marketing for tennis

by

wood&ham

Introduction

Digital marketing is no longer optional for grassroots tennis venues and coaches—it's essential. Today's tennis players, parents, and sponsors are online, searching for places to play, places to learn and places to embrace tennis. If your club doesn't have a visible and engaging digital presence, you could be missing out on attracting new members, building a stronger community and ultimately opportunities to grow commercially. This guide will help you:

- **Understand the basics of digital marketing and how to apply them to your tennis venue or coaching business**
- **Use cost-effective and free strategies to grow your membership and player base**
- **Build stronger relationships with your audience using tools like email marketing and social medi**

What's inside?

Marketing for tennis

Are you ready to level-up your marketing and grow your audience?

I'm ready, let's go!

01 Setting your strategy

Define your goals

Every tennis club and coaching programme has unique priorities, but the most effective goals share one thing in common: they're measurable. Here's how to set SMART goals for your tennis business.

- **Specific:** Instead of saying "We want more members," say, "We want to increase adult memberships by 20% within six months"
- **Measurable:** Track progress using tools like sign-up forms or member surveys
- **Achievable:** If you're a small club, aim for a realistic growth target, like 10–15% in your first year
- **Relevant:** Focus on goals aligned with your mission, such as promoting junior tennis, engaging more with players or hosting larger social events for members
- **Time-Bound:** Assign deadlines to each goal to maintain momentum

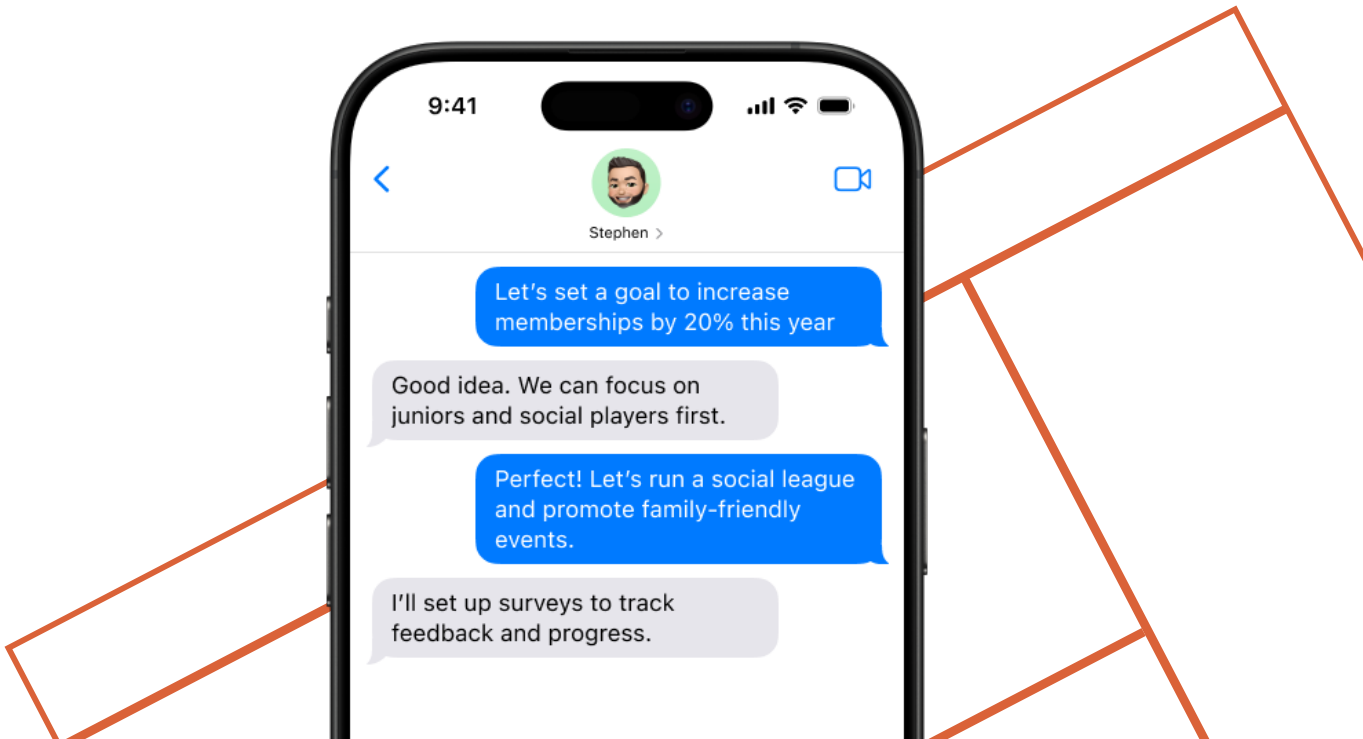
Know your audience

Every tennis club and coaching programme has unique priorities, but the most effective goals share one thing in common: they're measurable. Here's how to set SMART goals for your tennis business.

