

# Marketing Tennis Locally





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[play.tennis.com.au](http://play.tennis.com.au)





# Introduction



# What is Marketing?

Marketing is taking your business, product or message and sharing that message with the appropriate people in order to drive an action – like purchasing.

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.







# Marketing in six steps





## Step 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.



## Step 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.



## Step 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.



## Step 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.



## Step 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.



## Step 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 1

# Set Objectives

Let's use Cardio Tennis as an example:



### GOALS

A goal is simply the high level achievement of an action - e.g. I would like to get a Cardio Tennis program started within my suite of programs.



### OBJECTIVES

Take our goals and start to quantify them. This is when we make them: **Specific, Measurable, Achievable, Realistic and Timely.**





# Examples of Goals



## GOALS

### OPEN DAY

Create an Open Day to attract new students

### HOTS SHOTS

Start a Hot Shots program on 3 days of the week.

### CARDIO TENNIS

Create women's only Cardio Tennis session.

### SCHOOLS

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



## OBJECTIVES

### OPEN DAY

- Have 100 people attend the event
- Sign up 20 new students to Hots Shots program
- Book 10 free private lessons

### HOTS SHOTS

- Run red ball on Mondays, Orange on Tuesdays, Green on Thursdays
- Sign up 5 kids to each program in term one
- Aim to run two sessions per level in term 2

### CARDIO TENNIS

- Sign up 8 people to women's only session
- Charge \$25 per head
- Retain 80% term on term

### SCHOOLS

- Connect with 3 schools in the community each term.
- Sign up minimum one school per term through sporting schools
- 20% of school students participate in lessons at the club



## Step 2

# Define your target

Understanding your target audience provides insights and valuable information for your plan. Regardless of your objectives, make sure you know who it is for first.

Here are some suggestions on how to get to know your audience.



### IDENTIFY

**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

**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

**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 3

# 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.

As you market a different number of consumers will engage with you across each stage – as represented in this funnel. Consider it almost like a filter system and the more activities you do, the more ‘right’ people you will find for your business. Different marketing tactics can address different stages.



### AWARENESS

- Flyer
- Facebook adverts
- What’s on website
- Posters
- Shopping centre activations

The more people who know about what you’re selling, the better chance you have to reach the right people.

### CONSIDER

- Facebook adverts and events
- Correct website information
- Google search
- Free trial vouchers
- The right time, place, price

The size of the funnel decreases and so does the group of consumers. This group know about what you’re offering and may wish to find out more.

### ACTION

- Make a booking
- Participate
- Bring a friend
- Word of mouth

Fewer again than the consideration group. These consumers like what you are selling, consider it is something they are interested in and want to be involved.

### RETENTION

- Loyalty program
- Player challenges
- Return

If the consumer is now your customer, ask yourself how to keep them on your team. See step five on page 18.



# 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 4

# 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 13**. 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.

GOAL

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## CHOOSE 3 OBJECTIVES

Ensure they are specific, measurable, achievable, realistic & time bound.

OBJECTIVE 1

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OBJECTIVE 2

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OBJECTIVE 3

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**TARGET AUDIENCE**

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

**AUDIENCE**

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**MAKE A PLAN**

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

**RAISE AWARENESS**

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**DRIVE ENQUIRY**

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**RETAIN CUSTOMERS**

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**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.

| MARKETING ACTIVITY | BUDGET | DATE |  |  |  |  |  |  |
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## Step 5

# 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 6

# 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.



### 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.



### 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.



### 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.





# Local area marketing ideas



A group of young adults are running on a blue tennis court. In the foreground, a man with a mustache and curly hair, wearing a teal t-shirt and dark shorts, is running towards the camera with a smile. Behind him, several other people, including a woman in a blue tank top and a man in a dark t-shirt, are also running. The background shows a green fence with the word "WELCOME" partially visible. The scene is outdoors and brightly lit.

**On the following pages, find a list of possible marketing and awareness activities that can help you and your business get the word out there.**





### SOCIAL MEDIA ADVERTISING

Is the perfect awareness builder for Open Court Sessions. Right now, it does not cost a lot to create an advertisement on Facebook and reach a good number of people with your message.



### LOCAL SPONSORSHIP

Will not only provide you with a little extra cash to make your Open Court Sessions a hit, they may have a database you can engage directly with to grow awareness. **PARTNER** with a nearby tennis store and speak directly to their customers with an Open Court Sessions offer.



### PUBLIC RELATIONS

Is sometimes forgotten because it is unfamiliar to most. But it is an excellent way to gain some awareness for your events for free – just make sure you have a newsworthy story to tell. A generic press release will be created for clubs to use to be pitched to local news outlets. Find it in your Open Court Sessions resources on Bounce.



### LOCAL GOVERNMENT

Partnerships are a great way to grow awareness in the community and Open Court Sessions provide an excellent solution to community orientated social tennis.



### WORD OF MOUTH

Isn't just telling your sister's best friend's cousin you played tennis – although that can help. Think about running a competition on social media where people who attend your Open Court Session event can post and celebrate getting back into the game.



### LOCAL RADIO

Is a great marketing option for regional tennis clubs. Radio stations run sponsored weather or news spots. 5 second call outs before the weather report – perfect amount of time to call out Open Court Sessions at your club.







### POSTERS AND DISPLAY

Advertising can be effective in capturing the attention of people walking in, out or past your clubrooms. Think about dropping some posters off at local cafes, tertiary institutes, hotels or apartment buildings.



### DIRECT MAIL

In your immediate neighbourhood and surrounding suburbs also offer a good solution for getting the word out there for your Open Court Sessions. Speak with your local council if you have any questions or are unsure if you need a permit for letterbox drops.



### LOCAL ACTIVATIONS

At universities or shopping centres can work exceptionally well when trying to raise awareness for a product. Think about bringing mini nets and equipment, setting up in a high foot traffic area.



