



**ROSTER**

# **Fitness Community Case Study**

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31x ROI from purchases and referrals generated by their influencers, pros, and ambassadors community

# The Challenge

→ Organize & grow 3 distinct communities

## Company background

Vooray designs modern athletic bags and accessories for active lifestyles. Their unique blend of style, function, and affordability have made the brand an industry leader within boutique fitness, and their assortments are the first to intentionally compliment leading athleisurewear trends.

The brand is sold around the world with headquarters in Logan, Utah and international offices in the Netherlands and Australia.

## Industry

Health, Wellness  
& Fitness

## Size

26 employees



# VOORAY Goals

- ❑ Track and scale word-of-mouth
- ❑ Build trust and foster real conversations
- ❑ Grow referrals and revenue

## Vooray Community Programs

Trainers

VooCrew

Influencers

# Trainers & Industry Pro Communities



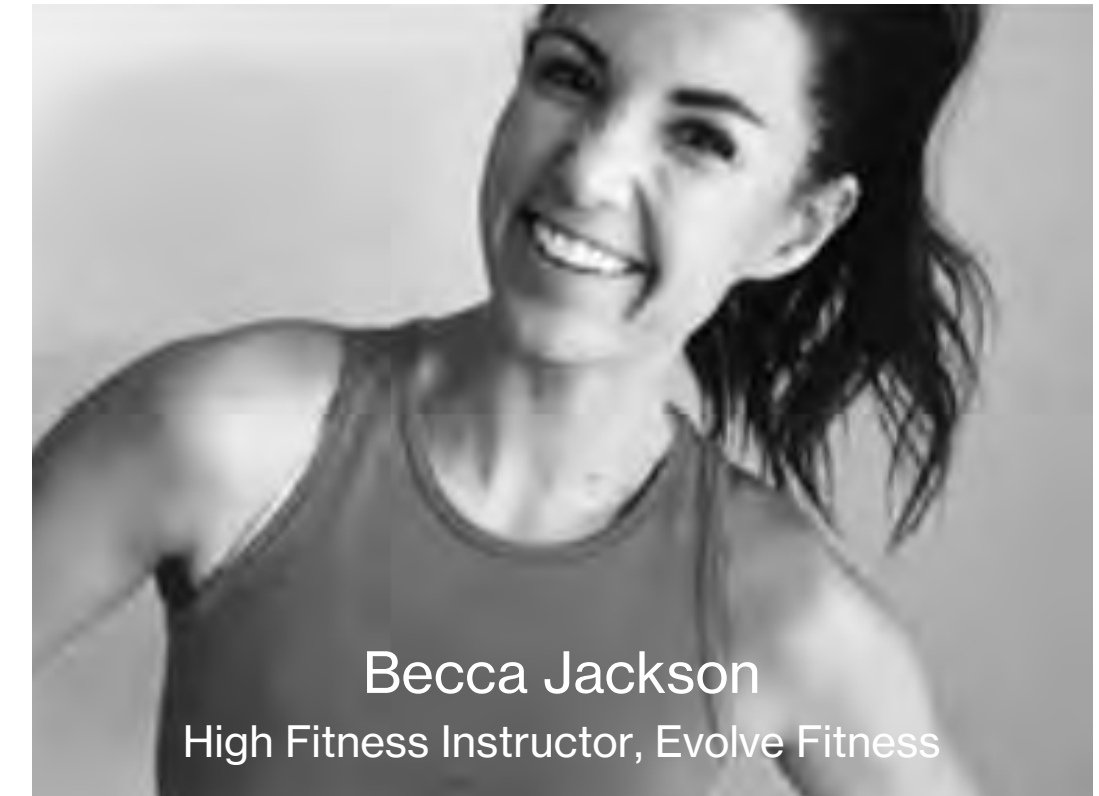
## Goals

- Create a community of trainers, coaches & fitness leaders
- Encourage networking among each other
- Product seeding & sampling



