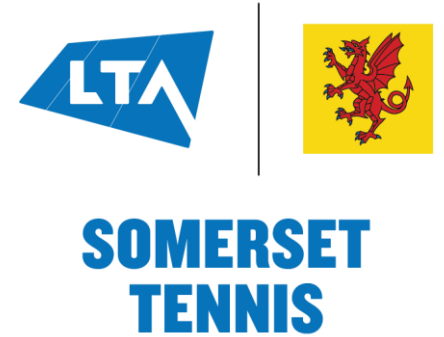


LOCAL MARKETING HINTS & TIPS



How to **serve up an ace** for your venue!

With Ade Bates



Contents

- ✓ Your club website
- ✓ Making the most out of Facebook
- ✓ Facebook community groups
- ✓ Printed material and QR Codes
- ✓ The school link
- ✓ Where else to promote
- ✓ Example local marketing tick list
- ✓ Other ideas and resources

Website

Whether you are using ClubSpark or an alternative platform, it is essential that you keep it up to date with key information, including:

- Membership information
- Social tennis
- League tennis
- How to contact you
- What coaching you have available
- Safeguarding policies
- Latest news or events
- Seasonal offers

Making the most out of Facebook

Below are a few tips:

- Post regular and varied content
- Use images or video - it's what stops people scrolling
- Match the photos with what you're advertising
- Think about your branding
- If advertising courses ALWAYS provide a link in the post copy
- Don't be afraid to ask people to share your posts – it's free advertising!
- Call to action – link to website, phone number or email
- Tag in others such as Somerset LTA or your club pages for them to share
- Schedule posts to save you time
- Respond to messages and comments



Making the most out of Facebook

- Join local Facebook community groups
- Don't overload your images with lots of content and long URLs – your audience can't click on them!
- Always put the URL or call to action in the post copy as it's clickable
- Don't use slang
- Try and use 'we' instead of 'I'
- Think about who you are targeting – parents or club members
- Don't post and ghost – be sociable
- Invite people to like your page
- Check every post and invite those who are not currently following you to follow



