



## **Marketing the Game to the Psychology of the Player. A Case Study from a Club Tennis Programme.**

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### **Introduction**

- The importance of a marketing programme.
- Improving the quality of a tennis programme to increase participation.

### **Assessing Club Needs**

- Understanding the needs and wants of the club.
- Identifying problems that interfere with the services offered by the tennis programme.

### **Improve the Marketing Programme**

- Prioritise barriers that interfere with the tennis programme and set market share goals.
- Identify and implement marketing strategies.

### **Results and Conclusions**

- Programme must be appealing to customers.
- Create a marketing plan that increases participation in the tennis programme.
- Retaining customers through a successful tennis programme.