

MONTHLY MARKETING TOOLKIT FEBRUARY

Hot Shots Ambassadors | Alex & Ajla

Purpose: To promote the new Hot Shots Ambassadors, Alex De Minaur and Ajla Tomljanovic, and to inspire young players to pick up a racquet and join their local Hot Shots program.

Social Assets

Sample of designs

Hot Shots Ambassadors - Instagram/Facebook Square Tiles





Hot Shots Ambassadors - Instagram/Facebook Tiles



Pop Tennis

Purpose: To promote Pop Tennis being available at your club/venue and to encourage both existing and new players to book a court.

Social Assets	Sample of designs
<p>Pop Tennis - Instagram & Facebook square tiles</p>	
<p>Pop Tennis - Instagram story tiles</p>	


February & March | Competitive Play Calendar

Purpose: To promote upcoming competitive play opportunities in February and March 2024.

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Make a date with tennis | Valentines Day

Purpose: To encourage players to book a court this Valentines Day.

Social Assets	Suggested caption	Sample of designs
<p>Make a date with tennis - Instagram & Facebook square tiles</p>	<p>Make a date with tennis this Valentines Day!</p> <p>Head to play.tennis.com.au (or insert your court booking url) and book your ideal date today.</p>	 <p>The sample designs include:</p> <ul style="list-style-type: none"> A calendar graphic with a tennis ball icon and a heart on a date, with the text "make a date with tennis" and "play.tennis.com.au". A graphic of two tennis rackets with the text "you pull my heart strings" and "play.tennis.com.au". A checklist titled "THE IDEAL DATE?" with three items: "Available when you need it most", "Brings out your best", and "Gets your heart racing", each with a checkmark, and "play.tennis.com.au" at the bottom.

Generic Play & Social Images

