
THE FUNNEL FIX FOR TENNIS CLUBS

How to Attract New Players
and Fill Programs Using Digital Ads +
Conversion-Focused Pages



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The Big Why

Most tennis clubs already offer great coaching, strong programming, and solid on-court experiences. But what many still lack is a reliable system for bringing in new players, increasing registrations, and creating sustainable growth year after year.

"The majority of tennis club owners are not marketing the right way."

Steve Theunissen, Grow a Profitable Tennis Club

Here's the reality:

- Club websites are often outdated or clunky
- Registration is done through PDFs, email attachments, or phone calls
- Digital advertising is either nonexistent or ineffective
- Follow-up is spotty or manual
- Marketing is reactive instead of strategic

Instead of running smooth, scalable systems, clubs are stuck repeating the same outreach efforts and hoping this season is better than the last.

If any of that sounds familiar, you're not alone.



You might be seeing:

- Programs that don't fill fast enough
- Ad spend with no ROI
- Last-minute marketing chaos
- No way to track or follow up with interested families
- A gut feeling that 'we could be doing better,' but no clear fix

And it's not your fault.

Most club directors, managers, and coaches didn't go into this business to become marketers. You're already juggling facilities, staff, programming, and member experience.

What you need is a **simple system** that runs in the background: one that helps you attract new audiences, convert interest into registrations, and grow revenue without relying on hope or word of mouth.

That's what this book is about.

🗨 MY STORY: FROM CHAOS TO CONVERSION

A few years ago, I was helping a club that had everything going for it: great staff, beautiful facilities, a solid local reputation. But they were still struggling to grow certain programs, especially junior clinics and seasonal camps.

They were boosting posts on Facebook, but nothing was converting. Registrations were slow. No one knew if the marketing was working.

So I built a simple funnel: targeted ads that led to clean, mobile-first pages with a fast checkout process.

We tracked leads, improved the messaging, and made registration feel easy.

Within 90 days, that same club filled its summer camps and had a waiting list for junior programs.

We've since repeated this process at clubs across the country. This system works, it's repeatable, and in this book I'll show you exactly how to apply it.

🔥 WHAT YOU'LL LEARN

- ✓ How to reach new players with strategic digital ads
- ✓ How to fix the 'leaks' in your funnel that lose leads
- ✓ How to build conversion-focused registration pages
- ✓ How to turn interest into registrations automatically
- ✓ How to create predictable, sustainable growth

Let's start by fixing the top of the funnel: getting the right people's attention.





Awareness: Reaching the Right People

You can't grow if no one new hears about you.

A common mistake clubs make is assuming "people know who we are." Even if they do, they often don't know:

- That you're accepting new members
- That registration is open for a seasonal clinic or camp
- That a junior program is starting soon
- Or that they're the exact audience you want to serve

