

BrandLand (Episode 2): Uncovering Supersport's social media secrets

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Brand intelligence company Ornico delivers its second podcast made for marketers which focuses on why Supersport is so super when it comes to social media.



With more than 5.2 million followers on its football page and way over 3.9 million fans on its Facebook page, Supersport is one of Africa's biggest and most successful social media brands.

In [the second episode of BrandLand](#), the monthly media and marketing podcast published by Ornico, Mongezi Mtati - who hosts the podcast for the brand intelligence company - speaks to DStv's Sales and Marketing Director, Fahmeeda Cassim-Surtee, about why Supersport is a social media powerhouse.

Marketing pundits, brand owners and others interested in brands and branding can download BrandLand at [iTunes](#), stream the podcast via [SoundCloud](#), or tune into the

interview at [Ornico.co.za](#).

Mtati says listeners will find out how the social space exploded for Supersport over the past year. "Cassim-Surtee reveals the hard work that has gone into understanding what customers want from SuperSport, and the huge amount effort that is involved with building SuperSport's brand presence on social media."

Africa's biggest funder and broadcaster of sport, SuperSport broadcasts sporting content in multiple languages, including Portuguese, on DStv. Pay channels aside, SuperSport has apps for iPhone and iPad through which it offers content for downloading or streaming.

On Twitter - where [@SuperSportTV](#) has well over one million followers - SuperSport uses news, photographs, and sports information to its best advantage, while on Facebook SuperSport has created a club type environment where people chat and comment on the sporting issues, news and stories of the day. News, stories, photographs and other content posted by Supersport on social media generate hundreds [and at times thousands] of comments, shares, likes or retweets.

Brand owners and marketing aficionados who want to uncover why SuperSport is such a massive social media success, and has followers and fans in the millions, can listen to Mtati chat to Cassim-Surtee on the [BrandLand](#) show. Produced by KC Jones, BrandLand is a podcast by marketers for marketers. "Ornico is all about giving brands the know-how to grow, and BrandLand is just one of many content initiatives Ornico is involved with to give marketers the best insights about brand intelligence," Mtati says.

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