## Process

- Roster campaigns & contests
- Private FB group
- Virtual events

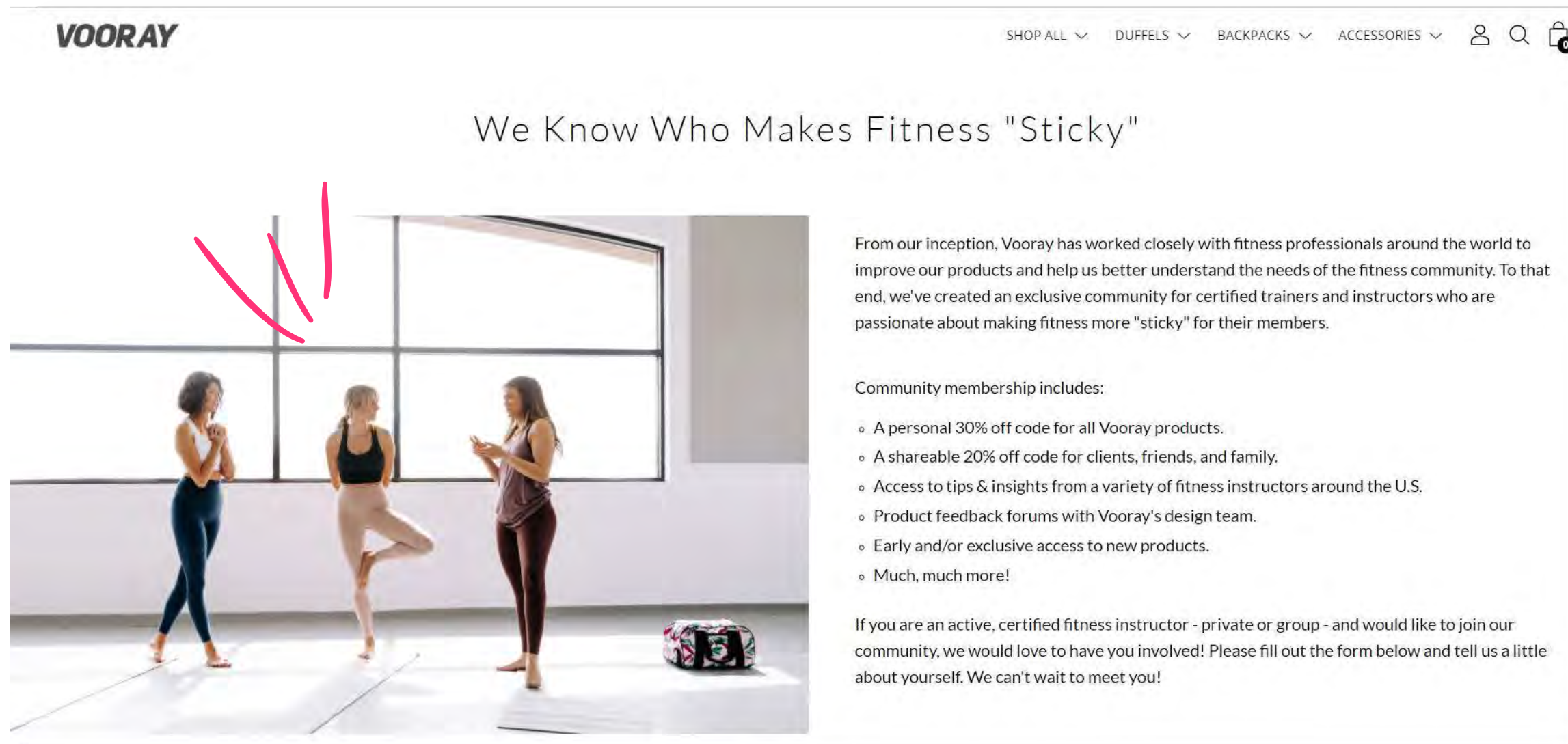


## Incentives

- 30% personal discount
- 15% shareable discount
- Exclusive and early access to new product

# Join the Trainer Community

Vooray promoted and invited trainers to join their community on their website, social media, and post-purchase emails.



