

# DIGITAL MARKETING PLAN

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## **INTRODUCTION**

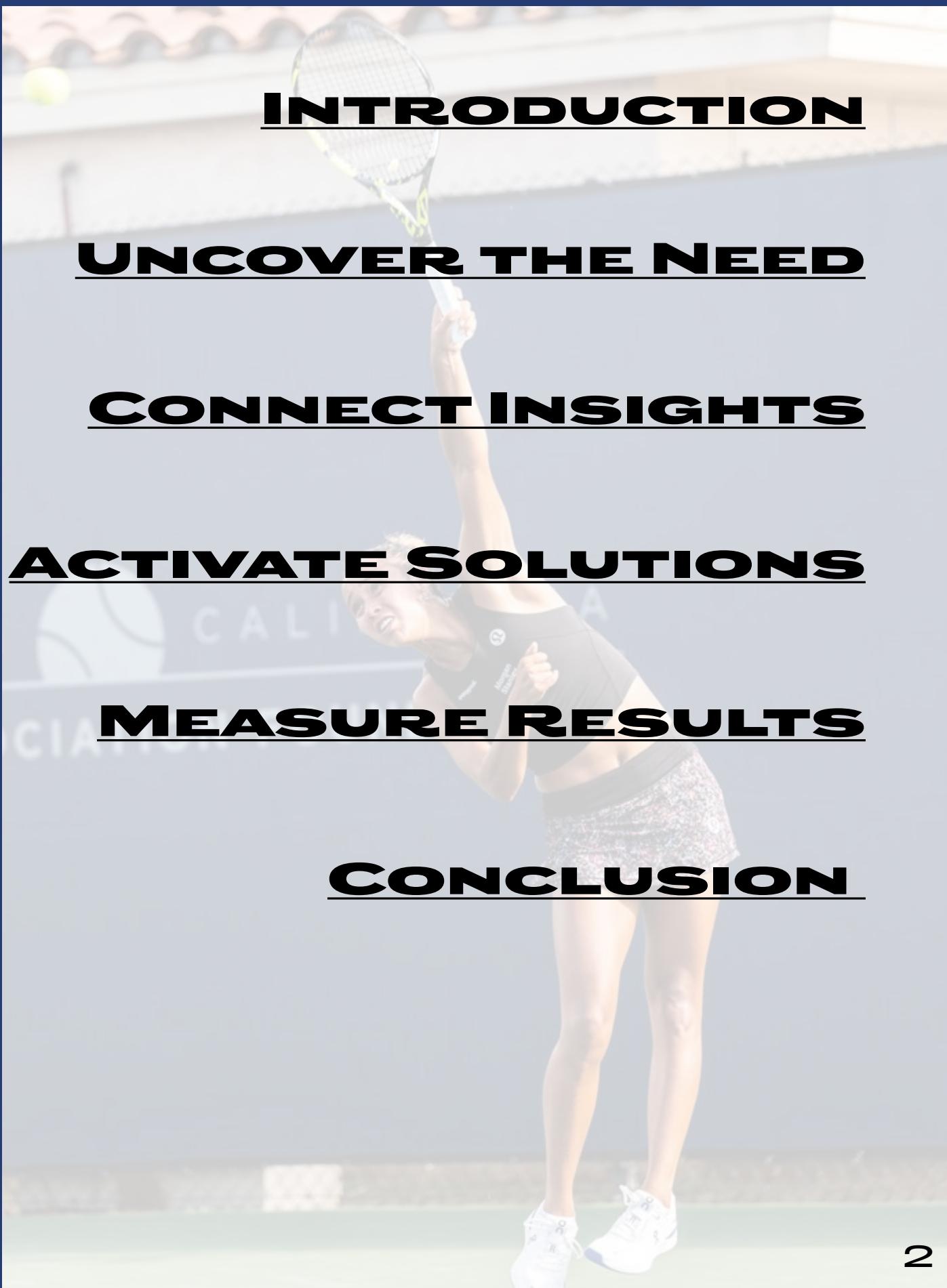
## **UNCOVER THE NEED**

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## INTRODUCTION

The San Diego Open, hosted at the Barnes Tennis Center, has become the city's premier tennis tournament, celebrated for its rich history, dedicated players, and legendary lineups. Over the years, the event has provided a platform for women to compete at the highest level, build their legacies, and make their mark in women's tennis history.

