



MARKETING TENNIS LOCALLY

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INTRODUCTION

WHAT IS MARKETING?

The marketing you conduct for your tennis club or coaching business should have one of two purposes. One, **RAISE AWARENESS** for something in and around your community and within the target audience you identify. Two, **DRIVE ENQUIRY** and ensure those consumers who are likely to engage with your club or business are taking steps to find out more.



WAYS TO PLAY



Open Court Sessions is the entry point into tennis designed to bring adult players back to the game. This activity combines tennis with food, drink and fun to create a welcoming and comfortable environment for participants.



If a player comes to Open Court Sessions a couple of times and is excited to take more action, **Cardio Tennis** is a great option. With a focus on tennis and fitness, players still don't need all the gear. It can also encourage existing players to keep hitting.



Book-A-Court is unique: anyone is welcome to hire a court. However, some players may feel uncomfortable because they don't think they're good enough or don't have someone to hit with. This is where Open Court Sessions & Cardio Tennis can help.



Social fixtures and other such leagues make up a large number of participants looking to play tennis either socially or in an environment that fosters healthy competition.



Pennant/Badge/Interclub competitions present another opportunity for participants to get hitting competitively and appealing for players who are looking to move towards competitive play more regularly.



Tournaments such as Australia Money Tournaments, UTR events and ATP/WTA events often can follow a player's journey as a student to a pro. This growth offers an exciting story to tell for clubs and coaches alike.



ANZ Tennis Hot Shots and **school** participation is a significant driver for young children discovering tennis for the first time. The opportunities for growth in this space is exceptional.



A staple one can find in almost any tennis community in Australia is a committed group of individuals who catch up every week at the same time for a hit of **social tennis**. These supportive communities should be celebrated locally.



MARKETING IN SIX STEPS

SIX STEPS

1 SET OBJECTIVES

What would you like to achieve in terms of marketing? If you set some objectives, then everything that follows has a purpose. Remember, make these objectives SMART.

2 DEFINE YOUR TARGET

Know who you want to reach with your marketing and different ways to reach these people. Once you know who, this can play a key role in contributing to a plan.

3 MAKE A PLAN

This is where you can think about how you want to approach marketing at your club or business and plan a simple strategy to reach your objectives.

4 AND EXECUTE

It's go time. It's time to get cracking on implementing all the great ideas in your plan. Think broadly and think about the best way to reach your target audience.

5 KEEP THEM COMING BACK

Turning a new customer into a returning customer is what this section is all about. How to make the experience memorable where players are coming back every week.

6 MEASURE AND KEEP IT GOING

How you have gone in meeting your objectives? Decide what has and hasn't worked and if you want to change anything or highlight an area that was successful.



STEP ONE

GOALS

Let's use Cardio Tennis as an example: what is your ultimate goal when it comes to Cardio Tennis in your club or coaching business? This does not need to be measurable as such, more something ambitious to aim for.

&

OBJECTIVES

Make sure these are **Specific , Measurable , Achievable, Realistic and Timely.**

Examples of objectives:

- Average 10 Cardio Tennis enquiries or more every week from the start of the marketing campaign to June 2020.
- Reach a 60% return rate of weekly participants before December 2020.

EXAMPLES OF GOALS



OPEN COURT SESSIONS

- Integrate an Open Court Session event into our regular programming.
- Engage parents of students from our partner school in a club program.
- Establish a corporate Open Court Sessions program for local businesses.
- Run regular community social events at our club.



BOOK-A-COURT

- Install Book-A-Court across all our courts.
- Record month on month growth in court bookings.
- Establish a re-engagement plan designed to reach our Book-A-Court customers.



PENNANT/BADGE/INTERCLUB COMPETITION

- Enter four teams into our district competition.
- Drive support within the club for each club team.



ANZ TENNIS HOT SHOTS & SCHOOLS

- Run a strong pathway for young players as they start in tennis and continue.
- Provide coaching students with a tennis alternative specifically for young teens.
- Be involved with our partner school and promote tennis within their community.



CARDIO TENNIS

- Launch a regular Cardio Tennis program, welcoming players of all levels.
- Establish a Cardio Tennis program specifically for teens and young adults.
- Provide the local community with an alternative fitness program.



SOCIAL FIXTURES

- Run a weekly social league across three grades.
- Promote a healthy club culture through social tennis events.
- Establish regular supplementary tennis event for coaching students.



TOURNAMENTS

- Encourage and track the journey of our players as they head towards competing in tournaments.
- Become the primary host of UTR tournaments in our local area.



SOCIAL TENNIS

- Celebrate the regular players through recognition and appreciation.
- Tell the good news story of our regular hitting parties and promote a healthy lifestyle within our elderly community.



STEP TWO

DEFINE YOUR TARGET

By understanding your target audience before carrying out marketing activity, it can provide insightful and valuable direction to your plan. Regardless of what you are aiming to do in your business or club, ensure you know who it is for first. Here are some suggestions on how best to start getting to know your audience.

Identify the groups within your existing community who are already a significant percentage. If this demographic is already a part of your community, chances are there are others just like them. Similarly, it could also be an avenue for you to determine a new customer target you have not tapped into yet.

Research in your local area and establish what potential groups exist around you that could fit into your goals and objectives. Conduct focus groups, organise a short survey at your local café for locals to fill out or speak with people directly to establish these insights.

Trial an event, a program, an activity and offer it for free to people in the local area. By monitoring those who attend and their responses following the trial, you can gauge interest and begin to understand if this offering could become a regular part of your offering.



