LOCAL AREA MARKETING

A MATCH FOR ALL

play.tennis.com.au

The marketing you conduct for your tennis club or coaching business should have one of two purposes.

- RAISE AWARENESS for your tennis products in and around your community.
- DRIVE ENQUIRIES from those consumers who are interested in your club or business and who take steps to find out more.

1. WAYS TO PLAY THIS SUMMER

Social Play Sessions is the entry point into tennis to reconnect with adult players. It combines tennis with food, drink and fun to create a welcoming and comfortable environment for participants.

Cardio Tennis is a great option for players after Open Court Sessions. With a focus on tennis and fitness, players don't need all the gear and can also encourage existing players to keep hitting.

Court Hire welcomes all players. However, some may feel uncomfortable as they may not feel good enough or don't have a hitting partner.

Open Days is a staple in almost any tennis community in Australia where these supportive communities should be celebrated locally.

OPEN COURT SESSIONS

Open Court Sessions is the entry point into tennis with an aim of bringing lapsed adult players back to the game. This activity combines tennis with food, drink and fun to create a welcoming and comfortable environment for participants.

CUSTOMER MINDSETS

- I don't want to feel intimidated when choosing a new sport or activity.
- I like to share online as a way to stay connected with my social network.
- I like the positive validation from sharing activities I do online.

CARDIO TENNIS

Cardio Tennis is the next step. If a player comes to Open Court Sessions a couple of times and are excited to take more action, Cardio Tennis is a great option. With a focus on tennis and fitness, participants still don't need all the gear. It can also encourage existing players to keep hitting.

CUSTOMER MINDSETS

- Exercise is important to my long-term health and well-being.
- Physical activity relieves stress and helps me relax.
- I enjoy meeting new people though activities.

BOOK-A-COURT

Book-A-Court is unique: anyone is welcome to hire a court. However, some players may feel uncomfortable because they don't think they're good enough or don't have someone to hit with. This is where Open Court Sessions & Cardio Tennis can help.

CUSTOMER MINDSETS

- People I know inspire me to be active.
- I like my friendship group and want to enjoy activities with them.
- I don't have a lot of family time so I like to do activities with my kids.

CLUB TENNIS

The next step in the pathway encompasses a wide range of tennis offerings within clubs. From group coaching to social leagues, private lessons to casual nights of Fast4, these options should be discussed when you know more about your participant and their interests.

CUSTOMER MINDSETS

- I would like to do a tennis lesson and improve my game.
- I want to participate in a social league but don't know how to get started.
- Participating in sports makes me feel like I'm part of a community.

MARKETING IN SIX STEPS.

1 SET OBJECTIVES

What would you like to achieve in terms of marketing? If you set some objectives, then everything that follows has purpose. Remember, make these objectives SMART.

2 DEFINE YOUR TARGET

Know who you want reach with your marketing and different ways to reach these people. Once you know who, this can play a key role in contributing to a plan.

3 MAKE A PLAN

This is where you can really think about how you want to approach marketing Cardio Tennis at your club and plan a simple strategy to launch a strong program.

4 AND EXECUTE

It's go time. It's time to get cracking on implementing all the great ideas in your plan. Think broadly and think about the best way to reach your target audience.

5 KEEP THEM COMING BACK

Turning a new customer into a returning customer is what this section is all about. How to make the experience memorable where players are coming back every week.

6 MEASURE AND KEEP GOING

How you have gone in meeting your objectives? Decide what has and hasn't worked choose if you want to change anything or highlight an area that worked.

2. SET UP YOUR GOALS

Social Play Sessions

- Integrate a Social Play Session event into your regular programming.
- Engage parents of students from your partner school in a club program.
- Establish a corporate Social Play program for local businesses.
- Run regular community social events at our club

Cardio Tennis

- Launch a regular Cardio Tennis program, welcoming players of all levels.
- Establish a Cardio Tennis program specifically for teens and young adults.
- Provide the local community with an alternative fitness program.

Court Hire

- Install Book-A-Court across all our courts.
- Record month on month growth in court bookings.
- Establish a re-engagement plan designed to reach your Book-A-Court customers.

Open Days

- Celebrate the regular players through recognition and appreciation.
- Tell the good news story of your regular hitting parties and promote a healthy lifestyle within your elderly community.

3. KNOW THE RIGHT PRICE

For example, Cardio Tennis is unlikely to become a person's exclusive exercise solution rather it supplements a person's exercise routine. Understand the below and use the scenarios on the right to help guide you in choosing the right price.

Are you registered cardio tennis deliverer?

When you type in your postcode or club into cardiotennis.com.au, are the details correct for your club?

Considering when choosing the right price.
Sensitivity to price, the cost-volume profit relationship, the value of the program to the player, competitor pricing i.e. casual gym sessions, boot camps etc. and constraints on pricing behaviour i.e. what is your demographic willing to pay?

