

**Título:** Com várias novidades à vista, marketing do Cruzeiro monta estratégia para superar 100 mil sócios

**Veículo:** Super Esportes

**Cidade:** Nacional

**Página:** Web

**Cm2:** 6846

**Mídia:** Web

**Data:** 10/03/2018

**Jornalista:** Redação

The image is a vertical screenshot of a news article from the website 'Super Esportes'. The article's title is 'Com várias novidades à vista, marketing do Cruzeiro monta estratégia para superar 100 mil sócios'. The text discusses the club's marketing strategy, mentioning the goal of reaching 100,000 members. It highlights several initiatives, including the launch of a new app, the creation of a fan club, and the implementation of a loyalty program. The article also mentions the club's participation in the 'Copa Libertadores' and the 'Copa do Brasil'. The text is interspersed with several small images: a man in a white shirt, a soccer field at night, a group of people, and a group of soccer players. The article is written in Portuguese and is dated 10/03/2018.