

TNSW LOCAL AREA MARKETING GUIDE

2023



INTRODUCTION

THE NEED FOR LOCAL AREA MARKETING

Marketing helps to build awareness of your tennis club, put the club and play opportunities front of mind, generate demand in the community and ultimately compete for customer spend. Ultimately, you are telling people you exist. If no one knows you're there or what you're offering them, we can't expect to grow.

Your promotional efforts are designed to inform new potential players and remind existing players of your products and services. Certain offerings will be of interest to specific groups of people. Local area marketing seeks to proactively communicate the right message to the right people at the right time.

Your marketing approach needs to align with short and long term business goals. Short term objectives such as increasing entry numbers into an upcoming Hot Shots class may require an involved, targeted and brief promotional approach. Prolonged marketing practice is equally important to future proof patronage by maintaining relevance within the local community. Constant planning, activity and assessment helps give the club the best chance of success.

Marketing aims to increase sales and the longevity of the tennis club by attracting new clientele whilst strengthening club visitation and the loyalty of existing members.

THE CURRENT CLIMATE

1,002.9K (4.9%) of adults 15+ play tennis annually.

283.9K (5.9%) of children 0 – 14 play tennis annually.

Of those, 37% took part in tennis at least once per week.

Strengths

NSW accounts for 35.9% of national adult tennis participation figures.

Tennis remains a top ten sport and is growing in participation since 2019.

Weaknesses

Tennis has seen a decline in overall participation levels since 2002.

Opportunities

To increase the amount of players (currently 63% of total players) playing at least once per week.

Over 530,000 are considering participating in tennis.

50% currently play for fun, 38% for social reasons and 33% for fitness. Varied tennis products reach appeal to each motivating factor.

Only 2.1% of People with Disability play tennis.

Only 1.9% of Indigenous Australians play tennis.

Child sport participation numbers are growing each week.

Mental health is a driving force behind growing participation for adults 15+.

Cardio Tennis and wheelchair tennis.

Threats

Growth of individual non-sport recreational activities such as fitness, gym and swimming.

Other sports.

Non-sport related activities.

PARTICIPATION SEGMENTS

Why are people playing tennis? What are the different reasons and how does that affect frequency?

Competitive Enthusiasts – 4%

Profile: Sport Enthusiasts frequently involved in tennis – in it for the competitive outlet in a social setting.

- 95% fortnightly players
- 57% are interested in playing tennis in the future
- Gender: Male 72% and Female 28%
- Main age group: 25 – 39 year-olds 54%

Targeting/maintenance: Cardio Tennis, coaching, competitive play, level-based options.

Key Promotion: Promoting opportunities to be competitive and social through tennis.

Tennis Lifestylers – 10%

Profile: Regular players who have a motivation to keep fit and socialise outdoors through an inclusive sport – tennis is part of their lifestyle.

- 63% fortnightly player
- 63% are interested in playing tennis in the future
- Gender: Male 59% and Female 41%
- Main age group: 25 – 39 year-olds 38% and 40 – 54 year-olds 26%
- 87% are interested in playing socially outside a competition or event

Targeting/maintenance: Social play, Cardio Tennis, Alternative formats.

Key Promotion: Promote opportunities to socialise, get/keep fit, spend time outdoors and have a break from the everyday routine.

Skill Seekers – 4%

Profile: Play to develop and refine their skills and have a physical, competitive challenge. Difficulties with accessing the sport stop them from playing.

- 31% fortnightly players
- 38% are interested in playing tennis in the future
- Gender: Male 63% and Female 37%
- Main age group: 25 -39 year-olds 46%
- Drivers of playing: Good for developing and refining skills as it is physically challenging

Targeting/maintenance: Cardio Tennis, Competitive Play, Coaching, Skill-based apps/technology, time-based option.

Key Promotion: Promote the physical challenge and competitiveness of tennis and the opportunity to develop/refine skills.

Fun Casuals – 8%

Profile: Infrequent players facing confidence, access and commitment issues. When they do get involved, it is to have some fun and to do some fitness without breaking the bank.

- 31% fortnightly players
- 41% interested in playing in the future
- Gender: Male 52% and Female 48%
- Main age group: 25 – 39 year-olds 47%
- Barriers for playing: It is hard to find someone to play with & lacking the ability

Targeting/maintenance: Social play, Cardio Tennis, alternative formats, coaching, level-based play & no locked in commitments.

Key Promotion: Promote opportunities to have some casual, non-competitive fun with tennis.

Fitness Fanatics – 16%

Profile: Health junkies who prefer other ways of keeping fit. They would be open to tennis to keep fit, have a physical challenge and develop their skills.

- 21% interested in playing in the future
- Gender: Male 54% and Female 46%
- Main age group: 25 – 39 year-olds 41% and 18 – 24 year-olds 23%
- Barriers for playing: Time, preferring other sports and finding someone to play with

Targeting/maintenance: Cardio Tennis, coaching, skill-based apps.

Key Promotion: Promote opportunities to get/stay fit, be challenged physically and develop/refine skills through tennis.

Sport Explorers – 10%

Profile: Sport lovers who are kept busy with other sports, but would be open to tennis for a competitive outlet, mental challenge and a way of socialising.

- 19% interested in playing in the future
- Gender: Male 69% and Female 31%
- Main age group: 25 – 29 year-olds 52% and 18 – 24 year-olds 18%

Targeting/maintenance: Social play, alternative formats, competitive play, tactic-based apps, time based options and level-based options.

Key Promotion: Promote opportunities to be social, competitive and challenged mentally through tennis.



THE MARKETING MIX

When considering marketing at your tennis club, consider all possible products and services that are on offer, how competitive and sustainable the pricing is, how engaging your club and team is and, how you can ultimately reach more people in your local community.

Attracting new clients needs to be thoroughly thought out, creatively executed and consistent. What sparks interest in tennis differs from person to person, as do the reasons or ‘barriers’ preventing someone from casually hiring a court or becoming a club member. All reasons, positive or not, need to be considered before fleshing out a marketing plan.

