

Situation/Problem:

The center/academy is at breakeven. More customers/clients/members will result in profits. 300 total members with 100 active members (approx.) 105 Whatsapp group members (Including me, owner, coaches).

No marketing campaign whatsoever. Awareness only through word of mouth.

Measurable Business Outcome:

To increase the Players' pool. Increasing engagement with open play sessions, and beginners's sessions. Retain members. Consistency in sessions. Increase Summer Camp members.

Need to gather emails from current members, and sign up new members.

Top Players:

Bounce (Social Club, Bar+sports), sponsored search. No academy or dedicated TT center. Search Table Tennis London for reference.

Need to improve the following:

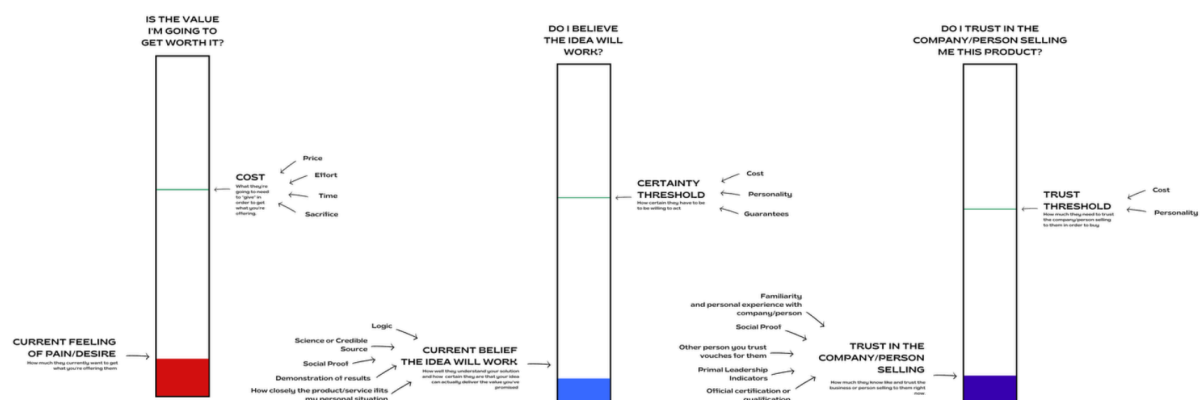
1. Google Search Profile:
 - a. Business Heading, Photos, Hours, Services, Website.
 - b. 5★ ratings with 112 reviews already.
2. Landing Page:
 - a. Designing for ease, curiosity, and a simple CTA.
 - b. Well-defined Sections and Services. Improved interactive timetable.
 - c. Testimonials.
 - d. Members' discount and the CTA (become a member today.. etc.)
3. Social Media Profiles:
 - a. Maintain a brand image. Pinned posts. Stories with site links.
 - b. Shorts and Reels to increase engagement.
4. WhatsApp Community:
 - a. Shift from Group to Communities. Keep the space clean and info easy to find.
 - b. Keep members engaged with the community.
 - c. Upsell the members to new services.

Funnels:

To be started after the improved landing page.

1. Email Marketing (Converted from Landing Pages to Clients)
 - a. Decide on an email marketing tool (Hubspot, Mailchimp)
 - b. Draft Welcome emails. An initial call to action to book a table. Direct link to join the Whatsapp community.
 - c. High-value emails with occasional CTA. Can include tips and tricks, news from the Table Tennis world, etc. (Short-form copies)
 - d. Monthly newsletter. (Long-form copies)
2. Paid Ads (Low Intent / Passive Buying)
 - a. Meta Ads for Summer Camp, Open Plays, Beginner Sessions, and to Increase Awareness.
 - b. CTAs (Book A Table, Register, Book A Spot, etc.)
 - c. Decide on a budget, need more info.
 - d. Monitor the campaign.
3. Google Search (High Intent / Active Buying)
 - a. Research Search-terms tools (Google Keyword Planner, Semrush, KeywordTool.io). Discover search terms according to business outcome. <https://www.semrush.com/>
 - b. Organic SEO on the website. (<https://www.google.com/business/>)
 - c. Paid search ads. Google Ads Account.

I THINK OF THESE QUESTIONS AS "LEVELS"



<https://www.beautiful.ai/player/-O1YawUdNZNqsWluYO0w/MARKETING-101>

Tickets:

Low Ticket: Group Session (Can potentially offer these for free for the first session. Upsell them from here through promotional campaigns and email campaigns)

Mid Ticket: Service Clinics, Adult Coaching, Intermediate and Masterclass Sessions (Need to keep numbers steady here)

High Ticket: Private 121, Ebatt League.

Table hires are a different thing. It does not depend on the coaches or player's passion but the vibe and fun people find at the place. Would require grand campaigns showcasing fun, excitement, and the go-to social activity factor. Different thing. Will touch later. Maybe from mid-December to target the Christmas holiday period.

Steps:

Run a promotion for a free first-time group session drop-by. Potential promotions can include:

- Bring a friend @ 50%
- Book 3 sessions for the price of 2 (Beginner to Intermediate in a week...)