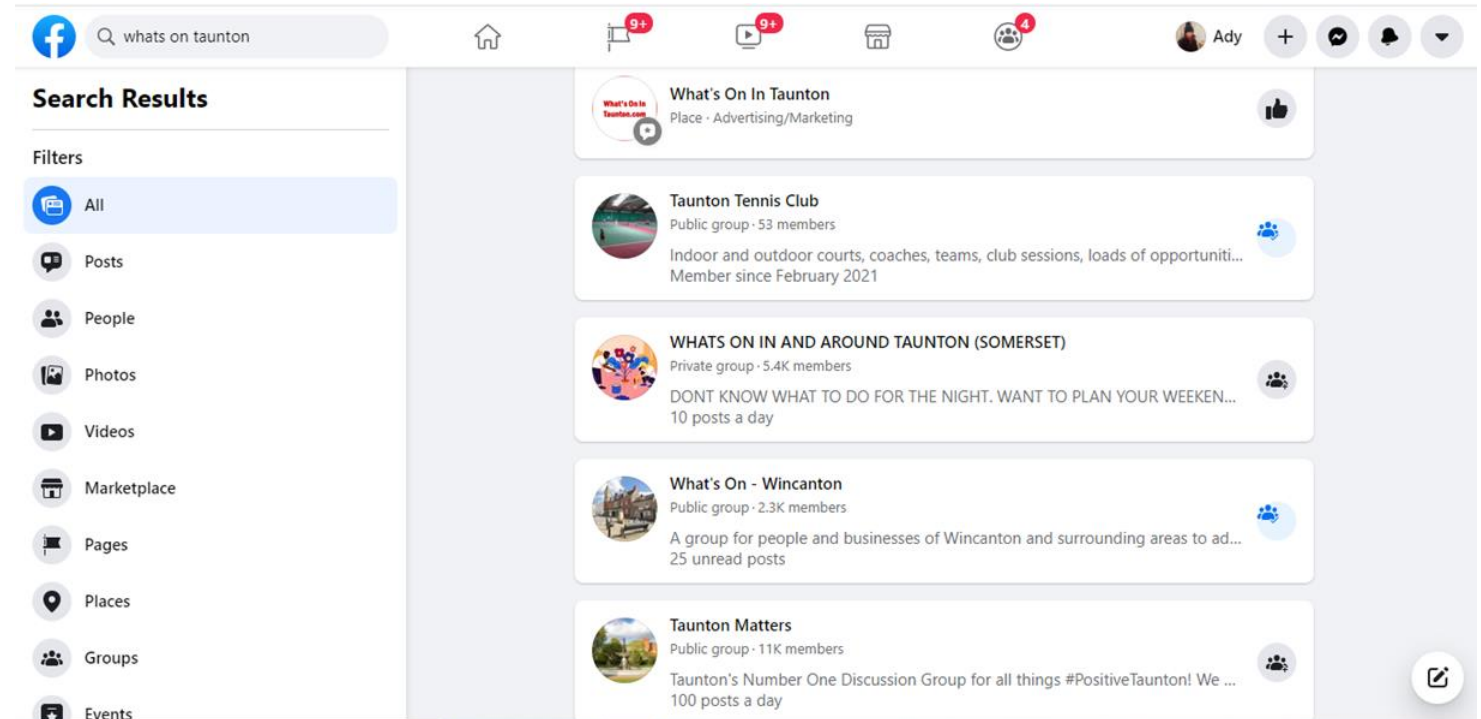
Local Facebook Community Groups

How many of you have joined any local groups and posted your coaching, open days or club information there? As long as you keep within their rules it's a great way of reaching out to the local community.

Have a search on Facebook in your area!

- What's on
- Toddler groups
- News and views

Join and post.



Local Facebook Community Groups – it can work!

Previously, I mentioned about asking for your content to be shared.

This post is a good example of how you can maximise reach for no cost.

The post was shared a total of 11 times, including into various Facebook community groups.

The post reached 3,444 people in total.

Cost? £0

BOOK YOUR PLACE!

la tennis
Your Complete Tennis Service

**EASTER HOLIDAY
TENNIS CAMPS**

**Ilminster
Yeovil
Wincanton**

**BOOKINGS
NOW
OPEN**

4 likes 11 shares

Like Comment Share

3,444 people reached >

Boost

Posters and flyers

EXCLUSIVE
SCHOOLS TENNIS OFFER
TRY TENNIS FOR FREE!
WITH LA TENNIS COACHING



YOUR NO 1
TOTAL TENNIS
PROVIDER

LTA Accredited Coaches
Equipment Provided
First Aid Trained
Fully Insured
DBS Checked

TENNIS OFFERS

- 2 FREE GROUP TENNIS LESSONS
- 50% SUMMER HOLIDAY CAMP DISCOUNT
- FREE JUNIOR MEMBERSHIP OR HALF PRICE FAMILY MEMBERSHIP

CLAIM YOUR OFFER
CONTACT LUKE ANDREWS, QUOTING SCHOOL NAME
☎ 07437 404242 ✉ Latennis@hotmail.com



SCAN THE QR CODE ON YOUR MOBILE TO VISIT OUR WEBSITE

clubspark.lta.org.uk/LATennisCoaching/Schools



LTA SHERALLIES
BIG Festival Weekend



Get Involved
PERSHORE TENNIS CENTRE
Persnore College, Avon Bank, Persnore, Worcs. WR10 3JP
Saturday, 30 April
1 - 3pm

Scan the QR Code for further info and to book your place!

