

# GROWING CLUB MEMBERSHIP

*A bite-size guide to  
putting marketing  
campaigns into action*

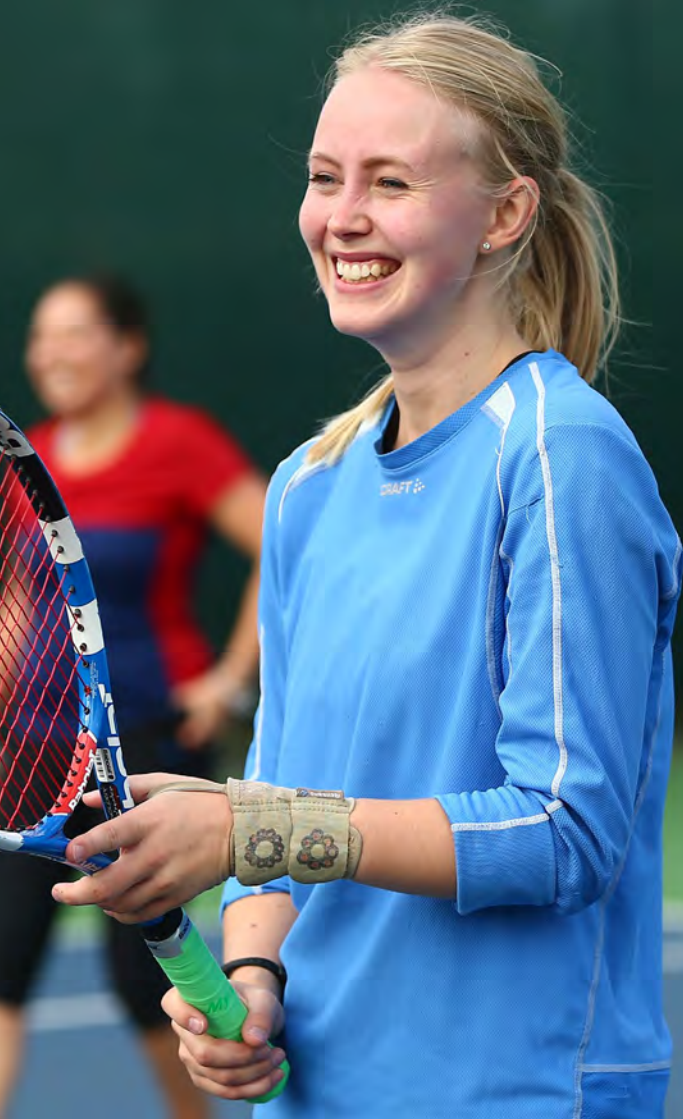


# MARKETING YOUR CLUB IS ESSENTIAL AND REWARDING

To assure your club's future, you need to continually encourage all ages and abilities to participate in your programmes and nurture a life-long love for tennis. Your self-service guide to growing club membership is packed full of marketing resources and techniques to acquire new members and engage existing ones.

Investing time and effort into marketing doesn't have to be complicated but it does need a professional approach to targeting, messaging and brand identity to get the best results. This bite-size guide will help you put your campaigns into action, step by step.





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# KNOW THE CUSTOMER JOURNEY

The players and potential players you want to reach out to will be at different stages in their tennis journey.

Some will already be keen to join a club and others will only just be starting to research their options and need more information or compelling offers. Don't forget your existing members further along the journey who still want to feel valued and part of the community after joining.

## UNDERSTAND YOUR AUDIENCE

The LTA has identified profiles of six types of people who make up the tennis market:

- Tennis Titans
- Tennis Troupers
- Seasonal Spinners
- Wimbledon Warriors
- Social Butterflies
- Seasonal Stalwarts

These segments reflect the wide variety of members (new or existing) relevant to **your** club. Using the details about their lifestyle choices and demographics found in the self-service guide, tailor your marketing to attract them.

The LTA national mapping tool shows you potential undiscovered members pertaining to these six segments by postcode – speak to your Participation Development Partner for your club's own report.

*Customer Expectations*

*Stages*

*Club Consideration*



# CREATE OFFERS AND PROGRAMMES

Considering these very different tennis segments, one-size-fits-all offers are not going to motivate them as well as targeted offers. Some creative thinking is required to devise and promote various membership and programme options whilst staying profitable as a club.

For example, flexible membership for Seasonal Spinners who prefer a friendly knockabout now and again, and 1-2-1 coaching for those competitive Wimbledon Warriors looking to up their game. Take a look at the six profiles to consider what offers would really spark their interest and remember to consider their stage in the customer journey. Also think about the USP (unique selling point) of your club and why it stands out from the competition!

## Some ideas include:

- Member get member (with a reward for both parties)
- Annual membership offer
- Flexible membership offer (payment/usage based e.g. Pay & Play)
- Seasonal/taster membership (based on 'x' weeks or months)
- Family membership offer

- Various programme offers (weekly coaching session)
- Various competition offers (weekly league)
- Various social offers (weekly casual game with refreshments)
- Open days and competitions

**Your communication might not have a specific offer but serve to engage players and members in other ways:**

- New member welcome
- Follow-up message to events
- Club updates

# CHOOSE MARKETING CHANNELS

Selecting promotional channels depends on the preferences and habits of the segments you are targeting.

