

How to Promote Sponsored Challenges

Best Practice and Tips

Preparation

Strava Sponsored Challenges can be an incredibly effective promotional tool. Brand partners need to think about how best to construct and execute them based on several factors.

Talent

Consider a celebrity ambassador, influencer or pro athlete with reach and appeal to curate or front the challenge for you - peaking interest to the masses and their followers

Incentive

A strong reward e.g. early product drop, discount or charity connection can produce significant interest and engagement

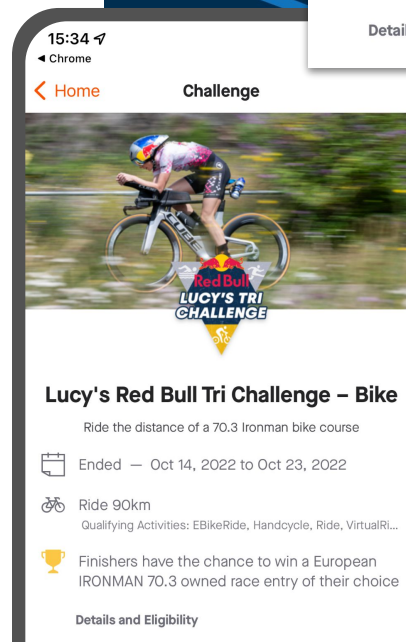
Products

Have you got a new product/colourway to launch? Do you want to drop it for your challenge completers first?



Complete the challenge and receive a special post-challenge benefit and a new badge for your trophy case.

[Details and Eligibility](#)



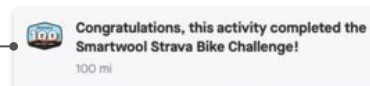
How Strava promotes challenges

Strava has effective mechanisms to make challenges highly discoverable by users.

Challenges can be browsed in the **Challenge Gallery**.

And as athletes work toward completing the challenge, they **promote it** to their followers directly in the main feed through Milestone and Achievement Callouts.

Achievement callout



Milestone callout



Follower promotion

Challenge gallery

STRAVA

Off-Strava promotion

As well as established methods of promotion on the Strava platform, to make challenges go the extra mile, we encourage partners to also promote their challenges through other external channels.

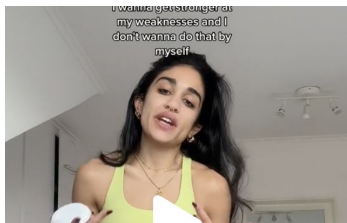
This allows challenges to simultaneously reach Strava's existing user base but also re-engage a partner's audience. This approach maximizes potential reach, participation and ultimately ROI.



STRAVA

Off-Strava promotion

Use a variety of tactics to promote your challenge.



Influencer/Pro athlete

Work with social influencers, including pro and amateur athletes.

RUNNING GOALS ON TRACK?



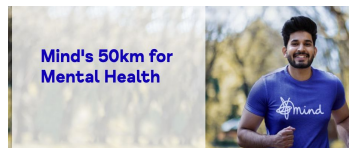
Email

Reach your existing database to maximise participation



Out of home

Contextually relevant placements can supercharge joins.



complete 50km on Strava this February, raise money and fight for mental health

Website

Create web pages to encourage participation (and for claiming rewards)

Home > Marathon Training

Callum Hawkins On The Importance Of Having Mini-Goals In Your Marathon Training

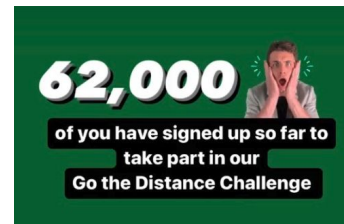
By Nick Harris-Fry published 9 days ago

One of Team GB's top distance runners gives us his advice on training for and racing the marathon



Press

Consider pitching the challenge to relevant media outlets.



