

## Marketing is Your SUPER POWER!

#### Tools You HAVE

- USTA Resource Site (www.resources.usta.com)
- USTA Georgia Marketing Resource Page (coming March 2018)

# Marketing Resources





#### Tools You HAVE (cont.)

- Marketing Match Grant (50/50)
- Your own Website
- Social Media
- Your own Database
- Circle of Influence
- USTA GA Staff



#### Tools You NEED

- Volunteer with Marketing background
- Marketing Plan
- Tennis Ambassadors (grant opportunity – March 2018)

#### Other Items of Interest

- Using the USTA and Net Generation logos
- Approved vendor status
- REBO Wall

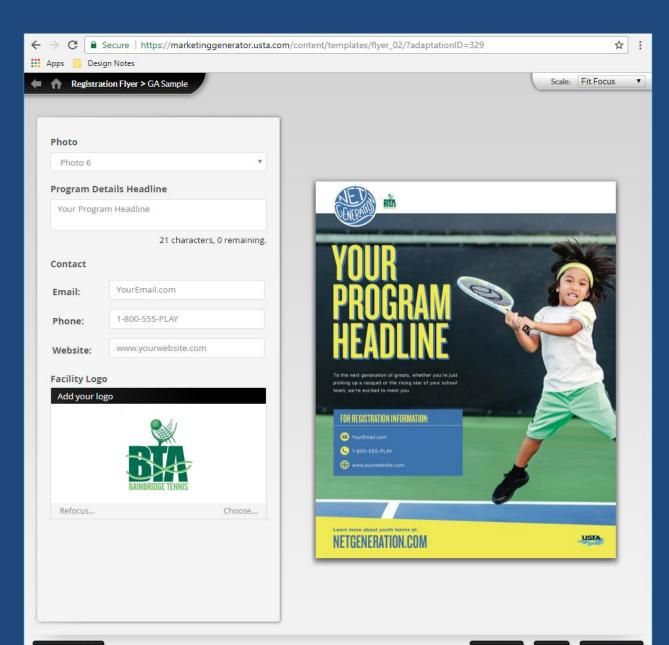
#### REBO WALL

find yourself in the game®



- Consumer Launch (May 2018)
- Viewbook
- Marketing Generator

TM



Reset artwork

Save As..

Save

Download...



### QUESTIONS



## and WRAP UP