Your ‘marketing mix’ is executing the best combination of **product, price, place and promotion**. We want to communicate the right messages to the right people.

Each aspect of the marketing mix will affect the others.

PRODUCT(S)

What are they? Who wants or needs it and why?

- Club membership
- Casual court hire
- Online court hire
- Adult private coaching
- Adult group coaching
- Kids private coaching
- Kids group coaching
- School holiday classes
- Club match play and competition (add details)
- TNSW endorsed tournaments
- Tennis leagues? (metro/ regional)
- Hot Shots
- Cardio Tennis
- Social tennis
- Adaptive tennis

- Tennis Retail (racquets, stringing etc)
- Group or corporate bookings
- Venue hire
- Other Unique Selling Points?

PRICING

What are your target customer willing to pay? What is the perceived value of what you offer? How much are you willing to invest to gain a lifelong customer?

On and off peak times

Incentivising court bookings by offering lower prices on days and times with less demand.

Membership pricing points and benefits

Court hire and retail cost benefits incentivise memberships, higher spend and predictable cash flow each year.

Membership payment options? (Lump sum or direct debit)

Offering weekly debits can positively re-frame the cost associated with tennis membership costs. A small cost per week, for many, is far more achievable than a large single payment.

Bulk court booking price?

Multi slot packages encourage higher average spends and increased frequency of play.

Free introduction offers? (Coaching and court hire)

Attracting new players to a club can take persistent, costly tactics. When implemented strategically, it is worthwhile introducing free trial days or coaching sessions. Barriers such as ‘no one to play with’ or ‘lack the ability’ that would otherwise prevent people from playing tennis can be broken down with a free introduction aimed at familiarizing an individual with the sport, the club personalities and solutions to their concerns.

Bulk booking coach offer?

A discounted rate for multiple coaching sessions not only increases a players average spend, it also reduces

PLACE

How is your clubhouse displayed? Do people feel welcome, can they learn about what’s on offer and do they feel encouraged to spend when they’re there?

Successful marketing relies heavily on the people of the tennis club – The voice over the phone, face that greets them at the reception and the coach facilitating their first lesson. Whilst many players will be comfortable to book online and play casually, consider the numerous reasons why one would be hesitant to play casually or join a club, as well as the marketing response to counter these hurdles.

Should some feel insecure about joining, being coached, or even playing casually, the mix of imagery and copy used will assist in creating a level of comfort. Promote your social tennis options, coaching services for all abilities that can build a strong base for play and a fun club environment.

Use copy that highlights the flexibility of court bookings “from 30 minutes” and the opening and closing hours of the venue to accommodate time poor player’s calendar.

Cost can deter people from playing casually or signing up to a club, particularly when other interests compete for their spend. Where applicable, promote off peak rates, group class cost savings, free introductory offers, and weekly debit prices. In many cases, sacrificing some income to facilitate a newfound love for the game can result in impressive customer lifetime value that would otherwise not exist.

For People With a Disability or Intellectual Impairment, sports and activities can be limited by physical infrastructure or programs on offer. Where relevant, promote ease of access, adaptive tennis, existing players with disability and flexible coaching services.

Those lacking a regular hitting partner will be far more likely to pick up a racquet should they be aware of products such as cardio tennis, social tennis, group coaching, and intra-club match play competition.

Visual Merchandising and in-club information

Unfortunately, speaking directly to the needs and wants of each player at a club is unrealistic. These desires will change from person to person and will often be unconscious, therefore, targeting the right customer at the right time and place to consider a purchase is the goal.

Aim to provide ample information and resources for potential, new and existing members within your club. Players of all levels may be unaware (or need reminding) of products on offer that would benefit them.

When inside the venue and clubhouse, generating greater awareness of your products that result in more sales is achievable once visual merchandising is effectively executed.

Using your floor plan, lighting, display walls and technology, create a clean yet powerful showcase of upcoming events, coaching staff, class timetables and retail options. A casual court hirer may well consider purchasing a new racquet or inquiring with a coach if presented well in house.

PROMOTION

Are you communicating the right message to the right people through your choice of media?

Promotion and advertising efforts should take into account your entire marketing mix including; products offered, pricing strategies and place (clubhouse).

When considering the products and services offered at the club, remain attentive to the time, effort and channels required to promote them. Many will require an ‘always on’ approach, constantly reminding your audience of the offer. Other products will demand a well planned campaign with limited ‘time in market’ and a diverse, budget aware channel selection.

Each channel can be used as a tool to speak with either your existing customers, potential customers or both.

Channel considerations

Traditional: Public Relations, partnerships, print, community event activations.

Online and social: Facebook, Instagram, EDM, Google My Business, website, influencers and content creators.

Paid: Google Adwords, social media ads, OOH, LBD, radio, newspaper, magazine, sms burst.

Staple channels for all clubs include:

Clubhouse posters, point-of-sale media, in-club TV’s, website, Google My Business, social media (Facebook, Instagram), email database, sms database, community event activations.

AN OVERVIEW OF YOUR MARKETS

Your audience can be divided into three groups, all of which will share participation segments.

1. New players (kids, adults, fans)
2. Lapsed Players (adults, teens)
3. Existing players

** Promotional messages and channels will differ depending on the markets you are aiming to reach.*

New players will naturally be the most expensive, time consuming audience to reach and convert. Converting a new player will almost always take time. Consistency is key.

New players are likely to be more engaged in promotions during or on the back of significant tennis events such as the Australian Open, United Cup or Todd Woodbridge Cup.

Relevant products to promote:

- Online court hire
- Kids group coaching
- School holiday classes
- Hot Shots
- Cardio Tennis
- Social tennis
- Free court hire
- Free introductory lesson

Relevant pricing strategy:

- Free introductory court hire or lesson
- Off peak price promotion

Relevant channels of promotion:

P.R., partnership, print, community event activations, community leaders/ content creators, Google My Business, website, social media, Google Adwords, social media ads, OOH, LBD, radio, newspaper/ magazine.

