

You've Got a Marketing Friend in Me



Lindsey Davila & Reagan Stephenson





Lindsey Davila

Director of Marketing

- Been with USTA Georgia now for 13 years
- Love all sports and have played them all my life
- Started playing tennis at 8
- Baking is my side hustle (@Baker_by_moonlight)
- The beach is my favorite place
- Bucket list item is to fly in a fighter jet

Reagan Stephenson

Marketing Coordinator

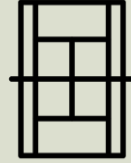
- Been with USTA Georgia for 6 months
- Graduated from UGA in May 2023
- Football, basketball, and tennis...oh my!
- Bucket list item: Wimbledon
- Big foodie & love to travel
- Mom to a (4-legged, tail included) teenager



“Waiting for perfect is never as smart as making progress.”

- Seth Godin

Agenda

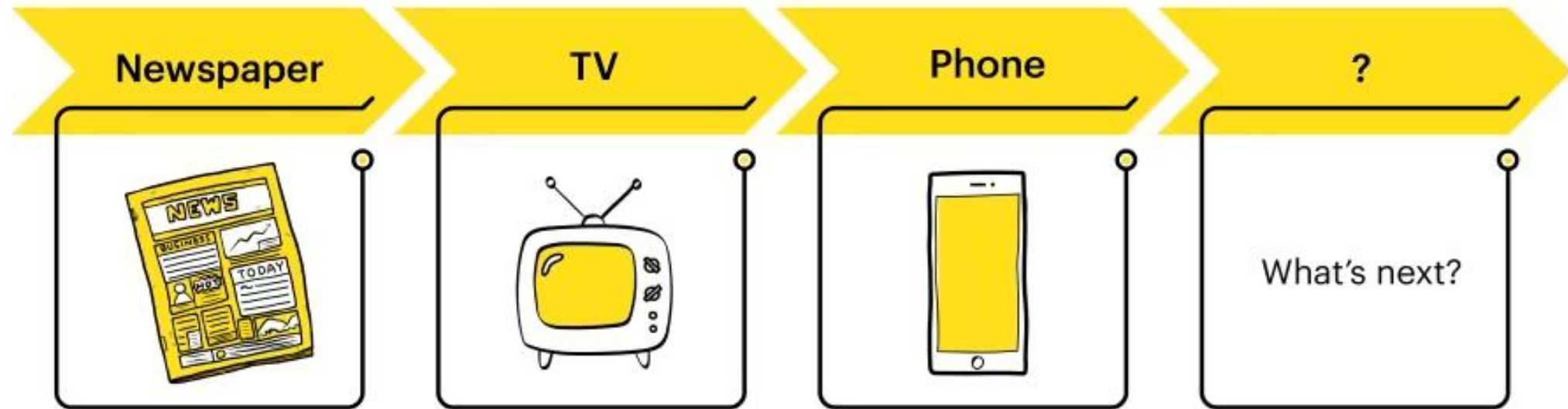


Topic	Detail
Marketing 101	Let's dive into different types of marketing and some fresh ideas!
Social Refresh	Social media overview
Yay for Ray!	Hear about all the great things Reagan can assist you with!
There's a grant for that!	Marketing Match grant, promo grant, social media grant
Logos/Takeaways	USTA brand (I don't make the rules!)

