

Market Like You Mean It



Marketing Inspo at your Fingertips with Lindsey & Reagan!



Lindsey Davila

Director of Marketing

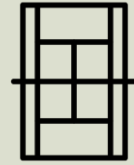


Reagan Stephenson

Marketing Coordinator



Agenda



Topic	Detail
What & Why?	What is a marketing campaign and why should I even do one?!
Types of Campaigns	Campaigns you can use to achieve various marketing goals
Creating a Marketing Campaign	Top 10 How To's on achieving an executing an amazing campaign
Past, Present, and Future	A look into current campaigns as well as what's to come!
Breakout	Time to create your very own campaign!
Ray of Social Sunshine	Let Ray help your CTA master the art of stunning and strategic design

**“Marketing is really just about
sharing your passion.”**

— Michael Hyatt

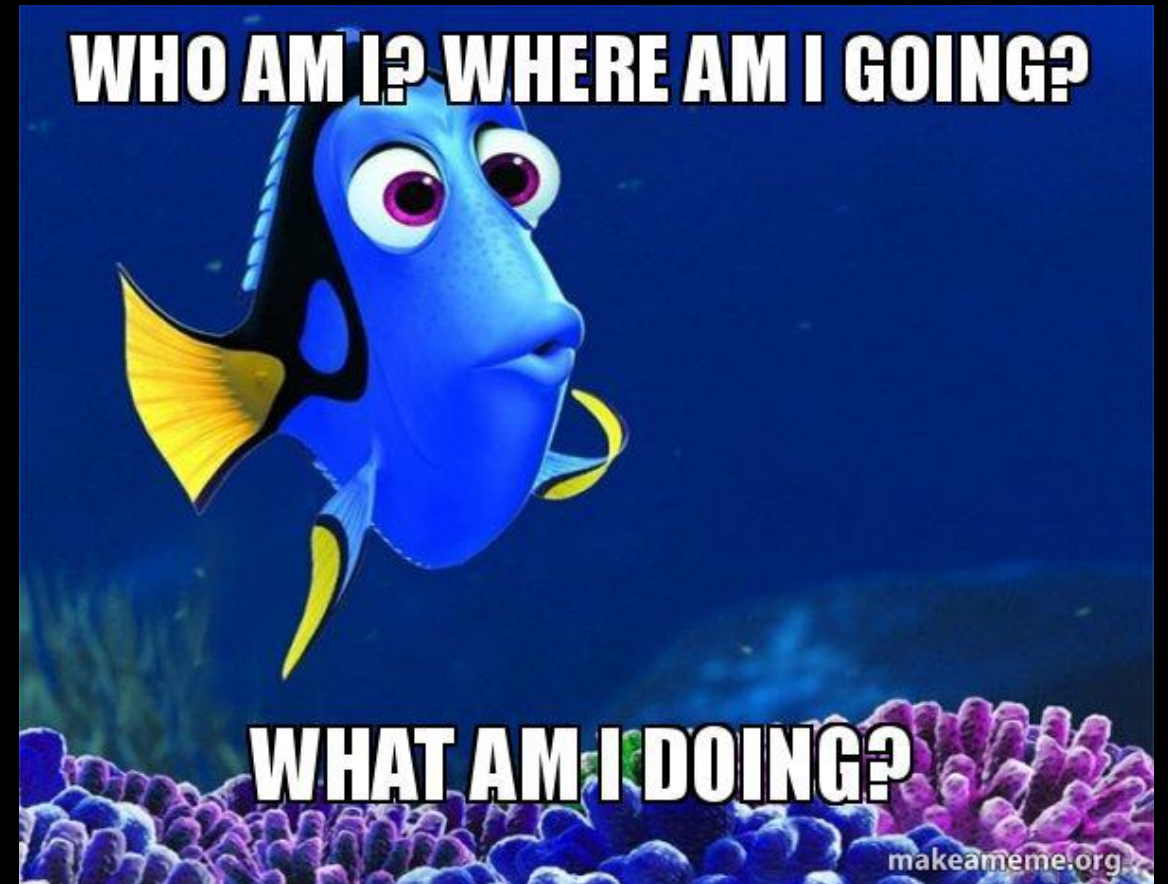
What & why?



What is this and why am I even doing one?

What is a Marketing Campaign?

A marketing campaign is a strategic effort to promote a product, service, or brand through channels like TV, social media, and email. Its main goal is to boost brand awareness and attract new customers.





If they think your dreams are crazy,
show them what crazy dreams can do.

 Just do it.

