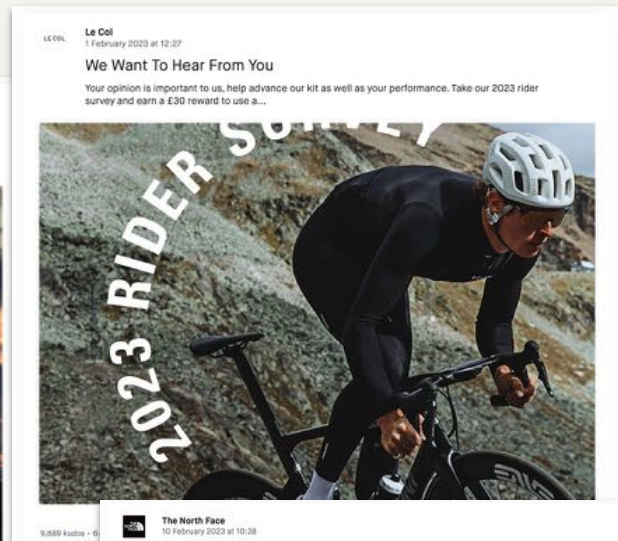
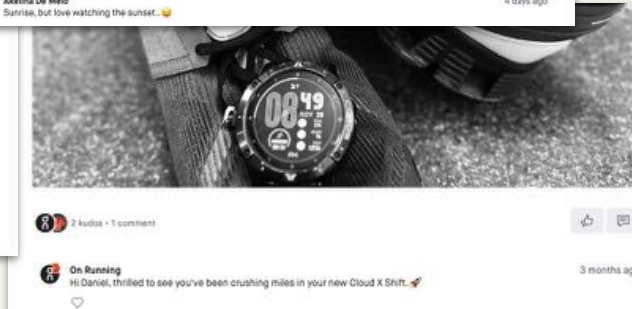
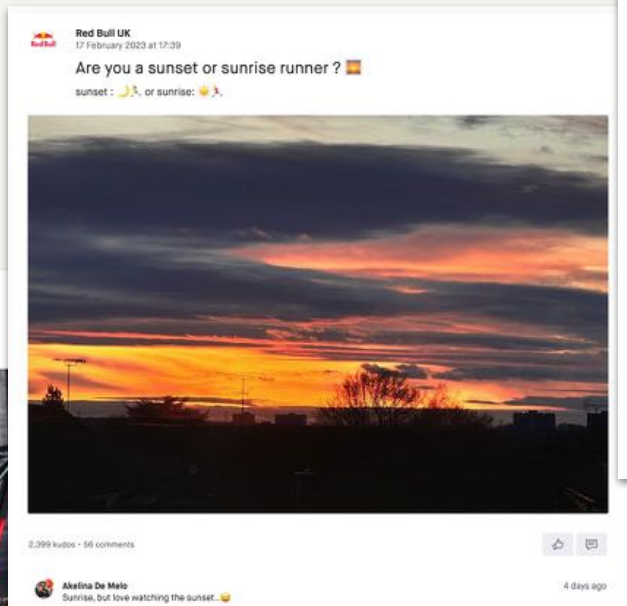
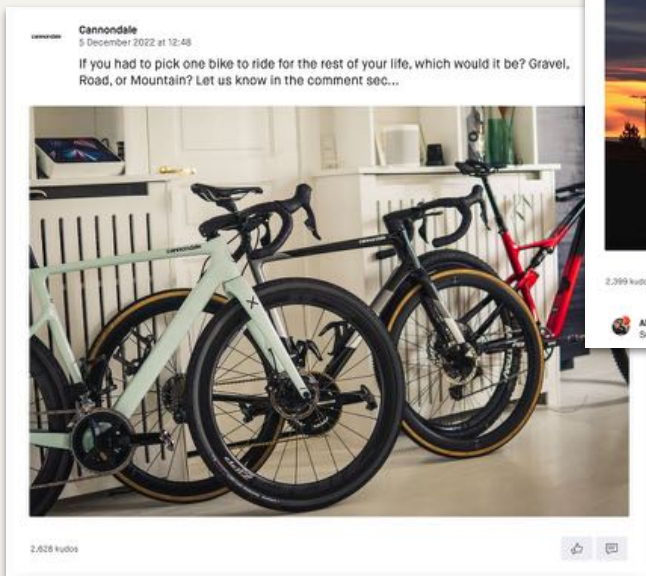


7 months ago

972 kudos • 2 comments

**Dorian Aliberry**  
by Kilian Jornet Burgada by

# Driving engagement





## Giveaways and discounts

Le Col  
Yesterday at 19:46

### Eyes ahead for the start of the Classics: WIN Le Col socks

The dust, the cobbles and the gruelling victories; the all-or-nothing Spring Classics return this Saturday, starting with the Omloop Het Nieuweland...



