

USTA Social Media Marketing Campaign

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UNITED STATES TENNIS ASSOCIATION

Executive Summary

The USTA, previously known as the United States National Lawn Tennis Association (USNLTA), was established in 1881. The word 'National' and the word 'Lawn' were officially dropped from the name 1920 and 1975 respectively. The USTA was first established by a group of tennis enthusiasts in New York City and in other tennis clubs in northeastern area.

The USTA has 17 geographical sections with more than 700,000 individual members. Other than the sections, the USTA has two main locations, one in White Plains, NY and the other located at the National Campus located in Orlando, FL. USTA is one of the global leaders in the tennis industry and is the national governing body of sport of tennis in the U.S. USTA's main mission is to promote and develop the growth of tennis in order to inspire healthier people and communities everywhere. Therefore, social media possesses an incredible potential for USTA to employ its mission statement. As the marketing team, we believe that even though USTA has a respectable presence and reach in social media platforms, there are opportunities to grow and strategies to leverage USTA current position in the industry. This social media marketing campaign will demonstrate some of the social media marketing objectives and specific strategies that would increase USTA's overall brand recognition and visibility in social media platforms. Then, those strategies will be implemented in the example content calendar and will be measured by the selected key performance indicators (KPIs) to maximize success and to adjust the strategies if needed.

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Situational Analysis

SWOT

Strengths:

- Being the governing body of tennis in United States
- Strong brand identity widely known, respected, resourceful, fortunate, well financed
- Successful in every branch including 17 sections, player development program, USTA foundation, USPTA
- Hosts a grand slam, the US Open
- Wide demographical appeal in target audience

Weaknesses:

- Diversity challenges: tennis is becoming more of a wealthy sport day by day which makes harder to sustain the total participation and to grow the game for the USTA.

Opportunities:

- Growth opportunities through social media platforms and online coaching (USPTA)
- Investing in the diversity of the game to make the game more accessible to more people
- The USTA player development where the best players of the country train to become professional tennis players in the ATP tour, who potentially can win a grand slam and become one of the legends of the sport.

Threats:

- Economic challenges like inflation, recession, and downturns which will make the sport more expensive and less accessible
- Competition from other sport which will result in USTA and tennis losing popularity nationally

Mission

“Growing tennis to inspire healthier people and communities everywhere.” (USTA)

Vision

"To inspire and enable all people to play and enjoy the game of tennis." (USTA)

Campaigns

30 – All campaign: the USTA aimed to raise \$30 million over three years to increase youth participation in the United States.

Be-Open Campaign: Diversity and inclusion that was launched for the 2020 US Open to highlight urgent societal issues and share the stories of people and communities

Market Research

In 2023, the global tennis industry was valued at 30.24 billion U.S. dollars. With a compounded annual growth rate (CAGR) of 4.8%, the industry is forecasted to reach a market size of 52.24 billion U.S. dollars by 2030.

Increasing popularity of the sport is the key driver of this growth in value and market size globally. Tennis has been seeing rising in participation levels in both amateur and professional level. Additionally, the widespread appeal among diverse demographics and the continues efforts of making tennis more accessible and affordable have been direct factors of the increasing popularity and the market share of the sport. (Future Data Sets).

Competitive Analysis

USTA is the national governing body of tennis in United States, so instead of having direct competitors, the organization usually has cooperation with other federations and governing bodies of tennis in other countries. However, of course, the USTA wants to be the world leader in tennis, hence the ultimate competition is with other federations over the world. For example,

United States is currently playing in the Davis Cup which is the national team tournament for tennis. Another example would be the grand slams and the US Open's success over other grand slams (French Open, Australian Open, and Wimbledon) throughout the calendar year, in every aspect of business such as, revenue generation, TV streams, ticket sales, fan engagement, and etc.

