

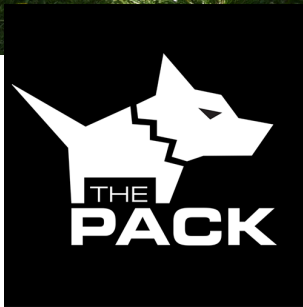


# MEDIA PACK



2022





THE PACK "Electric Motorcycle News" is a unique platform for the worldwide light electric vehicle industry. I strongly believe that you can integrate THE PACK as a marketing tool in your communication strategy. Our added value is our network and its followers.

THE PACK has become a new marketing channel for your target audience. An efficient communication tool for electric motorcycle manufacturers and their suppliers.

Hereby you can discover our Media Pack 2022 with all our interesting content marketing possibilities.

Guy Salens  
THE PACK



<https://thepack.news/how-to-bring-creative-visions-into-smart-mobility-market/>

The last few years have pushed us further into a new digital age where the online experience will permanently belong to the “new normal”. This has accelerated the need for even more mobile communications between you and your customer.

Electric motorcycle manufacturers and their suppliers are already convinced that the electric mobility transition is happening as we speak. With THE PACK, I have worked to accelerate this transition for electric motorcycles, mopeds and some other light electric vehicles. Today THE PACK is one of the few information websites specialised in the 2 or 3 wheeler electric mobility industry.

### **B2B platform**

Every day I got requests and messages from battery suppliers all over the world, rapid prototyping teams, engineering studios, automotive design companies ... they are all looking for more and more exposure. That's why I decided to have a mix between stories from electric motorcycle brands and suppliers from the electric mobility industry. THE PACK already presents some interesting content marketing possibilities. Why shouldn't this work for the complete electric mobility market?





From February 2022, THE PACK presents a special B2B “arrangement” for all these suppliers out there in the electric mobility industry. THE PACK can tell your story (which stays for ever on our website) and will be shared at our social media accounts:

- Instagram
- Facebook
- My personal account at LinkedIn
- THE PACK’s page at LinkedIn
- Flipboard
- Twitter

**5 reasons why you might consider to integrate THE PACK in your marketing & communication strategy:**

- It’s good for your SEO
- We reach your specific target group
- Your article will always be shared at THE PACK’s social media accounts
- Immediate response from our network
- You are being watched by electric motorcycle brands

**B2B content marketing possibilities**

**Branded press release**

Do you want your press release always get published on THE PACK? We ensure that your ready-made article appears on THE PACK and its social media accounts.

**Branded tailor-made article**

We can write your story in collaboration with your company. We use your images and/or video-links in the article where we provide 1 link to your website. Concerning the posts at our social media accounts, we tag your company’s account and use the correct hashtags.

**Individual social media posts**

Do you want to launch an important message? Or publish a quick photo? You can order individual picture posts with a link/tag to your own social media.



## 1. Branded press release

Do you want to make sure that your press release is published on THE PACK? We ensure that your ready-made article appears on THE PACK and its social media accounts.

- 1 press release at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

---

Price: 150,-EUR

---



### Scorpio Electric launches pre-orders of the X1, the first Singapore electric motorcycle

© November 19, 2021

Electric motorcycles

Scorpio Electric, Singapore, X1

Branded content | "We are thrilled to be unveiling our first X1, from Singapore to the world. Just like the most powerful star in the Scorpio constellation, the X1 will..."

CONTINUE READING →





## 2. Branded content article


We can write your story and share it to the world !

- 1 tailor-made article at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

---

Price: 625,-EUR

---



### The ottobike Group presents their ovaobike street electric motorbike range at EICMA 2021

© November 22, 2021

Electric motorcycles  
MCR-H, MCR-M, MCR-S, ottobike Group, ovaobike, Taiwan

Source: powered by THE PACK | The first concept of the MCR (Mini City Racer) from the ottobike Group (Taiwan) made its debut already at EICMA 2017 in Milan. Today, the...

[CONTINUE READING →](#)

[f](#) [in](#) [t](#)

We use your images and/or video-links in the article.  
In the article, we provide 1 link to your website.  
Concerning the posts at our social media accounts, we tag your company.