Benefits of Marketing Campaigns

- Increased sales
- Better brand recognition
- Enhanced brand image

Types of Marketing Campaigns

Campaigns you can use to achieve various marketing goals



YOU'RE NOT YOU WHEN YOU'RE HUNGRY **SNICKERS**



Types of Marketing Campaigns

- Seasonal Push
- Product Launch
- Brand Awareness
- Contest Marketing

Creating a Marketing Campaign

TOP 10 LIST



Creating a Marketing Campaign

Top 10 List

1. Define your goals
2. Know your audience
3. Craft your message
4. Choose your channels
5. Set your budget

Share a Coke with

Toni

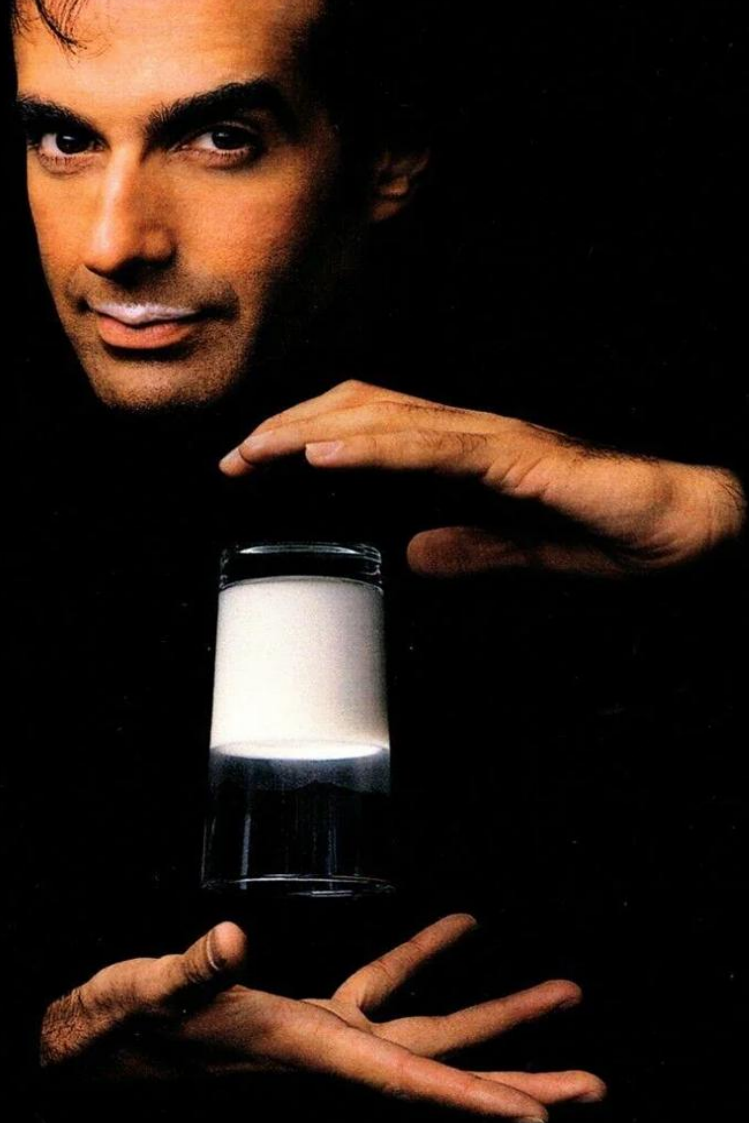


Dove



We do real care so you can do real beauty





With a wave of my hand, skim milk will now be called fat free milk.
But this is no illusion. Skim milk has always been fat free. And it's
always had all of the nutrients of whole milk, too. Which reminds me,
it's time to perform my favorite bit of magic. Making it disappear.

MILK

Where's your mustache?™

DAVID COPPERFIELD ©1997 NATIONAL FLUID MILK PROCESSOR PROMOTION BOARD

For More Information
1-800-WHY-MILK

Creating a Marketing Campaign Cont.

6. Build creative content
7. Use technology
8. Collaborate
9. Monitor & adapt
10. Create a follow up plan

HAPPY BIRTHDAY

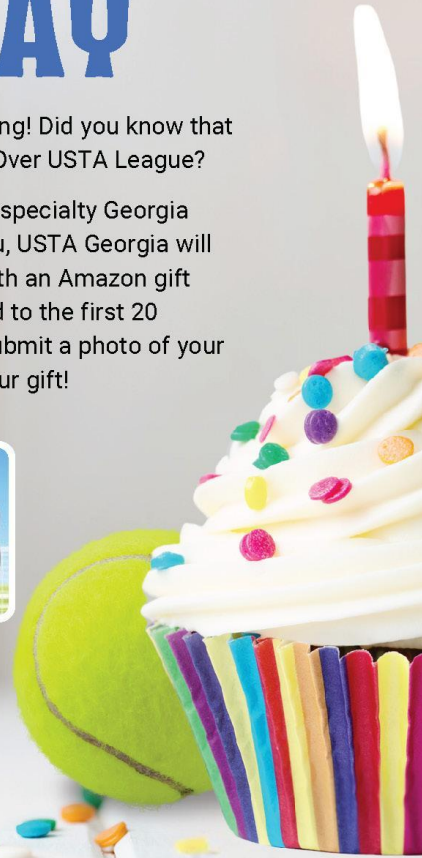
Turning 40 just got a lot more exciting! Did you know that you're eligible to start playing 40 & Over USTA League?

