



PLAY YOUR WAY CAMPAIGN

June 2020

PLAY YOUR WAY

Remember the full Play Your Way campaign goes live on the **22nd June**.

Upload your courses and court availability to ClubSpark ASAP to take maximum advantage of this opportunity.

	Venue	Coach
Speak to your venue & coaching team about working together	✓	✓
Open your court time to the general public for pay & play on Rally	✓	
Upload adult coaching courses , with 'appear on Rally' checked		✓
Ensure your Find a Coach profile contact details are displayed.		✓

CONTENTS – FURTHER RESOURCE LINKS

[ClubSpark and Rally Videos](#)

[Marketing Resources](#) - including digital assets for email, social media and website

[Rally Activation Pack](#)

[Action Planner](#) – simple step by step guide for your club.

[Case Studies](#)

[Membership and Pay & Play Ideas](#)

[Coaching Ideas](#)

[Mini-Marketing Guide](#)

[Self Service Guide to Growing your Membership](#)

RALLY ACTIVATION PACK – PROVIDED ON SIGN UP TO RALLY

- Banners
- Court Booking Notices
- Court Numbers
- Rally Flyers



LTA Rally

HOW TO BOOK A TENNIS COURT

If you are not a member/season ticket holder at this venue, please follow the steps below:

- 1 VISIT LTA.ORG.UK/RALLY
- 2 SEARCH FOR A COURT NEAR YOU
- 3 SELECT THE COURT, DATE AND TIME
- 4 RECEIVE YOUR GATE ACCESS CODE
- 5 ACCESS THE COURTS
- 6 ENJOY YOUR TENNIS

Members/season ticket holders please book via your usual method.

www.lta.org.uk/rally

Should your entry code not work at the time of your booking, please call 03300 539395 for assistance



LTA Rally

FIND
Your court

Use LTA Rally to book a court or group lessons, play a match or find free tennis events.
You can search, book and pay in a few easy clicks - meaning there's no need to phone or wait around for a court to become free. Keep track of your bookings and get all the info you need to plan your visit.

lta.org.uk/rally

PLAY YOUR WAY CAMPAIGN – ACTION PLANNER

Open up your court time and coaching sessions

Decide and agree on your availability of court time and/or availability of coaching sessions – consider days of the week, peak member times

Decide on follow on offers to encourage attendees to join your venue or continue in coaching

Make your court time or coaching sessions live on LTA Rally using ClubSpark

Promoting your court time or coaching sessions

Develop a marketing & communications plan outlining how & when you intend to promote your court time and coaching sessions

Contact local partners to ask for help in promoting your venue's offer through their networks (e.g. schools, community organisations, local business)

Produce any additional promotional resources that you require from the digital resources made available to you through this webinar

Create an event on your Facebook page and other club social media accounts

Update your club website to promote the campaign and a link to your sessions on Rally

Produce regular & varied social media content to promote the Play your Way campaign always with a clear CTA to book court time/coaching sessions through Rally

Encourage members to like & share with their friends

Develop a Facebook Advertising campaign using the LTA mini marketing guide

Contact the local media to persuade them to provide some local coverage and promotion

Your Venue Welcome

Consider the welcome & check-in process for new attendees – making sure it is a smooth & a welcoming process

Set-up signs & directional arrows to help attendees find the venue, courts etc.

Contact attendees to thank them for coming & to encourage them to continue playing at the venue & how they can do this (promote your follow on offers)

CASE STUDY – ASHBOURNE TENNIS CLUB

‘Get active again with tennis’

Once the LTA ‘return to restricted play’ guidelines were published we wanted to open up our courts to non-members as well as members for a special rate so that everyone in the area had the chance to enjoy outdoor sport in these difficult times.

