



**Politécnico
de Viseu**

Escola Superior
de Tecnologia
e Gestão de Viseu

Estratégias de Marketing e Gestão de Redes Sociais na Papayya

Valeria Guzmán

Relatório de Estágio

Mestrado em Marketing

Trabalho efetuado sob a orientação de
Professora Doutora Suzanne Fonseca Amaro

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DEDICATÓRIA

À minha mãe.

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Em primeiro lugar, à Professora Doutora Suzanne Fonseca Amaro, por ter aceite ser a minha orientadora na Escola Superior de Tecnologia e Gestão de Viseu. Demonstrou uma grande ajuda na clareza do seu aconselhamento e acompanhamento, mostrou-se sempre disponível para esclarecer as minhas duvidas, tanto presencialmente como através de telefonemas ou e-mail...

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RESUMO

O seguinte relatório descreve o estágio curricular realizado na entidade 2045 – Digital Health Solutions Lda. Papayya entre outubro de 2023 a abril de 2024, para a obtenção de grau de Mestre em Marketing.

No primeiro ponto, temos uma introdução do relatório, seguido do segundo ponto, onde temos um enquadramento teórico sobre o trabalho remoto e a adaptabilidade ao mesmo depois da época de pandemia, a Inteligência Artificial, origem, uso desta ferramenta no marketing, desenvolvimento de conteúdo para as redes sociais e implicações sobre o seu uso.

No terceiro ponto, podemos encontrar uma apresentação extensa sobre a entidade, a sua caracterização e serviços prestados. Seguido de uma apresentação das atividades desenvolvidas no estágio e conclusão.

Este trabalho tem o objetivo de entender o papel que pode jogar a Inteligência Artificial no marketing e no desenvolvimento de estratégias e conteúdos no marketing e nas redes sociais, perceber como os profissionais de marketing se podem beneficiar desta ferramenta e as questões e limitações que esta ferramenta apresenta ainda. No estágio estas tarefas foram envolvendo pesquisa de mercado e *copywriting*, para melhor análise e concessão do estudo; de forma externa, foi feita uma pesquisa extensa, através de artigos científicos e outras fontes, sobre os temas e áreas a desenvolver neste relatório.

Palavras-chave: Estágio, Papayya, Marketing Digital, mercado on-line.

ABSTRACT

The following report describes the curricular internship made in the company 2045 – Digital Health Solutions Lda. Papaya between October of 2023 until April of 2024, for the acquirement of Master's Degree in Marketing.

In the first topic, we have an introduction to the report, followed by the second topic, where we have a theoretical framework about remote work and its adaptability after the pandemic, Artificial Intelligence, its origin, the use of this tool in marketing, content development for social media and questions or implications about its use.

On the third topic, we can find a presentation of the company, it's characteristics and services. Followed by a presentation of the developed activities during the internship and a conclusion.

This report has the goal to understand the roll that Artificial Intelligence plays in marketing, strategy and content development and social media, understand how marketing professionals can benefit from this tool and the questions and limitations this tool still presents. In the internship, this tasks included market research and copywriting, for a better analysis and conception of the study; externally, an extended research was made, through scientific articles and other sources, about themes and areas developed In this report.

Key-words: Internship, Papayya, Digital Marketing, on-line market.

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LISTA DE SIGLAS / ABREVIATURAS

IA – Inteligência Artificial

PT – *Personal Trainer*

1. INTRODUÇÃO

O presente relatório trata das atividades desenvolvidas durante o estágio curricular realizado na empresa 2045 – Digital Health Solutions Lda. Papayya, no âmbito do segundo ano do curso de Mestrado em Marketing, lecionado na Escola Superior de Tecnologia e Gestão de Viseu.

A preferência à realização de um estágio curricular relativamente ao projeto final ou dissertação, deve-se ao facto de acreditar que aprendo de forma prática, sendo que se não realizar as atividades de forma contínua e prática, a minha aprendizagem e compreensão não resultaria tão efetiva, ao mesmo tempo que o meu desejo de ter a possibilidade de aplicar os meus conhecimentos adquiridos ao longo do primeiro ano de mestrado, e poder ter alguma experiência profissional dentro da minha área de estudo antes de entrar ao campo de trabalho.

Durante a experiência de estágio, foram adquiridas várias competências técnicas, e outras competências que foram alteradas, melhoradas, e apreendidas no mesmo estágio. Para além das atividades desenvolvidas, o acompanhamento das orientadoras foi sempre uma ajuda muito significativa para a realização das atividades de estágio e a realização deste relatório, que se divide em cinco pontos.

Começando pelo primeiro capítulo, sendo este a introdução, onde temos um resumo do formato geral do relatório e apresentação dos temas a serem abordados ao longo do trabalho.

No segundo capítulo, encontra-se o enquadramento teórico, abordando os temas do trabalho remoto, sendo que foi desta forma que o estágio foi desenvolvido, a adaptabilidade inicial ao trabalho remoto, a Inteligência Artificial (IA), o que é, como surgiu esta ferramenta, o seu uso no Marketing Digital, questões e o uso de IA para a criação e desenvolvimento de conteúdo nas redes sociais.

O terceiro capítulo é constituído por uma apresentação geral da entidade acolhedora, onde podemos perceber melhor qual é o objetivo e missão da empresa, qual é o seu papel no mercado *online* e como é a sua presença e, a apresentação de três concorrentes principais no mercado.

No quarto capítulo, temos uma descrição da experiência de estágio, onde podemos perceber melhor quais os objetivos a cumprir, quais foram as atividades desenvolvidas e uma abordagem à minha experiência pessoal durante o estágio.

Finalmente, no quinto capítulo, encontra-se a conclusão geral do relatório, onde entendemos melhor qual é o papel da IA no mercado *online* nos dias de hoje e o uso desta ferramenta no desenvolvimento de conteúdo para as redes sociais da entidade acolhedora durante o estágio.

2. ENQUADRAMENTO TEÓRICO

2.1. O TRABALHO REMOTO

É certo que o aparecimento da pandemia COVID-19 transformou completamente a forma como as empresas e trabalhadores encaravam o ambiente de trabalho. Com o distanciamento social e as medidas de isolamento, muitas empresas e entidades viram-se obrigados a adotar o regime de teletrabalho como a única forma viável de continuar a funcionar durante a época de quarentena. Esta necessidade de mudança drástica teve um impacto muito significativo no mercado de trabalho, dando origem à implementação do teletrabalho e demonstrando que é possível manter a produtividade mesmo fora dos escritórios.

Com a implementação do teletrabalho, muitas empresas e funcionários tiveram a oportunidade de experimentar novas formas de trabalho e perceberam que existem tarefas que podem ser realizadas de forma eficiente mesmo fora do escritório de forma tradicional. Segundo Ozimek (2020), isto abriu espaço para maior flexibilidade de horários, redução de despesas de deslocação, aumento de qualidade de vida dos colaboradores e, também, maior retenção de talentos.

Mesmo depois da pandemia, o regime do teletrabalho manteve-se e, além disso, houve um grande número de empresas que passaram a adotar unicamente o regime de teletrabalho, deixando para atrás os escritórios. Ainda sobre Ozimek (2020), considera que a adoção do teletrabalho também possibilitou uma maior diversidade de contratações, sendo que já não é uma necessidade que os colaboradores se encontrem geograficamente perto dos escritórios, o que significa que as empresas podem contar com profissionais de diferentes partes do mundo, enriquecendo as equipas.

De forma geral, maioria dos trabalhadores que foram postos ao regime de teletrabalho, registaram resultados positivos à adaptação desta mudança drástica de regime laboral, no entanto, estudos realizados provam que nem todos os trabalhadores tiveram uma visão positiva sobre o regime de trabalho remoto.

2.2. ADAPTABILIDADE AO TRABALHO REMOTO

Segundo Sahut e Lissillour (2023), os trabalhadores que não tiveram uma adaptação positiva a este novo regime laboral, deve-se à falta de contacto com o ambiente social ocasional que os escritórios possibilitam. Os autores referem que os seres humanos, como seres sociais, precisam de ter contacto com outras pessoas cada certo tempo, e não é

recomendável limitar as suas interações sociais a um ecrã ou monitor. Os autores defendem que a transferência do ambiente laboral tradicional ao ambiente remoto deve ser gradual e devem-se ter em consideração vários fatores como, por exemplo: “características demográficas, tendências comportamentais, e características específicas do trabalho remoto” (Sahut & Lissillour, 2023, p. 2). Também concordam que os trabalhadores devam ser abordados de forma diferente, dependendo de fatores como, por exemplo, género, idade, experiência anterior, distância entre casa e trabalho e valores pessoais (Sahut & Lissillour, 2023).

Um estudo realizado por Kaushik e Guleria (2020), durante a época de pandemia realça certas desvantagens e aspetos negativos sobre a implementação e crescimento do regime do teletrabalho. Afirmam que trabalhar desde casa pode ser a fonte de várias distrações, mais especificamente a família, sendo que sempre vão existir certas tarefas ou necessidades que atender, e não haveria forma de a empresa monitorizar constantemente o desempenho dos seus trabalhadores que se encontram em casa (Kaushik & Guleria, 2020). Para além disto, o trabalho remoto pode causar um afastamento entre o funcionário e a empresa, o que pode fazer que o trabalhador perca o “sentimento de comunidade” (Kaushik & Guleria, 2020), o que pode vir a afetar o seu desempenho no desenvolvimento de tarefas no trabalho. As autoras defendem que os recursos humanos das empresas teriam como prioridade garantir este sentimento de acompanhamento profissional com os seus trabalhadores, reforçando o apoio psicológico e contacto social para alimentar a relação entre os empregados e a empresa (Kaushik & Guleria, 2020).

Para uma boa implementação do teletrabalho, as autoras recomendam ter um conhecimento considerável sobre o uso da internet e ter o equipamento necessário para ter um espaço eficiente de trabalho em casa, a criação de horários estritos e a capacidade de separar o ambiente de trabalho ao lar, de forma a impedir a criação de constantes distrações e pouca produtividade e, finalmente e juntamente com a divisão de espaços e criação de rotinas, o acompanhamento social constante de forma a manter e promover um estado psicológico positivo nos trabalhadores (Kaushik & Guleria, 2020).

O estudo realizado foi certamente frutífero, sendo que, de acordo com Denis (2023), os conselhos de Kaushik e Guleria levaram a um desenvolvimento bem-sucedido da implementação do trabalho remoto nos anos de 2022 e 2023 e até do trabalho híbrido. Com base num estudo realizado pelo autor, a implementação de trabalho 100% remoto nas grandes cidades é uma opção viável para a maioria dos setores no ano 2024 e nos próximos anos, com a exceção de certas áreas como, por exemplo, a “educação,

desenvolvimento de carreiras, integração de projetos e empresas” (Denis, 2023), são áreas que ainda permanecem presenciais ou a nível híbrido sendo que ainda apresentam certos problemas com o funcionamento remoto, o que requer a procura de uma solução para cada área (Denis, 2023).

2.3. INTELIGÊNCIA ARTIFICIAL

A inteligência artificial (IA) é uma tecnologia que vem se tornando cada vez mais presente no nosso dia a dia, causando um impacto em diversas áreas e setores da sociedade. A IA surgiu no início da ciência da computação, mas só nas últimas décadas é que esta ferramenta começou a ter mais relevância em diversos contextos (Basha, 2023).

Inicialmente, o objetivo era criar uma ferramenta que realizasse tarefas que, normalmente, deviam ser realizadas por pessoas. De acordo com estudos realizados por Rivera-Montaño (2023), esta ferramenta devia cumprir o objetivo de imitar os comportamentos físicos e raciocínio de um humano na realização de tarefas.

De acordo com Muthukrishnan et al., (2020), “a IA pretendia realizar a programação de máquinas, com conhecimentos adquiridos de outras experiências, adaptando-se a mudanças no ambiente, de forma a imitar decisões e processos de raciocínio humanos” (p. 394). Sobre os mesmos autores, algumas das tarefas que a IA devia desenvolver imitando comportamentos humanos, são: “identificação de atividades fraudulentas bancárias, identificação do uso de robôs em conversas com apoio ao cliente, e precisão de diagnósticos na área de saúde” (p. 394).

Tendo em consideração um estudo realizado por Muthukrishnan et al. (2020), um dos primeiros modelos de IA, publicado por McCulloch e Pitts, no ano 1943 chamado “Neurônio MCP”, descrevia um modelo computacional inspirado no funcionamento dos neurônios no cérebro humano, capaz de analisar grandes quantidades de informação. Este processo apresentou resultados positivos para tarefas de análises de informação simples, mas também registava várias limitantes, sendo que, no caso de exceder uma certa quantidade de informação, este processo atribuía característica binárias aos seus resultados, o que dificultava a sua tradução e, para além disso, não providenciava uma metodologia para a tradução dos seus resultados (p. 394). Posteriormente, um modelo mais sofisticado foi desenvolvido por Rosenblatt em 1958, chamado “Perceptron”, este modelo caracterizava-se por providenciar resultados com propriedades não binárias, adicionando peso para perceber melhor a sua dimensão. Este modelo providenciou mais flexibilidade para o

desenvolvimento e aperfeiçoamento dos seguintes modelos e, mais tarde, criação dos sistemas atuais de IA.

Em outubro de 1950, é publicado um dos primeiros trabalhos que coloca em questão o nível de inteligência dos modelos desenvolvidos, este trabalho foi publicado por Alan Turing, chamado “Inteligência e maquinaria computacional”, a questão principal era se as máquinas poderiam imitar a inteligência humana, e é aqui que surge o “*Turing Test*”, teste que consistia num interrogatório, onde o interrogador estaria com os olhos vendados e faria um questionário a uma pessoa humana e a uma máquina, a tarefa do interrogador seria identificar quais eram as respostas dadas pela máquina e pela pessoa, caso o interrogador não fosse capaz de fazer essa distinção, a máquina teria passado o *Turing Test*, que poderia concluir que as máquinas conseguem imitar a inteligência humana (Muthukrishnan et al., 2020).

De forma geral, o objetivo primordial foi chegar à conclusão de que as máquinas poderiam, de facto, imitar o processo de raciocínio humano, e é só em 1956, numa conferência em Dartmouth realizada por Marvin Minsky, John McCarthy, Claude Shannon e Nathan Rochester, que é reconhecido oficialmente o nascimento da IA (Muthukrishnan et al., 2020).

Ao longo das décadas seguintes, a IA passou por diversas evoluções e avanços tecnológicos, sendo aplicadas em áreas como a saúde, a educação, segurança e a indústria, mas foi com o surgir da internet e os avanços da tecnologia que a IA se tornou, de certa forma, onnipresente, dando a possibilidade do desenvolvimento de sistemas cada vez mais sofisticados.

2.3.1. INTELIGÊNCIA ARTIFICIAL E MARKETING

A IA tem revolucionado a forma como as empresas abordam o marketing nos dias de hoje, e a área do marketing certamente que vê a IA como uma ferramenta essencial para o desenvolvimento de estratégias na atualidade.

Com a capacidade de analisar grandes quantidades de dados e identificar padrões complexos, a IA tem se tornado uma ferramenta poderosa para os profissionais da área do marketing, tomarem decisões mais informadas e eficazes. Esta ferramenta permite às empresas segmentar o seu público-alvo de forma mais precisa, personalizar campanhas e mensagens, otimizar a eficácia das campanhas de publicidade e prever tendências futuras do mercado. Para além disso, a IA pode ajudar a que as empresas compreendam melhor o comportamento do consumidor, antecipando as suas necessidades e desejos.

De acordo com Sato (2011), na sua recriação do conceito do Marketing 3.0, inicialmente o processo do marketing focava-se mais no processo de venda e na compra dos produtos e na retenção de clientes, sem ter em consideração outros aspetos relativamente à interação com o cliente. Mas na atualidade, este processo aborda muitas mais etapas do que há algum tempo atrás com o marketing 3.0 (Sato, 2011).

Nos dias de hoje, aspetos como a experiência de compra do cliente, são altamente valorizadas, sendo que é a partir de aqui que o cliente cria uma certa imagem e visão sobre a empresa. Tendo isto em consideração, Rivera-Montaña (2023) defende que é por causa disto que as empresas procuram, cada vez mais, ser o mais versáteis possível para poder captar e identificar as necessidades e desejos dos seus clientes e, desta forma, tentar personalizar ao máximo as experiências do seu público.

Mas esta missão, de tentar identificar cada necessidade individual do seu público, torna-se impossível sem a IA. É graças a esta ferramenta, que é capaz de analisar quantidades exorbitantes de informação, que as empresas conseguem ter uma noção de todas as necessidades, desejos e tendências que surgem constantemente no mercado, e conseguem ter uma melhor perceção de quais as medidas a tomar para criar uma comunicação mais eficaz entre as marcas/empresas e os clientes. Então, podemos considerar as palavras de Rivera-Montaña (2023), onde refere que “o marketing personalizado é a resposta das organizações para entender que as necessidades cambiantes dos consumidores requerem estratégias muito mais agressivas e igualmente subtis para atender aos requerimentos dos consumidores, que são cada vez mais exigentes e demandam uma atenção mais especializada” (p.74).

2.3.2. QUESTÕES DO USO DE IA NO MARKETING

O uso de IA no marketing tem vindo a trazer várias implicações e mudanças no modo em como as empresas se relacionam com os seus clientes e como desenvolvem estratégias de comunicação e vendas.

Segundo Basha (2023) e um estudo realizado pela autora, conclui que um dos principais fatores pelos quais as empresa de hoje em dia se vêm motivados por incluir IA nas suas estratégias de marketing, é pela “pressão competitiva”. Tendo em consideração os resultados do seu estudo, os entrevistados alegaram que gestores de marketing das empresas têm vindo a incentivar cada vez mais a integrar IA no desenvolvimento de

estratégias de marketing, pela quantidade de benefícios que isto pode trazer às empresas (Basha, 2023).

No entanto, considerando o estudo de Benkert (2019), o uso da IA na coleção de informação sobre os públicos com o objetivo de realizar estratégias de marketing personalizadas e adaptadas às preferências dos seus clientes, alça questões éticas sobre o tipo de informação que é recolhida com o uso da IA. Devido a que estes dados contêm informações pessoais sobre os clientes, pelo que os mesmos deviam estar informados sobre o tipo de informações que pedida.

Esta é uma questão muito importante, a transparência no uso da IA no marketing. Os consumidores devem ser informados de como os seus dados são recolhidos, armazenados e utilizados pelas empresas, e ter a possibilidade de optar por não participar em campanhas de marketing personalizadas. A falta de transparência acaba por gerar desconfiças e afetar de forma negativa a reputação das empresas.

Ainda sobre o mesmo autor, um dos resultados do seu estudo destaca que, um dos problemas por parte do consumidor é precisamente o facto de não terem opção de participação, por exemplo, nas estratégias de recolha de informações por parte das empresas (Benkert, 2019).

Não há dúvidas de que o uso de IA no marketing tem o potencial de revolucionar a forma como as empresas se comunicam com os seus clientes e desenvolvem estratégias de vendas. A capacidade da IA de analisar grandes volumes de informação em tempo real e identificar padrões de comportamento dos consumidores, torna possível criar campanhas mais eficazes e personalizadas, o que aumenta a eficiência e o retorno sobre o investimento em marketing.

Segundo Neves et al. (2020), o problema do uso da IA no marketing é o facto de que esta ferramenta recorre a “artifícios”, isto faz pensar ao consumidor que te uma necessidade que, inicialmente, não sabia que a tinha, então, a IA recorre à manipulação dos consumidores e assim desenvolve estratégias baseadas na informação recolhida manipulada, o que pode fazer que as estratégias desenvolvidas se baseiem em informação não fundamentada.