Lapsed players would be considered a 'warm audience'. They will still take some effort to reach however their prior experience ensures that luring them to their local club is a far less burdensome exercise.

Lapsed players are likely to become more involved in the sport once their lifestyle allows for it once again. For example, previous competitive players may seek social play with friends or family after settling in a new career.

Relevant products to promote:

- Casual court hire
- Online court hire
- Club match play

Relevant pricing strategy:

- Bulk booking option

Relevant channels for promotion:

- Social media
- Social media ads
- Google Ads (email banners)
- *EDM campaigns
- *SMS bursts

**If on database and segmented.*

Existing Players should naturally consume less of your time spent on marketing yet must not be ignored completely. It is far cheaper and easier to keep a customer than to attract a new one – Making a constant effort to guarantee the satisfaction of the player and whilst communicating the products on services on offer.

Relevant products to promote:

- Social tennis
- Cardio Tennis
- TNSW endorsed tournaments
- Leagues
- Retail products and services
- Venue hire
- Membership
- Private coaching
- Group coaching
- Match play

Relevant pricing strategy:

- Membership
- Bulk booking prices
- Bulk coaching prices

Relevant channels for promotion:

- EDM campaign
- SMS burst
- Website
- Social media
- In club print and other owned media
- Word of mouth

[View this email in your browser](#)



[Website](#) [Contact Us](#)



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[LEARN MORE](#)

MARKETING IN PRACTICE

ONLINE AND DIGITAL PRESENCE

Website

A well executed website is a one-stop-shop for patrons to search for relevant information and book online. The ideal website will be easy to navigate, provide contact details and location, online booking calendar, coaching and class information, competitive registration, event calendar, membership information and be free from dated information.

The online legitimacy of the club will improve substantially with a clean, current, easy website and avoid individuals losing patience or looking elsewhere.

SEO

Search Engine Optimisation is a cost free way of helping your website rank highly on Google (and other search platform) searches and allow customers to find helpful information about your club and product offerings. Carefully planning your SEO is a great opportunity to ensure those online find the information they are seeking as easily as possible.

For example, a casual player who is considering developing their skill set may search for 'tennis coaches in [location]'.

The best practice to enhance your SEO includes adding an FAQ's page with text answers to each as well as relevant text copy on all product pages.

Google My Business

Naturally, the vast majority of customers are directly or indirectly searching online for products such as 'tennis courts for hire' or 'tennis courts near me'. Your

Customers are seeking quick, reliable information. A Google My Business profile is your digital business card that provides a snapshot of your club for those online. Contact details, relevant images and links to websites and social media accounts are simple but effective.

Adding updates and significant events to your Google My Business page is a straightforward way to stay relevant to your audience. Regular updates will also assist the club's ranking online, leading more traffic to your landing page and online booking conversions.

The quantity and quality of Google reviews will also organically lift the club's online profile. Consider a reward for those that leave and show evidence of a review.

Facebook

Bio information is the main place where customers will

find all your key information, including contact details, address, open hours, and your website. It is important this information is up to date and relevant, as it will avoid any confusion and miscommunication for your customers.

Daily updates are a great way to stay connected with your audience and to remind them of what your club offers. Updates including, upcoming events, current promotions, success stories and other important news should all be considered.

Photo galleries are a great way to showcase your club's best content from recent events and is a fun way to engage with your community. Simultaneously, they highlight what your club offers, whilst allowing potential customers to gain a greater feel for your club's environment and atmosphere.

Knowing your audience is important as it ensures you are communicating to the right individuals who are interested in your business. Knowing your audiences age, gender, occupation, location, can ultimately improve your relationships and brand loyalty, as you further understand their needs and wants.

High customer engagement can potentially help with converting a potential player into a new one. Replying to Facebook comments, questions and messages is a key part of engaging with your customers and consequently impacts their overall experience with your club.

Instagram

Ideally, Instagram pages will be relatively free from text or busy designs. Rather, your page is a 'photo gallery' exhibiting the best images of your club and players possible.

Aim to post two-three times a week. This will allow you to engage with your audience more, keep them interested and build better relationships. Having a weekly social media content plan can help with planning what you are going to post that week and ensure consistent posting is occurring. Followers are most likely going to disengage and potentially unfollow when irregular posting occurs.

Bio information should be informative and concise. Aim to include a link to your club's website, as this will redirect individuals to find out more about all your products, services and key information.

EDM's and SMS

Sending EDM's and SMS is a great way to communicate and update both your existing and potential customers. Your subscriber list and database are people who want to hear from you and through emails and SMS you have the ability to communicate

with your audience on a more personal scale. Specifically, the great benefit of email marketing is that you can easily generate segmented lists based on your audiences age, gender and what products they are involved/interested in. This will consequently allow you to target the right group and ensure your messages are relevant and personal to that individual or group.

Newsletters, promotional emails, information about upcoming events are all important EDM's and SMS to consider sending out on a regular basis.

Ideally, your club should be sending out EDM's and SMS at least once a week. This will avoid both over and under-communicating with your community, whilst reducing the risk of people unsubscribing. It is important to keep your customer database and subscriber lists up to date.

SMS are an effective way to communicate short and sharp messages including, updates, promotions, event details and more. Aim to keep SMS concise and utilise links to redirect them for more information.

Local people of influence

Targeting influential community members can be a useful way to increase your club's awareness and reach throughout your local area. These types of public figures tend to have the communities trust and respect already established and can potentially play a large part in positively influencing how the community perceives your club. Additionally, by utilizing influential members and their connections, it can ultimately assist with getting your message out to the mass community, whilst increasing the credibility of your club.

Influential community members should be considered for special events and critical milestones for your club, such as, centenary events, community open days and tournaments, as well as fundraising events.

Activations

Rather than wait for people to come to the club, sometimes it's best to take tennis to the people. A great activation such as a 'hitting wall', mini nets or speed gun in a local precinct will boost participation, likability, and club recognition within groups it otherwise wouldn't. Ensure club promotional assets or data capturing methods are present to take advantage of new leads.

Building a cost effective asset library unique to your club

Generating content each week can be time consuming. Limited capacity will typically result in poor quantity and quality of assets and, as a result, social media and website





In order to show your club in the best light, consider building a folder of suitable images that can last for a year or more by outsourcing photography and videography. Whilst this will incur an initial cost, you will have access to hundreds of quality images and videos that can be tailored to and shared across all necessary mediums.

Taking photos on phone

Using your phone to take photos is not always ideal, however, it can be extremely useful when capturing spontaneous moments or when you are on the go.

Key things to consider when taking photos on your phone

- Ensure the camera is straight.
- Consider what is in the background.
- Tap on the subject to ensure the camera is in focus.
- Avoid zooming in. This will lead to the quality degrading, instead move closer to the subject.

GET THE MOST OUT OF YOUR CLUB

Cardio Tennis

The offering of Cardio Tennis provides the opportunity for your club to attract new players and further tap into the Fun Casual participation segment. Fun casuals are infrequent players facing confidence, access and commitment issues. However, when they do get involved, it is to have some fun and to do some fitness without breaking the bank. Cardio Tennis is ideal for these types of players, as it provides them

with a cost-effective program that allows them to participate in a non-competitive fun environment, whilst simultaneously working on their fitness.

Players with Disability

With an increase in competitive play opportunities available for players who compete in Blind Low Vision, Deaf and Hard of Hearing, People with Intellectual Impairments, Adaptive and Wheelchair Tennis, the demand for disability tennis has raised significantly. Offering adaptive tennis for people of all disabilities and playing abilities will consequently provide your club with the opportunity to attract new players.

Disability and Adaptive Open Days are a great way to trial this format of tennis in your club and to test whether the appetite is there in your community.

Taking advantage of owned media (banners, tv's, posters etc)

Amongst your courts and clubhouse, take advantage of real estate that can be used to host posters, flyers, digital banners/ videos, fence banners, road signage and activation space.

Professionally designed and installed material can have a powerful impact promoting internal products, services and events or that of local sponsors. Visitors to the clubhouse are your strongest leads. A casual player who spends \$25 a month on court hire can be converted into a lesson taking, regular hitter should the right marketing material be available.

Schools

1. Offering free or discounted tennis lessons to local school students can be a great way to attract student and parent interest, particularly when played with friends. This can be done by partnering with schools (Tennis Taster) and providing follow up print and digital promotional assets, driving new players to the club.

2. Hosting a tennis camp or clinic during school breaks or weekends can also attract local school students to the club. These events can provide an opportunity for students to learn new skills, have fun and socialize with others.

3. Provide opportunities for competition through Todd Woodbridge Cup. Hosting a tournament can help retain local school students who are interested in competition. Todd Woodbridge Cup format does not discriminate against existing skill levels and encourages team work and growth for all participants.

Schools - Tennis Taster

A Tennis Taster is a free, one-off tennis opportunity for schools local to the tennis club. The priority is to give kids an opportunity to experience the sport with the hope that some will choose to start their tennis journey at a local club and lead active, healthy lives.

Tasters operate by taking over PE classes, setting up some mini courts at lunchtime or even run a modified tennis competition for your school.

Your school just needs to provide a flat playing area e.g., a basketball court or school hall, we provide all the equipment, and the program is delivered by Sporting Schools Endorsed Coaches, with support from members of the Tennis NSW team.

Members of the Tennis NSW team support endorsed local Sporting Schools Endorsed Coaches by providing equipment to schools with basketball courts, school halls or other appropriate surfaces.

Marketing with limited budget

Marketing to the local community with a small budget requires creativity, persistence and strategic thinking. Here are some strategies you can consider:

1. Leverage social media and web. Social media is a powerful tool for reaching out to local communities. Create a social media account for your business, and regularly post content that engages your followers.

2. Collaborate with other relevant businesses in your community to cross-promote each other's products or services. This can help you expand your reach and attract new customers.

3. Attend local events to interact with potential customers and create brand awareness.

4. Encourage your existing customers to refer their friends and family to your business by offering them incentives, such as discounts or free introductory lessons.

5. Utilize email marketing. Build an email list of your customers and regularly send them updates about your business, promotions, and events.

6. Get involved in local charities or events: Sponsor, host or participate in local charity events to show your support for the community and create brand awareness.

Focus on building relationships with your local community, rather than just promoting your business. By providing value to your community, you'll naturally attract more customers and build a loyal customer base over time.

BRANDING

Your brand is your identity. Using specific logos, colours, fonts, images and language, your brand can be instantaneously recognisable to your audience and be distinguished from competitors.

Make sure your logo:

- Clearly shows who you are.
- Is high resolution.
- Is simple and effective.
- Has a primary colour and single colour option that can be used on any background.
- Is included in all communications.
- Remains consistent.

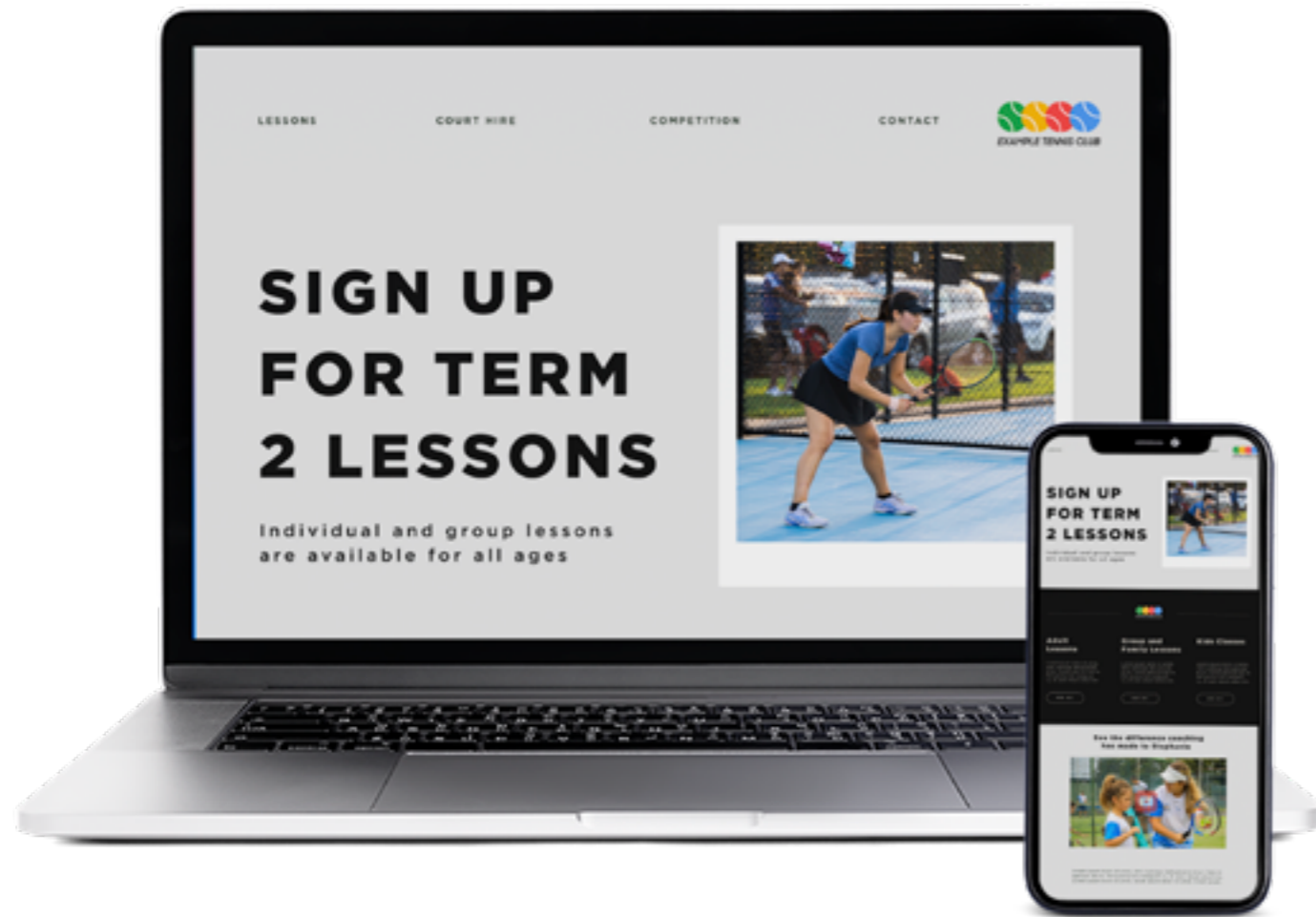
When choosing fonts and colours:

- Choose 1 – 3 fonts that work for you and stick with them. Ideally, choose a separate font for headings, subheadings and body copy.
- Aim to stick to a small pool of colours used in promotional material and across communication channels.

Imagery used:

- Should, where possible, be personalised to your club.
- Should communicate one message at a time. Aim to avoid excessive text. Customers should be able to understand the message and its intended audience at a glance.
- Should be high resolution.

EXAMPLE BRANDING



Example web branding



Example fence banner branding

UTILISING TENNIS NSW

Tennis Design Hub

The Tennis Design Hub allows Tennis NSW members to receive professional and tailored marketing material made specially for you to help you stand out in the community.

There is a diverse suite of marketing assets we can create for you from posters and flyers to social media tiles, all personalised with your club name, contact details and information.

How does it work?

1. Browse the Tennis Design Hub catalogue and choose the material you would like to personalise for your club.
2. Fill in the order form (please ensure you are specific with your requests when choosing what you are after).
3. Receive back from us your completed files and any other material we feel may help promote your club and offerings.

Airtable forms

Tennis Design Hub form - <https://airtable.com/shrJkdJvZR6lfWw9u>

Newsletter sign up form - <https://airtable.com/shrQv9K310C74IBJI>

Success Stories form - <https://airtable.com/shru7EPbvS2io9dmA>

Clubhouse news and marketing asset email from TNSW resource

Clubhouse News is a monthly email that goes to Tennis NSW members and subscribers from Tennis NSW. Clubhouse News includes marketing resources, information on upcoming grants, events, club spotlights and various opportunities and news from across NSW.

A monthly marketing asset email will be sent out at the beginning of each month and will encompass a range of time-sensitive and generic assets that can be used to promote your club's products and offerings. Posters, eDM tiles, ClubSpark banners, social tiles and other assets will be included in each monthly email. Specifically, a variety of social media assets and captions will be provided to assist with consistent social posting across all channels.

Latest editions are available [here](#).

SETTING MARKETING GOALS AND EXPECTATIONS

Marketing goals will typically require persistent activity with long term return expectations. Whilst converting a small percentage of the market into a paying customer with little effort can at times be expected, most will carefully consider their decision and require constant promotional messaging reinforcement.

The decision making process will often require promotional stimuli. A potential customer will then search for and consider information relevant to them online, in person or with peers.

During this process, the tennis club is competing for the persons time and attention. In a busy environment, it is necessary that all channels are updated and appeal to the customers needs. Friends, family, competing sports, work, finances, and social commitments can all affect the possibility of converting a new player.

A single marketing campaign will spark an interest with an individual yet fail to immediately convert due to unique situational limitations. The decision making process can take weeks, months or years of sporadic consideration. Marketing activity must be relentless until the perfect messaging overlaps with ideal timing for your target market.

Setting goals as a club and measuring progress each month can assist in remaining active in marketing.

Marketing goals can include (but not limited to);

- Database numbers
- Social media followers
- Member numbers
- Hot Shots enrollments
- Number of retail sales and average sale value

Do not be deterred by slow uptake on new offers or newly promoted products. Often this will take time for 'social proof' to initiate. After early adopters trial and alert peers of their experience, demand naturally increases.

Following the conversion of a new player at your club, post purchase marketing communications help to expand the longevity of the player. Be sure to continue promotional efforts with them in mind and, more importantly, reach out for personal feedback or relationship building where possible. Any questions or concerns can be rectified before it's too late. After all, it is 7x more expensive to get a new customer than to retain an existing one.

SAMPLE MARKETING PLAN - CLUB OPEN DAY

SMALL CLUB

Dates

February 1. Capitalising on Australian Open fanfare.

Goal(s)

Increase visitation to the club and increase new player leads.

Target customers

Local residents. Non players and club first-timers.

Pricing and positioning

Free. Offers such as 2 for 1 coaching when purchased on free open day.
Fun day activity for individuals and families of all ages.

Your offers

Free court hire, free food. Special open day offers.

Promotional strategy

A mix of social media, website, eDM, Google, print and P.R, people of influence.

Conversion strategy

Tennis club staff and open day hosts to provide information packs and talks to encourage purchases on the day. Collect data from attendees.

Partnerships

When applicable, partner with local council to assist in reaching local households.

Sponsorships

Where possible, engage local businesses that may wish to sponsor food offerings or fence skim, for example.

Referral strategy

Offer incentives for all or one lucky member who refer new attendees.

Increasing ASV and CLV

Incentives for on the day attendees to become members or purchase coaching, for example.

Retention strategy

Build relationship with attendees and follow up after event.

Marketing – A week at a glance (sample timing and asset variation)

BUDGET

\$



GOALS

INCREASE CLUB PATRONAGE



TARGET

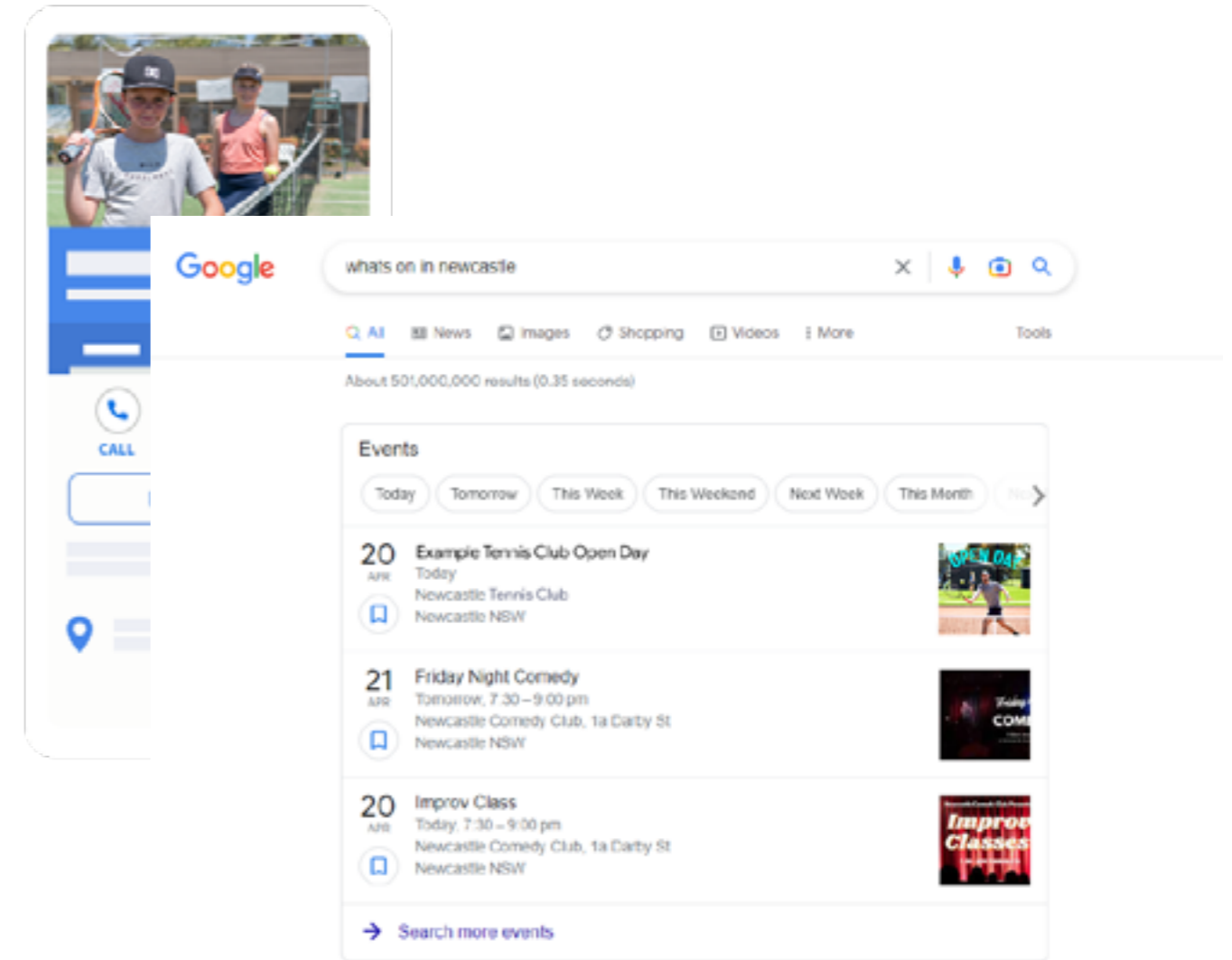
NEW LOCAL CLUB VISITORS



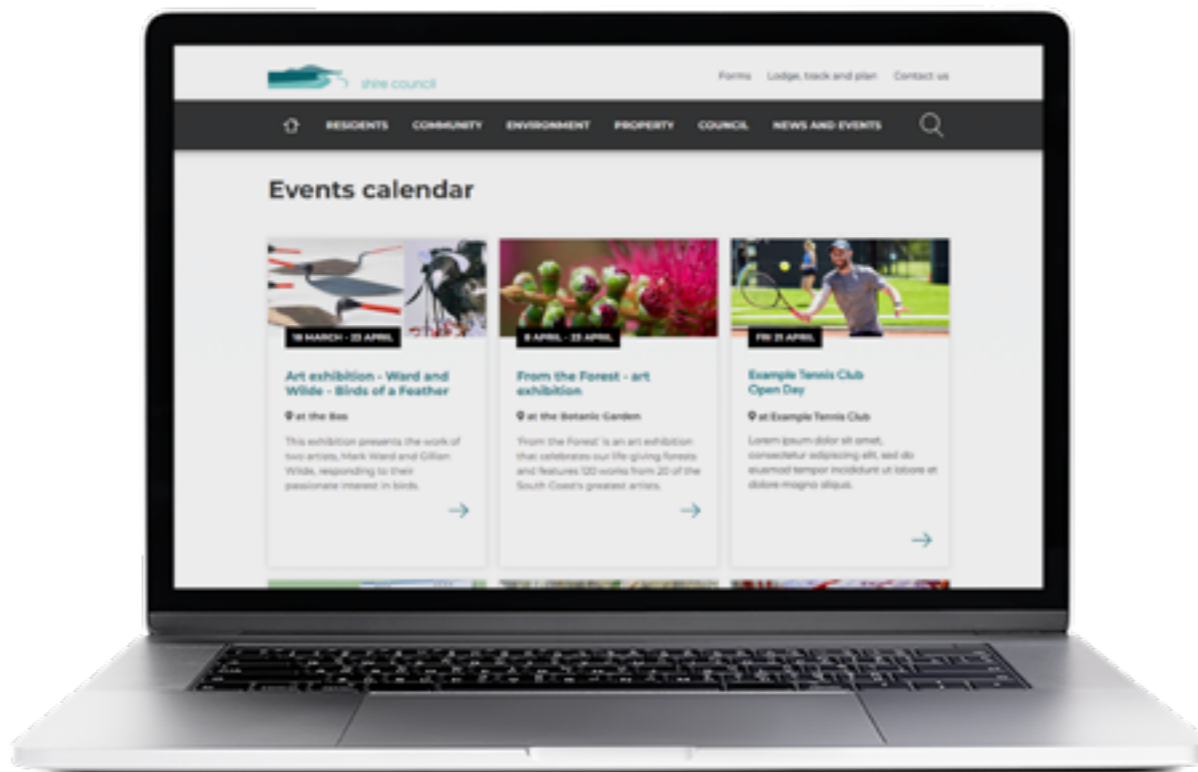
EXAMPLE ASSETS - CLUB OPEN DAY



Instagram tiles



Google My Business and Google event listing



Council web listing

SAMPLE MARKETING PLAN - HOLIDAY CAMP

MEDIUM CLUB

Dates

December 12 - 18

Goal(s)

Grow school holiday camp numbers by 20% compared to numbers the previous year.

Target customers

Parents of children 5 - 10.

Pricing and positioning

Standard pricing pack with value add packages for 'first x' entries.

Your offers

School holiday camp to improve the skills of players of all levels aged 5 - 10.

Promotional strategy

A mix of social, social ads, print, website, Google, letterbox drop, eDM, SEO.

Online marketing strategy

Content - Testimonial videos of children and parents from previous camps.

Conversion strategy

Web page optimisation. Create a seamless online registration experience with appropriate video and written content with easy payment option.

Partnerships

Partner with local coaches.

Sponsorships

Promoting to juniors can be difficult or restricted for many businesses. A local business (eg. A restaurant) may find great value in sponsoring the camp for its duration with value add for the families involved.

Referral strategy

'Bring a friend and pay \$x' offer to existing members.

Increasing ASV and CLV

Follow up email marketing promoting future camps and private coaching during term.

Retention strategy

Club, parent relationship building. Focus on continuous skill development whilst creating a fun environment for children.

Marketing – A week at a glance (sample timing and asset variation)

BUDGET

\$\$



GOALS

GROW ENROLLMENTS 20%
YOY



TARGET

CHILDREN 5 - 10



SAMPLE MARKETING CALENDAR

HOLIDAY CAMPS

CHANNEL	NOTES	WEEK 1	WEEK 2	WEEK 3	WEEK 4 CAMP	WEEK 5
Facebook						
Event creation						
Facebook post		1	1	1	1	1
Facebook group announcement	Eg. 'Tennis parents of [location]'		1			
Instagram						
Instagram post or reel		1	1	1	1	1
Instagram story	Link to registration page	2	2	2	2	
Database and digital assets						
eDM - Email club database			1	1		
Website maintenance and update						
Google						
New event creation						
SEO						
Print						
Posters in clubhouse	Add QR code to registration form					
Paid Media						
Burst SMS			1			
Letterbox drop						
Other						
Word of mouth	Speak with club coaches to promote to players					

EXAMPLE ASSETS - HOLIDAY CAMP



HOLIDAY TENNIS CAMPS

Sign your child up for our school holiday tennis camps today!

Red & Orange Ball: 9am- 12pm \$150
Green & Yellow Ball: 12pm-4pm \$150
Green & Yellow Ball: 9am-4pm \$270

Email: coachemailhere.com.au
Phone: 0401 234 567

Follow us on social media for all the latest updates:

facebook.com/pagename
@acounthandle



DL Flyer



10:59 5G

SCHOOL HOLIDAY CAMPS ARE ON!

Book your child in today!

[FIND OUT MORE](#)



Instagram Story



SCHOOL HOLIDAY CAMPS

ENROL TODAY!

MONDAY - FRIDAY
9:00AM - 4:00PM

play tennis



Facebook Post

SAMPLE MARKETING PLAN - TOURNAMENT

LARGE CLUB

Dates

June 30 - July 8

Goal(s)

Increase entrant figures by 10% YOY.

Target customers

Competitive players from U12 to open.

Pricing and positioning

Standard entry fee. Premium product experience.

Your offers

Prize money and experience promotion.

Promotional strategy

Mix of social, paid social, Google, print, website, activation, eDM, content marketing, tennis channel interviews (podcast, YouTube etc), SEO, sponsor promotion.

Online marketing strategy

Content marketing. Email marketing.

Conversion strategy

Link to online form.

Partnerships

Partner with local clubs and coaches to promote competition for their players.

Sponsorships

High visitation can attract sponsorship opportunities with local businesses and tennis goods suppliers. Consider naming rights, prize, court and activation sponsorship.

Increasing CLV and retention

Provide a premium experience that guarantees retention for years to come.

Provide a library of photo and video content following the event for parents and players to share.

Marketing – A week at a glance (sample timing and asset variation)

BUDGET

\$\$\$



GOALS

INCREASE ENTRY NUMBERS
BY 10%



TARGET

NEW AND PREVIOUS
ENTRANTS



SAMPLE MARKETING CALENDAR

TOURNAMENT

CHANNEL	NOTES	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7 TOURNAMENT	WEEK 8
Facebook									
Event creation									
Facebook post		2	1	1	2	2	2	1	1
Facebook group announcement	Eg. "Tennis Parents of [location]"	1	1				1		
Instagram									
Instagram post or reel		1	1	1	1	1	1	1	1
Instagram story	Link to registration page	2	1	1	1	1	2	1	
Database and digital assets									
eDM - Email club database		1			1				
Website maintenance and update									
Google									
New event creation									
'What's new' announcement									Winners post
SEO									Wrap up copy and video
Print									
Posters in clubhouse	Add QR code to registration form								
Paid Media									
Facebook/ Instagram ads									
Burst SMS			1				1		
Other									
PR	Speak with local press and radio about open day promotion and collaboration								
Local people of influence									
Word of mouth	Speak with club coaches to promote to players								
Activation					External activation(s)			Activations at event	
Sponsor/ Partnership cross promotion									Sponsorship wrap up

EXAMPLE ASSETS - TOURNAMENT



Posters



Instagram and Facebook Stories



Web Page



SMS Burst

HOW TO

GOOGLE MY BUSINESS

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

a. Free Business Profile on Google My Business helps you drive customer engagement with local customers across Google Search and Maps.

b. Build loyalty and trust: ask your customers to post feedback and review.

To create a FREE business profile on Google My Business:
https://www.google.com/intl/en_au/business/

YOUR WEBSITE

Having a simple clear intention on all pages will help the user interact with what you have to offer. For example, coaching, competitions and memberships.

Simplicity

As most of the information we consume on websites is visual, it is important that high quality images are used to form an impression of professionalism and credibility in visitors' mind. Keep text to a minimum, however ensure all important information is visible and up to date.

Navigation

Website navigation is key to retaining visitors. If the websites navigation is confusing, visitors will give up and find what they need elsewhere. Keeping navigation simple, clear and concise on each page.

Content

Content can attract and influence visitors by converting them into customers. Keep your content organized and up to date! Whether it is special offers to members, coaching, competition or social play updates. Ensure you have all the information about upcoming events and how you can participate. As a rule of thumb information is best processed from top to bottom, so try to keep information within one column, including distinctive breaks between each section to keep it visual.

CLUBSPARK

ClubSpark is a new Club Management system free to use for Tennis NSW affiliates. It is a user-friendly system

that eases the administrative burden. It offers Clubs access to several features, including Court Bookings, Membership, Events, Programs and Website editor.

<https://www.youtube.com/watch?v=UT19cT8t2Dw&feature=youtu.be>

There are a number of ways for your club to be visible on play.tennis.com.au and to welcome new players to visit your courts this Summer:

Option1. Transfer your club management operations to the new ClubSpark platform.

Full integration and use of ClubSpark with membership, online court bookings, website and more.

By transferring your management system to ClubSpark you're providing new players with an easy online experience to book your courts. You can also offer members pricing for court bookings as well as coaching. ClubSpark provides players with the opportunity to view and join membership online with a new user friendly website.

Option 2. Set up the court booking feature and link it to your membership.

Are you comfortable with learning new software which is modern and user friendly? If you've updated a website before or know your way around the settings of an online program this option is for you! Option 2 allows you to set up the court booking feature and link to your membership! You will still have access to Tennis NSW staff to guide you through the process and transfer your membership data over to ClubSpark if you need.

Option 3. Offer a number of available courts for casual players to book online.

If you cannot immediately link your membership to the online booking software before this Summer, option 3 allows you to have some courts available for casual users while keeping several courts booked for your members, coaching, competition, or other bookings.

The first three options require an online booking system. Having an online booking system has shown to significantly improve the ability of your club/venue to entice new people to play on your courts.

Option 4. List basic club contact information

If the previous options aren't achievable for your club/venue at this time, this option is for you. Your club won't be linked to online court bookings, which may affect your ability to get players to book your courts. We have seen that players that can't book a court online

and must make a phone call find it a difficult process and often give up trying. However, we want to ensure that your club/venue can be found on the play.tennis.com.au website.

Please note this option is a temporary to enable your club to be found this summer at play.tennis.com.au

FACEBOOK BUSINESS PAGE

In order to create a Facebook Business Page for your tennis clubs you will need to have a Facebook personal account.

1. Go to www.facebook.com/r.php. Enter name, email or mobile phone number,

password, date of birth and gender. Click Sign Up. Confirm email/number.

2. Then go to: <https://www.facebook.com/business/pages>.

Profile Picture

Choose a profile picture that represents your brand (e.g your logo). Don't place a random picture of your centre/ facility that new customers will not be familiar with. The picture should be clear, crisp and not blurry.

Cover Photo

Your cover photo is the perfect space to tell visitors more about your club or drive a call to action. Consider this space the billboard of your page, so identify the message you want to convey to people and ensure the imagery used backs this message.

About

Studies show that more customers are going to social media before checking out a brand's website, so it is essential that you identify your NAP and industry details. E.g. Name, address, phone number, website, email, operating hours, products on offer, etc. If you do not have these on your page you are likely to lose these customers.

Posting regularly

Use social media to showcase/highlight the great work you are doing week in and week out. Engage with new and existing customers through tags, shout outs, giveaways or let them know the exciting new things happening around your club each day.

ORDER TENNIS PRODUCT ASSETS - FENCE BANNERS



ORDER TENNIS PRODUCT ASSETS - FEATHER BANNERS



ORDER TENNIS PRODUCT ASSETS - POSTERS

