

# Game Plan for Growth

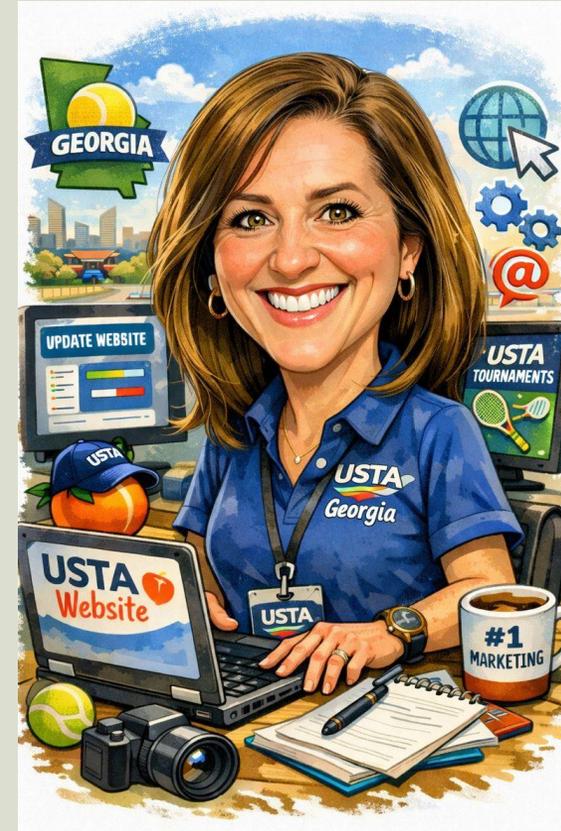
Practical Marketing Ideas To Help Attract & Engage Players



# Who We Are!



**Lindsey Davila**  
**Director of Marketing**



**Mary Johnson**  
**Marketing Coordinator**

# Agenda

<b>Topic</b>	<b>Detail</b>
<b>Understanding your CTA</b>	Who you serve and what they need
<b>What Makes You Special</b>	What makes your programs welcoming, fun, and worth joining
<b>Simple Marketing That Works</b>	Content, social media, email, and promotions CTAs can actually manage
<b>Growing Without the Stress</b>	What to measure, what to ignore, and how to keep marketing realistic
<b>USTA Resources</b>	Marketing Generator, Templates and Grants for the win!
<b>Wrap This Up Already</b>	Questions!

**“Marketing is no longer about the stuff you make,  
but the stories you tell.” – Seth Godin**



# Understanding Your CTA

# Who You Serve & What They Need

- League Players
- New Adult Players
- Social/Lifestyle Players
- Juniors & Parents

## Key Questions to Ask

- Who is showing up consistently?
- Who do we want more of?
- Any barriers? (time, intimidation, cost)



# What Makes You Special



# What Are You Offering?

- Welcoming environment
- Community connection
- Player pathways
- Fun, fitness, and friendships

**Write one sentence that describes your CTAs “why”**



# Simple Marketing That Works

# Content

- Player spotlights (Adults, Juniors, Volunteers)
- Short video clips from matches or clinics
- Community moments
- Testimonials from parents & players





# Social Media That Serves

- Keep it simple and consistent
- Pick 1-2 platforms (Facebook, Instagram)
- Post 2-3 times per week
- Photos, photos, photos!



# Email That Gets Opened

- Clear subject lines
  - Ex: “3 Ways to Play Tennis in (your city) This Month
  - Need help? ChatGPT it!
- Short and skimmable
- One clear call to action

AYTEF February Block Party Registration is LIVE!