**VOORAY** SHOP ALL ▾ DUFFELS ▾ BACKPACKS ▾ ACCESSORIES ▾

## We Know Who Makes Fitness "Sticky"

From our inception, Vooray has worked closely with fitness professionals around the world to improve our products and help us better understand the needs of the fitness community. To that end, we've created an exclusive community for certified trainers and instructors who are passionate about making fitness more "sticky" for their members.

Community membership includes:

- A personal 30% off code for all Vooray products.
- A shareable 20% off code for clients, friends, and family.
- Access to tips & insights from a variety of fitness instructors around the U.S.
- Product feedback forums with Vooray's design team.
- Early and/or exclusive access to new products.
- Much, much more!

If you are an active, certified fitness instructor - private or group - and would like to join our community, we would love to have you involved! Please fill out the form below and tell us a little about yourself. We can't wait to meet you!

### Profile Information

First Name \*

Last Name \*

Email \*

Phone Number

### Location

City \*

State/Province \*

Country \*

### Social Profiles

Add your social profiles \*

Add Another Profile

### Tell Us More

What genres of fitness are you currently instructing? (Check all that apply) \*

<input type="checkbox"/> Crossfit	<input type="checkbox"/> Yoga	<input type="checkbox"/> Strength Training
<input type="checkbox"/> Barre	<input type="checkbox"/> Pilates	<input type="checkbox"/> Lagree
<input type="checkbox"/> HIIT	<input type="checkbox"/> Dance	<input type="checkbox"/> Boxing/MMA
<input type="checkbox"/> Indoor Cycling	<input type="checkbox"/> Group Fitness	<input type="checkbox"/> Body Building
<input type="checkbox"/> Online	<input type="checkbox"/> Other	

if 'Other', please specify

At which gym(s) do you currently instruct? (please note region; i.e. Orangetheory in Palm Beach, FL)