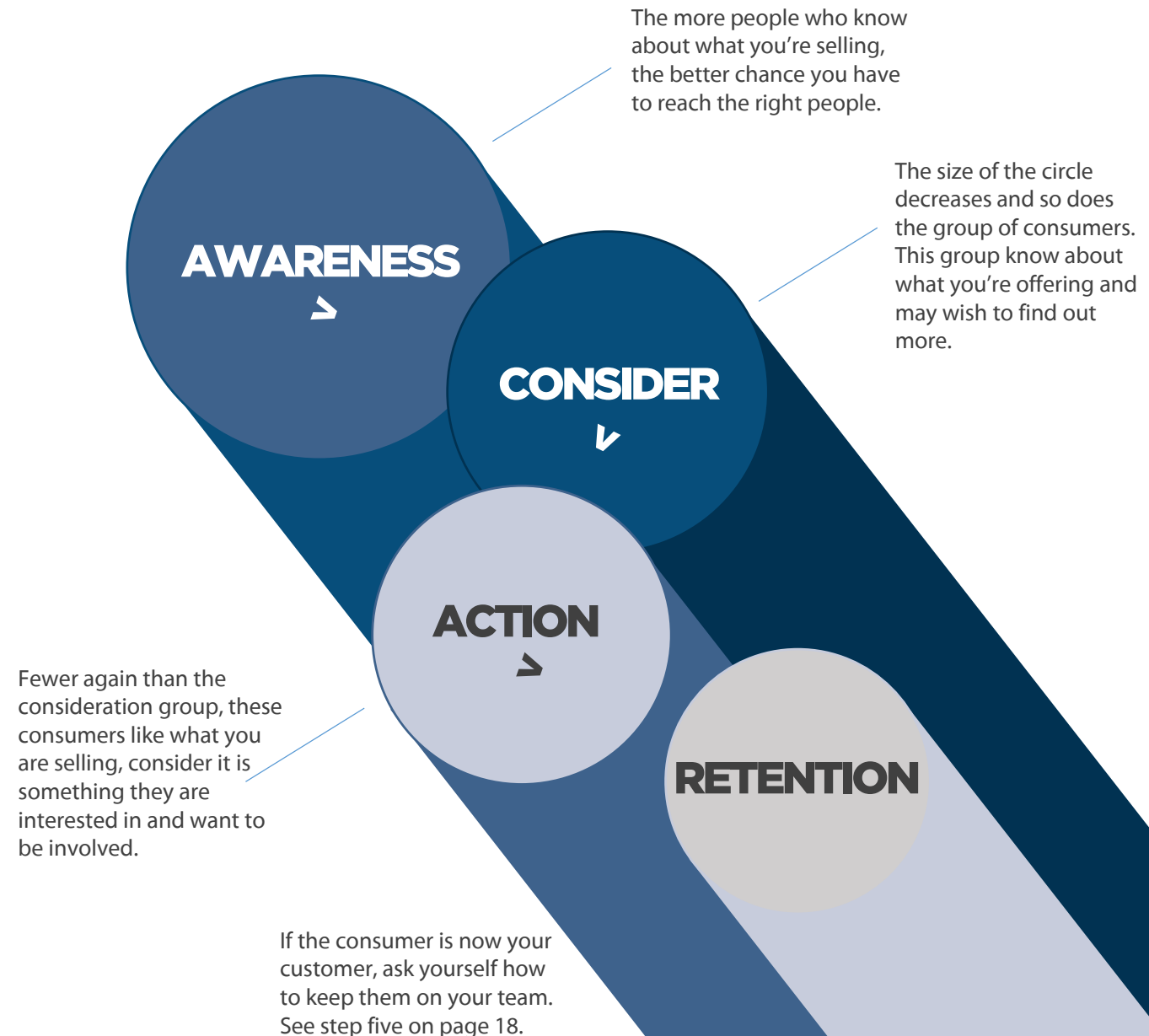
STEP THREE

MAKE A PLAN

Your goals and objectives are set, you know the audience you are looking to reach so now comes the plan of attack.

In the following pages, draw some inspiration from the different types of marketing you can think about as you work towards smashing your goals and objectives.

Note the circles here. The size of the circle represents the number of consumers. The circle get smaller as you move through the funnel. Different marketing tactics can address different circles.



AWARENESS

PUBLIC RELATIONS
NEIGHBOURHOOD FLYER DROPS
BOOSTED SOCIAL MEDIA POSTS
GOVERNMENT WEBSITE PRESENCE
POSTERS AND DISPLAYS
LOCAL COMMUNITY ACTIVATIONS
(SHOPPING CENTRES)
"WHAT'S ON IN..." WEBSITES
LOCAL SPONSORSHIP (SEE PAGE 31)
PLAN AN EVENT

CONSIDERATION

OWNED CHANNELS (WEBSITE)
ORGANIC SOCIAL MEDIA POSTS (UNPAID)
STAFF UNDERSTANDING
FACEBOOK EVENTS
GOOGLE SEARCH
FREE TRIAL VOUCHERS
THE RIGHT TIME, PLACE, PRICE

ACTION

ATTEND AN EVENT
MAKE A BOOKING
PARTICIPATE
BRING A FRIEND
WORD OF MOUTH

AWARENESS

Social Media Advertising

This marketing tool can be the perfect awareness builder. It does not have to cost a lot to create an advertisement on Facebook with impact plus, you can reach your desired audience with ease.

Public Relations

Public Relations is an excellent way to gain some awareness for your events for free – just make sure you have a newsworthy story to tell. If you are looking for publicity for something, reach out to your CDO or Coach Dev team to find out more.

Posters & Displays

Traditional and not the strongest form of marketing. However it is cost-effective and if you are considered with your approach to placement (local grocery stores, cafes), can prove effective.

Local Government

Organise a time to sit down with your local government representative. Head coach, club administrator and CDO and work with them on how you can increase participation in your local area.

CONSIDERATION

Owned Channels (your website, your Facebook)

If a customer wants to learn more about your club or coaching business, the first place they will go is your website. Ensure your site is up to date and conveying the important information first. Take off any outdated content.

Staff Understanding

Imagine taking the next step to learn more, only to call and the person on the other end of the phone doesn't know what you're talking about. Ensure everyone is knowledgeable about the goings-on at your club.

Ease of Enquiry

Whether by phone, email or contact form, a customer wants an enquiry to feel easy. Have a clear call to action a customer can understand when wanting to make a booking.

The Right Place, Time, Price

Consideration thrives if you promote the right product at the right time. Align your Ladies Cardio Tennis with your ANZ Tennis Hot Shots lessons on Saturday morning or ask your social players what weekday works best for the majority and watch your numbers grow.

ACTION

Compelling Offers

Find more on page 18 on how to create compelling offers that will spur customers into action. Think especially about exclusive offers with some of your pre-existing customers or local community connections.