FEBRUARY 27, 2026 6:00-8:00PM

**FREE!**

Fair Oaks Tennis Center  
1460 W Booth Rd EXT SW

SCAN HERE | <https://tinyurl.com/Feb26-BP>

AYTEF

# BLOCK PARTY

FEBRUARY 27

**STATIONS: TENNIS, GAMES, PRIZES | FOOD & FAMILY FUN**

Players ages 5-13. No prior experience or equipment necessary

All participants must be accompanied with an adult guardian 18 years+



COMMUNITY TENNIS ASSOCIATION VALDOSTA

TENNIS VALDOSTA PRESENTS

# Spring Fling

## TENNIS SOCIAL

THURSDAY | **APRIL 17** | AT 6:30PM

McKey Park | 112 Burton Street | Valdosta, GA

*See you there*

Your Invited to Join Us

# Friendsgiving

## Eat. Drink & Play!

**Rally for Heather Hayes**

Friday, November 7th 10am - 12:30  
Dellinger Park Tennis & Pickleball

Please text 602.703.2375 to RSVP  
Name: Tennis or Pickleball. Level

**\$40** Venmo: Heather Hayes@hahayes10s  
or cash day of event

**Competitive Round Robin Play**  
**Timed Rotations**  
**Bring a Dish**

# Promotions That Work

- Bring – a – friend play days
- Free intro clinics
- New to League info + play night
- Themed events
  - Summer Kickoff, Back to School, Glow Tennis

Junior Tennis APPRENTICE

Get on the fast-track to USTA Atlanta League play

- Beginner Tennis Program
- One-year USTA Membership Upon Request
- Six Hours of Tennis Lessons with Experienced Professionals
- Free Racket
- Free Season of USTA Junior Adult Team Tennis!
- Cost: \$59

USTA ATLANTA

TEACHERS WHO TENNIS

## Serve Up Some Self-Care!

**MONDAY, AUGUST 25, 2025 | 6:00 - 8:00 PM**

Mitchell County Tennis Center  
85 Industrial Blvd  
Camilla, GA 31730

Your well-being matters—on and off the clock. Join us for Teachers Who Tennis, a fun and energizing event designed just for teachers. Discover how tennis can be a powerful tool for stress relief, movement, and mental wellness. You'll enjoy beginner-friendly drills, games, and plenty of smiles. No experience needed—just come ready to play, relax, and recharge.

Participants will receive:

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

Questions? Contact Carol Shiver at (229) 328-6147

SCAN FOR

MITCHELL COUNTY TENNIS CENTER USTA ATLANTA

# Growing Without the Stress

# Measure What Matters

- Registrations
- Attendance
- Email Opens
- Social Engagement
- Which metric matters most for your CTA right now?