2.3.3. USO DE IA PARA A CRIAÇÃO DE CONTEÚDO NAS REDES SOCIAIS

Como já foi referido anteriormente, a IA é uma tecnologia inovadora que tem revolucionado diversos setores, neste caso, a publicidade e o Marketing Digital. Graças ao uso da IA, as empresas conseguem analisar grandes quantidades de dados e, através desses dados, perceber quais são as necessidades dos seus clientes e desenvolver estratégias personalizadas para o seu público.

Nas redes sociais, a IA é cada vez mais utilizada para automatizar a criação de conteúdo, tornando mais eficiente a gestão de perfis e páginas de marcas e, o desenvolvimento de conteúdo que seja atrativo e relevante para a sua audiência. Podemos, então, considerar que há vantagens no uso de IA para a criação de conteúdo, e podemos confirmar esta ideia com Adwan (2024), que realça que os profissionais de marketing tem vindo a usar a IA cada vez mais na criação de conteúdo para as redes sociais para a “maximização de produtividade e satisfação de audiências”, tornando o processo de criação de conteúdo híbrido, sendo que a informação para a criação de conteúdo é recolhida e analisada com IA e a criação e desenvolvimento de conteúdo é, unicamente, monitorizada pelos profissionais de marketing.

De acordo com Gao et al. (2023), a IA opera de três formas quando falamos de desenvolvimento de estratégias e criação de conteúdos para as redes sociais, estes módulos são: vídeo/imagem, *copywriting* e planeamento de conteúdo. Na área de vídeo e imagem, a IA é capaz de desenvolver conteúdo baseado nas preferências individuais do utilizador, com *copywriting*, AI analisa de forma geral as preferências e comportamentos dos usuários, selecionando e, posteriormente, criando conteúdo que vá de acordo com as preferências do usuário e, finalmente, com o planeamento de conteúdo, a IA consegue programar de que forma será criada e apresentada o conteúdo desenvolvido aos usuários.

O uso da IA revolucionou o desempenho e processo de desenvolvimento de conteúdo de várias empresas, especialmente da área de Marketing Digital, mas é importante ressaltar que o uso desta ferramenta na criação de conteúdo e nas redes sociais não substitui o trabalho humano, mas sim complementa e potencializa as capacidades dos profissionais de marketing. A criatividade, sensibilidade e conhecimento estratégico continuam a ser essenciais para o sucesso de qualquer campanha publicitária, sendo que a IA uma ferramenta poderosa para ajudar a alcançar objetivos de marketing de forma mais eficiente e eficaz (Yao et al., 2024).

3. A EMPRESA PAPAYYA

A 2045 – Digital Health Solutions Lda. Papayya, mais bem conhecida como Papayya, foi criada oficialmente no ano de 2020, durante a pandemia, uma época em que a maior parte da população no mundo se encontrava em casa, os fundadores decidiram criar um lugar ao qual as pessoas pudessem ir e treinar, enquanto continuavam em casa, seguindo assim as regras da quarentena e sem perder hábitos saudáveis, cuidando do corpo e da mente.

Tendo idealizado o espaço que queriam criar para os seus futuros clientes, começam a construir o seu caminho, sabendo que, se queriam cumprir com as normas que estavam impostas na altura, a melhor alternativa para a empresa funcionar seria criar e desenvolver a empresa de forma remota, criando assim a Papayya, uma empresa que, através de videoconferências, oferece os serviços de *Personal Trainer* e Nutricionistas.

Os seus serviços, inicialmente, estavam dedicados a qualquer pessoa que tivesse como objetivo cuidar do seu corpo e da sua mente no espaço da sua casa, sendo que na altura a alternativa de sair e praticar exercício físico estava um pouco limitada. Com o levantamento das normas da quarentena, alguns hábitos dos seus clientes mudaram, sendo assim, a empresa continuou a dedicar-se a todos aqueles que quisessem tomar conta dos seus corpos e mentes no conforto do seu lar, e também se dedicou a todos aqueles que trabalhassem de forma remota, e ajudar assim a criar uma divisão entre espaço de trabalho e espaço de lazer; trabalhadores que viajassem frequentemente e não lhes fosse possível frequentar ginásios ou simplesmente sair e praticar exercício físico; e qualquer pessoa que tivesse alguma limitação ou precisasse de algum exercício com rotinas mais personalizadas. Papayya acredita que o exercício físico é para todos, e que podemos cuidar da nossa mente e corpo de qualquer forma e em qualquer lugar.

A empresa oferece três pacotes para os seus clientes, cada pacote incluindo um número específico de sessões com duração de uma hora, por exemplo: o primeiro pacote inclui 4 sessões, o segundo 8 sessões, e o terceiro 12 sessões, sendo que cada pacote oferece uma sessão grátis de experimentação para o cliente. Os pacotes podem ser escolhidos mesmo ao início de começar o processo com a empresa e conhecer o seu *Personal Trainer* (PT), as sessões só terão início depois de uma primeira entrevista entre o cliente e o PT para se conhecerem melhor e o treinador ter melhor conhecimento sobre os

objetivos e limitações do cliente e razão pela qual quer praticar exercício físico junto a empresa.

Depois de uma primeira entrevista com a pessoa que será o PT, os profissionais têm uma ideia mais clara dos objetivos e limitações dos seus clientes e conseguem criar rotinas mais personalizadas e dar início às sessões, isto é sempre acordado com o cliente se prefere usar as sessões do seu pacote de forma mensal, semanal, ou outra.

Depois de ter criado a rotina de treino, o cliente tem acesso a uma plataforma de videoconferências da empresa, onde o PT pode incluir até seis clientes ao mesmo tempo, sendo que o PT pode ver os clientes todos, mas os clientes não se podem ver uns aos outros. O PT inclui na mesma sessão clientes que tenham limitações e/ou objetivos semelhantes de forma a fazer os treinos mais dinâmicos e mais fáceis de conduzir.

3.1. A EQUIPA

A empresa conta com uma boa equipa de profissionais para o bom funcionamento da empresa, esta equipa está formada por 10 profissionais, sendo que cinco são da área de saúde e desporto (os *personal trainers* e nutricionistas), duas pessoas como CEO e codiretor, uma pessoa na área de programação e softwares, e duas pessoas na área de comunicação e criação de conteúdos. Também conta com duas pessoas nas áreas de Marketing e Gestão de Redes Sociais de forma externa.

Para além desta equipa, a empresa contou com a participação de duas estagiárias para o desenvolvimento de tarefas, uma das estagiárias sendo da área de design gráfico e outra da área do Marketing digital (autora do relatório), ambas as estagiárias estiveram envolvidas nas atividades da empresa durante seis meses, entre outubro de 2023 até abril de 2024.

3.2. OS CLIENTES

A empresa, apesar de ter sido criada em Portugal, tem como público-alvo o mercado-norte americano. Desde o início, ambos os fundadores desta empresa, decidiram que queriam desenvolver o seu negócio principalmente no mercado dos Estados Unidos, no entanto, a empresa regista cliente de várias partes do mundo como, por exemplo, países do Norte do continente africano, Reino Unido, Índia e Portugal, representam a origem de maioria dos clientes da empresa até o dia de hoje.

Inicialmente, pelas condições e restrições da pandemia, o público-alvo da Papayya não tinha nenhuma condição, qualquer pessoa que desejasse tomar conta do seu corpo e

melhorar a sua condição física numa altura em que fazê-lo fora de casa não estava permitido, poderia fazer uso dos serviços de PT da Papayya.

Hoje, a única alteração é que, para além de qualquer pessoa poder usufruir dos serviços da Papayya, a empresa procura atrair àqueles com limitações ou condições físicas que precisem de uma rotina de treino mais específica e até personalizada, de forma que não só ajude a melhorar a sua condição física, mas que também funcione como tratamento para melhorar e aliviar certos sintomas que estas condições possam trazer.

Alguns exemplos de público alvo da empresa, incluem pessoas que padeçam de osteoporose, sendo que cerca de 10 milhões de americanos entre os 45 e 50 anos de idade são afetados por esta condição; mulheres com endometriose, sendo que 10% das mulheres americanas sofrem desta condição; e as mulheres que estejam na menopausa, já que neste processo natural da vida de toda mulher, a atividade física pode-se tornar um aliado tanto como inimigo para muitas, com a quantidade de mudanças físicas e hormonais que o corpo de uma mulher enfrenta nesta altura.

3.3. MISSÃO, VISÃO E VALORES

3.3.1. MISSÃO

Inspirar a que as pessoas levem um estilo de vida mais ativo e saudável através das plataformas *online*. Tornar o acesso a serviços de treinos mais flexível e facilitar um estilo de vida que prioriza a saúde e bem-estar.

3.3.2. VISÃO

Viver numa sociedade em que todos os seus habitantes conseguem ter um estilo de vida saudável e ativo. Um mundo mais saudável, onde não se perdem vidas à inatividade.

3.3.3. VALORES

Facilitar o acesso a plataformas dedicadas à saúde e atividade física, enquanto criamos uma comunidade onde se vive uma vida saudável e ativa. Incorporar a saúde e bem-estar nas rotinas diárias das pessoas, fazendo que represente uma parte integral das suas vidas.

3.4. ANÁLISE SWOT

Com o objetivo de ter uma melhor perceção da caracterização da entidade, foi elaborada uma análise SWOT, que se encontra na tabela 1.

Tabela 1 - Análise SWOT da entidade acolhedora

<p>STRENGTHS:</p> <ul style="list-style-type: none"> - Plataformas digitais - treinos personalizados - Eficiência de custos - Flexibilidade - Humano 	<p>WEAKNESSES:</p> <ul style="list-style-type: none"> - Falta de interações físicas - Dependência do digital - Saturação do mercado - Adaptação
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> - Mercado global - Parcerias - Diversidade de ofertas - Integração tecnológica - Introdução da IA 	<p>THREATS:</p> <ul style="list-style-type: none"> - Concorrências - Problemas tecnológicos - Fatores económicos - Mudanças de regulações

O facto de a entidade operar através de plataformas digitais, permite que tenham a oportunidade de abranger um público mais vasto, não tendo barreiras geográficas e permitindo que as sessões sejam 100% flexíveis em termos de tempo e espaço, sendo que, nem os treinadores, nem os clientes têm a necessidade de se deslocar a outros sítios. No entanto, esta dependência da tecnologia tem as suas fraquezas, sendo que, sem um serviço de internet estável, o funcionamento da entidade e os seus serviços ficariam totalmente comprometidos, pode facilmente sofrer de falhas de internet e ameaças de *cybersecurity* e, finalmente, promove a falta de interação social entre treinador e cliente.

Ter a possibilidade de poder realizar um treino adaptado às nossas necessidades e limitações, onde podemos escolher o espaço e hora sem limitações, representa uma grande vantagem para os clientes da entidade, sem mencionar a opção de realizarmos os treinos de forma privada com o treinador ou numa sessão de grupo, mas com os avanços da tecnologia, existem outras entidades que podem fornecer os mesmos serviços por custos mais baixos.

Tendo em consideração os avanços tecnológicos recentes, isto abre portas para a entidade entrar em outros mercados internacionais a qualquer momento. Também, surge a iniciativa de incluir acessórios tecnológicos que contabilizem e registem o percurso dos clientes para estes terem uma ideia em tempo real do seu progresso fitness; nas redes sociais, existe a possibilidade de criar parcerias com nutricionistas e profissionais do

desporto para apoiar os serviços da entidade e, com empresas de produtos tecnológicos de forma a melhorar o desenvolvimento das plataformas de videoconferências da Papayya.

3.5. PAPAÿYA NO MERCADO ONLINE

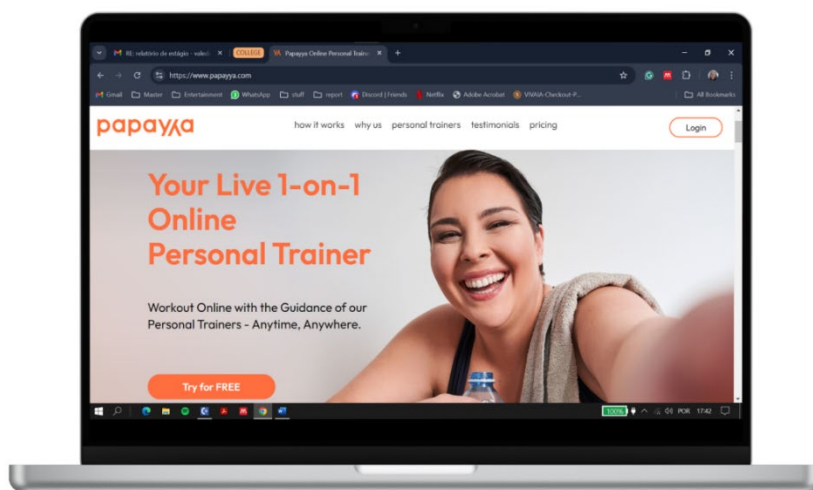
Como foi referido anteriormente, a empresa funciona a nível remoto, dependendo na sua totalidade da sua presença no mercado online, e presença nas redes sociais para a divulgação dos seus serviços.

Para garantir o bom funcionamento das suas plataformas online e uma ativa presença nas redes sociais, a Papayya conta com uma empresa externa de Marketing Digital que se encarrega de fazer a gestão das suas redes sociais e criar estratégias para a divulgação dos serviços da empresa, para além disso, conta com a colaboração de profissionais na área de Softwares para a criação e monitorização do website da empresa.

3.5.1. WEBSITE

Sobre o *website*, possui um layout bastante intuitivo, direcionado a possíveis clientes que não tenham muito contacto com a internet, onde na parte superior tem uma barra com todas as informações relevantes sobre a empresa, que são: como funciona (anexo A), porque nós (anexo B), os treinadores (anexo C), depoimentos de outros clientes e o preço; seguido de uma série de imagens com links direcionados à marcação de aulas de experimentação e pedidos de contacto, para os clientes que precisem de informação mais personalizada. De forma geral, toda a informação apresentada é bastante concisa e clara, como podemos observar na Figura 1, com o objetivo de que os possíveis clientes tenham uma ideia concreta sobre o serviço e procedimento do mesmo e, também, com várias imagens sobre os integrantes da equipa Papayya, para que os clientes se sintam, de certa forma, mais conectados com a entidade.

Figura 1- Primeira página do website



Ao entrarmos na primeira página, podemos ficar a conhecer melhor como funcionam os serviços e qual é o processo antes de marcar as aulas e começar com os treinos, nesta secção temos um vídeo sem som, onde simula uma sessão de treino mostrando os clientes a receber instruções por parte dos PT's. Do lado direito a este vídeo, temos uma série de quatro quadros e parágrafos em carrossel com os passos antes de dar início aos treinos (Papayya, 2024).

Ao longo do website, percebemos que está dividido em vários setores, cada um com um tema diferente sobre certas áreas da empresa; depois dos passos para dar início aos treinos, temos uma secção chamada “*why us?*” com uma pequena apresentação de objetivos e missão da empresa (Papayya, 2024). Esta parte do website é seguida por uma apresentação de imagens em carrossel dos integrantes da equipa de PT's Papayya e, depois, uma série de quadros informativos em carrossel com vários depoimentos de clientes, onde partilham a sua experiência e satisfação com os serviços da Papayya (Papayya, 2024).

Através do *website* as pessoas podem ter uma melhor noção de como funcionam os serviços que a empresa fornece, sendo que toda a informação apresentada no website está claramente identificada. Ao longo da página podemos encontrar várias áreas de pedidos de contacto, onde as informações pedidas são: primeiro e último nome, e-mail e número de contacto; e o link para a subscrição de uma aula grátis para experimentar a dinâmica dos serviços fornecidos pela entidade. Finalmente, ao fundo da página, podemos encontrar devidamente identificadas as redes sociais da entidade, blog, contactos (telefone e e-mail) e outras informações como, por exemplo: termos e condições, políticas de privacidade, preçário e as políticas de *cookies*.

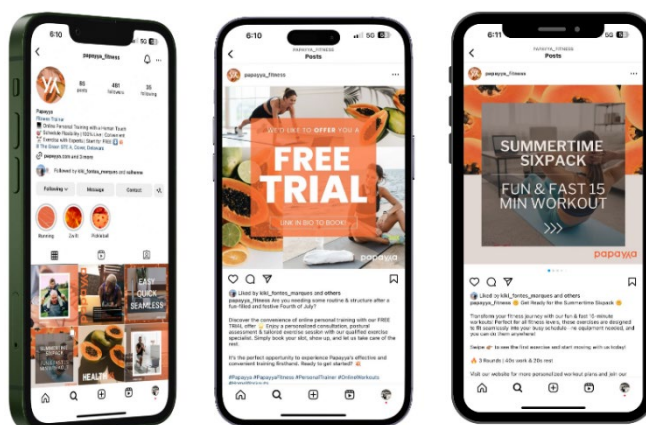
3.5.2. REDES SOCIAIS

A presença online da entidade é fundamental para o seu funcionamento, e a sua presença nas redes sociais é um movimento crucial de forma a poder divulgar a sua existência de uma forma mais aberta e abrangente, pelas rede sociais a Papayya pode alcançar todo tipo de públicos a nível global. Tendo isto em consideração, a Papayya decidiu estar presente em três redes sociais, cada uma com um público-alvo diferente, de forma a fazer as suas estratégias mais eficazes, as três redes sociais são: Instagram, Facebook e LinkedIn.

A primeira rede social e mais ativa é o Instagram, com um público-alvo mais jovem e dinâmico, a empresa pretende alcançar aos trabalhadores remotos jovens, viajantes frequentes e novas mães que tenham a necessidade de ficar em casa, com um total de 85 publicações entre fotos, vídeos e reels, as publicações são realizadas uma vez por semana, junto com descrições relacionadas com o tema da publicação e incentivando os visitantes da página a passar pelo website e ficar a conhecer melhor a entidade.

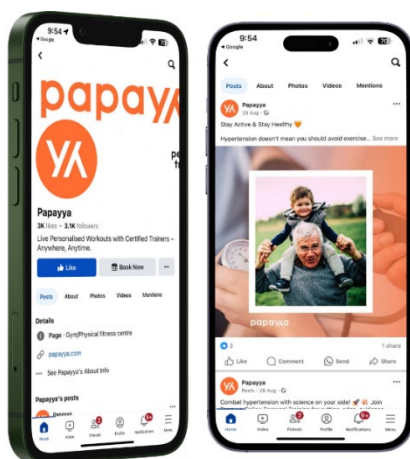
Regista um total de 480 seguidores, mas mostra uma baixa taxa de *engagement*, sendo esta de 0.63%, e confirma-se uma baixa interação entre a presença da entidade na rede social e a audiência, pelo facto de que a publicação com mais interações, nos últimos 3 meses, teve um total de 13 gostos e nenhum comentário, algumas das publicações podem ser vistas na Figura 2. Podemos, então, considerar que a presença da entidade nesta rede social não tem um impacto muito forte, mesmo que o conteúdo da página esteja bem organizado, apresentado e seja atrativo para captar a atenção de visitantes que não conheçam a empresa ou os seus serviços (Papayya, 2024).

Figura 2- Rede social do Instagram da entidade



A segunda rede social é o Facebook, com um público-alvo mais envelhecido, pretendiam chegar a pessoas que representavam parte do público-alvo inicial da entidade, que se encontrassem entre os 40 e 55 anos de idade que sofressem de alguma condição que vise a atividade física como possível tratamento ou forma de aliviar sintomas/dores. Aqui a entidade demonstra-se tão ativa como no Instagram, sendo que as publicações e vídeos são partilhados nas duas redes sociais ao mesmo tempo, tendo um total de 85 publicações entre fotos e vídeos, a publicação com mais interações regista um total de 9 gostos e 1 comentário. Na Figura 3 podemos ver um exemplo das publicações realizadas na conta do Facebook da entidade.