Customer Service

Customer service is more than just sitting behind a desk and directing customers to a court. Good customer service builds a relationship with a customer.

Club Noticeboard

Up to date, current and easy to understand club and coach information can lead to strong conversion. There is a lot about getting involved in tennis that a regular consumer may not understand so make it easy for them.

Word of Mouth

Referral offers reward word of mouth. Just like Uber Eats who will reward both parties if you refer a friend to the service, consider how that could work for your coaching business or club.



STEP FOUR

EXECUTE

When it comes time to execute your marketing plan, it is recommended you consolidate the whole plan down on a template to allow you to follow it.

In the coming pages, find a marketing plan template. Use the same plan to provide you and your team direction.

DONE

By now, you have set your objectives, you know your target audience and have the beginnings of a plan. It's time to formalise the plan and execute.

DOING

Formalise your plan on the template – find it on page 15. Once you have the plan written down, go for it!

WILL DO

As you work through your plan, continue to monitor success, remove things that are not working, and evolve as you move through the timeline of the plan.



MY MARKETING PLAN

SET A GOAL	Write an overarching goal capturing the entirety of ambition.
<div>GOAL</div>	

CHOOSE 3 OBJECTIVES	Ensure they are specific, measurable, achievable, realistic & time bound.
<div>OBJECTIVE 1</div>	
<div>OBJECTIVE 2</div>	
<div>OBJECTIVE 3</div>	

TARGET AUDIENCE

Write down the audience you primarily want to target and why.

AUDIENCE

MAKE A PLAN

Note the types of marketing activities you will undertake in three different categories.

RAISE AWARENESS

DRIVE ENQUIRY

RETAIN CUSTOMERS

EXECUTE

A six-week calendar to keep track of activity and to be used as a reminder. List the activity, planned spend and fill in the date and tick the respective box.

EXECUTE

A six-week calendar to keep track of activity and to be used as a reminder. List the activity, planned spend and fill in the date and tick the respective box.

[illegible]



STEP FIVE

KEEP THEM COMING BACK

***What's better than a new customer?
A returning customer. Consider how
best to retain your customers over a
long period with rewards, incentives,
compelling offers and excellent
customer service.***

CONVERTING CUSTOMERS

This is a point that can be broken down in two ways – converting someone into a new customer or converting an existing customer into a returning customer.

COMPELLING OFFERS

What is going to be the factor that motivates customers to get over the line and stick around.

CONVERTING CUSTOMERS

Website Functionality

Your website should provide easy access and seamless experiences to tennis activities such as finding and booking a court, joining a club or registering for an open day event. Find out more about the [Tennis Australia Digital Enablement Program](#) here.

Customer Service

Customer service is more than just sitting behind a desk and directing customers to a court. Good customer service builds a relationship with a customer. For example, walking someone over to the Club Noticeboard and speaking to them about different coaching options and what is right for them. This interpersonal relationship is key in converting customers.

Club Noticeboard

Up to date, current and easy to understand club and coach information can lead to strong conversion. There is a lot about getting involved in tennis that a regular consumer may not understand. This can assist in their education process.

Trusted Reviews

Work on setting up a Google My Business account and start garnering reviews from users via Google. Direct current customers there and reply to each review. New customers will see reviews and innately feel they can trust the business more.

COMPELLING OFFERS

Referral Offers

Referral offers reward word of mouth. Just like Uber Eats who will reward both parties if you refer a friend to the service, consider how that could work for your coaching business or club.

Punch Cards

Punch Cards, multi-visit passes or the like reward customers for returning. Buy nine, receive the tenth for free – this is a significant saving for a parent with two kids in private lessons. Coach businesses and clubs can work together to establish what is mutually beneficial.

Exclusive Offers

Associated with a local school? Why not invite families and students to an exclusive event just for them? Their own mini open day of sorts. Involve the school and promote an offer only available on the day. Sign a child up for ANZ Tennis Hot Shots and receive two entries into Cardio Tennis, etc.

Partnerships

Supporting other local businesses is a crucial building block to establish healthy and thriving communities. Partner with a local coffee shop, a homewares shop, sporting goods store and promote an offer at your club that customers can't refuse. And vice versa.



STEP SIX

MEASURE AND KEEP GOING

There are different ways to measure the success of your marketing. Consider the different ideas below and commit to executing some of them to ensure you are getting the most out of your marketing.

Set enquiry to conversion targets

Different from setting an objective for enquiries, you should be able to monitor how your conversion between 'consideration' and 'action' goes. If the conversion rate is high, the marketing is working.

Measure against your objectives

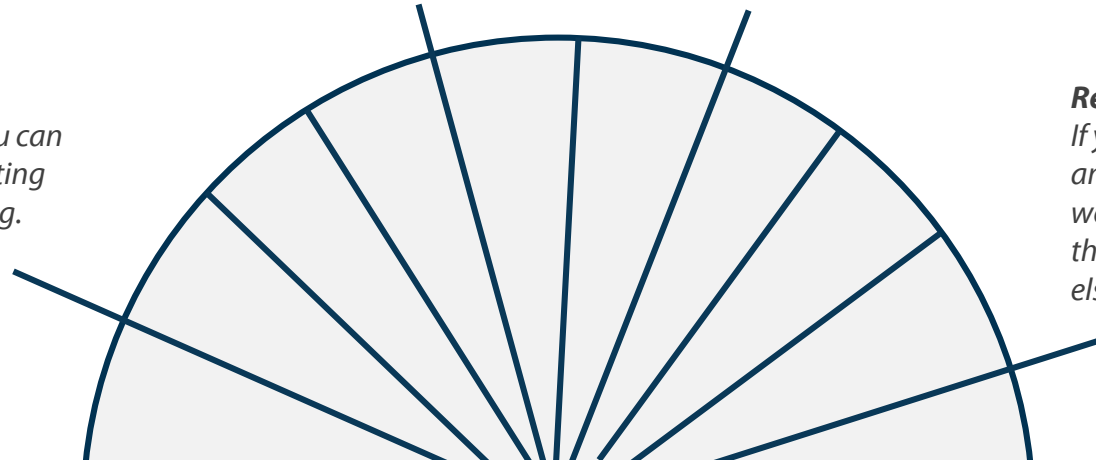
The marketing you carry out should directly relate to the objectives you set. Regularly check your activity against your objectives and ensure you are still on track.