Target Audience

Audience identification is crucial for the success of a social media campaign to be able to target and utilize the resources and the budget of the campaign the most effectively and get the best return on investment on our campaign investment strategies

Demographics

- Ages 25-55, middle to upper class individuals

Psychographics

- Health-conscious, active, tennis enthusiasts

Relevance to Tennis

- The audience should be able to engage in tennis related activities (recreational level and above), and they can increase the popularity and awareness of the campaign by word of mouth

Communication Preferences

- The preferred communication of the target audience traditional, digital, or social media

Potential Impact

- Children who like tennis and are engaged in the community are essential because they are the fundamental participants of the USTA programs and camps. They can be great ambassadors of the sport tennis throughout their life if they keep participating in some way.
- Parents can influence their children's long-term involvement in tennis. However, depending on their behavior towards tennis, communication with their children, financials, they can influence their children's tennis participation negatively as well

Social Media Marketing Strategies

Defining and setting clear objectives are crucial for the overall success of a social media campaign because they act as a roadmap to the whole campaign. It helps campaign to have specific, measurable, and attainable goals, and it helps to optimize the resources that the campaign is using and allocating such as, time, people, and money. To sum up, setting up objectives and strategies for a social media campaign increases the efficiency and the success rate of the project.

Objectives

Objective #1: Organically enhance brand awareness, visibility, recognition through utilizing social media marketing strategies in Meta platforms, TikTok, YouTube, and X and emphasizing on macro fan engagement and earned media.

Objective #2: Raise awareness for the USTA's current campaigns such as, 30-All Campaign, which aims to raise \$30 million in the next three years through utilizing not only social media platforms but also more channels of media communication such as, websites, digital ads, traditional media, and etc.

Objective #3: Increase the number of the members of USTA from 680,000 to 1 million members by utilizing various social media marketing strategies in the next three years

Strategies

Objective #1: Macro Fan Engagement

- Value and invest to improve fan engagement per post rather than the number of followers in social media platforms or other metrics
- Partner with micro influencers and encourage them to post tennis and USTA related content
- Conduct influencer and professional tennis player take over on social media

Objective #2: 30-All Campaign

- Partner with corporations and encourage them to post USTA related content and market the 30-All campaign
- For the 30-All campaign, construct a hashtag campaign and include mentions of the campaign in the stories and posts Create a content calendar to be on top of the posting and raising awareness
- Organize press releases and interviews with the executives and important people in USTA especially during US Open when the ratings are high and encourage them to talk about 30-All Campaign and the objectives of USTA for the next 5-10 years.

Objective #3: 1 million members

- Invest in data analytics to find what kind of content and social media marketing strategies are generating the greatest number of new members, and what are their ROI's for generating a new member

- Encourage the target audience to register and to become a member of USTA by organizing give aways on social media platforms, discounts, and various event that would increase their engagement and curiosity

Elevator Pitch:

The United States Tennis Association (USTA), the governing body of tennis in the United States, is already the most recognized tennis association in North America. However, this social media campaign aims to elevate the organization's brand recognition and reputation even further, expanding its reach both locally and globally.

By implementing innovative social media marketing strategies, the USTA will strengthen its influence in the tennis world, attracting new members and customers from across the globe. Key strategies include collaborating with prominent professional tennis players and coaches—both American and international—and forming partnerships with domestic and global organizations. Additionally, leveraging iconic American tennis resources and facilities such as the US Open, the Billie Jean King National Tennis Center, and the USTA National Campus will play a central role in enhancing the campaign's impact.

This campaign is designed with midterm objectives in mind, setting a strong foundation for the USTA's broader, long-term vision. While it will contribute to the organization's enduring success, the primary focus is achieving its strategic goals for 2030.

Potential Risks and How to Mitigate Them

The biggest risk about collaborating with professional tennis players and influencers is that increasing the dependence on the content that they create. This would not only be increasing cost

but also increasing the minimum expectations of engagement from the audience and social media will end up being dependent to the celebrity appearances. The solution would be being careful and not overusing the influencer content and carefully selecting the influencers and players who align perfectly with the values of the USTA.

Another risk that each social media platform possess is facing a low engagement rate which will result in low visibility and poor campaign reach. The solution would be focusing on engaging content such as, polls, quizzes, user generated challenges, Q&A sessions. Of course, as mentioned earlier, utilizing influencer, celebrity, and professional tennis players as much efficiently as possible will deliver great levels of engagement.

Accidentally causing negative publicity by getting criticized for trying to raise \$30 million and how the funds will be used. A clear roadmap, objectives, and plans on how to spend the raised money will solve the problems and mitigate the risk because the target audience and the potential donators would now specifically know what they are paying for.

