

MEASURING ENDURANCE SPORT BRAND PERFORMANCE ON INSTAGRAM

All data based on analysis of 720+ international endurance companies' social media profiles over 4 week period: April 4 to May 1, 2018

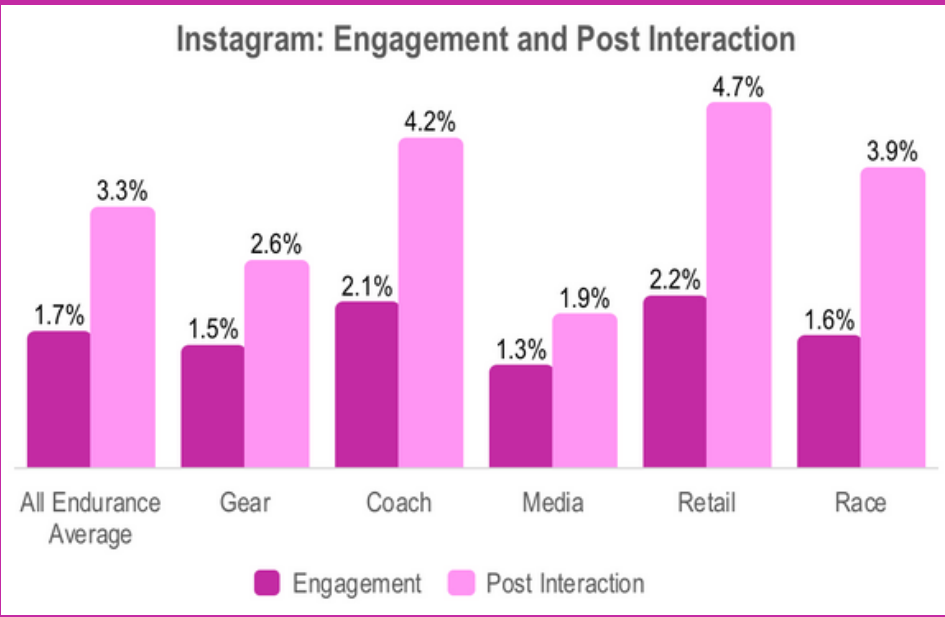
Instagram continues to lead with highest growth & engagement



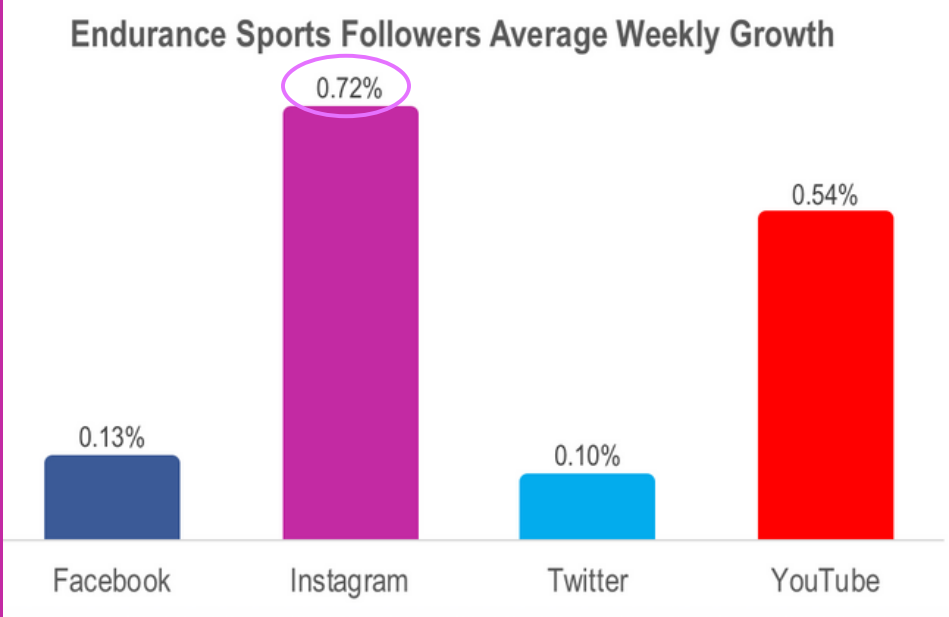
10.4K total posts, 25M total interactions this period.
Instagram had 2396 reactions per post compared to 202 on Facebook.
15% of endurance companies analyzed don't have an Instagram profile.
Slight increase in engagement and posts/day compared to past months.

ENGAGEMENT

Instagram has highest engagement and post interaction compared to Facebook and Twitter, and is slightly up compared to past two months. Only 35 profiles analyzed have more than 10% average post interaction. Quality engaging posts are key for driving brand performance.



FOLLOWERS AND GROWTH



+0.72%
Avg Weekly Growth

Instagram has highest growth compared to Facebook, Twitter, and YouTube; and is 2nd in follower size next to Facebook.

of Followers
265K average, 6K median

POSTS

Common themes from top performing Instagram posts within Endurance Gear and Media:
High quality pictures that athletes can relate to; pictures of bikes; fellow athletes & pros; inspiring; new products; race coverage; engaging text that is short & impactful with good use of hashtags.
Repeat again: Bike pictures really engage well!

0.61
Posts/Day

75% Pictures
12% Carousel
13% Videos

LEADERBOARD

- Some examples of high performing companies on Instagram this period:
- Gear:** Bianchi, Zoggs
 - Media:** Rouleur, Global Triathlon Network (GTN)
 - Coaches:** Strong Finish Run Coaching, Trisutto
 - Retail:** Tri Shop, Fit Werx
 - Races:** OKC Memorial Marathon, Boston Marathon

"Being at least as good as the leader is a prerequisite to being competitive" - Peter Drucker