Marketing 101



The evolution of marketing

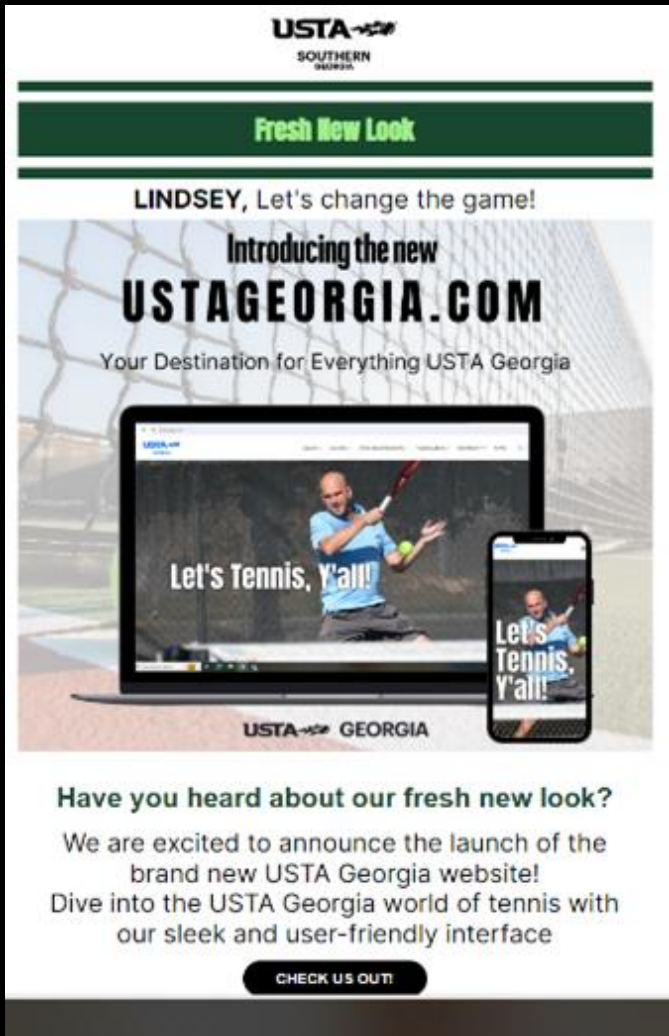


8 Types of Marketing

- Social Media Marketing
- Influencer Marketing
- Search Engine Marketing (SEM)/Google Ad Grant
- Event Marketing
- Email Marketing
- Print Marketing
- Direct Mail
- TV & Radio



Email Marketing




USTA SOUTHERN GEORGIA

Fresh New Look

LINDSEY, Let's change the game!

Introducing the new
USTAGEORGIA.COM

Your Destination for Everything USTA Georgia



USTA GEORGIA

Have you heard about our fresh new look?

We are excited to announce the launch of the brand new USTA Georgia website! Dive into the USTA Georgia world of tennis with our sleek and user-friendly interface

CHECK US OUT!



YOUR BIRTHDAY BRINGS NEW TENNIS PLAYING OPPORTUNITIES! (AND GIFTS!)

Since your 40th birthday occurs in 2023, you are eligible to start playing 40 & Over USTA League right now - even if your birthday isn't until December!

Contact your Local League Coordinator to find a new league. For more information, visit our website, ustageorgia.com, or call 404-256-9543.