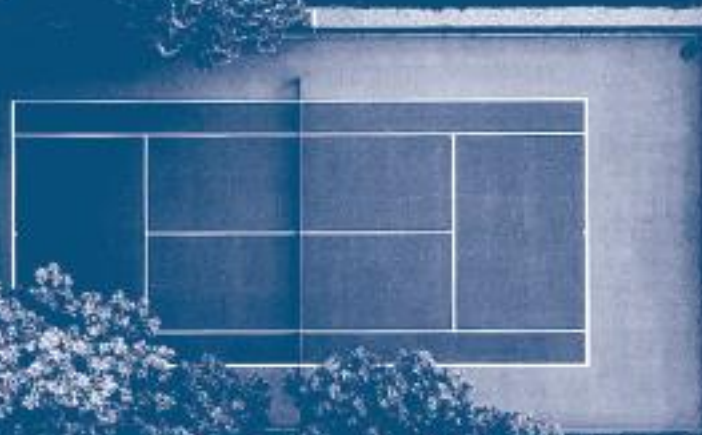
Website Traffic

Google Analytics is a free online platform you can use to understand how many people are visiting your website and what pages they are visiting.

Regularly review and amend

If you are spending some money on social media and notice enquiries are increasing or traffic to the website grows, keep it going. If you are not seeing the benefits, cut the activity and spend that money elsewhere.





RUNNING AN OPEN DAY

PLANNING AN OPEN DAY

1

Choose the type of event and date

Once you decide on the type of event you want to run (families, performance students etc) select a suitable date for this audience. Even ask your customers when suits them.

2

Update information online

This includes your website as well as creating an event on Facebook. To learn how to create Facebook advertisements for events, see page 28.

3

Easy registration, easy payment

Ensure customers can lock down their spot in your event easily. Use ClubSpark or something similar and ensure you gather details like name and email for remarketing purposes.

4

Set enquiry-to-conversion targets

If you have a certain number of attendees at your event, set a percentage of conversions you are aiming for.

5

Rally the troops!

On the day have coaches, staff and volunteers available to assist with answering questions about the club, talking through what the club offers by way of social play, coaching, squads, fixtures, pro-shop products and services

6

Advertise an exclusive, on the day offer

An offer on the day will help with your conversion numbers. This offer could be something they receive on the day or something they can look forward to.

7

Player pack for all attendees

Make available an info pack to all attendees. This should include:

- Calendar of events for the club
- Coaching program
- Contact details for the club, social platforms to follow
- Products and services offered at the club, ie coaching, fixtures, social play, etc

8

Post event marketing

Ensuring you have collected all the right data for your attendees and ensuring you secured permission to send them direct marketing, create an engaging email that will drive further conversion.



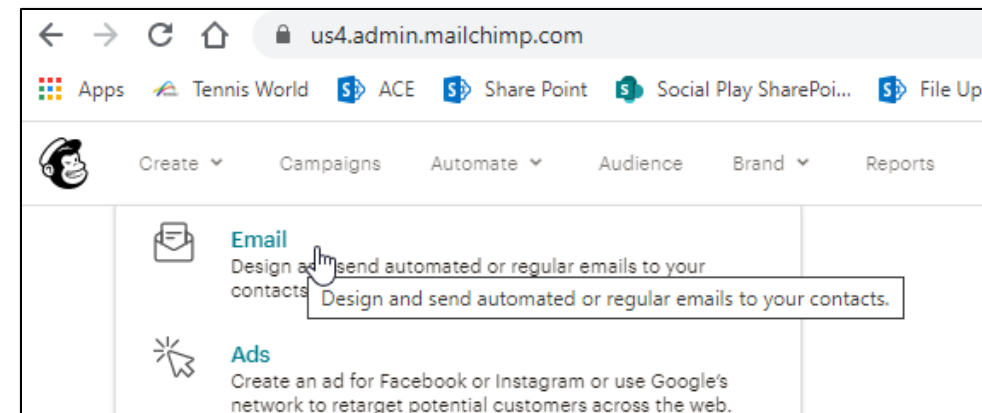
STEP-BY-STEP GUIDES

MAILCHIMP

Mailchimp is a basic email marketing service solution that offers free and low-cost business subscriptions. This guide walks you through the free plan, which allows for basic email template usage and up to 2,000 contacts on your database.

STEP 1/ SIGN UP AND FOLLOW PROMPTS

Visit mailchimp.com, click sign up in the top right corner and follow the prompts. Select the Free plan, add your basic details and with the “enter database” question, just click no for now. You can add your database in later. Link your social media and finally answer the marketing questions posed to you regarding your goals. This will help optimise the platform for you. Now you’re ready to send your first email.