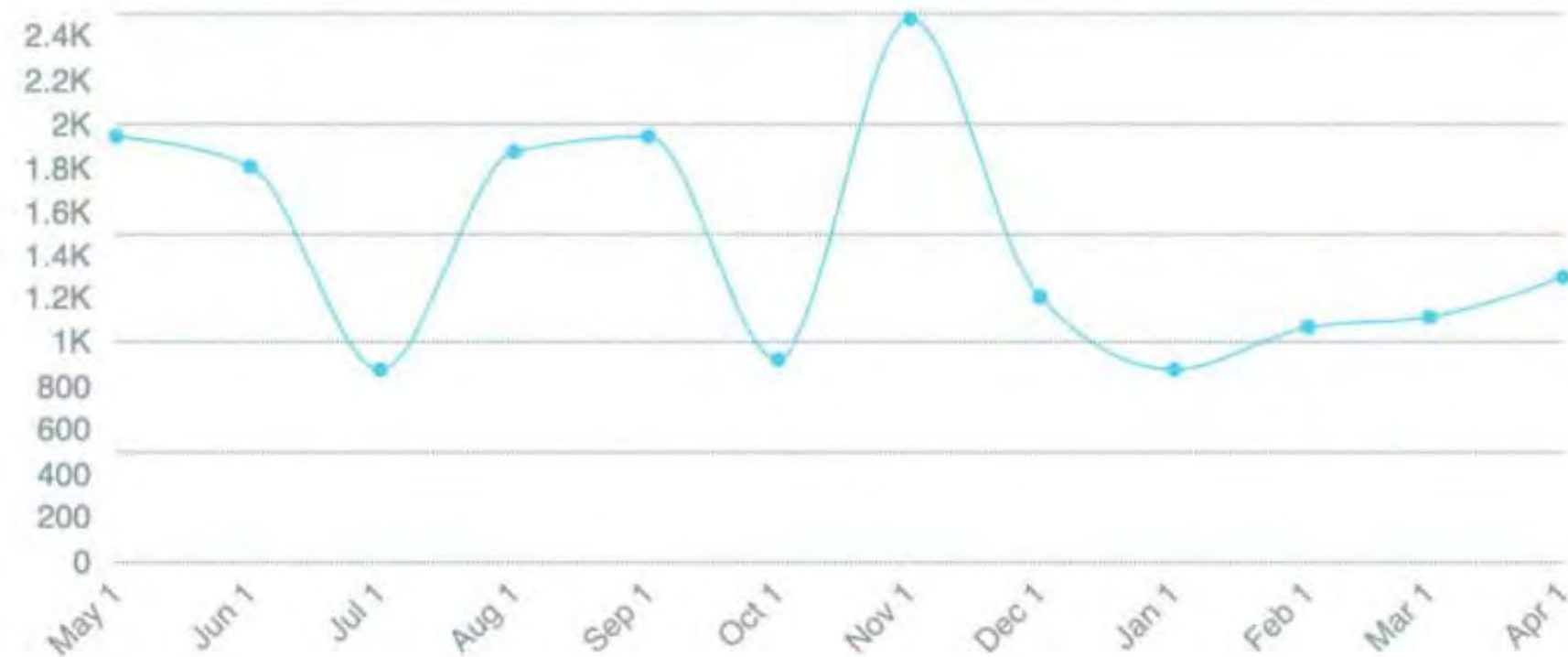
# Trainer Results

Total members: **428**

We work with a ton of personal trainers. One of the things Roster has helped us to do is to really turn personal trainers into the influencers that they are but track their influence and essentially their conversion power with their members in their classes and the people they teach.

## Total Purchases

View: All Program: Trainers



01

Track & scale word-of-mouth

**8x increase in UGC**  
**4x increase in reach**

02

Build trust & conversations

**52.8k engagements**  
**4x increase**

03

Grow referrals & sales

**134% more personal purchases**

Results: 1st year vs 2nd year of program

# VooCrew

**Exclusive Community  
for Customers**

## Process

- Welcome Campaign (share discount code to earn incentives)
- Referral Campaign
- Rewards for participation

## Goals

- Grow VooCrew community
- Engage on social
- Mass create UGC
- Drive increased loyalty & personal purchases

## Incentives

- 15% discount for personal use and to share with family and friends
- Earn referral incentives