OPEN TO WOMEN & GIRLS OF ALL AGES AND ABILITIES!

www.pershoretennis.co.uk



SCAN ME

LTA SOMERSET TENNIS

2022 SOMERSET COUNTY CHAMPIONSHIPS

📅 20 - 26 August
📍 Taunton Tennis Centre

✔ Entries close 7 Aug
👕 FREE t-shirt with entry

Junior Events
🏆 8U to 18U

Open Events
🏆 Men's & Women's Singles/Doubles
🏆 Mixed Doubles

35+ Events
🏆 Men's & Women's Singles

Wheelchair Events
🏆 Doubles (20 Aug)

Seniors Tennis GB logo

Scan the QR Code on your mobile for entry details!



SCAN ME

SOM-22-0035

QR Codes

Add a 'Quick Response' tool to your information.

Open the camera on your phone and hold over the code.

Great for event posters or on promotional material that a link can't be clicked on.

The screenshot shows the QR Code Generator website interface. At the top left is the logo "QR Code Generator" with the tagline "CREATE YOUR QR CODE FOR FREE". At the top right are "Login" and "SIGN UP" buttons. The main content area features a grid of icons for various data types: URL, VCARD, TEXT, E-MAIL, SMS, WIFI, BITCOIN, TWITTER, FACEBOOK, PDF, MP3, APP STORES, and IMAGES. Below this grid, the text "sherallies.com" is entered into a field. At the bottom left, there is an "Upload any file" option with supported formats (.jpg, .pdf, .mp3, .docx, .pptx). At the bottom right, there is a "Scan tracking" toggle set to "OFF". On the right side, a preview window shows a QR code on a smartphone screen with the text "SCAN ME" below it. Below the preview is a "FRAME" section with a "NEW!" badge, a grid of frame styles, and dropdown menus for "SHAPE & COLOR" and "LOGO". At the bottom of the preview window are two buttons: "DOWNLOAD JPG" and "VECTOR SVG/EPS". A "With Logo?" badge is visible in the top right corner of the preview window.

Resource:

<https://www.qr-code-generator.com/>

QR Codes on Social Media

The vast majority of people access or view social media on their mobile devices.

You can't scan a QR code on your mobile if you are viewing it.



On social media, always put a clickable link in addition to the QR code.



The School Link

Schools in your club catchment area can be a vital source of new members or coaching programme signups, especially primary schools.

Many of you are already active in your local schools which is a BIG win and can lead into your LTA Youth or club programmes for example.

If you are not into your local schools:

- Ask parents where their children go to school
- Give the school a call – offer free sessions?
- Get info into book bags
- Ask for info to be included on school newsletters
- Does the school have an open Facebook or Twitter account? If so, tag them!

Where else can you promote your club?

Apart from the obvious schools link, below are some examples of where else you can target:

- Local beavers, brownies, cubs or scout groups
- Mummy and toddler groups
- Village fete – set up a mini tennis court and get people engaged
- Library
- Local village shops
- Community centres or village halls

Local Marketing Tick List

- ✓ Regular social media posts – detailing event information and **clickable links**. Boost to increase reach.
- ✓ Club website – news items with **clickable links** to any events
- ✓ Direct communication with local schools – letter from Club Chair, via your Coaches or SGO
- ✓ Direct communication with local brownie, girl guide or mums groups
- ✓ Posters at your club, local shops, library, church hall, pub etc – try using a QR Code!
- ✓ Email out to all club members asking them to spread the word of events/coaching
- ✓ Existing players (parents) in programmes – tell their friends
- ✓ Contact local media



**SOMERSET
TENNIS**

OTHER MARKETING TIPS & RESOURCES



What makes a good Facebook post?

- ✓ Event clearly defined
- ✓ Date, time and cost (FREE)
- ✓ Clear call to action (your booking link)
- ✓ Good image and branding
- ✓ Points highlighted clearly – the why
- ✓ Tagging in relevant groups/pages

Boughton Park Lawn Tennis Club, St. Johns, Worcester June 24, 2021 · 🌐

🔍 FREE tennis event for WOMEN and GIRLS 🔍

We are so excited to be running a FREE **SheRallies** tennis event this July that is open to women and girls from 4 to 94 years old!