- **Parents of juniors:**
  - Needs: Affordable, safe, and fun activities for their children
  - Message: Highlight coaching credentials, junior programmes, and family-friendly events

- **Recreational players:**
  - Needs: Social connections, fitness opportunities, and flexible schedules
  - Message: Promote social leagues, cardio tennis, and drop-in sessions

- **Competitive players:**
  - Needs: Advanced coaching, structured training, team play and challenging tournaments
  - Message: Showcase high-performance programmes, competitive leagues, opportunities to play in teams and coach expertise



02 Building an online presence

You might have heard the saying ‘content is king’ being thrown about. It’s certainly the case that marketing has changed drastically in the last 10 years, and these days it’s much easier to create grassroots marketing to a high standard.

Digital marketing should be the cornerstone of any marketing campaign, and for clubs and coaches, it’s not just about looking professional—it’s about creating a hub where players, parents, and sponsors can easily find and engage with you.

How Wood & Ham can help

Need help building or optimising your website? At Wood & Ham, we specialise in creating simple, easy to maintain and beautiful websites for tennis clubs and coaching businesses. From integrating court booking systems to highlighting your unique selling points, we’ll ensure your website stands out and drives results. Trusted by some of the biggest names in tennis, your club or coaching business is in safe hands when it comes to building a website with Wood & Ham.

Website essentials

A well-designed website is critical for attracting and retaining visitors. It acts as the digital 'shop window' for your organisation. Here are the must-have features for a tennis-focused website:

- **Selling yourself:**
  Not everyone will be able to spend an hour with you chatting about why your club or coaching business is great. They will make a snapshot decision in seconds, based on their first impression, so your website MUST give the best impression possible instantly

- **Event calendars:**
  Showcase tournaments, social events, lessons, and upcoming events

- **Registration pages:**
  Enable quick and easy sign-ups for memberships, coaching lessons, or social events. Remember, the less clicks people need to get where they want to go, the better

- **Sponsor integration:**
  Highlight local sponsors with logo placement to make the most of local partnerships

- **Mobile optimisation:**
  Your site must work seamlessly on smartphones and tablets to ensure you always have a strong first impression

- **Court booking system:**
  If you have a court booking system, your website must work seamlessly alongside it to ensure a simple user experience for your members

SEO basics

Search Engine Optimisation (SEO) ensures your club appears in relevant organic (not sponsored) search results, like “tennis lessons near me.” or “tennis clubs near me” Here are the essentials:

- **Local keywords:**
  Use terms specific to your area, such as “Cardiff tennis club” or “junior tennis lessons in Melbourne”
- **Use Google My Business:**
  Use this useful (and free) tool to claim and optimise your profile with your location, contact details, and photos
- **Ensure your website is mobile-friendly:**
  Google prioritises mobile-friendly sites in search rankings, so building your site with this in mind will assist in boosting your ranking
- **Local searches:**
  Think about what people will be searching for in your area, and write or tailor your web copy with this in mind

Social proof

Potential members are more likely to join if they see that others are happy with your club.

- **Testimonials:**
  A very easy win is to use your own clients as your mouthpiece by showcasing positive feedback from members, ideally across a range of ages. Gather feedback from member surveys or Google reviews. It is good practice to anonymise any quotes that you use!