THE OFFER

£100 Family membership

(2 adults and 2 children)

£50 Adult membership

£10 Junior and Student membership

New Pay and Play option

(£10 per hour per court)

Coaching:

- 60 & 30 minute sessions
- 1:1 coaching targeting return to tennis offer, a discount for block booking coaching sessions, and new 30 minute sessions for juniors and adults, as well as existing 60 minute sessions.
- Singles Box League: Our members also have access to our new singles box league – we had 54 entries from beginners to advanced players which is brilliant

HOW

ClubSpark booking module open for members and non-members

Social media advertising on Twitter, Facebook and Instagram

Facebook ad boosts with membership offers for 20 days

Advertising club in local paper as soon as club re-opened

Singles box league organised and commenced

1:1 coaching offers, return to tennis offer, block booking and offering 30 min and 60 min sessions promoted

RESULTS

41% increase in membership

85 new members

11 new families and 5 returning families

- 19 new adults
- 9 new juniors
- 5 new students

New affordable ‘Pay and Play’ option saw 14 players convert to full membership

•432 court bookings in 20 days

CASE STUDY – KEMPSEY LAWN TENNIS CLUB

Kempsey Tennis Club is a three court club with 139 members located on the edge of Kempsey, to the south of Worcester. Playing 'tennis your way' runs through the whole of the Club's philosophy. Kempsey recognise that tennis must be accessible to all and offer a product and an experience that encourages this.

THE OFFER

Kempsey targeted people with particular emphasis on the health and social benefits of tennis, those looking to return to tennis and families.

- Pay and play opportunities
- FREE membership to existing members from April until the end of June
- £1 for 1 month trial memberships for new members
- 1/3 off normal membership prices to cover the period July 2020 to March 2021

HOW

Ran social media campaigns (Facebook Adverts) to promote pay and play and membership offers at Kempsey.

The Club has recently signed up to the benefits of using **LTA Rally** and has been successful in securing LTA support to install gate access technology, linked to floodlighting.

RESULTS

Over the course of two weeks and at a cost of only £22.00 the Club reached 2,767 people with 112 post engagements.

Since then the Club have received 36 pay and play bookings with revenue of £174.00 to the club.

53 new members

“The amount of interest that we have had in playing tennis at Kempsey since we have been able to play the sport again has been phenomenal and has far exceeded any of our expectations.

The reach of social media, combined with the ease of using ClubSpark has seen some fantastic figures..... It's really shown that interest in tennis is high- it's just about how you go about capturing it”

MEMBERSHIP AND PAY & PLAY IDEAS

Offer	Cost	Target Market	Advantages	Considerations
Short Term Memberships (e.g. 3 months)	£20	People within 10 minutes' drive time of the club Those who play on the local park	<ul style="list-style-type: none"> - short term membership helps people decide if tennis is for them - improved visibility for club in local area - additional income when older members may not yet be renewing 	<ul style="list-style-type: none"> - None (other than some annual members perhaps being unhappy at the cost – will need managing carefully)
6 week family membership (new members only)	£30	Families living in the same house	<ul style="list-style-type: none"> - gives adults and children a chance to try out tennis before committing to membership or coaching 	<ul style="list-style-type: none"> - As above
Multi sports venues are offering the use of tennis courts FOC to their non-tennis members	£0	Fitness/alternative sports enthusiasts	<ul style="list-style-type: none"> - huge opportunity to introduce tennis to other fitness/sports market - gesture of goodwill may encourage longevity of membership 	<ul style="list-style-type: none"> - loss leader (although it may be considered a positive for the venue as a whole)
Pay and Play for non-members	Various – whatever suits your locality	New players/non-members/families	<ul style="list-style-type: none"> .. extra income for the club ..potential to retain these players once lockdown is over .. increased visibility for club (can be achieved easily through Rally) 	<ul style="list-style-type: none"> - needs to be handled well with existing members if this is new for the club - club committee need to decide how to allocate court use for this in consultation with coaches and members (easy to manage through ClubSpark)
Taster Memberships (e.g. 3 months)	£52	New members	<ul style="list-style-type: none"> - allows people to try tennis without a long term commitment - potential for club to retain some of these at the end of the 3 month period 	<ul style="list-style-type: none"> - may need to look at further offers to help move people from the 3 month price over time to the full membership fee

COACHING IDEAS

New customers

- First group session free/trial session - this is a good one, as there's no commitment
- Reduced coaching offer for 30 days (or extended period, to take away the cost as an initial barrier)
- Free half-an-hour individual session, to make them feel at ease and to assess level
- Encourage an existing customer to bring a friend for free (or other referral schemes)
- Half-price second session (to encourage twice a week play, or more)



TENNIS
FOR BRITAIN