Content Calendar

Introduction

For the overall optimization and perfect execution of strategic planning and the consistency of the social media campaign, having a content calendar is crucial. Content calendar will also improve tracking and collaboration within the social media and marketing teams as well resulting in a successful posting of the contents and will help the success of the overall social media campaign.

Audience Segmentation

Hopefully, all of the content will be relatable to all of the targeted audience; however, most probably, each post and each platform will have a somewhat different target audience and a different expected engagement rate depending on the platform. For example, in the meta platforms, Facebook, X, and LinkedIn will target more of the older and professional target audience and also businesses, Instagram will target young adults and teens, whereas TikTok will target a demographically a younger audience base and would be expected to have a higher engagement rate.

Content Calendar

This content calendar demonstrates the platforms and content that USTA will utilize and post a week before the US Open 2025.

Day 1: Monday

- Platform: Meta Platforms
 - Type: Video
 - Content: The Us Open 2025 Trailer/ Promo
 - Objective: Build excitement and the Wow factor

- Time: 10am
- Team Member: Sarah (Content Manager)
- CTA: Get your tickets now for the best and the biggest tennis tournament in the world!
- Platform: X and LinkedIn
 - Type: Post + Link
 - Content: Introductory post about the link to the promo
 - Objective: Take people to the trailer
 - Time: 2pm
 - Team Member: Matt (Marketing Manager)
 - CTA: Go see the new official trailer/promo of the US Open 2025

Day 2: Tuesday

- Platform: TikTok
 - Type: Short funny video
 - Content: Quick snippets of the funny stuff that happened in US Open 2024
(Include celebrities and professional tennis players)
 - Objective: Create excitement and engagement
 - Time: 11am
 - Team Member: Kelsey (Creative manager)
 - CTA: Hey! Look at all the fun we had last year in US Open 2024!
- Platform: Meta Platforms
 - Type: Poll
 - Content: Who are you most excited to see in the US Open 2025

- Objective: Engage with audience and encourage interaction
- Time: 5pm
- Team Member: Mike (Social media specialist)
- CTA: Vote now and let's see who tops the list!

Day 3: Wednesday

- Platform: Meta Platforms
 - Type: Video
 - Content: Behind the scenes tour of the event setup
 - Objective: Build excitement and offer a different perspective
 - Time: 10am
 - Team Member: Sarah (Content Manager)
 - CTA: Get your tickets now for the best and the biggest tennis tournament in the world!

- Platform: X and LinkedIn
 - Type: Post + Link to the behind-the-scenes video
 - Content: Introductory post + link to the behind-the-scenes video
 - Objective: Encourage audience to watch the video and read the caption
 - Time: 2pm
 - Team Member: Matt (Marketing Manager)
 - CTA: Click on this link to watch the US Open 2025 behind the scenes video!

Day 4: Thursday

- Platform: TikTok

- Type: short video
- Content: Funny interview video with professional tennis players answering their favorite TV show, hobbies, and etc.
- Objective: Create amusement and make the athletes relatable to normal human beings
- Time: 10am
- Team Member: Kelsey + Sarah (Creative + social media)
- CTA: See what Tommy Paul likes to do in his free time?
- Platform: Meta Platforms
 - Type: Post
 - Content: Post of the last year great moments, like trophy ceremony, giving back to the charity, and etc.
 - Objective: Create excitement and urge to be a part of the biggest tennis tournament in the World
 - Time: 2pm
 - Team Member: Sarah + Mike
 - CTA: Don't miss out the big moments and be a part of the upcoming US Open 2025 this year!

Day 5: Friday

- Platform: Meta platforms
 - Type: poll
 - Content: "Who do you think is going to win the US Open 2025?!"
 - Objective: Engage audience and encourage interaction

- Time: 10am
- Team Member: Mike
- CTA: Vote now and let's see if you will be right!
- Platform: Meta platforms
 - Type: stories
 - Content: Stories of professional tennis players entering the building and practicing
 - Objective: Create excitement
 - Time: 2-6pm
 - Team Member: Kelsey
 - CTA: Look who is here!