San Diego has hosted numerous tennis competitions from 1971 to 2015, but women's tennis departed the city until its awaited return in 2021 as a WTA 250 event on the road to the WTA Finals. Since then, the San Diego Open has accommodated top athletes, including 16 of the top 20 players in 2022. Now a WTA 500 event, it is a key stop for athletes set on qualifying for the WTA Finals.

The Barnes Tennis Center, a hub for community tennis and youth development, plays a part in creating a family-friendly atmosphere. The San Diego Open establishes an intimate setting for fans and players. Beyond tennis matches, the tournament stands out for its community engagement, integrating athlete activations, celebrity games, and initiatives that promote women and wellness.

One of the event's main initiatives is its commitment to education and empowerment, particularly for young girls and women. This program aims to educate, inspire, and empower females of all ages, fostering a supportive and inclusive environment that extends far beyond the court.

As the tournament continues to grow, leveraging advanced digital marketing tools and expanding its community involvement will further elevate its presence and impact. In the following pages, we will outline strategies to ensure the San Diego Open at the Barnes Tennis Center continues to grow as a place of tennis excellence and a celebration of women's achievements year after year.

# SMART GOALS

**SPECIFIC-** Increase ticket sales and community engagement for the San Diego Open by targeting 34-year-old women with children in San Diego through Facebook, Instagram, and YouTube.

**MEASURABLE-** Achieve a 15% increase in ticket sales compared to the previous year, with a minimum of 10,000 unique visits to the landing page, a 5% click-through rate on paid ads, and a 3% conversion rate.

**ACHIEVABLE-** Use the tournament's WTA 500 identification, create a family-friendly atmosphere, with community-focused initiatives. Optimize landing page updates, social media content, influencer partnerships, and mobile-friendly design.

**RELEVANT-** The strategy aligns with the tournament's mission to inspire and empower women while creating memorable experiences for families. San Diego's millennial demographic comprises 24% of residents and fits well with the target audience.

**TIMELINESS-** Achieve these objectives by the conclusion of the San Diego Open tournament, ensuring results are measurable and reported within one month post-event.

# UNCOVER THE NEED

The San Diego Open has an opportunity to strengthen its position in the mind of potential and returning fans. They can do this by addressing the needs of its audience for love and belonging and self-esteem, as outlined in Maslow's Hierarchy of Needs. By directing focus and effort into these needs, the tournament can grow its impact, build loyalty, and create a more engaging experience for attendees. The attendees that would be targeted would include millennials, and specifically women with families.

The need for love and makes people desire interpersonal relationships, affiliation, and a sense of connectedness. The San Diego Open would meet this need by providing opportunities for people to connect with others and engage in fun meaningful experiences.

By offering a family-friendly environment where families can spend time with their children, they can introduce them to the excitement of women's tennis. Some ways to foster this environment is through kid-friendly zones, opportunities to meet athletes and maintain an inclusive atmosphere that strengthens family bonds.

The need for self-esteem is driven by a desire for recognition, achievement, and feelings of value. The San Diego Open can meet this by providing positive role models for their children and the ability to witness hard work and achievement up close.

Focusing effort on these needs will help the San Diego Open position itself as more than just a tennis tournament. It will become a place for connection, empowerment, and memorable experiences for everyone. This approach ensures the event is memorable and fun leading to higher attendance and stronger fan loyalty.



