

MY TENNIS TOOLKIT

Usage Guide



MY TENNIS TOOLKIT

An introduction

My Tennis Toolkit provides a range of high quality, customisable marketing resources to support you in promoting tennis within your local community.

Once you've registered, this free club management tool gives you the ability to create various promotional templates online, encompassing both digital and printed media resources which you can then use to advertise your club, or any particular offers you may be running.

Simply log in to mytennistoolkit.com to get started.



MY TENNIS TOOLKIT

Designing a poster

My Tennis Toolkit provides A3 sized posters to promote your club offers to your target community.

This example illustrates the sections you can edit when designing your poster.

NOTE

We have provided some messaging and slogan ideas to compliment your My Tennis Toolkit designs, these can be found on page 10 of this guide.

Your Tennis Club logo

Use this space to place your Tennis Club logo on the poster.

For printed media such as this poster, we recommend using a high resolution vector file, and using a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps or .ai

Headline offer

Here's where you catch people's attention. Keep this short to invite passers-by to take a closer look at what you're offering.

Call to action and contact details

Use this space to enter times or dates, an email address or contact number - something your audience can take note of quickly. We've also provided a separate space for your web address.



Main image and headline

We have provided a number of pre-set images and headlines for all the tennis profiles mentioned in your Mini Marketing Guides.

Simply select the profile you'd like from the catalogue on My Tennis Toolkit. There are also further background image options to choose from for each item.

MY TENNIS TOOLKIT

Designing a postcard

My Tennis Toolkit provides doubled sided A6 sized postcards to promote your club offers to your target community.

This example illustrates the sections you can edit when designing your postcard.

NOTE

We have provided some messaging and slogan ideas to compliment your My Tennis Toolkit designs, these can be found on page 10 of this guide.

Your Tennis Club logo

Use this space to place your Tennis Club logo on the postcard.

For printed media such as this post card, we recommend using a high resolution vector file, and using a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps, or .ai



Headline offer

Here's where you catch people's attention. Keep this short to invite recipients to take a closer look at what you're offering. If it's for an event like an Open Day, use this space to add a time and date.



Offer details

Use this space to add a little detail about what you're promoting, or a call to action to direct people to get in touch.



Offer dates and times

Use this space to enter times, dates, and address or location of your tennis club. We've also provided a separate space for your web address.



Postcard Front



Main image and headline

We have provided a number of pre-set images and headlines for all the tennis profiles mentioned in your Mini Marketing Guides.

Simply select the profile you'd like from the catalogue on My Tennis Toolkit. There are also further background image options to choose from for each item.

Postcard Back



MY TENNIS TOOLKIT

Designing an external banner

My Tennis Toolkit provides 3m x 1m external banners to promote your club offers.

This example illustrates the sections you can edit when designing your banner.

Headline offer

Use this space to add a headline offer that complements the banner's slogan. Keep this short to invite passers-by to take a closer look at what you're offering, especially if placing the banner near a busy roadside.

Main image and headline

We have provided a number of pre-set images and headlines for all the tennis profiles mentioned in your Mini Marketing Guides.

Simply select the profile you'd like from the catalogue on My Tennis Toolkit. There are also further background image options to choose from for each item.



YOUR LOGO

Your Tennis Club logo

Use this space to place your Tennis Club logo on the banner.

We'd always recommend using a high resolution vector file for large format printed items. We've provided a space here that's suitable for a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps or .ai

Contact details

Use this space to enter an email address, contact number or web address - something your audience can take note of quickly.

NOTE

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MY TENNIS TOOLKIT

Designing an email banner

My Tennis Toolkit provides email banners to promote your club offers. These can either be attached to an email campaign, or placed within individual email signatures themselves.

This example illustrates the sections you can edit when designing your email banner.



Main image and headline

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Simply select the profile you'd like from the catalogue on My Tennis Toolkit. There are also further background image options to choose from for each item.

Headline offer

Use this space to add a headline offer that complements the banner's slogan. Keep this short to invite recipients to take a closer look at what you're offering, especially if placing the banner near a busy roadside.

Your Tennis Club logo

Use this space to place your Tennis Club logo.

For digital media such as this banner, we recommend using a high resolution vector file or a .png file, and using a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps, .png or .ai

NOTE

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MY TENNIS TOOLKIT

Designing an website banner

My Tennis Toolkit provides website banners to promote your club offers. These can be used on your club website or social media posts. This example illustrates the sections you can edit when designing your website banner.

Remember to add some extra details (such as event description, times, prices, etc) within the post's description: for example, most social media platforms allow you to add a text description when uploading an image file.

NOTE

We have provided some messaging and slogan ideas to compliment your My Tennis Toolkit designs, these can be found on page 10 of this guide.

Your Tennis Club logo

Use this space to place your Tennis Club logo.

For digital media such as this banner, we recommend using a high resolution vector file or a .png file, and using a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps, .png or .ai

Main image and headline

We have provided a number of pre-set images and headlines for all the tennis profiles mentioned in your Mini Marketing Guides.

