
The Benefits of Social Media for your Club!



Benefits of social media

Many tennis clubs today are successfully using social media to promote their club benefitting from:

- 1) **Brand Awareness** - Social Media gives a tennis club the opportunity to sell themselves, demonstrating the type of community groups that are currently benefitting from membership, with the potential to reach new audiences.
- 2) **Cost Effectiveness** – as a communication channel it is a very low cost option for cash struck voluntary clubs.
- 3) **Credibility** – it is a very honest channel, giving members and the community at large the opportunity to comment, share and like your content.
- 4) **Time Saving** – From organising an event to promoting a coaching programme, social media platforms have some handy tools that clubs can use.
- 5) **Customer feedback** - Social Media is a great tool for listening and engagement, giving the committee, the coach and key stakeholders real time feedback.



Marketing your club

Social media is a powerful tool for marketing your club. Marketing by definition places your customer at the heart of what you do and social media channels are full of your customers talking about various products and services!

As a channel it works best when you identify what your key marketing objective is. This could include raising your profile, challenging a perception, selling something or reinforcing with people that they made a good decision to buy a membership or a course from you. Social media channels are like giant databases that you can use to target very specific groups of people. So having identified what it is you would like to achieve, think about who you need to speak to and ensure that anywhere you signpost people to visit, like your website speaks their language.



Customer Service

By keeping your customer happy, it can have massive benefits for your club with word of mouth marketing having a significant impact on your club's reputation and success.

According to research across a sample of over 23,000 online users*, 67% had contacted an organisation over social media for customer service in the past year. So be ready! Increasingly people are likely to contact you and will expect a response!

So make it easy for members and non members alike to contact you on social media. Promote your social media channels around your club and locality. Don't forget that your replies will be public and be open for the potential of some debate.

Don't forget that by having good social customer service on social media that you are also helping yourself stand out from the crowd! Very few clubs have an effective online presence, let alone an online presence with unbeatable customer service!



Sponsorship

Social Media provides very accurate measures, demonstrating your reach, your levels of engagement and influence. Sponsors today are looking to work with clubs that can demonstrate a very proactive approach to social media with measurable results!

There are a number of ways that you can work with a sponsor. They can be a source of really great content to post through your channels or they may in fact have the attention of those you are trying to reach and prepared to work collaboratively to post promotional content through their own channels for the benefit of the club.

So getting your social media channels firing on all cylinders could be just what you need to find the next generation of commercial opportunities for your club.

*Research by JD Power

For more information please visit:

www.lta.org.uk/socialmediasupport



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