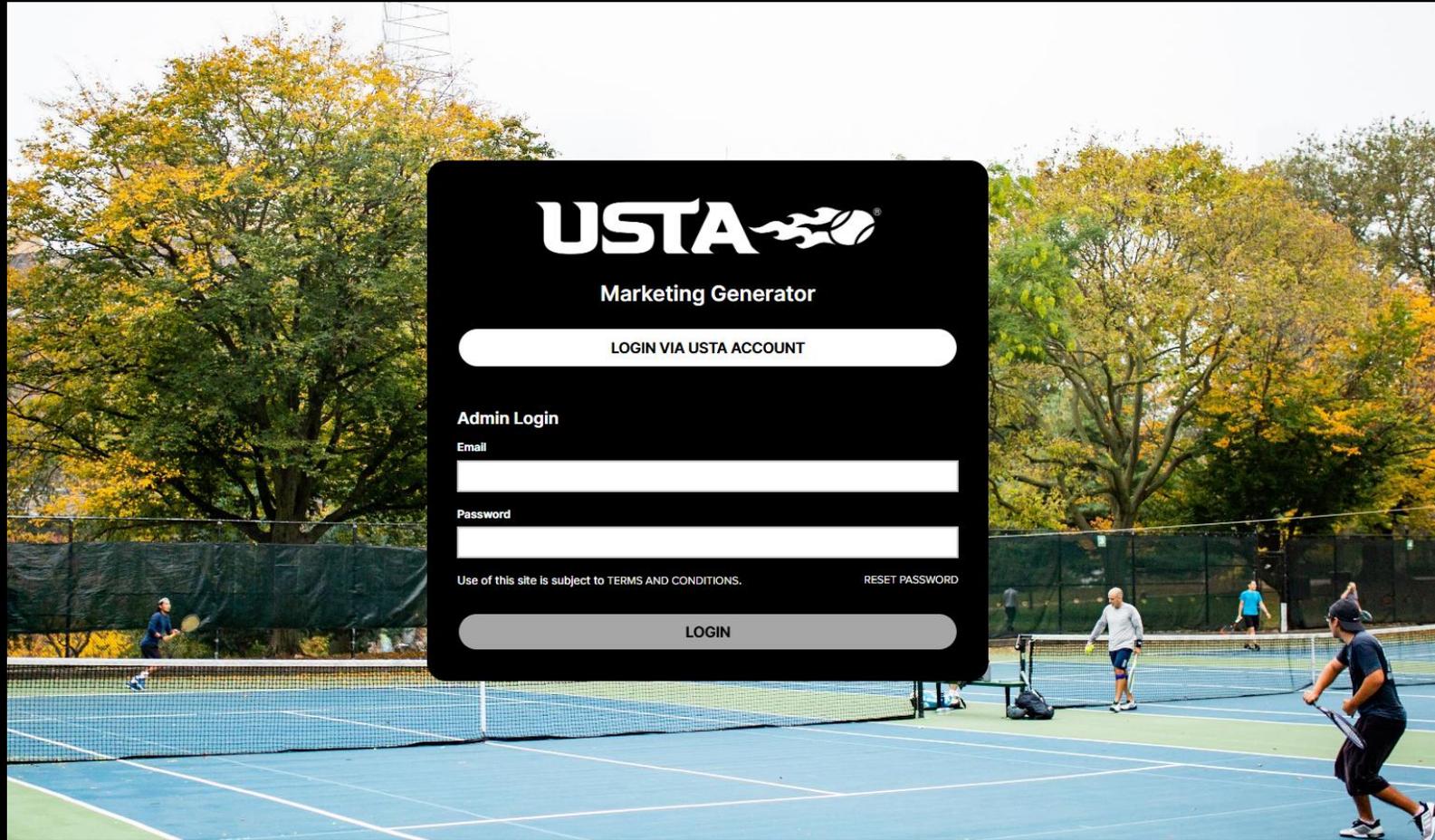


# What NOT to Stress About

- Not posting every day
- Not having professional graphics
- Low follower counts
- Trying to match bigger programs or CTAs
- Getting it perfect the first time

