



**13X Growth of a Peloton  
Fan Club**

**Connected Fitness**



MILLIONS OF REASONS —  
ONE COMMUNITY

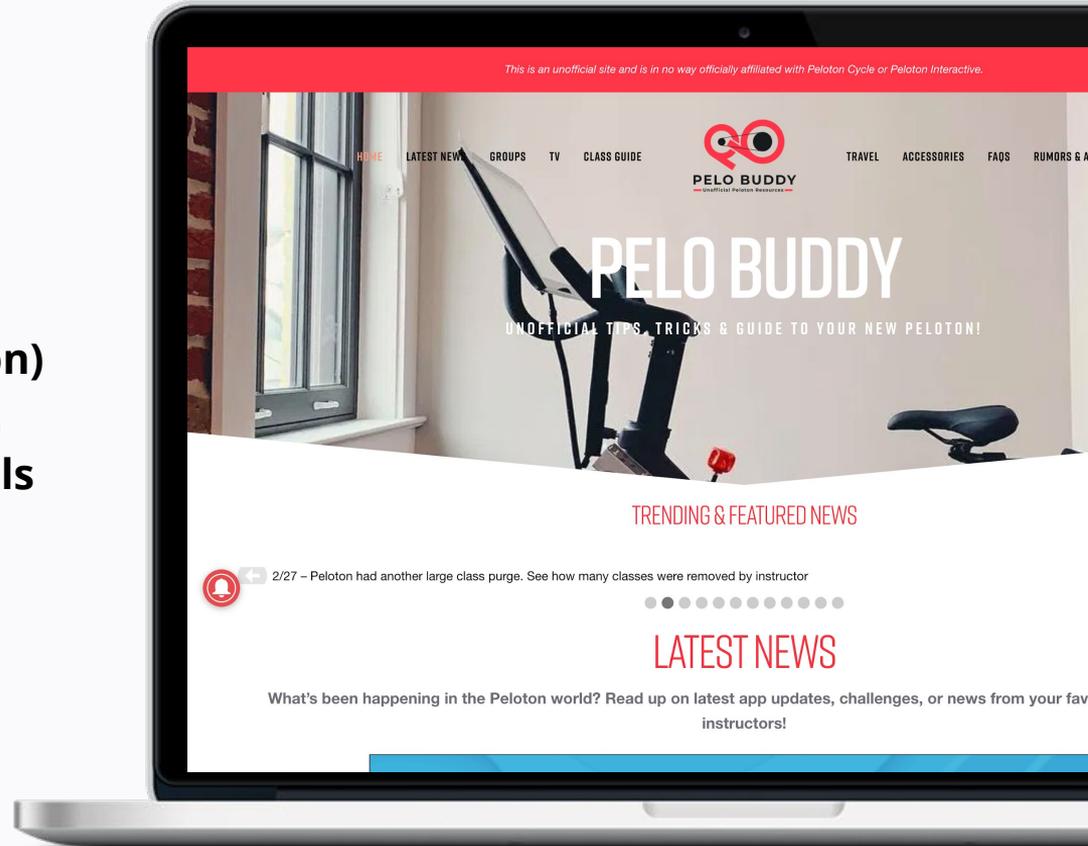


**Peloton recognizes the value of the community and the impact it has on bringing new customers. The brand highly encourages the development of self-organized fan groups and communities.**

