## **ONGOING CLUB MARKETING CHECKLIST**

List products and se	ervices that are	offered at	: the club	<b>)</b> :
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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	

INSTAGRAM	
Instagram should be your 'art gallery'. Avoid text where possible	
The club is posting to Instagram at least 3 times per week	
The club is posting at least one Instagram story every other day	
Example posts: Club images, player shots, tips and tricks videos, player successes, class videos, player reposts, retail images, meet the team, event photo's, court hire	
DATABASE MANAGEMENT	
Our member contact details are automatically collected	
Our casual player contact details are automatically collected	
Our hot shots player contact details are automatically collected	
Our cardio tennis contact details are automatically collected	
PRINT	
We have professional fence banners that are visible to the public	
Print material is fresh and relevant to members inside the club	
The point of sale hosts flyers or posters designed to upsell	
CUSTOMER RESEARCH	
We have surveyed our members and database within the last 12 months for feedback on what is and isn't working	
We have taken the feedback on board and, if feasible, made changes to improve our club and customer experience	
LOGO AND BRAND	
Our brand is consistent across all channels	
Our logo is presented in high resolution on all platforms/ channels	
OTHER	
We have a quality, up-to-date image and video library that can be accessed anytime for social media, print material etc	
New players have opportunities to trial classes for free	
The club is attending or hosting local events throughout the year	
There is regular online and traditional outreach to the local community and businesses	

## **EXAMPLE WEEKLY MARKETING ACTIVITY**

	DAY AND TASK	CHECK
MON		
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.	
TUES	DAY	
1.	Post engaging content on social media platforms (Facebook, Instagram, etc)	
	Promote the next intake of Hot Shots on our own social channels, within local Facebook groups by sending material to school newsletters. Consider offering current players a chance to bring a d for free in week 1.	
WED	NESDAY	
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.	
THU	RSDAY	
1.	Send out scheduled email newsletters to club members and subscribers.	
2. poss	Reach out to new members or casual players to get feedback and assist in next steps where ible.	
FRID	AY	
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.	
	IRDAY	
1.	Update print material around club to promote upcoming competitions, coaching opportunities, abership 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	
ONG	OING 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	