



CLUB SUCCESS STORY

‘DEVELOPING A SUCCESSFUL DIGITAL MARKETING PLAN TO GROW MEMBERSHIP’

Norbury Park LTC

Norbury Park LTC in the London borough of Croydon has been established since 1889. It has four floodlit tarmac courts and a small management committee made up entirely of volunteers.

At the point where the club’s membership hit an all-time low the committee convened to put together an action plan to significantly increase membership within a year. The aim was to firstly understand more about the local community and then engage them with relevant marketing and offers.

MARKETING INITIATIVES

Using the LTA volunteer role descriptions, the club recruited a volunteer Marketing and Communications Officer, setting out their expectations. They appointed a new member who was

well-placed to fulfill this role, having recently joined the club since moving to the area. He was able to provide a fresh perspective on marketing activities and club offers, referencing their own customer journey.

The club decided to run a Nature Valley Big Tennis Weekend (open day) to showcase the club’s facilities to the local community and engage prospects. The Marketing and Communications Officer helped create a digital marketing campaign with a small Facebook advertising budget.

Using free resources and content available on My Tennis Toolkit, they created a NVBTW Facebook event and advert with a call to action to sign up for taster sessions. During the open day, the club ran various sessions for all ages and abilities, converting an old grass court facility into a welcoming family picnic area and pop-up grass court.

SUCCESSSES

The club's digital marketing campaign cost just £24 and received 145 declared engagements on their Facebook event page (either 'going' or 'interested' to NVBTW).

This converted to 69 bookings through ClubSpark which also allowed them to capture data securely, contributing to an impressive total of 85 attendees. Through support from the county association (Surrey Tennis), Norbury Park LTC were able to offer a 50% discount to those who signed up on the day to a six-week adult beginner course (Tennis Xpress), generating 16 bookings. The club increased their membership by 10%, a figure which continues to grow month on month. In 2020 and beyond they plan to research their audience further in order to refine their offer to meet the activity and fitness needs of the local community.



“Clever use of social media made a huge difference to the attendance at our Open Day in 2019. With a small outlay of £24 we were able to reach just under 3,000 people with exactly the right criteria - local and interested in tennis. Our sessions were subsequently full. In previous years we had relied upon leaflets and volunteers to spread the word. Not only was this expensive in terms of printing costs and volunteer goodwill, it was also environmentally wasteful and not very successful. Digital marketing is the way forward for Norbury Park LTC.”

Lisa Patient, Club Secretary

TOP TIPS

- Look within your club community for volunteers with insight, ideas and enthusiasm to drive marketing
- Optimise your budget by using the free LTA tools and resources on My Tennis Toolkit
- Research your local community to identify who is likely to be interested in playing tennis or joining for the social side
- Develop your offer to ensure it meets the needs and interests of prospects and choose appropriate platforms to reach them
- Ensure all marketing has a clear and simple call to action, creating an opportunity to capture data for following up
- Use quality imagery and content to provide a professional look and feel to your campaign and keep it consistent across all media platforms
- Make the most of your club facilities and space during an open day to encourage people to stay longer and enjoy their experience (such as creating a picnic area)

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