Simply select the profile you'd like from the catalogue on My Tennis Toolkit. There are also further background image options to choose from for each item.



Offer details

Use this space to add a little detail about what you're promoting, or a call to action to direct people to get in touch.

MY TENNIS TOOLKIT

Designing a social media graphic

My Tennis Toolkit provides social media graphics to promote your club offers on websites such as Facebook, Twitter and Instagram. We have provided both landscape and square versions of social media graphics, depending on which social media platform you're using (for example, the square version will work best for Instagram posts).

This example illustrates the sections you can edit when designing your social media graphics.

Remember to add some extra details (such as event description, times, prices, etc) within the post's description.

NOTE

We have provided some messaging and slogan ideas to compliment your My Tennis Toolkit designs, these can be found on page 10 of this guide.

Your Tennis Club logo

Use this space to place your Tennis Club logo.

For digital media such as this social media graphic, we recommend using a high resolution vector file or a .png file, and using a white logo (otherwise known as a 'negative' or 'reversed' logo version).

These filenames end with either .eps, .png or .ai

Main image and headline

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Landscape version



Square version



Offer details

Use this space to add a little detail about what you're promoting, or a call to action to direct people to get in touch.

MESSAGING & SLOGANS

The following pages provides some ideas for slogans and descriptions that you can use when designing in *My Tennis Toolkit*, to allow you to communicate your key message based on the segment you're targeting.

MESSAGING & SLOGANS

Tennis Titans:

Headline

Ready to meet the locals?
 Up for year-round tennis?
 Get your tennis fix
 Come back to tennis
 Meet your match at our club
 Enjoy membership mates' rates
 Fix a date for that match you promised
 Keep your friends close and frenemies closer
 It's payback time

Message / offer suggestion

New members welcome!
 You're fit for our annual membership offer
 With flexible Pay & Play membership
 With a flexible club membership
 Flexible membership with competition opportunities
 When you refer a friend to the club
 With our member-get-member offer
 Discover our member-get-member offer
 Introduce a new opponent and both get rewarded

Tennis Troupers:

Headline

Play local, play for fun, play all year
 So much more than tennis
 Squad goals
 Get active through tennis
 Family benefits
 Tennis is for everyone
 Bounce back with tennis!
 Bring friends or family to play
 Membership is rewarding!

Message / offer suggestion

Remember to renew your tennis club membership
 For active family time, renew your membership
 Family tennis membership brings you together
 Membership offers with adult and junior coaching
 Get the whole team on court with our membership offer
 Get your family into a sport for life
 Flexible membership that works around your family
 With our member-get-member offer
 Free tennis lesson when you introduce a new member

Wimbledon Warriors:

Headline

Get Wimbledon-ready
 Smash it this summer
 Get your tennis fix
 Tennis and beer served here
 Your season ticket to awesome tennis
 Meet players on your level
 Friendlies and not-so-friendlies
 Smash it out of the park
 Free open day

Message / offer suggestion

With 1-2-1 or group coaching
 Advanced tennis coaching at your local club
 With flexible Pay & Play membership
 Enjoy flexible membership, 8 courts and clubhouse
 All the facilities without annual membership
 Short-term membership available
 Play competitive tennis with seasonal tennis membership
 Enjoy competitive tennis at our club this season
 Beginners to advanced players welcome

MESSAGING & SLOGANS

Social Butterflies:

Headline

Improve your game

Meet your local tennis coach

Intensive coaching courses for all levels

Beginner or spinner

Make time for friends and tennis

Play year-round tennis

Get the girls together for Pay & Play

Beat the Wimbledon rush

Message / offer suggestion

With group coaching for beginners/intermediate

1-2-1 or group lessons available

No joining fee on our memberships

Ace your tennis this summer

Discover group coaching

Without the commitment of annual membership

Non-members welcome

Pre-book one of our coaching courses

Senior Stalwarts:

Headline

Friendly competition

Refer friends or family to the club

Game for tennis?

Tennis is rewarding

Life's better with tennis

All levels, all year round

Get your tennis kicks

Meet your match at our club

It's never too late to get into tennis

Message / offer suggestion

Introduce a new member and both get rewarded

For our best membership prices

Discounted member rates when you introduce a friend

Discover our member referral offer here

Renew your membership today for year-round play

Enjoy social and competitive tennis

With super flexible Pay & Play memberships

Flexible membership with social and competitive play

Try our taster session for over 50s

Seasonal Spinners:

Headline

Afternoon tea and tennis

Love tennis?

Make it a summer of tennis

Up your game!

Join us for tennis season

Sunshine, wine and tennis

Play local!

Girls' night out?

Catch up over tennis instead of WhatsApp

Message / offer suggestion

6-week coaching and membership offer

Now try Cardio Tennis!

With our no-strings member offer

6 weeks of tennis with an LTA coach

3 months' club membership for £xx

Join us this summer as a seasonal member

Flexible tennis membership with all the benefits

Try our all-weather courts and clubhouse

With our flexible tennis membership