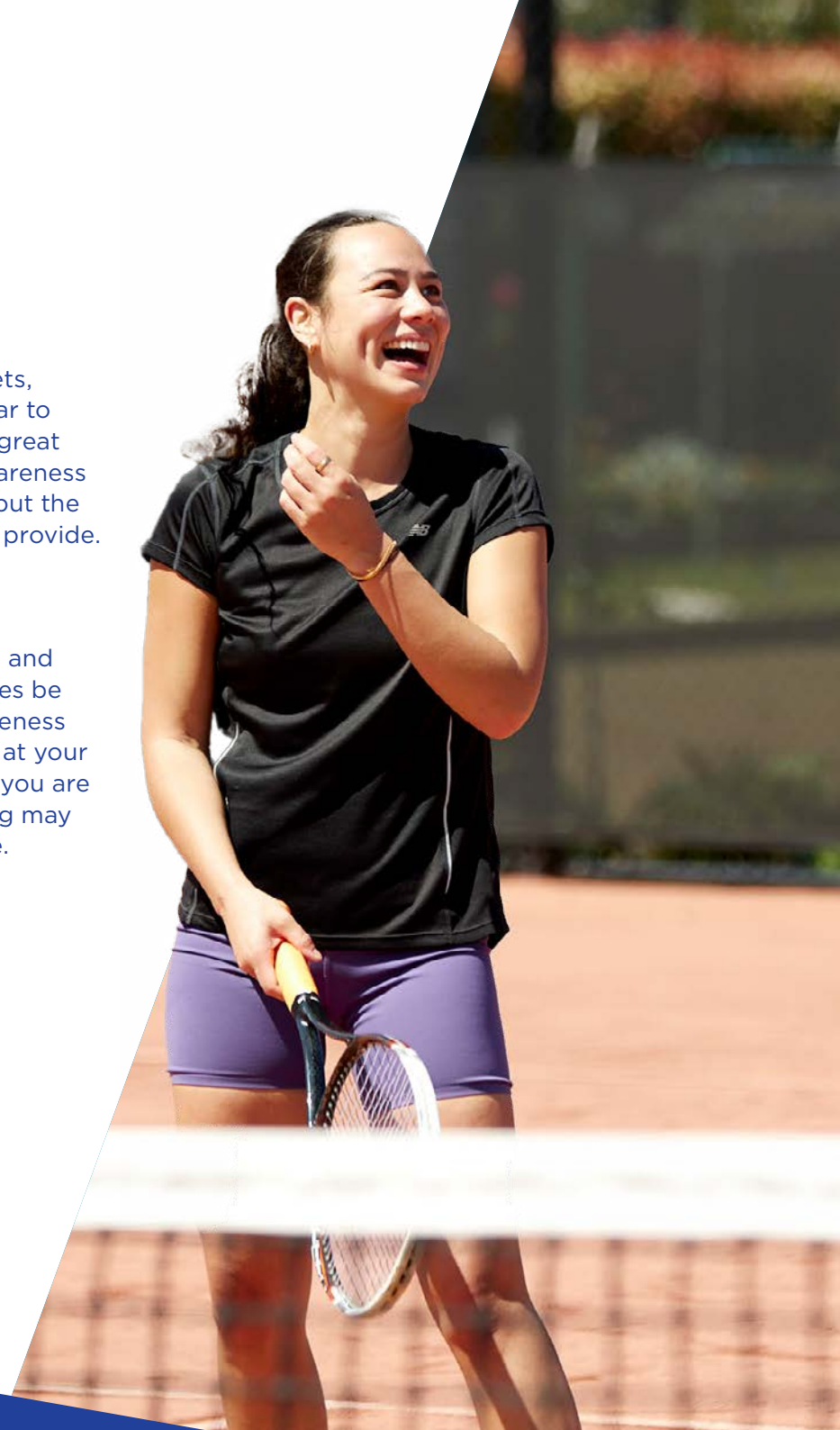
### COMMUNITY EVENTS

Could include fairs, markets, shows and festivals. Similar to local activations, this is a great way firstly to increase awareness for your club as a whole, but the Open Court Sessions you provide.



### PRINT PUBLICATIONS

Or community magazines and newspapers can sometimes be a good way to grow awareness for something happening at your club. Depending on what you are looking for, the advertising may be reasonably good value.



# Participant Funnel

## GROW YOUR AUDIENCE

The more who know, the more will go. This type of marketing aims at informing as many people as possible of Open Court Sessions and what makes these events unique. Talk about the five key messages.

## FIND OUT MORE

As the funnel gets closer to the bottom, it gets narrower. That represents the number of people that know about the event and want to learn more. It eliminates those who are not interested.

## THE LEAD IS HOT

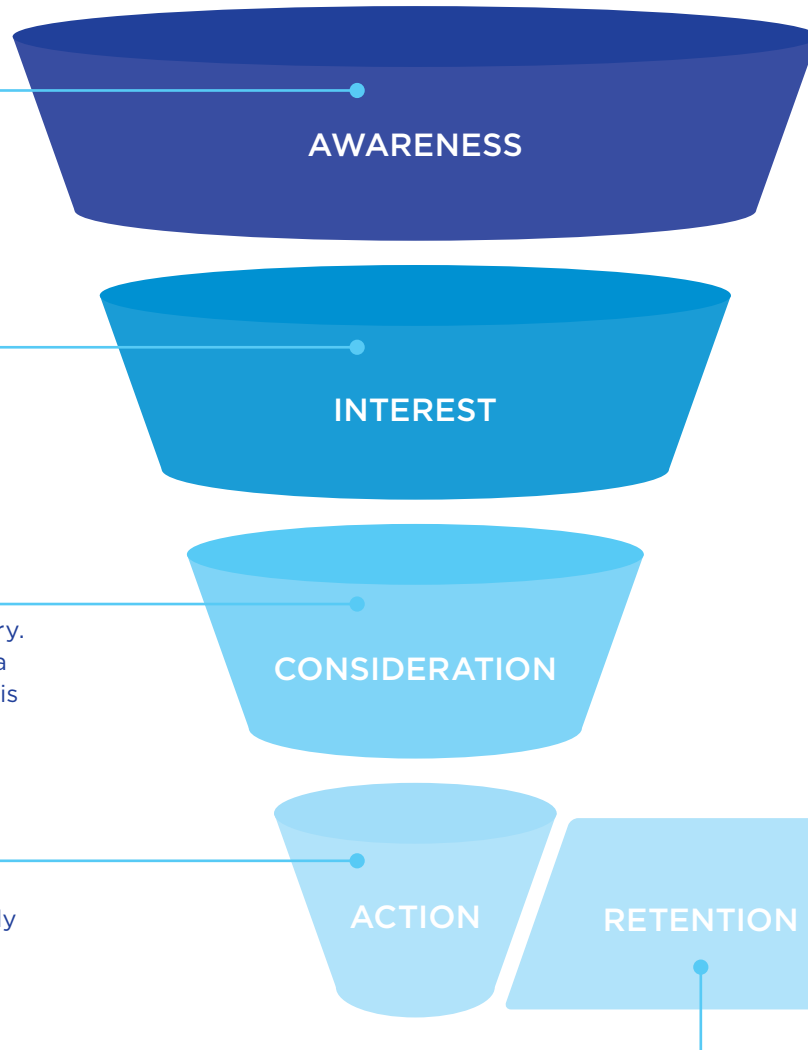
A hot lead is less people again than the above category. These consumers have learnt more, they might make a phone call, send an email, visit the club. All they need is the right moment to turn their interest into action.