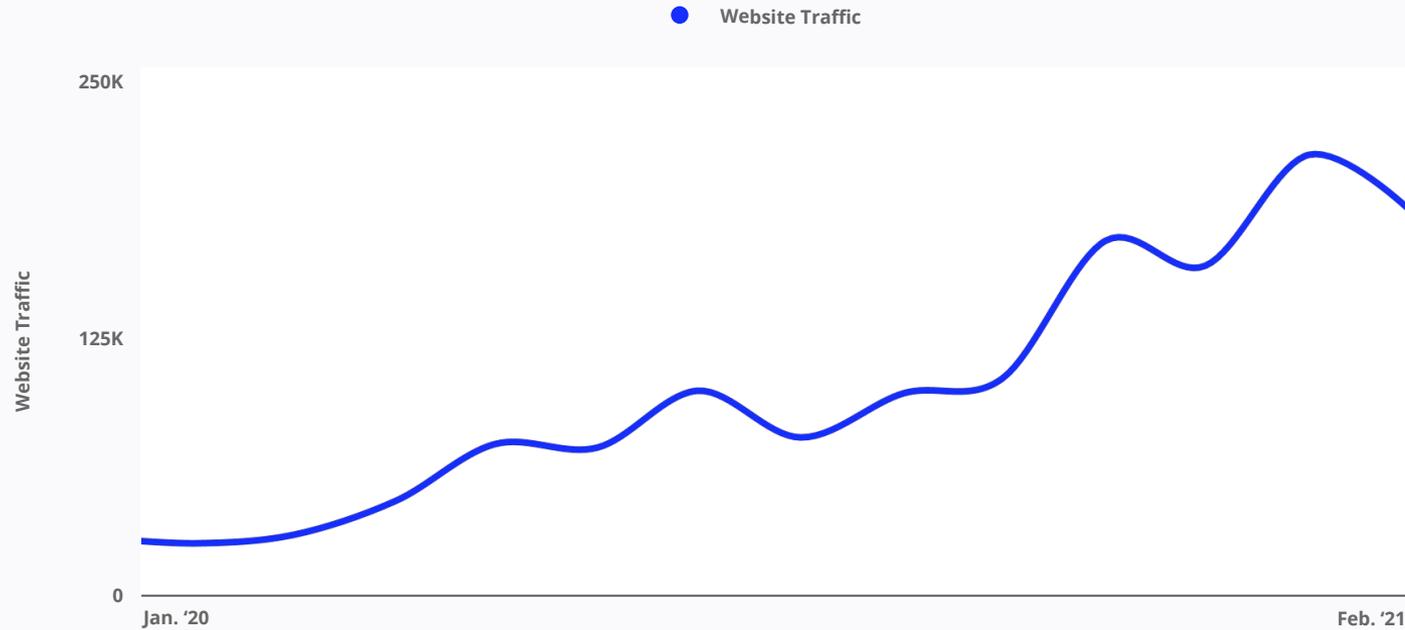
**Peloton communities evolve around interests, fitness goals, locations and, of course, instructors.**

**Peloton's cult-like following and community shine through multiple mediums.**

**Pelo Buddy (not affiliated with Peloton) is an "all about Peloton" website that publishes brand-related news and sells equipment accessories.**

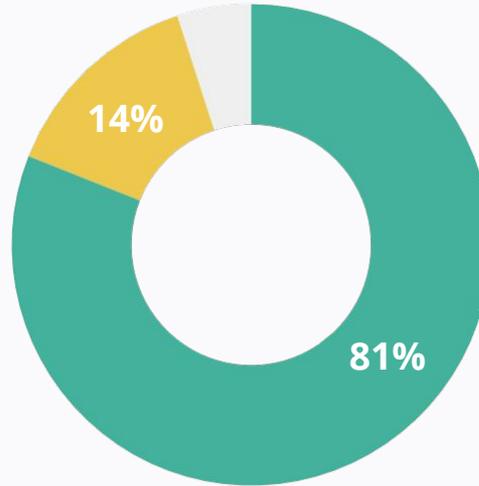


**Pelo Buddy website traffic grew 13X year on year, reaching 185K visits in February 2021.**



**Pelo Buddy's growth relies on an SEO-focused content strategy. 81% of website visits come from the organic search channel.**

Website Traffic Channels



● Organic Search ● Direct ● Other Channels

**Pelo Buddy publishes and frequently updates information on Peloton-related buzz topics, heavily leveraging trending keywords such as “Peloton rowing machine release” or “Peloton Black Friday” deals.**

### Top Organic Keywords:

peloton black friday

peloton rower

pelobuddy

peloton rowing machine

peloton century shirt

peloton black friday 2020

peloton hamilton ride

pelo buddy

peloton workout plan

gifts for peloton lovers



### Top Organic Landing Pages:

**PELTON ROWING MACHINE RUMORS & INFORMATION**

RELEASE DATE, PRICING, INFORMATION, SHIPPING INFORMATION & COST, DETAILS AND RUMORS ABOUT THE POTENTIAL PELTON ROWING MACHINE OR ROWER.