Social

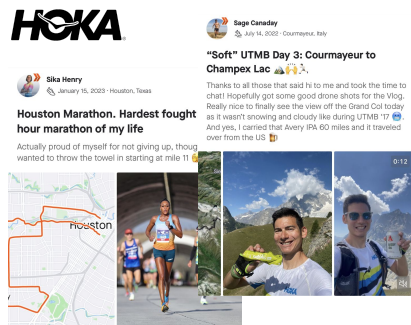
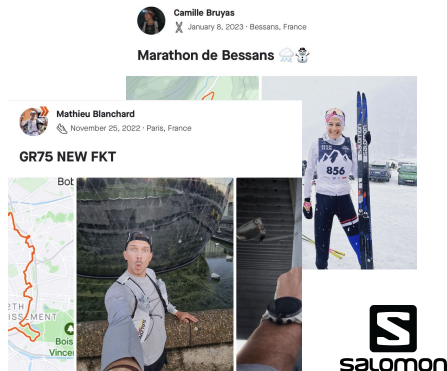
Whether paid or organic, supercharge your reach with a combination of channels

STRAVA

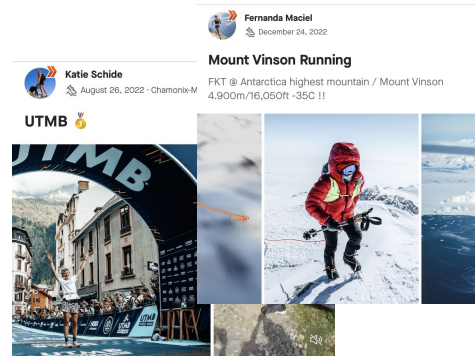
We know how important sponsored athletes are for brands.

With our community of 100M active people, Strava is the ideal place for your athletes to drive awareness of and engagement *with* your brand.

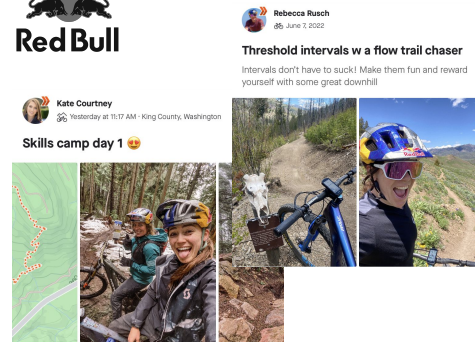
By logging **activities**, participating in **sponsored challenges** and posting in **clubs**, sponsored athletes can supercharge your brand's presence



THE NORTH FACE

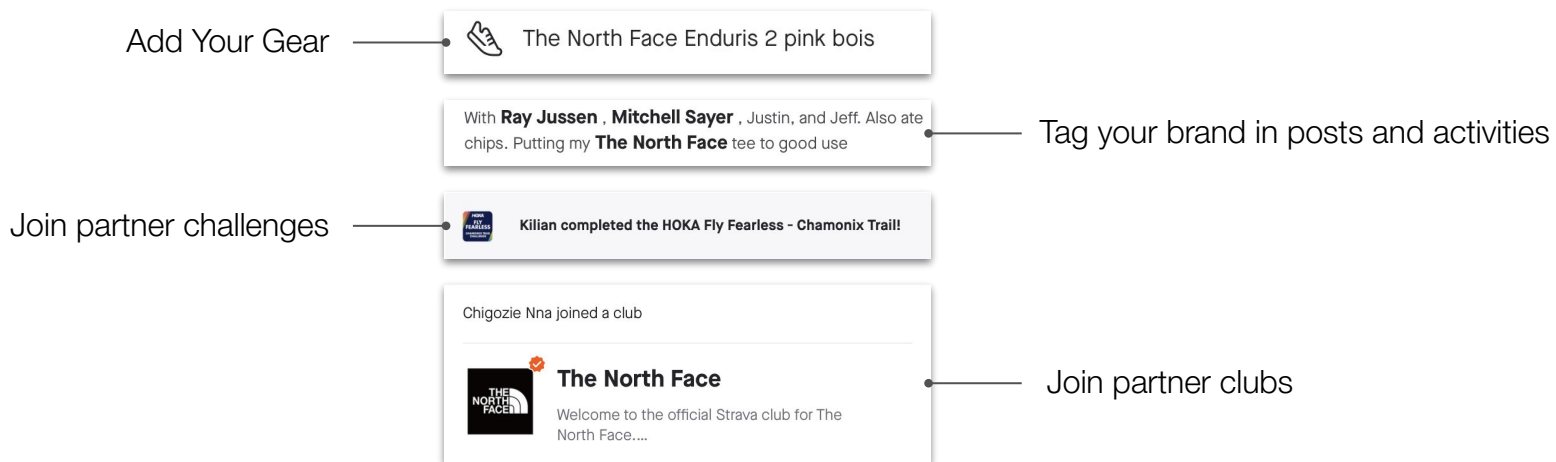


Red Bull



Showcasing Partners

Athletes can leverage Strava to drive visibility for your brand.



