

Case Study

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**SoulCycle**

wyng



“We used the Wyng platform to build a landing page, consumer content gallery, and referral program for our Movember campaign. Throughout the month of November, this microsite served as a resource for our Soul community. On our Movember Wyng page, new and existing riders explored the #NoMoExcuses gallery, referred “bros” to get a free ride at SoulCycle, and reserved their rides.”

**ABBY KOHN, Digital Media Manager**



## About SoulCycle

Founded in New York City in 2006, SoulCycle is a health, wellness, and fitness company with 35+ studio locations nationwide. They give riders a full-body workout, which has revolutionized indoor cycling and taken the world of fitness by storm. Combining inspirational coaching and high-energy music, SoulCycle offers an engaging workout that benefits both the mind and the body.

### Quick Look

**Industry:**  
Fitness

**Templates:**  
Referral  
Content Gallery

### Key Channels



Website, Email, Blog,  
In store, Instructor and  
staff promotion

## Goals



Acquire new male riders and increase engagement of all riders



Acknowledge and combat all excuses for why men might be hesitant to try a SoulCycle Class



Raise awareness for the Movember initiative

## Solution

At SoulCycle, we like to keep our customers engaged with our brand beyond the bike with fun, relevant campaigns. Last November, we focused our efforts on Movember, a yearly movement for men’s health during which men everywhere grow mustaches for the entire month of November. We used the Wyng engagement marketing platform to run our #NoMoExcuses initiative in collaboration with this cause.