# BUYER PERSONA



**REBECCA HAMILTON**

**Gender:** Female

**Age:** 34 Years Old

**Location:** San Diego County

**Education:** Bachelors Degree

**Profession:** Elementry Teacher

**Income:** \$75,000 anually

**Family:** Married with 2 children

Rebecca has recently started to become active again after being a mom for 9 years. She just started going to a group from church who plays pickleball every week. Rebbecca found that she enjoys playing so much and wants to find a smiliar sport nearby to enjoy with her family and her friends. She enjoys watching all sports and has enjoyed sitting on her phone watching tennis matches on YouTube.

**Needs:** Looking for an event in San Diego that is empowering and kid friendly.

**Motivation:** She currently likes watching sports with her husband and heard that San Diego Open is a way for her to watch live with family.

**Pain Points:** All the sports teams nearby are in their offseason and she really wants to spend time with her family.

**Journey:** Rebecca begins by searching for fun events in San Diego and interested in the San Deigo Open. She decided to look at the website and found that this exactly what she was looking for. Her children can get in for a discount and she can enjoy sports with her husband.

## **STRENGTH**

### **Hero Image-**

Captivating Video used and adds clarity about being what the event is.

### **Quality Content-**

Images and videos are high quality and catch the eye.

## **WEAKNESS**

### **Framing-**

Mentions another tournament that is not relevant to SD Open or WTA Finals.

**Details-** Information missing/ not updated for this years tournament.

**Call to Action-** Makes buying tickets difficult.

## **OPPORTUNITY**

### **Buy Tickets Now Button-**

Necessary for clear call to action and quicker conversion.

### **Invest in other offerings-**

More of a party or event environment to keep people at the tournament longer.

## **THREATS**

### **Indian Wells-**

Mentioning other competition could push them to that event instead.

### **San Diego Events-**

Competition with surrounding San Diego businesses and events.



**EXPERIENCE  
THE  
ENERGY**

## **SAN DIEGO OPEN**

[Tickets Now](#)



## **Women & Wellness**

The San Diego Open initiated on women empowerment. We committed to educating and empowering women of all ages. This program aims to educate, inspire, and empower females from all backgrounds, fostering a supportive and inclusive environment that extends beyond tennis, focused on physical and mental health.

## **Family Area**

Come and take a load off between tennis matches in our new fan village. This year we have a family area located in the fan village where you can sit and enjoy lunch with your family. The area will also include fun snacks, affordable food and games for kids.



The updated San Diego Open landing page is optimized to generate demand and help visitors along their journey as they go from interested to taking action.

We can do this by using the hero image that gains the attention of someone who goes on the site and addresses the need of self-esteem by showing significant achieving at a high level in women's tennis. The image could be interchanged with a video that highlights the celebration of exciting achievements throughout the tournament. An interactive and engaging video will create a sense of need to experience that feeling in person leading them through the demand phase of the marketing framework.

There has been an update to the Call to Action and is in two places on the landing page so visitors know that we are trying to convert them to purchasing tickets to the event. This new call-to-action will get new and returning customers to take action and minimizes the places that potential customers might leave the page.

Another significant update to the landing page is the ability to find a blog within the navigation bar. Writing a blog or having a credible contributor would continually provide valuable content that helps with on page optimization. This addition allows for more internal links on the website and the ability to add fresh content that could build additional back links increasing the ranking of the website on Google.

There has also been an update in the way that women in wellness are addressed and information regarding other details of the competition. By updating these subjects, the previous weaknesses are addressed decreasing friction that potential customers might encounter. Interested customers can see what is offered and if the event has things that they like, they are more likely to convert or purchase tickets.

Keywords: San Diego Open, tennis, women empowerment, tennis matches



# SEO KEYWORD LIST

Key Word	Volume	Competition
san diego open	10k-100K	Low
tennis	100k-1m	Low
point loma	10k-100K	Low
tennis tournament	10k-100K	Low
Women's tennis	10k-100K	Low
women empowerment	10k-100K	Low
tennis near me	10k-100K	Low
tennis matches	10k-100K	Low
san diego open tickets	10k-100K	Medium
wta	100k-1m	Low

# PAID ADVERTISING

Come Experience  
San Diego's Premier Tennis Tournament!

