

You may think that there aren't a lot of similarities between football and contract for difference trading, however to CFD trading platform company XTrade are looking to show that the same drive and determination to win exhibited by the best athletes in the game is just as relevant to financial trading, with their appointment of Cristiano Ronaldo as their new brand ambassador.



### Cristiano Ronaldo Pairs Up With XTrade

The new strategic partnership between [XTrade.com](https://www.xtrade.com) and the player affectionately known as CR7 was announced in a press release last week, as well as on [Ronaldo's Twitter account](#), which has over 41 and a half million followers. In the release from XTrade, Ronaldo says:

“To be the best, you need the best. That is why I have chosen to partner with XTrade, one of the world’s leading digital trading platforms. And there is no easy way to become the world’s best. The only way is through perseverance, practice, and more practice – until perfection.”

Head of operations at XTrade Mike Leigh also commented on the decision to pursue Ronaldo as the new face of XTrade:

“We are very excited to have Cristiano Ronaldo as our partner. We recognise strong similarities between us, as we both strive to be the number one performers in our fields. This partnership signifies an opportunity to support one of the world’s most exciting talents while promoting our

market-leading and innovative online CFD trading products globally, increasing our international presence.”

With both parties showing that they believe the link between Ronaldo's drive and commitment to excellence and XTrade's brand is a strong one.

### **What Makes Cristiano Ronaldo Such a Valuable Ambassador?**

Ronaldo is undoubtedly a huge star, and one of the most respected athletes in the world. However, he brings some specific qualities to the table for XTrade that amount to more than simply his famous name. He has a global appeal that is hard to find in stars, with his appearances in international tournaments and the global nature of football as a sport meaning he has legions of fans outside of his native Portugal and Spain, where he plays for Real Madrid. This is important for XTrade, who are an international brand whose platform and apps support 38 languages. Ronaldo is also known for being a high earner, even by footballer standards, with a luxury lifestyle. This makes him an aspirational figure well suited to promoting trading related services – traders all, at their core, want to grow their wealth.

### **A Social Media Giant**

Another huge advantage Ronaldo has to offer to XTrade is his incredible social media following. As discussed, he has 41.5 million Twitter followers, but when his Instagram and Facebook audiences are also included his reach is over 200 million social media users. He was, in fact, the first athlete to reach this landmark figure, meaning his social media presence is potentially the biggest in sport.

XTrade are sure to reap lots of benefits from partnering with Ronaldo in this interesting deal !

Twitter:

I'm delighted to become the official ambassador of [@XTrade](#) . Join me! <https://t.co/zjThlQN14M>  
[er.com/pAel15Xs2f](https://t.co/zjThlQN14M) [#XTrade](#) [pic.twitt](#)

## CFD Trading Company XTrade Enlists Cristiano Ronaldo as an Ambassador

Written by News Feature Team

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— Cristiano Ronaldo (@Cristiano) [April 4, 2016](#)  
Instagram:

[I am delighted to announce that I have become the official ambassador of XTrade, one of the world's leading trading platforms. We both strive to be the best performers in our fields. Come and join me! @xtrade #TradelikeaLegend #XTrade](#)

A photo posted by Cristiano Ronaldo (@cristiano) on Apr 4, 2016 at 9:30am PDT

Facebook:

I am delighted to announce that I have become the official ambassador of XTrade, one of the world's leading trading...

Posted by [Cristiano Ronaldo](#) on [Monday, April 4, 2016](#)