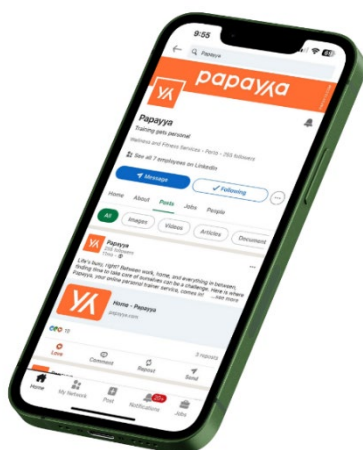
Figura 3- Rede social do Facebook da entidade



Embora não tenham uma postura muito ativa com a sua audiência, registam mais seguidores do que nas outras duas redes sociais, tendo um total de 3.1 mil seguidores, mas não existe registo de nenhum comentário nas suas publicações (Papayya, 2024).

A terceira e última rede social é o LinkedIn, aqui a entidade pretende chegar mais diretamente aos trabalhadores remotos que procurem uma forma de descontrair e dividir o ambiente de trabalho dos momentos de lazer, a presença e participação da Papayya nesta rede social é mais profissional e resumida, com um total de três publicações, sendo que dois delas são sobre informação a redirecionar ao website da empresa, e a publicação restante sobre a participação da empresa na conferência de tecnologia *WebSummit*, registam uma interação mais ativa do que nas outras redes sociais relativamente às reações nas publicações, sendo que a publicação com mais interações tem 19 gostos e 3 partilhas, e a publicação com menos tem 14 gosto e 2 comentários. A empresa nesta rede social regista um total de 255 seguidores e, na Figura 4, podemos ver um exemplo da aparência da entidade nesta rede social (Papayya, 2024c).

Figura 4- Rede social do LinkedIn da entidade



3.6. CONCORRENTES

Após uma análise online sobre as entidades fornecedoras de serviços semelhantes, no mercado norte-americano e europeu, foram selecionados os três principais concorrentes da entidade acolhedora com base em, serviços fornecidos e performance na rede social do Instagram. Foram, então, identificados os seguintes concorrentes: Kickoff, ABC Trainerize e BetterMe.

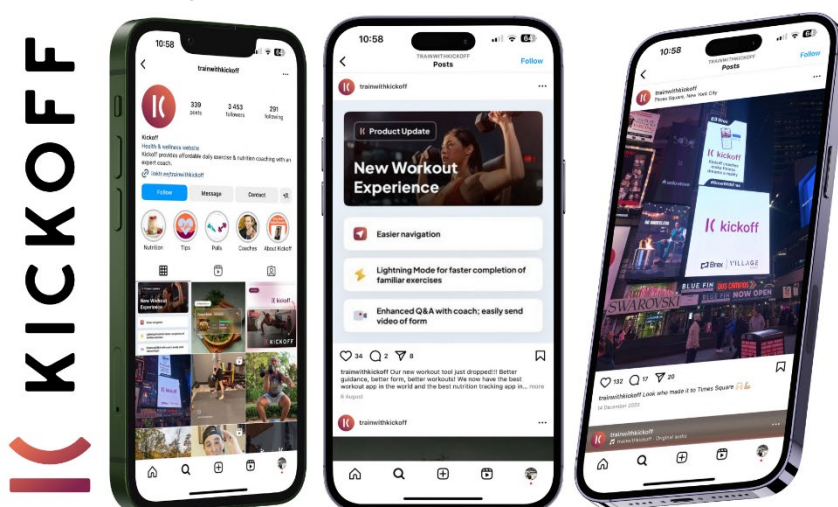
3.6.1. Kickoff

O primeiro concorrente, Kickoff, atua a nível remoto, oferecendo serviços de *Personal Training* através de videoconferências, onde os clientes passam por uma entrevista inicial, na qual podem discutir melhor com os treinadores quais são os seus objetivos e limitações físicas e, a partir de aí, o treinador consegue criar uma rotina completamente adaptada às preferências do cliente, junto com um plano nutricional para complementar as novas rotinas de exercício dos seus clientes.

Para além de oferecer serviços de *Personal Training*, a Kickoff oferece cursos de *Personal Trainers*, nesta entidade podes começar como cliente e tornar-te um treinador, criando uma carreira onde cuidas de ti e dos outros (Kickoff, 2024).

Relativamente à sua presença nas redes sociais, como podemos ver na Figura 5, demonstram um nível de engagement mais alto do que a entidade acolhedora, sendo este de 0,87%, realizando mais do que uma publicação por semana, e com uma média de 28 gostos e 4 comentários por publicação. A Kickoff tem um total de 3.5 mil seguidores e um total de 339 publicações (Kickoff, 2024).

Figura 5- Rede social da entidade concorrente Kickoff

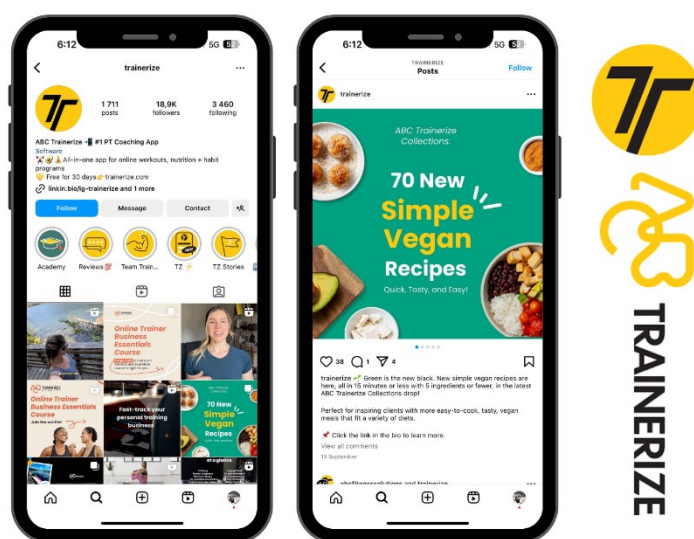


3.6.2. ABC Trainerize

A ABC Trainerize é um software e aplicação pela qual qualquer pessoa pode escolher um treinador, de qualquer parte do mundo e especializado nos objetivos ou limitações do cliente, e entrar em contacto para começar o processo de criação de rotinas de exercício e treinos. Esta empresa funciona como plataforma onde PT's e clientes podem entrar em contacto uns com os outros e combinar quais serão os próximos passos a seguir.

Através do website, as pessoas podem-se registar como clientes ou como treinadores, os clientes depois podem ver os possíveis treinadores, ver as suas especialidades e formações profissionais, seleccionar quais as áreas de exercício que preferem como, por exemplo: treinos privados, treinos em grupo, yoga, Pilatos, Crossfit, etc. (Kickoff, 2024). Através da aplicação, podem-se ver as mesmas informações que no *website* e, adicionalmente, os clientes podem ver melhor quais os treinadores que estão perto da sua zona, caso o cliente prefira realizar os treinos em pessoa.

Figura 6- Rede social da entidade concorrente ABC Trainerize



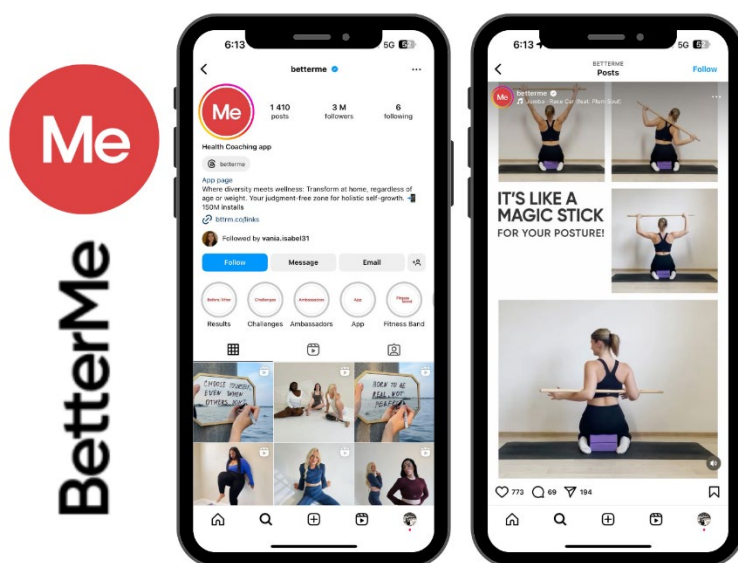
A nível do Instagram, conforme está na Figura 6, mostram uma presença online bastante ativa e participativa, tendo um total de 18.9 mil seguidores, a empresa tem realizado 1712 publicações na conta da rede social, realizando cerca de 6 publicações por semana, entre fotos, vídeos e *reels*, registam uma taxa de *engagement* de 0,21%, sendo que cada publicação tem uma média de 38 gostos e 4 comentários (Kickoff, 2024a).

3.6.3. BetterMe

A BetterMe é uma empresa fundada em 2017, funciona a nível 100% remoto oferecendo serviços para promover o bem-estar físico e emocional. A empresa possui duas

aplicações, a primeira, chamada *BetterMe: Health Coaching*, promove o bem-estar físico através da atividade física, com mais de 3000 indicações de exercícios, planos nutricionais, contadores de calorias e programas de cuidado pessoal, a entidade procura que os seus clientes tomem conta da sua condição física de forma fácil, flexível e completa. A segunda aplicação, chamada *BetterMe: Mental Health*, promove o bem-estar psicológico criando um espaço onde os seus clientes podem criar um espaço seguro e relaxante, com programas de meditação, exercícios de respiração, sons de fundo e um espaço com guias psicológicos disponível as 24 horas do dia, a entidade pretende acompanhar os seus clientes em qualquer momento de necessidade (BetterMe, 2024b).

Figura 7- Rede social da entidade concorrente BetterMe



Na Figura 7 podemos ver rede social do Instagram, tal e como nas aplicações, a entidade possui uma conta para cada área, neste caso, foi analisada a *BetterMe: Health Coaching*. A nível do Instagram, a conta regista 3 milhões de seguidores e um total de 1409 publicações, entre fotos e vídeos, a média de reações nas publicações é de 269 gostos e 33 comentários, com 2 publicações por semana. Apesar da quantidade de seguidores e interações com a audiência, a conta regista uma baixa percentagem de engagement, sendo esta de 0,01% (BetterMe, 2024).

4. ESTÁGIO

No segundo ano do curso de mestrado de Marketing, os alunos tinham como opções: a realização de uma dissertação, um projeto final, ou um estágio curricular.

Para a minha avaliação, decidi que a melhor opção seria realizar um estágio curricular. Isto deve-se a que acredito que a minha aprendizagem, se for feita de forma prática e constante, resulta ser mais efetiva, e que procurava ter de colocar os conhecimentos adquiridos durante o primeiro ano do mestrado em prática ao mesmo tempo que adquirir alguma experiência profissional na área antes de entrar no mercado de trabalho.

O meu objetivo na pesquisa de entidades acolhedoras era que a entidade fosse estrangeira ou trabalhasse em mercados estrangeiros, com o objetivo de explorar melhor mercados externos e as suas estratégias. Após pesquisar durante alguns meses, encontrei-me com a entidade Papayya, que tinha como público alvo o mercado norte-americano.

Após algumas entrevistas iniciais com a entidade e a Professora orientadora, concluiu-se que o estágio teria início no dia 18 de outubro de 2023 até o dia 17 de abril de 2024, com uma duração total de seis meses, sendo este o tempo mínimo para a realização de um estágio curricular, e seria feito de forma totalmente remota.

4.1. OBJETIVOS A CUMPRIR

Inicialmente, antes de começar o estágio curricular na entidade, o objetivo era ter a oportunidade de colocar a maioria dos conhecimentos adquiridos durante o primeiro ano do mestrado em prática e ganhar alguma experiência profissional na área do Marketing e, neste caso, do Marketing Digital.

Alguns dos objetivos a cumprir, pessoal e academicamente, era ter uma melhor perceção do processo criativo que está por trás do processo de criação de conteúdo, incluindo a consideração de como e quando devem ser agendadas as publicações nas redes sociais para a sua publicação.

Posso afirmar que esta experiência acabou por ser mais frutífera do que as minhas expectativas indicavam, sendo que não só tive a oportunidade de adquirir mais competências pessoais e profissionais, mas também porque tive a oportunidade de ter um contacto mais direto com o desenvolvimento de conteúdo para redes sociais e o processo que requer fazer a gestão de uma empresa que funciona de forma remota, regime que tem vindo a aparecer cada vez mais desde o ano 2020.

4.2. ATIVIDADES DESENVOLVIDAS

As atividades realizadas no âmbito de estágio foram propostas e apresentadas pelo orientador Pedro Roque, e monitoradas pela orientadora Francisca Marques, durante o seu desenvolvimento e eventual apresentação aos superiores.

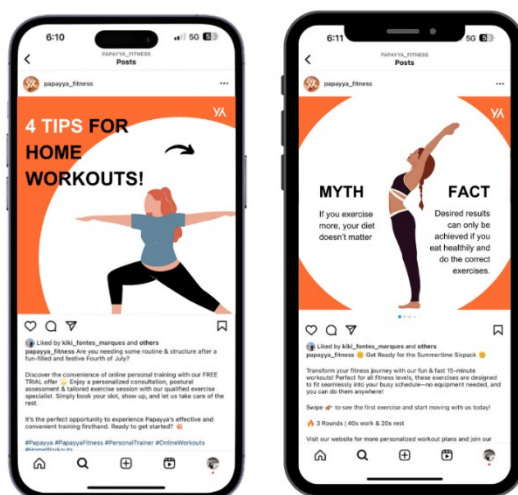
As tarefas eram apresentadas pelos orientadores de forma semanal e, depois de realizadas e aprovadas pela orientadora Francisca Marques, eram entregues às segundas-feiras de todas as semanas. Posteriormente, era feita uma pequena defesa das tarefas realizadas ao orientador Pedro Roque. Algumas das tarefas realizadas, apesar de terem sido aprovadas, não foram publicadas nas redes sociais da entidade, sendo que o objetivo das mesmas era ser uma guia para a empresa externa de marketing.

4.2.1. Pesquisa de tópicos para a criação de conteúdos

Inicialmente, comecei pela pesquisa de tópicos para a criação de conteúdos, tanto para as redes sociais como para o website da empresa.

Para o Instagram, os criativos decidiram realizar uma série de publicações chamadas: “*Did you know?*”, “*5 tips*” e “*myth vs. facts*”, que consistia na publicação semanal de factos curiosos sobre atividade física e como a condição do corpo melhora progressivamente uma vez que as pessoas começam a praticar mais atividade física. A minha tarefa consistia na realização de uma lista com opções para as publicações, uma vez enviadas semanalmente estas seriam avaliadas e seriam escolhidas duas ou três opções para serem debatidas pelos superiores e, finalmente, ser escolhida uma para a sua publicação na semana a seguir. Na Figura 8, podemos ver dois exemplos das publicações realizadas sobre os temas de “*5 tips*” e “*myth vs. facts*” para a rede social do Instagram, podemos ver, também, mais publicações nos anexos D e E.

Figura 8- Simulação de publicações para a rede social Instagram



Para o Facebook, a tarefa era semelhante à tarefa desenvolvida para o Instagram, mas esta chama-se “5 *tips*”, consistia na publicação de 5 dicas para o desenvolvimento de várias atividades, a minha tarefa era procurar as atividades e pesquisar 5 dicas úteis e consistentes com estas atividades, por exemplo, as dicas poderiam ser: para ter uma dieta baixa em calorias, equipamentos *low-cost* para fazer um ginásio em casa, dieta para aumentar a massa muscular, exercícios de relaxamento, exercícios para evitar dores musculares, alongamentos para antes ou depois do treino, etc.

Para o website, seria publicado de dois a três artigos semanais no blog do website sobre vários tópicos que estivessem relacionados com a atividade física e como esta melhora o bem-estar, tanto físico como psicológico das pessoas. Estes tópicos, para além de estarem relacionados com a atividade física e bem-estar psicológico, podia estar dirigido a uma variedade de pessoas.

Os artigos abordavam temas relacionados com dicas e exercícios para evitar certas possíveis lesões ou dores musculares, amas de casa e como incluir a atividade física e os filhos no seu dia a dia, alguns factos e mitos sobre a prática de atividade física relativamente à frequência e intensidade dos treinos, algumas dicas alimentares para ajudar e complementar os treinos e contribuir para cumprir objetivos, dicas de exercícios para grávidas, etc.

4.2.2. Desenvolvimento de conteúdos e *Copywriting*

A partir do segundo mês e meio da minha integração na entidade acolhedora, as tarefas começaram a ter mais peso.

Depois de fazer pesquisa sobre os tópicos para os artigos para o blog, a minha tarefa consistiu em criar os artigos na sua totalidade. Sem alteração no processo de seleção dos tópicos a desenvolver, cada semana teria a responsabilidade de criar de dois a três artigos com os tópicos selecionados.

Os artigos deviam ter um mínimo de 600 palavras e um máximo de 1000, deviam ter uma personalidade alegre e informal e, ocasionalmente, deviam incluir as fontes de onde obtive a informação para a realização dos mesmos, mas normalmente, a pedido da minha orientadora, a fonte usada mais frequentemente seria o *ChatGpt*. No anexo G, podemos ver os artigos realizados para o blog da entidade, com um tom e personalidade informal de forma a trair mais a atenção dos leitores e tornar a sua leitura entretida ao mesmo tempo que informativa.

Para Reddit, o conteúdo a ser desenvolvido consistia na procura de pessoas que estivessem a procura de serviços relacionados com atividade física e, de forma anónima, recomendar os serviços da Papayya, para assim divulgar os serviços da entidade de forma imparcial e conseguir ter uma maior abrangência.

As perguntas que se procuravam deviam ser muito específicas, sendo que estas só deviam mencionar a procura de aplicações de atividade física ou PT's que trabalhassem de forma remota.

4.2.3. Calendários de publicações

Para além de criação de conteúdo, tive a oportunidade de criar calendários para as publicações que seriam realizadas nas redes sociais e no blog da entidade.

Este calendário devia incluir os dias da semana, a plataforma na qual seria realizada a publicação, o tipo de conteúdo a publicar (publicação, *story*, vídeo, artigo, etc.), o tópico do conteúdo, a descrição ou mensagem que teria a publicação, hashtags, descrição da publicação e, finalmente, o estado da publicação (se teria sido realizada, agendada, publicada ou cancelada).

Este calendário devia incluir o Facebook, Instagram, TikTok, Youtube, LinkedIn e Twitter (agora X).

4.2.4. Estratégias de Marketing

Para as redes sociais, outra tarefa essencial foi a pesquisa de *influencers* e entidades que mostrassem a possibilidade de criar uma parceria com a Papayya, isto era, que os conteúdos desenvolvidos pelas mesmas fosse de acordo aos ideais da Papayya e à ideia que queriam transmitir sobre a atividade física.

Os influencers pesquisados desenvolviam conteúdos relacionados com: a vida de trabalhadores remotos e como separar o ambiente de trabalho com o ambiente de relaxamento e lazer no mesmo espaço, como incluir a atividade física na rotina diária de uma ama de casa, como incluir os filhos pequenos nos teus treinos diários, Pilates e exercícios de baixo impacto para aliviar sintomas da Endometriose, plataformas para treinos em casa para pessoas com pouco tempo para ir ao ginásio, etc.

