

# Help us to create our story

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# Duo Trail Presentation

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**Duo Trail was born from a shared passion: the love for motorcycles and the excitement of travel. After countless hours spent exploring the vast world of motorcycle travel on platforms such as YouTube, we came to an inevitable conclusion: we have something unique to offer!.**

**Our project will not only be about documenting our adventures; we want to go beyond that. We want to invite our subscribers to join us every step of the way, all of this with the subscriber in mind, who may be thinking about starting their own motorcycle adventures, but don't know where to start.**

**DúoTrail will be more than a channel; it is a community in growth. A space where motorcycling enthusiasts and travelers find advice, inspiration and above all a dose of motivation to launch their own adventure.**



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# Scope and target audience

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**Our project is designed to appeal to a broad and diverse audience. Below, we detail the specific segments of our target audience and how we plan to reach them.**

# Target audience

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## Motorcyclists and Motorcycle Enthusiasts

Demographic Profile: Males and females 18 to 50 years old.

Interests: Hidden places, stories.

How We'll Engage Them: We'll post detailed content about routes and history, culture and gastronomy.

## Adventurers and Travel Lovers

Demographic Profile: Men and women from 25 to 45 years old.

Interests: Travel, exploration, tourism, cultures, nature and outdoor activities.

How we will engage you: We will share our routes, discoveries, cultural experiences and challenges faced along the way.

## Sports Community

Demographic Profile: Men and women aged 20 to 40.

Interests: Type of sports practiced in the area and outdoor activities.

How we will engage you: We will highlight our physical preparation, routines necessary for a motorcycle adventure.

## Followers of Inspiring Stories

Demographic Profile: General public, between 18 and 60 years of age.

Interests: Stories of overcoming, personal growth, challenges and achievements.

How We Will Engage Them: We will focus our content on the narrative of our personal achievement, the obstacles overcome and the choices learned during the journey.

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# Outreach Strategy

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## Social Networking

YouTube: We will upload weekly videos documenting our experiences, tutorials and vlogs from the trip.

Instagram: We will post photos and short videos, daily stories and live streams of key moments of our adventure.

Facebook: We will create an interactive community where we will share updates, detailed articles and live events.

TikTok: We will upload short, entertaining videos showing highlights and fun moments from our trip.

## Interaction with the Community

We will encourage interaction through polls, live Q&A and contests, create content based on our audience's suggestions and comments to maintain a close and authentic relationship.

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# Proposal for collaboration



## Technical Sponsorship

## Financial Sponsorship

### Brand Visibility

Your logo will be present with stickers on the bike and thanks in the publication of each video.

### Social Networking

Visibility in all our publications on YouTube, Instagram, Facebook and TikTok, highlighting your support and products.

### Logo and Mentions in All Content

Your logo will be present in all our videos, clothes, motorcycles, photos and publications. In addition, we will mention you in the descriptions and acknowledgements in each publication.

### Social Media Promotion

We will make featured publications thanking you for your support and showing how your contribution helps us move forward in our adventure.

# Differentiation

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## History From Zero

Authenticity  
and Transparency:

We document every step from the beginning, including finding the right bike, selecting equipment and the necessary preparations. This gives the audience a real and unfiltered view of our process.

Constant Evolution:

Each chapter shows our progress, learning and overcoming obstacles. The audience feels part of our journey and grows with us.

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## Focus on Personal Growth

Inspiration and Motivation:

We share our personal experiences, challenges and achievements, inspiring our audience to pursue their own dreams and goals.

Human Stories:

Beyond the motorcycle adventure, we showcase our story of personal and professional overcoming, connecting on a deeper level with the audience.



## Creation of Attractive and Varied Content

### Multiplatform:

We use YouTube, Instagram, Facebook and TikTok to reach a diverse audience. Each platform has tailored content: long videos on YouTube, photos and quick updates on Instagram, detailed posts on Facebook and short, fun videos on TikTok.

### Audience Interaction:

We encourage active participation from our followers through polls, Q&As, and contests. This creates an engaged and loyal community.

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## Quality of Production

### Professional Content:

We use high-quality equipment to produce videos and photos that are visually appealing and professional.

### Engaging Narrative:

Each video and post is carefully edited to tell a cohesive and exciting story, keeping the audience interested and looking forward to the next chapter.

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# Conclusion

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## Invitation to be part of our adventure

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We would like to invite you to be an integral part of our history of overcoming and adventure on a motorcycle. This is not only a physical journey, but also an emotional and personal emotional journey of personal growth that we will share with a global audience. global audience.

# Our Vision and Commitment

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## Creating a Unique Story

We are committed to creating an authentic and exciting story from the ground up. We will document every stage of our preparation, journey and evolution, providing content that inspires and motivates our audience.



## Adventure with a Purpose

This adventure is not just about the destination, but about the process, the challenges and the lessons learned along the way. We want to show how, with determination and support, obstacles can be overcome and goals achieved.

# Benefits for the Sponsor

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## Visibility & Reach

By sponsoring us from the beginning, your brand will get consistent, high quality exposure across all of our social media platforms.



## Exclusive Content

We will offer you exclusive access to behind-the-scenes content and personalized updates on our progress.



## Collaboration and Mutual Growth

This collaboration not only benefits us, but also allows you to connect with a passionate and engaged audience. Together, we can create a narrative that resonates with millions of people.



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# Thank you

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Do you have any  
questions?

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