TICKETS NOW



**Rady Children**

**JOIN US**

*San Diego* **OPEN**

Buy weekend passes now and receive a meal voucher for each day of competition!

**Weekend Passes**

[www.wtasdopen.com](http://www.wtasdopen.com)

## Sponsored

San Diego Open

<https://www.wtasdopen.com>

## San Diego Open | Women's

Point Loma, the home of WTA 500 tennis tournament. Bring your family and friends and witness world class tennis players build their legacy. Buy tickets today!

[Family Packages](#) . [Tickets](#) . [2025 Players](#)

## Subject line: Your Family Trip Awaits

### Family Fun For Everyone

Are you looking for a family-friendly way to spend the weekend? We've got the perfect event for you! Join us at the San Diego Open for a weekend full of tennis, live entertainment, and activities the whole family will enjoy.

Starting February 22nd to March 2nd 2025, the San Diego Open will bring world-class tennis to Barnes Tennis Center. This event is for anyone from die-hard tennis fans to those who love sports. We have kid-friendly games and other fun activities for the whole family to enjoy.

This year the venue will have stroller-friendly paths and family rest areas. If you're looking for a break between matches, there will be local food trucks to explore the flavors of San Diego. In addition to a number of food options we offer a shaded picnic area for you to enjoy with your family.

We can't wait to see you at the San Diego Open! Let us help you create lasting memories and introduce your kids to the excitement of live sports.

**Family Tickets**



# The San Diego Open: A Rising Star on the WTA Tour

The San Diego Open has quickly emerged as one of the most exciting stops on the WTA calendar. Set against the beautiful backdrop of Southern California's coastline, this tournament offers a perfect blend of world-class tennis and an intimate, fan-friendly atmosphere.

This year, the tournament featured a stellar lineup of talent, headlined by:

- **Iga Świątek:** The world No. 1 continued to show why she's a dominant force on tour, demonstrating her ability to adapt and thrive in any environment. Her precise shot-making and mental fortitude were on full display, making her matches unforgettable.
- **Coco Gauff:** The American starlet brought her electrifying energy to the San Diego courts. With her explosive athleticism and growing tactical awareness, Gauff's presence added an undeniable spark to the tournament.

What makes the San Diego Open special isn't just the players but also the fan experience. Highlights include:

- **Intimate Venue:** The smaller stadium setup ensures fans are closer to the action, creating an electric yet welcoming atmosphere.
- **Scenic Location:** Between matches, fans can enjoy San Diego's iconic beaches, local cuisine, and sunny weather, making it a tennis vacation paradise.
- **Top-Tier Organization:** Players frequently praise the tournament's hospitality and smooth operations, which help them perform at their best while enjoying the laid-back SoCal vibe.

The San Diego Open is more than just a tennis tournament—it's a celebration of the sport in one of the most picturesque settings imaginable. With its growing reputation and ability to attract the game's biggest stars, it has become a must-see event on the WTA calendar.

Whether you're a die-hard fan or a casual enthusiast, the San Diego Open delivers a tennis experience that's as thrilling as it is unforgettable.

# SOCIAL MEDIA

To effectively reach and engage 34-year-old women with children, the best social media platforms are Facebook, Instagram, and YouTube. (Pew Research Center, 2024) These platforms are the mostly used by individuals between the ages of 30–49. All three of these platforms do well in demand generation and demand harvesting.

Facebook is one of the largest social media platforms and supports SEO because search engines leverage the information it receives from the site. Facebook also has a very competitive ad network that allows for personalized targeting making it easier to tailor ads to a specific group.

Instagram involves high quality photo and videos that are effective at catching the attention of first-time buyers. Influencer partnerships are also additional ways that this platform could be used to build loyalty through the recommendation of someone who is highly respected. Instagram also allows for interactive content that makes people interact and feel a sense of connection.

YouTube is good for information rich videos and can effectively influence first time attendees. A video about a day at the tournament can resonate with families looking to enjoy a time away from the house.

