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.
Creating a club is easy.

01 Create
Login to Strava Web and go to: 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”

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: 248×248 px

- **Cover Image**
  Choose a clear cover 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.

**Athletes**
- Utilize athletes to grow product awareness and club audiences

**Challenges & Paid Content**
- Sponsor Challenges & promote through athletes & your club(s)

**Clubs**
- Engage your Club, consistently post, and promote your events
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.
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
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.
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

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 ...

Scott Jurek on the CLIF Couch

What kind of person runs 103 miles, then willingly comes back for more? Find out as CLIF® athlete, bestselling author, and legendary ultra-runner ...

COROS x Kilian Jornet LIVE

Please join us for a special livestream event with the GOAT of trail running, Kilian Jornet. Tune in at: 7PM CET/1PM EST/10AM PST

LIVESTREAM
Tuesday, January 31st
7PM CET / 1PM EST / 10AM PST
Driving engagement
Giveaways and discounts

Eyes ahead for the start of the Classics: WIN Le Col socks
The dust, the cobbles and the grueling victories; the all-or-nothing spring classics return this Saturday, starting with the Omloop Het Nie..
Promoting events

Week 7: Adidas Runners London Long Run - 2 hours & 40 mins Conversational Effort Run with Supported Pace Groups

09:30 Saturday
Meet Up Spot: Adidas Store, 102 Cheaps Lane, E1 7DG

(Details: Read)

[Event description and information about the event]

Lululemon run club
16 June 2022 at 16:57

Ready for a real-life running party?

Registration is now open for the Lululemon 10K tour: A multi-city race series that brings the fun well beyond the finish line. Houston and A...