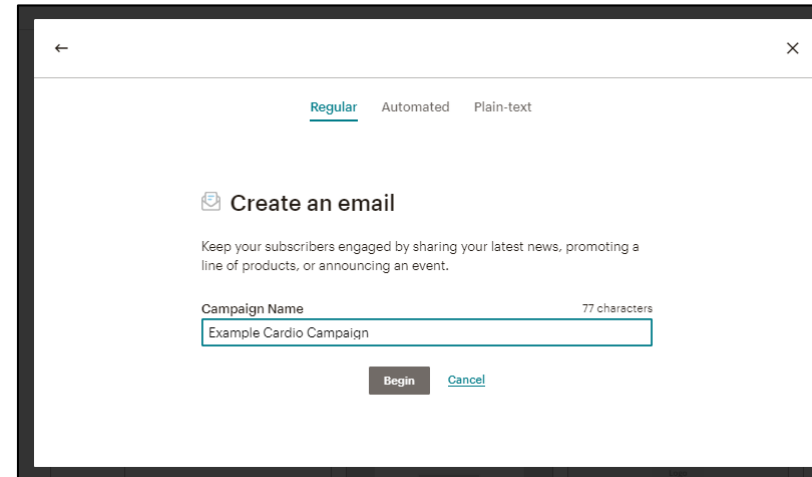
Img.1 Create menu

STEP 2/ CREATING YOUR FIRST CAMPAIGN

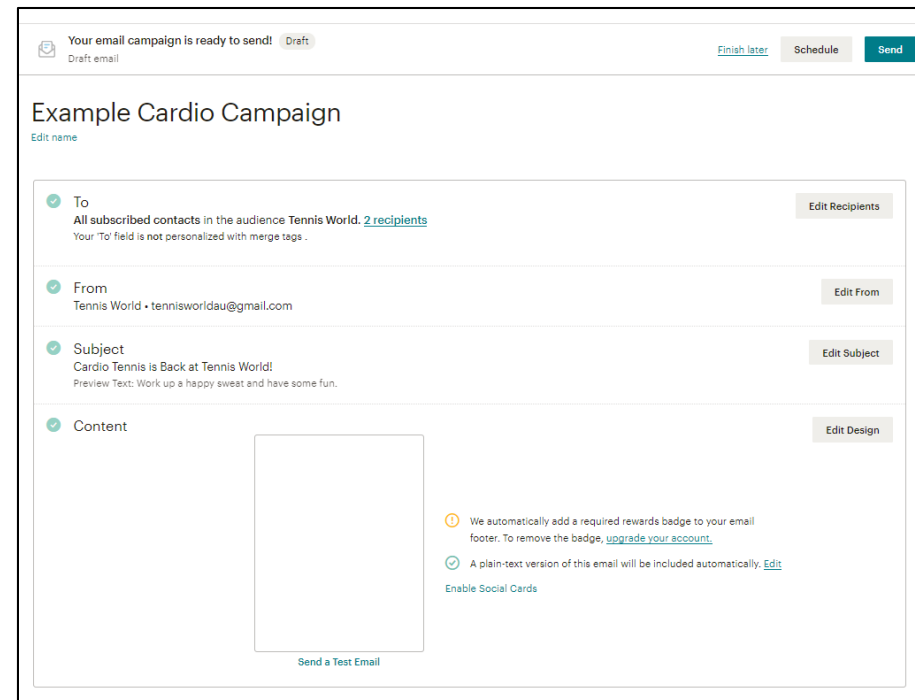
In the top left corner find the option that says create (img.1) and click email. It will open a splash page (img.2) where you can name your campaign. Write something that will allow you to keep track of it in future.

Complete the next key details about the campaign (img.3). Add your database in the To section (this can be copied and pasted directly off Excel) by clicking add recipients. Follow the prompts after you select copy/paste from the file. You will get to the import page. The import button in the bottom right corner will return you back to the standard menu.

In the From section, add your most appropriate email (either club or coach or coaching business) and include the name of the sender too. The subject is crucial, make it snappy and include a strong preview sentence to catch readers eyes. Now you're ready to design your email. Click Edit Design.

This is a mobile-style splash page for creating an email campaign. At the top, there are three tabs: 'Regular' (which is underlined), 'Automated', and 'Plain-text'. Below the tabs is a heading 'Create an email' with an envelope icon. A subtext reads: 'Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.' There is a text input field for 'Campaign Name' with a character count of '77 characters'. The field contains the text 'Example Cardio Campaign'. At the bottom, there are two buttons: 'Begin' and 'Cancel'.

Img.2 Splash page campaign title

This is a web-based configuration page for an email campaign titled 'Example Cardio Campaign'. At the top, it says 'Your email campaign is ready to send!' with a 'Draft' status and buttons for 'Finish later', 'Schedule', and 'Send'. Below the title is an 'Edit name' link. The main section contains four rows of configuration details, each with an 'Edit' button: 1. 'To': 'All subscribed contacts in the audience Tennis World. 2 recipients'. A note says 'Your 'To' field is not personalized with merge tags.' 2. 'From': 'Tennis World • tennisworldau@gmail.com'. 3. 'Subject': 'Cardio Tennis is Back at Tennis World!'. A 'Preview Text' says 'Work up a happy sweat and have some fun.' 4. 'Content': A large empty box for the email body. To the right of the content box are two informational notes: one about a required rewards badge and another about a plain-text version. At the bottom right of the content box is a 'Send a Test Email' link.

