



B2B SALES OUTSOURCING · SPORTS TECH

Growing 2ndCourt's club and venue network across Serbia, one court at a time

How Elemental Communications became the on-the-ground growth team behind 2ndCourt's expansion into the Serbian tennis market: combining cold outreach, event organization, and marketing campaigns to build a steady pipeline of new clubs and venues.

2ndCourt

2ndCourt
Sports tech platform · Serbia market

1-2

NEW CLIENTS PER
WEEK

3

CHANNELS USED

Serbia

MARKET COVERED

Active

PROJECT STATUS



BACKGROUND

A tennis platform with a great product that needed boots on the ground

2ndCourt had built a platform that genuinely improves how tennis clubs and venues manage their operations and engage their players. What they needed was a structured way to reach every relevant club and venue in Serbia and convert them into active platform users. The challenge was not just outreach, it was building trust with local clubs that had never used a digital platform before.



The challenge

- No structured outreach process to tennis clubs and venues in Serbia
- Product required in-person explanation and demonstration in many cases
- Needed someone to handle cold email, cold calling, and face-to-face visits
- No local marketing presence to generate inbound interest



The solution

- Elemental mapped all relevant tennis clubs and venues across Serbia
- Multi-channel outreach launched: cold email sequences, cold calling, and in-person visits where needed
- CRM built and maintained to track every club through the pipeline
- Events organized under the 2ndCourt brand to build community and generate inbound leads
- Marketing campaigns created to drive awareness and attract clubs organically

01

Full Market Mapping

Every relevant tennis club and venue in Serbia identified and prioritized before outreach began.

02

Multi-Channel + In-Person

Cold email, cold calling, and face-to-face visits combined to build trust with clubs new to digital tools.

03

Events & Community

Branded events and marketing campaigns run alongside outreach to generate inbound interest organically.

FROM MAPPING TO A STEADY PIPELINE



M1 Mapping & outreach

Full database of Serbian tennis clubs and venues built, first outreach sequences launched across all channels.



M2-3 Traction

First clubs onboarded, event strategy launched, inbound leads starting to come through marketing campaigns.



M3+ Steady pipeline

1-2 new clients signed every week, expansion into the Adria region being prepared.



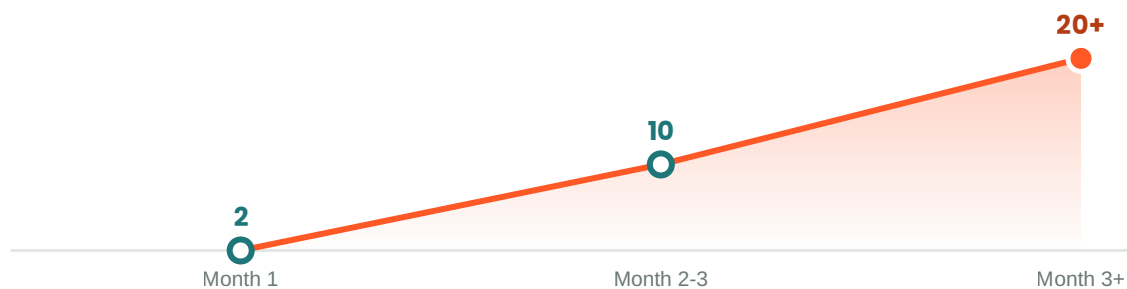
RESULTS

A growing network of clubs, built through multi-channel outreach

1-2NEW CLUB CLIENTS
PER WEEK**3**OUTREACH
CHANNELS MANAGED**Serbia**FULLY COVERED
MARKET**Adria**NEXT EXPANSION
MARKET

Clubs onboarded, cumulative by phase

Growth in active tennis clubs and venues onboarded onto the 2ndCourt platform



Why it worked

Tennis clubs are relationship-driven businesses. By combining digital outreach with in-person visits and branded events, Elemental built the kind of trust that gets a club to adopt a new platform. The consistent cadence of 1-2 new clients per week, combined with growing inbound interest from marketing campaigns, means 2ndCourt now has a predictable, scalable growth engine for the Serbian market, and a proven playbook ready to deploy across the Adria region.

Why full outsourcing worked

Time to first client	< 4 weeks
In-house hires needed	0
Channels covered	3
Team location	Belgrade, RS
Markets covered	Serbia (Adria in progress)



KEY OUTCOME

What this partnership delivered



Engagement summary

Within three months, 2ndCourt had a predictable pipeline of 1-2 new club and venue signings every week, built through a mix of digital outreach, in-person visits, and branded community events.

About Elemental Communications

Elemental Communications is a B2B sales and marketing partner for companies entering and scaling in new markets. We plug in as your outsourced sales team: market research, ICP definition, multi-channel outbound, and qualified meeting booking, backed by a decade-long contact network and an AI-powered outreach process. No recruiting, no ramp-up: just a calendar full of the right conversations.

Want results like 2ndCourt's?

Book a free, no-obligation call and we'll map out what an outsourced sales engine could look like for your business.

[Book a Meeting →](#)