### 3. Test review article

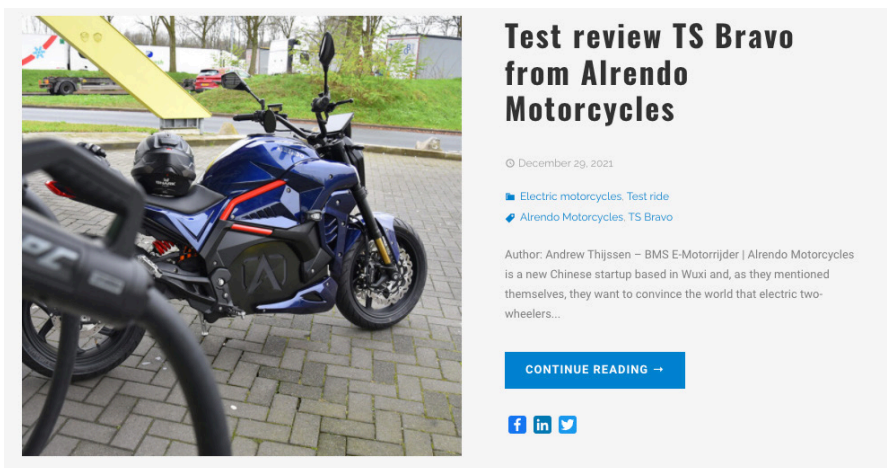
We can test your motorcycle or scooter in Belgium or in The Netherlands. Tailor-made article and photography is included.

- 1 tailor-made test review at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

---

Price: 900,- EUR | Extra video: + 625,- EUR

---



Client is responsible for logistics and shipping costs



## 4. Extra option full screen image homepage THE PACK

Ideal for a temporary campaign.  
You can combine this feature with your sponsored content

1 full screen picture at our homepage with link to the article

---

Price: 300,- EUR/week

---







## 5. Additional social media posts

Our community is still growing. You can order extra picture posts with a link/tag to your social media.

---

Instagram : 33K followers

**1 post: 100,- EUR**

---

Facebook : 12,5K followers

**1 post: 100,- EUR**

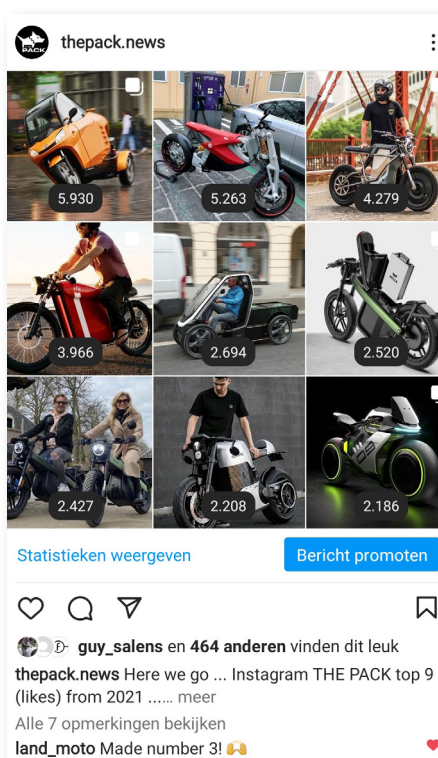
---

LinkedIn Guy Salens : 7K followers

LinkedIn THE PACK: 2K followers

**1 post: 100,- EUR for both accounts**

---



# Statistics



850 blogposts

275 brands

Website: 22K unique visitors (December 2021)