Expand your engaged audience with Strava

We are a global community of active people. Which means your brand ambassadors are highly relevant & see high engagement.



Users Are More Engaged

Users are at least **3x more likely to engage** with content on Strava when compared to other social channels*



Reach More Of Your Audience

Athlete content is seen by 2x more of their followers when compared to other social channels*



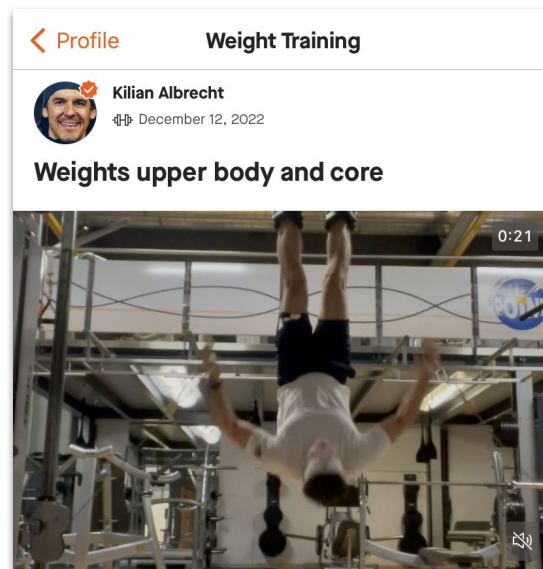
Unlock Greater Brand Visibility

Add visibility to your brand and product, every day, using your sponsored athletes & their activities



Drive Challenge + Club Joins

When your ambassadors join your Sponsored Challenges or Club, all of their followers see that they have joined in their feed, leading to viral promotion



*Strava exceeds reach and engagement benchmarks when compared to IG, FB, TW and LI per [RivalIQ](#) & [SocialStatus](#)

Great examples

Check out some of the
ways our brand partners
promote their challenges.

STRAVA

lululemon 38m

powerbar 3h

JOIN NOW
JOIN NOW

powerbar

KEEP IT UP
OVER 155.000
PARTICIPANTS

britishredcross
Sponsored

Miles for
refugees



BritishRedCross

Sign Up

BEAT YOUR
SCREEN TIME



Sweaty Betty
30 August 2022

Up for a challenge? It's time to Find Your Power
Move for 3 hours over 2 weeks and earn 20% off. Plus you'll get the chance to win a pair of our bestselling Power Leggings.

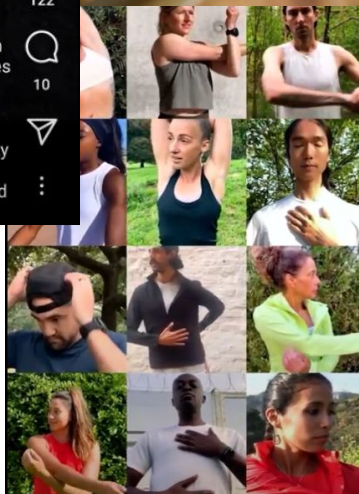
Sound good? Let's go.

Sign Up Now: <https://bit.ly/3TE0MTB>

#iamasweatybetty #strava

STRAVA

FIND YOUR POWER
MOVE FOR 3 HOURS IN 2 WEEKS



LUCKY SAINT STRAVA

La Vuelta @lavuelta

¡Únete al reto de Strava: @Tissot Series edición #LaVuelta21! ¿Puedes realizar 120 minutos de bici en una semana? ¡Enseñanos cómo!

Join The Strava Challenge @Tissot series #LaVuelta21 Edition! Can you cumulate 120min of ride in a week? Show us how!