One of the most frequently asked questions surrounding Peloton is **“What is the next piece of equipment that Peloton will release”**. Based on several interviews, such as **this interview with Yahoo finance in September of 2018**, we have confirmation the Peloton is working on a third piece of equipment (with the bicycle and Treadmill being the other two). As stated in the article: “Peloton is currently developing a third piece of fitness equipment, although Foley declined to give specifics.” Another indicator that Peloton is working on more hardware is that Peloton’s new Peloton Studios New York production facility, opened in March of 2020, has four different studios: one for bike, one for tread, one for Yoga, and a mystery fourth studio. Several leaks have pointed to this fourth studio being a rower studio, with 20 Peloton rowers being available for live classes.

**RECOMMENDED PELTON ACCESSORIES**

Once you have a Peloton bike, your attention turns to accessories. Whether you think the seat isn’t comfortable, or you want a fan to cool off, there are many beneficial accessories you can get. Below, we list some popular and recommended Peloton accessories that can enhance your Peloton experience. If you are looking for a more traditional **Peloton Gift Guide**, don’t worry, we have that too, just **click right here!** Otherwise, continue on for the Top Peloton Accessories. Note that some links may be affiliate links – so by purchasing through the links on this page (for the same price you would otherwise), you support our site. We only list products that we, or members we know, have tried out and recommend!

SEAT COVERS / PADDED SEAT COVERS / GEL SEATS

**GUIDE TO PELTON CENTURY CLUB SHIRTS**

**NOTE** – In the spring/fall of 2020, there was a several month backlog for shirts. As of 2021, that backlog seems to be back under control and most members seem to be getting their century shirts in a more reasonable time frame.

FAQS, TIMELINES, COSTS, ETC

WHAT IS THE PELTON CENTURY SHIRT?

A fun program that Peloton has is that once you hit 100 workouts of a certain type (for example, 100 cycling workouts completed), you are eligible for a Peloton Century Club Shirt! Peloton will send you this specially branded t-shirt showing that you hit that milestone of 100 workouts, for the low, low cost of FREE! Unfortunately, at this time Peloton does not have any other giveaways for milestones of 200, 300, 500, 1000 or more!

**In August 2020, Pelo Buddy launched a weekly podcast that airs live on YouTube and gets distributed via all major podcast platforms (Apple Podcast, Spotify, Google Podcast and 11 others).**



## Pelo Buddy TV

Pelo Buddy

Unofficial Peloton podcast & weekly TV show, for the Peloton community, by the Peloton community. Featuring coverage of Peloton news, rumors, tips & tricks, reviews of accessories, interviews with community members, coaches, and instructors, and much much more.



Each YouTube episode gets on average **307 views**.

## Podcast discussions often center around Peloton instructors: rumors about new coaches, special edition classes and personal life updates.



### Class Purge Details, Sessions Feature to Return, More Peloton Rower Proof, Robin Arzons Baby & more!

Welcome to Episode 29 of Pelo Buddy TV, an unofficial Peloton podcast & Peloton news show. This week we cover... [more](#)

07 Mar 2021 · 46 minutes

[Click to listen](#)



### Homecoming, Peloton Australia, Cody Rigsby update, Emma Lovell in Super Bowl & more

Welcome to Episode 25 of Pelo Buddy TV, an unofficial Peloton podcast & Peloton news show. This week we cover... [more](#)

07 Feb 2021 · 1 hour, 50 minutes

[Click to listen](#)



### Peloton on SNL, Spanish Language Class rumor, Cody Rigsby is back & more

Welcome to Episode 27 of Pelo Buddy TV, an unofficial Peloton podcast & Peloton news show. This week we cover... [more](#)