## THAT'S GAME, SET...

We've got a live one. This consumer has made the call and have booked into an Open Court Session. Officially converted, they are walking into your club very soon.

## ... AND MATCH

The consumer loves it, they want to come back and they want to bring their sister. This aspect of marketing will keep our players coming back week-to-week.



- Public relations
- Neighbourhood flyer drops
- Boosted content-LED social media
- Government website presence
- Posters and displays
- Local community activations

- Direct advertising on social media
- Dark posts on social media
- Facebook events
- Correct website information
- Google search
- Word of mouth

- Easy Booking Website
- Club Staff Understanding
- Free Trial Vouchers/Discount Codes
- The Right Time And Place
- The Right Price
- Consumer Desire

- Amazing experience
- Clean clubhouse
- Welcoming environment
- Referral schemes
- Edm marketing
- Loyalty programs





# Branding Basics



**Your brand is your identity.  
It tells people about your  
business through images,  
fonts, colours and language.**

**Your brand is what will make  
you recognisable compared  
to competitors.**

**Take the time to review  
each of these areas of your  
brand and see if they are in  
harmony with each other.**





## YOUR LOGO

### MAKE SURE YOUR LOGO:

- Says who you are – including your name or acronym is key for people recognising you (at least at the start).
- Uses colour to resonate with the feel of your business.
- Has shapes or imagery that ...
- Your logo is your brands first point of contact with your audience.
- A simple logo design will make it easier to incorporate your logo across a range of assets.
- Where possible include your logo on all communications to build recognition.
- Choose your logo and stick to it! Do not change, edit or distort your logo in anyway.

## YOUR COLOUR PALETTE

### & FONT:

- Consistency is key in building a brand and creating recognition with your audience.
- Choose 1-3 fonts that work for you and stick with them! You might look to include a font for Headings, Sub-Headings and Body Copy
- Similarly for colours, determine a colour palette of core colours 2-3 that can be used across all your communication channels. Add in 2-3 secondary colours if you need to shake mix things up a bit.
- Creating these guidelines will ensure anyone that needs to deliver any communication requirements will be able to follow with ease.

## YOUR IMAGERY:

- Brand imagery is one visual story-telling component of your identity.
- Try to create clarity in your imagery and avoid cluttering images with a lot of information, instead prioritise one key message.
- Consider cropping the image if you need an image to fit within a certain size.
- If you use a filter on your images, try and always apply the same filter to create a recurring aesthetic.

## YOUR LANGUAGE:

- It's important to build a consistent style of voice throughout your communications that reflects the personality and values of your business.
- If multiple people are handling your communications, creating a language across all content that sounds more or less the same will strengthen your brand.
- In different contexts language might adapt to the culture and expectations of the audience e.g. communicating with someone the first time vs. someone you have been associated with for a while.

# Branding Basics

**YOUR BRAND IS YOUR IDENTITY. THE BEST BRANDS WILL DO TWO THINGS:**

1.

Express who you are in a way that is distinct from others in the market

2.

Capture the personality or brand essence that fits your purpose.





# Branding Basics

## YOUR BRAND CODES

Brand codes are the characteristics or physical/sensual identifiers that are distinctive to you.

Take time to consider what codes will define your brand as these are the key to creating recognition in the marketplace and loyalty amongst consumers.

Brand codes are often multisensorial, but be wary of choosing too many as the success of branding comes from using your codes at every opportunity.

## COMMON BRAND CODES

LOGO

FONT

ICON

COLOURS

SHAPE / PATTERN

IMAGERY

## OTHER IDENTIFIERS THAT COULD MAKE YOU DISTINCT

FOUNDER

PACKAGING

SOUND

PRODUCT CUES

LOCATION/S

LANGUAGE

SMELL

Take the time to review each of these areas of your brand and see if they are in harmony with each other.

Once you have identified what your codes are – simplify to the 3-4 most important that you can use everywhere.

# Branding Basics

## BUILDING YOUR BRAND

Creating a successful brand doesn't happen overnight. Brand building takes time and investment, but the long term gains are indisputable. Recognition, consideration over competitors and loyalty amongst your desired customer base are all outcomes experienced by organizations who have worked hard at developing strong brands.

### 3 PRINCIPLES FOR BUILDING YOUR BRAND

#### 1. CONSISTENT DISTINCTIVENESS

Once you have identified your brand codes, use them at every opportunity. Consistently coding your marketing & business activity will help train your market to associate those characteristics with your brand.

If you feel like you have used the same codes for too long - keep going!! While you (or your employees) may start to get creative fatigue from the same visual identifiers, your audience will not as they are spending significantly less time in the presence of your brand than you are.

#### 2. BE SURPRISINGLY FAMILIAR

Similarly to using your codes consistently, aim to create products, marketing messages and creative campaigns that can stand the test of time. Each offering you put out in the marketplace should feel familiar for your audiences.

This will help to build trust and confidence, and will help differentiate you from your competition. Tweaks or small refreshments are a great way to keep it interesting, without impacting the muscle memory your loyal fans are developing.

#### 3. TOTAL MERCHANDISING

Use the same creative & brand codes everywhere. From your shopfront, to your website, to the staff uniform & handbooks plus everything in between.

The more interesting or uncommon ways you can give your brand life, the better!





# Website Checklist

### SIMPLICITY

#### IS YOUR SITE SIMPLE AND WELL ORGANISED?

With so much noise online people crave uncluttered, simple design with functional, practical features. Don't overload your site with complex design or special effects.

### EASY TO USE

#### IS NAVIGATING YOUR SITE AN EASY AND SIMPLE PROCESS?

Navigation gets users around your website. Limit your menu items to 8 or less and make sure there are clear signposts for users to move through your site.

### MOBILE FRIENDLY

#### IS YOUR SITE MOBILE RESPONSIVE?

Over 50% of Google searches are made on a mobile or tablet. A responsive site means your website will display properly on the screen of any device.

Check if your site is responsive here:  
[websitegrader.com](https://www.websitegrader.com)

### CONTENT

#### IS YOUR CONTENT CLEAR, CONCISE AND COMPELLING?

People don't read content, they skim. Keep your content short, scannable and well organised. You've got less than 10 seconds to hook your visitors, so grab their attention with simple and easily-digestible messages.

### QUALITY IMAGES

#### ARE YOUR PHOTOS UP TO DATE AND DO THEY REFLECT THE QUALITY OF THE CLUB?

Invest in quality photography. You don't need loads of photos, but make sure the few that you use are of a high standard and reflect the essence of your club.