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# VooCrew Community Results

Total members: 1,247

## 01 Track & scale word-of-mouth

57% more UGC  
45% increase in reach

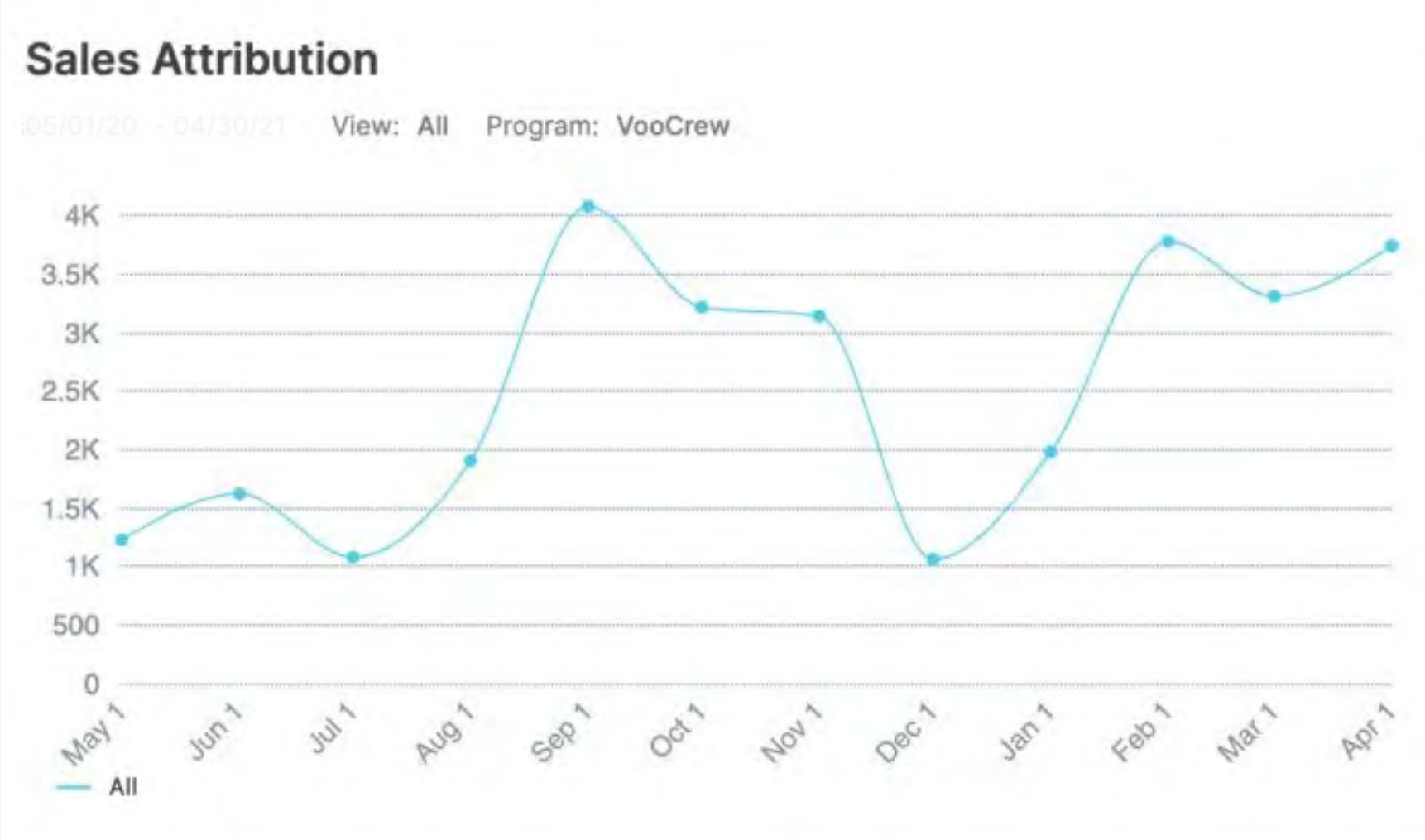
## 02 Build trust & conversations

96k engagements  
88% increase

## 03 Grow referrals & sales

\$12k purchases  
\$19k referral sales

We surveyed every new customer that Vooray acquired. A staggering number of people heard about us from a friend or saw a trainer using our products. These are things we could not track or replicate. Roster allows us to know when these conversations happen and measure them. It is a huge goldmine for a marketer!