Using the strengths of Facebook, Instagram, and YouTube can lead to a strategy that catches people's attention, builds connections, and drives action among families looking to balance family life and personal interests.



# INFLEUNCERS



## SHAWN JOHNSON EAST

Shawn John East has 4.3 million followers on Instagram she is in the age range of our target demographic. She values family and being active. Shawn Johnson was an olympian in Gymnastics and represents women in good light. She lives out the active mom life and continually tries new things and posts on her social media. Shawn Johnson is relevant and relatable to other moms who like to have fun and be active.

## BRIANNE MANZ

Brianne Manz is a micro influencer on Facebook with 21,000 followers. She is married and a mom of three. She has been blogging for over 13 years and posts consistently on Facebook. On her website Stroller in the City, she blogs about her family and their adventures. She likes to try new food and activities with her family. Although Brianne is in her 40's she has a substantial following, continual engagement and updated blogs making her a perfect micro influencer on Facebook.



## MORGAN RIDDELL

Morgan Riddle is the perfect YouTube influencer for the San Diego Open. She is dating Tennis player Taylor Fritz and consistently posts tennis vlog content. She is lower than the target market age but has 88k subscribers on YouTube with continual engagement. Her videos gain a lot of traction and she is already part of the tennis scene being part of what are called Wimbledon WAGs.

# MOBILE MARKETING

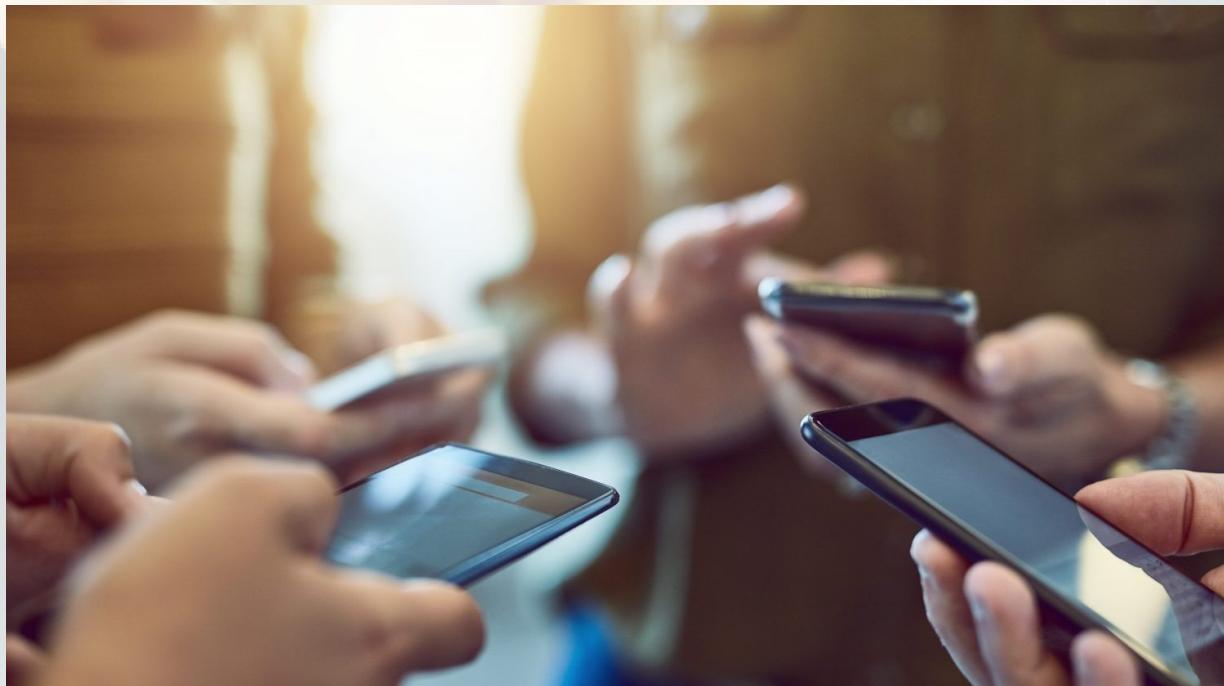
In today's digital marketing world, incorporating mobile marketing is essential for success. Most of the online traffic is coming from mobile devices, which makes it important to create a seamless experience.

