



Developing a Club Marketing Plan

Guidance and advice for establishing a marketing plan for tennis clubs.



Marketing & Promoting your Club

Marketing and promoting your tennis club effectively is vital to growing your membership and increasing the awareness of the club within the local community. But with the increasing importance of digital and social media channels it can be increasingly challenging to understand what and how you should go about promoting your tennis club.

This section aims to provide some simple tips and advice that might help your club in improving its promotional and marketing activities. However, it isn't a definitive guide and we would encourage clubs who need support in this area to attend the *LTA Club Development Workshops* that specialise in marketing and social media and digital promotion.

We've divided this advice into some broader sections:

- *Developing a Marketing Plan*
- *Promoting your Club*
- *Delivering your Campaign*



Developing a Marketing Plan

Before the tennis club rushes into the promotional phase, it is important to consider what you are aiming to do and to have a plan as to how you intend to do this. Otherwise you

risk all of that effort, energy and resource in promoting the club being wasted and not leading to the outcomes that you hoped for.

When developing a marketing plan the following questions should help you:

WHO is your Target Audience?

Define who you are trying to reach and attract to the club? Be realistic – you are unlikely to have the budget, the reach or the scope to target ‘everybody’ within your community, and not everybody will be interested in coming to your tennis club. Targeting everybody more often than not results in a campaign that doesn't effectively appeal to anybody! The more specific you can be in defining your target audience the better.

- ❖ Do you know enough about your target audience?
- ❖ What are their likely motivations for playing tennis and joining a club?
- ❖ What are the barriers or issues that may prevent them from joining your club?

The more you know about your target audience the better you can shape not only your marketing and promotion but also the customer experience that they receive at the club and any offers that you develop to entice them into the club.

Understanding your audience can be tricky and so we have produced a guide on the different types of people and audiences that you might be focusing upon based upon LTA data and insight: [*LTA Tennis Audience & Segmentation Guide*](#)

WHAT are you offering them?

Once you know who you are trying to attract into your tennis club, you then need to consider what will appeal to them and encourage them to join your club. What is the offer that the club intends to promote?

- ❖ What are you competing against for their time and money?
- ❖ What would appeal to them to join your club?

- ❖ What are your unique selling points that align to your target audience's interests?
- ❖ Can you realistically deliver on the offer that you are proposing?

WHEN & HOW do you promote your offer to your target audience?

Now that you have an identified target audience and an appealing offer, the next stage is to figure out how best to deliver this offer to gain maximum uptake.

- ❖ Who are your target audience influenced by and what other activities or places do they attend?
- ❖ How is best to communicate with them and what type of language do they use?
- ❖ Can you shape and personalise the message specifically for the target audience?



Promoting your Club

Following the development of a clear and well thought-out marketing plan with a strong understanding of your target audience and what you plan to offer and deliver to attract them to your tennis club, the next stage is to actually promote it and raise the awareness within your specified target audience.

Digital or Traditional Marketing?

In the past, most tennis clubs will have

experience of using traditional marketing techniques, such as ads in the local newspapers or sending out leaflets and flyers. Today, there is much more emphasis on digital marketing, which focuses on using the internet to spread the word about your club, through social networks, mobile apps or websites.

You'll probably find that having a mixture of traditional and digital marketing will work best for your club, but it does very much depend on the audience that you are targeting as well as the budget and resource that you have available.

Regardless of which form of promotion that you opt for, you need to be targeted in how you deploy it to gain maximum impact and value for money and effort. If you are using posters and flyers then think clearly as to where you can display them to reach your target audience. If you intend to use social media then think about the messages you write to ensure that they appeal to your audience, and consider who can be tagged in to 'like' or 'retweet' your post to further reach your target group.

- ❖ Consider the most impactful methods for reaching your target audience. How do they consume most of their information currently?
- ❖ Prioritise the opportunities that are likely to have greatest impact.
- ❖ Be targeted in how you deploy your marketing resources
- ❖ Consider what success looks like for your campaign.
- ❖ What is the budget?

Who else can help?

Consider who else interacts with your target audience locally, as you may well be able to foster some form of partnership or relationship with them to help promote your message to the target audience.

- ❖ What other activities does your target audience engage in?
- ❖ Where else do they go?
- ❖ What are they interested in?

- ❖ Are any other organisations trying to reach this audience? Do any of them do it particularly effectively?

Don't forget your members.....

How can you engage and mobilise your members to promote on your behalf? You already have a large network of (hopefully!) enthusiastic advocates for your tennis club; how can you encourage them to back your marketing campaign and promote through their friends, families and colleagues? Do you need to offer them any incentives, rewards or recognition for supporting your campaign?

Developing Impactful Content

The quality of your marketing content is crucial if your campaign is to be successful. Whether this is a poster, an advert or a tweet you need make sure that the content is focussed 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 then to find out more, to sign up etc)?
- ❖ 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.

We provide a range of different high quality marketing resources to support clubs in promoting tennis within their local community on [MyTennisToolkit](#). These resources are free for LTA Registered Venues to download and use, with many of them being

customisable for your particular club's needs. From this site you can also order hard-copy versions at a small cost.

Social Media & Website Tools

For many club volunteers utilising modern technology can be rather daunting, but it doesn't need to be and there are a range of resources and support on the internet to help familiarise yourself with whichever social media or website platform that you wish to use. Below are some links to the support and tutorial pages for some of the largest social media platforms:

- [FACEBOOK SUPPORT](#)
- [TWITTER SUPPORT](#)
- [INSTAGRAM SUPPORT](#)
- [YOUTUBE SUPPORT](#)

The LTA also provides further online guidance and advice to support tennis clubs in taking advantage of social media to support their marketing and promotional campaigns.

If you are looking to develop a new club website then don't forget that [ClubSpark](#) provides LTA Registered Venues with the ability to build your own club website, with various support and templates to make it simple and straightforward, and is completely FREE.



Delivering your Campaign

Developing an effective marketing campaign is pointless if your tennis club doesn't follow through and deliver what was promised in the promotional offer. 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. If they get a poor experience then it will be very difficult to encourage them to return, and even worse is that they are likely to tell others of their poor experience at the tennis 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 the satisfaction?
- ❖ 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 them what they are aiming 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?
- ❖ If you have provided an initial promotional offer to join the club at the end of the promotion has someone from the club talked to them about the next steps in joining the club?
- ❖ Is the club collecting any information or data on participants that don't join the club to understand the impact of your promotional activity and how it can be improved for the future?