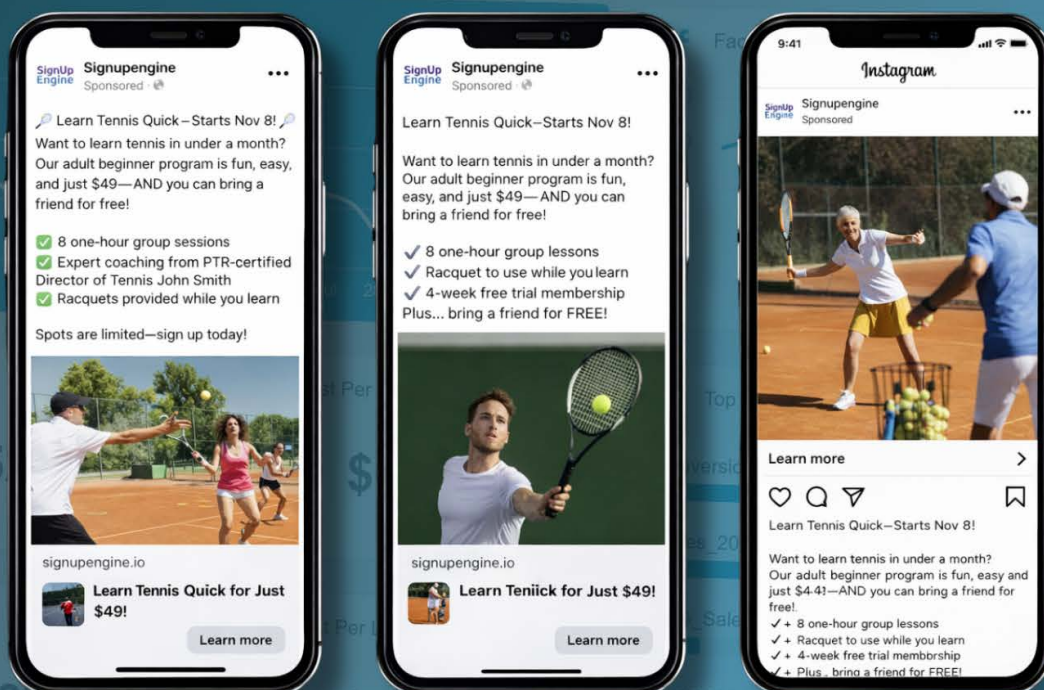
The Goal of Awareness

Make your club discoverable to people who have never heard of you, but who live nearby and are perfect-fit customers.

The best way to do that? **Targeted Facebook and Instagram Ads.**

Not boosted posts. Not newspaper ads. Not random blog content.

You need a system that gets your best message in front of the right households, with real data behind who sees it and what they do next.



HOW TO RUN EFFECTIVE AWARENESS ADS

1. Use short-form video

Clubs that show real clips of players, coaches, or families in action outperform static image ads.

2. Target locally

Facebook Ads Manager lets you geo-target within a few miles of your club.

3. Use clear messaging

"New to tennis? Beginner-friendly adult programs now enrolling."

"Kids need an active summer? Weekly camps now open. Spots fill fast."

"Live nearby? Join our community of tennis families."

4. Link to a registration page

Sending traffic to a generic homepage loses people. Use a dedicated landing page with a headline, description, image, and registration button.

With one of our clients, **JTCC**, a "Learn Tennis Now" campaign used a 15-second video ad targeting parents within a 10-mile radius.

Result:

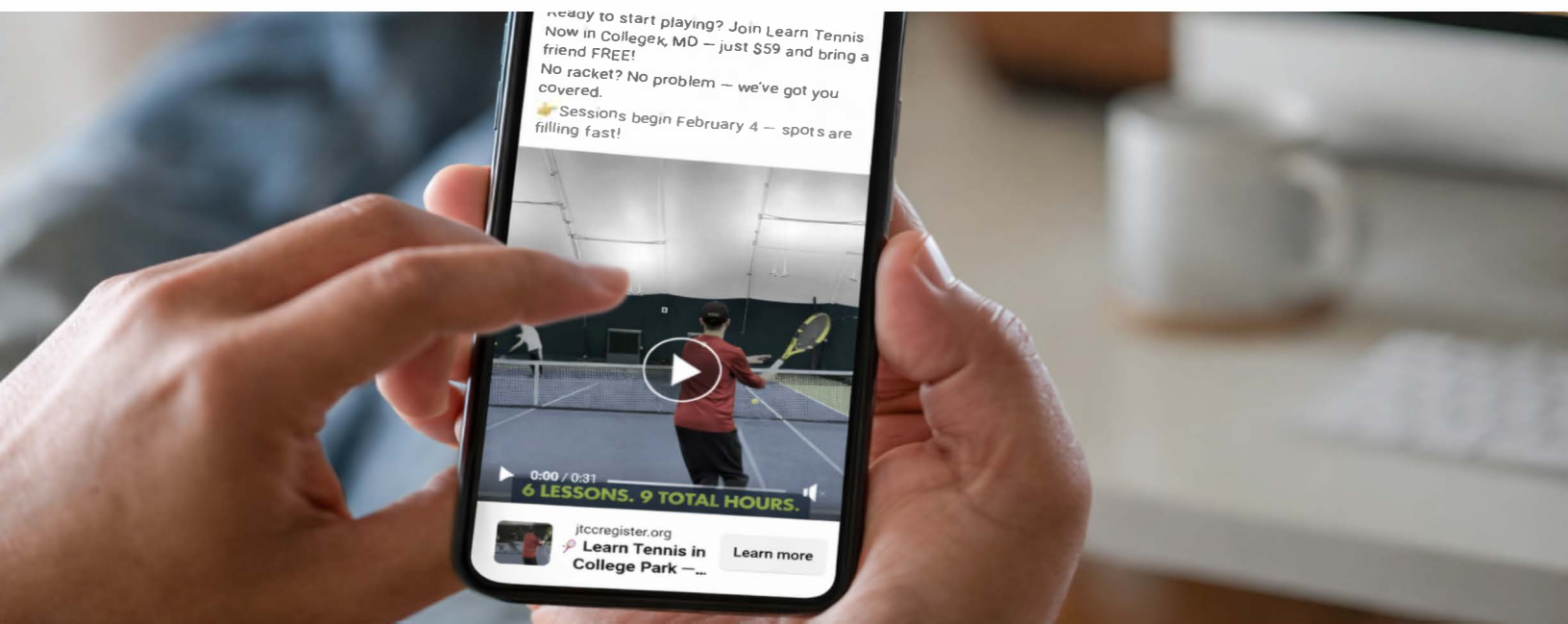
25,831
impressions

1,028
clicks

\$0.81
cost-per-click

230+
camp registrations

It worked because it was simple, local, and clear.



Interest: Capturing and Nurturing Leads

Once someone clicks your ad, your job is to keep them moving forward.

Many clubs lose momentum here by sending people to:

- × A confusing website
- × A PDF form
- × Or no clear next step

Your goal is to capture and nurture interest, even if someone isn't ready to register.

Step 1: Capture the Lead

Use a simple lead capture form to collect contact info:

- First name
- Email
- Interest (e.g., "Which program are you considering?")

Fewer fields lead to higher conversion. Send each ad audience to a landing page that matches what they clicked.

Step 2: Nurture with Email

Use a short 3-email follow-up sequence:

Email 1: Confirm interest and share key details

Email 2: Success story or testimonial

Email 3: Urgency (e.g., "Last chance to register")

Send over 3 to 5 days. Emails should be mobile-friendly, include a clear CTA, and link to the same landing page.

Recap: Interest Stage Must-Haves

- Clean landing page with lead capture
- Follow-up emails with value and urgency
- Clear, consistent messaging

✨ *You're building momentum. Next, we convert it.*

Action: Turning Interest Into Registrations

Most club funnels fall apart at this stage. Someone is ready to sign up, but:

- ✗ The process is clunky
- ✗ The forms are hard to use on mobile
- ✗ The call to action isn't obvious
- ✗ Or they have to download a PDF

Friction kills conversions.

You need a high-converting registration page that makes it dead simple to sign up.

✅ What Your Registration Page Should Include

- **Branded design** that looks like your club
- **Clear, action-oriented headline** (e.g., "Register for Junior Summer Clinics")
- **Program details** with dates, pricing, age groups, time slots
- **Urgency** (e.g., "Only 8 spots left")
- **Fast, mobile-friendly checkout** with no PDFs or printouts

Pages should be responsive, easy to skim, and have one clear button near the top and bottom. Use Stripe or another online payment integration so people can register in under 60 seconds.

📄 Old School

1. Download a form
2. Fill it out
3. Call the club
4. Wait for confirmation

⚡ Modern

1. See an ad
2. Click to register
3. Tap, fill out, pay
4. Get confirmation instantly

Guess which one fills programs faster?

Retention: Keeping Players Coming Back

Here's a common mistake clubs make:

They run a solid ad. They get a registration.

And then nothing happens.

They don't follow up. They don't upsell. They don't stay in touch.

That means they're always starting from scratch, paying to get new leads instead of maximizing the ones they already have.

Smart clubs use **retention marketing** to boost lifetime value and fill future programs faster and cheaper.

Why Retention Matters

When someone finishes a clinic, camp, or lesson series, they're most likely to buy again right away. But only if you prompt them.

It's **5x cheaper** to re-engage a past customer than to find a new one.