21 Feb 2021 · 1 hour, 13 minutes

[Click to listen](#)



### New class stacking feature, Alex Toussaint & Carson Daly, Peloton Shipping Update

Welcome to Episode 22 of Pelo Buddy TV, an unofficial Peloton podcast & Peloton news show. This week, we cover... [more](#)

17 Jan 2021 · 33 minutes

[Click to listen](#)



### New instructor rumor Bradley Rose, Peloton Pilates coming soon, Shonda Rhimes classes, interview with John Prewitt & more

Welcome to Episode 19 of Pelo Buddy TV, an unofficial Peloton podcast & Peloton news show. This week, we interview... [more](#)

13 Dec 2020 · 1 hour, 24 minutes

[Click to listen](#)



### Jess King officially a Tread coach, Ben Alldis teaching strength and more

Welcome to Episode 9 of Pelo Buddy TV. This week, we have an interview with Daniel Lopez-Bonaglia (#DeutschlandPelo), and we... [more](#)

04 Oct 2020 · 52 minutes

[Click to listen](#)

**Pelo Buddy has a directory of all Peloton fan groups and team pages. While there is one official Peloton-led fan group, the rest are self-organized and fan-managed. Combined, these communities have hundreds of thousand members.**

### Number of groups by interest

General topic **3 groups**

Sport-based **10 groups**

Hobby / lifestyle **38 groups**

Training type **9 groups**

Time of a day **23 groups**

Location **115 groups**

Instructor **36 groups**

Groups and teams for women **23 groups**

Wine / bourbon / beer **7 groups**

Nutrition / diet **13 groups**

Age-based **23 groups**

Career & occupation **23 groups**

For sale / trade **4 groups**



**Super Newbie Peloton Riders**

Private group · 24.5K members



**Peloton Digital App Users**

Private group · 53.1K members



**Working Moms of Peloton**

Private group · 25.7K members

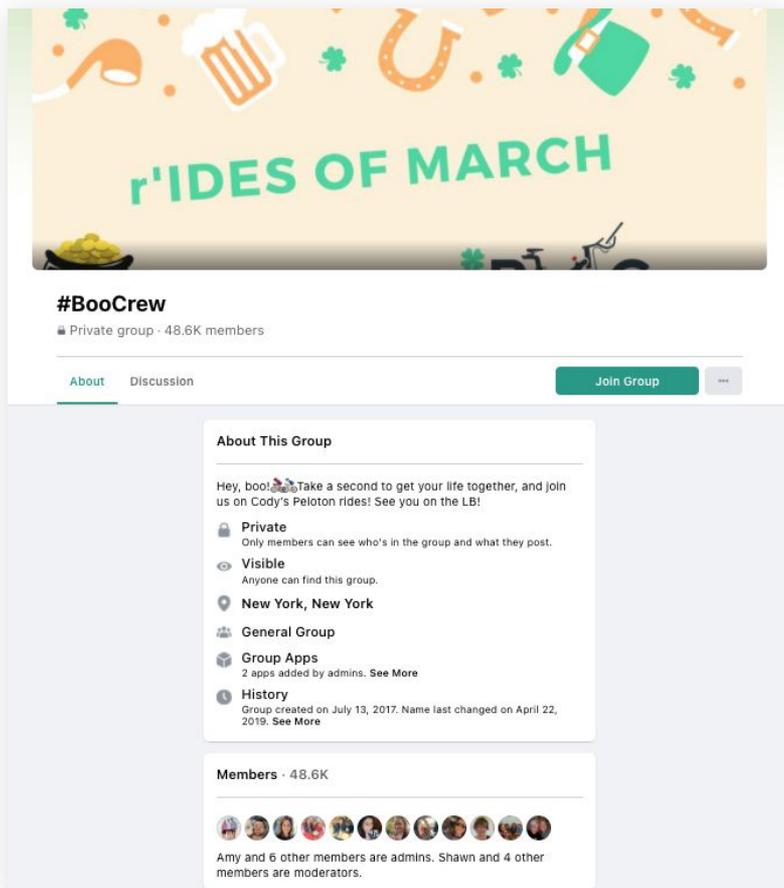
How does Peloton support self-organized groups?

