

“MARKETING IS EVERYONE’S JOB”



Kim Letts, Director of Marketing
Greta Gantt, Marketing Assistant

2018 → 2019

APPRECIATION
RETENTION
RECRUITMENT



How can your CTA align with USTA Georgia's efforts this year?





ACE

- 10 Captains per month (Adult and JTT)
- Captains featured on ACE page on our website and on Social Media
- Greatest challenge – getting photos from captains



Captain appreciation month in your CTA that aligns with ACE calendar.





LEAGUE STATE CHAMPIONSHIPS

SETS IN THE CITY

TennisLink

BB&T Atlanta Open

THE QUEST FOR STARS AND TROPHIES

PLAY IT FORWARD

COACHES, ORGANIZERS, TEACHERS, JUNIORS AVAILABLE TO ASSIST NEW PLAYERS. APPLY NOW!

f Twitter YouTube



USTA Georgia would like to recognize our USTA League and Junior Team Tennis captains. Team captains are a key component of USTA League and JTT program, devoting significant time to organizing and managing league teams. Being a team captain is a job that pays no salary, has few perks and requires a time investment that few appreciate. Leagues could not exist were it not for team captains, as every team captain directly influences from 12-14 other teammates.



Margaret Mixon



Jackie Noltkamper



Jay Patouillet

Poll of the Week

Which player are you most looking forward to watching at the 2018 BB&T Atlanta Open?

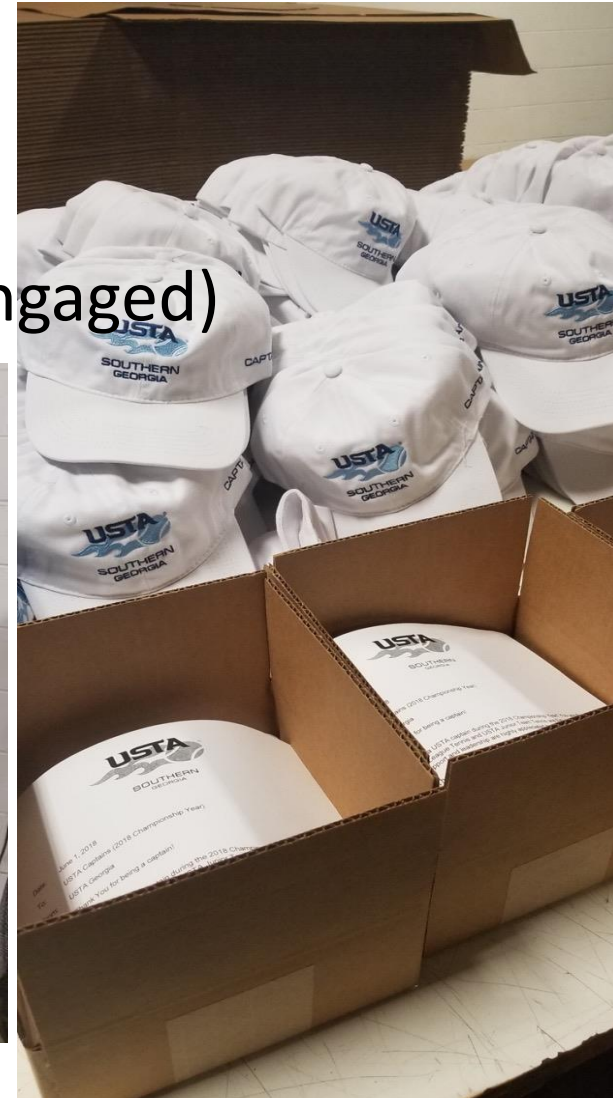
- Frances Tiafoe
- Jack Sock
- John Isner
- Keys/Stephens exhibition
- Nick Kryglos

VOTE

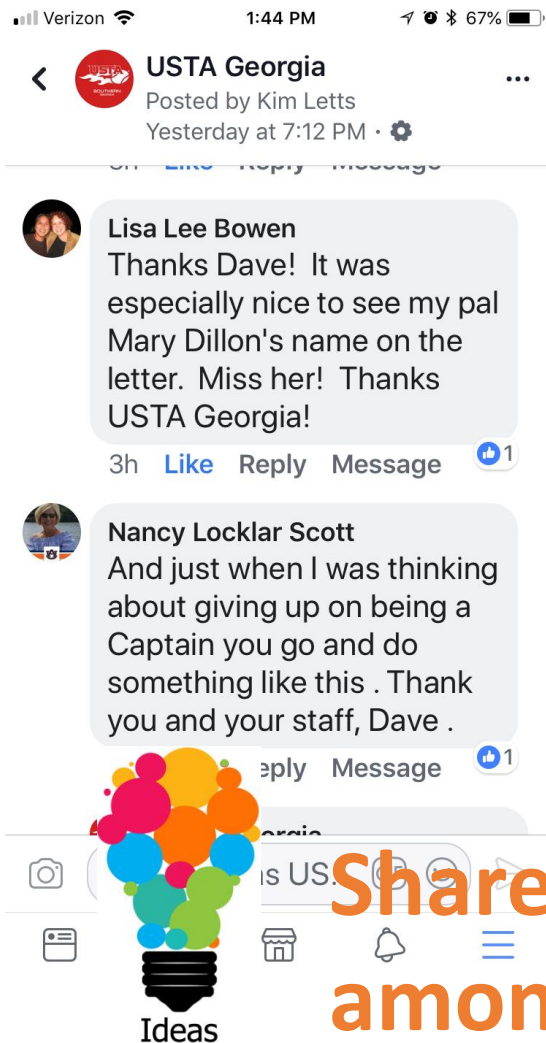


MORE CAPTAIN APPRECIATION

- Bi-annual gift (2018)
- Thank you letter
- Surprise and delight tactics (keep captains engaged)