### SPEED

#### DOES YOUR SITE LOAD IN 5 SECONDS OR LESS?

Users don't want to wait for slow content to download; they want information quickly. Make sure your graphics, videos and images are optimised to keep your website lightweight and loading fast.

Check your site speed here:  
[tools.pingdom.com](https://tools.pingdom.com)

### KEEP IT FRESH

#### IS YOUR CONTENT UP TO DATE, RELEVANT AND ENGAGING?

To keep users glued to your site you need to update and refresh your content regularly. Old information, broken links or dated reviews make it look like you don't care and won't build trust or credibility with your visitors

### LINKS TO SOCIAL

#### HAVE YOU INCLUDED LINKS TO YOUR SOCIAL MEDIA PAGES?

If a user is interested in finding out information about your club, they would likely be interested in visiting your club's social pages too.


Make the navigation to your social media profiles easy by including social icons which link to them on your homepage





# Facebook Checklist



A photograph of two young women walking on a tennis court. The woman on the left is wearing a bright purple tank top and black leggings, with her hair in a high bun and a blue scrunchie. She is smiling and holding a tennis racket over her shoulder. The woman on the right is wearing a black t-shirt over a blue long-sleeved shirt and black leggings, with her hair in a ponytail. She is also smiling. The background shows a tennis court with a green surface and a red clay base, surrounded by trees and a fence.

**10 simple steps  
to setting up your  
Facebook page  
for tennis clubs**





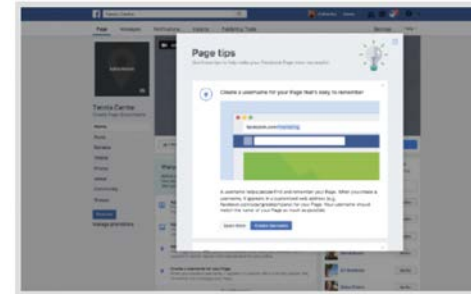
### STEP 1

## FILL OUT YOUR BASIC CLUB INFO

Create a business page on Facebook here:

[www.facebook.com/pages/create](http://www.facebook.com/pages/create)

Once there, click the “Local business or place” category.



### STEP 3

## FOLLOW FACEBOOK PAGE TIPS

Follow these to get the latest tips and advice to help make your Facebook Page more successful.



### STEP 2

## CHOOSE YOUR CATEGORY

You'll need to select your category to help people find out what you do.

Choose: Stadium, arena and sports venue Enter your street address and phone number so people can find you and contact you easily.

Then click GET STARTED and you'll be taken to your page.

### STEP 4

## CREATE A USERNAME

A username helps people find and remember your page. Your user name appears in a customised web address (e.g.facebook.com/yourgreatclub) for your page.

Your user name should match the name of your club as much as possible.

#### STEP 5

### LET PEOPLE KNOW YOU'RE OPEN

Add the hours you're open so it's easy for people to plan a visit to your club. Your page will also automatically show if you're open or closed.

#### STEP 6

### HELP PEOPLE TAKE ACTION

Add a button to the top of your page to make it easy for people to take a specific action. Choose whether you'd like people to call you, send you a message or go to your website.

You can update your page's call to action button at any time.

#### STEP 7

### SEND PEOPLE TO YOUR WEBSITE

If you want to direct people to your website to book a court or get more info, add the website address to your page to help them find it.

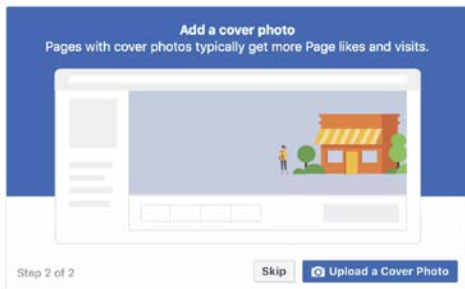
#### STEP 8

### ADD A PROFILE PICTURE

Upload a main profile picture/icon for your page. This photo will appear as your icon every time you comment on a post or publish in a news feed.

A square picture of your club logo will work best here.





### STEP 9

## ADD A COVER PHOTO

Cover photos help you express our page's identity. Try changing your cover photo seasonally or when new things are happening with your club.

Canva is a helpful free tool for Facebook cover photos as it comes with several pre made templates that look great.

You can access it here: [www.canva.com](http://www.canva.com)

### STEP 10

## ADD A SHORT DESCRIPTION

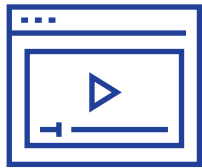
Help people know what your page is about. Keep the description short and clear about your club. This will show up in your search results and at the top of your Facebook page



## Pro tips for looking good Facebook page checklist







## Try posting a video

A short video is a great way to introduce your club and services. Whether you capture it on a smartphone or publish something more polished, a video post helps capture attention and engage people.



## About section


You can tell more of your club's story and give people helpful information in your About section. To access this section, click on "About" in the left hand menu bar and click "Edit Page Info"



## Reviews

Getting ratings and reviews on your Facebook page is a simple yet important way to help people to trust and choose your club.

Simply send your club members and contacts a link and ask if they'd be happy to share a quick review about the club. Just try and make sure you read (and respond to) their comments and say thank you! Finally, keep your reviews up to date. 3 year old reviews look worse than none.

A group of tennis players, both men and women, are captured in a side-profile view as they jog on a blue tennis court. They are dressed in athletic wear, including tank tops, shorts, and visors. The players are smiling and appear to be in a positive mood. The background shows a blue fence and greenery, suggesting an outdoor setting.

**Beginners' guide to the  
Boost for tennis clubs**

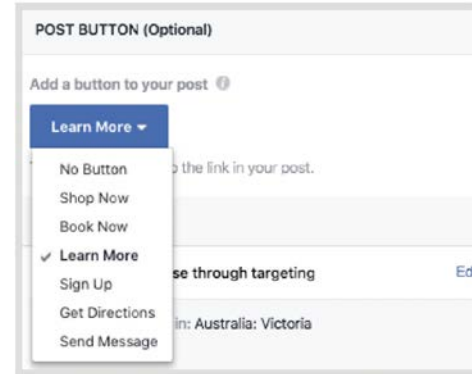




### STEP 1

## SELECT THE “BOOST”

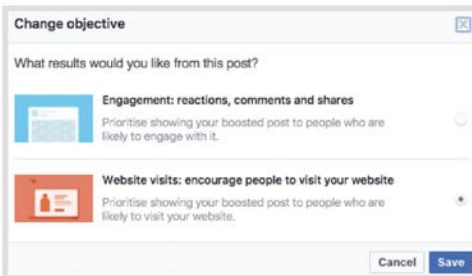
Once you create a post on your Facebook page you will see a button which says “Boost Post.” Click it.