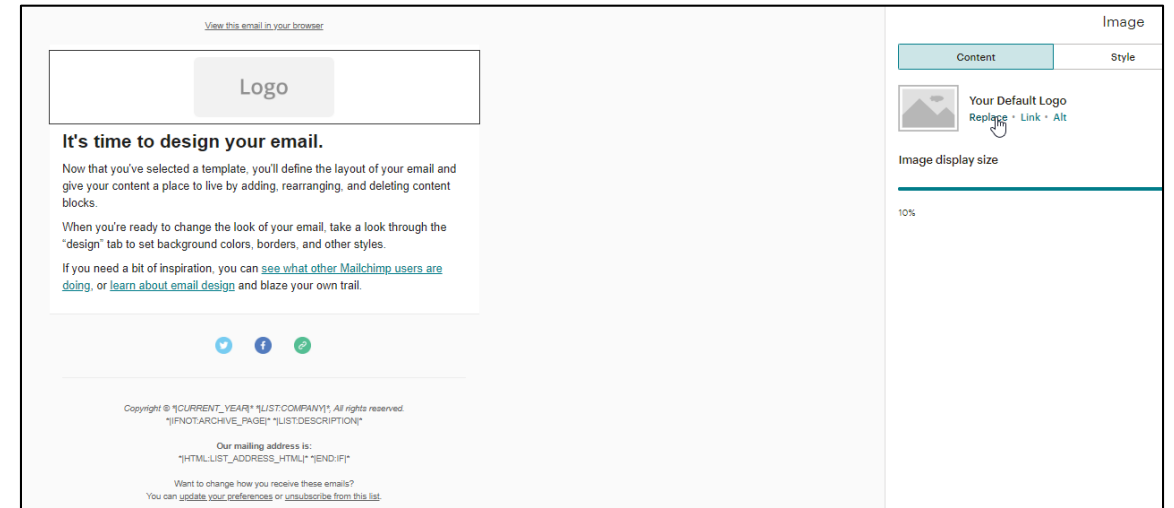
Img.3 Key Campaign Details

STEP 3/ DESIGN YOUR EMAIL

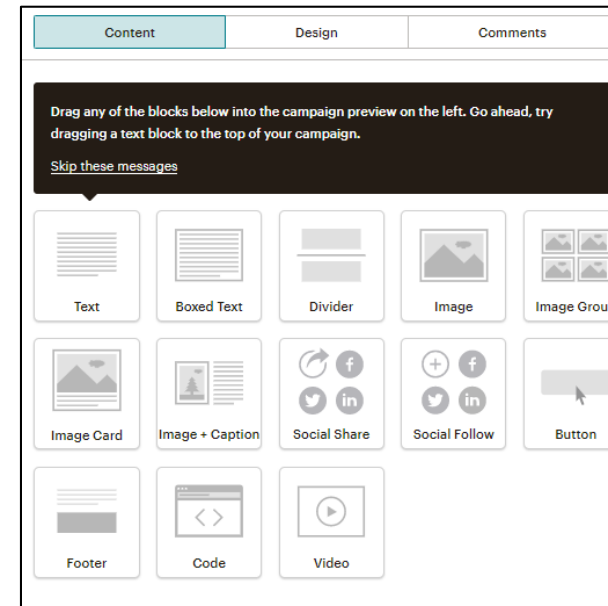
This section is fun and easy. The first thing to do is add your logo in the email template builder (img.4). The email is on the left column, the editable function is on the right. Add your logo and link.

By clicking the grey space, it will open up content blocks (img.5) for you to drag and drop in accordingly to piece together the email template you are wanting. Simply drag and drop. The rest is like working on Word.

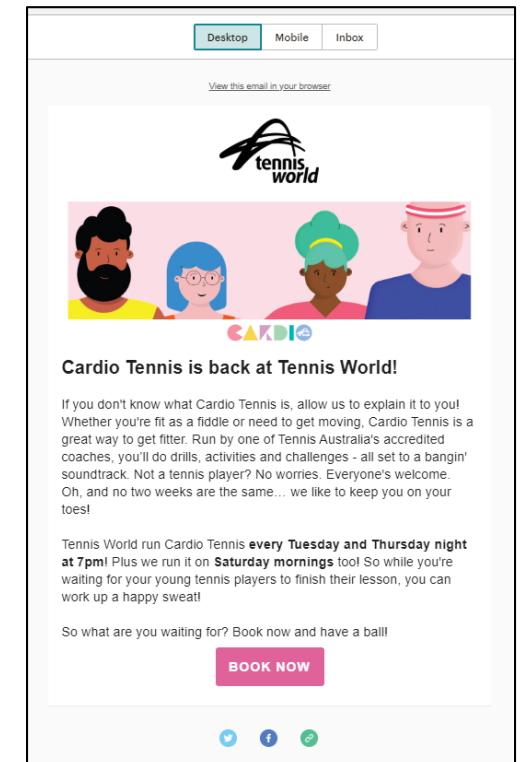
In the top right corner, there is an option to preview and test (img.6). By clicking this, you can see what the email would look like across mobile and desktop devices and can even send yourself a test preview.



