Marketing Report – December

**Pro Shop**

Our Pro Shop is now active and now on the GTC website

<https://www.gosfordtennisclub.com.au/shop/>

* Will need to keep an eye on other tennis Pro Shops to check and compare prices
* Will need to watch stock order availability as adjustments will constantly be needed to ensure we can provide the items that we are advising
* I am currently going through to all our stock as most products are changing due to the end of year/ new range products being released

**Website**

* Camp dates are up
* Gold JT Summer Series and 2020 Gosford AMT & JT tournaments links are up on our website with the dates and I am organising for an email to go out later this month
* I still have updates to make from our previous page
* Also there are a few edits to make to reflect our current competitions and latest news/ newsletters – plus with Lyn going away I haven’t had much of a chance to get news photos from her to add to our history

**Coaching/ Comps**

* Junior and Adult Schedule for 2020 is finished and has been posted on our website plus I have printed off a handful to have on the front desk
* The boys have also given me the camp flyer which is up on facebook and Instagram and I will continue to plug this during the up-coming weeks
* Plus, coaching dates for Term 1 have been finalized and published

**ANZ Event**

* I have noticed from the updated 2020 calendar that the ANZ events have been rescheduled to 21st – 23rd Aug 2020
* If this is locked in, I’m to happy ensure we have flyers up during our events over the holidays to advise players of this event – just let me know

**Club Champs**

* I have posted all results up on facebook and Instagram and emailed them off the Ross to advertise in the central coast news
* I will also write up an article and post on our website

**Social Media**

With everything going on with the website/ pro shop and tournaments the schedule for facebook and Instagram has taken a hit as I have been a little pressed for time as the website took priority. Plus, with Club Champs running over the weekend and now organising Super Series Finals my plan for Dylan to assist in scheduling comp and coaching ads whilst he is here on Sunday’s also took a hit.

* During the holidays I am aiming to advertise camps, up-coming tournaments, Aus Open (to encourage/ excite people about tennis) and term 1 coaching/ comps restarting

**Dylan**

I am currently aware that Dylan is helping Tony with the super series ratings and has been away/ playing over the last few weekends therefore UTR result entry has taken a hit. Also, I believe Dylan won’t be around much during the holidays as he will be going away with Jono for tournaments

* Adding all scores from Super Series and Club Champs into UTR system
* Writing and scheduling out facebook posts that are to go out for the week
* Updates and progress on all our tournament players and their results – Jen will do

**Bella**

* I have started showing Bella the back end of the website and how to make edits on our page
* I have also started going through the Pro Shop and products with her as Bella will be assisting me with checking other websites and stock availability