4.2.5. Projeto Final

Finalmente, nas duas últimas semanas da realização do estágio, foi pedida a realização de um projeto final que consistia na realização de um novo plano de marketing, incluindo a identificação de três possíveis novos públicos alvo (um principal, mais dois

alternativos), e do desenvolvimento de uma nova estratégia de marketing para cada possível público alvo.

Uma das condições do novo target, era que fosse um público que tivesse alguma condição física que pudesse recorrer à atividade física como possível tratamento, fosse para aliviar os sintomas ou melhorar a condição de forma progressiva. Foi neste projeto final que, durante a pesquisa, conclui que um dos possíveis novos público alvo da Papayya poderiam ser as pessoas que sofrem de osteoporose, sendo que esta é uma condição que afeta cerca de 10 milhões de americanos, e que uma das possíveis atividades para prevenir e tratar esta condição é a prática constante de atividade física.

Para além de identificar um novo público alvo, identifiquei também dois públicos alternativos. Foi aqui que identifiquei as mulheres que sofrem de endometriose, condição que afeta a cerca de 10% das mulheres americanas, e mulheres que estivessem a passar pelo processo da menopausa, sendo um processo natural na vida de toda mulher que acontece entre os 40 e os 50 anos de idade. Ambos os grupos já representam parte da faixa etária do público-alvo inicial da entidade (mulheres entre os 45 e os 50 anos de idade que tenham alguma condição física que possa recorrer à atividade física como tratamento), mas neste caso, o público alvo já não é tão abrangente e reduz-se para mulheres com alguma condição física que causa certas limitações e que podem recorrer à atividade física como possível tratamento.

O segundo passo do projeto, consistia na criação de uma persona por público-alvo, para termos um melhor entendimento do cliente. A criação das personas foi feita através de uma pesquisa, pelas redes sociais, de pessoas que sofrem de osteoporose, endometriose, e estão na fase da menopausa.

A nossa primeira persona chama-se Jhonathan, tem 54 anos e vive em Rishmond, Virginia. Sendo uma criança com uma preferência limitada de alimentos na sua juventude e certas alergias, mais tarde na vida é diagnosticado com osteoporose depois de sofrer um acidente e partir uma perna enquanto jogava golf. A persona não fez nenhum movimento brusco ao ponto de partir um osso, mas descobre depois que sofre de osteoporose, e a densidade dos seus ossos é bastante baixa, o que pode provocar este tipo de lesões muito facilmente. É, então, prescrito e recomendado pelo seu médico, a prática constante de atividade física como parte do seu tratamento para melhorar a condição dos seus ossos, articulações, e aliviar dores. No entanto, há certas limitações na prática de exercício, pelo que a persona deve ter uma rotina personalizada que se adapte às suas limitações.

A nossa segunda persona chama-se Helen, uma mãe de 47 anos que vive em Savannah, Georgia. Vive com o seu esposo e duas filhas, Anne de 15 e Mary de 12, e não tem 30 minutos livres para relaxar e descontraír com todas as tarefas de casa que devem ser feitas e as atividades extracurriculares às quais deve levar as filhas todos os dias. No entanto, recentemente a nossa persona começou a entrar na menopausa, e com ela vêm mudanças físicas e hormonais que podem pesar no dia a dia da nossa persona. A Helen percebe que a atividade física pode ajudar a aliviar o stress da sua rotina e fornecer um momento de lazer e relaxamento, sem mencionar que pode ajudar a manter a sua figura nesta altura de mudanças drásticas, mas prefere prática atividade física em casa, sem a necessidade de ter que realizar muitas alterações na sua agenda, onde se encontra mais confortável e sem utilizar muitos equipamentos. Para isto, Helen precisa de uma rotina personalizada que se adapte aos seus objetivos e ao seu espaço de treino.

A nossa terceira e última persona, chama-se Clarice, tem 31 anos e vive em Jacksonville, Florida. Clarice, desde muito nova, sempre teve problemas menstruais, sendo sempre irregulares e sofrendo de dores intensas e muito desconforto nessas alturas do mês, é mais tarde diagnosticada com Endometriose. Foi-lhe recomendada a prática de exercícios de baixo impacto para relaxar os músculos e ajudar com as dores e desconfortos desses dias do mês, no entanto, devido aos seus horários irregulares pelo seu trabalho remoto, Clarice não consegue assistir a aulas de Yoga ou Pilates, sendo que não existem horários adaptáveis aos dela e certos exercícios que, possivelmente, ela não possa realizar em certas ocasiões. Por esta razão, a Clarice está a procura de ter uma rotina de exercício personalizada ao seu espaço, tempo e limitações que ajude a que se sinta mais confortável nos momentos mais difíceis e que possa pratica quando quiser, onde quiser.

Após a criação das personas, passámos para a criação da estratégia de Marketing, e tendo em consideração que a equipa de marketing contratada pela entidade seria responsável por executar a proposta, o cálculo do orçamento necessário para a realização da proposta foi excluída do projeto final. Sendo assim, decidi que a nova estratégia seria a realização de uma série de publicações e vídeos para as redes sociais com o slogan “*Make your own limits*”.

Para a rede social do Instagram, seria realizado um reel sobre a experiência e perspectiva de um cliente, que sofresse da condição de osteoporose, na utilização dos serviços de *Personal Training* da Papayya, onde teria a entidade poderia mostrar aos visualizadores qual é o processo de personalização das rotinas de treino e a plataforma de videoconferência utilizada para a realização dos treinos. Este reel seria publicado na conta

da entidade e partilhado no *story* junto com um link para redirecionar à página de agendamento de uma aula grátis para experimentar os serviços da Papayya.

Para a rede social do TikTok, a estratégia seria a mesma, com a diferença em motivar os utilizadores do TikTok a realizar um vídeo dueto e partilhar as suas experiências do dia a dia com osteoporose e convidá-los a participar numa aula grátis. Aqui, o vídeo teria uma duração de 3 minutos, e seria feita uma abordagem mais específica na contribuição que os serviços da Papayya teve na vida do cliente. Na descrição do vídeo, estaria incluído um link para redirecionar à página web da entidade com mais informação sobre a campanha e um link para agendar uma aula grátis.

Finalmente, para o Facebook, seria feito um vídeo de 5 minutos, onde três pessoas, com as três condições mencionadas anteriormente, fazem um relato breve de como juntar-se à família Papayya melhorou as suas vidas e a sua dinâmica, tendo uma rotina diária sem dores e mais mobilidade. Junto ao vídeo, estaria uma descrição breve sobre a nova campanha e o objetivo da mesma, com um link a redirecionar para a página de agendamento de uma aula grátis junto com uma entrevista com um dos *PT's* para entender melhor o processo.

Para além da proposta de Marketing para as redes sociais, foi feita uma proposta de *Influencers* americanos que sofrem das condições mencionadas, nas redes sociais do Instagram e TikTok para a realização de possíveis parcerias. No anexo F, podemos ver a apresentação realizada para, depois, apresentar aos orientadores de estágio.

4.3. EXPERIÊNCIA PESSOAL

Sendo que esta seria a minha segunda experiência de estágio curricular, tinha a expectativa de estar mais envolvida no processo de execução das publicações e conteúdo a ser publicado, desta forma poderia ter adquirido um melhor entendimento do processo criativo que se encontra por trás da criação do material. Mas a dinâmica da entidade era muito informal, o que me fez sentir bastante confortável e esclarecer qualquer dúvida com a minha orientadora na entidade.

A realização de *Brainstorms* e *TedTalks* entre as estagiárias e dois integrantes da equipa de Marketing, ajudaram muito para perceber qual era o raciocínio e processo pelo qual tudo o que ia ser criado passava, mesmo que o único conteúdo criado por mim fossem os artigos para o blogue, estas sessões de esclarecimento facilitaram muito o processo de escolha de tópicos a apresentar aos superiores.

O facto de o estágio ser feito de forma remota na sua totalidade, precisou de muita comunicação de ambas as partes de forma a que pudessem entender o ponto de situação em que os artigos e outras atividades se encontravam, foram feitas uma quantidade enorme de videoconferências, mas isto permitiu a que os horários fossem, em grande parte, flexíveis, e eu pudesse adaptar a realização das tarefas com as reuniões e outras atividades e obrigações da minha vida pessoal.

Posso afirmar que esta experiência provou ser bastante frutífera e emocionante, sendo que, apesar de ter expectativas académicas e objetivos a cumprir, não tinha a expectativa de achar esta experiência divertida, mas com cada atividade nova a realizar, o descobrir do processo fazia que tudo fosse interessante ao ponto de ser divertido realizar as tarefas. Também a parceria que se formou entre a minha orientadora e eu, sendo que se houvesse alguma tarefa que ela precisasse de finalizar e não tivesse a oportunidade, sabia que poderia contar com a minha participação.

5. CONCLUSÃO

A IA tem sido uma das maiores inovações do século XXI, revolucionando diversos setores da sociedade, especialmente o marketing e a criação de conteúdo para as redes sociais e websites. A capacidade de máquinas e algoritmos aprenderem, pensar e tomar decisões de forma autónoma tem vindo a trazer inúmeras vantagens para as empresas que procuram se destacar num mercado cada vez mais competitivo e em constante desenvolvimento.

No caso do marketing e Marketing Digital, a IA tem se mostrado uma ferramenta poderosa para entender e antecipar as necessidades do consumidor. Com a utilização de algoritmos de *Machine Learning*, as empresas podem analisar grandes volumes de dados e identificar padrões, tendências e preferências dos clientes. Isso permite que as campanhas de marketing sejam mais direcionadas e personalizadas, aumentando a eficácia e o retorno sobre o investimento.

Relativamente à criação de conteúdos para as redes sociais, a IA tem sido uma aliada na produção de materiais mais relevantes e atrativos para o público. Através da análise de dados e tendências, os algoritmos podem sugerir temas, formatos e até mesmo horários ideais para a publicação de conteúdos nas redes sociais. Para além disso, também pode ajudar para a criação de textos, imagens e vídeos de forma automatizada e em tempo-real, o que ajuda a agilizar o processo de produção e aumentando a eficiência das estratégias de Marketing Digital. É uma ferramenta com uma papel muito importante que pode trazer inúmeros benefícios a empresas cujo funcionamento seja totalmente digital, como o caso da empresa acolhedora, a contribuição desta ferramenta na criação de conteúdo e produção de textos.

Mas é importante realçar que esta ferramenta ainda apresenta algumas limitações e desafios, como a questão da privacidade dos dados dos consumidores. Por isso, é fundamental que as empresas utilize tecnologias de forma ética e responsável, para garantir a transparência e a segurança das informações dos clientes.

Através do uso desta ferramenta no estágio consegui perceber a forma como esta ferramenta transformou a maneira em como as empresas se relacionam com os clientes e criam conteúdos para as redes sociais e *websites*, com o objetivo de proporcionar maior precisão, personalização e eficiência às estratégias de marketing. Aproveitando o potencial da IA de forma estratégica e consistente, as empresas podem obter inúmeras vantagens competitivas no mercado atual.

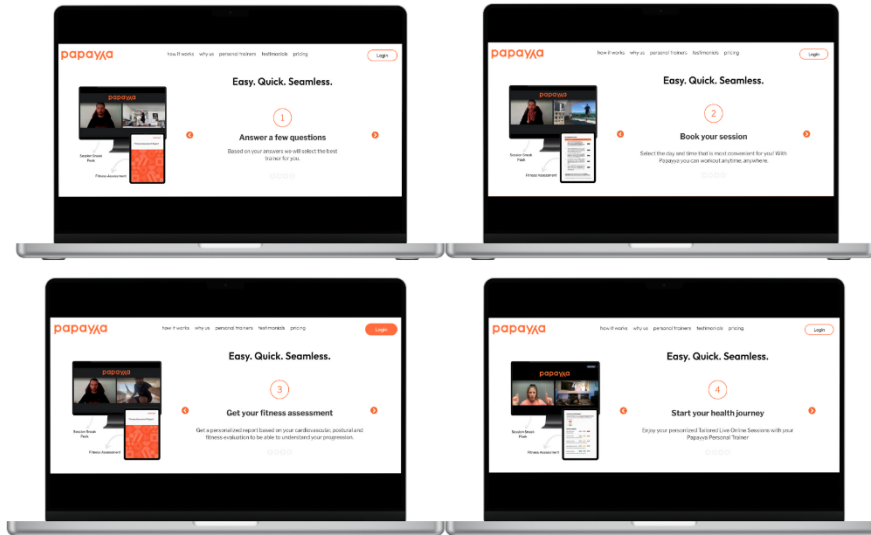
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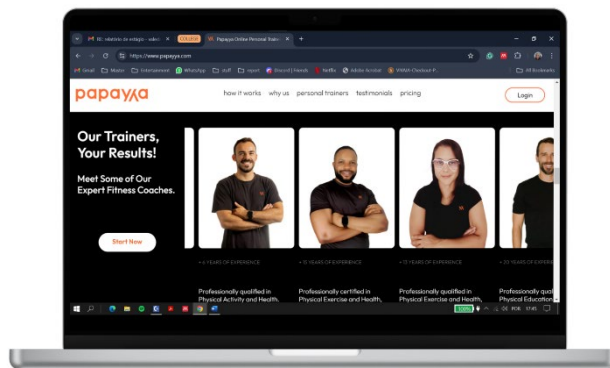
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ANEXOS

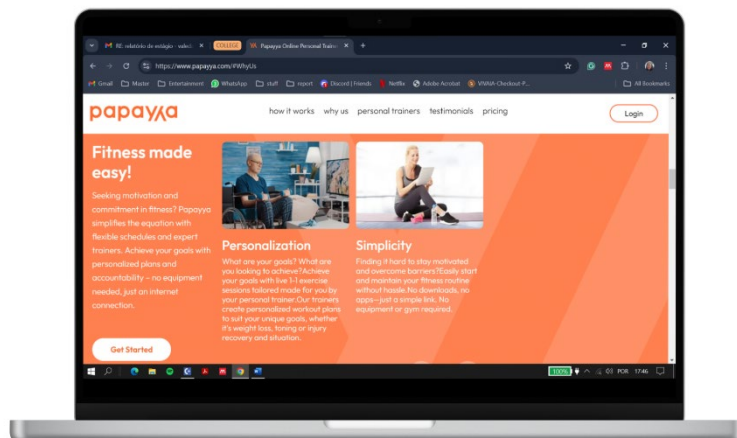
Anexo A – website, página “how it works”?



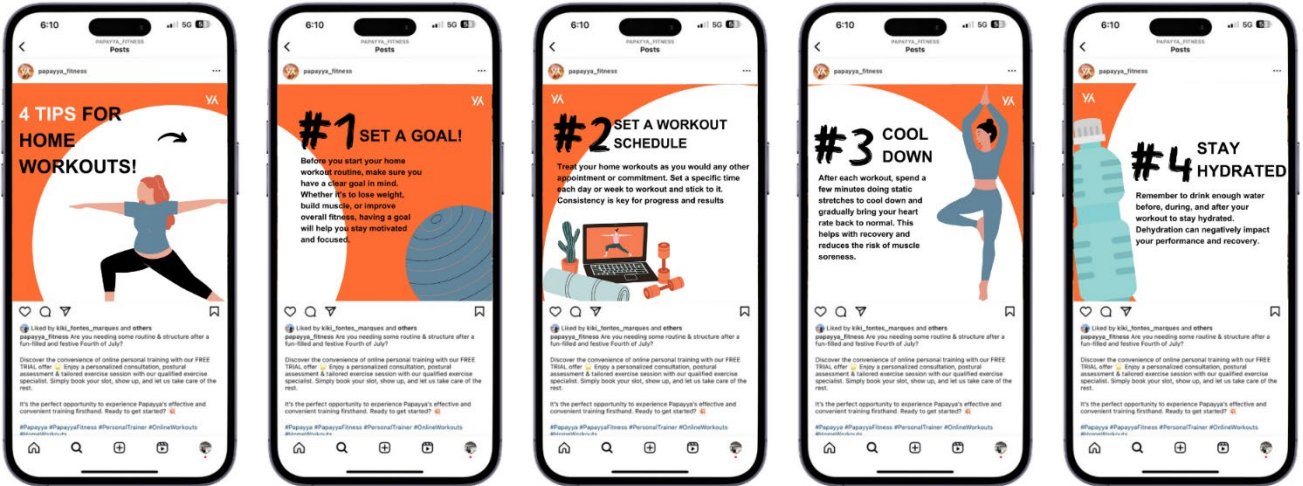
Anexo B – website, página “Personal Trainers”



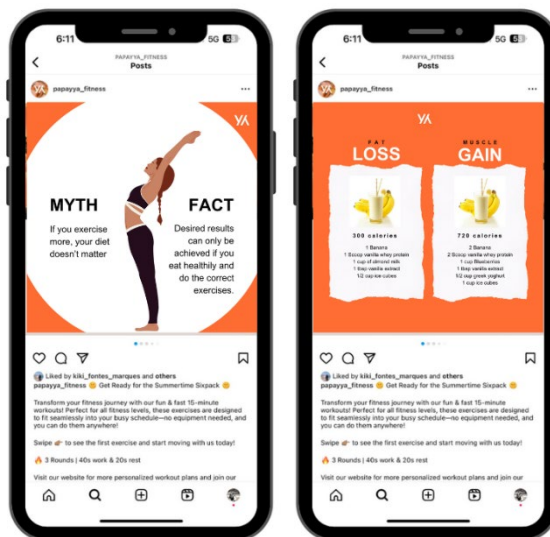
Anexo C – website, página “why us?”



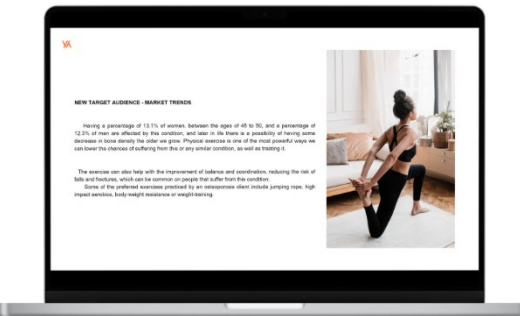
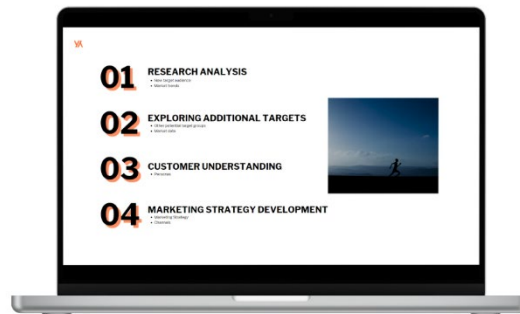
Anexo D – Simulação de publicações para o Instagram “4 tips for home workouts”

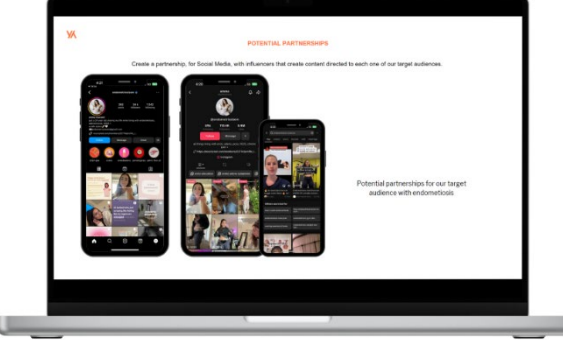
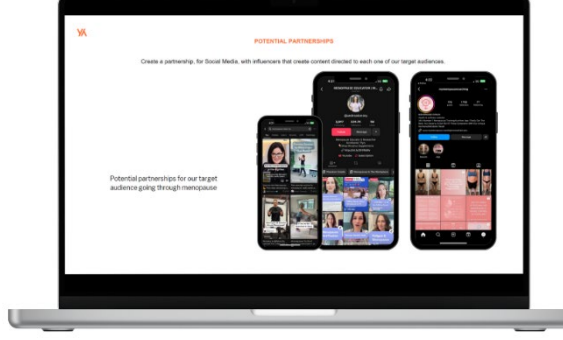
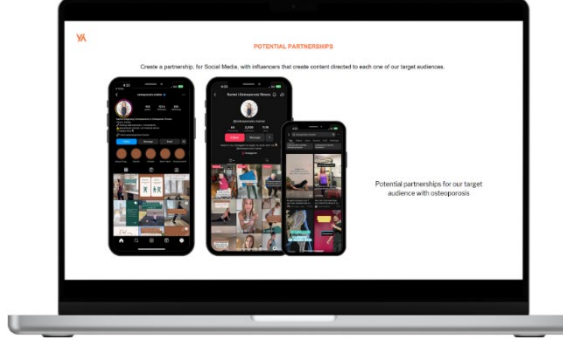


Anexo E – Simulações de publicações para o Instagram: “myths vs.facts” e “nutritional tips, milkshakes for weightloss and muscle gain”



Anexo F – Apresentação para o projeto final





ANEXO G – Artigos realizados para o blog Papayya

Artigo nº 1 – *Stay-at-home Moms*

Becoming a mom is one of the most beautiful things that can happen to someone, it's a life-changing experience. Moms stop thinking for one and start thinking for two at the same time, so very often, moms have to stay at home with the babies and start to rebuild their daily routines, and sometimes, it can seem impossible to find a few minutes a day for mom to relax and have some time for herself, and even do some exercise and get back on track.