📅 Saturday, 10 July
🕒 2-4pm
🏆 FREE

Booking is essential as numbers are limited.
🔗 <https://bit.ly/SheRalliesBPLTC> ✓

Let's get as many people to attend as possible so tell your grannies, mothers, daughters, aunts, friends, teachers and neighbours!

- ✓ FREE to attend
- ✓ Open to women and girls
- ✓ Try tennis
- ✓ Any age or ability
- ✓ Have lots fun!
- ✓ Meet new people
- ✓ Equipment provided

PLEASE SHARE!

Signup and further info via:
🔗 <https://bit.ly/SheRalliesBPLTC> ✓

Worcestershire Mums Network Boughton Park Lawn Tennis Club
Worcestershire Horse Group Worcester Golf & Country Club

SHE RALLIES BIG Festival Weekend
Boughton Park Lawn Tennis Club
10 July, 2-4pm

SHE RALLIES BIG Festival Weekend
Boughton Park Lawn Tennis Club
10 July, 2-4pm

Boosting your Facebook post

Boosting your post is an easy way to reach a lot of people and like most things, the more you spend, the more people your ad will reach.


You can define gender, age and geographical location of the people you want to reach.

For example:

- Female
- Aged 18 to 45
- Living with a 15 miles radius of B13 0ST

Resource:

<https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>



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📅 Saturday, 10 July
🕒 ... See more

SHERALLIES BIG Festival Weekend
Boughton Park Lawn Tennis Club
10 July, 2-4pm

SHERALLIES BIG Festival Weekend
Boughton Park Lawn Tennis Club
10 July, 2-4pm

📣 Boost this post to get more reach for Boughton Park Lawn Tennis Club, St. Johns, Worcester. **Boost post**

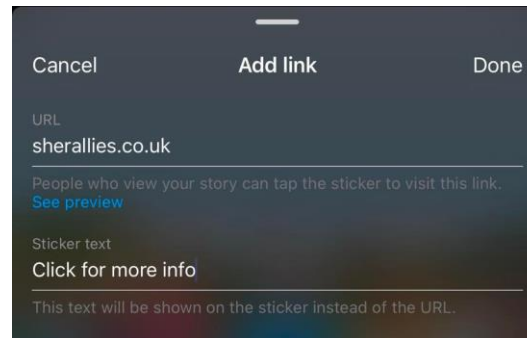
Instagram tips

Ideal graphic size is 1080 x 1080px or square.

Update the link in your profile with the event booking link.

DON'T put long links into your posts as they are not clickable.
Put 'see link in our profile'.

When using Instagram stories, use the add LINK feature, add in your booking link and customise the sticker text.



Resource:

<https://blog.hubspot.com/marketing/how-to-use-instagram>

📞 07776 138088 | 🌐 adebates.co.uk | ✉️ hello@adebates.co.uk



Get Tweeting

Get networking on local live Twitter hours

- Every Thursday 8 – 9pm is #SomersetHour
- Every Monday 8 -9pm is #TauntonHour

Businesses use the # and tweet to promote themselves.

Good opportunity to build links and awareness.

Resource:

<https://media.twitter.com/en/twitter-basics>



Somerset Hour
@somersethour Follows you

Thursdays 8pm-9pm. Chat about the fab county of Somerset & meet Somerset folk. Use the hashtag [#SomersetHour](#) 🧡 Hosted by @somersetcool

📍 Somerset 📅 Joined February 2013

883 Following 6,371 Followers



Taunton Hour
@TauntonHour Follows you

🕒 [#TauntonHour](#) is Monday 8-9pm 🕒 Tag [@TauntonHour](#) and hashtag [#TauntonHour](#) every Monday 8-9pm to be part of it. Hosted by Katie and Christell 👤 👤

📍 Taunton, England 📅 Joined June 2013

572 Following 787 Followers

Keep your database engaged

If you have built up a good database you can use it to promote new or existing sessions through simple email marketing.