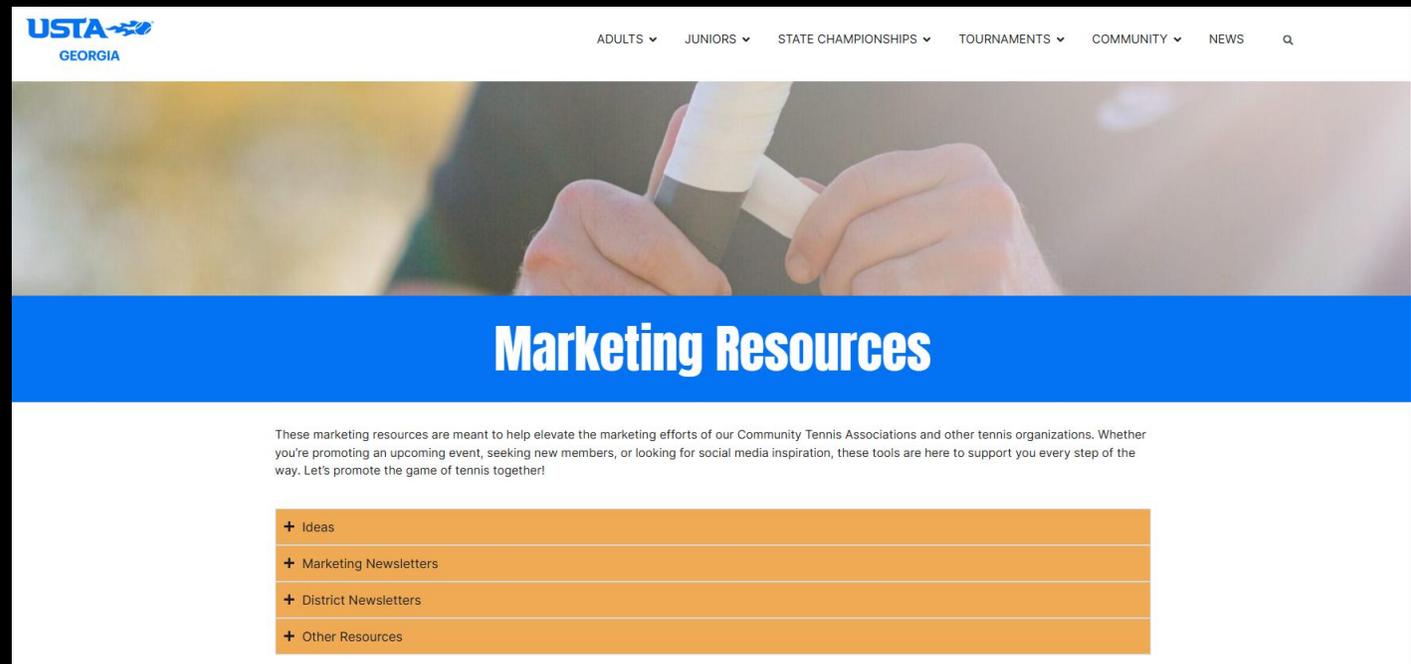
# USTA Resources

# USTA Marketing Generator



# USTA Georgia Website

- Customizable templates
- Marketing Newsletters
- District Newsletters



YOUR CTA NAME  
**TENNIS APPRENTICE**

GET ON THE FAST-TRACK TO  
**LEAGUE PLAY!**  
THERE'S A LEVEL FOR EVERYONE.

**What is included in the Tennis Apprentice Program?**  
Beginner Tennis Program  
One year USTA Membership upon request  
Six hours of tennis lessons with experienced professional  
Free season of Junior USTA Atlanta League Tennis  
Free Racket

**REGISTER AND LEARN MORE!**  
**ADULT - \$60**  
www.yourwebsite.com  
**JUNIOR - \$59**  
www.yourwebsite.com

YOUR LOGO

**JUNIOR TEAM TENNIS**

Experience the fun of team play with friends!

**SPRING JUNIOR TEAM TENNIS  
REGISTRATION**

**DATES:** March 9 - April 27  
**MATCH DAYS & TIMES:** Sundays @ 2pm (Not Easter)  
**AGE DIVISIONS:** 10U Orange (Gender Neutral), 12U Green (Gender Neutral), & 18U (Mixed)

Location: Name Email Phone	Location: Name Email Phone	Location: Name Email Phone
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**Why Junior Team Tennis?**  
Beyond being fun and a great form of exercise, Junior Team Tennis is a competitive, level-based environment that promotes individual growth, social growth and life skills. USTA Junior Team Tennis brings together boys and girls, ages 7 to 18, to play singles, doubles and mixed doubles against other coed teams.

LOGO

**LEVEL 7 Junior Tournaments**

**DATE**  
LOCATION

**USTA Junior Level 7 Tournament**  
Level 7: 18u, 16u, 14u, 12u Boys and Girls Events

**USTA Junior Circuit Tournament**  
USTA Junior Circuit: Boys and Girls 10u Green Ball Events

**Registration is Open Now until DATE**  
YOUR LOGO

# USTA Georgia Marketing Grants

There's a Grant for that! 

**USTA**  **GEORGIA** GRANT OPPORTUNITIES

## Marketing Match Grant

A 50/50 matching grant available to USTA Georgia approved CTAs for marketing purposes.

## Marketing Promo Grant

Available to USTA Georgia approved CTAs that are interested in USTA Georgia branded promotional items to hand out at local events.