It's important for mom to have some time a day to have her own space to feel free, relax and take a deep breath. These are the moments that mom would like to get moving and work on recovering and get back that pre-mommy body. Good news are, mom doesn't have to worry anymore on leaving the baby on a daycare or ask grandma to look after me, because with Papayya you can workout from home, in the comfort of your living room and pajamas.

And working out after having a baby has many benefits for mommy's body and mind. Here are some of those benefits:

1. Weight management

Working out more regularly helps mummies shedding that "pregnancy weight" by increasing metabolism and burning calories. Also helps toning muscles to get that pre-pregnancy shape faster!

2. Increase energy levels

Exercise helps increase energy levels despite those sleep deprived nights and daily fatigue. Exercising helps on boosting your mood and overall energy throughout the day.

3. Enhance strength and flexibility

Exercise helps strengthen core muscles that may have weakened during pregnancy and combat joint pain, increasing the strength and flexibility of these muscles helps making daily activities, like lifting and carrying the baby, easier to make.

4. Stress relief

Being a new mom, as beautiful as it is, can also be stressful. Exercise acts as a strong stress buster by reducing anxiety, giving you a sense of control and improving you mental well-being.

5. Improved sleep quality!

By exercising regularly you promote better sleep patterns. While babies might disrupt sleep schedules, including exercise on your daily routines can help new moms get more restful sleeps during naps or even at night.

6. Boosting cardiovascular health

Increasing the blood circulation benefits overall functioning of the body. Aerobic exercises are ideal for improving the heart's health and prevent cardiovascular diseases.

7. Boosting Self-confidence

Postpartum exercising helps on regaining self-esteem and body confidence, specially when it comes to achieving fitness goals, giving a sense of accomplishment.

8. Discipline and time management

Prioritizing exercise and finding time for self-care encourages effective time management and discipline. This also helps mom teaching their little, and not-so-little ones, the value of balancing personal needs and responsibilities!

9. Reducing postpartum depression

While working out, the body releases endorphins, hormones that promote feelings of happiness and reduce anxiety. Physical activity acts as a natural mood enhancer that helps fight postpartum depression symptoms.

10. Mental clarity and focus.

Working out frequently enhances cognitive function, including memory and concentration. Improved mental clarity help moms to handle daily responsibilities effectively.

Being a stay-at-home mom it's a demanding role, it is very important to promote physical and emotional well-being through exercise, and what better way to do it if not in the comfort of your home!

At Papayya, we make all about you, focusing on your goals and making work out routines that adjust to your schedule and space. It's moms time to focus on herself, relax and restore her body and mind.

And we intend to enhance the importance of stay-at-home moms practicing regular exercise. It is essential to maintain a good physical health, it goes from straightening your cardiovascular system, improve muscular strength and flexibility, and even enhance overall endurance levels. This is essential to carry out the various daily tasks, like carrying their babies, managing house chores, and usually juggling other responsibilities as well. Regular exercise helps the body to build stamina and energy, helping moms to efficiently handle their daily tasks, and even reduce the risk of going through various health complications such as obesity, diabetes, and heart diseases.

Additionally, exercise has a profound impact on mental and emotional well-being, and provides stay-at-home moms with the opportunity for self-care and personal growth! Taking the time for themselves to engage in physical activity allows them to focus on their own needs and well-being, also providing a feeling of fulfillment beyond their roles as mothers and "household managers". Working out regularly also works as a reminder for mom that their health and happiness is equally important, and we know how mom can often feel stressed, anxious and even tired. Working out regularly releases endorphins that are also known as "feel-good" hormones, which help relieving stress and promotes a positive mood and perspective, and they also work as natural painkillers, so mom reduces the risk of suffering from chronic pain and discomfort, this can be very helpful in the postpartum phase.

So, to sum up, its very important for our stay-at-home moms to practice exercise, specially if you just had your newborn, practicing exercise indoors can be a great opportunity. It doesn't only benefit mom's physical health but also works as a vital component in keeping their mental and emotional well-being, also

practicing exercise at home allows mom to set a good example for their children, by showing them that it is also important to prioritize health and physical activity, the children develop a better understanding of the importance of exercising and taking care of themselves from an early age. So mom, allow us to show you all the good things that we can achieve together, apart from telling you, we want you to feel it, and join Papayya!

Artigo nº 2 – *Fitness on the go!*



In a time where our schedules have become more complicated to manage and life has turned busier than it has ever been, finding time to exercise has become a challenge, especially for people that travel frequently. Always on the move, with a life in a suitcase and always running around airports, have their life ruled by the meeting schedules and limited by hotel rooms.

Most people that are familiar with this way of life, succumb to a sedentary lifestyle. For a globetrotter, subscribing to a gym partnership might not be the best idea, but this doesn't mean that exercising is out of range, and nowadays, the number of people with a busy schedule joining online fitness programs is bigger by the minute, to ensure that you can maintain a physical well-being on-the-go.

The rise of the internet revolutionized the way we communicate, work, socialize, and now the way we train! Starting a workout routine from scratch might not be an easy task, so here are some tips that can help you start working out and get into online fitness, wherever you are:

1. Scheduled sessions

Create working out schedules and stick to them, regardless of your location, this will help you create and stick to a fitness routine.

2. Portable equipment

Invest in workout portable equipment that you can easily fold or place inside your suitcase to make it easier to take around all around the world.

3. Hotel space

Take advantage of the hotel room space by performing some bodyweight exercises or yoga.

4. Comfy clothes

Make sure that you always have comfortable workout clothes and shoes that are suitable for exercising.

5. Prioritize nutrition and hydration

Make sure to prioritize nutrition and hydration, specially on those busy days catching one or two flights.

6. Adapt your routines

Adapt your workout routines to fit your travel and meeting schedules, whether it is shorter routines during busy days or longer sessions during downtime.

7. Connect with others

Connect with other frequent travelers that prioritize their physical well-being to motivate each other.

Another good side of travelers practicing exercise on-line, is the fact that you get to enjoy the flexibility of tailoring their workouts to their specific needs. From bodyweight exercises that require no equipment to yoga sessions for stress relief, and even high intensity training sessions, the options are endless. It's all about committing to yourself and your well-being.

Maintaining a consistent workout routine can be a challenge, but it doesn't mean its impossible, especially not nowadays. Thanks to the growing number of online platforms, it's easier now than ever to embrace a virtual workout experience and exercise regularly on-the-go. You are able to customize your fitness routines to your own schedules and goals, making every session about you and how you want to feel. Transform your travel journey into an opportunity for growth, both physically and mentally.

Artigo nº 3 – *Remotely fit*



With the advances in technology and the rise of the internet, more and more professionals have opted for working in a remote environment, breaking free from the traditional offices and, in many cases, the schedules days of working from 9 to 5.

This has brought many benefits, such as flexible schedules, increased productivity and reduced commute time. However, it also brought new challenges, especially when it comes to maintaining a healthy lifestyle. One of the major concerns that arise from remote work is the potential for a sedentary lifestyle, without the need of engaging in physical and social activities, inside or outside the office, remote workers often find themselves spending many hours sitting in front of the computer screen, and this lack of movement and physical exercise can have negative effects on both physical and mental health.

Having this in consideration, remote workers have begun to understand the relevance of practicing exercise regularly and prioritize including physical activities into their daily routines. Most people, instead of relocating to a gym or doing outdoor activities, prefer to exercise in the comfort of their home. This change has proven to be convenient and has opened a world of opportunities as people are discovering new ways to stay active indoors.

Here are some tips that can help you start to create a workout routine indoors:

1. **Set a schedule**
Plan an specific time of your day that you can dedicate to working out and relax and take care of your body after a long day of work. This will also help you align your workout scheduled and work schedule to keep everything balanced
2. **Create a dedicated space**
Select an area of your house that you exclusively dedicate to your workout sessions, whether it is a spare room or a corner I the house, this way you will feel more motivated and know that that space is for your physical well-being and relaxation.
3. **Take breaks**
When starting, it is very important to let your body rest, setting small breaks during the day can be very helpful and help you build resistance. Set regular breaks during your workday for mini exercise sessions, such as a quick walk or stretching routine.
4. **Set goals**
Set specific exercise goals to achieve, such as increasing the number of push-ups, squats or holding plank for longer durations. This will help you stay in track and feel more motivated for the next workout session.
5. **Stay hydrated**
It's very important to stay hydrated at all times, keep a water bottle close to you and remember to drink water throughout the day, especially during and after working out.
6. **Track your progress**
Keep a log on your workout to track the progress you have mad, this can help you stay motivated to continue and improve every day.
7. **Listen to your body**
Pay attention to what your body is telling you. Any discomfort or pain that may come during or after your workout sessions, its a sign to modify the routines accordingly to prevent any injury.
8. **Prioritize recovery**
Make sure to give your body the proper rest it needs after every workout, especially the intense ones. Incorporate rest days into your exercise schedule.

Practicing exercise at home not only fulfills the physical aspect of a healthy lifestyle but also offers the opportunity for remote workers to explore alternative ways for self-care. With the freedom to make

customized exercise routines, these people are free to choose activities that fit into their preferences and interests.

Artigo nº 4 – *Home Gym on a Budget*



In the ever-evolving world of remote working, the importance of keeping a healthy work-life balance has the spotlight in our minds. For remote workers, stay-at-home moms, and frequent travelers, fitness might not be the priority on a daily basis.

Remote workers, making their professional life indoors, stay-at-home moms managing the house chores and taking care of the little ones, and frequent travelers confined to their hotel rooms and ruled by flight and meeting schedules, for these professionals practicing exercise might not always be something they have time for, especially relocating to a gym that most likely isn't open at the time they would need. Because of this, we believe that you don't need to go to a gym and make the workout count, exercising from home is a strategy many remote workers, stay-at-home moms, and frequent travelers have been adopting recently.

In this article, we are going to talk about how you can make your own gym at your house, and on a budget! Making all the routines about you, your goals, and your schedule. This kind of setup doesn't only offer you flexibility and comfort, it also allows you to keep a strong boundary between your workspace and your personal space while giving you the time to take care of your physical and mental well-being.

- 1. Reserve a space**

You don't need a massive room to build a functional home gym. Reserve a space of the house or a corner where you feel comfortable, and make that corner your workout area, opt for foldable or portable equipment to make it easy to tidy and set up any time you want and that is easy to store, saving both space and money. Schedule your workout and dedicate that time of the day to take care of yourself.

- 2. DIY Fitness**

You can always find DIY solutions around the house, for remote workers and stay-at-home moms, this is a chance for using household items creatively. Grab some water bottles or old jugs filled with water to use as weights, and grab that sturdy chair as a workout bench.

- 3. Plan and prioritize**

Before making any purchases, make a sketch about your fitness goals and the type of exercise you enjoy making. If you already practice some physical activity once in a while, prioritize equipment that aligns with your routines and options that are budget-friendly.

4. Fitness Resources

Explore online fitness resources and platforms that allow you to have personalized routines made for you and adapt to your schedules. This will make it easier for you to create and maintain a daily routine and stay motivated.

5. Consistency

Aim for consistency instead of intensity. Regular shorter workouts are more sustainable than occasional longer sessions, this will help you build resistance and stay committed to your goals. Make sure to incorporate different types of exercises into your routines, mix and match, and keep workouts interesting and balanced.

6. Maintenance and care

To make sure your gear lasts long and avoid unexpected expenses, maintain your equipment regularly. Clean and oil your gear as required and store it properly to prevent wear and tear from the children or pets. This will extend the life of your equipment and save you money in the long run.

A stay-at-home gym is not only a possibility, it's a reality you can achieve with smart planning and resourcefulness. By prioritizing essentials, seeking cost-effective options, and optimizing space, you can craft a personalized fitness without burning a hole in your wallet! It's not about the extravagance of the equipment but about the consistency and dedication to your fitness journey. A budget-friendly gym is an investment in your health and well-being, motivating you to achieve your fitness goals within your means.

Artigo nº 5- *Pre-baby Power*



The journey of motherhood is an amazing and transformative experience that brings along many changes and challenges, physically and mentally. While the idea of practicing exercise during pregnancy can be a delicate topic to talk about, it has proven to be extremely beneficial for soon-to-be moms, and recently, there has been an evident change in moms embracing fitness routines at home before that new baby comes along, bringing numerous advantages and from the comfort of their homes.

Exercising during pregnancy can offer a great amount of benefits for mom and growing baby. One of the primary benefits is the improvement of overall health and fitness levels, low-impact exercises and specialized prenatal workouts help strengthen muscles that are crucial for labor, help ease discomfort, and

enhance flexibility. Secondly, it has been linked to better mental health, the release of endorphins during workouts helps alleviate stress, anxiety, and depression, creating a positive impact on Mom's emotional state!

Having in mind these benefits for moms, we know that starting can be a little difficult, so here are some tips to help you start your pre-natal fitness journey:

1. **Baby steps** - If you haven't been exercising for a while or regularly, start with gentle exercises like walking, swimming, or pre-natal yoga to ease into a new routine. Make sure you feel comfortable during the workout session and with the exercises you practice.
2. **Posture check** - Pay attention to your posture during the workout session to maintain balance and prevent strain on your back, avoid exercises that require you to lay flat on your back, and adjust movements based on your comfort and physical limitations you might have during pregnancy.
3. **Warm-up & Cool-down** - Prioritize warming up before starting the workout session with gentle stretches and cooling down at the end of every session to avoid injury.
4. **Wear appropriate clothing** - Choose comfortable and breathable maternity workout clothes that can provide support to your growing belly and move easily.
5. **Keep it going. Keep it cool** - Aim for regular workout routines, even if they are short sessions, and try to maintain a consistent routine. Make sure you exercise in a well-ventilated room and avoid overheating, take breaks if needed, and stay in a comfortable temperature environment.
6. **Enjoy the process** - Reserve this time of the day for workout sessions and embrace this time for self-care and bonding with your baby. Celebrate each step of the journey towards a healthy pregnancy.

It's relevant to remember that the priorities here are: safety, comfort, and consistency in your prenatal exercise routines. Embracing fitness during pregnancy not only promotes physical health but also promotes a healthier mental state and lifestyle while preparing mom for the birthing process. Create a serene environment at home for exercise, for your well-being and your baby's, without any external distractions so you can fully immerse yourself in the process.

Artigo nº 6 – *All About Ballance*

The evolution of remote work has offered vast flexibility, allowing people to blend their personal lives and the comfort of their homes, some people even mix their fitness lifestyle into these other parallel worlds.

However, this mix of work and personal space can be challenging to incorporate into your daily routines some home workouts.

For remote workers, the lines between work and personal life can be easily blurred with time, making it essential to define the line between these two worlds, setting up schedules for both sides of their lives, and exercising can be the first step towards defining in a more successful way this unbreakable line.

With the freedom to define their own working schedules, remote workers have the flexibility to craft a schedule that accommodates exercise as well. So here are some tips to help manage and craft these said schedules, to keep it all balanced on a daily basis:

1. **Dedicated spaces** - designate specific areas of the house: for work to maintain focus and be able to focus on working, for working out to understand that this space is dedicated for self-care and personal time, and other areas of the house to make clear that while you are in those areas, you are supposed to enjoy your own time and relax in the comfort of your own house.
2. **Prioritize tasks** - create a to-do list to prioritize tasks and maintain productivity during the day. This way you will have a more productive day and a sense of control.
3. **Unplug & Disconnect** - Dedicate some time of the day to disconnect from work-related devices and activities and focus on your personal time, relationships, and hobbies.
4. **Scheduled workouts** - Block out specific time slots in your daily schedules for exercise sessions, and dedicate this time of the day to yourself and your physical well-being.
5. **Movement breaks** - Use short breaks for stretching, walking, or quick exercises to stay active during workouts.
6. **Set reminders and alarms** - For the ones who like to use their calendars frequently, use calendar reminders or alarms to make you take regular breaks and to remind yourself to exercise. This will help prevent you from getting too absorbed in work and neglecting physical activity.

Remote workers face the challenge of maintaining a healthy work-life balance while working from home and practicing exercise from home. However, by establishing a routine that includes designated time for exercises, creating a dedicated workspace, and taking advantage of technology, remote workers can prioritize their well-being in a better way. Taking advantage of technology can help these remote workers stay active even when confined to their homes, by using online platforms and several fitness apps, they have access to a wide range of workouts that can be done from the comfort of their living rooms.

Balancing professional life, personal life and fitness routines require intentional planning, adaptability, and commitment to self-care. incorporating these tips into your daily routines can lead to a more fulfilling and harmonious lifestyle for people who work remotely.

Artigo nº 7 – 6 Tips for Mom to Start Her Workout Routine!

Becoming a mom is one of the most beautiful things that can happen to someone, it's a life-changing experience. Moms stop thinking for one and start thinking for two at the same time, so very often, moms have to stay at home with the babies and start to rebuild their daily routines, and sometimes, it can seem impossible to find a few minutes a day for mom to relax, have some time for herself, do some exercise and get back on track.

And when it comes to being a Stay-at-home Mom, exercising proves to be very important, bringing many physical and psychological benefits, keeping healthy your body and mind, but it is not so easy to start working out after having a baby and can be difficult to build a routine when Mom also has to take care of house chores. So here are 6 tips to help Mom start with her home workouts!

1. Set a schedule

You know at what time the little one is taking a nap? Great, now set that time of the day for you to relax your body and mind and workout a bit. Try to stick to that schedule and dedicate this time for you, Mom deserves it too.

2. Prioritize it

Make this time of your day a non-negotiable thing. This time of the day will be dedicated to you, your mental health and physical state, prioritize your health always.

3. Let's work with what we have

When working out at home, we might not have a lot of gear to make some exercises, so what about using some household items? We can use water bottles, canned goods, and even chairs. What is important here is being able to perform the training without needing special equipment.

4. Create your space

Look for that area of the house where you feel more comfortable and reserve it as your Workout space, make a place for your body and mind well-being.

5. Break the workout into chunks

At the beginning, you may find it hard to complete an entire workout at once, even if it is because of your busy schedule or lack of resistance, so break the workout into smaller sessions throughout the day to make it easier to perform.

