

Squash Your Way

How our new 'Squash Your Way' promotional campaign will run during March/April 2021 and your club can get the best results

Social Media

Squash Wellington will run ads across Facebook & Instagram, driving people to our website to go into a prize draw for a Squash Prize Pack. Clubs can also promote the campaign via their own social media channels or by encouraging members to share the posts on their own pages

STEP
01



STEP
02

Email Campaign

Prospects who sign up to go into the prize draw will begin receiving a series of automated emails to help them get started with squash. They will receive different emails depending on whether they are a beginner, ex-player, or social player



Contact Form

The second email in the series will give prospects the opportunity to submit their contact details and we will personally contact them to help get started with squash. Squash Wellington will gather the information needed and take them on this journey. This may require liaising with clubs and free court booking sessions may be offered as an incentive to help them take that first step

STEP
03



STEP
04

Club Experience

Either through their own initiative or through Squash Wellington contact, clubs ensuring they create a good first impression for new potential participants will be critical to the recruitment success

- Respond promptly to new enquiries
- Be welcoming and professional
- Have a varied range of participation options available (including casual bookings)
- Do a regular follow up with any leads to help them on their journey and navigate any potential barriers to participation they may come across



Feedback Loop

At the end of campaign we will announce the prize draw winner and seek feedback from the email subscribers around the content they received from the email campaign as well as their experience if they acted on their interest. We will continue to promote participation opportunities

STEP
05