

Tennis QLD

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

ADVANCED

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ADVANCED GUIDE TO BECOMING A DIGITAL CLUB CHAMPION

If you are posting regularly and have mastered Google My Business, it's time to plan your long term strategy and ask the right questions:

1. What are your vision, mission, purpose and values?
2. What makes your business stand out compared to competitors? This will be their USP: Unique Selling Point.
3. Who is your audience?
4. What are your priorities?
5. Set KPIs to measure success.

Main Components



1. Create your campaign

The quality of your marketing content is crucial if your campaign is to be successful. Whether it's a poster, an ad or a tweet - you must make sure that the content is focused and relevant to the needs of the target audience. Consider what type of content is needed, including the tone, style and language used.

What does the target audience like, share and engage with now? What are the key messages that you are aiming to get across? Is it clear what you would like the individual to do once they've seen the content (i.e. where do they go to find out more, to sign up etc)?

Be consistent - try to create a consistent feel for your marketing and branding. If you are directing the audience to find out more from your website, then make sure the website reinforces the tone and content and is geared towards your target audience.



2. How to set KPIs

If club priorities are...



To attract more members.

1. Ensure it's easy to find the information on website (costs, benefits, etc.) and easy to subscribe.
 2. Increase awareness through social media and create a strategic plan on Facebook (benefits of being members, sharing content of happy members, members' reviews & testimony ...).
- KPI: Increase followers (to ultimately convert to members).*

To increase Book a Court bookings.

1. Ensure consistent info and link on their website, Facebook page and any other online listings.
 2. Increase awareness through social media advertising & SEO to drive website visitations.
- KPI: Website visitations (to ultimately convert to bookings).*

To grow database.

1. Ensure people can quickly and easily subscribe (visible on website home page).
 2. Explain what the benefits are: discounts, news...
 3. Use social media to promote benefits.
- KPI: Emails collected.*

3. Digital and social media free upskill:

1. Google Digital Garage: <https://learndigital.withgoogle.com/digitalgarage-au/course/digital-marketing>
 - a. Deep dive into social media: long-term social media plan/advertising.
 - b. Get started with analytics: turn data into insights.
2. TAFE support – enhance digital impact: <https://www.tafensw.edu.au/fee-free-short-courses>
 - a. Build Creative Digital Imaging Skills
 - b. Creating and Maintaining Simple Websites
 - c. Using Social Media Tools
3. Hootsuite is a great social media-scheduling tool when you have multiple social media channels, free course: <https://education.hootsuite.com/users/checkout/auth>

Marketing is only one element of growing your membership and participant base, equally important is providing high quality customer service once these new participants start attending your club.

Consider the various steps that new members and participants take when joining the club. How can you make these steps as straightforward and easy as possible? What can you do to improve their satisfaction and feel welcome before they arrive? Don't assume that all new members have been part of a tennis (or sports) club before. Explain how the club operates and help signpost them to the aspects of the club that they might be interested in. Consider what the new member/ participant actually wants from the club, not what you think they may want.

Don't be afraid to ask new people what they are hoping to get from the club. Do you follow-up with them from time-to-time to see how they are getting on and if you can offer any support? There is plenty to be learnt when you listen to the people you are trying to reach - old habits die hard, but being open to new things is what will help your club grow!



4. Additional tips to grow your partnerships

- Use your inner circle to find the best leads to potential partners and future sponsors. Volunteer committee/members may have connections with local businesses — work those connections to get a foot in the door.
- Councils: Find more information about local community and events on their websites and social channels. Follow council and local businesses social channels and interact with them: comment on their posts, tag them, etc.
- Facebook local community groups and networking events.
- Pursue businesses with a strong presence in your community. Team up with another well-known local business such as a printing company to refer customers and offer discounts.