6. Stay motivated

Using motivational tools is a very good option to motivate yourself to stay consistent on the workout routines, helps you to stay committed!

With these tips, it will be easier for mom to find a way to start taking care of herself, find a moment of the day and place for relaxation and exercising, and start taking care of body, helping it recover and heal faster.

Exercising is crucial for newborn moms, and exercising at home brings many benefits and comforts for Mom. By following these tips, Mom prioritizes her health, takes care and improves her overall well-being, boosts energy levels, which can help when we talk about the house chores, reduces stress, sets a good

example for the children, and helps maintaining a balanced life style. With these tips and practicing regular exercise will lead you to a happier and more fulfilled lifestyle for Mom and the family.

Artigo nº 8 – *A Fair Trade: changing normal every-day foods for whole-grain foods*

When it comes to achieving your exercising goals, keeping a healthy diet plays a crucial role. Among the many decisions we make about our food, there are some choices that, not only help us achieve our goals faster, but can also have a big impact on our overall health. In this article we are going to talk about trading this normal foods for Whole-grain foods, such as pasta, rice and bread, that offer significant benefits in terms of improved nutrition and reduced risk of chronic diseases.

Here are some advantages of making this trade in your daily life.

1. Enhanced Nutritional Value

Compared to refined foods, whole-grain have a superior nutritional value since they retain all three layers of the grain -the bran, germ, and endosperm – thus preserving essential nutrients like dietary fiber, vitamins, minerals, and antioxidants.

2. Reduce Risk of Chronic Diseases

Incorporating whole-grain foods into your diet can significantly reduce the risk of chronic diseases, making them an essential choice for promoting long-term health. Studies have consistently shown that a diet rich in whole-grains is associated with a reduced risk of heart diseases, controlled cholesterol levels, reducing blood pressure and preventing the formation of blood clots, thereby supporting cardiovascular health.

The high fiber content also aids in maintaining stable blood sugar levels and enhances satiety when consumed, that can contribute to better weight management.

3. Improved Digestive Health

Whole-grain foods are beneficial for promoting a healthy digestive system, lowering the risk of constipation for its high fiber content, having this fiber also act as a prebiotic, nourishing beneficial gut bacteria.

Making this simple switch from refined foods to whole-grain alternatives, such as whole-grain pasta, rice and bread, can have a big impact on our health.

Trading refined foods for whole-grain foods is an advantageous choice for improved nutrition, digestions, heart health, diabetes management, weight control, and reducing the risk of chronic diseases. By making this simple dietary switch, individuals can reap the numerous benefits of whole grain foods and enhance their overall well-being.

Artigo nº 9 – *Comfortably fit: 6 tips for a pleasant gym experience*

When we talk about doing exercise or working out, normally we imagine a gym, and the gym is the go-to place for many people. It offers a wide range of equipment, a motivating environment, and professional guidance. However, sometimes the gym can be a intimidating space, especially for people that have just started their fitness journey.

Whether you are new to the gym or have been going for a while but still don't feel fully comfortable, in this article we are going to give you some useful tips to help you loosen up and be more comfortable during your workout sessions.

1. Choose comfortable clothing

Wearing the right clothes is essential for a comfortable gym experience. Opt for breathable fabrics that wick away sweat and allow for a full range of motion. Avoid restrictive clothing that could cause discomfort or limit movement.

2. Warm up and cool down

Taking the time to warm up before your workouts and cool down afterwards is very important for preventing injuries and staying comfortable. Warm-up exercises help to increase blood flow and prepare your muscles for the upcoming workout. Cooling-down helps your body to gradually go back to it's resting state, preventing post-workout discomfort and muscle soreness.

3. Practice proper gym etiquette

Respecting others in the gym can greatly contribute to your comfort and overall gym experience! Follow proper gym etiquette, which includes wiping down equipment after using it, using headphones while listening to your own music, and not hogging machines or weights. By being considerate and courteous, you will create a positive and comfortable environment for yourself and those around you.

4. Clean and hygienic habits

Maintaining a good hygiene and keeping things clean is essential for a comfortable gym experience. Always shower before and after your workouts to keep yourself, and others around you, clean. Use antibacterial wipes or hand sanitizer to clean your hands and avoid touching your face during your workout. Bring your own clean towel and avoid sharing personal items, such as water bottles or towels, with others to minimize the risk of infections or illnesses. Make sure of cleaning or wiping the machines and equipment you use after you use them.

5. Find a workout routine you enjoy

Staying motivated and comfortable in the gym is much easier if you really enjoy your workout routine. Experiment with different types of exercises or classes until you find what works best for you while having your goals in consideration. Finding activities you enjoy will not only make your gym visits more comfortable but also increase your chances of sticking to a regular exercise routine.

6. Stay hydrated!

One of the most important aspects of staying comfortable in the gym is to stay hydrated. Drink plenty of water before, during and after your workouts to prevent dehydration. Carry a reusable water bottle to make it easier to drink water throughout your sessions.

In conclusion, staying comfortable in the gym is essential for an enjoyable and rewarding workout session. By following these tips, you can create a comfortable environment for yourself and make the most out of your gym experience. Remember to prioritize your physical and mental well-being while staying hydrated, wearing comfortable clothing, practicing proper gym etiquette, and listening to your body and your needs.

Enjoy your journey toward a healthier, fitter you!

Artigo nº 10 – *Daily exercises to avoid back pain*

Back pain is a common issue that many people face daily, whether its because of bad posture, sitting for too long, or lifting heavy objects incorrectly.

Good news is that there is a big variety of exercises that can be made, outdoors and indoors, that can help prevent and alleviate back pain. In this article, we are going to explore some of the best exercises to keep your back healthy and strong.

For the indoors exercises we could do:

- Planks: these being a fantastic exercise for core strength, which is essential for supporting the spine and preventing back pain. To do a plank, start by getting into a push-up position, with your hands directly under your shoulders and your body in a straight line form head to toe. Hold this position for 30-60 seconds, and repeat for 3 to 4 sets.
- Crunches with a towel: place the towel on the back of your head for support, holding both hands with each hand. Make your stomach tight, and lift your shoulders straight up off the mat.
- Wall angels: stand with your back against a wall and your feet hip-width apart. Slowly slide your arms up the wall, keeping your elbows and wrists in contact with the wall. Bring your arms back down to your sides, this exercise helps to improve posture and shoulder mobility, which help alleviating back pain.
- Supermans: lie on your stomach with your arms extended in front of you, lift your hands and feet off the ground until you feel your lower back contracted and engage your core muscles by slightly lifting your belly button off the ground. Reach away with your hands and feet and make sure of looking at the ground while performing this exercise to avoid neck strain. Hold this position for 2 seconds and go back to the initial position. Repeat this process 10 times.

For the fresh-air lovers, we have some outdoors activities as well, including:

- Cycling- riding a bike is a great way to strengthen your back muscles and improve cardiovascular fitness. Be sure to use proper posture while cycling to prevent back strain.
- Walking: this being a low-impact exercise that can help improve circulation, strengthen your back muscles, and reduces stress on your spine. Aim to walk for at least 30 minutes a day to reap the benefits of this simple yet effective exercise.
- Swimming: Excellent way to strengthen your back muscles without putting undue stress on your spine. The buoyancy of the water helps to support your body weight, making it an ideal exercise for individuals with back pain.
- Yoga: practicing yoga outdoors can be a peaceful experience, as you connect with nature while also improving your flexibility, strength and posture. There are a variety of yoga poses that can help alleviate back pain, such as Child´s pose, Downward Dog, and Cobra. Consider taking a yoga class in a park, on the beach, on in your backyard to enjoy the benefits of yoga in a natural setting.

Incorporating a combination of indoor and outdoor exercises into your routine can help keep your back healthy and strong. Remember to listen to your body, start slowly, and consulting with a health care professional before starting any new exercise program, especially if you have a history of back pain. With dedication and consistency, you can take proactive steps towards reducing back pain and enjoying a more active and pain-free lifestyle!

Artigo nº 11 – *Exercise and mental health: what the science says?*

Regular exercise has long been recommended by health professionals as a way to improve physical health, but there is evidence that exercising can also have a positive impact on mental health. Many studies have shown that practicing regular exercise can help alleviate symptoms of depression and anxiety, and improve overall psychological well-being.

In this article, we are going to explore that relationship between exercise and mental health, and what science has to say about the benefits of incorporating physical activity into your daily routine.

We all know how important exercising is for keeping us healthy physically. But it can also help us being mentally healthy in many ways! Research shows that people that practice regular physical activity have better mental health and emotional wellbeing, and lower rates of mental illness. And here are 3 very important ways that regular exercise does for us on the long run:

1. Helps regulating the Body´s stress response.

One of the key ways in which exercising can improve mental health is by helping to regulate the body´s stress response. When we exercise, our bodies release endorphins, which are natural chemicals that act as painkillers and mood elevators. Endorphins help to reduce feelings of stress and anxiety, and can even help to alleviate symptoms of depression. Also, exercise helps to reduce

levels of cortisol, a hormone that is released in response to stress. By decreasing cortisol levels, exercise can help to reduce feelings of anxiety.

2. Improves Sleep Quality

Apart from improving brain function, exercising can also help improve your sleep quality. Poor sleep is often linked to mental health issues such as depression and anxiety, and regular physical activity has been shown to improve both quantity and quality of sleep. Exercise can help to regulate the body's circadian rhythm, making it easier to fall asleep and stay asleep throughout the night. By improving sleep quality, exercise can help reduce feelings of fatigue and improve overall mental well-being.

3. Promotes Sense of Accomplishment

Another way in which exercise can improve mental health is by promoting a sense of accomplishment and self-esteem. Engaging in regular physical activity can help to boost self-confidence and self-esteem, as individuals set and achieve goals related to their fitness levels. Whether its setting a new personal best on a run or completing a challenging workout, the sense of accomplishment that comes from regular exercise can help to improve mood and overall psychological well-being.

While the numerous benefits of exercise on mental health are well-supported by scientific research, it is important to note that the type and intensity of exercise can also have an impact. For example, aerobic exercises, like running, cycling, and swimming have been shown to have a positive impact on mental health, as they help to release endorphins and reduce levels of cortisol. Strength training exercises, like weightlifting, and resistance training, have been shown to improve mood and reduce symptoms of depression. High-intensity exercises has been shown to have a more immediate effect on mood, with individuals reporting a feeling more energized and positive following a challenging workout, but lower-intensity exercises, like yoga, can have a positive impact on mental health over time.

Summing up, science has shown us that exercise can have a deep impact on mental health. Whether is a brisk walk in the park, a challenging workout at the gym, or a relaxing yoga session, incorporating exercise into your daily routine can have a lasting benefit for both your physical and mental health.

Artigo nº 12 – It's all about Commitment: Keys to stay committed to a workout routine

When we talk about a workout routine, we don't necessarily talk about fitness and weight loss, we're referring to that moment of the day you can dedicate to yourself, to taking care of your body and your mind. But for the remote workers and Stay-at-home moms, this might be a hard situation to, stick to since they already have to spend most of their time indoors. In this article we are going to talk about some

keys to help you stay committed, not only to a home workout routine, but to that “Me time” that can make a big difference after a long day of work and home chores.

1. Set clear and achievable goals

To be able to commit to a workout routine, it is very important to set clear and achievable goals. Start by assessing your current fitness level and identifying the areas you’d like to improve. Develop specific goals, such as losing a certain amount of weight, increasing muscle strength, or improving overall fitness.

2. Establish a consistent schedule

Consistency is key to developing a successful workout routine at home. Establish a regular schedule, committing to designated times for exercise, just as you would for any other important appointment. Whether you decide to workout in the morning, during lunch breaks, or in the evening, prioritize this time for exercise and stick to it.

3. Track progress and celebrate milestones

Tracking your progress is an effective way to stay committed to your home workouts. Regularly measure and document your achievements, such as inches lost, or weight lifted. Celebrate each milestone and use them as motivation to continue pushing forward, recognizing progress serves as evidence of your commitment and hard work, providing a sense of accomplishment.

4. Stay flexible and adapt

Maintaining a consistent routine may become challenging because of unforeseen circumstances. It is important to remain flexible and adaptable to change. Be prepared to modify your workout schedule or routine when it is necessary, without losing sight of your ultimate goals. Embracing flexibility allows you to sustain your commitment amidst unexpected events or time constraints.

5. Create a dedicated workout space

Having a dedicated workout space in your house is essential when committing to a routine. Set aside from your workspace an area you can comfortably exercise with no distractions. This space should be well-ventilated, well-lit, and have enough room for you to be able to perform different exercises. By designating a specific area for workouts, you mentally associate that space with physical activity.

Committing to a workout routine at home requires dedication and perseverance. By setting clear goals, creating a dedicated workout space, establishing a consistent schedule, seeking accountability, and staying flexible, people can build a strong foundation for commitment. Remember that the key is to prioritize physical activity, make it a habit, and embrace the positive changes it can bring to your life.

Artigo nº 13 – *Long-term benefits of leading an active lifestyle*

In today's fast-paced world, leading a sedentary lifestyle has become all too common. However, research continues to show that an active lifestyle can significantly improve both physical and mental health. From reducing the risk of chronic diseases to enhancing overall well-being, the benefits of staying active are diverse and undeniable.

An active lifestyle means that you practice physical activity regularly, can be throughout the day or on your free time. Anything that makes you get up and start moving is included in the concept of "Active Lifestyle".

One of the most noticeable advantages of having an active lifestyle is its impact on physical health. Regular exercise can bring certain benefits such as:

- Being able to make your daily activities more easy to perform. Improving heart, lungs, and muscles conditions, which can help with getting you throughout your day easily.
- Being able to control your weight, since your body will start to use calories you eat instead of storing them as fat.
- Having a boost in your immune system
- Reducing the risk of developing hypertension, diabetes, and obesity.
- Enhancing balance and coordination, reducing the likeliness of injuries.

Apart from these physical benefits, an active lifestyle can also have positive impacts on mental health.

- Regular exercise can make you feel happier! With the increase of the productions of endorphins in your brain, this helps improving your mood, decreasing feelings of depression and producing positive feelings.
- Physical activity has been linked to improved cognitive function and memory, as well as increased focus and productivity.
- Creating the opportunity to engage in social interactions and connections while engaging in physical exercise.

So, leading an active lifestyle long-term can improve overall quality of life. Those who are active often and for a long time report high levels of energy, better sleep, and increased self-confidence. The benefits of leading an active lifestyle are numerous and far-reaching. By making a commitment to stay active. People can improve their physical and mental well-being, and reduce the risk of chronic diseases. Embracing an active lifestyle is not only beneficial for people's health but can also positively effect on society as whole.

Artigo nº 14 – *Meditation Exercises, at home and outdoors, for busy moms.*

Meditation is a powerful practice that can help mom feel more calm on her busy days. With all the responsibilities and demands that come with being a mom, finding some time for self-care can often feel

like a challenge. However, creating a meditation practice can be a simple and effective way to find moments of peace and relaxation.

To start meditating, find a place where you can be comfortable and quiet. Whenever you have a few minutes in between running errands or a longer block of time during nap time, incorporating some meditation exercises into your routine can have a positive impact on your mental and emotional well-being.

In this article, we are going to talk about some meditation exercise that busy moms can do at home or outdoors.

1. Mindful breathing

One of the simplest and most effective meditation exercises. Find a comfortable seated position, close your eyes, and take a few deep breaths to center yourself. Then, just focus on your breath as it moves in and out of your body. Note the sensation of the air entering and leaving your nostrils, the rise and fall of your chest and abdomen, and the rhythm of your breath. Practice this exercise for 5 to 10 minutes each day to help calm your mind and reduce stress.

2. Walking meditation

It's a form of mindfulness meditation where, as you move, you try to focus your attention on one or more sensations that you would normally take for granted. For the moms that prefer to be outdoors, find a quiet and peaceful place to walk, such as a park or nature trail. As you walk, focus on each step you take, the sensation of your feet touching the ground, and the movement of your body. Pay attention to your surroundings, the sights, sounds, and the smell of nature. Walking meditation can help you feel more grounded and connected to the present moment, while also getting some fresh air and exercise.

3. Body scan

A body scan meditation is a great way to relax and release tension from your body. Lie down in a comfortable position, close your eyes, and bring your awareness to different parts of your body, starting at your toes and moving up to your head. Notice any areas of tension or tightness, and imagine them melting away as you breathe deeply and relax. This exercise can help you release physical and emotional stress, and improve your overall sense of well-being.

4. Positive visualization

Imagine a place or a memory that brings you comfort and peace. Close your eyes and visualize every detail of this place, using all of your senses to immerse yourself in the experience. Focus on the feelings of joy and relaxation that this visualization brings, and allow yourself to stay in this moment for as long as you need.

5. Guided meditation

If you find it challenging to meditate on your own, try a guided meditation. There are many podcast, and online sources that offer guided meditations for different purposes, such as relaxation, stress

relief, or mindfulness. Simply find a quiet space, put on some headphones, and follow along with the instructions. Guided meditations can be a helpful tool for beginner moms, and they provide structure and support for your practice.

Meditation is a valuable tool for busy moms to cultivate some sense of peace, relaxation, and mindfulness in the midst of their hectic lives. By including some simple meditation exercises into your daily routines, you can create moments of calm and clarity for yourself, and improve your overall well-being. Whether you choose to meditate at home or outdoors, remember that consistency is key. Even just a few minutes of meditation each day can make a big difference in how you feel.

So take some time for yourself, rather deeply, and enjoy the benefits of meditation on your mind, body, and spirit.

Artigo nº 15 - *Mind-Body Benefits of Pilates: Pilates physical and psychological benefits*

Pilates has been gaining some popularity in recent years as a form of exercise that not only provides physical strength and flexibility but also provides numerous other health benefits.

Developed by Joseph Pilates in the early 20th century, Pilates focused on core strength, body alignments, and breathing to promote overall well-being.

In this article, we are going to explore the many benefits of Pilates and how it works on your body and mind.

1. Core Strength

One of the key benefits of Pilates is its ability to improve core strength. The core muscles, which include the muscles of the abdomen, back, and pelvis, are essential for maintaining good posture and balance. By stretching these muscles through Pilates exercises, people can improve their overall stability and reduce the risk of injuries. Additionally, a strong core can also help alleviate back pain, a common issue for many people.

2. Body Alignment and Posture

Pilates also focuses on promoting better body alignment and posture. Poor posture can lead to a variety of health issues, including back pain, headaches, and joint problems. By practicing Pilates regularly, people can learn to align their bodies properly, leading to improved posture and a reduced risk of injury. Pilates exercises also emphasize proper breathing techniques, which can further enhance posture and increase oxygen flow throughout the body.

3. Flexibility and Muscle Tone

Another benefit of Pilates is improved flexibility and muscle tone. Pilates exercises focus on stretching and lengthening the muscles, which helps to improve flexibility and range of motion. By stretching the muscles, individuals can increase their overall muscle tone and definition. Improved

flexibility can also help prevent injuries and reduce muscle stiffness, making everyday activities easier and more comfortable.

4. Focus and Concentration

In addition to the physical benefits, Pilates also offers numerous mental health benefits. Pilates exercises require focus and concentration, which can help people develop mindfulness and reduce stress. The rhythmic breathing patterns used in Pilates can also help people relax and calm their minds, promoting a sense of well-being and mental clarity.

5. Balance and Coordination

Pilates is also great for improving balance and coordination. Many Pilates exercises require individuals to engage multiple muscle groups simultaneously, which can help improve coordination and body awareness. By practicing Pilates regularly, people can enhance their balance and stability, which can be beneficial for activities such as sports, dancing, and everyday tasks.