We recommend improving the landing page for the mobile version as well. There should be an emphasis on creating clear and compelling call-to-action.

Mobile users are more impatient than desktop users, making the first impression important. Beyond the website optimization, the normalization of social media on mobile devices presents a unique opportunity for targeted advertising.

Social media platforms are where potential customers are most engaged, making directed attention ads effective. These ads can capture users' interest while they scroll, offering tailored content that aligns with their preferences and behaviors.

By combining a mobile-friendly website with strategic mobile advertising, businesses can create a cohesive marketing approach that meets customers where they are. Prioritizing speed, clarity, and personalization will not only enhance the user experience but also increase the likelihood of turning mobile visitors into loyal customers.



# BUDGET

Porter Framework	Differentation Focus		
Strategy Framework	Channels	Tactics	\$ Allocation
Demand Generation	Website(Owned)	Conversion Rate Optimization	\$ 316
	SEO(Owned)	Keyword Optimization	\$ 0
	Video Promotion	Affiliate Marketing	\$ 1000
Demand Harvesting	Email(Owned)	Capture Email	\$ 100
	SEO (Owned/Earned)	Blog Copy Writing	\$ 1000
	Paid Search Ads (Owned)	Google Ads	\$ 0
Loyalty Building	Social Media Ads (Owned)	FB, IG, YT Ads	\$500
	Partnership	Infleuncer Mentions	\$1000
	Mobile Marketing	Infleuncer Mentions	\$250
Total Monthly Budget		\$4,166	

# MEASURE RESULTS

## Landing Page

**KPI:** Unique Visits / Conversion Rate

**Goal:** Track the number of visits generated through search engines and monitor the conversion rate via the call-to-action to measure effectiveness.

## SEO Keyword

**KPI:** Organic Search Referral Traffic

**Goal:** Analyze traffic driven by targeted keyword lists, adjusting strategy based on search engine performance and rankings.

## Paid Ads

**KPI:** Clicks / Revenue Generated

**Goal:** Monitor ad performance by measuring clicks and revenue generated to assess return on investment (ROI).

## Email Marketing

**KPI:** Open Rate / Click-Through Rate (CTR)

**Goal:** Evaluate engagement by tracking who opens the email and whether the desired action is taken, refining campaigns for better results.

