# 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

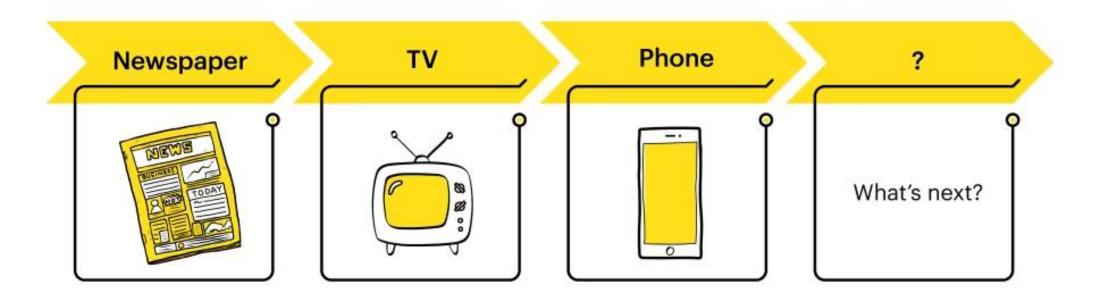
Agenda	
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Topic	Detail
Marketing 101	Let's dive into different types of marketing and some fresh ideas!
Social Refresh	Social media overview
Yay for Ray!	Hear about all the great things Reagan can assist you with!
There's a grant for that!	Marketing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

# Marketing 101

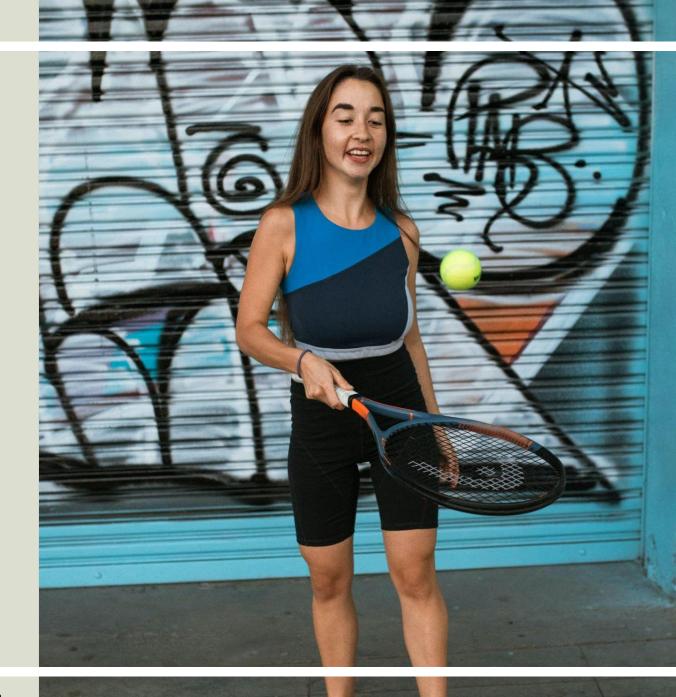


### The evolution of marketing



## **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

#### Fresh New Look

#### LINDSEY, Let's change the game!

#### Introducing the new USTAGEORGIA.COM

Your Destination for Everything 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!



### 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

# 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

New & Current Captain Incentives available Register: https://cotatennis.net/store/captains-academy

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



### **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.





GEORGIA





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 afterschool programs, plus our NJTL network across the Peach State.

AVAILABLE NOW AT ALL LOCAL DMV OUTLETS OR ONLINE.



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SCAN THE QR CODE TO PURCHASE YOUR PLATE TODAY



GEORGIA





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.



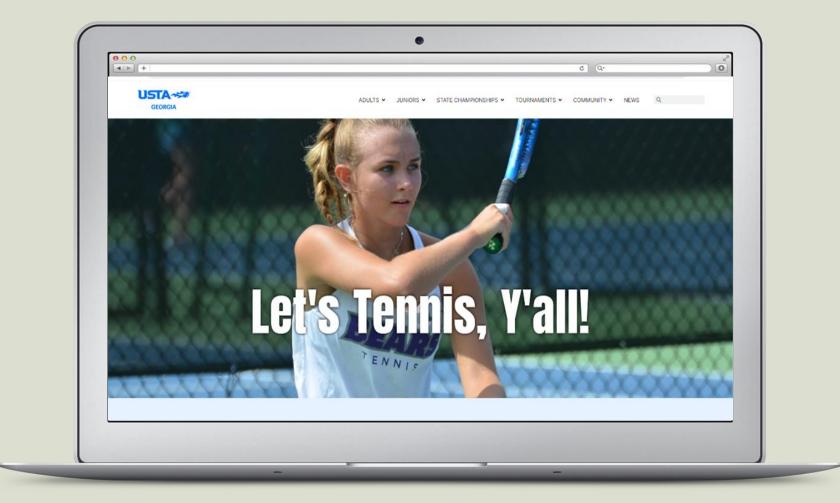
Learn more at: georgia.usta.com/leagues/tennis\_apprentice/player

LEARN THE SPORT OF A LIFETIME WITH TENNIS APPRENTICE.