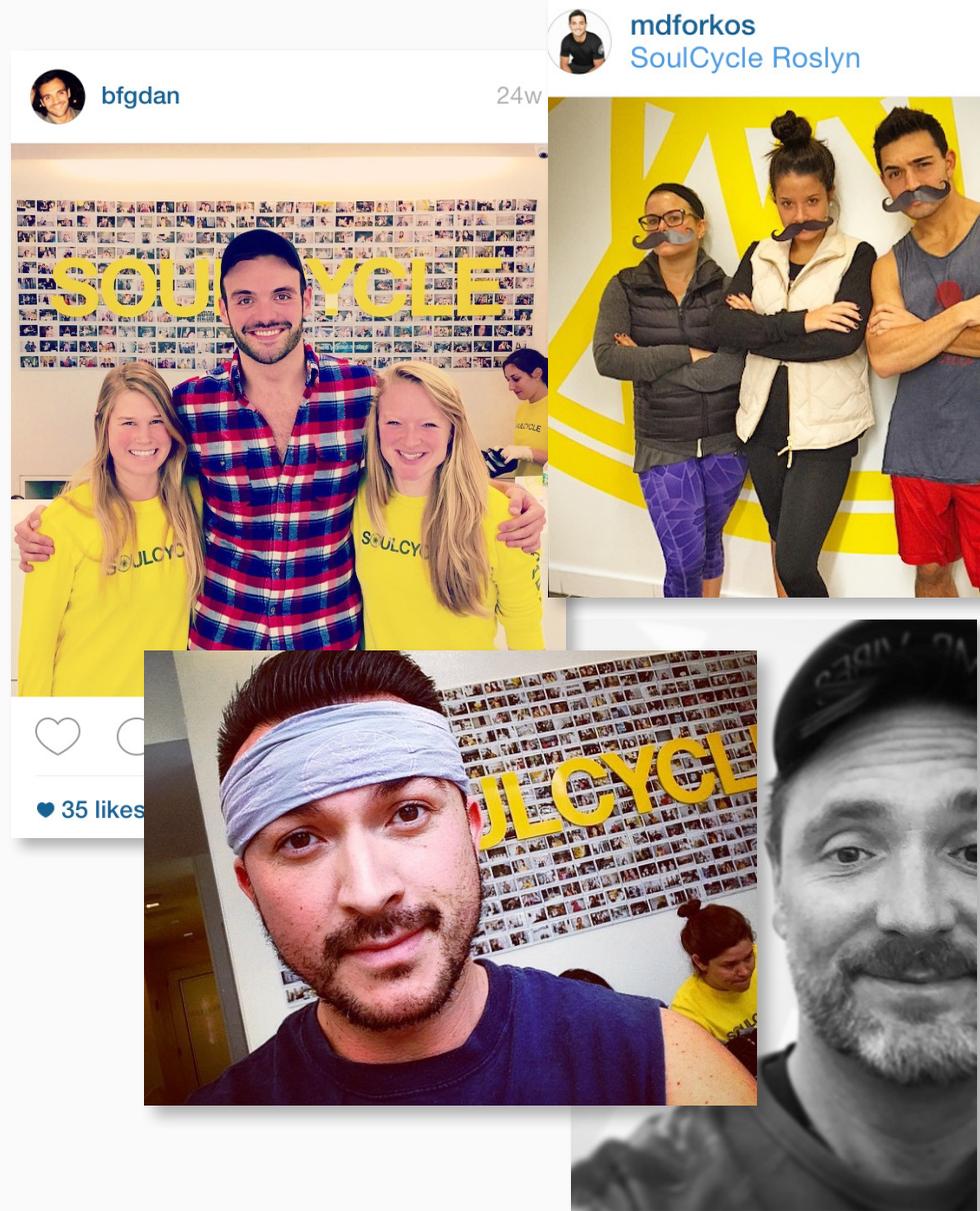


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|--|--|--|
| <p><b>KNOW A BRO?</b><br/>Get him on a bike.<br/>refer him</p> | <p><b>NEW. GUYS. RIDE. FREE.</b><br/>Call the studio to book your bike.<br/>click here</p> | <p><b>GET THE FULL SCOOP</b><br/>on Movember's MOVE initiative!<br/>learn more</p> |
|--|--|--|



The Movember Foundation is a global charity that raises awareness and funds to support breakthrough research and support services for men affected by prostate cancer, testicular cancer, and mental health problems. To support the Movember MOVE initiative, we wanted to get men on a bike at SoulCycle, so we offered every male his first class free during the month of November. We used Wyng to create a simple referral form for our devoted members to spread the joy and give a free ride to a SoulBro. Our results show us that they did, some for more than 10 of their friends.

The #NoMoExcuses gallery lived in the community section of our website and was populated with only the best Instagram posts highlighting our SoulBros' fancy staches, which we approved in the Wyng content dashboard. Featured units (fixed branded gallery tiles) were used to create a visual navigation bar at the top of the gallery. Visitors could click straight through to our referral page, learn more about the important MOVE for Movember initiative, or find and contact a studio right from the gallery. With the focus of our experience on getting guys interested in SoulCycle, we decided to address the abundance of excuses that men give for why they don't want to try a cycling class. Instead of shying away from the topic of our



#NoMoExcuses gallery and submissions



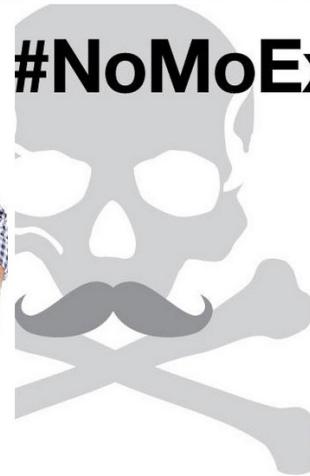
khongster  
Regram from @wookymonster #tbt wish you guys were here to go again with me!  
#nomoexcuses #soulcycle  
Thu Nov 13 2014 on Instagram

#NoMoExcuses

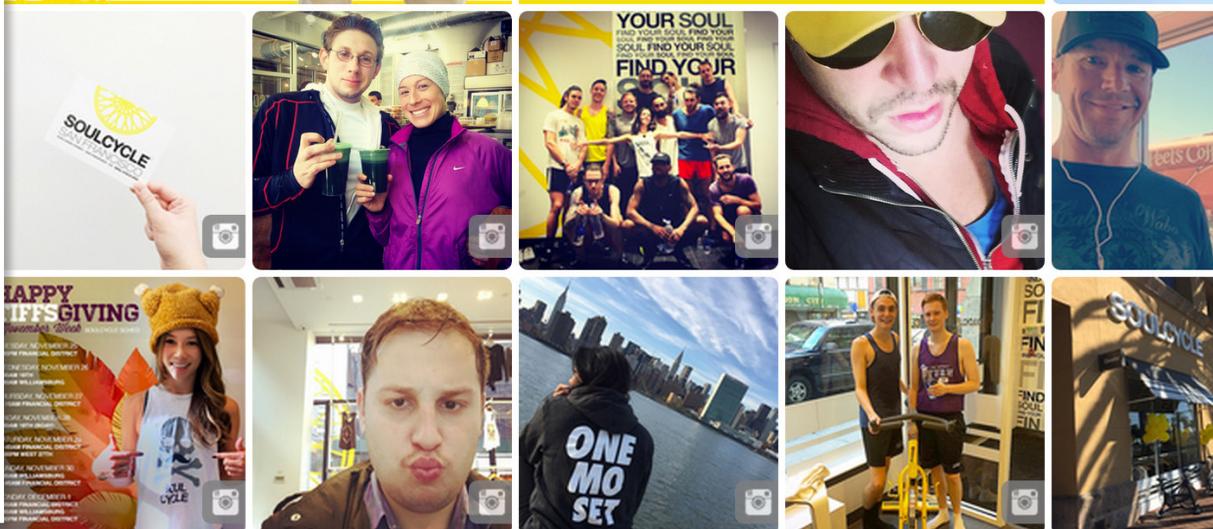
“My friends will laugh at me.”