## Social Media Influencers

**KPI:** Clicks / Engagement Metrics

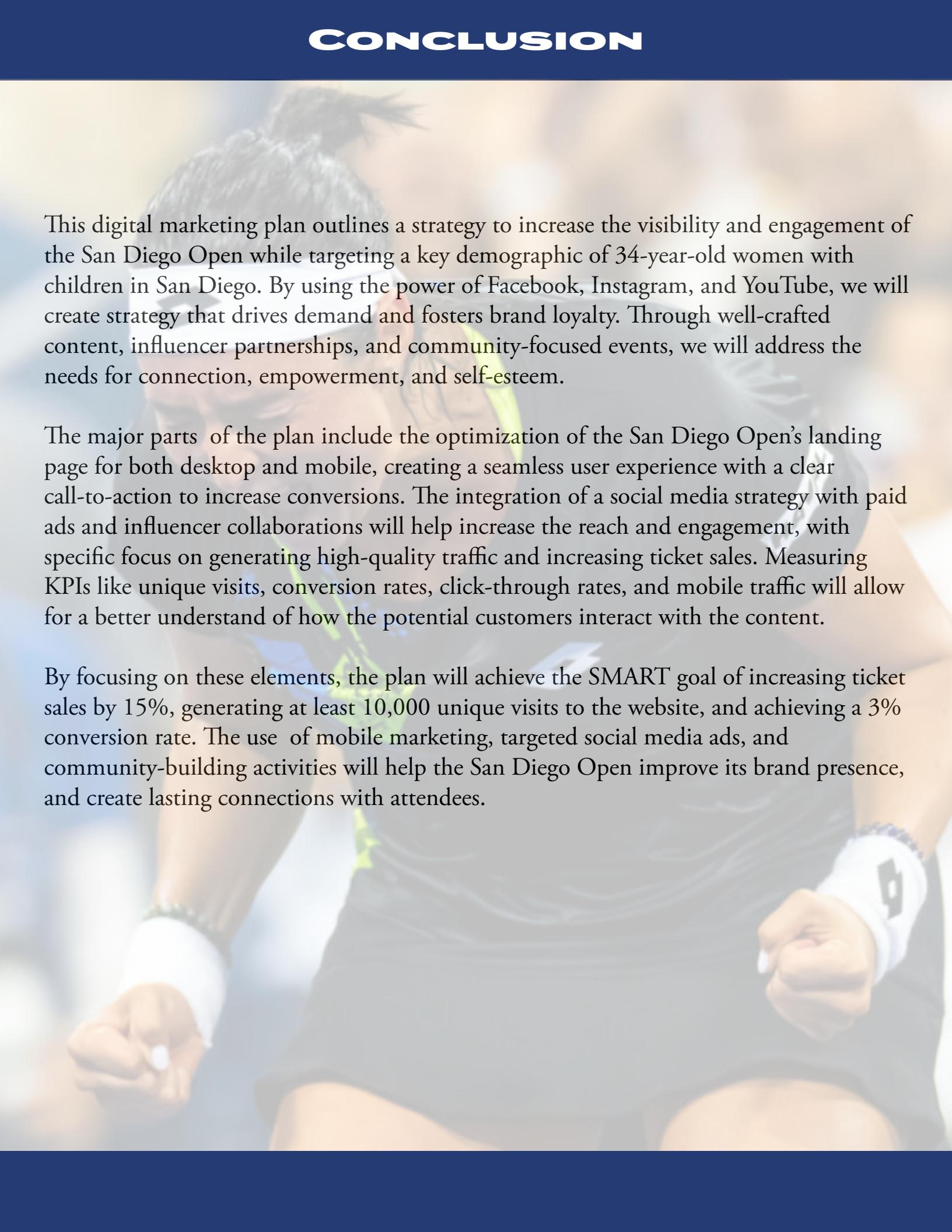
**Goal:** Assess the impact of influencer partnerships by measuring clicks and engagement metrics (likes, comments, shares).

## Mobile Traffic

**KPI:** Mobile Conversions

**Goal:** Measure conversion rates from mobile users, identify sticking points, and optimize the mobile experience to increase success rates.

# CONCLUSION



This digital marketing plan outlines a strategy to increase the visibility and engagement of the San Diego Open while targeting a key demographic of 34-year-old women with children in San Diego. By using the power of Facebook, Instagram, and YouTube, we will create strategy that drives demand and fosters brand loyalty. Through well-crafted content, influencer partnerships, and community-focused events, we will address the needs for connection, empowerment, and self-esteem.

The major parts of the plan include the optimization of the San Diego Open's landing page for both desktop and mobile, creating a seamless user experience with a clear call-to-action to increase conversions. The integration of a social media strategy with paid ads and influencer collaborations will help increase the reach and engagement, with specific focus on generating high-quality traffic and increasing ticket sales. Measuring KPIs like unique visits, conversion rates, click-through rates, and mobile traffic will allow for a better understand of how the potential customers interact with the content.

By focusing on these elements, the plan will achieve the SMART goal of increasing ticket sales by 15%, generating at least 10,000 unique visits to the website, and achieving a 3% conversion rate. The use of mobile marketing, targeted social media ads, and community-building activities will help the San Diego Open improve its brand presence, and create lasting connections with attendees.