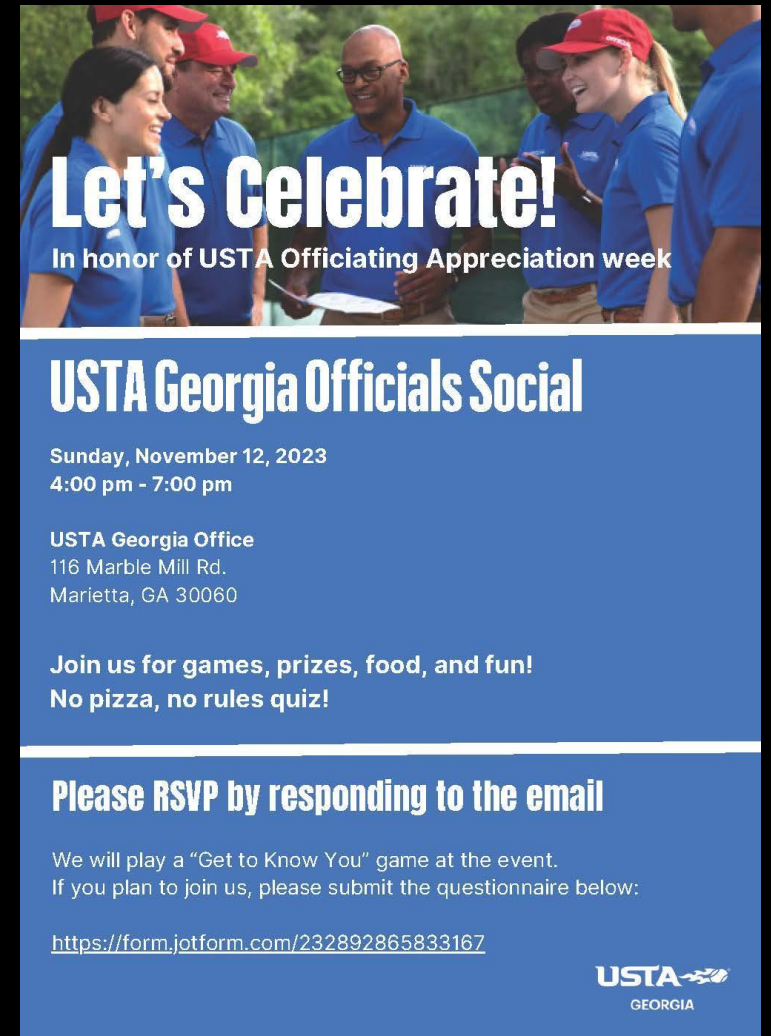
To celebrate, after you register for your 40 & Over team in Georgia, please enjoy a \$10 Amazon gift card on us! Click the REDEEM NOW button below to claim your gift.

HAPPY BIRTHDAY!

Redeem Now!



USTA SOUTHERN GEORGIA



Let's Celebrate!

In honor of USTA Officiating Appreciation week

USTA Georgia Officials Social

Sunday, November 12, 2023
4:00 pm - 7:00 pm

USTA Georgia Office
116 Marble Mill Rd.
Marietta, GA 30060

**Join us for games, prizes, food, and fun!
No pizza, no rules quiz!**

Please RSVP by responding to the email

We will play a "Get to Know You" game at the event. If you plan to join us, please submit the questionnaire below:

<https://form.jotform.com/232892865833167>

USTA GEORGIA

Print Marketing



CAPTAIN'S ACADEMY

Are you interested in becoming a USTA captain? Join us for an in-depth overview on how to captain including FAQ's and best practices.

OPEN TO NEW AND VETERAN CAPTAINS!

13 November
2pm - 5pm

Southern Brewing Company
231 Collins Ind Blvd
Athens, GA

Register: <https://cotatennis.net/store/captains-academy>

\$5 registration fee includes snacks and one free drink.

New & Current Captain Incentives available!



Play an Adult Tournament for FREE!

FREE ENTRY FEE FOR FIRST TIME ADULT PLAYERS

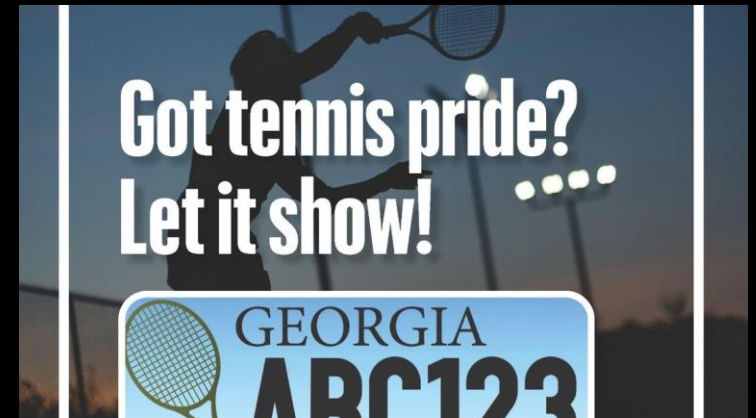
Are you a first-time adult tournament player, or have you yet to play an adult tournament in the past ten years? Then, we want to pay your way!

Register and compete in an Adult Georgia National level 1-7 tournament in 2023 and have your entry fee reimbursed. Even if you've already played in a tournament this year, you still qualify!


*Only first-time adult tournament players or players who haven't played an adult tournament in the past ten years will qualify. Limited time only.