This is a good example of using Mailchimp which can also be shared across your social media channels.

<https://mailchi.mp/81c106403439/lockdown3-jnrtennis-news-wk4>

Lockdown 3 Junior Newsletter - Week 4

[View this email in your browser](#)

Oxford Sports
Junior Newsletter



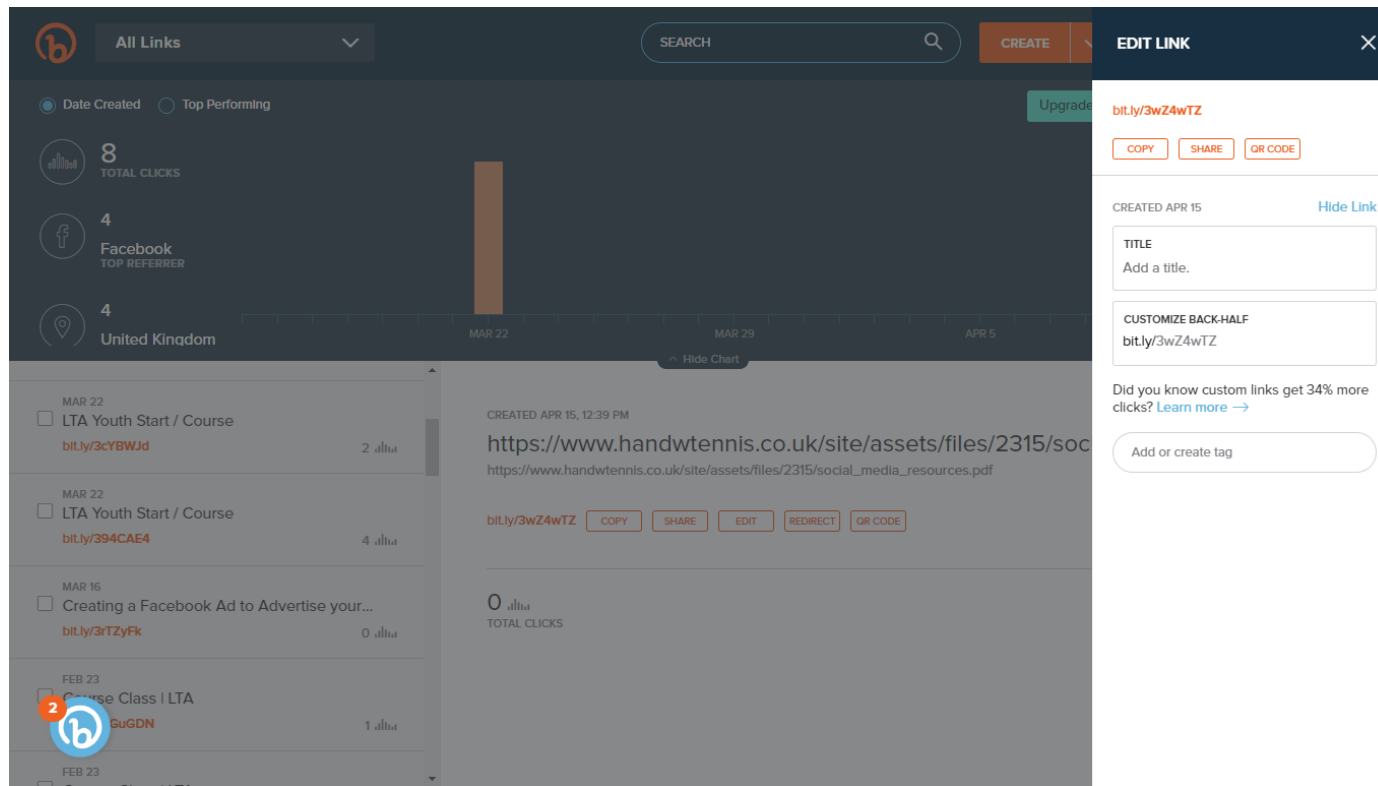
World Tennis Number 

What is the World Tennis Number? The LTA are partnering with the ITF to launch the World Tennis Number (WTN), together with many other national tennis associations. The WTN will replace the current LTA Ratings system, creating a global player standard to enable more appropriate matches between players of similar levels. See the video below for more details or click [here](#) for the LTA's PDF explainer sheet.



Links too long? No problem

Get the Bitly between your teeth – check out a great tool called www.bitly.com which shrinks URLs to save tweet space.