8,087 kudos · 62 comments



Tribe

7 January 2023 at 16:15

### TRIBE New Year Special | 40% off for first 250

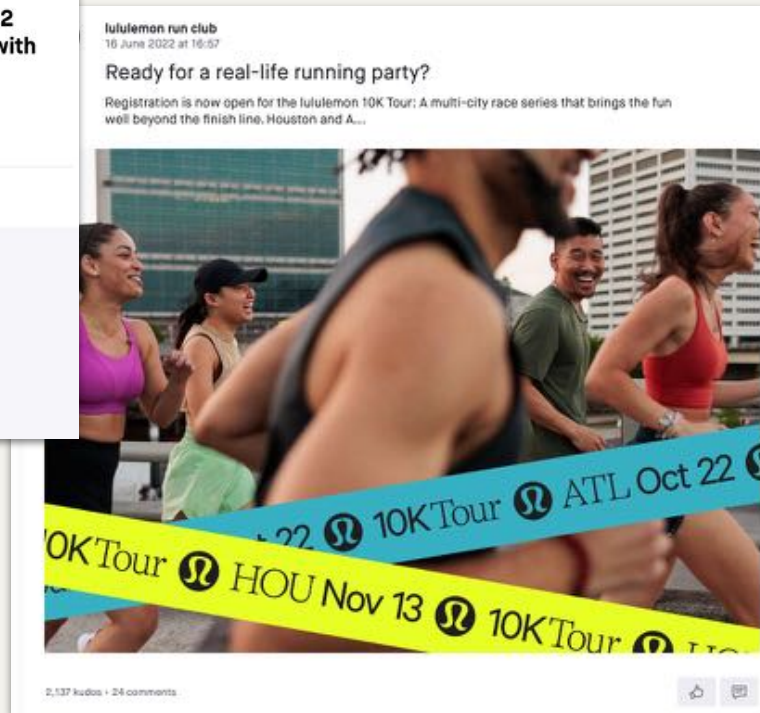
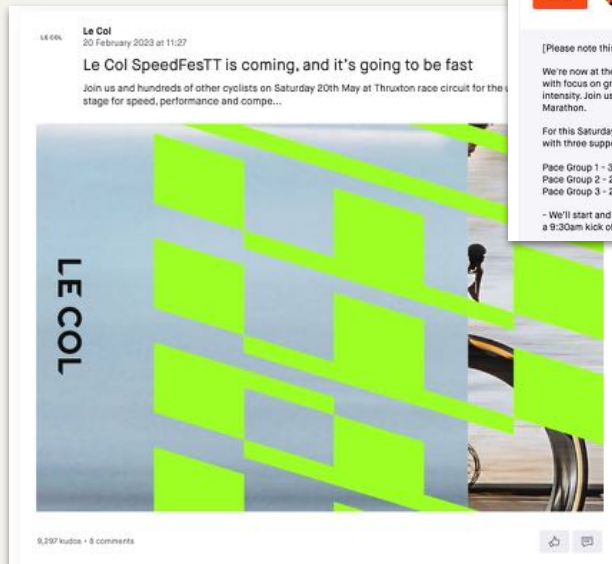
Fuel your 2023 Training with TRIBE 🌱🥗🌿. First 250 Strava customers can get 40% Off any order of TRIBE Natural Plant Energy to fuel your 20...



865 kudos



# Promoting events




# Product Deep-Dives

**Sweaty Betty**  
13 February 2023 at 14:00

Ultra-marathon runner Charlotte Clarke's secret weapon? Zero Gravity Leggings.

Feather-light for a zero-drag, light-on-your-feet feel. With compression technology to help you recover quicker. And burn-sculpting seamlines...




302 kudos · 2 comments

**HOKA**  
17 August 2022 at 18:41

**Crafting the Mafate Speed 4**

Technically the oldest legacy in the HOKA shoe lineup, the Mafate Speed 4 has been updated since its inception in 2010. ...




4,156 kudos

**GOREWEAR**  
15:40 on Thursday, 15 December 2022 · Edited

**(F)ACE THE UNPREDICTABLE**

Introducing the **TRANSITION BIB SHORTS+** designed to offer you wind resistance from light rain in cooler transitional seasons and when things get uncomfortable.

Available now and at a one-time introductory price before the official launch in December 20th.  
Exclusively at  
<https://www.gorewear.com/en-uk/search?q=transition%20bib>




**HOKA**  
18:24 on Tuesday, 29 March 2022

**The Evolution of the Speedgoat 5**

Even the GOAT can be improved 🐐

Product Line Manager Jared Smith has been working on the Speedgoat series since the shoe's initial launch back in 2017.

We sat down with Jared to learn more about the Speedgoat legacy, updates to the 5th edition, and more, on the HOKA blog: <https://www.hoka.com/en/us/blog-post/?id=evolution-speedgoat-5-plm-jared-smith/> #TimeToFly



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