3-Step Retention Play

1. Follow up after a program ends

Send a simple email or text:

"Thanks for joining our Summer Youth Clinics. Want to reserve your spot for the Fall series?"

2. Promote next-step programs

Segment by age or skill level. Show them what's next and make it easy to re-enroll.

3. Retarget non-registrations

Use Meta ads to re-engage site visitors who didn't register. Try a simple message like: "Spots still open!"

Pro Tip: Email List = Retention Engine

Keep a running email list of everyone who ever signed up or clicked.

Send them:

- Registration reminders
- New program launches
- Discounts or VIP early access
- Club announcements

Over time, this compounds. Your audience gets more responsive, and each campaign gets easier to fill.



How the "Learn Tennis Now" Funnel Drove Beginner Growth

JTCC (Junior Tennis Champions Center) is a 32-court tennis facility that wanted to grow entry-level programs while making registration easier for new families. This case study shows how JTCC used The Funnel Fix to turn ads into consistent beginner registrations.

What Is Learn Tennis Now?

A low-cost entry program designed to remove friction for new players:

- \$59 beginner program
- Bring a Friend for Free

At JTCC, **50%+ of participants** moved on to additional programs.

How JTCC Implemented the Funnel

JTCC ran short video ads on Facebook and Instagram, drove traffic to a clean landing page with lead capture and email follow-up, used fast, mobile-friendly registration (no PDFs or phone calls), and promoted "What's next?" programs after signup.

 Total Registrations Over Time



\$338

ad spend

1,028

clicks

\$0.81

CPC

1,456

registrations



"The Learn Tennis Now program has been a game-changer for our beginner acquisition."

— Tyler Delaney, General Manager, JTCC

Results vary by market and resources, but the same funnel scales based on your club's size.

Bonus Tools to Make It Even Easier

Here are two quick extras to help you take action faster.

 Bonus 1: 5 Funnel Fixes You Can Make This Week

Quick wins that make an immediate impact.

- ☒ Replace all PDFs with online registration forms
- ☒ Add urgency to your program pages
- ☒ Show social proof (testimonials with photos)
- ☒ Make sure your pages look great on mobile
- ☒ Use real photos in your ads, skip stock images

 Bonus 2: 90-Day Marketing Calendar Template

A basic seasonal launch calendar you can use for clinics, camps, or program pushes.

WEEK	CAMPAIGN FOCUS	ACTION STEPS
Week 1	Build List	Run low-cost lead gen ad + lead magnet
Week 2	Tease Offer	Send warm-up email with early announcement
Week 3	Launch	Run full digital ads + open registration
Week 4 & 5	Push Urgency	Use "Last Chance" ads + reminder emails
Week 6	Fill Final Spots	Target cold leads + email non-registrations
Week 7 & 8	Program Runs	Collect photos, testimonials
Week 9	Retention	Follow-up email: "What's next?"
Week 10	Analyze	Review what worked, prep next funnel



What Comes Next

Turn Strategy Into Reality with SignUpEngine

Thanks for reading. Whether you build it yourself or partner with us, I hope this guide brought clarity to what's possible for your tennis club.

Meet SignUpEngine

Built specifically for tennis clubs, SignUpEngine combines a powerful online registration system with expert-managed ad campaigns, email marketing, and high-converting landing pages.

What You Get:

✓ Custom Landing Pages

✓ Hands-On Ad Campaigns

✓ Lead Generation Systems

✓ Live Strategy Support

What Makes Us Different

- ◆ Built for tennis clubs
- ◆ Backed by 5+ years of proven results
- ◆ Transparent pricing (no bloated retainers)
- ◆ Real humans writing your copy and managing your strategy
- ◆ Integration across your website, ads, and email

Special Offer for Readers of The Funnel Fix

15% off setup + Priority onboarding + Free audit

signupengine.io

Get started and claim your bonus

Final Words

Thanks for reading. Whether you build it yourself or partner with us, I hope this guide provided clarity on what's possible for your tennis club.

You deserve a system that works. One that brings in new players, supports your team, and grows your programs consistently.

Let's make it happen.

— The SignUpEngine Team



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