

# About USTA Southern California

- ❖ USTA Southern California, or SCTA, is one of 17 sections of the United States Tennis Association
- ❖ SCTA has produced the greatest number of American players of all time, including Billie Jean King, Serena and Venus Williams, Tracy Austin, Pete Sampras, Michael Chang, Lindsay Davenport, and the Bryan brothers
- ❖ The Section has become an exemplar for the sport
- ❖ The Southern California section stretches from the Central Coast to the north, to San Diego to the south, and from the Inland Empire to the east, to the Pacific Ocean to the west
- ❖ SCTA is the recognized leader in promoting and developing the sport's growth on every level in Southern California

# Work Plan Summary

**WHAT:** A digital rebranding and brand awareness campaign (e.g., [Helpful Honda People](#) case study) for the remainder of 2021 to show that tennis can also be played with friends and family in a team setting

**WHO:** Non-tennis players and those who think they are temporarily switching to tennis while their team sport is on hold due to COVID-19 restrictions

**WHY:** In order to retain new tennis players and keep them from returning to other team sports; rebrand tennis as not simply an individual sport

**WHEN:** April 1, 2021 - December 31, 2021

**COST:** 2-3 tech savvy employees and Andras' time-- aka it's *free*, organic marketing using a *blend of traditional & internet marketing strategies*

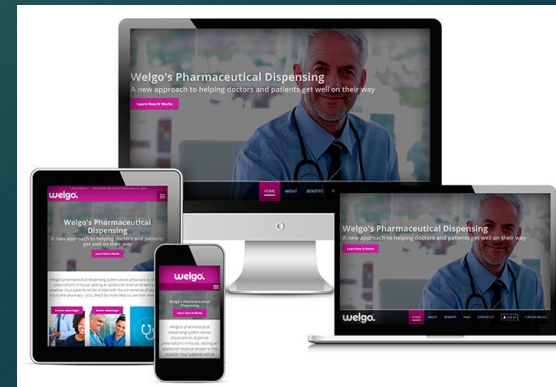
# Critical Success Factors

## ► Internal Critical Success Factors

- Either the staff must be make time for these additional tasks or SCTA will have to have the funds to hire Cruz-Aedo Consulting to carry out this project
- Board of Directors and upper management will have to accept this new way of thinking and trust the process of these new age, proven digital marketing strategies

## ► External Critical Success Factors

- Whoever you choose as your partner that has access to the mailing lists of non-tennis player juniors, say Parks & Rec or Dignity Sports Health Park for example, they must be willing to partner with you on this (Note: We incentivize said partner by allowing them to promote a tennis product or service throughout our campaign)







# April 2021

Week by Week Breakdown

# Week 0: Setup Phase

- ❖ Decide on a partner who has massively-sized mailing lists of junior athletes, preferably Parks & Rec, that we can incentivize to help us by promoting a tennis service of their choice throughout our campaign
- ❖ Set up free Hootsuite account to be able to schedule posts up to 30 days in advance so we can post to SCTA's Facebook, Instagram, and LinkedIn at the same time (5 hours)
- ❖ Install and configure Google Analytics and other vital traffic analysis tools on website (1-2 hours)
- ❖ Create a Social Media Calendar ([See example here](#)):
  - Daily posts up to 30 days in advance (18 hours)
  - 3 posts/week up to 30 days in advance (9 hours)
  - 1 post/week up to 30 days in advance (4.5 hours)

# Week 0: Setup Phase continued...

- ❖ Design an updated COVID-19 Tennis Safety Precautions flyer or banner that you can offer to Parks & Rec to help with distribution that also highlights USTA'S current free junior membership promotion- our *call-to-action* throughout the entirety of this campaign
  - This flyer should be 8.5" x 11" and should be laminated
  - There need only be a maximum of 1 flyer zip-tied eye-level on each tennis court
  - 1 flyer total per site near the closest main entrance will also suffice
- ❖ Design the email that will be sent out via SCTAs and your partner's mailing lists (Week 3 we will also send to CTC, JTT, NJTL, and CTA mailing lists)
- ❖ Send social and email content to partner(s) to post/send start of Week 1



# Week 1: Soft Launch

- ❖ Analyzation and further optimization or completion of tasks from Week 0 (make adjustments as needed)
- ❖ Make our “non-tennis juniors mailing list” partner limited-moderators on SCTA’s facebook page- their post won’t go live until an SCTA admin reviews and accepts it- so they can post their tennis product/service (Note: we can set their posts to be approved by admins before they go live or set so their posts go live instantly so your staff doesn’t have to be bothered)
- ❖ Follow schedule on this 2019 social media calendar I made for Wimbledon finalist Jeff Tarango, Director of Jack Kramer Club ([click here](#))
- ❖ Analyze user and traffic data from the setup phase and the soft launch to measure campaign effectiveness and rerun numbers for a more accurate monthly return-on-investment to SCTA