LOTS of EXCITEMENT and ENGAGEMENT on FACEBOOK



Share on your social and talk it up amongst your captains.



PLAYER APPRECIATION – Birthday Gift for 40s, 55s and 65s



Birthday festivities? Remind your players to register for additional leagues. Social.



SPORTSMANSHIP – Adults and Juniors

Enhance player experience at State Tournaments



Start a Sportsmanship Initiative to improve and enhance player experience. Marketing Match Grant can help with funding.



RECOGNITION

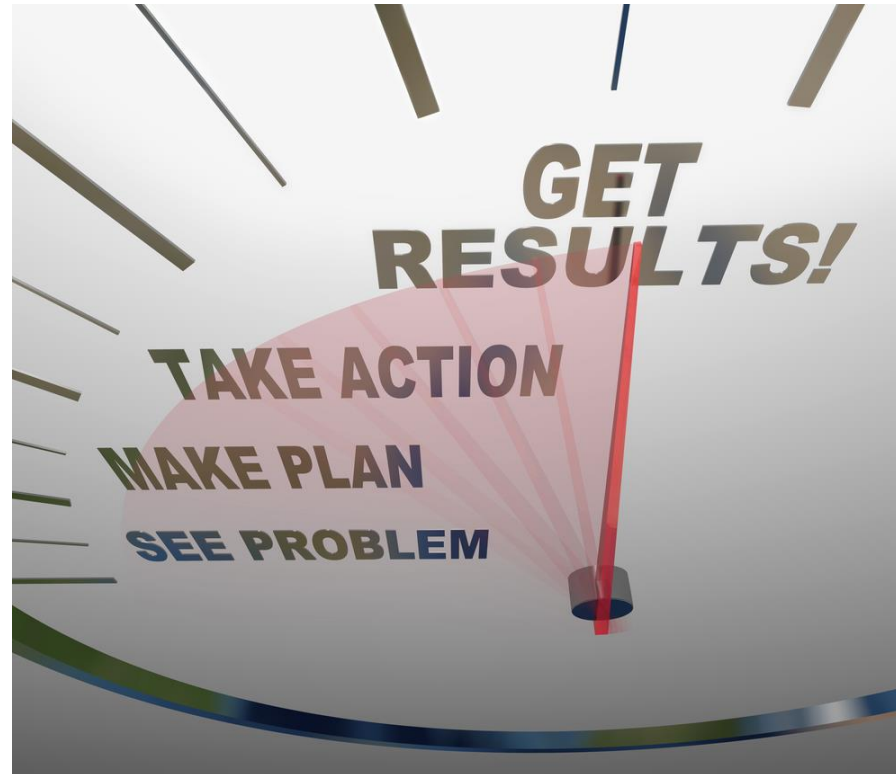
- Player can nominate an opponent *
- Referees and staff can recognize players



#PlayhardPlayfairGA



RECRUITMENT (New Adult Players)



Start a Tennis Apprentice program. Or ramp up recruitment efforts if you already offer Tennis Apprentice.





Meet New Players where they Live, Work and Play!

- Explore local event calendars
 - Festivals (Easter Egg Roll, Latino Festival)
 - 5Ks and other fun runs
 - Sporting events
 - Local gym
 - Grocery store or Mall
 - Local colleges
- Corporate Lunch and Play
- Word of Mouth



74% of consumers say engaging with branded event marketing experiences makes them more likely to buy or become involved with the product being promoted.

- Event Marketing Institute





SUPPORT and THANK YOU

- Tennis Ambassador Spiritwear
- Nametag and business cards
- Support from USTA Georgia Marketing
- Reimbursement for 2 seasons of League fees per year
- 2 Free BB&T Atlanta Open tickets
- Equipment as needed (net, racquets, foam balls)



FOR MORE ABOUT TENNIS AMBASSADORS, VISIT THE MARKETING RESOURCE PAGE



- FLYER
- APPLICATION



RECRUITMENT (Youth)

- Host a Team Challenge or Series (National)
- Host a Team Tournament Pilot (National)
- Refer a Teacher (USTA GA Schools)



Take advantage of the resources and support.



MARKETING MATCH GRANT
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MARKETING MATCH GRANT



Make a plan. Don't leave money on the table! Ask for help if you need it!



BRANDING

ANY TIME you use the USTA logo or the USTA Georgia logo, YOU MUST GET APPROVAL.





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