From the information we have amassed on each tennis profile, we can see that Senior Stalwarts are less likely to use social media and Tennis Troupers primarily respond to posters, email and text messages. These are not hard and fast rules of course but are designed to help optimise your marketing.



## top tip

Use the six tennis profiles to work out where the target audience is likely to engage with your marketing – in a local school, on Facebook or perhaps they would respond better to mail.

The channels at your disposal are likely to be:

- Email (to current and lapsed members on your database plus non-members who have attended a programme or event)
- Large posters to display in the local community and at your club
- Postcards/flyers for a targeted mail drop
- Large outdoor banners to put up near the club in high traffic areas
- Website banner/ad to place on websites or use in social media
- Social media adverts for Facebook, Twitter and Instagram



## BUILD YOUR CAMPAIGN

In terms of the copy (words) and creative (imagery), it can be challenging to think up original, clear and eye-catching ways to communicate your message or find suitable pictures. To help with this, we have designed imagery and straplines aligned to the six segments and shared them to My Tennis Toolkit. You can download these to easily create digital campaigns such as emails,

website banners, webpages and social media ads. You can also send these assets to a printer/designer to create offline marketing such as large banners and posters.

We encourage you to use these new assets as they have been developed in line with the LTA brand. You can 'top and tail' them with key campaign information and add your club logo.

If your campaign is directing recipients to a webpage, it should provide all the key information they need. You may need to create a new landing page for a specific offer or event and you can use the assets to help.



### *top tip*

Photography used in your marketing should be high quality and portray a positive image of your club community. A common mistake is to show pictures of empty tennis courts!



# COMMUNICATE YOUR MESSAGE

**Once you have an offer or message to communicate, it's key to use language that appeals to and motivates the segment(s) you're targeting.**

For example, lead with the benefits of your family membership offer



## *top tip*

Ensure your message is punchy and clear and double check there is a clear CTA telling recipients what to do next.

to Tennis Troupers rather than a lengthy introduction to your club.

Impactful marketing doesn't need to be fancy or expensive but at minimum requires a headline/strapline (or subject line for email), call to action (CTA) and imagery. A suitable CTA could be to phone/email the club, click to a webpage (landing page), talk to a committee member or download a form. The most important thing to ensure is that the CTA is obvious, easy, and that the response mechanism will work in practice. A phone number without a voicemail or a webpage that hasn't been updated to reference the offer is likely to impact the campaign's success.

The self-service guide to growing club membership includes some top tips for developing the copy and creative.





# GET SOCIAL

**Social media can be a relatively cost-effective and targeted way to promote your club and offers.**

If it seems daunting, remember that social media is about experimenting and learning as you go to identify the best approach.

Platforms such as Facebook, Twitter and Instagram provide a great opportunity to engage existing members of your club as well as potential new players. Once you have set up a page/profile, players and visitors can check-in at the club, tag the club in their own posts

and promote it on your behalf by sharing your content. Your club should follow, like and share posts from other influential and interesting profiles, such as the LTA and tennis ambassadors, as well as those from your own community.

Content in marketing terms is anything you post on your page – a photo, an article or information for example. In order to get the most likes, comments and shares, the content needs to be relevant, engaging and fit with your club identity. It's worth drawing up a brief social media policy to ensure all those with the admin rights to your club's social media pages follow a defined protocol for consistency and to uphold brand reputation.



## *top tip*

Sponsors today are looking to work with clubs that demonstrate a very proactive approach to social media. It can be a very powerful marketing tool.

# FACEBOOK

Facebook is a great free platform for sharing visual content such as videos, live feeds and images. It allows you to write long posts, answer comments, receive and send direct (private) messages, create events, invite people to like your page and also create offers and discounts.

To set up a Facebook page, you need a personal profile first. In the top bar, choose **Create Page**.

1. Choose the page category from the options presented
2. Add a cover photo and profile photo
3. Describe the club in the About section, completing all the sections including website and contact details
4. Invite people to like and follow your page
5. It is recommended to assign several admin rights so the onus isn't on one person to manage the page

**Facebook Insights** will show you how well your page is performing in terms of engagement (likes, reach, comments and shares). Create an **Event** for club/community events such as the Nature Valley Big Tennis Weekend so you can invite people and encourage sharing in the lead up, on the day and afterwards. The RSVP function will give you an indication of interested or confirmed attendees.

## FACEBOOK ADVERTISING

Spending a small amount on promoting social media posts can allow you to reach new audiences with a budget as low as £5.00.

