

#BounceBack
#AnHourADay

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**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”



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.



TARGET GROUPS

To be able to create a marketing plan you will need to identify your target groups. Two simple groups to get started are

- Those that already play tennis
- Those that wish to take up tennis



TENNIS PLAYERS SEGMENTATION

- Age
 - Junior
 - Mini red
 - Mini orange
 - Mini Green
 - Yellow ball
 - Adults
- Ability
 - Beginner
 - Intermediate
 - Advanced
 - Competition
- Reasons for playing



WHY DO PEOPLE PLAY TENNIS

- Knowledge
- Achievement
- Respect and Self esteem
- Recognition
- Social
- Fun
- Fitness
- Health reasons



PEOPLE THAT DON'T PLAY SEGMENTATION

- Age
- Other sporting interests
- Other social interests
- Health
- Social
- Catchment area



CHARACTERISTICS OF A GOOD MARKETING PLAN

- It is specific
- It is measurable
- It has a specific duration
- It is flexible
- It has accountability



BUILDING A MARKETING PLAN

- Understand the products
- Understand the market
- Be specific
- Establish communication route



GETTING THE MESSAGE OUT

Communication Routes

- Website
- Social Media
- Print
- Banners

Distribution routes



MARKETING & ADVERTISING

Putting the plan into action

- How ?
- When ?
- How long for ?



ADVERTISING

Reasons to advertise

- To announce new products
- To expand the market
- To announce price changes
- To explain changes to a product
- To invite enquiries
- To test a media vehicle
- To challenge competitors
- To remind people
- To promote
- To sell



GENERATING A RESPONSE

It is essential that you try and build in a response mechanism to your advertising

- Free Gift
- Discount
- Limited Numbers
- Time Frame



ADVERTISING

- Where to Advertise ?
 - When to Advertise ?
 - Make your Advert stand out
 - One off or Continuous
-
- Monitor your advertising response



MARKETING BUDGET

- How much should be spent
- What do you want to accomplish?
- What are the goals?
- Are you spending enough?



EVALUATING THE PLAN

- Be prepared – no surprises
- Control mechanisms
- Keys to success



KEYS TO SUCCESS

- Customer satisfaction
- Company image
- Clearly distinction
- Unique strategy, consistent with the circumstances
- Technological progress



10 TIPS TO CREATING A MARKETING PLAN

1. **Market – Past, Present and Future** – explain the effects that the market has on your business
2. **Product Definition** – clearly define exactly what your product is
3. **Competition** – provide an overview of your competition
4. **Positioning** – show a comparison with your competition and outline how you will position your business against that of the competition
5. **Communication Strategy** – analyses your market segments and the demographics of your area and explain the different ways you plan on communicating with these targets.



10 TIPS TO CREATING A MARKETING PLAN

- 6. Launch Plan** – if you are starting on a set date outline your plan to make the launch
- 7. Public Relations** – identify the which public relations mediums you are going to adopt and how you are going to execute a PR campaign
- 8. Advertising and Promotions** – outline what advertising avenues you plan to use and what budget you will allow for this.
- 9. Pricing** – clearly explain your pricing policy
- 10. Monitoring and Evaluation** – explain how you are going to monitor and evaluate your overall marketing plan.



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