Show your love for the game with a specialty Georgia Tennis license plate! As a gift to you, USTA Georgia will cover the \$25 manufacturing fee with an Amazon gift card. Don't wait—this offer is limited to the first 20 purchases. Already have a plate? Submit a photo of your updated renewal sticker to claim your gift!



After you order your license plate, claim your \$25 gift.

REDEEM NOW!



Christmas in July

DONATE TODAY AND RECEIVE A CHRISTMAS ORNAMENT AS A TOKEN OF OUR APPRECIATION





USTA GEORGIA
TENNIS RACQUET DONATION DRIVE
MAKE A DIFFERENCE IN YOUR COMMUNITY!

We are looking to provide tennis racquets for Middle and High School tennis teams in multiple counties across the state of Georgia.

They are 2 ways you can contribute!

#1 Drop off at the USTA Georgia office
 Tuesday, Wednesday, or Thursday:
 116 Marble Mill Road
 Marietta, GA 30060

#2 Email Fiona Hatton at
hatton@ustageorgia.com
 to organize pickup.

USTA GEORGIA
THANK YOU FOR YOUR DONATION!

Lets pop OPEN the fun!

Join the Get One, Give One movement

In honor of this years US Open, Be OPEN to giving back and tell us who you think deserves a case of tennis balls and why! If your story is chosen, you get a case as well!



Get one!



Give one!

USTA GEORGIA

Tennis usta.



Tennis you.

Tennis me.

Tennis us.

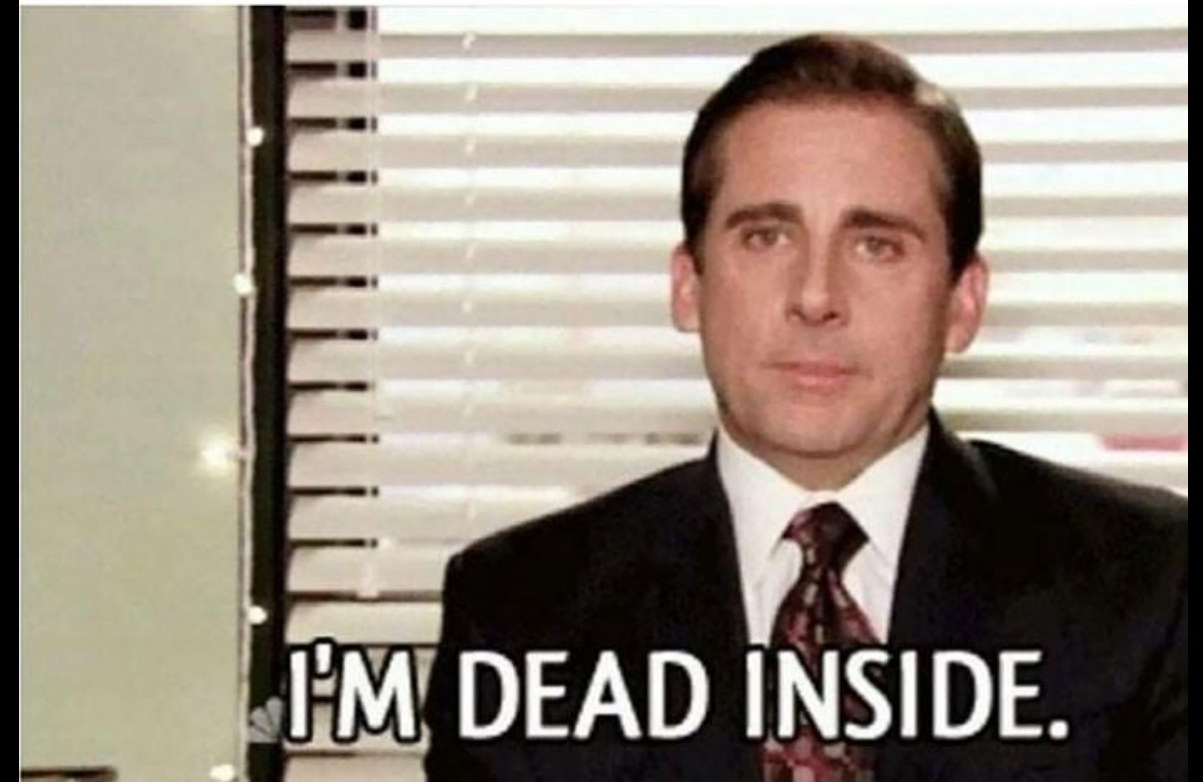
Tennis usta.