1. Go to the Facebook post on your page you wish to promote
2. Click Boost Post in the bottom right corner
3. You will be able to select campaign options including 'audience', specifying the people you want to see your post based on location, age, gender and interests. Think about the six tennis profiles to pinpoint demographics and lifestyles. For example, to target Social Butterflies a logical approach would be:
  - 10-mile radius from your club
  - Women aged 18-29
  - Interested in fitness & wellness, sports & outdoors and reading
4. Select your maximum budget and campaign duration. You will see the potential audience size and estimated daily audience reach, allowing you to play with the parameters before paying.

Find out more at [facebook.com/business](https://facebook.com/business)

# TWITTER

**Twitter is a popular free networking and news platform for signposting people to interesting links and information.**

Posts are limited to 280 characters (plus photos and videos), which means you need to keep your messaging succinct. This platform is ideal for giving your local community, media and members quick sound bites of information and links.

To set up a Twitter page, go to [twitter.com](https://twitter.com) and sign up for a business account. You will need an email address and think up a unique (relevant) Twitter handle for your club along with its name, for example:

**Handle:** @the\_LTA (15 character limit)

**Name:** LTA

Complete the main details including website, header photo, profile photo and bio (overview of club within 160 characters). Start following other relevant Twitter profiles, posting, liking and sharing content!

## TWITTER ADVERTISING

**It's simple to promote a post on Twitter and reach more people:**

1. Go to the tweet you wish to promote
2. Click on Promote this Tweet
3. Select the location you'd like to target
4. Select your budget. Twitter will provide an estimate of the results you're likely to see at each level.

Find out more at [business.twitter.com](https://business.twitter.com)





# INSTAGRAM

Instagram is an app providing a simple and creative way to share photos and videos and caption them using hashtags and short copy. Download the app for free and assign a handle (profile name) for your club – something that is relevant and easy to find by other users.

## INSTAGRAM ADVERTISING

Note that you will need a professional (business) Instagram account to advertise or boost posts which can be selected in 'settings'. You will also need a Facebook page that you have admin rights to.

### To boost an Instagram post:

1. Choose one of your posts and tap Promote
2. Select the purpose of your ad, for example more profile visits
3. Choose the targeting or let Instagram choose for you. The targeting can be tailored in terms of location, age bracket, male/female and interests. To target Tennis Titans, a logical approach would be male, age 20-49, located in your town and nearby towns, with interests like tennis, sport, cooking and cars
4. Set your budget and duration and see the potential reach then click 'create promotion' to send your ad for approval.

# CREATE A SERIES OF CAMPAIGNS

A campaign often requires several communications to meet its objectives. A prompt follow-up email to programme attendees with a membership offer gives you a higher chance of converting them while they are 'warm' prospects, rather than leaving them to get back in touch themselves.

To sell membership or generate event sign ups, consider a series of messages that will move recipients through the customer journey from initial engagement to *on-going engagement*:

- Introduction or offer email
- Reminder of offer
- Follow-up to enquirers
- Pre-event courtesy call
- Follow-up to event attendees
- New member welcome
- On-going communications that value members

Email, phone, text message and direct mail are effective communication methods, but remember to consider the costs of each too.

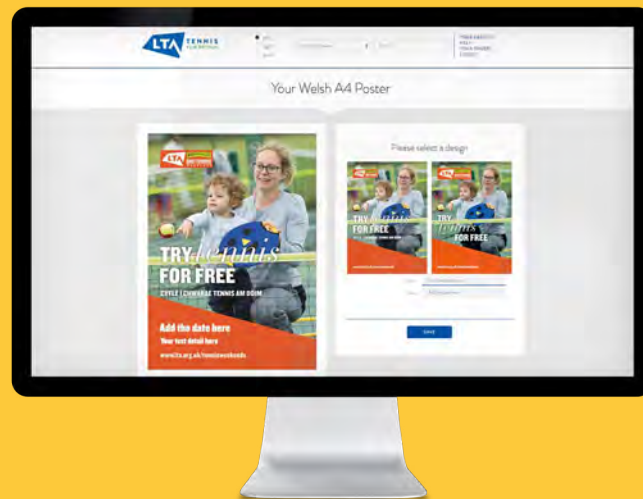
# CAMPAIGN CHECKLIST

- Have you identified the segment and customer journey in order to devise an engaging offer?
- Is the offer clear, with relevant dates, prices and any terms and conditions (such as limited numbers or deadlines)?
- Have you tried to address any barriers that might stop the audience taking the next step?
- Has the offer / event been communicated to key club and committee members including the coach?
- Does the CTA work and provide enough information?
- Have you included any social media links and/or hashtags?
- Are landing pages ready and up to date, ideally with campaign imagery?
- Do your social media pages need updating?
- Is there a follow-up communication planned?
- Can you measure the success of the campaign?



# MY TENNIS TOOLKIT

The LTA provides a range of high quality, customisable marketing resources to support clubs in promoting tennis within their local community through My Tennis Toolkit. Here you'll find the imagery and straplines for tennis profiles mentioned in this guide. The LTA online club management tool also gives clubs the ability to build their own website with various support and templates to make it simple and straightforward, completely free. Head to [mytennis toolkit.com](http://mytennis toolkit.com)



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