The beauty of Pilates is that it could be practiced anywhere, in a park with a group of friends or virtually at home, with little to no equipment needed. Pilates exercises can be done on a mat or using specialized equipment such as a Pilates reformer or Cadillac. This makes Pilates a convenient and accessible form of exercise that can be integrated into your daily routine.

It is also important to note that Pilates is not a quick fix or a miracle cure for health and fitness concerns. Like any form of exercise, it requires dedication and consistency to see results. However, with regular practice, Pilates can help achieve your fitness goals and improve your overall well-being.

Summing up, Pilates offers a wide range of physical and mental health benefits. Whether you are looking to tone muscles, reduce stress, or improve your overall health, Pilates is a versatile and effective form of exercise that can help you achieve your goals.

So why not give Pilates a try and experience the benefits for yourself?

Artigo nº 16 – *Mommy power: Power foods for mom and baby!*

Pregnancy is a period in which a woman's nutritional need significantly increases. Mom stops eating only for herself, and starts to eat for her and the baby too! Consuming a well-balanced diet that includes an array of nutrient-rich power foods is essential for the growth and development of the baby. In this article, we are going to talk about the importance of choosing the rights power foods during pregnancy and talk about 8 essential nutrients that are advised to be prioritized.

1. Leafy greens

Leafy greens such as spinach, kale, and broccoli are rich and rich in critical nutrients like folate, iron and calcium. Folate helps in preventing birth defects on the baby's brain and spine, while iron

helps in keeping healthy blood levels for both mom and child. Calcium is vital for bone development and prevents the mother from losing her own bone density

2. Legumes

Legumes like lentils, beans, and chickpeas are extraordinary plant-based sources of protein, fiber, folate, and iron. Proteins provide the basis for the baby's growth, while supports digestive health and helps prevent constipation – a common issue for moms.

3. Berries

Berries such as Blueberries, strawberries, and raspberries are loaded with antioxidants, fiber, and vitamins. These fruits provide essential nutrients to help combat inflammation, reduce the risk of certain birth defects, and boost the immune system of both mom and baby.

4. Nuts and seeds

Almonds, chia seed, and flaxseeds are excellent sources of protein, healthy fats, fiber, and omega-3 fatty acids. Omega-3 plays a crucial role in the baby's brain and eye development, and the fiber content aids in digestion, while healthy fats contribute to the overall growth of the baby.

5. Whole-grains

Whole-grains such as quinoa, brown rice, and oats provide essential nutrients like fiber, B-vitamins, and magnesium. These nutrients help in maintaining energy levels, supporting the development of the baby, and preventing birth defects.

6. Eggs

eggs are a powerhouse of protein, vitaminB12, and choline. Choline aids in the baby's brain development and helps preventing neural tube defects. They provide essential amino acids that support growth and development.

7. Avocados

Avocados are rich in healthy fats, fiber, vitamins C and E, and potassium. Healthy fats promote the baby's skin, brain, and tissue development, while potassium assists in maintaining proper fluid balance! The vitamins C and E are antioxidants that protect against cell damage.

8. Sweet potatoes

Sweet potatoes contain beta-carotene, a plant pigment that converts into vitamin A in the body. This vitamin is crucial for the growth of the baby's cells and tissue and supports healthy fetal development.

During pregnancy, making health-conscious food choices is essential for both mom and baby! Consuming a balanced diet that includes leafy greens, legumes, berries, nuts, and seeds ensures the intakes of vital nutrients like folate, iron and fiber. Whole grains, sweet potatoes, eggs, and avocados supplement these needs with additional essential nutrients. By including these power foods into mom's daily meals, it promotes optimal growth, development, and overall well-being of both themselves and their babies.

Artigo nº 17 – *My body. My mind: How regular exercise can affect our well-being*

Regular exercise is crucial for maintaining a good mental health and overall well-being. Physical activity has been proven to offer a vast amount of benefits on mental health, including reducing symptoms of depression and anxiety, improving mood and self-esteem, enhancing cognitive function, and promoting better sleep. In this article, we are going to explore the many ways in which exercise positively impacts mental health and why making it a regular part of our lives is essential.

1. Alleviating symptoms of depression and anxiety - Studies have consistently shown that engaging in regular physical activity have a significant impact on reducing depressive symptoms. Exercise stimulates the release of endorphins, which are natural chemicals in the brain that act as mood elevators, helping to combat feelings of sadness and despair.
Exercise is also known for reducing anxiety levels. When we are physically active, our bodies release tension and stress, allowing us to feel more relaxed. Regular exercise helps train our bodies to better manage stress and anxiety, leading to enhanced overall well-being.
2. Improved mood and self-esteem - When we engage in physical activity, our bodies release chemicals called dopamine and serotonin, often referred to as “feel good” neurotransmitters. These chemicals create a positive mood and promote a sense of general well-being. Additionally, the sense of accomplishment and self-confidence gained from meeting exercise goals contribute to improve self-esteem.
3. Cognitive function - Cognitive functions, including memory, attention span, and problem solving abilities, can also benefit from regular exercise. Physical activity increases blood flow and oxygen supply to the brain, promoting the growth and development of the new nerve cells and connections. This enhanced brain function can lead to clearer thinking and better focus, lastly improving overall cognitive performance.
4. Improved sleep quality - Exercise has been proven to help regulating sleep patterns, since inadequate sleep can significantly impact mental health, engaging in physical activity during the day helps to burn off the excess energy, leading to better quality of sleep at night. Also, exercise promotes the release of natural sleep-boosting chemicals, such as melatonin, helping individuals fall asleep faster and enjoy a more restful nights sleep.

The benefits of exercise on our mental health are not reserved to adults; children and adolescents can also benefit from the good sides of exercising! Encouraging regular physical activity in children can promote healthy brain development and improve cognitive performance. Exercising has also proven to help reduce symptoms of attention-deficit/hyperactivity disorder (ADHD) in children, helping to enhance focus and manage impulsivity.

When we discuss exercise and mental health, it is important to note that the type and intensity of the exercise can vary depending on individual preferences and capabilities. The goal should be to engage in activities that are enjoyable and sustainable, rather than focusing on rigorous workouts or specific sports. Whether is walking running, swimming, dancing, or participating in team sports, finding an exercise regimen that suits personal preferences and fits into daily routines is critical.

Including exercise into our regular schedules might look challenging, especially for those with a busy lifestyle or sedentary habits. However, even small changes can have a significant impact on mental health, starting with modest goals, such as adding a short walk into each day or taking the stairs instead of the elevator, can be the catalyst to a healthier body and mind.

Regular exercise is a vital component for a maintaining a good mental health and overall well-being. Its many benefits on mental health include reducing symptoms of depression and anxiety, improving mood and self-esteem, enhancing cognitive functions, and promoting a better sleep. By prioritizing physical activity, we can embark on a journey towards improved mental health and a happier, more fulfilling life!

Artigo nº 18 – *Partner up!: Workout ideas to do in pairs outdoors or at the gym*

On Valentines day season, working out with a partner can provide many benefits, such as motivation, accountability, and increased enjoyment. Whether you're at the gym or indoors, here are some workout ideas that you can enjoy with a partner!

1. High-Intensity Interval Training (HIIT)

HIIT workouts are intense but brief, making them perfect for busy schedules. Partner up and alternate between different exercises, such as burpees, jumping jacks, mountain climbers, and a squat jumps. Set a timer for 30 seconds of work and 10 seconds of rest, completing as many rounds as possible in 15-20 minutes.

2. Circuit training

Create a circuit training that includes strength and cardio exercises. Partner 1 can start with push-ups while partner 2 does jumping jacks. After completing a set number of reps, switch places. Continue switching exercises every 30-60 seconds for a complete circuit. Some other exercises to include are lunges, planks, bicycle crunches, and tricep dips.

3. Partner yoga

Yoga is an excellent workout for flexibility, strength, and relaxation. Try partner yoga poses such as the double tree pose, partner forward fold, or partner fold, or partner boats. Not only will you improve your balance and strength, but you'll also deepen your connection with your workout partner.

4. Boxing or kickboxing

Partner up for a fun and challenging boxing or kickboxing session. You can take turns holding focus mitts while the other person throw punches or kicks. This will improve your coordination, endurance, and upper body strength. If you don't have focus mitts, you can use a punching bag or simply shadowbox together.

5. Bodyweight Workouts

Bodyweight exercises are great for working out anywhere, whether at the gym or indoors. Partner up and try exercises like partner push-ups, where one partner places their hands on the others shoulders, or team squats, where you squat back-to-back and assist each other as needed. Additionally, you can try partner-assisted planks, partner resistance band exercises, and partner-assisted pull-ups.

6. Dance fitness

Boost your cardio and have fun moving to the beat with dance fitness classes. Attend a Zumba or Hip-hop dance class together, or find online dance workouts that you can follow along with. Dancing not only burns calories but also improves coordination and makes for a great stress-reliever

7. Swimming or Water Aerobics

If you have access to a pool, swimming or water aerobics can be a great workout option. Partner up and jog in the water, perform lunges or squats in the shallow end, or participate in a water aerobics class. Exercising in water is low-impact, making it ideal for people with joint issues.

8. TRX Suspension Training

TRX is a versatile workout tool that uses bodyweight exercises to improve strength, balance, and flexibility. Grab a TRX strap and try partner exercises such as suspended push-ups, assisted squats and partner lunges. You can also create a circuit with different TRX exercises and alternate between sets.

9. Sports or Games

Join a local sports game league or organize a friendly game with your partner. Tennis, racquetball, basketball, Pickleball, or soccer are great options for high-intensity workouts while having fun. Playing sports can improve agility, endurance, and coordination, providing a fantastic way to bond with your workout partner.

10. Outdoor bootcamp

Take advantage of the great outdoors and organize your own bootcamp workout. Combine running or jogging with bodyweight exercises like push-ups, burpees, and lunges. Create a circuit or follow a pre-made bootcamp routine. Not only will it change your fitness levels, but the fresh air and change of scenery can also be refreshing.

With all these ideas and options, always remember to warm up properly before any workout and cool down afterwards. Stay hydrated, listen to your body, and have fun while exercising with your partner.

By making workouts enjoyable and engaging, you'll be more likely to stay consistent with your fitness routine

Artigo nº 19 - *Pre and Post-workout meal ideas*

When it comes to maximizing your workout performance and recovery, nutrition plays a crucial role. Pre-workout and post-workout meals are essential for providing your body with the necessary nutrients to fuel your workouts and aid in muscle recovery.

In this article, we are going to talk about some of the best pre-workout and post-workout meal ideas to help optimize your exercise routine.

For the pre-workout meal ideas, we have:

1. Banana and Almond Butter Toast

This simple and delicious pre-workout meal provides a good balance of carbohydrates, protein, and healthy fats. The banana is a great source of energy boosting carbohydrates, while the almond butter adds protein and healthy fats to keep you feeling full and satisfied.

2. Greek Yogurt with Berries and Granola

Greek yogurt is a rich source of protein, which is essential for muscle repair and growth. Adding berries and granola provides a mix of carbohydrates and antioxidants to fuel your workout and aid in recovery.

3. Oatmeal with Whey Protein

Oatmeal is a great source of slow-digesting carbohydrates, which can provide sustained energy throughout your workout. Adding whey protein powder increases the protein content of the meal, helping to prevent muscle breakdown during exercise

4. Whole grain Toasts with Avocado and Eggs

This pre-workout meal is packed with protein, healthy fats, and carbohydrates to fuel your workout. The avocado provides heart-healthy fats, while the eggs are a great source of high-quality protein.

5. Smoothie with Spinach, Banana, Protein powder, and Almond Milk

This nutrient-dense smoothie is a great way to get in a mix of carbohydrates, protein, and vitamins before your workout. The spinach provides antioxidants and vitamins, while the banana and protein powder offer energy-boosting carbohydrates and protein.

For the post-workout meal ideas, we have some more complete suggestions, such as:

1. Grilled Chicken and Quinoa

This post-workout meal is packed with lean protein and carbohydrates to aid in muscle recovery and growth. Quinoa is a great source of complex carbohydrates, while grilled chicken provides high-quality protein to repair and rebuild muscle tissue.

2. Salmon with Sweet Potatoes and Asparagus

Salmon is a rich source of omega-3 fatty acids, which have anti-inflammatory properties that can help reduce muscle soreness after exercise. Sweet potato and asparagus provide a mix of carbohydrates and vitamins to support recovery.

3. Turkey Wrap with Hummus and Veggies

This post-workout meal is a great way to refuel after a workout while keeping it light and satisfying. The turkey provides protein for muscle repair, while the hummus and veggies offer a mix of carbohydrates and nutrients

4. Quinoa Salad with Chickpeas and Feta Cheese

Quinoa is a complete protein source that contains all essential amino acids, making it a great choice for post-workout recovery. Chickpeas add additional protein and fiber, while feta cheese provides calcium and healthy fats.

5. Protein Smoothie with Spinach, Berries and Greek Yogurt

This post-workout smoothie is a quick and convenient way to refuel after a workout. The spinach and berries provide vitamins and antioxidants, while the Greek yogurt and protein powder offer a mix of protein and carbohydrates to support muscle recovery.

So, we can agree that pre-workout and post-workout meals are essential for optimizing your exercise performance and recovery. By choosing nutrient-dense foods that provide a mix of carbohydrates, protein, and healthy fats, you can fuel your workouts and aid in muscle repair and growth.

Try incorporating some of the meal ideas mentioned above into your workout routine to help maximize your results and achieve your fitness goals.

Artigo nº 20- Stretching out!: the crucial importance of Pre and Post-Exercise stretching

Physical exercise is an essential component in keeping a healthy lifestyle, but it is often overlooked that stretching plays a vital role in ensuring a safe effective workout session. By including both pre and post-workout stretching routines, people can significantly enhance their overall physical performance, prevent injuries, and promote faster recoveries. In this article, we will talk about the importance of stretching before and after working out, and its significant impact on achieving optimal physical fitness.

Pre-workout stretching helps to prepare the body for physical activity by increasing flexibility and enhancing range of motion. Next, we are going to see some reasons why stretching should be an integral part of any fitness routine:

1. Improved flexibility: Regular stretching of muscles, tendons and connective tissues promotes increased flexibility. This allows for better joint mobility and range of motion, enabling easier movement during exercise and reducing the risk of muscle strains of joint injuries.

2. Enhanced blood flow: stretching stimulates blood flow to the muscles, increasing circulation and oxygen delivery. This helps in warming up the muscles, making them more pliable and less susceptible to injuries during physical exercise.
3. Injury prevention: stretching prepares muscles and tendons for the demands of physical activity, reducing the risk of strains, sprains, and tears. Keeping flexible muscles and joints ensures that they are capable of handling the intense movements and stresses imposed by exercising.
4. Increased performance: stretching before working out has been found to improve athletic performance and efficiency. By increasing muscle length and flexibility, people can achieve better coordination and increased muscle power, translating into more productive workouts and enhanced athletic abilities.

While pre-workout stretching is crucial, post-workout stretching is equally significant in achieving and keeping overall fitness, here is why!

1. Soothing and relaxing muscles: post-workout stretching helps alleviate muscles tension and soreness by gradually cooling down the body. Stretching promotes and release of endorphins, which are natural painkillers, enhancing recovery and reducing post-exercise efforts
2. Increased flexibility and range of motion: engaging in stretching exercises after working out helps build on the gains made during the pre-workout stretching routine. This further improves flexibility, elongate muscles, and keeps optimal joint mobility, aiding future exercise efforts.
3. Better recovery: stretching post-workout assists in reducing the buildup of lactic acid, a byproduct of intense exercise that can cause muscle soreness. By increasing circulation and reducing tension, stretching supports the elimination of waste products from the muscles, allowing for faster recovery and reduced risk of injury.
4. Injury prevention and muscle balance: regular post-exercise stretching contributes to long-term injury prevention as it maintains muscles balance and prevents imbalances from repetitive movements. This helps correct any imbalances caused by exercise and ensures that muscles are prepared for future workouts or activities.

So we can agree that stretching before and after exercising is very important for achieving optimal physical fitness and preventing injuries. Pre-workout stretches prepare the body for exercise by increasing flexibility and range of motion, while post-workout stretches promote muscle recovery, increased flexibility, and injury prevention. Incorporating stretching into your workout routines will not only improve performance and enhance overall fitness goals but also provide immense long-term benefits for your physical well-being.

Remember, taking a few minutes to stretch can make all the difference in your fitness journey and lead to a healthier and more fulfilling life!

Artigo nº 21- *Table for two: Valentine´s Day Dinner ideas for a nutritious and balanced meal*

Valentine´s day it´s a especial occasion to celebrate love, and what better way to impress your partner than by preparing a romantic and healthy dinner? For the fitness couples, creating a high-protein and balanced meal can not only make for a delightful dining experience but also demonstrate you care for your beloved and their goals. In this article, we will explore some ideas and suggestions to help you make a Valentine´s Day dinner that is both memorable and nutritious.

1. Appetizer

To start the experience, we suggest a Shrimp Ceviche, combining fresh shrimp, diced tomatoes, red onions, cilantro, and lime juice. Shrimp is a fantastic source of lean protein, and the tangy citrus flavors make it an ideal appetizer to stimulate the appetite while not leaving you feeling overfull.

2. Main course

We have two options for the main course. For the first option we present a Grilled Salmon with Quinoa in vegetable broth. Salmon is renowned for its high quality protein, omega 3 fatty acids, and vitamin D content, a combination that promotes heart health and overall well-being. Quinoa, on the other hand, provides a complete protein source and various essential nutrients, including fiber, iron, and magnesium, making it an excellent accompaniment to salmon.

For the second option we present a Herb-marinated Grilled Chicken with Roasted Vegetables. Chicken breasts are a versatile source of protein that can be marinated with different herbs, such as rosemary, thyme, and garlic, for an extra layer of taste. Roasting the vegetables like bell peppers, asparagus, and Zucchini provides a variety of essential vitamins and minerals while enhancing visual appeal.

3. Side Dish

As a complement for the main course, a Sweet Potato Mash is an excellent alternative to traditional mashed potatoes. Sweet potatoes are rich in fiber, vitamin A, and other essential nutrients, making them a healthier choice. Mash them with a splash of almond milk for creaminess, and a dash of cinnamon adds a touch of warmth and sweetness to this delightful side dish!

4. Salad

A vibrant Spinach and Strawberry salad can brighten up your dinner plate while providing a burst of flavors and essential nutrients. Toss fresh spinach leaves with slices of juicy strawberries, some goat cheese crumbles, and candied walnuts or almonds for added protein and delightful crunch. Drizzle with a balsamic vinaigrette for a tangy, balanced dressing.

5. Dessert

End your Valentine´s Day dinner on a sweet note with a high-protein Greek yogurt parfait. Layer rich and creamy Greek yogurt with fresh berries, a sprinkle of granola, and a drizzle of honey. Greek

yogurt is packed with protein and probiotics, promoting digestive health, while berries provide antioxidants and natural sweetness. This dessert will satisfy your sweet tooth without the guilt.

Impressing your loved one with a high protein and balanced Valentine's Day dinner not only creates a romantic atmosphere, but also demonstrates your thoughtfulness towards their health and well-being. From a refreshing Shrimp Ceviche appetizer to a delectable Greek yogurt parfait dessert, here we have a range of suggestions to craft a memorable and impressive nutritious dinner for two.

Happy Valentine's Day!

Artigo nº 22 – *The importance of rest days: Letting your body recover*

Rest days are a crucial component of any fitness regimen, yet they are often overlooked or undervalued by individuals who are eager to see quick results in their quest for physical improvement. However, rest days are not just for recovering from intense workouts, they play an essential role in the overall effectiveness and sustainability of any exercise routines.

