

# Marketing Report

## **Social Media;**

- Updates on Inter-District Blackwell Cup team
- Coaching and Comps promo – working with Alex and Jono on what they want advertised

Club comp results scoreboard (to also be emailed out) also for the Super Series plus organizing and input into UTR app

## **Website;**

- Keeping Gosford Website up to date with the comps we have running and the events coming up plus watching out for the online bookings
- Finished the excel spreadsheet for our online Pro Shop and have sent this to Simon, working with Jackie for the payment and shipping methods to be used

## **Shop a docket;**

I have spoken to the manger again this morning

- If we just want Kmart (or 1 shop) the cost will be \$39 + GTS per wk.
- If we want more stores this will add to the cost – however the cost is reduced with each shop
- There are 7 shops on board with Shop-a-docket at Erina Fair; Kmart, Target, Big W, Chemist Warehouse, Harris Farm, Richie's (there is 2 within the area)
- For all 7 shops the total cost is \$63 + GST

Working with Matt from ANZ for the banners/ signage for the Doubles Comp later in the year

Working on the newsletter for September – if there is anything major that needs to be added (I will be advising of the general meeting on 5<sup>th</sup> September)

## **Feedback**

- Happy to see a continuous and structured club with comps and coaching again
- Like the variety of advertising – social media also signs/ banners around the club
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