USTA Georgia
 USTA Georgia
 USTA Georgia
 USTA Georgia

### Fresh New Look! ustageorgia.com



# Social Refresh



### **2023 Social Media Trends**

LOGOS	facebook	Instagram	twitter	Linked in	TikTok	Snapchat
PEOPLE	•23-34 •Boomers	• 18-24, 25-34 • Millennials	•25-34, 35-49 •Educated/ wealthy	•46-55 •Professionals	•10-19, 20-34 •Roughly 50/50 Male/Female	•13-17, 25-34 •Teens
CONTENT	•Photos & Links •Information •Live video	• Inspiration & Adventure • Questions/ Polls	• News • Discussion • Humor	•Long-Form Comtent •Cover Values	•Entertainment •Humor •Challenges	• Silly • Feel-Good • Trends
STRATEGIES	•Local Marketing •Advertising •Relationship building	•E-commerce •Organic engagement •Influencer	• Customer Service • Ads for Males	•B2B •Organic Engagement •International	• Influencer Marketing	• Video Ads • Location Beased Marketing • App Marketing
INDUSTRIES	•Beauty/fitness •Jobs/Education •Healthcare •restaurants •Finance	• Higher Edu • Sports • Nonprofits • Technology • Consumer goods • Office Supplies	• Higher Edu • Sports • Food • Alcohol • Finance • Healthcare	•Healthcare •IT •Construcation •Public Admin •Retail •Manufacturing	•Entertainment •Interior Design •Fitness •Beauty •Jewelry •Fashion	• Schools • Gyms • Salons • Reasaurants • Concerts
WEAKNESS	• Weak Organic Reach	• High Ad Cost	Negative Emotions	•Reporting & Custom Audience	• Least Popular for Marketing	• Can't Build Relationships

## My social calendar is full!

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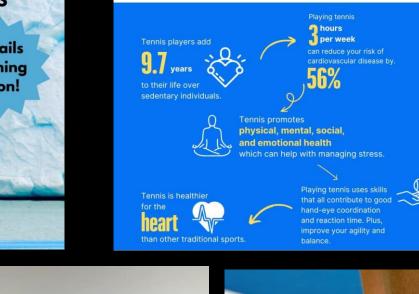


usta\_georgia · Original audio

USTA Georgia Mixed Doubles League State Championship

USTA

time for a little OOTD Outfit Of The Day



**Health benefits** 

of tennis





USTA-50

GEORGIA

# Yay for Ray! 🖒

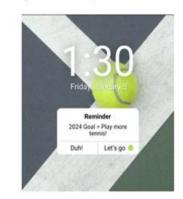


### Extra, Extra! Ray's all about it!

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



Content Inspiration (Click images to download)



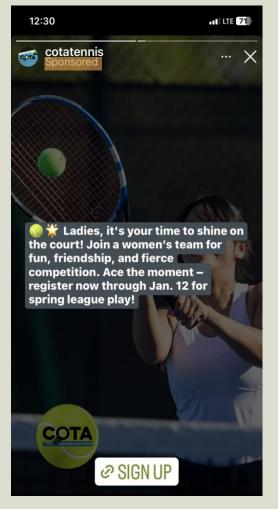




#### **Social Media Tips and Tricks**

 Using Facebook and Instagram Stories - Stories are great for inperson, 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



8:54 ... 56% C3 View all 71 comments December 28, 2023 etowahvalleytennis Sponsored for ALL ages 18 and up \$60 cash or check

\$60 cash or check includes a racquet, 1 year USTA membership, and 1st team. Experienced coaches who

...

>



MountainBrook Courts 12 MountainBrook Drive Cartersville, GA 30121 Gattersville, Gattersville, Gattersville, Gatte

Text Chandler for any questions: 678-218-8566

Visit Instagram Profile

#### $\bigcirc \bigcirc \bigcirc \blacksquare$

8 likes etowahvalleytennis Tennis 101... more

## **Flyers for Everyone**

### JUNIOR TEAM Z

OVEMBER 11 | 9:30 AM - 12 PM | MITCHELL COUNTY TENNIS CENTER

Fee: \$24

Grab your friends and meet us on the courts as we honor those who served this

\* \* \* \* \*

Pay and register at the door Age Divisions:

14 & Under 18 & Under \*Beginner and Intermediate levels for both age divisions

at the door pworth Park

> is or check accept afe f event ons am tournament

Halyards and Del Sur food tru
 Stretch Zone, Strummers, raff

#### Isles Tennis and SSI Pickleball Club present ET'S SMASH EAST CANCER

October 6, 2023

he courts to help fight breast port the Southeast Georgia Health ndation in providing education nammogram screenings.

PICKLEBALL Donation: \$20

10:30 am - 1:00 pm

Location: Kings (Mallery) Pa
 Payment

Venmo: @ssipickleball
 Zelle:

ssipickleball@yahoo.com
Cash or check accepted the

- Round robin play format
- Raffle prizes, Stretch Zone, and more!

# There's a grant for that!





## Grants available to you

- Marketing Match Grant
   O 50/50 Grant
- Promotional Grant
  - O Available for CTA's hosting events and need USTA Georgia branded promotional items
  - O Booth space fee
- Social Media Grant
   O 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











SOUTHERN GEORGIA



SOUTHERN GEORGIA

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## **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