LEARN MORE AT
USTAGEORGIA.COM




Got tennis pride? Let it show!




georgia.usta.com

Purchase a specialty Georgia Tennis license plate to both ride in style and make a difference in kids' lives. All net proceeds benefit the Georgia Tennis Foundation that supports in-school and after-school programs, plus our NJTL network across the Peach State.

AVAILABLE NOW AT ALL LOCAL DMV OUTLETS OR ONLINE.



SCAN THE QR CODE TO PURCHASE YOUR PLATE TODAY



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Direct Mail



Let's Tennis

LEARN THE SPORT OF A LIFETIME
WITH TENNIS APPRENTICE.



Tennis Apprentice is a program for brand new beginner players who want to learn a fun sport at any age and any fitness level. It teaches you the basics of tennis and gets you playing the game fast! All you need is a pair of tennis shoes and a willingness to learn the game.

What are you waiting for? Let's Tennis!

Explore how you can become a tennis player today.

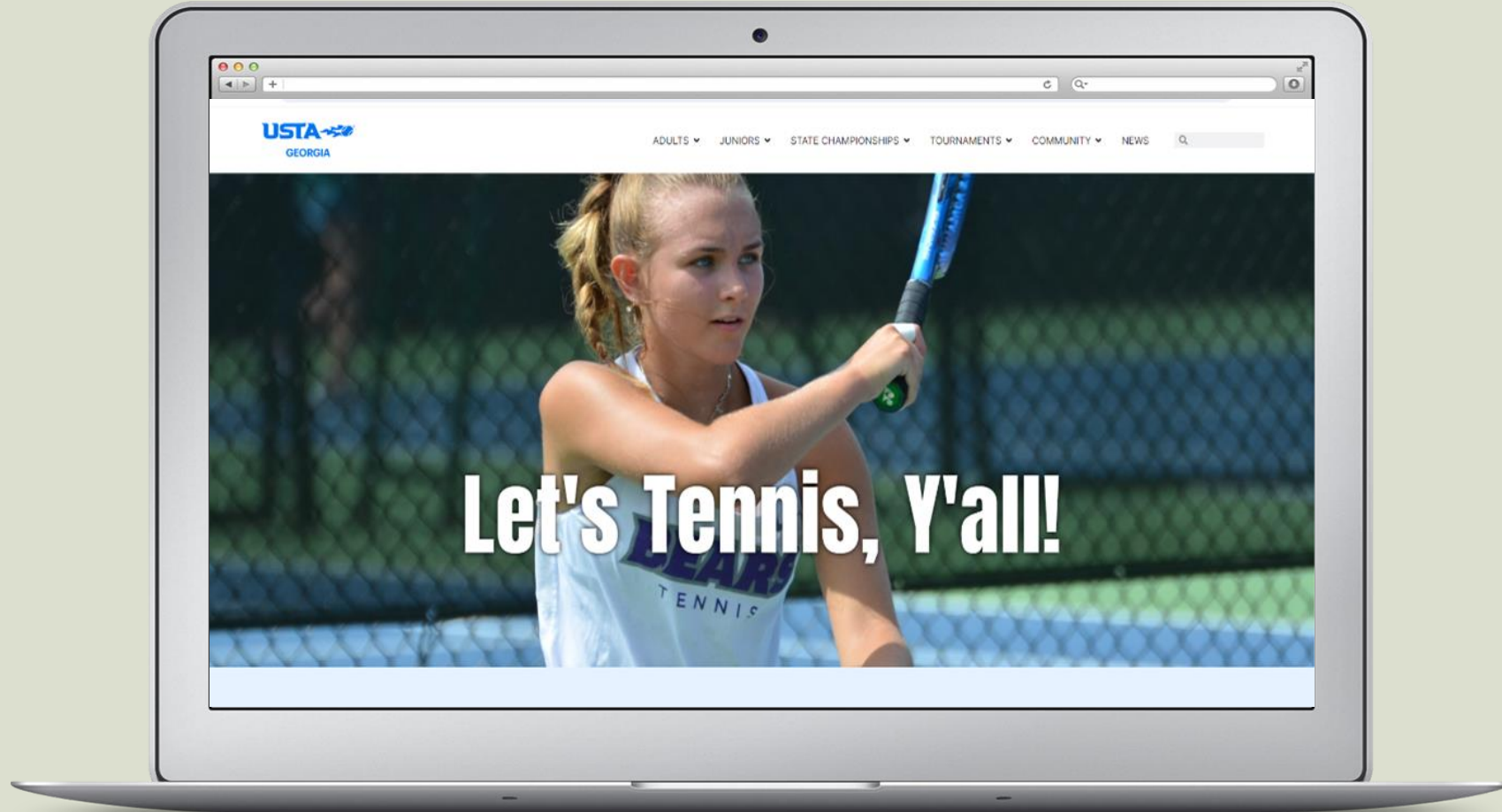


Learn more at:
georgia.usta.com/leagues/tennis_apprentice/player



Fresh New Look!

ustageorgia.com



Social Refresh



2023 Social Media Trends

LOGOS	 facebook	 Instagram	 twitter	 Linked in	 TikTok	 Snapchat
PEOPLE	<ul style="list-style-type: none"> • 23-34 • Boomers 	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/ wealthy 	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • 10-19, 20-34 • Roughly 50/50 Male/Female 	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens
CONTENT	<ul style="list-style-type: none"> • Photos & Links • Information • Live video 	<ul style="list-style-type: none"> • Inspiration & Adventure • Questions/ Polls 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Long-Form Content • Cover Values 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Silly • Feel-Good • Trends
STRATEGIES	<ul style="list-style-type: none"> • Local Marketing • Advertising • Relationship building 	<ul style="list-style-type: none"> • E-commerce • Organic engagement • Influencer 	<ul style="list-style-type: none"> • Customer Service • Ads for Males 	<ul style="list-style-type: none"> • B2B • Organic Engagement • International 	<ul style="list-style-type: none"> • Influencer Marketing 	<ul style="list-style-type: none"> • Video Ads • Location Based Marketing • App Marketing
