

154: Rugby players and social media, introducing Super Scouts

On Thursday, 22 October 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) was joined in studio by Eugene Eloff, rugby veteran, former Baby Bok, Lions and Boland coach and ambassador for Super Scouts ([@supascouts](#)).



On 15 September Super Scouts launched, a fully searchable social platform, geared at all participants in rugby, players gain exposure by uploading their free profiles, agents and scouts gain easy access to thousands of players, while schools, clubs, varsities and unions get the opportunity to showcase their facilities, players and sponsors. This gives brands who partner with Super Scouts a niche audience that is 100% aligned with their marketing strategies.

We find out more about the platform, how the idea of Super Scouts originated, and how long it took to develop the platform. We look at the response to Super Scouts from players, coaches and the industry so far, and explore the challenges the industry faces finding new talent.

Lastly, we look at the future of the platform with other sports and international expansion.

Go find out more about Super Scouts here: [Website](#); [Facebook](#); [Twitter](#).

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (8.71MB) or [listen](#) to the podcast (38:05min).

Episode 154: Eugene Eloff chats about Super Scouts - social media for rugby.

Date: 22 October 2015 **Length:** 38:05min **File size:** 8.71MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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