Img.4 Email Template builder



Img.5 Content blocks



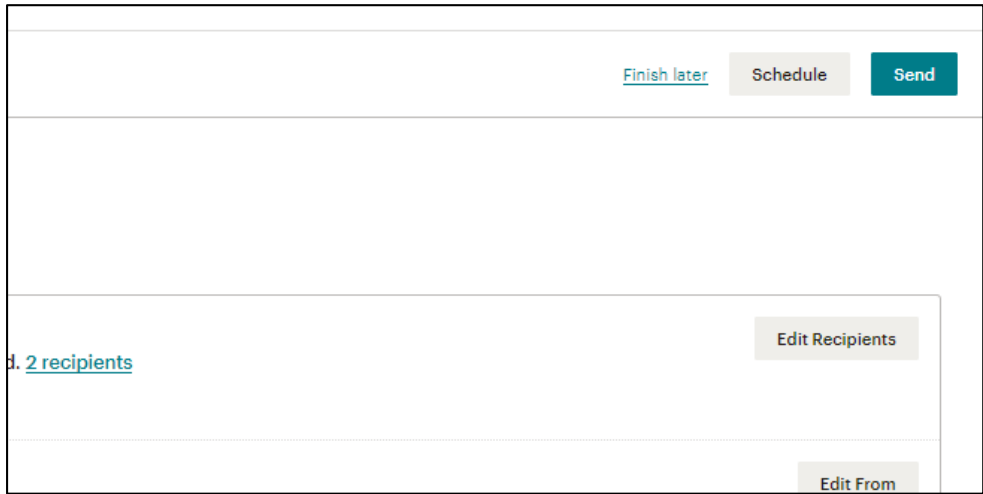
Img.6 Example email

STEP 4/ SEND IT AND READ THE REPORTS

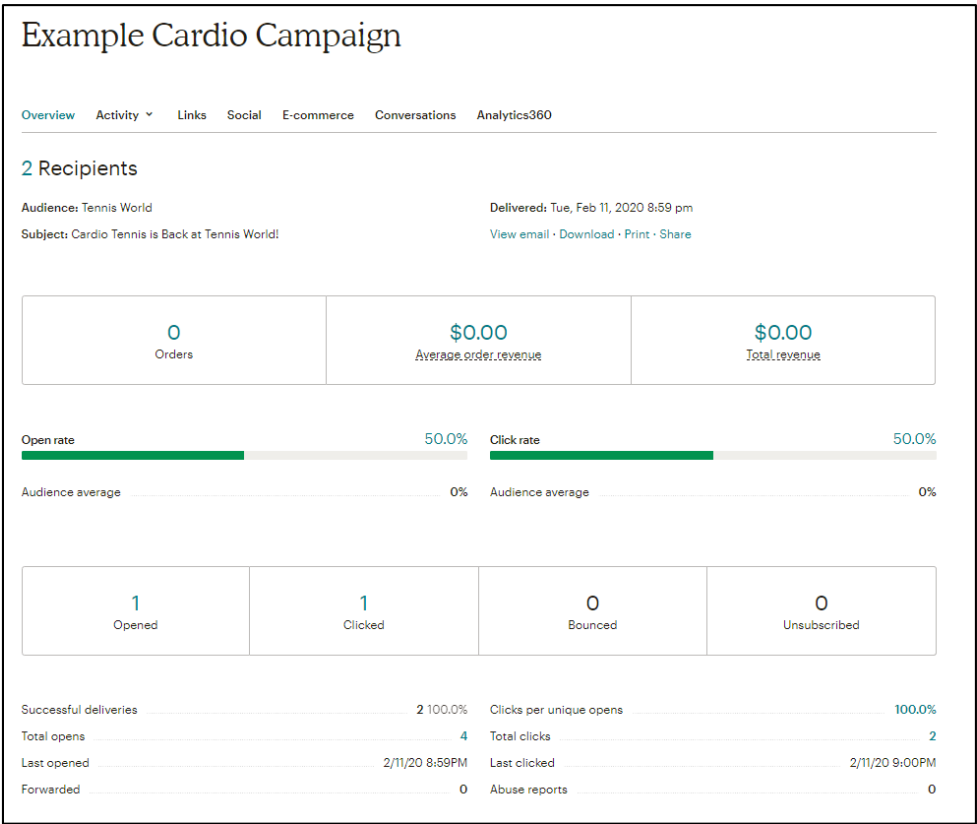
As we are only using the free section, once you are happy with your email and all links are correct, you can send the email at the click of the button. You cannot however schedule a specific time to send it.

Return to the normal campaign menu and on the top right, see the send now button (img.7). Click and you are on your way to awesome email marketing.

To review how your email campaign has gone, the main menu at the top of the page reads campaigns. You can click this and then click see the report (img.8) to understand open rate, click-through rate and more.



Img.7 Send email button



Img.8 Campaign report

FACEBOOK ADVERTISING

These steps detail how to create one Campaign on Facebook, eight different Ad Sets and within each Ad Set, one Ad each. Each Ad Set will be for a different week and a different event. These are just guidelines for those who have never done this before but not mandatory to follow if you have different plans at your club or business.

STEP 1/ CONVERT YOUR FACEBOOK PAGE TO A BUSINESS PAGE

Complete steps one through five on this URL:

<https://smallbusiness.chron.com/convert-facebook-business-losing-contacts-31419.html>

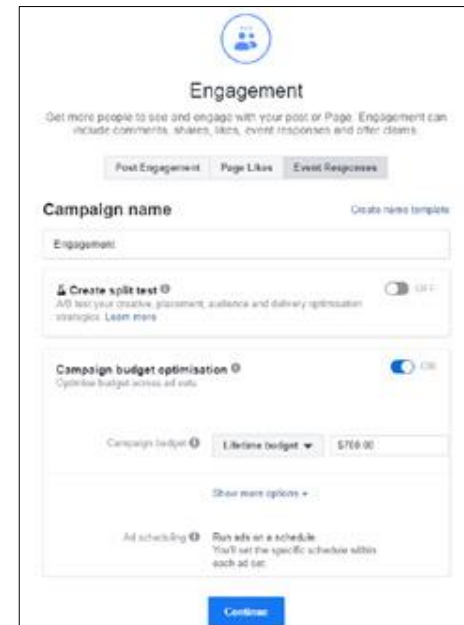
STEP 2/ THREE THINGS TO CREATE: CAMPAIGN, AD SETS AND ADS.

2.1/ CAMPAIGN

Visit business.facebook.com. In the top left corner, you will see the Facebook logo and a menu that reads Business Manager. Click that menu and open the Ad Manager. You first need to create your campaign. Click create. Select in this section the main objective in your advertising. We recommend Traffic or Engagement. These instructions detail how to use Engagement. It's great for driving users to your Facebook event. There are five things to do on this page: select optimise for event responses, choose a campaign name, choose a total lifetime budget, ensure you select run ads on a schedule and then click continue. In this set of guidelines, we are going to recommend a weekly spend of \$40, for a total spend of \$320 (8 weeks).



Img.1 Create Facebook Business Page



Img.2
Select Engagement

2.2/ AD SETS

There is a bit to do on this page. First, add in a title for this ad (it will change for your other seven). Then, select your audience. We suggest dropping a pin around your club/business and using the recommended 16km radius. To do this, click Australia, find your location on the map and drop a pin. It will automatically create a 16km radius.

Remember to select the age group you want to target and demographic. The next thing to do is to select your dates. Go from the Monday of the week of your first event to event day. Let's say our event is Thursday 30 January, create the ad from Monday 27 January. You will change this for your other ads.

Also, in this section, click "add spend limits to this ad set". In the maximum box, enter in \$40. That means no more than \$40 will be spent on this event. If you are running an event on say Friday, we recommend selecting the four days leading up to that day.

That means every week, the schedule should be running from Tuesday through to Friday (similar to the screenshot to the right). When you have done this, click continue.



Img.3 Select radius and age group for your ad



Img.4 Select the time your ad will run

2.3/ ADS

It's time to create your first ad. This example uses an already created event for Open Court Sessions. Scroll down to the event link, click the box and your events will appear.

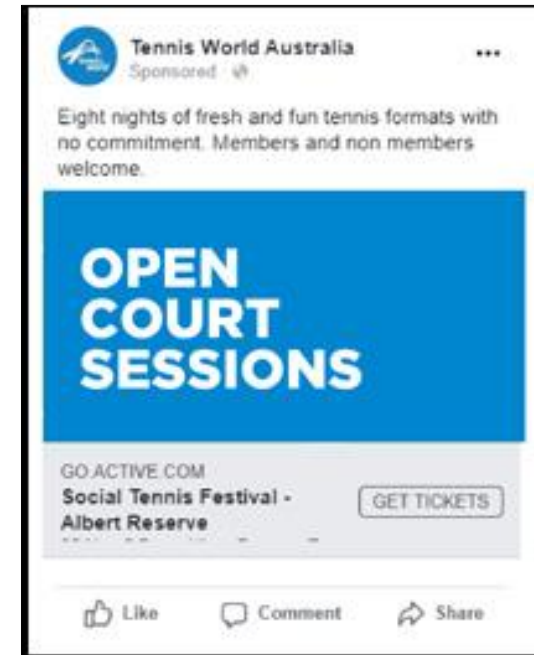
Once you click the event, a preview will appear on the right side of the page. It will also allow you to write in a description. In this description, we suggest you write about an aspect of Open Court Sessions.