Instagram: 1465 messages

Facebook: 12,5K followers

Instagram: 33K followers

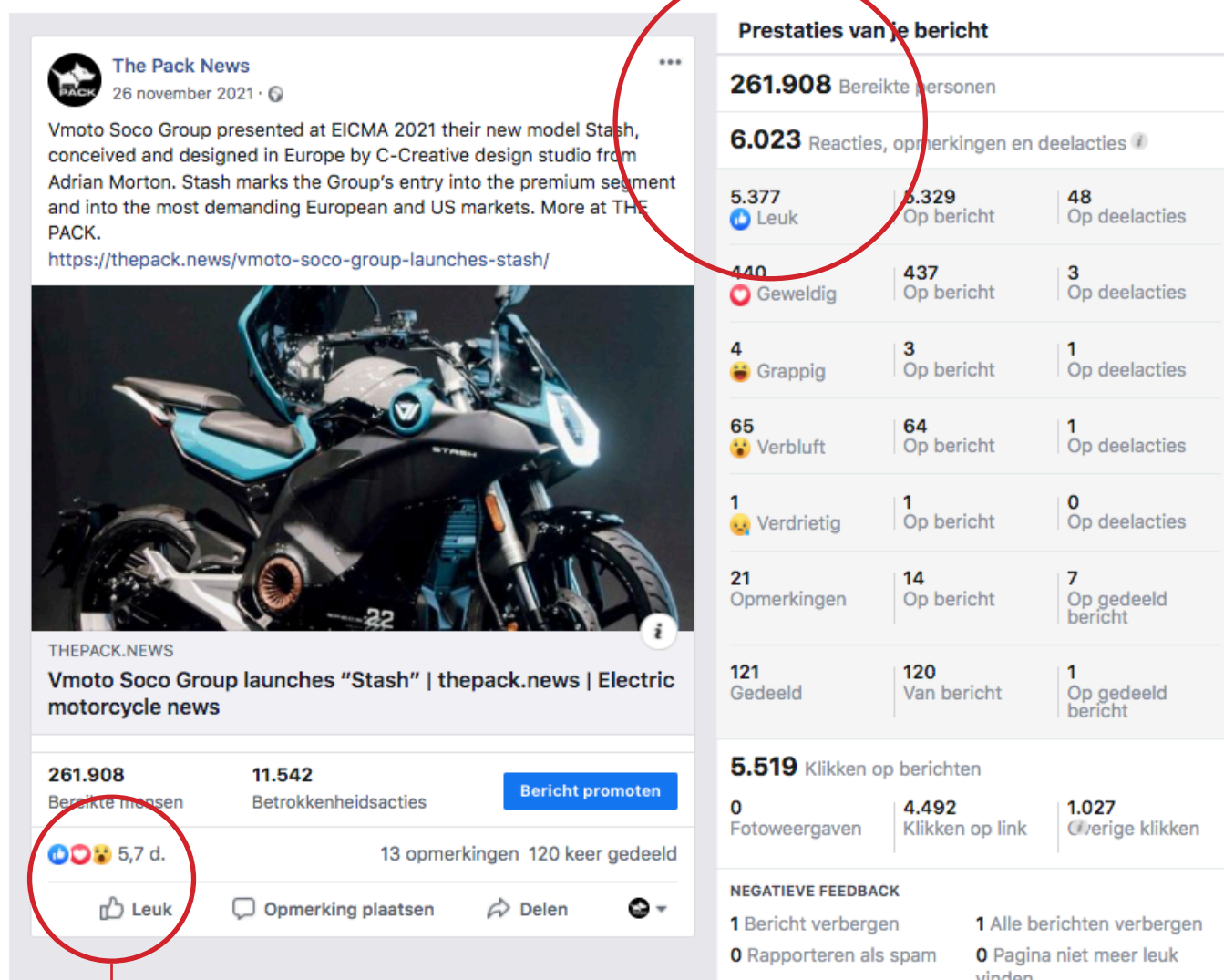
LinkedIn THE PACK: 2K followers

LinkedIn Guy Salens: 7K followers



## Vmoto Soco Group launches "Stash" Statistics Facebook post

261,908 people reached



5,7K likes





## New British brand Maeving 2021 release Statistics LinkedIn post



**Guy Salens**

Owner THE PACK "Electric Motorcycle News" // E-mobility business dev...  
1mo • Edited •

Designed by some of Britain's most experienced motorcycle engineers and hand built in Coventry, the 2021 release RM1 has already sold out. Maeving is a new player in the age of electric, with over a century of British mot ...see more



 Ossian Vogel and 210 others

16 comments



Like



Comment



Share



Send



12,305 views of your post in the feed



## Social media post Carver Electric Statistics Instagram

### Details carouselbericht

Gepubliceerd op 14-4-2021 12:02



electricmotorcyclesnews



electricmotorcyclesnews @ride.carver is a Dutch mobility solution and is designed as a sustainable transport alternative for commuters and urban professionals. An innovative, compact electric city vehicle with a unique tilting technology that unites the advantages of a car and a scooter in a spectacular new driving experience. All research & development activities take place in The Netherlands. More info at @ride.carver  
#ridecarver #carver #dutchdesign #thenetherlands #city #smartmobility #futuremobility #fun #commut... [Meer](#)

14 Apr 2021

#### Berichtprestaties

5.969 51 1.741

#### Interacties

1.047

Acties uitgevoerd vanuit dit bericht

Profielbezoeken	1.044
Klikken naar website	3

#### Ontdekking

151.249

Bereikte accounts  
92% volgden je niet

Volgers	75
Bereik	151.249
Weergaven	158.004
Via Ontdekken	143.354
Via startpagina	12.062
Via profiel	1.183
Via ander kanaal	1.405

Almost 6K likes on Instagram

Reached accounts

# contact



Motorguy can guide employers with the new mobility budget - section "soft mobility".

This includes brand advice, the purchase, leasing, maintenance and mandatory equipment of electric mopeds (with a maximum speed of 45 km/h) and electric motorcycles.

<https://motorguy.eu>



THE PACK

"Electric Motorcycle News"

is a division of

Salens Communicatie NV

Veldloopstraat 8, 2531 Vremde

BELGIUM

VAT BE 0455 300 776

---

Contact:

Guy Salens

[hello@motorguy.eu](mailto:hello@motorguy.eu)

<https://thepack.news>

T: +32 475 44 32 36

---

Bank account:

Salens Communicatie NV

Veldloopstraat 8, 2531 Vremde

IBAN BE50 4164 1109 8118

BIC KREDBEBB

Payments are also possible by PayPal.

---