

PlayTennis.com Marketing Checklist

Manufacturer Collateral and Support	
	Place logo on ball cans; hang tags for racquets, clothes, wristbands, ads, etc.
	Clickable logo/icon as part of all emails and websites (like FB, Twitter logos)
	Print playtennis.com on shipping boxes, or use labels/stickers
	Logo inclusion on string consumer string packages and string rolls
	Logo/messaging on shoe boxes or use of shoe box inserts
	Social Media interaction and promotion
Mass Merchants Collateral and Support	
	End cap signage
	Point of Purchase Materials and Displays
	Logo Printed on store bags and or inserts in bags
	Social Media interaction and promotion
Online Retailers Collateral and Support	
	Printing playtennis.com on shipping boxes, or use labels/stickers
	Playtennis.com clickable logo as part of all emails and presence on websites
	Social Media Interaction and promotion
Pro Specialty Retailers Collateral and Support	
	Include your listing on the PlayTennis.com Retail Locator
	Playtennis.com counter cards
	Playtennis.com message printed out on all store receipts
	Playtennis.com icons/links as part of all emails and websites
	Point of purchase material and displays
	Logo printed on store bags
	Bag inserts (business cards/magnets)
	Postcards
Tennis Facilities Collateral and Support	
	Posting programs and facility info for inclusion on playtennis.com searches
	Posters and banners for posting in public areas
	Playtennis.com as part of all emails and websites
	Playtennis.com as part of Cardio Tennis banners/signage/marketing materials
	Social media postings and interaction

Pro Tournaments Collateral and Support	
	Get playtennis.com in tournament programs, including the pro circuits programs, US Open program, U.S. Open Series
	Signage at tournaments, including the nearly 100 USTA pro circuit events
	On electronic scoreboards at US Open and venues with similar screens
	Logo printed on bags/inserts in bags
	Playtennis.com logo printed on the back of tickets
	Social Media interaction and promotion
League Tennis Collateral and Support	
	League coordinators to include playtennis.com messaging
Court Contractor Collateral and Support	
	Including playtennis.com in literature and advertising
	Placing logo on all packaging
	Build into windscreens, net bands/posts (program that pays facilities a small amount for putting playtennis.com on custom windscreens?)
	Playtennis.com on ASBA website, newsletters, etc.
Teaching Professionals Collateral and Support	
	Articles in USPTA, PTR magazines/websites about adding pt.com to teaching pro messages to consumers
	TIA presentations at USPTA and PTR. Promotional pieces at trade shows.
	Teaching professionals to get themselves listed in the database for playtennis.com searches
Schools Collateral and Support	
	Link to the No-Cut program?
	Work with Jason Jamison to determine how to get playtennis.com in schools with other tennis messaging
	Add a page about playtennis.com on the schools program material that is already distributed
Colleges and Universities Collateral and Support	
	Link with Tennis On Campus?
	Coaches - register for searchable camps and summer programs
	Link on ITATennis.com website
CTAs/Parks and Rec Collateral and Support	
	Include playtennis.com messaging on USTA Mailings to CTAs and Parks and Rec.
	Inclusion of playtennis.com in the CTA newsletters
Other Collateral and Support	
	Reach out to provider "vendors" (i.e. joe dinoffer, netnacks, fromuth, etc.) to include pt.com in catalogs and on websites.
	Playtennis.com t-shirts/hats that manufacturers/retailers/tournaments can sell or that can go to tennis providers/facility staff. Also can be used as giveaways at recreational coaches workshops, CTA training, etc.
	TennisChannel commercials/Tennis Magazine ads

	Virtual Messaging on tv broadcasts for pt.com
	Plastic wristlets, pens, magnets, bags
	Messaging through Active.com registrations
	Banners
	Playtennis.com marketing toolkit