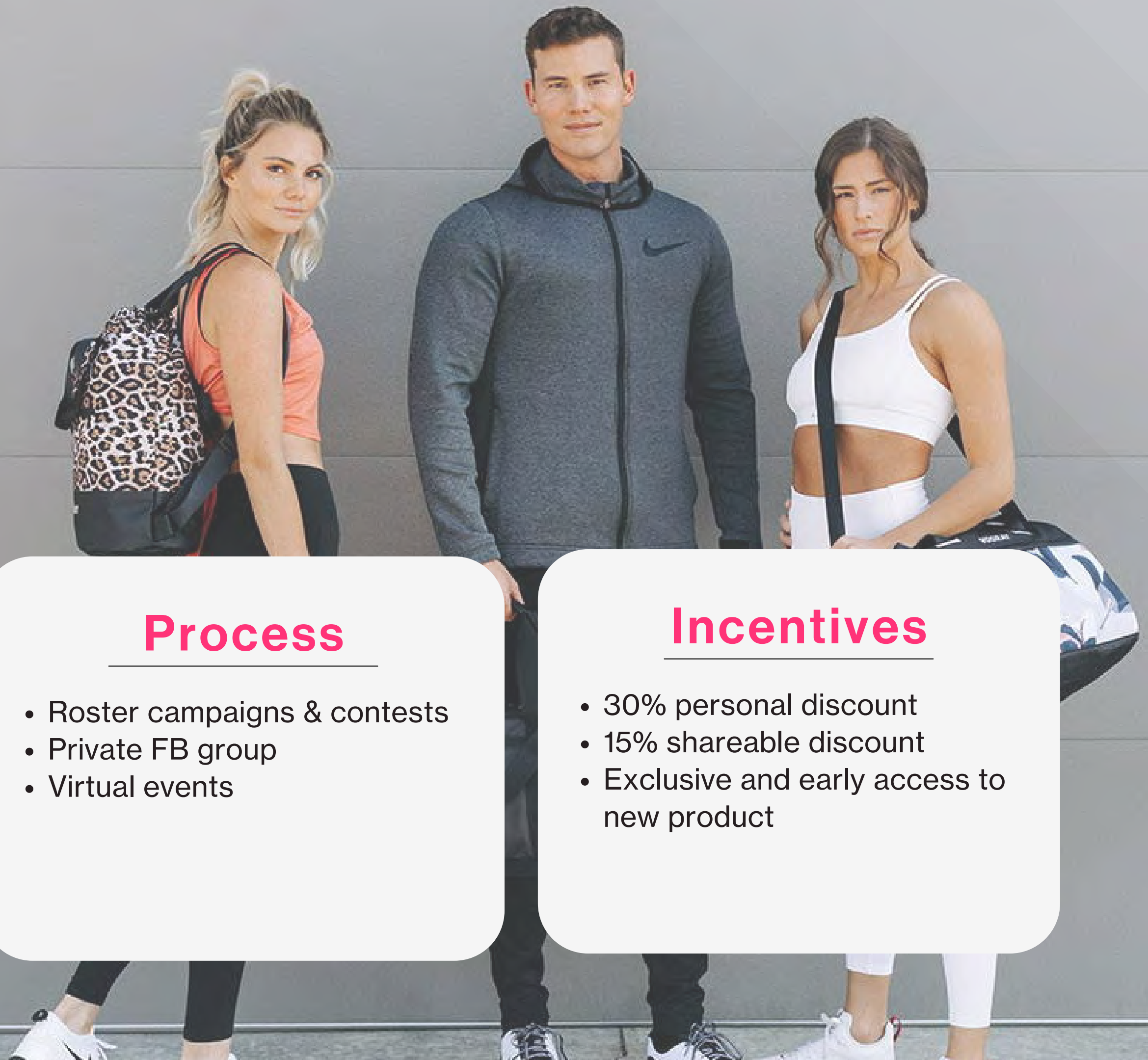


Results: 1st year vs 2nd year of program



# Influencers

## Commissioned Partners



### Goals

- Create a community of trainers, coaches & fitness leaders
- Encourage networking among each other
- Product seeding & sampling

### Process

- Roster campaigns & contests
- Private FB group
- Virtual events

### Incentives

- 30% personal discount
- 15% shareable discount
- Exclusive and early access to new product

# Influencer Results

Total members: **72**

## Sales Attribution

05/01/20 - 04/30/21 View: All Program: Commission Partners



It's awesome to see the effects that authentic Influencers have. The conversations are natural. They're not forced. No BS radars are going off anywhere. It's where you would want to hear about a new product from a friend, an acquaintance, and from someone you trust.

Roster allows us to track those conversations and scale them.

