

Marketing Report – January

Overall not much has changed, Christmas and New Year period was extremely busy at the club with tournaments, events and renovations making it difficult get much done.

Camp advertising seemed to help the boys with numbers for camp as we had a few people book in over facebook – Plus the start of term coaching reminders for Tuesday 28th

Website

- Gold JT Summer Series and 2020 Gosford AMT & JT tournaments results/ page to be posted on website
- Want to get an updated coaches team photo to out up on our website – that whole page needs to be updated to show what the boys offer/ qualifications and info regarding private lesson prices
- I noticed on the court booking site our name is “Gosford and District Tennis Association” – I am in talks with tennis nsw to get this changed to Gosford Tennis Club and to update their records with club/ committee positions
- We have had quite a few people booking courts online – I have attached the excel file to show the bookings, most are paying online show their booking receipts when they come in to play

Pro Shop

- Need to do a stock check and to cross reference what we have and what is still available from supplies
- Will compare with 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
- All the new 2020 ranges and stock should be out – may need to discount old stock and update to reflect new and popular stock
- Need to increase awareness and media flow to the site to get some sales – Bella to assist

Super Series Comp

- Starting Sat 8th Feb
- With a lot of players moving on or away these last few weeks may need to alter gradings and players
- We have had a lot of expressions of interest in the comp – I believe Craig Lumsden might have a few kids who will play
- Alex and Jono have said they will play every couple of weeks – depending on their schedules and are encouraging all squad players to play

ANZ Event

- I have noticed from the updated 2020 calendar that the ANZ UTR events have been rescheduled to 21st – 23rd Aug 2020
- When do we need to organize flyers and promos – the sooner I know the better as we will aim to have everything sorted before all the tournaments and events from June

Dylan

- Adding all scores from Super Series and Club Champs into UTR system
- Updates and progress on all our tournament players and their results

Bella

- Going to help me with Facebook and Instagram advertising for Pro Shop, coming up with ideas for games/ competition for people to interact with the club to help boost productivity on the site

Renovations

- Bonny and I are getting a lot of questions about plans with the renovations – if possible, could we please get an idea on what the plans/ expectations are for the reception area and Pro Shop wall at the club moving for to help customers understand what's going on and how this will benefit and affect them