### STEP 3

## ADD A CALL TO ACTION BUTTON

Adding a call to action button to your post is useful because you can tell people what you’d like them to do next (however this can make your post look more like an “ad” which can sometimes reduce engagement).



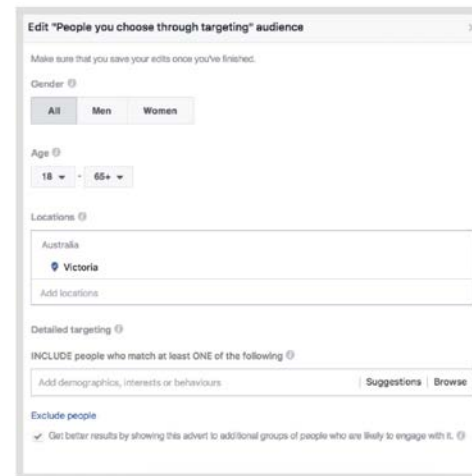
### STEP 2

## CHOOSE YOUR OBJECTIVE

You can select either:

**Engagement:** Which aims to get more activity around your Facebook post and helps you to find more followers.

**Website visitors:** Drives more traffic through to your club website.



### STEP 4

## TARGET YOUR POST

You can target who sees your Facebook post by demographic, location, interest and behaviour. Choose to edit “people you choose through targeting” audience to select who sees your ad by age range, gender, geographical or interest.

**BUDGET AND DURATION**

Total budget ⓘ

\$5.00

Estimated People Reached ⓘ

520 - 1,400 people of 270,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until 📅 Jul 26, 2017

**STEP 5**

**SELECT THE BUDGET AND DURATION**

Select how much you would like to spend on your post and how long you would like your ad to run for. Facebook will give you an estimated reach of people likely to see your boosted post.

Recent promotions on Photography Studies College + Create New Promotion

|   | People reached | Post engagements | Spent out of |
|---|----------------|------------------|--------------|
| <b>Boosted post</b><br><small>Expires in 19 days</small><br>PSC invites you to immerse yourself in the world.<br><small>Promoted by Rachel Post on 06/22/2017</small>   | 179            | 20               | \$1.35       |
| <b>Event promotion</b><br><small>Expires in 6 days</small><br>Experience Day for Secondary School Students<br><small>Wednesday, 28 June 2017, 13:00 - 14:00</small><br><small>Promoted by Rachel Post on 06/14/2017</small> | 1,778          | 47               | \$43.09      |

**STEP 6**

**TRACK AND MEASURE PERFORMANCE**

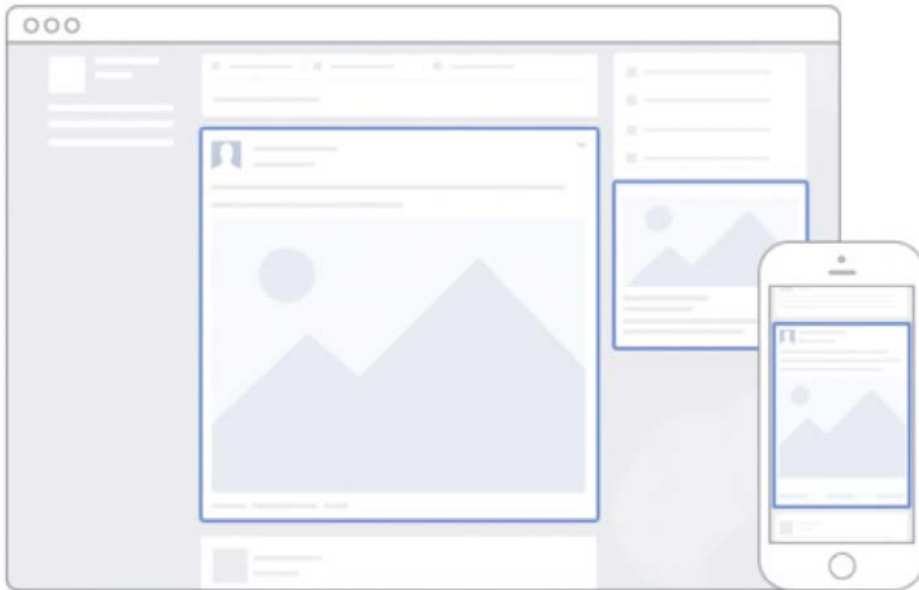
Keep track of how many people you've reached with your ads and your post engagements (likes, comments, shares and click-throughs). Track your budgets and view your results.





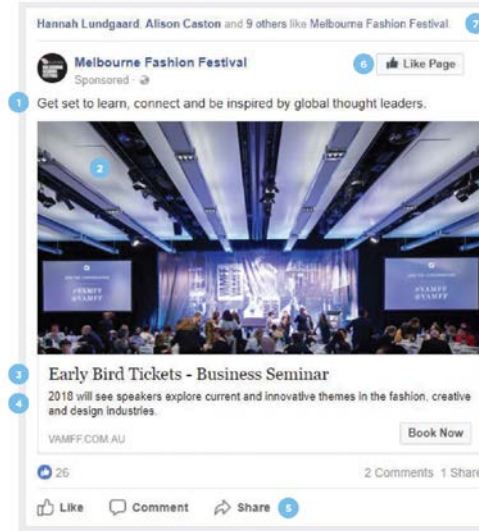
## Know your ad placement options

Facebook Desktop and Mobile



## Know the types of ads available

- **Single Image:** A single image ad. This image is either populated automatically or you need to provide one in the correct specs. Check out the different Facebook image specs here: [www.jonlooper.com/2016/09/15/facebook-imagedimensions-2016](http://www.jonlooper.com/2016/09/15/facebook-imagedimensions-2016)
- **Carousel:** A multiple image or video ad with up to 10 images
- **Slideshow:** A looping video ad with up to 10 images
- **Canvas:** A full screen experience
- **Video:** A video ad



## Know the Facebook Ad elements

- 1 Newsfeed Text
- 2 Image
- 3 Headline
- 4 Headline link description
- 5 Social currency, weighed heavily in your Edge Rank
- 6 All newsfeed ads feature a Like call-to-action
- 7 Whom in your network is connected to this advertiser



# Tennis Design Hub



# What is Tennis Design Hub?

A digital portal where tennis teams and deliverers alike can feel empowered to create local area marketing material that stands out in their community.

