

Tennis QLD

**Marketing, Digital and Social Media
tips to engage your community and
grow your business**

BEGINNER

May 2020



**GET
COURT
UP**

BEGINNERS GUIDE FOR CLUBS WHO DON'T HAVE A WEBSITE OR A FACEBOOK PAGE

BENEFITS OF HAVING A FACEBOOK PAGE

- Your competitors already have one
- Raise awareness locally
- Build a community
- Keep your audience engaged
- Educate new customers and provide customer support
- Drive traffic to your website

BENEFITS OF HAVING A WEBSITE

- 97% of consumers go online to research local businesses
- A website showcases your services & programs
- Improve your business credibility (30% consumers won't consider a business without a website and 75% of people judge a company's credibility based on its website design)
- To collect customer information

1. BUILD YOUR PRESENCE ONLINE

1. Google My Business

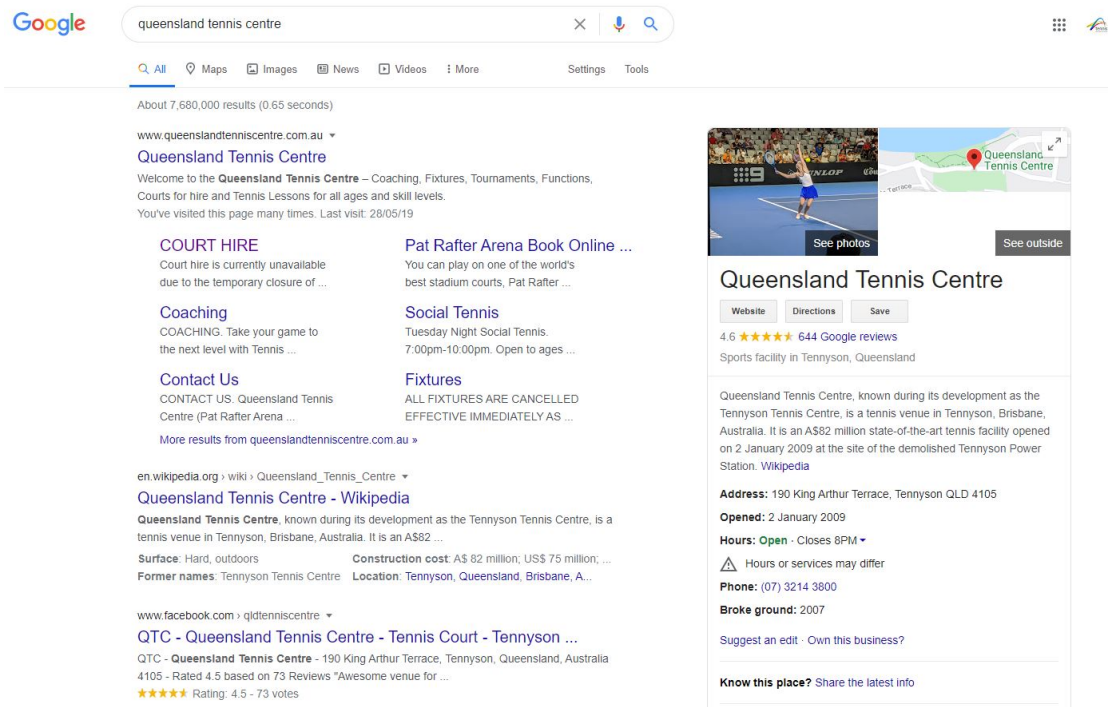
With a Google My Business Account, you get more than a business listing. Your free business profile lets you easily connect with customers across Google Search and Google Maps.

- 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/





You can also create a free website: <https://www.google.com/business/website-builder/>

2. WEBSITE

The Purpose of 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

When considering the user experience and usability of your website aim for 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 on your website to a minimum, however ensure all important information is visible.

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 is very important.

Content

An effective web design has both great design and great content. Content can attract and influence visitors by converting them into customers. Keep your content organised and up to date. Whether it is special offers to members, coaching, competition or social play updates or interesting tennis information and articles. 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.



Load Times

Waiting for a website to load will lose visitors. Nearly half of web visitors expect a site to load in two seconds or less and they will potentially leave a site that isn't loaded within three seconds. Optimising image sizes will help load your site faster.

1. Some optimization tips: <https://www.shopify.com/blog/7412852-10-must-know-image-optimization-tips>
2. Free stock images: <https://unsplash.com/>
3. Tips to take good pictures with a mobile device: <https://blog.hubspot.com/marketing/good-pictures-phone-tips>

Mobile Friendly

More people are using their phones or other devices to browse the web. It is important to consider building your website with a responsive layout where your website can adjust to different screens.

3. 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 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.

