
Choosing what to Promote



Defining your offer

Facebook is a fantastic platform to assist you in the promotion of your tennis club, as well as promoting offers and events such as The Great British Tennis Weekend (GBTW). It will not only help your club to communicate with your members but adds a sense of community and will help you reach new types of audiences.



Who are you looking to engage? (Choosing your target audience)

It helps to think of Facebook as a really powerful database that you can prod and poke to extract lists of people who may be interested in what you have to offer. For an event such as the Great British Tennis Weekend, think about the type of family that you are trying to attract? For example think beyond parents as grandparents today play a very active role in taking children to activity sessions and consider the age of the children you can comfortably cater for safely.

Also understanding the types of hobbies and interests these groups have is hugely useful when it comes to creating targeted advertising campaigns.

It is really important that you match your offer to the audience closely ensuring that it provides not only a benefit but added value in what is a hectic world of school run, work and family stresses.



What will you need?

In one word, **Content!**

Content is King when it comes to social media. It attracts your audience to notice you and the aim is to encourage them to engage with you long enough to appreciate the offer you have for them. It takes time and dedication to identify, collect and share appropriate content that provides value for your audience, so give yourself time to plan ahead.



So what makes good content? Think about the types of benefits that your audience are looking for. It could range from spending quality family time together to calorie burn. Match these benefits to the type of imagery, blog and infographics that you post on your Facebook page. Keep it simple and deliver one message consistently so that it can be heard and easily digested. Not only this, but you will need to consider the anxieties or the barriers that may prevent someone from engaging with you and how you can help them overcome this.



How much will it cost?

Creating the offer itself doesn't potentially need investment, just great insight and decision-making by the club committee. However, presenting it in an engaging way and with impact is essential and this is where you may decide to make a small investment in your digital channels.

Thankfully, our mobile devices make it easy to collect content on the go, on the baseline and around the club! Good quality photography and film is critical but ensure that you capture the right message.

Setting aside a Facebook Advertising budget is really helpful in super charging your campaign, ensuring that your campaign reaches a much wider audience and drives people towards a specific action such as visiting your website / ClubSpark page.

So remember, there are great benefits to defining your offer for Facebook because in doing so you will more closely match the needs of the people you are attempting to reach, and stand a much better chance of success. Understanding the motivations and anxieties of your audience will help you to present the offer in the best way.

For more information please visit:

[**www.lta.org.uk/socialmediasupport**](http://www.lta.org.uk/socialmediasupport)



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