Create your Own Campaign!

- ❑ Create a contest
- ❑ Brand Awareness for your CTA
- ❑ NTM event promotion

When people ask how I handle this job...



Ray of Social Sunshine



Clear away the clouds and let your social media shine



Let's Be Social

- The Social Serve
 - Content ideas
 - Tips and tricks
- Social Media Grant
- Want to grow your social media? Let's chat!



The Social Serve

December 2024

In collaboration with Cute Tennis Stuff, USTA Georgia debuts its **Winter Merch Collection!**

Upcoming for USTA Georgia

2024 Annual Awards
USTA Georgia announces its 2024 Award Winners [More Info](#)

February 8-9, 2025
USTA Georgia CTDW & Annual Meeting [More Info](#)

Social in December

National Day Calendar
Notable mentions of the month:

12/3	Giving Tuesday
12/4	National Cookie Day
12/13	National Cocoa Day
12/18	National Twin Day
12/25	Christmas
12/31	New Year's Eve

[Website Link](#)



DESTINATION: **MACON**



THE MERCER TENNIS CLASSIC | OCTOBER 17 - 20
GRAND SLAM GETAWAY PACKAGE

PACKAGE INCLUDES:

- 3-night stay at 1842 Inn
 - Double Occupancy: \$595 (King Bed) \$500 (Queen Bed)
 - Single Occupancy: \$1060 (King Bed) \$860 (Queen Bed)
- VIP Passes to the **Mercer Tennis Classic**
 - Complimentary food and beverage provided.
- Friday morning drills with Pro players
- Saturday evening Rock Candy Walking Tour, "Free Birds & Night Owls."
 - Discover the rich history of Macon Music - including Otis Redding, Little Richard and The Allman Brothers.

ADD ON DINING



\$50 Per Patron
(Excludes gratuity & alcohol)

Enjoy a dining experience at Brasserie Circa, featuring contemporary French and European cuisine and handcrafted cocktails.

SECURE YOUR RESERVATION FOR THE MERCER TENNIS CLASSIC TODAY



THE MERCER TENNIS CLASSIC

Entering its 11th year in Macon, The Mercer Tennis Classic is an USTA Pro Circuit (\$100,000 prize pool) featuring some of the hottest rising stars in women's professional tennis. Past participants include Taylor Townsend (defending champion), Emma Navarro, Madison Keys, Jessica Pegula, Beatriz Haddad Maia, Katie Volynets and more.



TEACHERS WHO TENNIS EVENT

OCT 6, 2024 | 3:30 - 5:30 PM

John Drew Smith Tennis Center
3280 N Ingle Place
Macon, GA 31210

Teachers' emotional and mental wellbeing is essential to their success in and outside the classroom. Come to know tennis as a great wellness and stress-relieving activity with drills and activities instructed by pros.

Participants will receive:

- Free tennis lesson
- Food & refreshments
- Racquet for drills
- Special gift

SCAN FOR INFO AND TO REGISTER






JUNIOR TEAM TENNIS

AGE DIVISIONS
10 and Under through 18 and Under
Beginner and intermediate levels for all divisions.

9:30 am START

May 18 June 8 June 15

Mitchell County Tennis Center
85 Industrial Blvd, Camilla, GA

If interested in playing, please contact Carol Shiver.
229-328-6147 swgatennis@gmail.com

Let's SMASH Breast Cancer

Join us on the courts to support Southeast Georgia Health System Foundation for local mammogram screenings to fight breast cancer!

\$40 per person **SATURDAY, OCTOBER 19TH**
10:00am - 2:00pm

Epworth Park Tennis Courts
108 Lady Huntington Drive, Saint Simons Island, GA

Payable prior to event with Venmo: @goldenlesles-Tennis
Day of payments can be made with cash, check, or credit card

Register by OCT. 16



Grab your racquet for a triples tournament and clinic beforehand.

- Food Trucks
- Bake Sale
- Silent Auction/Raffle and more!

For more information or questions, please email info@goldenleslestennis.com

Designs that Shine

- Digital and print
- Flyers, graphics, shirts...you name it!
- Canva workshop - tomorrow



What's to come!

- Captain Recognition
- JTT Promotion
- After School Grant

Don't forget!

- 50/50 Marketing Match Grant
- Promo Grant