Day 6: Saturday

- Platform: Youtube
 - Type: Video
 - Content: Mic'd up practice with Tommy Paul
 - Objective: Create engagement, excitement, and curiosity
 - Time: 10am
 - Team Member: Sarah
 - CTA: Watch and listen to one of the best American tennis players Tommy Paul practicing
- Platform: LinkedIn and X
 - Type: Post + Link
 - Content: share a post and the link of the mic'd up practice
 - Objective: Encourage and lead audience to watch the video and read the caption

- Time: 2pm
- Team Member: Matt
- CTA: Click this link to watch your favorite American tennis player, Tommy Paul's mic'd up practice

Day 7: Sunday

- Platform: TikTok
 - Type: short video
 - Content: Video on what are players doing behind the scenes off the court
 - Objective: Create engagement and show the athletes relatable for the audience
 - Time: 10am
 - Team Member: Kelsey
 - CTA: Watch this video to see what the tennis players are doing off the court!
- Platform: Every platform
 - Type: video
 - Content: US Open 2025 Promo/Trailer 2
 - Objective: Create more and more excitement and glamorizes the event
 - Time: 12pm
 - Team Member: Every member
 - CTA: Get your tickets now for an experience of a lifetime and to be a part of the best/biggest tournament of the world!

Evaluation Metrics

In order to measure and to evaluate the success of selected strategies of a social media marketing campaign, setting objectives and key performance indicators (KPIs) are crucial. Campaign's purpose, mission, and vision will be defined by the objectives, and KPIs will provide essential measurements and will allow marketing team to evaluate the various marketing strategies to make better decisions in the future of the campaign and strategies.

KPI's

Engagement Rate: The percentage of people who interacted with the USTA's content to measure the success of the first objective, which is increasing followers and the overall brand recognition and image.

Social Shares: The measurement how often followers and audiences share the association's content with their own networks, amplifying USTA's reach and influence organically.

Conversion Rate: The percentage of users who completed a desired action such as, becoming a member of the USTA, signing up for a convention, subscribing for information emails, registering for educational camps and conventions, and etc.

Social Shares: In order to see the number of times content is shared across social media platforms to identify what kind of content, like interviews, tips & tricks, influencer takeovers, tennis player spotlights, celebrity collaborations, and etc., is working better and raising more awareness and getting the most engagement towards our common goal.

Customer Acquisition Cost (CAC): Important metric for the third objective which is increasing the number of the total members. In order to identify how much are we spending to acquire per member and to restructure our marketing strategies accordingly.

Return on Investment (ROI) / Cost per Conversion (CPC): One of the most important metrics, similar to CAC but these metrics will be used to assess not only the customer acquisition but also return of most of the investments of the social media campaign.

Alignment with Objectives

Objective #1: Organically enhance brand awareness, visibility, recognition through utilizing social media marketing strategies in Meta platforms, TikTok, YouTube, and X and emphasizing on macro fan engagement and earned media.

- Engagement Rate
- Social Shares
- ROI

Objective #2: Raise awareness for the USTA's current campaigns such as, 30-All Campaign, which aims to raise \$30 million in the next three years through utilizing not only social media platforms but also more channels of media communication such as, websites, digital ads, traditional media, and etc.

- Engagement Rate
- Social Shares
- ROI
- Conversion Rate

Objective #3: Increase the number of the members of USTA from 680,000 to 1 million members by utilizing various social media marketing strategies in the next three years

- Conversion Rate
- Cost per Conversion
- Customer Acquisition Cost
- ROI

Conclusion

The global tennis industry is growing, offering significant potential for the USTA to expand its reach and influence worldwide. As the organization strives to fulfill its mission of “Growing tennis to inspire healthier people and communities everywhere,” leveraging social media as a key marketing tool is essential. This campaign will implement innovative strategies to achieve the organization’s main objectives, including organically enhancing the USTA’s brand image and recognition, raising \$30 million for the 30-All Campaign, and increasing membership from 680,000 to 1 million within the next five years.

Key performance indicators such as engagement rate, social shares, conversion rate, and the ROI of social media efforts will be closely monitored to measure success and ensure the campaign's alignment with USTA’s mission and vision. Through creative storytelling, strategic partnerships, and the effective use of digital platforms, the USTA is will be able to not only strengthen its role as a leader in tennis but also to inspire new generations of players and enthusiasts across the world. This campaign will establish a solid foundation for the organization’s long-term growth and its vision of creating a healthier and more connected world through tennis.

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