**Marketing and Communications Officer report 2022-23**

**Monthly newsletter**  
Devised and sent out 12 x newsletters (in addition to coach sending marketing emails) one a month, open rates as follows (according to Campaign Monitor, a healthy email open rate can be anything from 20% - 40%)

Jan 84%

Dec 77%

Nov 64%

Oct 72%

Sept 65%

Aug 71%

July 77%

June 88%

May 85%

Open weekend special edition 74%

Apr 80%

Mar 80%

Feb 79%

**Website stats**

Jo and Matt are keeping the website updated with news blogs, events, competitions and our weekly timetable of activities. In 2022 overall we had fewer visitors to our website than 2021:

Chart, histogram

Description automatically generated

**Open day, banners, posters, and social media**

In addition to the large banner (March 2022) promoting junior tennis we have produced and distributed a number of A4 posters to encourage the girls’ group coaching on Tuesday evenings (March 2022) Make a Racket, plus committee members kindly distributed posters for the open day (May 2022) and we publicised it on Facebook, which had good reach stats and interest.