



Marketing Report July 2026 AGM

Marketing activity across Essex SRA has continued to develop positively over the past year, with social media remaining the association's primary communication channel. Regular content across our platforms has helped promote league activity, county competitions, player achievements and major events, providing members with timely updates while also increasing the visibility of squash across the county.

Social Media

Engagement has been particularly encouraging, with match results, player highlights and competition updates consistently generating interest. To build on this success, greater use of photographs and short videos should be a priority next season. Authentic images and video consistently perform better than graphics alone, helping posts feel more personal and increasing their reach and engagement. Graphics remain useful for presenting information, but they are most effective when combined with real photographs or match footage rather than used in isolation. We would therefore encourage all clubs, teams and players to take photographs and short videos during league matches, county events and competitions and share them with Essex SRA. A larger library of visual content will allow us to better showcase the people, clubs and competitions that make our sport successful.

This season's communications naturally focused more heavily on squash than Racketball/Squash57. This reflects the current structure of our competitions, with squash accounting for the majority of league activity, while Racketball/Squash57 currently has no county league programme and a smaller playing population. Although this has been an understandable priority, Essex SRA recognises the importance of supporting both disciplines and will look to achieve a more balanced representation across its marketing and communications during the coming year. Greater promotion of Racketball/Squash57 events, player achievements and opportunities to participate will form part of this objective.

Website

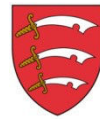
The association's website experienced significant challenges during the year after being compromised in a cyber-attack, resulting in the site being unavailable for approximately three to four months. During this period, members relied primarily on social media and *LeagueMaster* for news and competition information. While the website has now been restored, the outage created substantial gaps in historical content that will need to be rebuilt over time.

Following the relaunch, website analytics were implemented to provide a better understanding of how members use the site. This data will help identify the most frequently visited pages, popular content and areas requiring further development, allowing future updates to be driven by member behaviour rather than assumption. As content is gradually restored and expanded, these insights will help ensure the website becomes an increasingly valuable resource for players, clubs and volunteers.

Looking ahead, Essex SRA will continue to develop its digital presence by increasing the quantity and quality of authentic visual content, improving the balance of coverage across all disciplines, rebuilding the website's content library and using website analytics to guide future improvements. Together, these initiatives will strengthen communication with existing members while helping to promote squash and Racketball/Squash57 to new audiences across Essex.

Marketing Objectives 2026/27

1. Increase authentic visual content by encouraging clubs, teams and players to regularly submit photographs and short videos from league matches, county competitions and events, creating a more engaging social media presence.
2. Develop a clear identity for Racketball/Squash57 by agreeing consistent terminology and branding across Essex SRA's website, social media and communications, while promoting participation and raising the profile of the discipline.
3. Rebuild and expand the Essex SRA website by replacing content lost during the website outage, publishing regular news and event updates, and ensuring the site remains the primary source of information for members.
4. Use website analytics to inform future development, monitoring visitor behaviour to identify the content members value most and prioritising improvements that improve accessibility, engagement and communication.



5. Develop the Essex SRA WhatsApp Community by increasing member participation, expanding community channels to support different audiences, and creating a more interactive platform for sharing news, event updates, feedback and visual content.

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