SCENARIO 1: PAY AS YOU PLAY
Looking at other workout programs around. If Pilates sits at $30 per session, price each session at $20.

SCENARIO 2: BUY FIVE, GET ONE FREE
Participants call in advance to secure a spot in the session. - Nine-hour cancellation period with credit card reservations. - Charge $15 per Cardio Tennis workout. $75 total, $90.

SCENARIO 3: PROMOTE VALUE, NOT DISCOUNTS
This could include bring a friend for free or attendance incentives (like the Cardio Tennis Challenge.

4. UNDERSTAND YOUR AUDIENCE

Social tennis refers for consumers to playing for fun with others, such as:

- in an organised session (cardio or other),
- hiring a court with friends or playing at a friend's apartment complex or backyard
- playing in a social event over a long weekend.

Top reasons why consumers want to play social tennis:

- fun & feel welcomed
- social aspects
- healthy & active lifestyle
- inclusive: no level, mixed genders, no judgement
- no commitment, flexible: schedule, easy to book & access, can borrow equipment

Target audience on ways and when to play socially:

- before work: cardio & court hire
- morning: cardio & events targeting your mums/carers
- afternoon: events targeting 65+ retired
- after work: cardio, court hire, events targeting adults only
- weekend: court hire & events targeting family

Consumers Mindset:

- Events key highlights: meet new people, inclusive, part of community
- Cardio key highlights: long term health & wellbeing focus, get fit, challenged, improve energy & focus
- Court hire: enjoy time and sport activity with own family, friends and kids

WHO'S YOUR TARGET?

PINK

The weekday worker.
This audience is a great market to target for Cardio Tennis. They work Monday to Friday anytime from 8 am to 6 pm on most days. They enjoy working out before or after work, catching up with mates for a weeknight activity and don't want to take their work home with them. Once they're out the door, they want a change.

GREEN

The midweek meanderer.
The stay-at-home parents, the business owners, the uni students. Any person who has hours in the middle of the day fall into this potential audience group. They may have some hours in the middle of the day where they could play or may spend time in the local shopping street or grocery store running various errands.

The player parent.
If your club has a serious group of parents or carers who are supporting their young tennis players, they may be looking for a hit of tennis themselves. You may find this audience is often on site and engaging a little with the club and coach or with other parents. What do they know about Cardio Tennis?

MARKETING IDEAS.

THE WEEKDAY WORKER

Social media advertising.
Facebook ads directing customers to your website.
Events on Facebook.
With dates and booking details (you can boost events too).
Referral programs.
Bring a friend, receive a free pass.
Local business advertising.
Flyers and poster drops around your area.
Local business wellbeing program.
Corporate sessions for your hardworking neighbours.
Up-to-date website.
Pretty self-explanatory.

THE MIDWEEK MEANDERER

Neighbourhood mail drop.
Offer a locals discount at your Cardio Tennis workout.
Posters or vouchers locally.
Cafes, supermarkets, universities, libraries and more!
Government fitness programs.
Steptember, Active April and other programs in your area.
Local radio.
Spots during the day may be cheaper.
Public relations.
Look for the local publications and websites.

THE PLAYER PARENT

Posters around the clubroom.
Capture the audience already in your clubroom.
eDM marketing to club database.
MT2 has an email function. Mailchimp guide on page 15 - 19.
School newsletters.
Is your club catching a lot of students from a local school?
Family offers.
Parents of Hot Shots players receive a Cardio Tennis pass.
Members/players free event.
Get the club down for a free event of frivolity and fitness.
Coordinated sessions.
Hots Shots and Cardio Tennis, Saturday 9:30am.

5. RAISE AWARENESS

Consistency

One really important way to raise awareness is to commit to deliver the program for a specified time frame. E.g, commit to a term of running Cardio Tennis every Tuesday night, regardless of attendance.

External facing signage

Is your club in a high traffic area (either by foot or motor)? How can you utilise the passers-by to raise awareness for Cardio Tennis? If it requires a permit from the government, get one and catch the eyes of as many people as possible.

Local influence

Do you know of a local influencer around your area who could be interested in trying out your program? Invite them along to experience it for free. If they love it (which they will) they may just post about the program to their audience. Otherwise, think about engaging local What's On sites.

A flyer for casual players

For every single person who walks through the gates of your club, give them a flyer and tell them about your offering. Word of mouth is key to upping awareness for a program like this – coaches, volunteers and customer service staff need to be talking about it.

Local government exercise incentives

Active April and September are just a couple of examples. Get your club involved with one on a local level and raise awareness for a whole new audience.

Social media advertising

If your club does not have an Instagram and Facebook account yet, create one. This is a key source of information for customers. Regularly posting images of your sessions may be just what someone needs to give it a go.