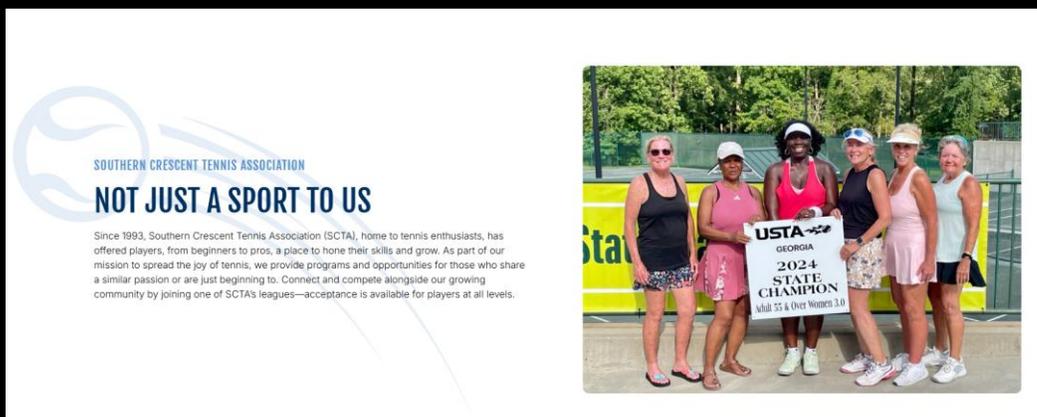
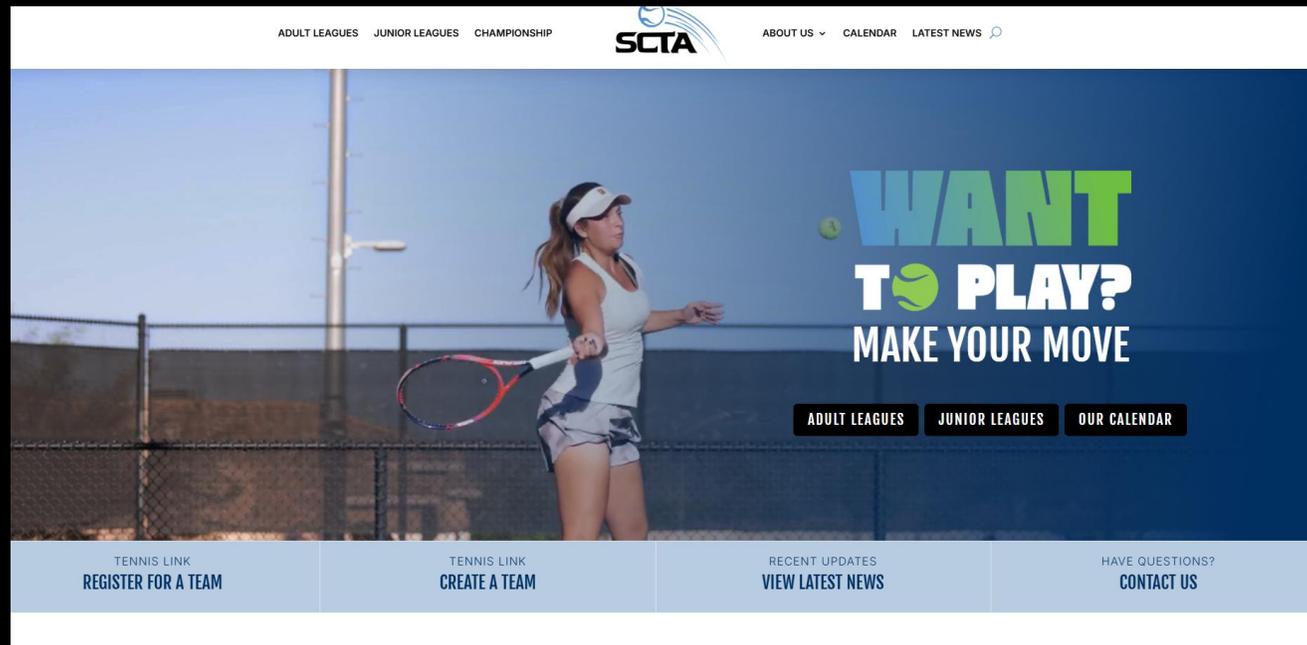
## Social Media Grant

Designed to help CTAs strengthen their online presence and grow the game of tennis through social media.

# Marketing Grants in Action!

In 2025, SCTA developed a marketing plan to include a brand new website, a monthly email newsletter and META ads.

GOAL: Relaunch USTA tennis in Clayton, Henry & Spaulding counties which currently represent 60% of the geographic area, but only 10% of USTA players. The goal is to triple the participation of residents of the target counties.



## RESULTS:

**Total computer rated (NTRP) player count is up 20% overall** (Nov 2025 vs. Nov 2024) which is driven by increases in women at lower level play (2.5 & 3.0). This group has been the focus of the marketing efforts.

For Winter Leagues, the **registered player count is up 15%**, driven entirely by Saturday league women (2.5 and 3.0)

**Thank you for the passion, love, and dedication you've given to the sport of tennis. USTA Georgia wouldn't be what it is without incredible people like you.**