In the preview to the right, we wrote about being easy to find and open to everyone. When you are happy, you are ready to click confirm. The ad will first be approved by the Facebook Ad Bot and then will go live when you want it to (you selected this in ad sets).

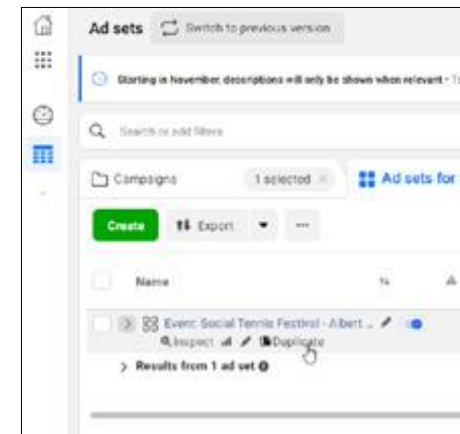
STEP 3/ DUPLICATE FOR YOUR OTHER SEVEN EVENTS

So, you have completed one ad for your first event. Congratulations! It is now pretty easy to complete the same process for your next seven events. If you return to your normal Ad Manager view, ensure you have selected this campaign, click ad sets and underneath the first ad you have created, you will find an option to duplicate. Duplicate seven times and then it is back to step 2.2 to set budget and dates for each.

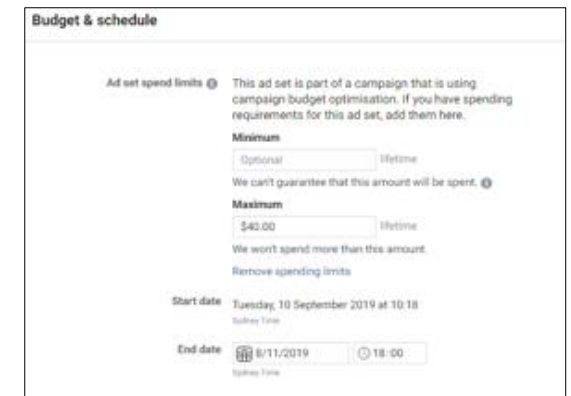
Once you have done that, follow through to step 2.3 and update the event with the next week's event and the description. Maybe talk about another great aspect of the event you're running. Click confirm and repeat the process for the remaining events, every week, changing to the following week and the following event and each with a \$40 spend limit.



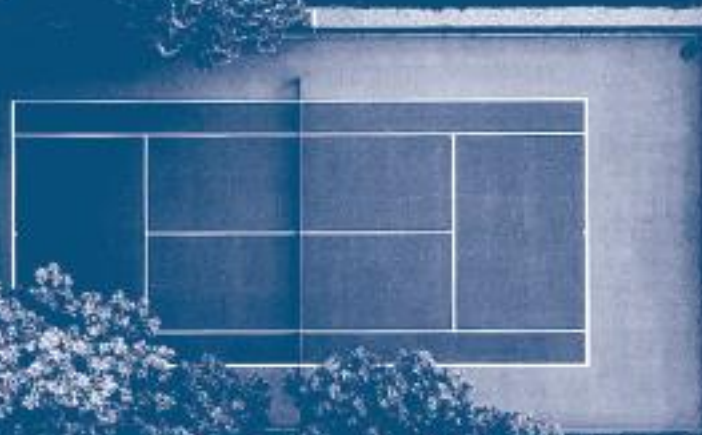
Img.5
Open Court Sessions Event Example



Imgs.6 Ad duplication



Img.7 Weekly spend limit



SPONSORSHIP



WHAT DOES MY CLUB OR BUSINESS HAVE TO OFFER?

The partner business can access a new audience – your customers. You can offer exposure and help grow awareness for your sponsor. For example, put together an exclusive offer to your customers that will drive them to support the business of your new partner.

WHAT DOES A BUSINESS HAVE TO OFFER ME?

A local business or organisation can provide assistance with money for new equipment, general repairs or improvements, resources, food or anything that makes your job a little easier. Plus you can reach their audience with something you're offering too.

WHAT IS SPONSORSHIP?

Sponsorship is a mutually beneficial agreement between you and another aligned business, preferably in your local area. A comprehensive guide to event sponsorship is on the digital marketing page on our website.

SIGNING ON WITH A SPONSOR

1

IDENTIFY

Means choosing who you believe would be the greatest brand fit for your tennis club. This sponsor will be able to offer you the support you need at the same time as your club being able to provide them with a mutually beneficial offering. This could be a local car dealership, a café or restaurant or other sports venues without tennis courts.

2

PITCH

It's your time to shine. What do you love about your club or your business and what is your value proposition? Convince the potential sponsor that you are worth the investment? See next page for examples of what you could offer.

3

AMEND

Change the proposal as required so both you and the sponsor feel like they are getting the most out of this partnership. Listen to what they are looking for and offer assistance if you have a solution. Think about including an offer for your members which you send via email?

4

AGREE

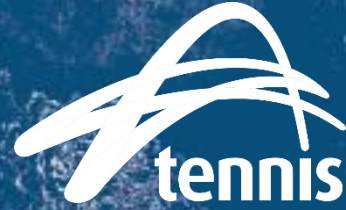
On the deal, supply a sponsorship agreement that outlines their investment and what they will receive in return. This agreement needs to outline all specifics including the length of sponsorship, key contracts and payment details. Now it's the fun part.

5

ACTIVATE

Everything in the sponsorship agreement. So if that means your sponsor supplies a barbecue, food and someone to run it in return for brand presence at your club, and an offer to your customers, then we do exactly that.

SPEAK WITH YOUR LOCAL MEMBER ASSOCIATION ABOUT SUPPORTING YOU IN SECURING A SPONSOR. MOST MEMBER ASSOCIATIONS WILL HAVE A SPONSORSHIP TEMPLATE YOU CAN AMEND AND USE TO REACH YOUR GOALS.



THANK YOU

LAST UPDATED AUGUST 2020