

#BounceBack
#AnHourADay

RPTeurope.com
tennis@RPTeurope.com



**REGISTRO PROFESIONAL
DE TENIS**

MARKETING

WHAT IS MARKETING?

“The management process responsible for identifying, anticipating and satisfying customer requirements profitably”

“Marketing is what that makes the sales team obsolete”



MARKETING STRATEGY

There are 2 parts to a Marketing Strategy

- The things you can control
- The things you can't control



MARKETING

The things you can control

- Quality
- Price
- Programme
- Calendar



MARKETING

The things you can't control

- Technology
- Culture
- Politics
- Economy
- Demographics



MARKETING MIX

The things you can control are generally know as the “4 P’s”

- Product
- Price
- Place
- Promotion

Collectively they are know as the marketing mix.



PRODUCT

What is your product ? What are you selling ?

- Coaching
- Tournaments
- Competition
- Membership
- Health
- Activity
- Social opportunities



PRICE

How do you work out your pricing ?

- Competition
- Comparisons
- Costs
- Profit requirements
- Local indicators or disposable income



PLACE

- Club
- Park
- School
- other



PROMOTION

- Advertising
- Discounts
- Multi-buy options
- Free gifts/offers



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MARKET SEGMENTATION

- You must be able to identify or in some way measure the segments of your market.
- This means being able to split your target markets into smaller groups.
- You must be able to reach the people in it, it must be accessible to you.
- It must be big enough to be worthwhile.
- It must be meaningful.



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