

Local area marketing toolkit 2023


Purpose:

This guide gives a simple run down of what marketing is, how to create a marketing plan, different approaches for marketing locally, with suggestions of different ideas clubs and coaches can do to promote tennis in the community.

Asset:	Specifications:	Samples of design:
<p>Local area marketing toolkit 2023</p>	<p>A4 Document</p>	<p>The design samples include a cover page titled 'Marketing Tennis Locally' with a photo of a woman and a man on a tennis court. Below the cover are six steps: Step 1: Set Objectives, Step 2: Define your Target, Step 3: Make a plan, Step 4: And execute, Step 5: Keep them coming back, and Step 6: Measure and keep it going. Each step includes a brief description and a small icon. Below the steps is a section titled 'Step 3 Make a plan' which details 'Awareness', 'Consider', 'Action', and 'Retention' strategies. At the bottom, there are three mobile device screens showing social media posts for a 'Come & Try Day' event, labeled 'POST', 'CREATE', and 'SHARE'.</p>


Fence Banners: Court Hire, Cardio Tennis, Hot Shots

Purpose: To provide members with print ready fence banners to assist with their promotion of Court Hire, Cardio Tennis and Tennis Hot Shots.

Asset	Design
<p>1. Fence banners</p> <ul style="list-style-type: none"> - Court Hire - Cardio Tennis - Tennis Hot Shots 	 <p>The design section contains three horizontal fence banners. The first banner is red and features the text 'TENNIS COURT HIRE' in large yellow letters, with 'NO MEMBERSHIP, NO WORRIES' in white below it. It includes icons of a tennis ball, a tennis racket, and a location pin, and the URL 'play.tennis.com.au'. The second banner is pink and features 'CARDIO TENNIS' in white and 'HIT YOUR WAY TO FIT' in large yellow letters. It includes icons of a tennis racket, a tennis ball, a musical note, and a heart, and the URL 'play.tennis.com.au'. The third banner is blue and features the 'HOT SHOTS tennis' logo in colorful letters, with 'LEARN TENNIS FOR LIFE' in large yellow letters below it. It includes icons of a tennis racket and a tennis ball, and the URL 'play.tennis.com.au'.</p>


Feather Banners: Court Hire, Cardio Tennis, Hot Shots

Purpose: To provide members with print ready feather banners to assist with their promotion of Court Hire, Cardio Tennis and Tennis Hot Shots.

Asset	Design
<p>1. Feather banner</p> <ul style="list-style-type: none"> - Court Hire - Cardio Tennis - Tennis Hot Shots 	 <p>The image displays three vertical feather banners. The first banner is red and promotes 'TENNIS COURT HIRE' with the tagline 'NO MEMBERSHIP, NO WORRIES'. It features a tennis racket icon, a tennis ball, and a tennis court illustration. The second banner is pink and promotes 'CARDIO TENNIS' with the tagline 'HIT YOUR WAY TO FIT'. It includes a musical note icon, a heart, and a tennis racket. The third banner is blue and promotes 'HOT SHOTS' with the tagline 'LEARN TENNIS FOR LIFE'. It features a tennis racket, a tennis ball, and the 'HOT SHOTS' logo. All banners include the website 'play.tennis.com.au' at the bottom.</p>


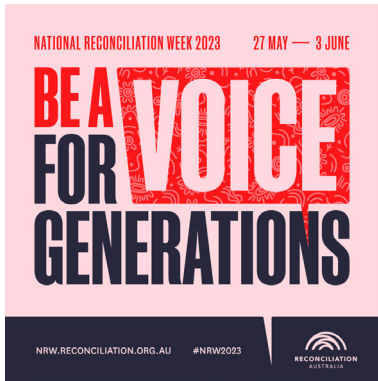

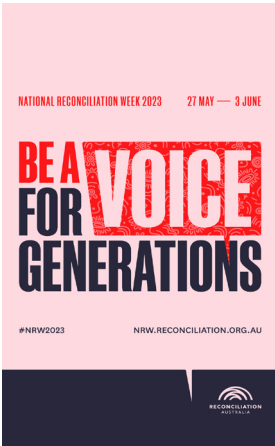
A3 Posters: Court Hire, Cardio Tennis, Hot Shots

Purpose: To provide members with print ready A3 posters to assist with their promotion of Court Hire, Cardio Tennis and Tennis Hot Shots.