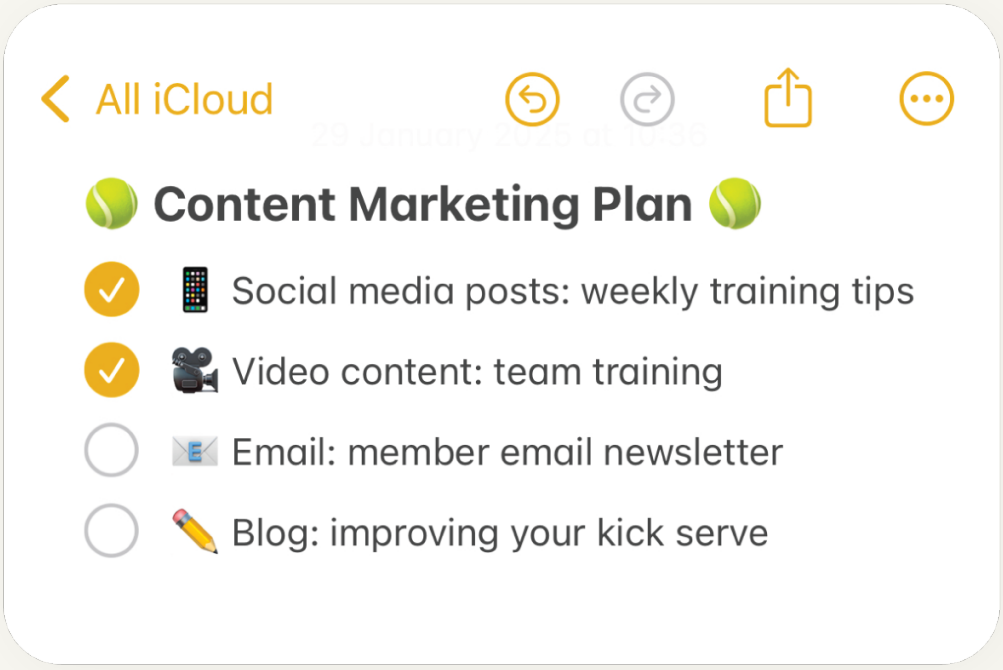
- **Player spotlights:**
  Feature stories about members, especially juniors or success stories from your coaching programmes. This both strengthens your authority and builds trust as their club or coach, but also serves to build on those existing relationships with the players

- **Photo galleries:**
  Share vibrant, high-quality photos of your courts, events, and community. Really focus on emotion with your photos, try to avoid the tennis 'cliches' and instead try to use images that show people having fun and enjoying themselves

- **Reviews:**
  Try to encourage your members to leave Google reviews. This can be an easy win and you can easily send a link for people to add their reviews via your Google Business Account

03 Content marketing

Content marketing is one of the most powerful ways to connect with your audience. By sharing valuable and engaging content, you can keep players, parents, and sponsors informed and interested in what your club has to offer.



Content marketing involves creating and sharing materials like articles, videos, and social media posts to promote your club, attract new members, and build trust. The key is to provide value—not just advertise.

Content ideas for tennis organisations

Blogs:

- Examples: “Top 5 Drills to Improve Your Serve” or “How to Choose the Right Tennis Racket for Beginners”
- Purpose: Attract new members by offering helpful advice and expert opinion

Videos:

- Examples: Short team training clips, drone shots of your courts, player highlights, or behind-the-scenes looks at finals days and social events
- Purpose: Create engaging, shareable content that connects with your audience and makes them feel connected to you

Social media posts:

- Examples: Social event announcements, tournament updates, member achievements, coaching news, holiday camps and other key updates
- Purpose: Keep your current members engaged and attract new followers by showing you prioritise connecting with your audience

Emails:

- Examples: A monthly update with upcoming events, coaching tips, and club news
- Purpose: Strengthen relationships with members and keep them informed. It is important not to send newsletters too frequently as you want to make sure people do not unsubscribe from receiving them

Creating a content calendar

A content calendar helps you stay organised and consistent. Here's how to create one for your tennis club:

Mix content types:

- Try to find a balance between your content, alternate between themes and don't focus too much on any one area. A balanced content calendar for a club could include reference to team successes, an update on coaching, news of an upcoming BBQ, date of the next open day and photos of members having fun

Schedule in advance:

- Any scheduling you can do will be helpful. Don't worry about planning too far ahead if that feels daunting, just focus on trying to find a rhythm over a sustained period of time. You can use paid tools such as Hootsuite, Buffer among others or simply plan ahead using notes in your phone or on your computer calendar

Example Tennis Coach Content Calendar for a Month:

WEEK 1 Blog post on "Top 5 tips to improve your kick serve."

