

MARKETING PLAN

BEFORE (TARGETS)	WHO ARE WE TRYING TO ATTRACT?	WHAT ARE WE TRYING TO SAY TO THEM?	HOW DO WE REACH THEM?
	DURING (LEADS)	<p>Rather than marketing to “everyone,” the club should focus on 3-4 clear groups:</p> <ol style="list-style-type: none"> Local families <ul style="list-style-type: none"> Parents aged 30–50 Children aged 6–16 Value affordable sport, community, and safe activities Adult beginners & returners <ul style="list-style-type: none"> Aged 25–60 Played tennis in the past or want to learn Often intimidated by clubs and coaching costs Active retirees <ul style="list-style-type: none"> Aged 55+ Looking for social, low-impact exercise Available during weekdays <p>Geographic focus</p> <ul style="list-style-type: none"> Residents within 3–5 miles of the club Especially new housing developments or recent movers 	<p>We are “Friendly and offer affordable tennis for all ages – right on your doorstep.”</p> <p>Key messages</p> <ul style="list-style-type: none"> Welcoming & non-intimidating, beginners welcome Affordable – excellent value compared to gyms or other leisure Social & community-focused – not just competitive tennis Volunteer-run & local to village/community <p>Group-specific messages</p> <ul style="list-style-type: none"> Families: “An active, healthy sport your whole family can enjoy together” Beginners: “No experience needed – we’ll help you get started” Retirees: “Stay active, meet people, play at your own pace”
HOW DO WE CAPTURE THEIR INTEREST?		HOW DO WE BUILD TRUST WITH THEM?	HOW DO WE TURN THEM INTO MEMBERS?
<p>Ideas to try</p> <ul style="list-style-type: none"> Free Barclays Big Tennis Weekend / Open Day (run 2–3 times per year) Free beginner taster sessions (adults & juniors) “Try Tennis for £10” 4-week intro offer <p>Lead capture method</p> <ul style="list-style-type: none"> Simple online form (Name, Email, Phone, Age Group) Paper sign-up sheets at events Clear call-to-action on all posters and posts: “Register your interest at [club website]” <ol style="list-style-type: none"> Active retirees <ul style="list-style-type: none"> Aged 55+ Looking for social, low-impact exercise Available during weekdays <p>Geographic focus</p> <ul style="list-style-type: none"> Residents within 3–5 miles of the club Especially new housing developments or recent movers 	<p>Automated / repeatable process Once someone shows interest:</p> <p>Week 1 – Welcome email</p> <ul style="list-style-type: none"> Thank them for attending / signing up Reassure beginners they are welcome Explain next session options <p>Week 2 – Social copy</p> <ul style="list-style-type: none"> Short story about a member who joined as a beginner Photos of friendly club sessions <p>Week 3 – Clear invitation</p> <ul style="list-style-type: none"> Invitation to next session or intro offer Simple explanation of membership options <p>Week 4 – Reminder & deadline</p> <ul style="list-style-type: none"> “Last chance to join at intro rate” <p>(This can be done manually or via simple email tools like Mailchimp)</p>	<p>Reduce friction</p> <ul style="list-style-type: none"> Simple membership options (avoid complexity) Pro rata fees mid season Family and beginner friendly pricing <p>Conversion tactics</p> <ul style="list-style-type: none"> Intro offers that roll naturally into membership Friendly volunteer greeter at every session Clear explanation of: <ul style="list-style-type: none"> When they can play How social sessions work Who to contact <p>Key principle People don’t join clubs – they join people. Make every first visit warm, personal, and encouraging.</p>	

MARKETING PLAN CONTINUED

	WHAT DO YOU WANT NEW MEMBERS TO FEEL?	HOW DO WE KEEP MEMBERS?	HOW DO MEMBERS BRING OTHERS?
AFTER (CUSTOMER)	<p>First 30 day experience</p> <ul style="list-style-type: none"> • Personal welcome from a committee member • Introduced to at least two other members • Invited to a social session or club night <p>Club culture focus</p> <ul style="list-style-type: none"> • Friendly, inclusive, no cliques • Clear etiquette guidance (especially for beginners) • Encourage mixing standards 	<p>“It is cheaper to retain than to replace.”</p> <p>Retention activities</p> <ul style="list-style-type: none"> • Regular social tennis sessions • Low pressure internal competitions • Club social events (BBQ, quiz night, finals day) • Clear communication via monthly email updates • Member buddy system to welcome new members into the club 	<p>Simple referral system</p> <ul style="list-style-type: none"> • “Member get Member” offer • “Bring a Friend” weeks (twice per year) • Free guest passes for members • Small rewards: <ul style="list-style-type: none"> • Free guest session • Entry into a prize draw <p>Encourage storytelling</p> <p>Ask members to:</p> <ul style="list-style-type: none"> • Share posts • Invite neighbours • Talk about the social side, not just tennis
METRICS (WHAT GETS MEASURED, GETS IMPROVED)	<p>TRACK:</p> <p>Enquiries / leads generated</p> <p>Taster session attendances</p> <p>New members joined</p> <p>Member retention rate</p> <p>Review your plan regularly and adjust tactics</p>		

This plan isn't exhaustive; it aims to set out some ideas on how you can market your club and improve your visibility locally. Take the principles and build your own plan for your club.

This plan is loosely based on a 1-3 court village tennis club. For larger clubs, the principles don't change, but the emphasis does. A smaller club may be under-subscribed whilst larger clubs are often busier at peak times. So, the goal might change from getting more members, to get the right members at the right times, in the right mix.

The LTA is committed to securing a lasting future for tennis in Britain. For more help with your membership growth and retention plans visit the [LTA Venue Support Toolkit](#).