01

Track & scale word-of-mouth

**1k posts - 6x more**

**96.4M reach - 4x more**

02

Build trust & conversations

**2.3M engagements**

**4x increase**

03

Grow referrals & sales

**\$186K referral sales**

Results: 1st year vs 2nd year of program

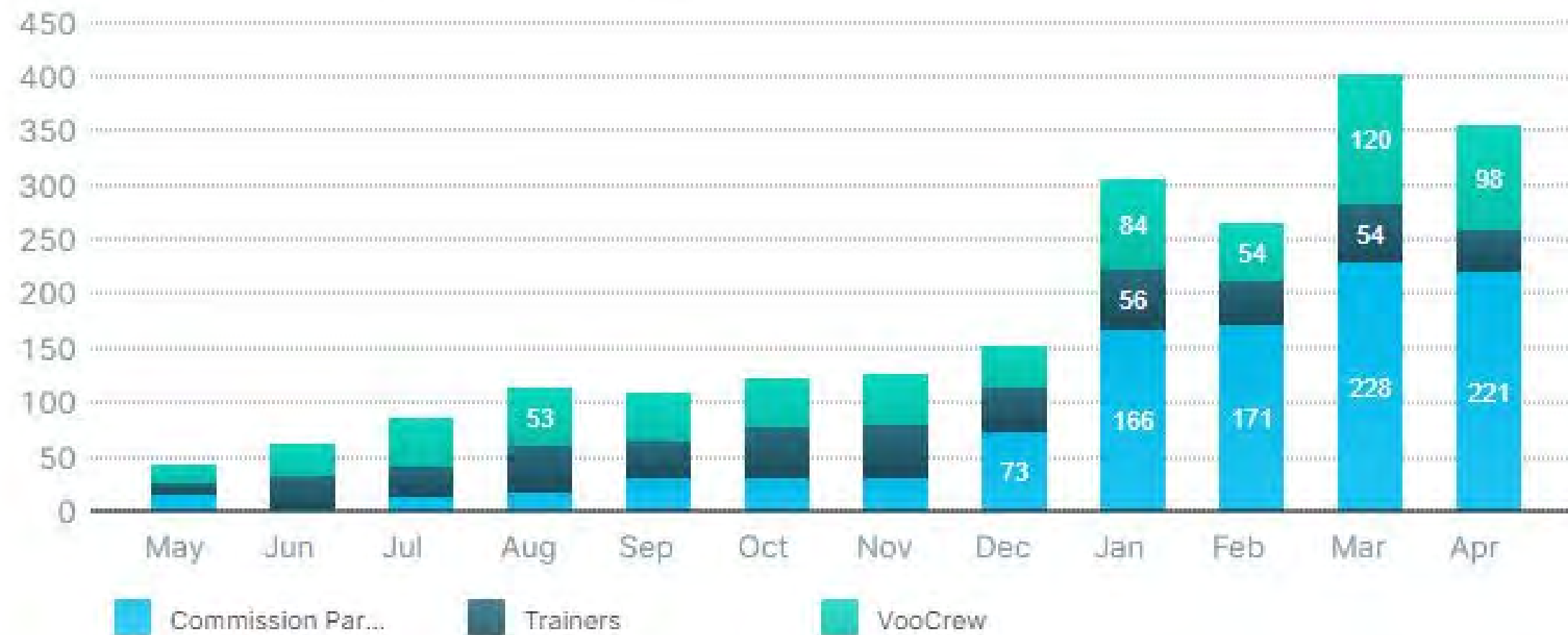
# All 3 Programs

Total members: 1,747

# Social Impact

## Post Mentions

05/01/20 - 04/30/21 | View: Program | Program: Commission Partners, Trainers, VooCrew



**2.1k**  
Total Posts

**98.6M**  
Follower Reach

**2.4M**  
Engagements

Results: 1st year vs 2nd year of program



**All 3 Communities**

# Sales Impact

**31x**

Return on Investment

**\$252.1K**

Annual Referral Revenue


**\$72.4K**

Yearly Personal Purchases


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# Brad Staples

VP of Vooray Marketing




The data Roster brings is leaps and bounds above what we were using on Shopify or any other influencer platforms we've used before.



Roster shows us which people actually influence friends to become Vooray customers. Not just talk, post or tweet about us. We know much more with Roster about true influence.

Now we have a model that we replicate and scale. It drops our customer acquisition cost significantly.



# ROSTER

## Team up with your community

Everyone has influence! Roster leverages the influence of passionate fans, customers, ambassadors, creators, and affiliates for hundreds of leading companies. With a complete suite of automated tools, brands quickly scale awareness, build community, and generate revenue by engaging with people who care about their company. Our mission is to empower everyday people to fuel ecommerce. To this end, Roster cultivates brand-creator relationships that inherently build trust and deliver long-term revenue growth.

[getroster.com](https://getroster.com)