



**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



Ideas



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®



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- Continue to register providers
 - Consumer Launch (May 2018)
 - Viewbook
 - Marketing Generator

TM

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Secure | https://marketinggenerator.usta.com/content/templates/flyer_02?adaptationID=329

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Apps

Design Notes

Registration Flyer > GA Sample

Scale: Fit Focus

Photo

Photo 6

Program Details Headline

Your Program Headline

21 characters, 0 remaining.

Contact


Email: YourEmail.com

Phone: 1-800-555-PLAY

Website: www.yourwebsite.com

Facility Logo

Add your logo



Refocus... Choose...

NET
GENERATION

USTA

YOUR
PROGRAM
HEADLINE

To the next generation of greats, whether you're just picking up a racquet or the rising star of your school team, we're excited to meet you.

FOR REGISTRATION INFORMATION:

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YourEmail.com

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1-800-555-PLAY

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www.yourwebsite.com

Learn more about youth tennis at:

NETGENERATION.COM



Reset artwork

Save As...

Save

Download...



QUESTIONS and WRAP UP

