

BEST PRACTICES

Social Media:

- Post a link to an article or webpage, photos, video or photo album through a Facebook page
- Boost facebook posts for just \$5
- Target a specific audience, or your “followers and their friends”
- You can simply repurpose the same materials on Facebook, Instagram and Twitter
- Communicate with members through a Facebook group
- Get creative!! (google fun tennis images or search on youtube for videos)

Writing Emails/Newsletters:

- Create catchy subject line
- Lead with most important info (most people won't read past first few lines)
- Don't oversaturate
- Write efficiently
- Be creative
- Know your audience (tailor language/content to audience)
- Use photos & videos to capture reader's attention

MARKETING RESOURCES

RESOURCES.USTA.COM

-Free customizable flyers, photos, banners, postcards for any USTA program

NETGENERATION.COM > MARKETING GENERATOR

-Free customizable flyers, banners, postcards etc. for any Net Generation program

USTA NEW ENGLAND MARKETING SUPPORT

-When running select USTA events, marketing support is available. Coordinate through your local TSR for more information.

SPONSOR BENEFITS

NEW BALANCE - OFFICIAL APPAREL AND FOOTWEAR OF USTANE

Special Provider Appreciation Month e-store with custom USTANE apparel.

Link will be sent in post-event email.

KYSEK (ICE CHESTS/COOLERS) - OFFICIAL SPONSOR OF JTT SECTIONALS AND JUNIOR SECTIONALS

25% off for during the month of April using code: USTA_25_2019

CLUTCH TOWELS - OFFICIAL PARTNER OF USTANE

20% off use code USTA20

AME & LULU - OFFICIAL ACTIVE LIFESTYLE BRAND

30% off use code USTA30



NEW ENGLAND