**In Spring 2020, Peloton released the “Tags” feature that enables communities to unite in the Peloton app and participate in the leaderboards as teams.**



# TAGS UNITE US





The screenshot shows the Facebook group page for '#BooCrew'. At the top is a banner with a festive St. Patrick's Day theme, featuring icons of a leprechaun hat, a beer mug, a horseshoe, a green bag, and a bicycle. The text 'r'IDES OF MARCH' is written in green on the banner. Below the banner, the group name '#BooCrew' is displayed, followed by 'Private group · 48.6K members'. There are tabs for 'About' and 'Discussion', and a green 'Join Group' button. The 'About This Group' section contains the following information:

- Private**: Only members can see who's in the group and what they post.
- Visible**: Anyone can find this group.
- New York, New York**: Location of the group.
- General Group**: Type of group.
- Group Apps**: 2 apps added by admins. [See More](#)
- History**: Group created on July 13, 2017. Name last changed on April 22, 2019. [See More](#)

The 'Members' section shows '48.6K' members and a row of 12 member profile pictures. Below the pictures, it states: 'Amy and 6 other members are admins. Shawn and 4 other members are moderators.'

**All instructor communities mentioned on Pelo Buddy are private Facebook groups.**

**#BooCrew, Cody Rigby's fan group, has 48.6K members, which is 3X the size of the next largest fan account (Christine D'Ercole fan page).**

# Cody's fans add more than 100 new posts every day. They humbly share their personal achievements and congratulate each other on completing another class.

Discussions revolve around:

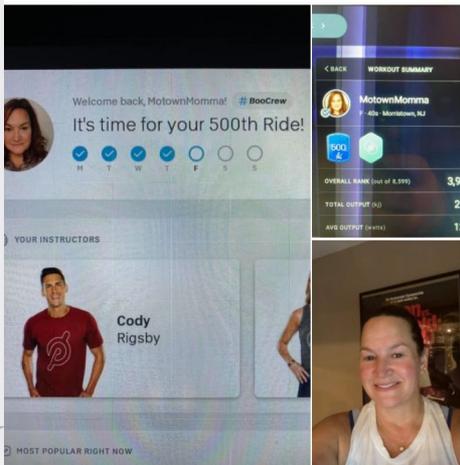


## Personal Milestones

5h · 🌙

So this morning I did a thing. I couldn't swing a live ride today and there were no shout outs, balloons or banners. But it still marks a big milestone for me - 500 time I showed up and clipped in, and did something for me. I'm still a middle of the pack rider and I'm ok with that. I'm still passing everyone who is still in bed or on the couch!

Thanks to you all for your constant inspiration- you all rock!  
#MotownMomma... See More



## Instructor Appreciation

56m · 🌙

Never before have I done a transformation post but when this picture popped up on my Timehop- I was blown away. This 42 pound loss represents months of focusing on ME! Knowing that I am turning 35 this year, I feel better than I have in so many years! I couldn't be happier and more proud of myself for the dedication I have to working out, eating better and finding myself again! @onpeloton @fitxkendall @codyrigsby #cantknockmeout #fixyourwigboo #onetwoonetwo #strongwomen #nev... See More



## Series

+2 · 3h · 🌙

Congrats to all the Boos who completed or are going to complete March Maggic today 🎉🎉🎉 #WigOnJugsTucked



The community refers to themselves as "Boos" and encourages each other to keep going.

## The community shares their thoughts about classes and discusses other instructors.

Discussions revolve around:

Personal Milestones



Instructor Appreciation

Series

 asked a question  .  
 · Yesterday at 10:14 AM · 

Anyone other than me snoop on the new guy yet? I kinda stalked insta for a minute...he seems cute. Anyone know anything about him? Is he an actor?

 1 6 Answers

 Like  Comment

 asked a question  .  
 · March 24 at 2:50 PM · 

OMG Boos, Bradley Rose. The hair. The attitude. Is Peloton trying to create a British Cody? I DO NOT have time in my life for another obsession. I just don't.

