



#### CLUB SUCCESS STORY

# ‘INCREASING MEMBERSHIP WITH INCENTIVES AND LOCAL OUTREACH ON A SHOESTRING BUDGET’

## *The Parsons Green Sports & Social Club*

Founded in 1886, The Parsons Green Sports & Social Club is a multi-sport clubhouse in the heart of Fulham, London. The club was closed for seven years for major refurbishment from 2012-2019, during which they increased the tennis provision from three courts to six. Unfortunately, within 12 months of re-opening, the COVID-19 pandemic forced the club to close again.

With families looking for outdoor tennis before the courts opened, the club spotted an opportunity to engage locals and introduce them to the tennis facilities and membership offering. As lockdown eased, there was a pressing need to grow the membership base. With a limited marketing budget, the club needed a quick lead generation plan to capitalise on the interest of playing tennis and refurbished club.





## INITIATIVES

Firstly, they set up a dedicated marketing committee by identifying volunteers with sales and marketing experience. This committee established a defined sales process 'lead-tour-conversion' to accelerate response to enquiries and convert prospects while they were still warm. Using a simple Google spreadsheet, all enquirers were phoned within 24 hours to book a club tour with the aim of conversion by the following week.

The committee worked hard on several marketing activities:

- Website improvements: by updating the club's Google My Business listing, adding up to date COVID-19 information and updated reviews, they enhanced the club's online presence.
- Social media strategy: they created an Instagram account linked to their Facebook and Twitter accounts for greater social presence. By following local SW6 businesses, communities and other Surrey tennis clubs on Instagram, they generated 640 followers in two weeks. To engage followers, they create regular content to promote tennis at the club.
- Member-get-member (MGM) campaign: this was a three-tier approach to incentivise leads, tours and sales. Members received a free guest pass for every friend that toured the club, plus entry into a free prize draw to win a Head tennis racquet. If a Member's friend joined, they also received £25 on their card to spend behind the bar.
- Door-to-door outreach: by analysing existing member post codes, the committee identified streets in SW6 to target door-to-door, promoting tours around the newly refurbished tennis facility.

## LOOK LOCALLY TO GROW YOUR OWN MEMBERSHIP

The LTA national mapping tool breaks down the current UK tennis membership into six profiles and plots them by postcode, showing where 'lookalike' members and players may be found.

To acquire your local catchment map, speak to your Participation Development Partner (PDP) in your regional delivery network.

## FOLLOW US FOR MORE

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## SUCCESSSES

Marketing efforts paid off, despite the very slim budget. By introducing the member-get-member incentive, membership sales gained momentum in May 2020 post-lockdown.

Membership targets were met by the end of June and a waiting list set up. In total, membership increased by over 100 adults and 70 juniors.

In numbers:

- **230 leads** generated since May (61 are on waiting list and have not yet toured)
- **178 tennis memberships** were sold in May and June (adults and children)
- The MGM campaign delivered **45% of leads** and **65% of all sales**
- Google Search delivered **20% of leads** and **13% of all sales**
- **Marketing spend was just £100** plus the cost of MGM bar spend (taken from joining fee)

The club is very pleased with its current membership of 540 (of which 400 are tennis members). The marketing committee continues to develop strategic activities and offers, benefiting from the ability to measure marketing campaign performance.

*"With families looking to play tennis outdoors before the courts opened post-lockdown, we saw an opportunity to drive locals into the club. By introducing an internal member incentive, we began to see growth in May and by June our membership had increased by over 100 adults and 70 juniors."*

**Marketing Committee Member**  
The Parsons Green Sports  
& Social Club