

STEP-BY-STEP GUIDE TO MARKETING YOUR PAY & PLAY OFFER

1. Understand Your Target Audience:

- Identify potential customers, such as lapsed members, casual players, beginners, families, and tourists.
- Tailor your messaging to address their needs for flexibility, affordability, and convenience.

2. Develop a strong value proposition:

- Highlight the benefits of the pay and play model: no membership required, easy booking, affordable rates, and access to high-quality courts and facilities.
- Emphasize any additional services such as equipment rentals, coaching availability, and social events.

3. Create an Attractive Online Presence:

- Create user-friendly website content that is updated regularly with detailed information about your pay and play offer.
- Ensure you build a quick, visible link to your easy-to-use online booking system.
- Include high-quality images and testimonials to build trust and highlight your facilities.
- [Ensure your LTA Play listing is up to date](#)
- Ensure you [claim your Google Business profile](#) and it is up to date.

4. Leverage Social Media:

- Use your social media platforms like Facebook, Instagram, and X to promote your offer.
- Share engaging content such as photos, videos, and success stories of players enjoying your facilities.
- Run targeted ads to reach local audiences and specific demographics interested in recreational sports.
- Use local community groups within social media e.g. Facebook to post about your offer to reach a wider audience.

5. Partner with Local Businesses and Organizations:

- Collaborate with hotels, schools, holiday parks and local businesses to offer exclusive deals and packages.
- Place flyers and promotional materials in places like GP Surgeries, local gyms, community centres and cafes.

Top Tip - [My Tennis Toolkit](#) offers range of promotional materials to download for free.

6. Use Email Marketing:

- Build an email list by offering a sign-up incentive, such as a discount on the first booking.
- Send regular newsletters with updates on court availability, exclusive offers, and upcoming events.
- Communicate with players when they book for the first time to make them feel part of the club and remind them about your wider offer i.e. social sessions, trial membership, open days.
- Consider a marketing campaign to your lapsed member database

7. Offer Promotions and Discounts:

- Provide introductory discounts for first-time users.
- Run seasonal promotions, such as summer specials or holiday deals, to attract more players during peak times.

8. Engage with Your Community:

- Host open days or a Barclays Big Tennis Weekend to encourage people to try out the facilities.
- Organise social events, such as casual tournaments and mix-ins, to create a welcoming atmosphere.

9. Gather and Showcase Customer Feedback:

- Encourage players to leave reviews and testimonials on your website and social media pages.
- Address any negative feedback promptly and use it to improve your services.

10. Monitor and Adjust Your Strategy:

- Track the effectiveness of your marketing efforts using tools like Google Analytics and social media insights.
- Be prepared to adjust your strategies based on what works best for your target audience.

Use this guide in conjunction with our other resources and tools for building targeted marketing campaigns. These can all be found on the [LTA Venue Support Toolkit](#):

- [A Self-service Guide to Growing Membership](#)
- [LTA Mini Marketing Guide](#)
- [My Tennis Toolkit](#)
- [My Tennis Toolkit Usage Guide](#)