The screenshot shows the Bitly dashboard interface. On the left, there's a sidebar with navigation options like 'All Links', 'Date Created', and 'Top Performing'. The main area displays a bar chart and a list of links. One link is highlighted, and an 'EDIT LINK' modal is open over it. The modal shows the link ID 'bit.ly/3wZ4wTZ', creation date 'APR 15', and options to copy, share, edit, redirect, or generate a QR code. The original long URL is visible in the background.

<https://clubspark.lta.org.uk/LATennisCoaching/Coaching/Course/7799bd61-0606-45e2-a2bf-6d370057615c>



<https://bit.ly/3cTWFy5>


LTA mytennistoolkit

There are a range of LTA branded resources that you can use for your social media and website activities.

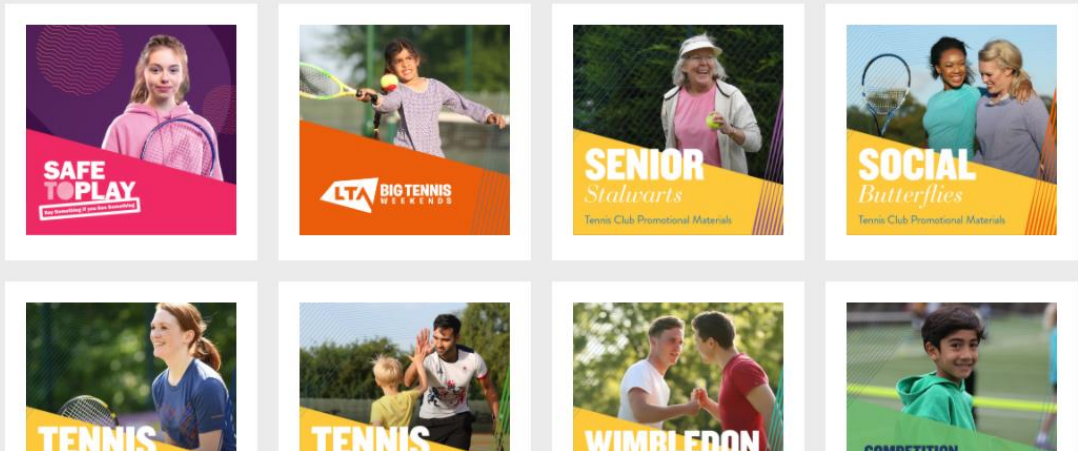
They are good to have in your toolkit, especially when promoting the LTA Youth courses!

<http://www.mytennistoolkit.com>

SIGNED IN SUCCESSFULLY



Using this toolkit you can make assets for any of the LTA's official programmes. To get started just select the programme you want to make assets for by clicking one of the boxes below.

