

BUILDING A DIGITAL PRESENCE FOR YOUR TENNIS PROGRAM

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MAKING SENSE OF THE LANDSCAPE



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:
 17% MALE
 83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **1 MILLION** LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **NATIONAL GEOGRAPHIC**

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

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

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & **CONNECT**



POWERS **50%** OF THE WORLD'S HIRES

300 MILLION USERS

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
- Influencers 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



[About Us](#) | [Contact Us](#) | [Blog](#) | [For Members](#)



[SELECT A CLUB](#) • [WHAT WE OFFER](#) • [OUR CAMPUSES](#) • [HOW TO JOIN](#) • [GET YOUR 3-DAY PASS!](#)



happiness found.

EXAMPLE 2: INSTAGRAM



Follow

bayclubs ▾

We are a luxury hospitality company with 6 urban lifestyle clubs and 5 sports resorts in California. <http://www.bayclubblog.com>

510 posts

665 followers

128 following

October 2014



September 2014



ANALYTICS

- Why Analytics 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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