   514 47 Answers

 Like  Comment

 · 39m · 

I meant to post the other day that I took Cody's 80's ride, you know, with the GoGo's and it was Amazing! It made this 80's child SO Happy!!  
 Every song on that play list got me pumped!! 

Today, I decided to try out the new instructor, Bradley and holy shiitake mushrooms.... he kicked my ASS!!! What the hell was that?? It was scary and awesome all at the same time! 

   21 5 Comments

Ask questions about new instructors.

Show love for other instructors.

Share post-class impressions.

# #BooCrew has their own merchandise that they look to resell to like-minded Cody Rigsby fans.

Discussions revolve around:

Personal Milestones

Instructor Appreciation



#BooCrew Merchandise

#BooCrew Merchandise examples:

<p><b>SALE</b></p>  <p><b>Gag Me with a Spoon Tee</b> On sale from \$18.25</p>	 <p><b>Together We Rise Pre-Order</b> \$22.25</p>	 <p><b>The Regina George</b> \$33</p>	 <p><b>#BooCrew JUNK Headband</b> From \$17.10</p>	 <p><b>#Booze-Crew Wine Glass</b> From \$16.25</p>
<p><b>SALE</b></p>  <p><b>Rhone Commuter Short</b> \$68 \$71.50</p>	<p><b>SALE</b></p>  <p><b>Rhone Mako Short</b> \$68 \$62.50</p>	 <p><b>Slay Together Haus Watch Band</b> From \$12.25</p>	 <p><b>Aqua Net Leggings</b> From \$85</p>	 <p><b>Tooty Fruity Legging</b> \$92</p>

**Irene Gallahou**  
4h · 🌐

Hey boos!!! I have this pair of BooCrew leggings. They're a large. I now fit into the mediums (yes I bought a medium too 🙄). I have worn them prob 3 times max. They are in near perfect condition. There is one tiny thread that looks like it was pulled a drop. I would love to gift these to anybody that wants them. If you are a large (or know someone that is) and wants them, just send me your address and I will send them to you for free. I'll pay shipping. Just want to pay i... [See More](#)



👍👍👍 127

39 Comments

The community posts about buying/selling #BooCrew merchandise.

## Other instructors' Facebook communities are less numerous and active — accumulating up to 17K followers and posting 5-10 times a day.



