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<p>Cristiano Ronaldo was never a target for Borussia Dortmund, says Carsten Cramer, because the club places little value on social media followers .</p>
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<p>German giants linked with Portuguese star</p>
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<p>Opted against making an approach</p>
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<p>Focused on building a winning team</p>
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<p>WHAT HAPPENED? The Bundesliga giants 😄 were among those linked with the five-time Ballon d'Or winner last summer, and again when he was released as a 😄 free agent by Manchester United in November 2024. No approach was made for Ronaldo, though, with Dortmund's recruitment policy driven 😄 by current potential on the field rather than previous exploits or millions of followers away from the pitch.</p>
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<p>WHAT THEY 😄 SAID: BVB managing director Cramer has told kicker of the links to Ronaldo: Basically, the value of Borussia Dortmund does 😄 not depend on social media followers. We are a football club, that's the key. We can have the best ideas 😄 in marketing, but if we lose 3-0 at home to Freiburg, it doesn't work. Even with the best brand presentation, 😄 the be-all and end-all is the product. </p>
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<p>THE BIGGER PICTURE: Ronaldo's presence at Signal Iduna Park would have allowed Dortmund to 😄 bring in serious sponsorship income as he has 108 million followers on Twitter, 549 million on Instagram and 161 million 😄 on Facebook. The German giants are, however, looking to build much more than a brand, with results all that matter 😄 in the grand scheme of things.</p>
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<p>Article continues below</p>
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<p>IN THREE PHOTOS:</p>
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<p>Getty Images</p>
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<p>WHAT NEXT? With Dortmund among those to pass on 😄 the opportunity to acquire Ronaldo, the Portuguese superstar now finds himself in Saudi Arabia tied to the most lucrative contract 😄 in world football at Al-Nassr.</p>
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