Asset	Design
<p>1. A3 Posters</p> <ul style="list-style-type: none"> - Court Hire - Cardio Tennis - Tennis Hot Shots 	 <p>The design section displays three A3 posters. The first poster, 'TENNIS COURT HIRE', has a red background and promotes court hire with the tagline 'NO MEMBERSHIP, NO WORRIES'. The second poster, 'CARDIO TENNIS HIT YOUR WAY TO FIT', has a pink background and features a musical note icon. The third poster, 'HOT SHOTS LEARN TENNIS FOR LIFE', has a blue background and includes a 'HOT SHOTS' logo. All posters include photos of tennis players and the website 'play.tennis.com.au'.</p>



National Reconciliation Week: Social Tiles

Purpose: To recognise National Reconciliation Week and the 2023 theme, Be a Voice for Generations.

Social Asset	Suggested Caption	Design
<p>1. Instagram & Facebook square tile 1080x1080</p> <p>2. Instagram Stories 1080x1920</p>	<p>National Reconciliation Week (NRW) takes place from the 27 May - 3 June and is a time for all Australians to learn about our shared histories, cultures, and achievements, and to explore how each of us can contribute to achieving reconciliation in Australia.</p> <p>This year’s theme is Be a Voice for Generations and encourages all Australians to be a voice for reconciliation in tangible ways in our everyday lives – where we live, work and socialise.</p> <p>At (insert club name) we are committed to striving for reconciliation.</p> <p>#NRW2023</p>	<p>Instagram/Facebook Tile:</p>   <p>Instagram Story Tile:</p>  

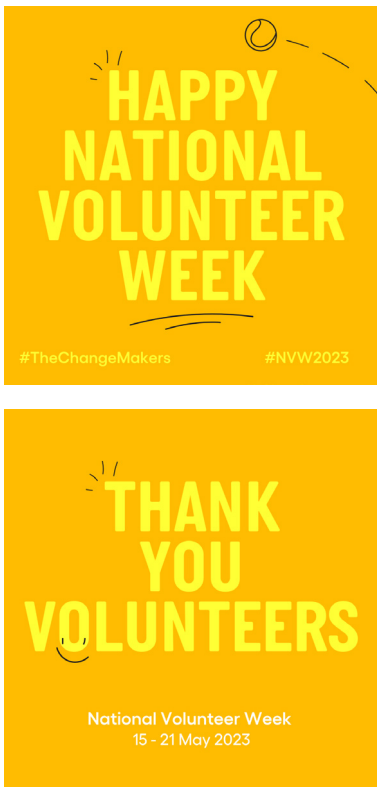

May & June Calendar Update: Social Tiles

Purpose: Increase awareness for players and coaches surrounding upcoming events in May and June.

Social Asset	Suggested Caption	Design
<p>1. Instagram & Facebook square tile 1080x1080</p> <p>2. Instagram Stories 1080x1920</p>	<p>Don't miss the next couple of action-packed months!</p> <p>Swipe to see all the events this May and June and enter now - https://tournaments.tennis.com.au/tournaments</p>	<p>Instagram Tile:</p>  <p>Instagram Story:</p> 




National Volunteer Week: Social Tiles + A4 Certificate

Purpose: To celebrate and recognise all the volunteers in the tennis community. The theme for National Volunteer Week 2023 is The Change Makers and will be held from the 15 - 21 May.

Social Asset	Suggested Caption	Design
<p>1. Instagram & Facebook square tile 1080x1080</p> <p>2. Instagram Stories 1080x1920</p>	<p>Happy National Volunteer Week!</p> <p>Thank you to all our amazing volunteers for everything you do. You are the backbone of this sport and we appreciate your time, energy and passion you bring to our courts and events.</p> <p>#TheChangeMakers #NVW2023</p>	<p>Instagram / Facebook Tile:</p> 
<p>A4 Certificate (Editable)</p>		

Mother's Day: Social Tiles

Purpose: To celebrate and recognise all mothers and mother figures in the tennis community on Mother's Day.

Social Asset	Suggested Caption	Design
<p>1. Instagram & Facebook square tile 1080x1080</p> <p>2. Instagram Stories 1080x1920</p>	<p>Happy Mother's Day!</p> <p>Thank you to all the incredible mothers and mother figures in our tennis community.</p>	<p>Instagram Tile:</p>   <p>Instagram Story:</p>  

Generic Play & Social Images:

