

ONGOING CLUB MARKETING CHECKLIST

List products and services that are offered at the club:

List relevant pricing strategies on offer:

How is the club and clubhouse set up for marketing material? Is there room at the point of sale or wall space for promotion? Are all staff aware of the club's current marketing campaigns? Are customers having a great experience at the club?:

What promotional channels do we currently use and what could we start including to reach our goals?:

ACTIVITY AND BEST USE	CHECK
WEBSITE	
The website has been updated within the last 6 months with new images and details	
Business hours are accurate	
Court hire is straightforward online	
Contact details are accurate and obvious	
Membership information is current	
Coaching and class information is accurate	
All products and services are listed online	
Website links to social media pages	
GOOGLE MY BUSINESS	
All business details and opening hours are accurate	
My Business page links to the website	
Photos are recent and high quality	
Significant events are listed	
Can reviews be better? Are reviews being encouraged within the club?	
FACEBOOK	
Facebook should be a mix of images and notices	
The club is posting to Facebook at least 3 times per week	
All business details and opening hours are accurate	
Can reviews be better? Are reviews being encouraged within the club?	
Example posts: Weather updates, class changes, image galleries of recent events, tournament results, event page creation, tips and tricks, reposting relevant stories, 'meet the team' posts, retail options, court hire	

EXAMPLE WEEKLY MARKETING ACTIVITY

DAY AND TASK	CHECK
MONDAY	
1. Review last week's marketing performance and asses any live campaigns.	
2. Brainstorm and plan content for the upcoming week.	
3. Create social media posts, graphics, and videos highlighting club facilities, classes, and offers.	
4. Draft and schedule email newsletters for the week.	
TUESDAY	
1. Post engaging content on social media platforms (Facebook, Instagram, etc)	
2. Promote the next intake of Hot Shots on our own social channels, within local Facebook groups and by sending material to school newsletters. Consider offering current players a chance to bring a friend for free in week 1.	
WEDNESDAY	
1. Update the club's website with new content, promotions, or event announcements.	
2. Write and publish a blog post related to tennis tips, member spotlight, or club news	
3. Ensure website information is accurate and up-to-date.	
THURSDAY	
1. Send out scheduled email newsletters to club members and subscribers.	
2. Reach out to new members or casual players to get feedback and assist in next steps where possible.	
FRIDAY	
1. Reach out to local businesses for potential partnerships or cross-promotions.	
2. Coordinate with council, local businesses or schools for joint promotions.	
3. (If applicable) Continue planning and promoting an upcoming event eg. Club Open Day.	
SATURDAY	
1. Update print material around club to promote upcoming competitions, coaching opportunities, membership options etc.	
2. Incentivise members to leave Google and Facebook reviews.	
3. The club is attending or hosting local events throughout the year	
4. There is regular online and traditional outreach to the local community and businesses	
ONGOING TASKS THROUGHOUT THE WEEK/ MONTH	
1. Monitor online reviews and respond to feedback on platforms like Google and Facebook	
2. Respond to comments, messages, and engage with followers.	
3. Reshare user-generated content from club members.	
4. Update Google My Business listing with current information, photos, and posts.	
5. Post and add stories on Facebook and Instagram	