

# Marketing Report – September

## Memberships/ Intennis

- For all current 2020/21 GTC members I have gone through and created accounts (if they weren't already in the system) and attached membership to all current members. This was required to create a new booking rule for full members to book in for free during off-peak times. I have shown both Bella and Bonny how to process these (it can be quite tedious and confusing as there are a few steps involved) but I told the girls if they were having trouble, I was happy to take a copy of the membership list once a week and process them myself.
- As I was attaching membership to contacts, those who had their email entered should have received an email confirmation with their membership and received a membership number – which they need to enter for the system to read what type of membership. If they didn't receive an email, I have shown Bonny where we access these membership numbers so we can look them up for people who haven't provided their email.
- I have spoken to a few people who have booked in using our new system and full members who have booked in during free time and received great positive feedback, they didn't seem to have any trouble getting their membership numbers/ free play booking and said the process was quite easy to follow and use, which was great to hear.
- Also, by attaching the memberships this will give us an idea on how many members we currently have (and for each membership type) rather than solely relying on the excel spreadsheet we keep as a back-up.

## Website

- A few weeks ago, Jackie and I went through an award-winning/ very professional looking tennis club's website - <https://tenniscentral.net.au/> and discussed ways to improve and alter our current design and layout;
- Home page updates to refresh the layout and help make navigation on the website easier
- Links to our weekly Saturday/ Sunday comps easily accessible on the website homepage and I have also added links for the UTR School Holiday events up
- I have separated coaching and comps into 2 different tabs on the home page (they used to be in the same tab under "play") to help make it easier for parents looking for information about coaching classes /camps and for players looking for information about comps and upcoming tournaments.
- I was thinking as we have a "Club Championships" section on the website if we had a digital copy of the honour boards (an excel file/ spreadsheet with all the previous winners) I could upload that onto our website for people to see and if we are running the event this year and have the entry form ready I can upload that.
- Bella took some action video's the other weekend which I am looking through in case they can be used on the website
- Any COVID updates that are sent my way are also uploaded onto website

## **Facebook/ Emails**

- Weekly posting of super series winners, pro shop sale, tournament postings. I will speak to the coaches about the term 4 coaching schedule (as people will start asking about that), I don't think camp needs much attention as we already have 20+ bookings for most days and I would assume we need to keep an eye on how many people we have at the club.
- Just found out about the Senior's Tournament getting the all clear so I will organise post's to go out during the upcoming weeks and will email out to all members this week – we have already had a few entries.
- I am finding it challenging to do the regular facebook postings (knowing my workload and availability has changed with other commitments) and promoting events. I have relied on Bella's initiative to do post whilst she is there during the morning and I think Jackie has also been helping out with the club info/ wet weather and sponsorship updates.

With event/ comp promoting I have usually gone off the yearly calendar which would outline all events happening at the club each month, however recently I noticed that I don't usually find out about events unless I go looking for them in my own time. I have also been involved in a few situations where players/ parents have asked me about an event or comp (e.g. the JDS type comps Kat holds on a Sunday) and I had no idea what the event was or that we were running it. I spoke to Bonny when all these situations arose (as she always has an idea/ list of what is going on at the club and thought maybe I had missed some information or forgotten about something) but I noticed that Bonny usually is in a similar situation to me and has no idea.

I thought an alternative might be to email out to all staff a monthly list of upcoming events or works in progress that way we are all on the same page and aware of what events and tournaments are going on at the club.

## **UTR Singles Hit-Out (Wednesday Night)**

- Can sometimes get 2 people to play each Wednesday – as most of these players used to be the squad players UTR Singles has been very quiet. It might pick up during the holidays, will just be dependent on other UTR events going on.

Please let me know if you have any feedback on the website and any changes/ edits that need to be made