FACEBOOK

INSTAGRAM

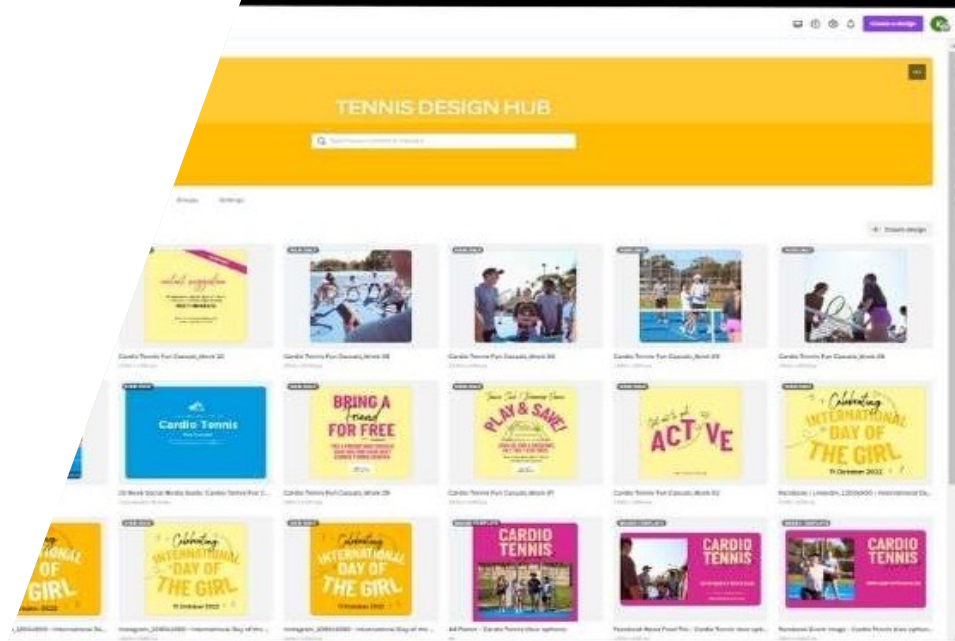
LINKEDIN

WEBSITE

POSTERS

FLYERS

EDM



# Bounce and Tennis Design Hub: What is the difference?



## Bounce

Bounce is a Learning Management System powered by Totora. It serves as a platform to host coach courses, professional development and business resources.



## Tennis Design Hub

Tennis Design Hub is powered by Canva. Canva is a graphic design platform allowing the user to create media graphics, marketing material and professionally designed templates.



## TDH in 3 simple steps

- 1.** Use Tennis Design Hub to create consistent branding -this will have your audience instantly recognising your content when you post it.
- 2.** Use the Tennis Design Hub templates to create your flyers, social posts, Facebook cover photo and anything else you need
- 3.** Download the imagery available on Tennis Design Hub to use for promotional purposes



# Editability



Easily add your logo to designs to ensure your brand is being featured with all your advertising material



Tennis Design Hub has a great range of high-quality images for your print and digital needs



Personalise your designs even more with images from your own collection



Drive enquiries for your tennis programs and increase the number of visitors to your website with editable sections that allow you fill out bespoke details

# Less time, more impact



From this



To this





# Sample Designs

## TENNIS COACHING

*up your game!*

ENTER NAME OF COACHING BUSINESS

|             |                 |      |
|-------------|-----------------|------|
| Coach Name  | Private Lessons | \$00 |
| Coach Phone | Adult Coaching  | \$00 |
| Coach Email | Junior Squash   | \$00 |
|             | Ladies Meetings | \$00 |

play.tennis.com.au

## OUR SCHOOL HOLIDAY CAMPS ARE COMING UP!

Book and pay online.

## CHECK OUT OUR NEW WEBSITE!

Book online today.

### Coach Tip of the Week

**"BEGINNERS OFTEN STRUGGLE WITH RACQUET FACE CONTROL AND LOSE ACCURACY OF THE BALL."**

"Try to ensure the racquet face is slightly closed during the backswing in order for it to end up straight when you make contact with the ball."

Coach Marie  
Adult Coaching, Ballarat

## CARDIO TENNIS

ENTER NAME OF TENNIS CLUB/BOX

Book your business and up to 100 members and challenge them to win it all for free. 100% profit including Executive Team coaching.

Join this revolutionary system. Train like a winner. Create better performance.

play.tennis.com.au

## HOT SPOTS!

## LEARN TENNIS FOR LIFE

ENTER NAME OF TENNIS CLUB

Free up to 1000 of members

play.tennis.com.au

# Sample Images





A man and a woman are walking on a tennis court, holding hands and smiling. The man is on the left, wearing a dark grey t-shirt, brown shorts, a black cap, and glasses. The woman is on the right, wearing a light blue tank top and black shorts. Both are holding tennis rackets. The background shows a tennis court with a black fence and green trees.

**Tips to help you ACE your  
Open Day Marketing**

# Why should I use Bounce?

The new look Bounce is the one stop shop for clubs and Coaches to find resources and tools designed to help your club thrive. Dive in and have a look [here](https://bounce.tennis.com.au/login/index.php)

<https://bounce.tennis.com.au/login/index.php>



## FINANCIAL SUPPORT

Templates to help you such as profit and loss statements, balance sheets, invoice templates and more



## FACILITY SUPPORT

Asset management template, Tennis Infrastructure Planning Resource, Club Sponsorship Agreement template, and more



## FORUMS

Ask questions around pain points or questions you have regarding any offered products or resources



## MARKETING RESOURCES

Program certificates, social media how to guides, and more



## COMMUNITY SUPPORT

Local Government Engagement Guide, localised Collaboration Strategies, data and guides to work with local sporting bodies and community groups, and more



## PROGRAM RESOURCES

How to guides and videos allowing you to deliver programs (eg Open Court Sessions)



## ADMINISTRATIVE SUPPORT

You will find position descriptions, volunteer agreements, coach interview questions, annual report and management model templates, and more to help run your club / business



## INCLUSIVE CULTURE SUPPORT

Extensive child safety resources, club culture resources, OHS and WHS Guide, Risk Management guide, and more



