



***MARKETING &
COMMUNICATIONS***

 TennisFoundation

THE A TEAM

- Holly – Head of Marketing & Communications
- Amy - Marketing
- Beth – Communications

RECENT CHANGES

The Tennis Foundation needs to be more visible, with a stronger focus on its social impact. Its website needs to be different from the LTA's and should describe its mission, vision and work in a simple but effective way. A strong communications and marketing plan will help increase visibility and awareness of the organisation and present it in a more appealing fashion.

Source: CCS Fundraising Feasibility Study

- Re-brand
- New website
- New roles

BRAND BUILDING

- Positioning
 - Unique
 - Consistency
 - Innovation
 - Culture
 - Association

**BRAND
GAME**

YOUR ROLE

Digital

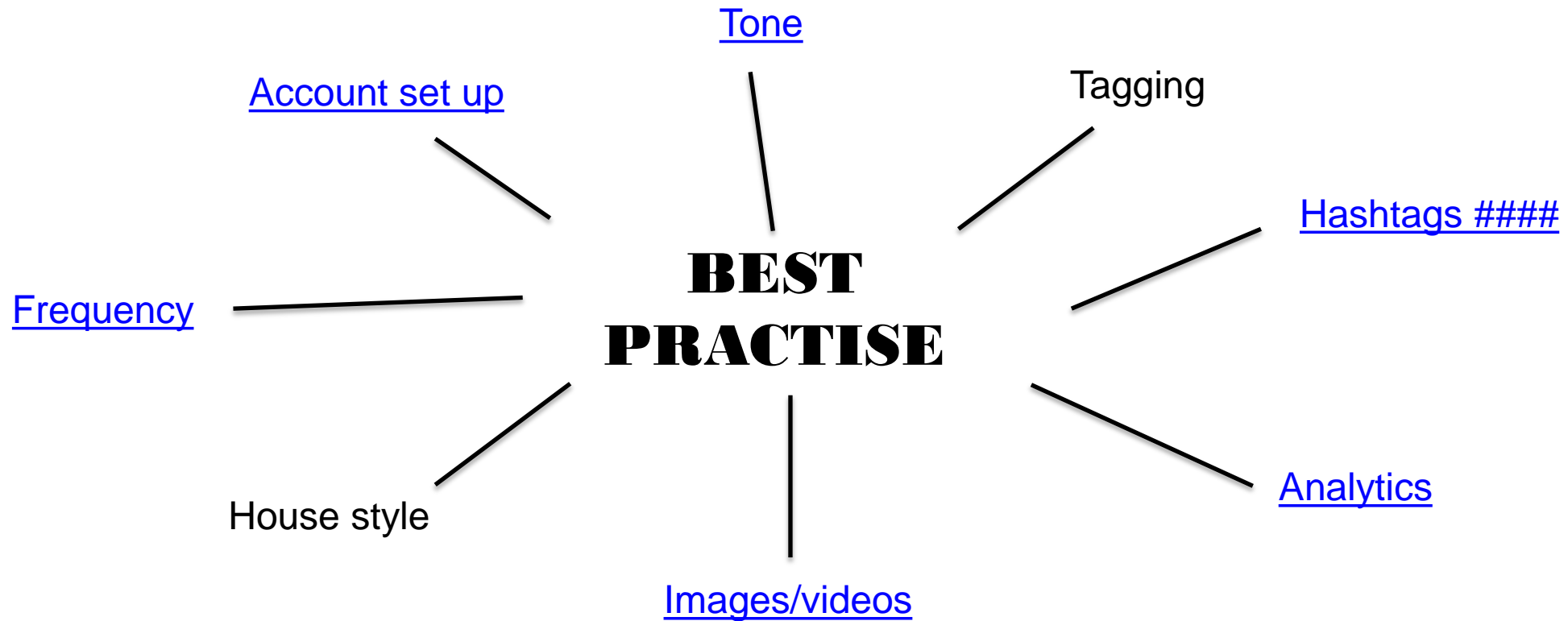
- Website
- Newsletters
- Video – Imagery
- Social

Physical

- Leaflets
- Posters
- Venue/court dress

SOCIAL MEDIA

- 2016/2017 Plan
- Content is king – BUCS & participation
- How to share content with us – Email



VIDEOGRAPHY

- [Loughborough Tennis](#)
- [University of St Andrews](#)
- How to create your own...Consider
 - Purpose
 - Audience
 - Length
 - Content - speakers, music
 - Branding
 - Call to action