INDUSTRIES	<ul style="list-style-type: none"> • Beauty/fitness • Jobs/Education • Healthcare • restaurants • Finance 	<ul style="list-style-type: none"> • Higher Edu • Sports • Nonprofits • Technology • Consumer goods • Office Supplies 	<ul style="list-style-type: none"> • Higher Edu • Sports • Food • Alcohol • Finance • Healthcare 	<ul style="list-style-type: none"> • Healthcare • IT • Construction • Public Admin • Retail • Manufacturing 	<ul style="list-style-type: none"> • Entertainment • Interior Design • Fitness • Beauty • Jewelry • Fashion 	<ul style="list-style-type: none"> • Schools • Gyms • Salons • Restaurants • Concerts
WEAKNESS	<ul style="list-style-type: none"> • Weak Organic Reach 	<ul style="list-style-type: none"> • High Ad Cost 	<ul style="list-style-type: none"> • Negative Emotions 	<ul style="list-style-type: none"> • Reporting & Custom Audience 	<ul style="list-style-type: none"> • Least Popular for Marketing 	<ul style="list-style-type: none"> • Can't Build Relationships

My social calendar is full!

November 2023													Facebook	Twitter	Instagram	Events
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday										
			1	2	3	4										
			ICYMI awards	National Champion	Combo State Chp weeks											
			ICYMI awards	National Champion	Combo State Chp weeks											
					GTF Givea											
5	6	7	8	9	10	11										
	GTF Givea		First time tournament pro	College Showcase	NJTL Player testimonial	Veteran's Day post for nat										
	GTF Givea		First time tournament pro	College Showcase	NJTL Player testim.	Veteran's Day post for Nat										
12	13	14	15	16	17	18										
	World Kindness Day #WKL	NJTL Spotlight (Above the	College Showcase	Save the Date (Giving Tue	NJTL Player John Funny II	Southern Award Winners										
	Sportsmanship Story	NJTL Spotlight	Sportsmanship story	Donoff Cup	NJTL Player testim.	Southern Award winners										
			sportsmanship story	Donoff Cup												
19	20	21	22	23	24	25										
Save the Date Giving Tues		NJTL Player Jordan Funny	NJTL Spotlight	Thanksgiving		GTF logo										
		NJTL Player testim.	NJTL Spotlight	Thanksgiving		GTF logo										
		Southern Award winners														
26	27	28	29	30												
	NJTL Spotlight	Giving Tuesday	College Showcase	YE ratings published tomc												
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Notes:																



