# BUILDING A DIGITAL PRESENCE FOR YOUR TENNIS PROGRAM

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### MAKING SENSE OF THE LANDSCAPE









SOCIAL SHARING

SITE ALL AROUND

AND NOW 15 SECOND

**MANY BRANDS** ARE PARTICIPATING

THROUGH THE USE OF

# HASHTAGS





BRANDS THAT ARE

**ARE CORPORATE** 

**CURRENT ASSOCIATES** 

A PLACE TO NETWORK

**SOCIAL SITE** THAT IS ALL ABOUT DISCOVERY

MICRO BLOGGING **SOCIAL SITE** THAT LIMITS EACH POST TO 14U **CHARACTERS** 

**ARGES** 

PENETRATION

**BUT SPREADING** 

SLOWLY AND STEADILY

EVERY SECOND

**SOCIAL SHARING** SITE THAT HAS **USERS WORLDWIDE** 

**OPPORTUNITIES** 



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY



















NOT AS MANY BRANDS ACTIVE BUT THE ONES THAT ARE **TEND TO BE A** GOOD FIT WITH A **GREAT FOLLOWING** 

TO BUILD CIRCLES







Statistics as of 4.25.2014 Designed by: Leverage - leveragenewagemedia.com

# WHERE TO START WITH DIGITAL?

- Where do your members exist online?
- How to speak with them?
- Internal Vs. External communication
- Why mobile matters / technology?

#### UNDERSTAND THE COMMUNITY

Twitter, Facebook, Reddit, YouTube

Influnecers and why they matter?

Negativity and trolls, what to do?

Updates to the platform: Change+Opportunity

#### DIGITAL STRATEGY

How it fits together (Website, Social, E-Blasts..
Etc)

Website – Where do you drive traffic?

How often to you poll members?

**UX** 

#### **E-BLASTS**

E-blast / Newsletter scheduling

How to increase engagement for your newsletter

**E-blasts structure (Tennis, Club, Social, Fun)** 

Cross promotion of platforms

#### **CCTV IN CLUBS**

How to segment advertising for your club?

Use your CCTV to cross promote channels and highlight Tennis activities throughout the year.

Promote successes in your program and highlight upcoming opportunities for members.

#### SEO

What is Search Engine Optimization

How can it benefit your club and program

Tips / Tricks (Google+, Wikipedia)

#### **CONTENT.. WHAT DOES IT MEAN?**

"Content is king."....?

What does your audience want to see?

How to guide the narrative?

What kind of technology suits each platform?

#### CONTENT CONTINUED

Showcase achievements in your program

Club activities, tournaments, events.

Showcase technology

Let people know where to find your content!

# **USTA VIDEO**



# HOW TO SEGMENT MESSAGING AND CONTENT

Your audience: Coaches, Athletes, Parents, Current & Prospective Members.

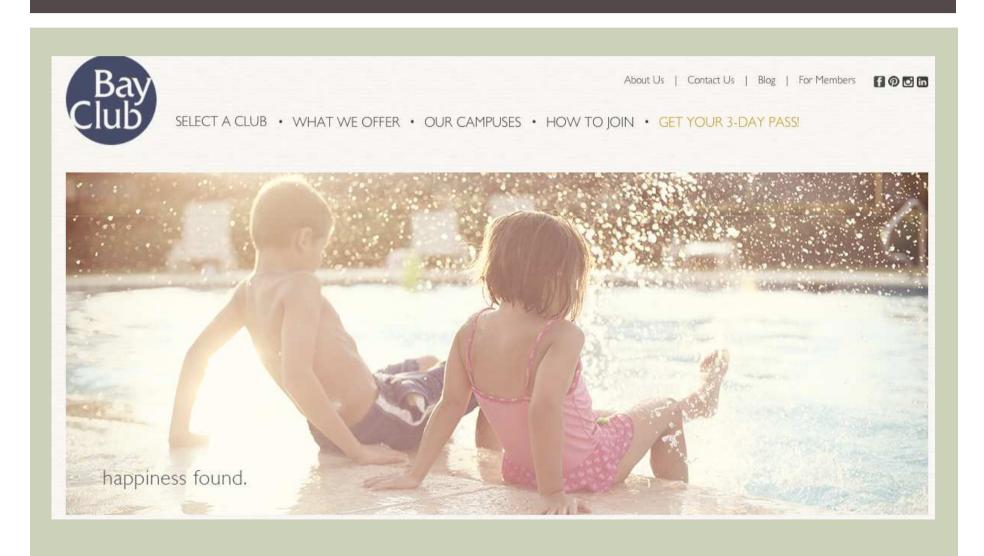
Cross promote content across channels

Does your messaging resonate with your demographic?

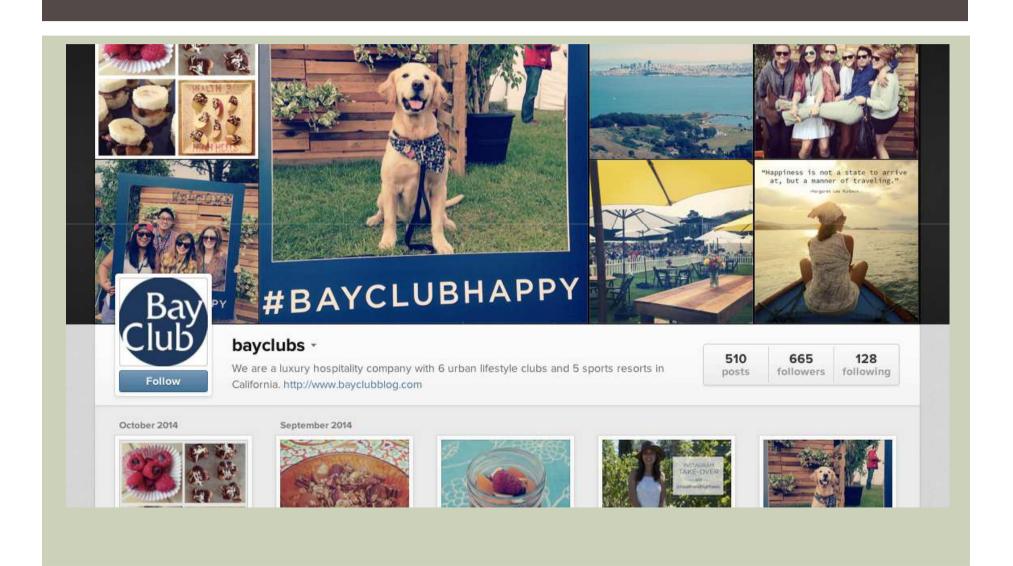
#### **CONTENT PRODUCTION & DISTRIBUTION**

- Manage your goals and expectations
- Graphics, Photography and Video How to choose?
- Agregating content
- Getting your members to return?
- What lifestyle topics resonate (Charities, Travel, Food, Fitness)

# **EXAMPLES 1: WEBSITE**



# **EXAMPLE 2: INSTAGRAM**



#### **ANALYTICS**

- Why Anaytics are important?
- Google Analytics vs Facebook Insights
- What are key findings to look for (Likes, Re-Tweets, Favorite)
- Analytics should influence your strategy

#### MANAGING DIGITAL

How to ensure Digital doesn't become a burden

Resources: HootSuite, TweetDeck etc

What can you do? Where to fill in the gaps?

Plan, plan and then plan some more.
Scheduling is key!

#### THANK YOU FOR YOUR TIME

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