# Before your event

POST

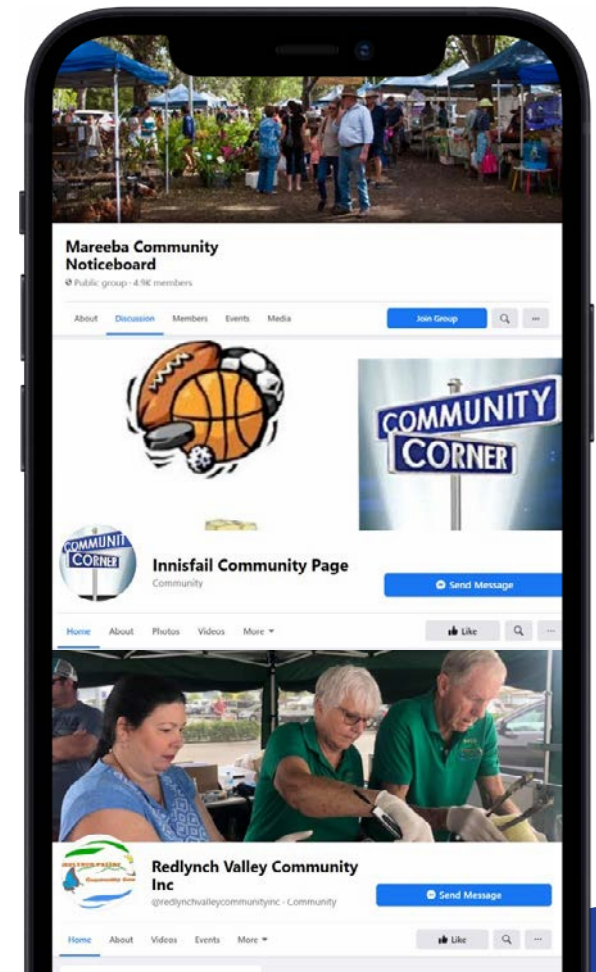
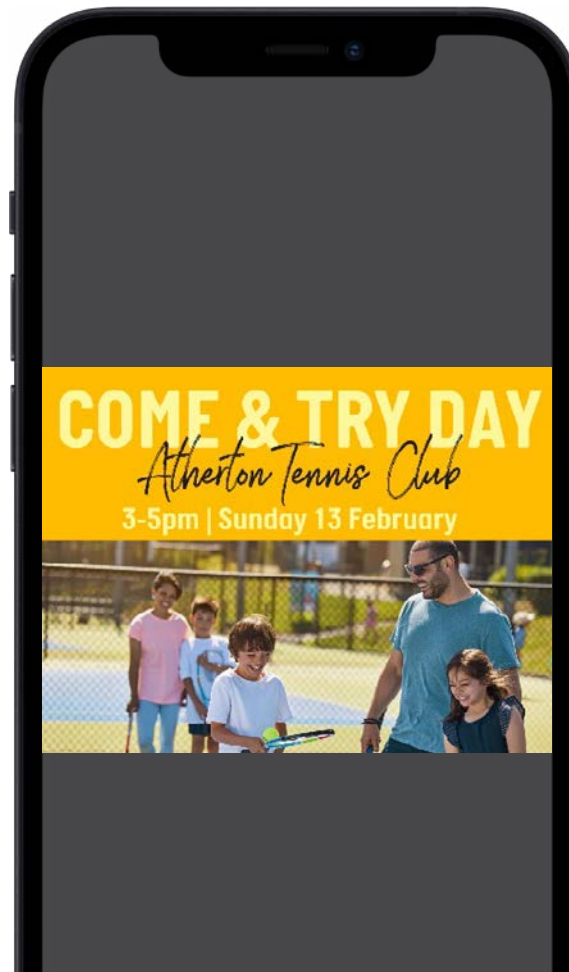
On Facebook and or Instagram

CREATE

A Facebook Event

SHARE

A post to a local community Facebook Group or Page



# Before your event

## POSTER

### TIPS:

Print in colour to help your poster or flyer stand out in the crowd!

Laminate your posters if possible to help protect them from the elements.

Think about the placement of your poster, position them in high foot-traffic areas where people are most likely to see them.

This design can also be used for flyers if needed.



**OPEN DAY**  
*Atherton Tennis Club*

**WHEN** | 3-5pm, Sunday 13 February 2022

**WHERE** | 19 Vernon St, Atherton

**WHAT'S ON** | Free court hire and social tennis

 [play.tennis.com.au/athertontennisclub](https://play.tennis.com.au/athertontennisclub)  Atherton Tennis Club



# On the day of the event

## ATTENDEE LOG

**NAME:** Tennis Ace

**EMAIL:** Tennis@ace.com.au

**WHAT ARE YOU INTERESTED IN?**

- Coaching
- Hot Shots
- Court Hire
- Social Tennis

**HOW DID YOU HEAR ABOUT THE COME & TRY DAY?**

Facebook

*FOLLOW US ON FACEBOOK!*

### TIPS:

You may wish to keep a log of attendees, this is helpful as you can send them further information after the Come & Try Day.

You can also ask how they heard about your event so you can improve your marketing for next year.

Ask them to follow you on Facebook to keep up to date with future events.

# On the day of the event

## PHOTOGRAPHY TIPS

### Battery & Storage

Ensure your camera or phone has enough battery and storage to take images.

### Lighting

Check the lighting in your photos to ensure all of your efforts don't go to waste. If taking a group shot, try to not have the direct sun in the background.

### Image Consent

Ensure you ask people for consent when taking their image. Feel free to download and print the poster to the right.

### Photo Ideas

- People playing tennis
- Committee members
- Families

# PHOTOGRAPHY & VIDEOGRAPHY CONSENT



By attending this event you are consenting to any images/film captured by the club for both commercial and non commercial use which may be published and used for various channels. Please notify one of our committee members if you do not want your photo taken.



# After your event

## USING YOUR EVENT PHOTOS ON FACEBOOK

### Share an album of pictures from your Come & Try Day.

Take the opportunity to thank the community for attending and supporting your event in your post.

Use your post as an opportunity to 'capture' any extra people who missed your physical event, but are still interested in getting involved. Direct them to your website, club contact or phone number (which ever is the best option to get involved).





# Tennis Design Hub Best Practice User Guide





The Tennis Design Hub Best Practice User Guide has been developed educate users on how to best use the marketing materials you to maximise your local area marketing initiatives.

#### FAQ'S

##### WHAT IS THE TENNIS DESIGN HUB?

The Tennis Design Hub is local area marketing made easy! Through your local Trade Marketer, you can gain access to hundreds of marketing materials, known as 'assets.'

These assets can be fully customised to the needs of your club, from the colours right through to the text and images.

##### HOW CAN IT HELP?

The Tennis Design Hub helps take the stress out of having to create flyers, posters and content for social media. It also helps you leverage the national 'Play Tennis' Brand at a local level. This is particularly important over the Summer of Tennis when Tennis Australia's summer marketing campaign is in full swing!

## Getting started Where do I start?

The most successful marketing campaigns use multiple marketing channels to connect with their audience!