Health benefits of tennis

USTA GEORGIA

Tennis players add **9.7 years** to their life over sedentary individuals.

Playing tennis **3 hours per week** can reduce your risk of cardiovascular disease by **56%**.

Tennis promotes **physical, mental, social, and emotional health** which can help with managing stress.

Tennis is healthier for the **heart** than other traditional sports.

Playing tennis uses skills that all contribute to good hand-eye coordination and reaction time. Plus, improve your agility and balance.



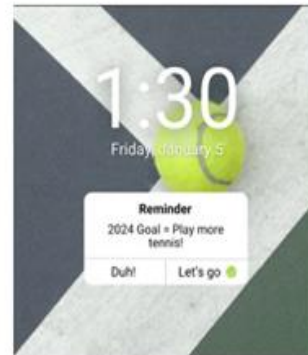
Yay for Ray! 

Extra, Extra! Ray's all about it!

- Social Media assistance
 - Social Media Grant
- The Social Serve
- Need a flier created? Ray can show you the way!



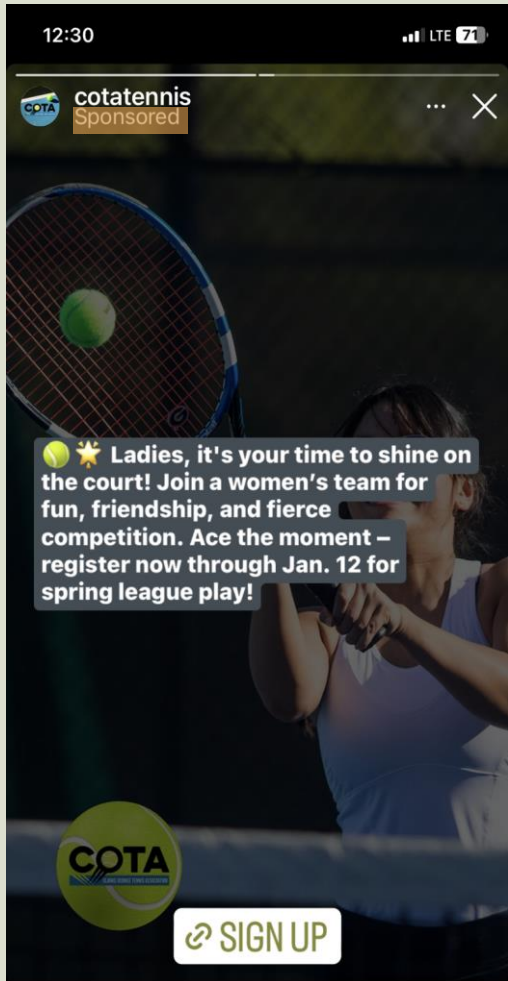
Content Inspiration
(Click images to download)