WEEK 2 Social video featuring a quick warm-up routine and a post announcing your player of the month

WEEK 3 Email newsletter highlighting upcoming tournaments, holiday camps or club social events

WEEK 4 Focus on your coaching team, about you as coaches, qualifications, favourite players etc. with photos of the team

Repurposing content

Save time by repurposing content across multiple platforms:

Turn a blog post into a series of short social media posts

Extract key points from a video and use them in an email newsletter

Share testimonials or quotes from members across different channels

Tools to help you create content

Save time by repurposing content across multiple platforms:

- **Canva:**
  - If design software from Adobe is too advanced, Canva is a great user-friendly platform for designing professional-looking graphics and social media posts

- **Planner platforms:**
  - Platforms like Hootsuite, Buffer, Later etc. For scheduling and managing social media posts. Or free planning options using notes on your phone or digital calendar

- **Google docs:**
  - A cloud based document for drafting and collaborating on blog posts with others at the club or in your coaching business

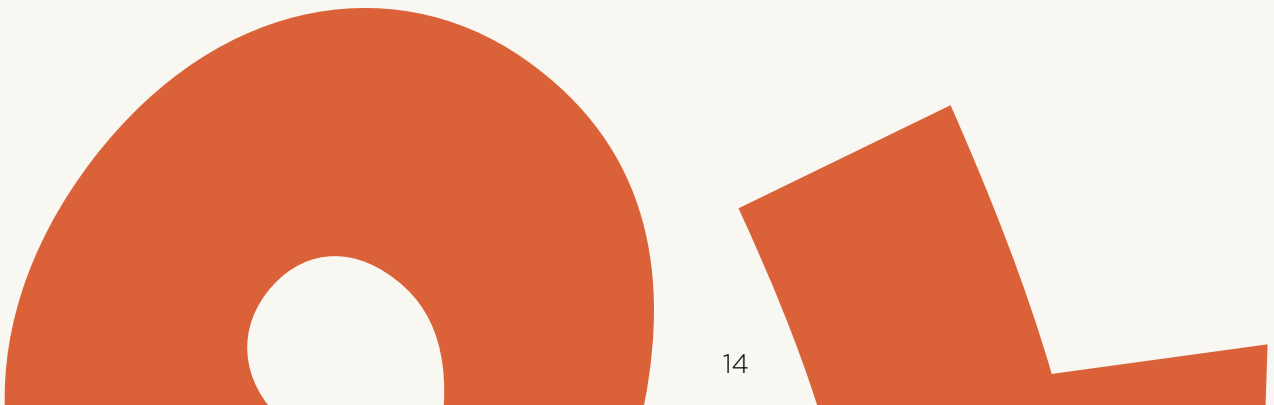
How Wood & Ham can help

Struggling to create high-quality content? At Wood & Ham, we specialise in crafting content that connects with your current audience and new players. Whether you need engaging blogs or eye-catching social media posts, we've got you covered.

Why social media matters

Social media platforms like Instagram, Facebook, and LinkedIn are essential for:

- **Building community:**
  - Keep members updated and engaged with club or coach activities
- **Attracting new members:**
  - Social media also acts as a search engine like google, so through social media you can reach people searching for clubs or coaching near them
- **Engaging sponsors:**
  - Demonstrate your club's reach and engagement with your audience



Choosing the right platforms

Not all platforms are created equal. Focus on the ones most relevant to your audience:

Instagram

Why Use It?: Instagram is ideal for visual storytelling, making it perfect for showcasing the energy, community, and action of your club.

Examples of what to Post:

- High-quality photos of events, players, and facilities
- Short training videos or "drills of the week"
- Stories or Reels featuring behind-the-scenes content from tournaments or social leagues

Facebook

Why Use It?: Great for community-building, sharing detailed event information, and engaging parents or older audiences.

Examples of what to Post:

- Event invitations and updates
- Group activities like leagues or family-friendly tournaments
- Testimonials and player spotlights

LinkedIn

Why Use It?: Excellent for professional networking, securing sponsorships, and promoting your club's achievements.

Examples of what to Post:

- Announcements about partnerships or sponsorship deals
- Highlight coaches' qualifications or success stories.
- Share news articles about your club's growth or community impact

YouTube

Why Use It?: Perfect for sharing longer-form content and tutorials, which can attract players looking to improve their skills.

Examples of what to Post:

- Training videos and coaching tips
- Match highlights and tournament recaps.
- Facility tours or interviews with players and coaches

TikTok

Why Use It?: Ideal for reaching younger audiences and showcasing the fun, social side of your sport. It should be approached with caution, it requires a higher frequency of posting.

Examples of what to Post:

- Short, creative clips of on-court action.
- Fun challenges, like trick shots or doubles partner moments
- Behind-the-scenes clips of players, coaches, or events

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Why Use It?: Useful for real-time updates, announcements, and engaging in conversations with the broader tennis or padel community. It can be a volatile platform so also should be used with caution.