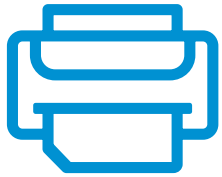
- Print Marketing
- Social Media Marketing
- Digital Marketing

##### HOW CAN YOU ACHIEVE THIS LOCALLY?

To help deliver a successful marketing campaign, we recommend creating a 'Tennis Design Hub Campaign Bundle' by selecting marketing assets for use on each of the above mentioned channels.

# How to create a Tennis Design Hub campaign bundle

PICK AT LEAST 1 ASSET TYPE FROM EACH CHANNEL



## PRINT MARKETING

- A5 Flyer
- A4 Poster
- A3 Poster
- A6 Voucher Cards



## SOCIAL MEDIA MARKETING

- Social Tile (Facebook & Instagram)
- Facebook Event Banner
- Facebook Page Cover



## DIGITAL MARKETING

- Website Banner\*
- Website Images

\*Website asset sizes can be adjusted to suit your website provider.



# Example Bundle: Court Hire

## PRINT MARKETING

A5 Flyer



## SOCIAL MEDIA MARKETING

Social Tile (Facebook & Instagram)



## DIGITAL MARKETING

Website Banner



# Example Bundle: Open Day Event

## PRINT MARKETING

A3 Flyer



## SOCIAL MEDIA MARKETING

Social Tile (Facebook & Instagram) and Facebook Event Banner





# Tips & Tricks

## How do I use them?

### PRINT MARKETING

#### FLYERS & POSTERS

A5 Flyer, A4 & A3 Posters

#### USAGE

Flyers & posters are for printing physical copies to distribute or display.

#### HANDY TIPS

- Print in colour to help your poster or flyer stand out in the crowd!
- Laminate your posters if possible to help protect them from the elements.
- Think about the placement of your poster, position them in high foot-traffic areas where people are most likely to see them.



# Tips & Tricks

## How do I use them?

### SOCIAL MEDIA MARKETING



#### FLYERS & POSTERS

Social Tile 1080x1080 px

#### USAGE

Use for posting on social media platforms such as Facebook and Instagram. These platforms display content in square tiles, with that in mind, our Tennis Design Hub social tiles are specifically sized to fit perfectly to ensure important information such as registration details are not cut off which sometimes happens when poster sized content is used.

#### HANDY TIPS

- When posting your social tile, make sure you have a clear call to action to encourage your audience to take action. This could be asking them to REGISTER NOW via a website link.

#### EXAMPLE:

Correct usage of assets on Social Media.



✓ **SOCIAL TILE**  
on social media  
= All information visible



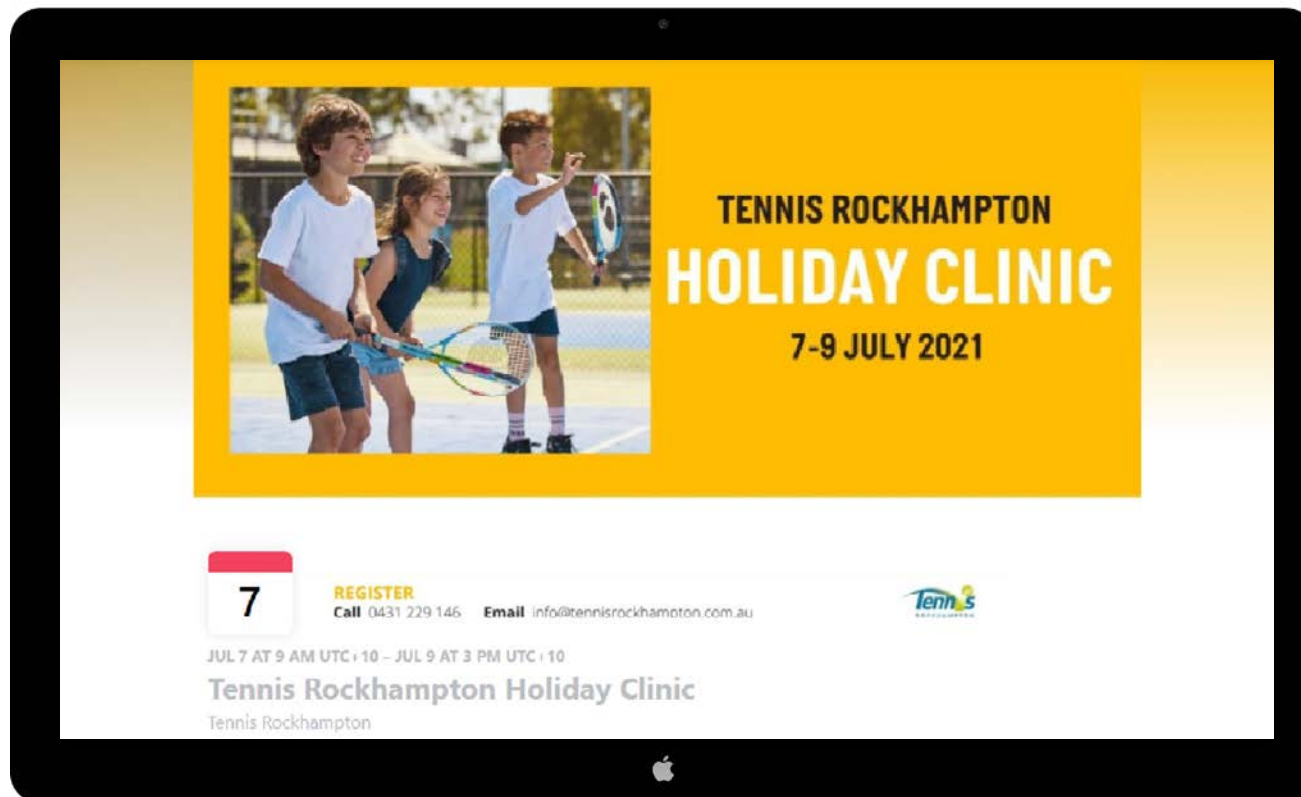
✗ **POSTER**  
on social media  
= Information cut off



# Tips & Tricks

## How do I use them?

### SOCIAL MEDIA MARKETING



### FACEBOOK EVENT BANNER

1920x1080 px

### USAGE

Use as a banner for your Facebook Event. This is specifically sized to fit the dimensions of Facebook Events and ensures nothing is cut off.

### HANDY TIPS

- Use your Club Facebook Page to create a Facebook Event to promote your next event!
- Be clear and concise in the description so your audience can easily read all of the important details.
- Did you know - Facebook Event Banners differ in size to Facebook Page Covers?



**Thank you**