Christine D'Ercole | 16.8K

The CDE Project - Christine D'Ercole

Private group · 16.8K members



Robin Arzon | 15.6K

Robin's Sweat With Swagger Crew

Private group · 15.6K members



Matt Wilpers | 11.7K

Matt's Maniacs ~ Let's Get #wilpered

Private group · 11.7K members



Denis Menaces | 14.4K

Denis's Menaces

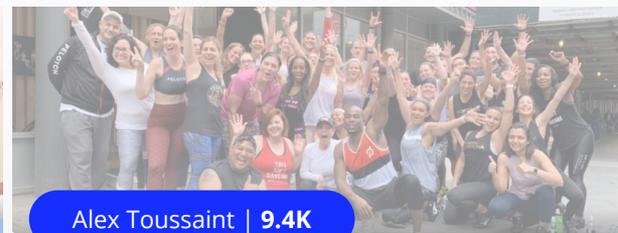
Private group · 14.4K members



Jess King | 13.7K

Jess King's Collective

Private group · 13.7K members

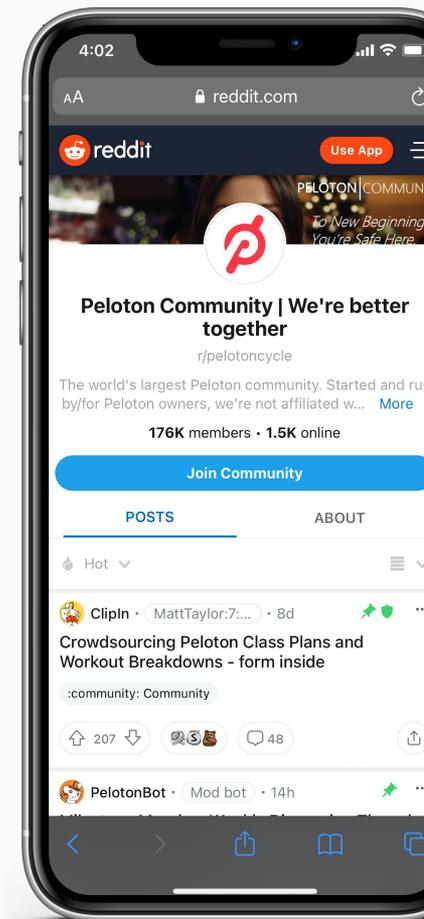


Alex Toussaint | 9.4K

Feel Good Fam

Private group · 9.4K members

Peloton has a subreddit with 176K members, which has seen a **+469%** YoY growth in 2020.



## Instructors are the most discussed topic on the r/pelotoncycle subreddit.

### Top r/pelotoncycle Keywords:

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peloton 580

instructors 506

pedaling 450

shoutouts 419

on-demand 361

cadence 322

fives 246

45min 233

rower 195

rides 191

hamstrings 322

leaderboard 152

instructor 151

showroom 195

tabada 139

cleats 114

pop-punk 111

motivational 119

low-effort 111

How does Peloton support self-organized groups?

## Instructors host Reddit live AMA (ask me anything) sessions to invigorate the community.



1.3k

Posted by u/BenAlldisPeloton  Peloton Instructor | Verified 1 month ago  2  4  5  2 

### Hey team, Ben Alldis here! It's time - AMA (Ask me anything)!

 Live AMA w/ Ben Alldis

UPDATE: Thank you all for the wonderful questions. It was so much fun to get to answer lots of them. Find me on [Instagram](#) & [Facebook](#) and can't wait to see you on the leaderboard soon!

**Live AMA format:** Instructor replies to the questions posted in the thread during two hours.

Reddit users are encouraged to up or downvote questions.

Instructor doesn't answer any specific questions to any one person, questions about specific injuries or anything about upcoming product or programming releases from Peloton.

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**Ben Alldis AMA thread has 565 comments and 1.3 upvotes**

# Key Takeaways

*From the 13X Growth of a Peloton Fan Club Case Study:*

Peloton understands the value of close-knit engaged communities and facilitates its instructors and users to organize themselves into clusters. In Spring 2020, the brand launched a Tag feature that enables communities to compete in the leaderboards. These small communities revolve around instructors, lifestyles, hobbies, occupations and user locations.

**Web – Pelo Buddy, an Independent Website About Peloton, Saw its Traffic Skyrocket in 2020:** Pelo Buddy is an “all-about-Peloton” website, that covers recent news, rumours and sells Peloton gear. The website has seen a 13X traffic increase in 2020. Pelo Buddy has an SEO-focused content strategy and leverages buzz keywords and captures organic searches. 83% of Pelo Buddy’s web traffic comes from organic search channel. Pelo Buddy recently launched a podcast that airs on YouTube and gets distributed to all major podcast platforms. Almost every episode touches on some instructor-related topics, whether that’s rumours about a new coach joining the crew or events from their personal lives.

**Organic Social – Instructor Fans Unite in Facebook Private Groups:** Cody Rigsby has the largest private Facebook group with 48K members. The community refers to themselves as #BooCrew and shares personal milestones, support and encourages each other to keep going. Group members also discuss other instructors and seek to sell/exchange #BooCrew branded merchandise. Other instructors have slightly smaller Facebook communities with up to 15K members who are also less active (adding up to 10 new posts per day vs. ~100 posts in Cody’s group).

**Independent Internet – Instructors Host Live Q&A Reddit Sessions:** Peloton has a 168K Reddit community that has seen a +168% YoY growth in 2020. Redditors most often mention instructors in their discussions and comments. In February 2020, Ben Alldis hosted a live AMA (ask me anything) session on the r/pelotoncycle subreddit. There were 565 comments in the thread and 1.2K upvotes.