# Week 2: Magazine Setup Phase

- ❖ Analyzation and further optimization or completion of tasks from Week 1 (make adjustments as needed)
- ❖ To maximize campaign success, design an ad to run in Baseline magazine
  - The call-to-action will be going to the SCTA website or social channels to find the link to the free junior membership

(Note: ALL social channels should be an option for the Baseline reader to go to as it shows professionalism and consistency in our management of our social channels; as long as COVID-19/our promotion exists, a top-of-page banner on each and every digital medium SCTA has a presence on- website, social, etc- should be emphasized). Clicking on the link in the post will direct the user to the landing page which will be

<https://www.usta.com/en/home/membership/join-benefits.html>. This url must be exact- and can be minified and have tracking capabilities- due to the way the membership login page exists, otherwise a site revamp will be needed



# Week 3: Full Scale Launch

- ❖ Since most if not all SCTA programming is currently on pause with the latest “Safer-at-Home” order for LA County, but demand for our promotion is high now start reaching out to NJTLs, CTAs, and all partners currently offering programming
- ❖ Offer them free social media marketing to your 10k+ combined social following in exchange for sending your social media team to come out and Live Stream their event on Instagram (over Facebook) as the buying power of today’s 14-18 year olds on Insta, according to LA Times, is like any other ever seen in history. Also Live Stream is more the norm and more popular on Instagram. Read any Instagram or TikTok case study on influencer live streaming ever to learn about the unbelievable benefits of this week’s tasks when it comes to brand awareness campaigns.

(Note: When SCTA programming resumes, whether it’s an flex league match, an L6 at Lakewood TC, a jr team tennis match, CTC, or free weekly/discounted NJTL clinic, your team must make it a habit of setting up a device & tripod for “SCTA+” live streaming)

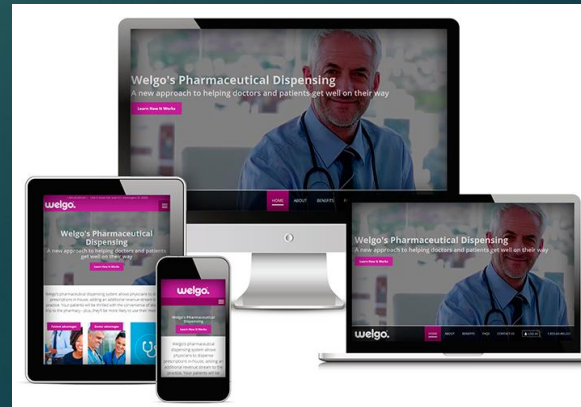
# Week 3: Full Scale Launch continued...

- ❖ Once you decide which partner's programs, starting with low-hanging fruit and most popular/largest programs, to live stream until SCTA programming resumes, and get a yes or no as to whether or not they will help us promote our region-wide campaign in exchange for being in our SCTA live stream of over 10k followers (Facebook and Instagram combined), start:
- ❖ Sending out 1-2 staff per day to cover live stream a partner's program in the sake of promoting our free junior membership promotion
- ❖ Have your Social Media manager and Tiffany Mai share insight on "donation stickers" or "presents" that can raise money for SCTA, CTAs, and non-profits as they live stream. As TikTok is new and still trying to establish itself in the U.S., they are constantly offering millions and millions of dollars to small businesses and non profits simply to advertise and post organically on TikTok. And since over  $\frac{3}{4}$  of TikTok users are in the 13-24 age range, and our regional brand awareness campaign revolves around our free junior membership promotion, it doesn't hurt to leverage & study how ATP Tennis (@atptour on TikTok) is already at 223.7K Followers 14.7M Likes and only 15 Following



# Frequently Asked Questions

- ▶ **What's involved from a financial perspective?** This proposal is a very low budget, near zero cost, custom made proposal hand written specifically for SCTA. With this proposal only costing that of human labor and the cost of fliers in Slide 6, it's a smart, prioritized use of your total time and budget
- ▶ **What's involved from a logistical perspective?** Logistically, you don't need many staff members for this initiative. You simply need 2-3 tech-savvy and creative persons, which you do in Tiffany Mai, Sophie Geha, and Madeline Segura. The toughest logistical challenge will be in the design and development phase as every setup-related task needed for this campaign must be built almost exactly to specifications. It will also take a bit of a mind shift was the team and higher ups as this is new technology & marketing practices we're leveraging for the good of SCTA





# Frequently Asked Questions

- ▶ You may ask us to include in our proposal, the following:
  - ▶ What will SCTA need their staff to do? All tasks included in “Digital Transformation For Your Tennis Business” initiative. 20% is in person, 5% is on the road, and 75% can be done remotely
  - ▶ How are we going to produce content? See mentioned case study and social media calendar sample in Slides 1-5 or ask Andras for custom content
  - ▶ How many existing vs new USTA junior members do you expect to receive from this campaign? Through successful implementation of this project, at first, we will see a majority of new client sign-ups, then an equal amount of new client and existing client referral sign-ups, then a majority of existing client referral sign-ups as we will evolve the call to action of the campaign in month 2 or 3 to incentivize clients to refer their friends and family