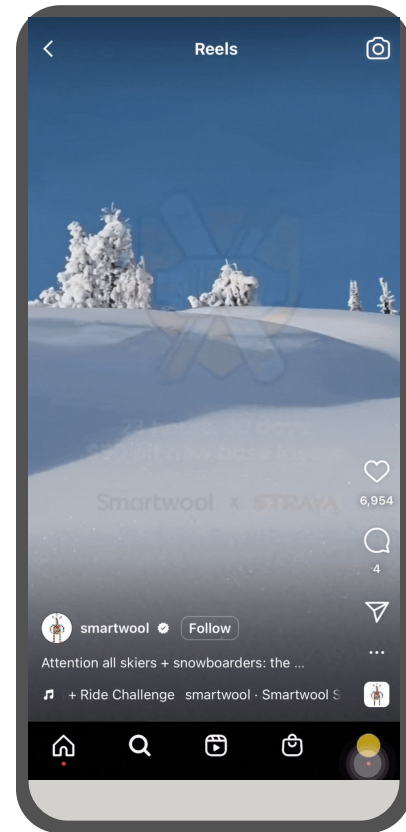
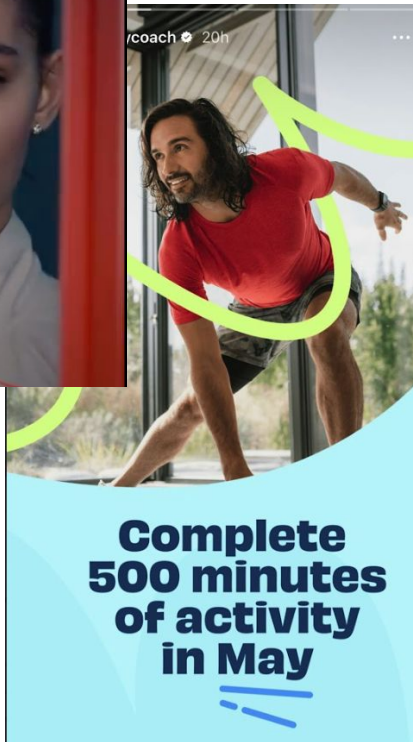
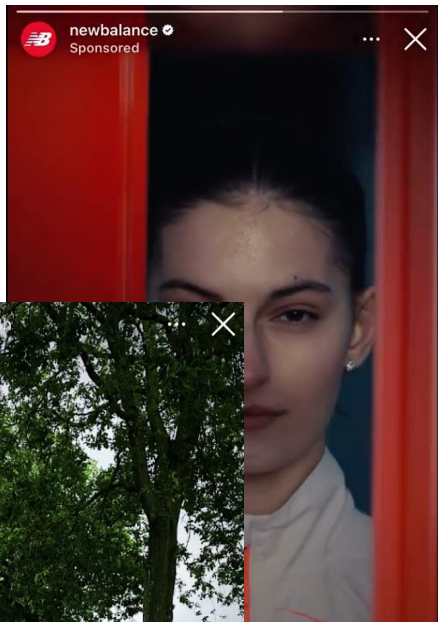
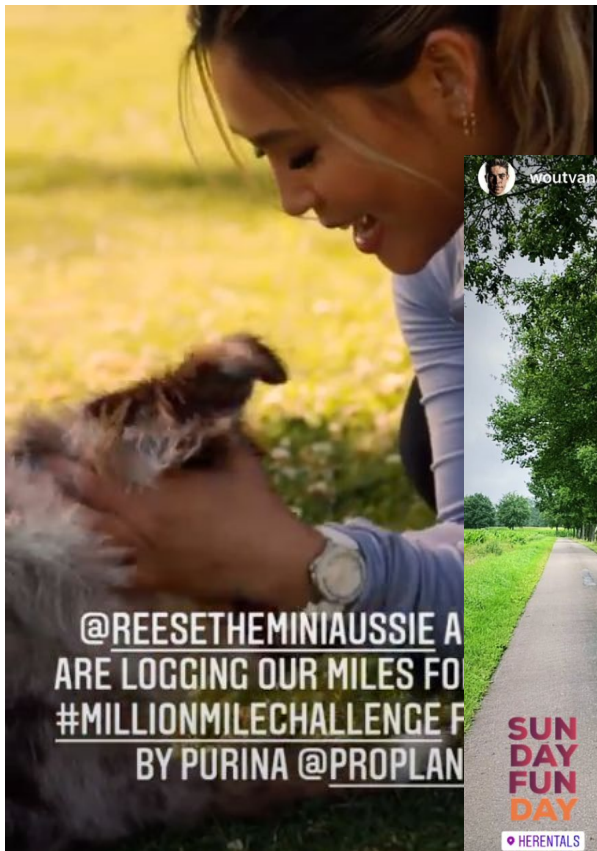
RIDE & WIN

Tissot Supersport Chrono La Vuelta



Tissot Series: La Vuelta Edition
@strava.com

STRAYA



STRAVA

Learn more
business.strava.com

Proprietary & Confidential