#NoMoExcuses



share your Movember photo with us on Twitter & Instagram!



“I just



reputation, we responded head-on by including comical featured units with men displaying the top 5 reasons why they don't think SoulCycle is right for them. They covered all the possibilities, including men who think they are too hip, too busy, or even too tall to cycle. Scattered throughout the consumer content gallery, these images help break down the barrier of entry for men, drive home the #NoMoExcuses hashtag, and add a little humor to the whole experience.

Overall, the goals we had for this campaign were to engage new riders, address and counter men's excuses for not riding at SoulCycle, and help raise awareness about the Movember Foundation.

*An example of SoulCycle's helpful captions, which accompanied their featured "excuses" units*



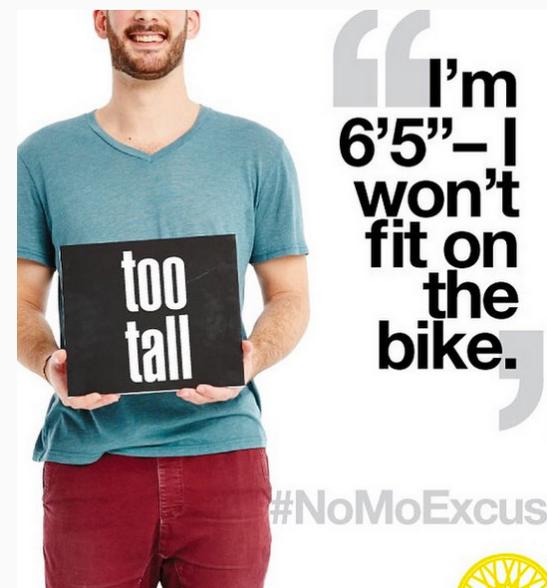
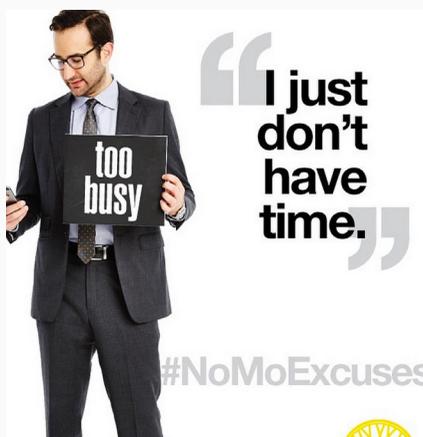
**soulcycle**

Follow

We hear that a lot, and it's true, SoulCycle is for women. But it's also for men! We see guys tapping it back in all of our classes, so know that when you come to Soul, you won't be alone! Our full-body workout is guaranteed to give you a great sweat and work muscles you didn't even know you had.

[#NoMoExcuses](#)

Wyng made it quick and easy to create an engaging content gallery on our website to display our customer's Movember participation. Not only that, we were also able to create a customized referral form and track all of our analytics on the campaign to get the most out of our #NoMoExcuses experience.



Playful featured units addressed the top male concerns around SoulCycle

### Quick Tip

**“We took advantage of the traffic analytics available to us. We kept our eye on the number of people navigating to the gallery, clicking through to the different pages and filling out forms. In just one month, we collected over four thousand unique email addresses to follow up on.”**

Abby Kohn,  
Digital Media Manager, SoulCycle

Results

IN ONE MONTH:

48,000+

unique views on the #NOMOEXCUSES gallery

Captured

4,500

unique email addresses from the "refer a bro" campaign

More than half

(57%)

of people who saw the referral form, signed up

BY THE END OF NOVEMBER:

5,530

new male referrals

↳ 35% increase in new riders

44%

increase per studio