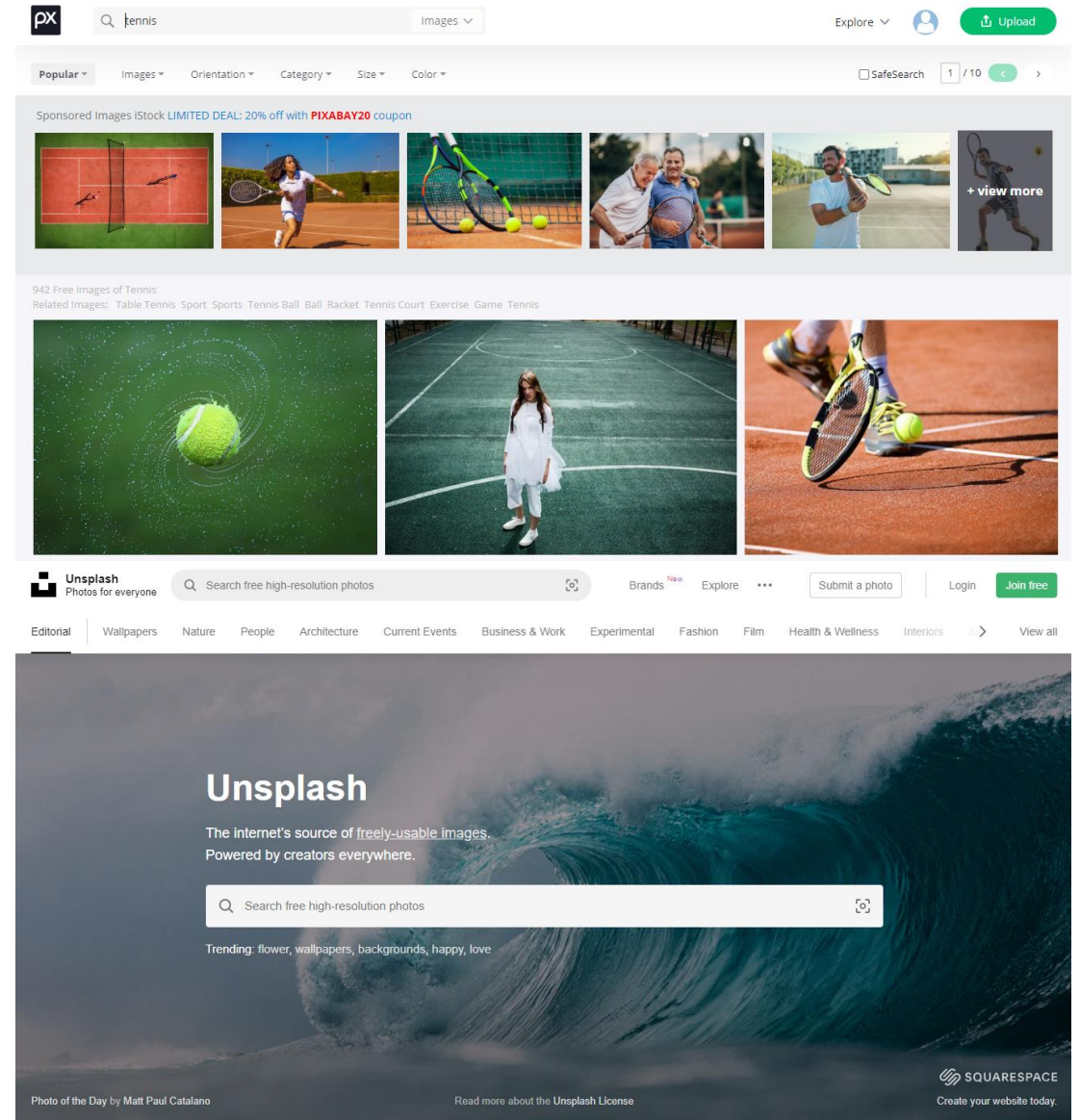


Royalty free images and video

If you are struggling for image or video content, there are royalty free images site available for you to join.

<https://pixabay.com/images/search/tennis/>

<https://unsplash.com/>



Canva.com

To make sure you score an ace with your marketing, you can always use tools such as [canva.com](https://www.canva.com). Create engaging posts and videos.