Examples of what to Post:

- Live updates during tournaments or events.
- Share industry news or training tips
- Retweet relevant content from partners, players, federations, or sponsors

What to post on social media

Not all platforms are created equal. Focus on the ones most relevant to your audience:

- **Event promotions:** Announce upcoming tournaments, social events, team matches, coaching sessions, holiday camps etc
- **Player spotlights:** Celebrate member achievements or introduce your coaching staff. Perhaps announce a player of the month or highlight volunteer members who deserve a shout out for their hard work
- **Behind-the-scenes content:** Share fun, informal moments like practice clips or event setups.
- **Tennis tips:** Share quick drills, techniques, or health tips for players of all ages and abilities

Engagement tips

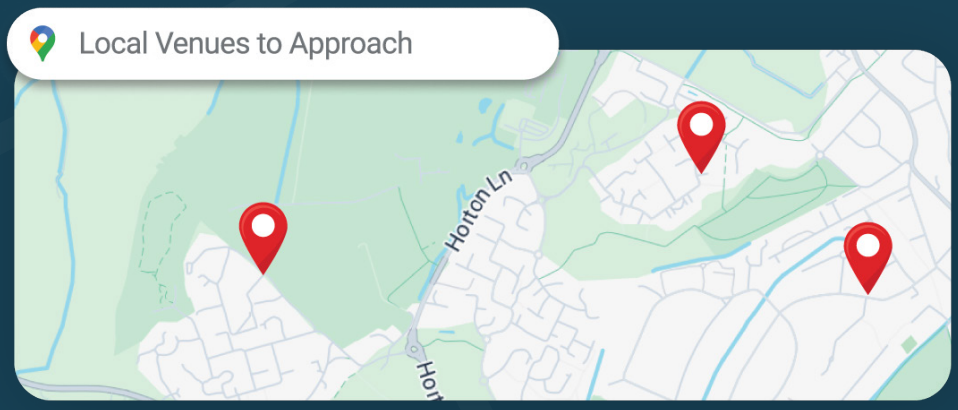
- **Just get started:** It can be paralysing to overthink posting, worrying about when and how often. The most important thing is just to get started, in whatever way you can, to begin momentum
- **Post consistently:** However often you think you can post, just aim for a degree of consistency, so whether that's once a week, twice or three times, keep consistency in mind
- **Use hashtags:** Include local and tennis-specific hashtags like #TennisLife or #LondonTennis
- **Respond quickly:** Reply to comments and messages within 24 hours to show you're active and engaged
- **Tag players and sponsors:** This increases reach and visibility

04 Community engagement

Community engagement is at the heart of grassroots tennis. Building strong connections with local players, schools, businesses, and organisations can significantly grow your membership and raise your club's profile.

Why Community Engagement Matters

- **Increased visibility:** Partnering with local organisations helps spread the word about your club
- **New membership opportunities:** Community initiatives can bring in players who may not have considered tennis before
- **Stronger local support:** Sponsors and businesses are more likely to support a club that's actively involved in the community. It works for everyone involved!



Ideas for Community Outreach

Here are simple yet effective ways to connect with your community:

Host 'Try Tennis' days:

- Organise free open days where anyone can come and try tennis
- Provide rackets and balls for beginners so people can just turn up and play
- Approach local businesses, coffee shops, bakeries etc. to see if they would like to get involved. They may want to support the day, share a flyer in their shop or even come themselves

Partner with local schools:

- Offer after-school programmes or tennis lessons for students
- Provide PE teachers with tennis resources to incorporate into their lessons
- Invite schools to bring students for group lessons at your club

Collaborate with local businesses:

- Work with gyms, coffee shops, or restaurants to offer joint promotions (e.g., "10% off at Café XYZ with a tennis club membership")
- Partner with fitness-related businesses for co-hosted events like tennis and yoga mornings. Try to find common ground with businesses, which leads to a great partnership

Run community tournaments:

- Host family-friendly tournaments with social and competitive categories, appealing to a wider audience as possible.
- Offer small prizes or certificates for participation to encourage more sign-ups

Support charities:

- Organise a charity tennis event and donate proceeds to a local cause
- Promote your involvement on social media to show your club's community spirit

Building Relationships with Sponsors

Sponsors are often looking for community-focused organisations to support. Here's how to attract and retain them:

Create a sponsor packet: Include details about your club, audience demographics, and sponsorship opportunities. A simple 1 pager document can be really effective

Offer visibility: Feature sponsors on your website, in social media posts, and at events. That could be a banner above the courts, a dedicated area for them to sell their products or even naming a tournament after them

Involve sponsors: Invite them to events and give them opportunities to engage directly with your members

Case Study

‘Tennis Together’ Day

Riverside Tennis Club saw a 30% increase in junior memberships after hosting a “Tennis Together Day.” The event included:

Free coaching clinic for kids and parents

A partnership with a local café that provided bacon rolls and free coffee on the day

Fun activities like fastest serve contests and team mini-games

By promoting the event on social media, through their member newsletter and through local schools, the club attracted over 100 attendees, with 25 signing up for programmes on the same day.

How Wood & Ham can help

Need help organising events or creating promotional materials? At Wood & Ham, we design eye-catching posters, social media campaigns, and sponsorship packets to help your community initiatives succeed.

05 Tracking success

Tracking the success of your marketing efforts is crucial for understanding what works and where you can improve. By monitoring key metrics, you'll be able to adjust your strategy and maximise your results.

Why Tracking is Important

- **Measure success:** See how well you're achieving your goals (e.g., increased memberships, event attendance, more individual lessons)
- **Justify sponsorships:** Show sponsors measurable outcomes, like audience reach or engagement which could lead to increased sponsorship or more repeat partnerships
- **Refine your strategy:** Focus on what's working and drop ineffective tactics. Your time as a club representative or coach is extremely limited, so it is key that you only focus on what is working

Adjusting Your Strategy Based on Data

Use your data to inform your next steps: If social media engagement is low, experiment with different types of posts (e.g. videos) or experiment with posting on different days and times. If website traffic is high but conversions are low, review your sign-up process or call-to-actions. Maybe the process is too long or too many clicks? If event attendance is lagging, adjust your promotion strategy (e.g., earlier announcements, targeted emails).

Key Metrics to Track

Website performance:

- Traffic: How many visitors come to your site?
- Bounce Rate: Are visitors leaving your site quickly without interacting?
- Conversions: How many people signed up for memberships, events, coaching or submitted an enquiry?

Social media engagement:

- Follower Growth: Are your followers increasing over time? This certainly isn't the be-all and end-all but it can be a useful metric to keep an eye on
- Engagement Rate: Track likes, comments, shares, and saves on your posts
- Reach: How many people are seeing your content?

Event attendance:

- Compare the number of attendees to past events. Then attributing this to your marketing efforts can be enormously valuable
- Track sign-ups and no-shows for better planning in the future

Email marketing:

- Open Rate: The percentage of recipients who open your emails
- Click-Through Rate: The percentage who click on links in your email
- Unsubscribe Rate: A high rate may mean your content isn't resonating or you are sending them too often

Top Tip: Our Wood & Ham designed websites include the option to accept sign-up to socials, tournaments and other events through your website, all in an easy to manage process. Get in touch to learn more.

In conclusion

Digital marketing is an essential tool for grassroots tennis clubs and coaching businesses to thrive in an increasingly online world. By implementing the strategies outlined in this guide, you'll not only attract new members but also strengthen your community and showcase the best your tennis club or coaching programme has to offer.

Your Next Steps

- **Start small:** Choose one or two strategies from this guide and implement them immediately. DO NOT OVERTHINK IT - Any small improvements you can make is a great move, so don't heap pressure on yourself and try to gain confidence and find a rhythm
- **Evaluate:** Track your progress and refine your approach as you go
- **Collaborate:** Partner with local businesses, schools, and sponsors to amplify your impact

How Wood & Ham Can Help

Digital marketing can feel overwhelming, but you don't have to do it alone. At Wood & Ham, we specialise in helping tennis clubs and coaches right across the world like yours grow. Our easy to manage, cost-effective and tennis specific websites have already helped many coaches and clubs to engage with their audience, reach new players and get more people playing tennis!

So whether you need a website overhaul, social media support, or a complete marketing strategy, we're here to help.

GET IN TOUCH

REQUEST YOUR FREE MARKETING AUDIT

Want to improve your marketing efforts but not sure where to start? Our free marketing audit consultation is tailored for tennis clubs and coaching businesses like yours.

Over a 30 minute online call, we'll review your current marketing efforts, identify opportunities for growth, and provide actionable insights to help your club thrive.

REQUEST AUDIT

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