

Game Plan for Growth

Practical Marketing Ideas To Help Attract & Engage Players



Who We Are!



Lindsey Davila
Director of Marketing



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Agenda

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



CHERRY HILLS
CLUB

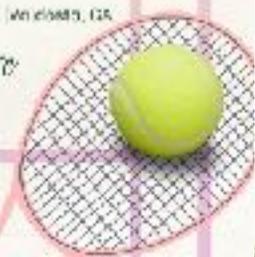
TENNIS VALDOSTA PRESENTS

Spring Fling TENNIS SOCIAL

THURSDAY | APRIL 17 | AT 6:30PM

Mexico Park | 112 Burton Street | Valdosta, GA

See you there



Your invited to join us

Friendsgiving Eat, Drink & Play!

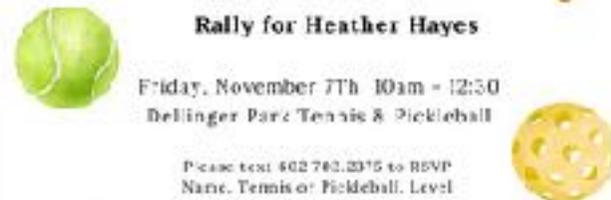
Rally for Heather Hayes

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

Please text 802.780.2015 to RSVP
Name, Tennis or Pickleball, Level

\$40 Venmo: Heather.Hayes@hhayes333
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 2
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

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

Wheeler County Tennis Center
111 Academy Street
Dacula, GA 30070

Your well-being matters—on and off the court. 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 social fun! We need YOU! 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
- Free & refreshments
- Racket for drills
- Raffle gift

Questions? Contact Carol Shiver at (336) 228-9147

SCAN FOR QR CODE

USTA ATLANTA

Growing Without the Stress

Measure What Matters

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



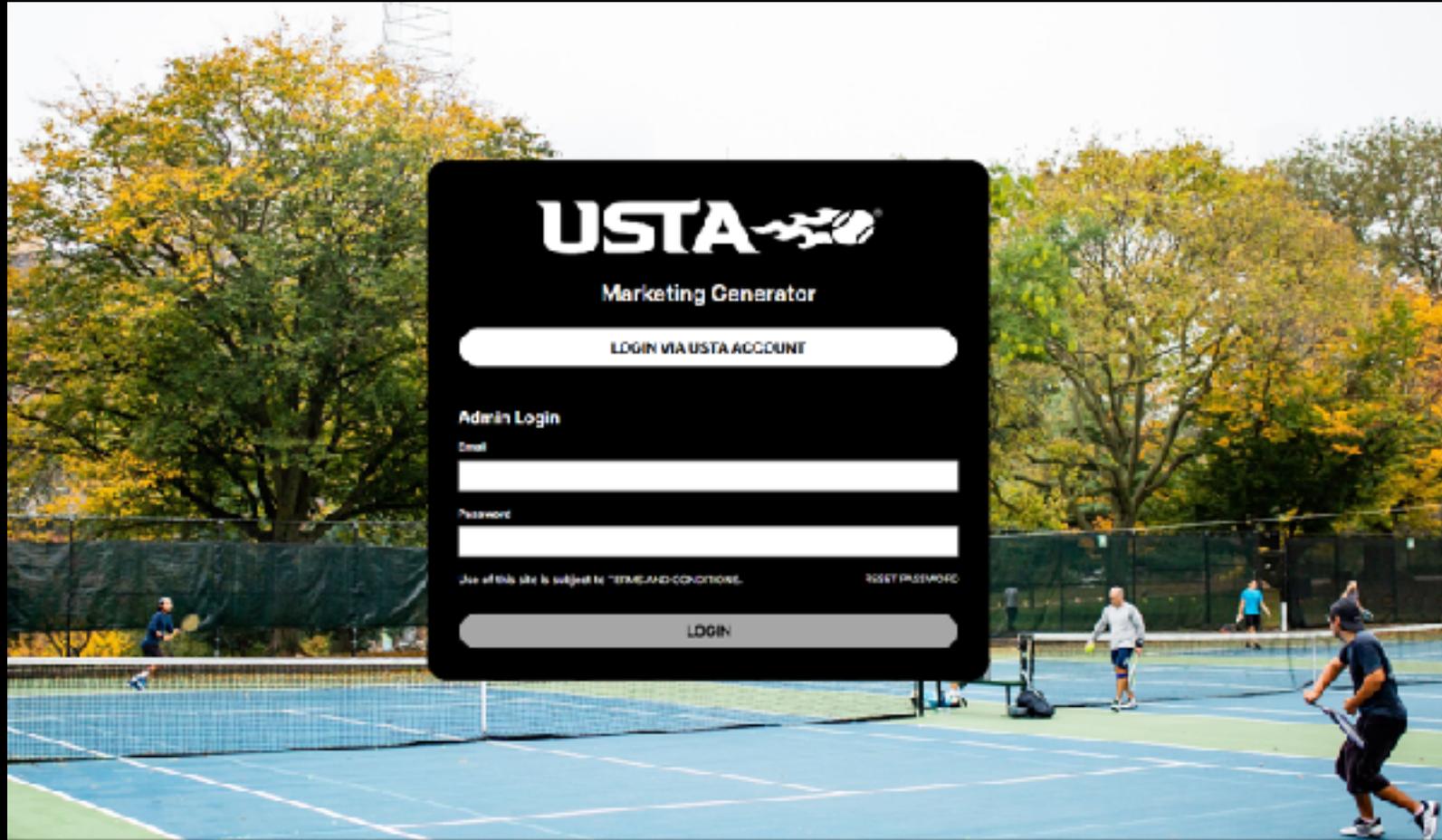


What NOT to Stress About

- 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 USTA 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 arrival
50 hours of tennis lessons with world-class professional
+100 sessions of Junior to Adult League Tennis
+100 Hours

REGISTER AND LEARN MORE!
ADULT - \$60
www.usta.org
JUNIOR - \$59
www.usta.org

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 @ 3pm (104 Bunker)
AGE DIVISIONS: 10U (Orange), 12U (Yellow), 14U (Green), 16U (Blue), 18U (Purple)

| LEVEL | TEAM | SESSION | LEAGUE |
|-------|------|---------|--------|
| 10U | 10U | 10U | 10U |
| 12U | 12U | 12U | 12U |
| 14U | 14U | 14U | 14U |
| 16U | 16U | 16U | 16U |
| 18U | 18U | 18U | 18U |

Why Join Our Team?
Great benefits and a great tennis season. Join our team's competitive, fun-based environment that provides individual and team support. USTA Georgia Junior Team Tennis is a great way to get involved in the sport and enjoy the camaraderie of a team.

LOGO

LEVEL 7 Junior Tournaments

DATE
LOCATION

USTA Junior Level 7 Tournament
Level 7 - 10U, 12U, 14U, 16U, 18U, 20U

USTA Junior Circuit Tournament
USTA Junior Circuit - 10U, 12U, 14U, 16U, 18U, 20U

Registration is Open Now until DATE

YOUR LOGO

**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.**