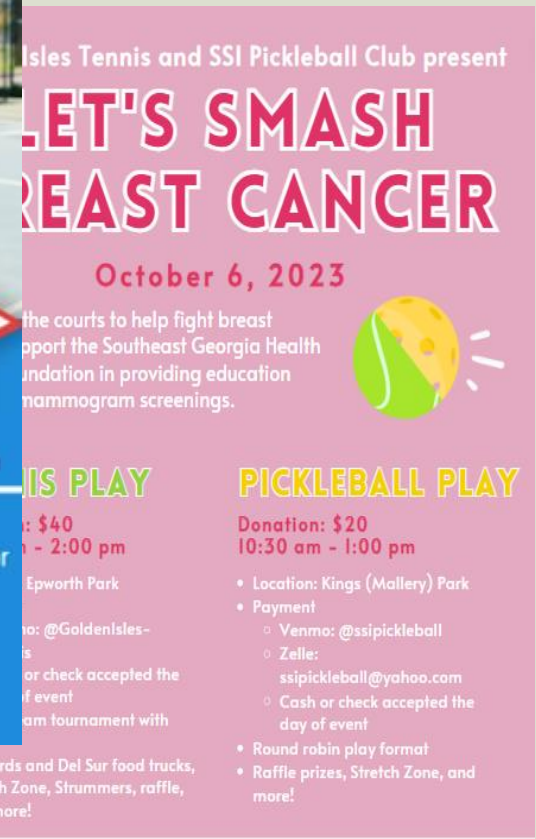
Social Media Tips and Tricks

1. Using Facebook and Instagram Stories - Stories are great for in-person, action shots or videos; plus, you can re-share your posts on stories to emphasize important information. Stories also have fun features like stickers, location tags, and music!

Let's Get Social



Flyers for Everyone



There's a grant for that!





Grants available to you

- Marketing Match Grant
 - 50/50 Grant

- Promotional Grant
 - Available for CTA's hosting events and need USTA Georgia branded promotional items
 - Booth space fee

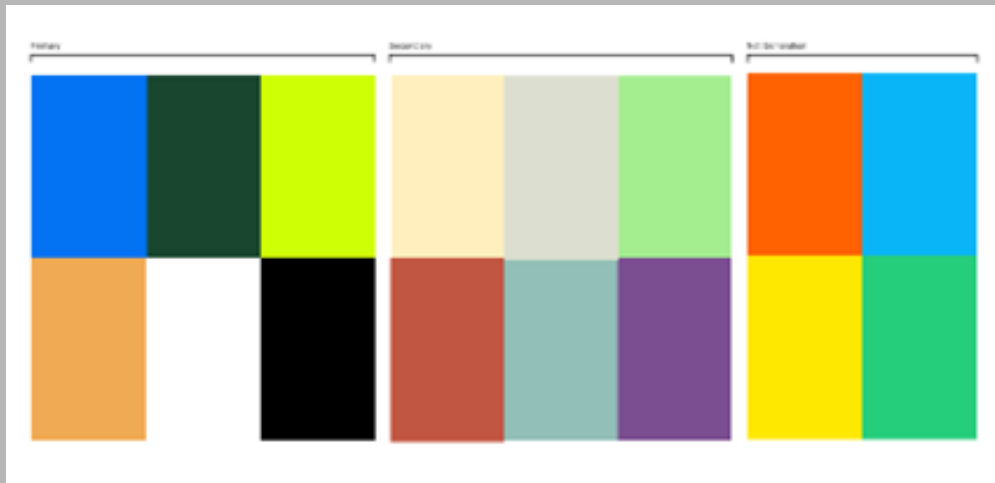
- Social Media Grant
 - Receive up to \$2,000



That's a great idea!

- Banners (retractable and feather)
- Tennis Apprentice Apparel for gifts to pro's
- Yard signs, car magnets, t-shirts, etc.
- Logo'd captain gifts
- Random Acts of Kindness gifts
- Fence banners
- Promotional items
- Website enhancements (pop up feature)

Logos/Takeaways





Random Acts of Kindness Day

February 17, 2024

- Cans of tennis balls
- Hand warmers
- Promo items with your CTA logo
- Bottles of water
- Captain appreciation gifts

Takeaways!

- Don't wait for a perfect time or idea to market. Just do it!
- Branch out with different types of marketing
- Freshen up your website if it needs it
- Get creative with your social media!
- Work with Ray on refreshing your social media tactics!
- Apply for those grants!
- Be mindful of the USTA logo and know how to use it
- Use the USTA Georgia Marketing team! We are here to help 😊