When it comes to workout out, many people believe that the more they exercise, the better their results will be. While it is true that consistent exercise is essential for achieving fitness goals, pushing your body to its limits day in and day out without giving it a chance to rest and recover can actually hinder your progress in the long run. Rest days are necessary for allowing your muscles to repair and rebuild after workouts, which is crucial for preventing injuries and promote muscle growth.

In this article, we are going to discuss the importance of rest days in between workout days and how they can benefit both your physical and mental well-being.

1. Prevents Overtraining

One of the most significant benefits of incorporating rest days into your workout routines is the prevention of overtraining. Overtraining happens when your body is exposed to more stress and strain than it can handle, leading to a decline in physical performance, increased risk of injury, and even long-term health consequences. By taking regular rest days in between workout days, you give your body the chance to recover from the intensity of your training sessions and adapt to the physical demands placed on it.

2. Enhances Effectiveness of Workouts

In addition to that, rest days also help to enhance the effectiveness of your workouts. When you exercise, you are essentially breaking down your muscle fibers, which triggers the body's repair and growth processes. However, these processes can only happen during periods of rest and recovery. Without the proper rest, your muscles will not have the time they need to repair and rebuild, which can limit your progress and hinder your performance in future workouts.

3. Maintaining Physical Health

Rest days are also essential for maintaining physical health and well-being. When you exercise, your body undergoes a significant amount of stress, which can take a toll on your muscles, joints, and other bodily systems. By giving your body a chance to rest and recover, you can help to reduce inflammation, alleviate muscles soreness, and improve overall recovery time. This, in turn, can enhance your workouts performance, reduce the risk of injury, and promote long-term health and wellness.

4. Supporting Mental Health and Well-being

In addition to the physical benefits of rest days, they are also crucial for supporting mental health and well-being. Exercise can be a powerful stress reliever and mood booster, but it is essential to strike a balance between physical activity and rest to prevent burnout and exhaustion. Rest days provide an opportunity to relax, recharge, and rejuvenate both physically and mentally, helping you to stay motivated and committed to your fitness goals in the long run.

5. Promote Sleep Quality and Recovery

Another important aspect of rest days is the role they play in promoting sleep quality and recovery. Exercise has been shown to improve sleep quality and promote better overall health, but intense workouts can also disrupt sleep patterns and lead to insomnia or other sleep-related issues. By incorporating rest days into your workout routine, you can also help regulate your sleep-wake cycle, reduce stress, and promote better sleep quality, which is essential for overall health and well-being.

It is essential to note that rest days don't mean being sedentary or inactive. While it is important to give your body a break from intense workouts, gentle activities such as walking, stretching, or Yoga can help promote blood flow, improve mobility, and aid in recovery. Additionally, proper nutrition, hydration, and self-care are all essential components of recovery and should be prioritized on rest days to support optimal physical and mental well-being.

Summing up, rest days are critical components of any fitness regimen and play an essential role in promoting overall health, well-being, and performance. Remember that rest days are not a sign of weakness or laziness, but a crucial part of the fitness journey that should be embraced and prioritized for optimal results. Listen to your body, give yourself the time and space you need to recover, and enjoy the benefits of a well-rounded and sustainable exercise routine.

Artigo nº 23 - *The inactivity Epidemic: consequences of a sedentary lifestyle and how to improve*

In today's modern society, physical inactivity has become an epidemic. With the rise of technology and rise of sedentary jobs, many people lead largely inactive lives. This lack of physical activity can have serious consequences for our health and well-being.

In this article, we are going to talk about some of the immediate consequences of leading a sedentary lifestyle, and explore some ways we can improve and reduce the impact of this inactivity epidemic.

1. Weight gain and Obesity

This is one of the most immediate consequences of a sedentary lifestyle. When we don't engage in regular physical exercise, our bodies don't burn off calories we consume, leading to our body keeping that excess weight and causing potential health issues. Obesity is a major risk factor for several chronic diseases, including heart disease, diabetes, and certain types of cancer.

2. Poor Cardiovascular Health

In addition to weight gain, when we don't exercise regularly, our heart and blood vessels become weaker, increasing the risk of high blood pressure, heart disease, and stroke. Lack of physical activity can also lead to high cholesterol levels, which further increase the risk of heart disease.

3. Muscle weakness

When we don't use our muscles regularly, this inactivity can lead to muscle weakness and loss of flexibility, and the muscles begin to weaken and deteriorate. This can lead to a loss of mobility, balance, and coordination, making daily tasks harder to perform and increasing the risk of falling and injuries.

4. Poor mental health

Regular exercise has been shown to improve mood and reduce symptoms of depression and anxiety. When we don't engage in physical activity for a long period of time, our mental health can suffer, leading to increased stress, mood swings, and overall feelings of unhappiness

How to improve?

So, what can we do to combat the inactivity epidemic and improve our health and well-being?

1. Regular exercise

The first step would be incorporating regular exercise into our daily routines. It can be as simple as taking a walk around the neighborhood, going for a bike ride, or joining a fitness class at a local gym. Aim for at least 30 minutes of moderate-intensity exercise five days a week to reap the benefits of physical activity.

2. Reduce sedentary time

In addition to regularly exercising, its important to reduce the amount of time we spend sitting each day. Sitting for long periods of time has been linked to a variety of health issues, including obesity, heart disease, and diabetes. Try to break up long periods of sitting with short bursts of activity, such as standing up and stretching or taking a quick walk around the office or living room.

3. Prioritize physical activity

Another way to combat this inactivity epidemic is to make physical activity a priority in our daily lives. Instead of viewing exercise as a daily chore, try to find activities that you enjoy and look forward to. This could be anything from dancing, swimming, playing sports, or doing yoga. By finding activities that you love, you are more likely to stick with them and make them a regular part of your routine.

4. Healthy diet

It is also important to maintain a healthy diet and get an adequate amount of sleep each night. A balanced diet rich in fruits, vegetable, whole grains, and lean protein can help support your physical activity and overall health. Getting enough sleep is also crucial for your body to recover and recharge after a day of activity.

With all these consequences and ways to improve this inactivity epidemic, it is also important to mention that the key move to improve is to stay motivated and set realistic goals for yourself. Rome was not built in a day, and neither is a healthy, active lifestyle. Start small and gradually build up your physical activity over time. Set achievable goals, such as walking for 30 minutes a day or trying a new fitness class each week. By staying motivated and focused on your goals, you can overcome the inactivity epidemic, and improve your health and well-being.

So let's get moving and make physical activity a priority in our lives.

Artigo nº 24 – *The Perfect Match: Nutritional Tips to Enhance Your Home Workouts*

With the advances in technology, and some circumstances that have made us spend some time indoors, many of us have turned to working from home and even practice some exercise from the comfort of our houses.

For us working from home, it is important to keep an active lifestyle out of our working space, and having a workout routine is the best way to maintain a healthy daily routine and distinguish the beginning and end from work hours indoors. But when it comes to weight loss, or muscle gain, a proper nutrition plays a very important role to achieve these goals.

In this article, we are going to talk about some tips that can help you achieve these goals, together with a workout routine at home.

1. Stay hydrated

Drinking enough water is essential for overall health and well-being. For weight loss, water helps regulate the metabolism, controls hunger, and flushes out toxins from your body.

If you struggle with plain water, mixing it with fruits or infusing it can ease consuming it with added flavors and can even have health benefits.

2. Fiber-rich foods

Fiber-rich foods, such as whole grains, fruits, vegetables, and legumes help keep you full for longer periods of time. They slow down digestion, prevent sudden spikes in blood sugar levels, and help with controlling cravings. Adding fiber to your meals can help you reduce your overall calorie intake, leading in weigh loss.

3. Plan and prep your meals

Planning and prepping your meals in advance contributes on saving you time, money, and helps you on making healthier food choices. Consider creating a meal plan for the week, including breakfast, lunch, dinner, and even snacks. This way you can make sure that your meals are balanced, portion-controlled, and aligned with your weigh loss goals.

4. Listen to your body

We are all different, and what works for one person, might not work very well for someone else. Pay attention to how your body responds to different foods and adjust your diet accordingly. If certain foods make you feel bloated, sluggish, or affect your energy levels in a negative way, try to eliminate or limit them. Experiment with different meal patterns, micronutrient ratios, and find what suits you best.

5. Eat a balanced diet

As our last tip in this article, it is important to consume a balanced diet that includes all the essential nutrients. Focus on incorporating lean proteins, whole grain, fruits, vegetables, and healthy fats into your meals. This will provide you with the energy you need for your home workouts while ensuring that you are getting all the necessary vitamins and minerals.

Summing up, keeping a healthy lifestyle is not just about eating right or doing exercise occasionally; it's also about finding the perfect balance between a nutritious diet and a consistent workout routine. Achieve weigh loss and muscle gain requires a holistic approach that emphasizes the importance of both components working hand in hand. It's also important to note, that a balanced diet and workout routine should be customized according to individual goals, body type, and overall health.

Remember, both weigh loss and muscle gain are gradual processes, and it's important to be patience with yourself, they require dedication, consistency, and patience to manifest and work for the desired results. Combine these nutrition tips with regular home workouts and you'll be on your way to achieving you goals.

Stay consistent, stay positive, and enjoy the journey towards a healthier you!

Artigo nº 25 – *The rise of Pickleball*

Pickleball is a paddle sport that combines elements of tennis, badminton, and table tennis. It's a rapidly growing sport and it's fast and easy to learn, suitable for all ages and skill levels. In this article, we will talk about what pickleball is and the basic rules of the game.

It originated in the mid-1960's, invented by Joel Pritchard, Bill Bell and Barney McCallum on Brainbridge Island, Washington. It started as a casual backyard game to play with their families, but eventually started to become popular around their neighborhood, turning into a dedicated sport with organized leagues and tournaments.

The game is played in a badminton sized court, measuring 20 feet wide and 44 feet long. The court is divided into halves by a 34-inch-high net, similar to the net we use in tennis. This sport can be played indoors or outdoors, on various surfaces such as concrete, asphalt, or a gymnasium floor. It requires two or four players, with most games being played as doubles, each player uses a solid paddle, similar to a table tennis one, to hit a perforated polymer ball, that is known as the pickleball, over the net. The goal is to hit the ball in such a way that the opponent can't return it, earning point in this process. Here are the rules of pickleball:

1. The Serve

- Performed underhanded from behind the baseline;
- Must make contact with the ball below waist level;
- Must clear the net and land in a diagonally opposite service court;

2. The return

- After the serve, the receiving team must let the ball bounce before returning it;
- Both players on the receiving side get one turn at returning the serve;
- The return must be made without touching the non-volley zone;
- The ball must clear the net, land in the opponent's court and bounce within their non-volley zone.

3. The Volley

- Is a shot where the player hits the ball in mid-air, without letting it bounce;
- The non-volley zone, also known as the kitchen, extends 7 feet on either side of the net;
- Players can't volley the ball while standing inside the kitchen, except for when the ball bounces there first.

4. Scoring

- Only the serving team can score points, and the first team to reach 11 points, with a lead of at least 2 points, wins the game.
- If the score becomes tied at 10-10, the game continues until one of the teams has a 2-point lead.

5. Faults

- Hitting the ball out of bounds or into the net results in a fault;
- Missing the serve or letting it land in the wrong service court is considered a fault;
- Stepping into the non-volley zone and volleying the ball is a fault.

These rules are just the basics on Pickleball, there are more advanced strategies, variations, and additional rules, such as the “two-bounce rule”. However, this core rules will be able with providing you a solid foundation for enjoying the game.

As this sport gains popularity worldwide, it is becoming increasingly accessible to players of all the ages and skill levels. So, grab a paddle, find a court and give this exiting sport a try!

Whether you`re a beginner or a seasoned player, pickleball offers thrilling rallies and camaraderie, making it a great addition to your physical activity routin

Artigo nº 26 – *The world of diets: The most popular diet myths and their realities*

The world of diets is a confusing and often frustrating place. With so many conflicting messages and information, it can be hard to know what is truly healthy and what isn't. over the years, certain diet myths have become popular beliefs, despite having little to no scientific basis at all.

So, in this article, we are going to debunk some of the most popular diet myths and dig in into the reality behind them.

Myth #1: Eating fat makes you fat

This is one of the most widespread myths about diet, that consuming fat foods will make you gain weight. This belief has led to the rise of low-fat and fat-free products, which often contains added sugars and other unhealthy ingredients. In reality, not all fat foods are created equally. While trans fats and some saturated fats can be harmful to health, mono and polysaturated fats are essential for proper bodily functions. In fact, these healthy fats can actually help you lose weight by promoting feelings of satiety and aiding in nutrient absorption.

Myth #2: Carbs are the enemy

Carbohydrates have gotten a bad reputation in recent years, with many diets promoting low-carb or carb-free eating plans. While it is true that refined carbohydrates like white bread ad sugary snacks can contribute to weight gain and other health issues, complex carbohydrate like whole-grains, fruits, and vegetables are an important part of a balanced diet. These foods provide essential nutrients and fiber that are crucial to overall health. Restricting carbs too much and lead to nutrient deficiencies and low energy levels.

Myth #3: You can spot-reduce fat

Many people believe that doing targeted exercises, such as crunches or leg lifts, can help reduce fat in specific areas on the body. Unfortunately, this is not the case. Spot-reducing fat is a myth, as the body doesn't selectively burn fat in certain areas. Instead, fat loss happens throughout the body as a result

of a combination of healthy eating and regular exercise. Genetics also play a role in where fat is stored, making it impossible to control where weight loss occurs.

Myth #4: Eating frequent small meals boosts your metabolism

The idea of eating multiple small meals throughout the day to boost your metabolism is a popular belief in the diet world. However, there is not enough scientific evidence to support this belief. While some people may believe that eating smaller, more frequent meals helps them manage hunger and cravings, the overall effect on metabolism is minimal. Ultimately, the key to weight loss and a healthy metabolism is eating a balanced diet with an appropriate number of calories for your own needs.

Myth #5: Detox diets are necessary for health

Detox diets have gained popularity recently as a way to cleanse your body of toxins and promote weight loss. These diets often involve consuming only liquids or eating a restricted range of foods for a period of time. However, there isn't enough scientific evidence to support the idea that detox diets are necessary for health. The body has its own built-in detoxification system, including the liver and kidneys, that work to eliminate toxins on a daily basis. Eating a balanced diet and staying hydrated is all that is needed to support these natural processes.

Myth #6: Supplements are necessary for weight loss

There is not magic pill or supplement that can replace a healthy diet and exercise when it comes to weight loss. While certain supplements may be helpful in supporting overall health, they are not a substitute for a balanced lifestyle. Many diet supplements on the market are ineffective, expensive, and potentially harmful. It is better to focus on eating a variety of whole foods and engaging in regular physical activity to achieve and keep a healthy weight.

Summing up, there is a big number of diet myths that have become ingrained in popular culture over the years. These myths can be harmful, as they promote unhealthy eating habits and misinformation about weight loss.

Listen to your body, pay attention to how different foods make you feel, and consult with your healthcare provider or a dietitian if you have any questions or concerns about your diet and weight loss goals.

Eat good, move better, and live more!

Artigo nº 27 – Why should we motivate our kids to live an active lifestyle?

Our parents play a crucial role in shaping our kids' habits and behaviors, including their approach to physical activity. Today's technology-driven world children, are increasingly leading a sedentary lifestyle, spending hours on end in front of screens instead of engaging in physical activities. This trend can be a cause for concern, as research has shown that living a sedentary lifestyle can have serious consequences

on both the physical and mental health of children. Therefore, it is important for us parents to motivate our kids to live active lifestyles and prioritize physical activity in their daily routines.

In this article, we will discuss some benefits of encouraging our children to be active and what our role as parents plays in promoting healthy habits.

1. Improved physical health

Regular physical activity helps children maintain a healthy weight, reduces the risk of chronic diseases such as obesity, diabetes, and heart diseases, and promotes overall wellness.

2. Increased energy levels

Regular exercise boosts energy levels and reduces feelings of fatigue, helping kids stay alert and focused throughout the day

3. Social benefits

Participating in sports and other physical activities can help children develop important social skills such as teamwork, leadership, and communication.

4. Improved academic performance

Research has shown that regular physical activity can enhance cognitive function and academic performance in children.

5. Better sleep

It can help children fall asleep faster and enjoy a more restful night of sleep, improving their overall wellbeing.

In addition to the physical benefits, living an active lifestyle can also have a positive impact on children's mental health. Exercise has shown to release endorphins, which are natural mood lifters that can help reduce feelings of stress, anxiety, and depression. By encouraging their kids to be active, us parents can help them develop coping mechanisms for dealing with daily challenges. Regular physical activity can also improve self-esteem and confidence in children, as they see improvements in their physical abilities and fitness levels.

By promoting an active lifestyle , parents can help their kids develop a positive self-image and sense of accomplishment.

Us parents play a key role in motivating our kids to live an active lifestyle by leading by example and creating a supportive environment. By participating in physical activities ourselves, we show our children the importance of prioritizing exercise and making it a part of their daily routines. Additionally, we can encourage our kids to try different sports and activities so they find something that they enjoy and are passionate about. By providing positive reinforcement and praise for their efforts, parents can help their kids develop a love for physical activity that can last a lifetime.

In conclusion, we as parents should motivate our kids to live an active lifestyle and prioritize physical activity for the numerous benefits it brings. By promoting an active lifestyle, we can help our children improve their physical health, mental well-being, and social skills. By creating a supportive environment and leading by example, we can show our kids the importance of staying active and making exercise a priority in their daily lives.

Encouraging children to be active is one of the best gifts a parent can give them, as it sets them on a path to a healthy and fulfilling life.

Artigo nº 28 - *Yogatastic: Introducing the benefits of yoga for your mind, body and soul.*

Yoga is a traditional practice that originated in India thousands of years ago. It is a physical, mental, and spiritual discipline that includes a variety of poses, breathing exercises, and meditation techniques.

While Yoga has gained popularity in the recent years, many people are still unaware of all the benefits it may bring. So, in this article we are going to talk about all the positive qualities that Yoga could bring to your mind, body, and soul.

1. Improved Flexibility

One of the most well-known benefits of Yoga is its ability to improve flexibility. By regularly practicing Yoga poses, known as “asanas”, individuals can increase their range of motion and reduce stiffness in their muscles and joints. This increased flexibility can help prevent injuries, improve posture, and enhance overall physical performance in their activities.

2. Build Strength

In addition to flexibility, Yoga can also help build strength. Many Yoga poses require people to support their own body weight, which can help develop muscle tone and increase overall strength. Some common poses that target specific muscle groups include downward-facing dog for the arms and shoulders, warrior poses for the legs and core, and plank poses for the abdominal muscles.

3. Improved Focus & Concentration

Yoga has also been found to improve mental focus and concentration. The practice of mindfulness, or being fully present in the moment, is the key component of Yoga. By focusing on the breath and movement during Yoga practice, individuals can improve their ability to concentrate and stay focused on tasks during the day. This enhanced mental clarity can lead to increased productivity and improved cognitive function.

4. Reduce Stress & Promote Relaxation

Another key benefit of Yoga is its ability to reduce stress and promote relaxation. The combination of physical movement, deep breathing, and meditation in Yoga can help calm the mind, reduce anxiety, and improve overall mental well-being. Studies have shown that regular practice of Yoga can lower levels of the stress hormone cortisol and increase relaxation and peace.

5. Sleep Quality

Furthermore, Yoga can have a positive impact on sleep quality. Many people struggle with insomnia or poor sleep due to stress, anxiety, or other factors. The relaxation techniques and deep breathing exercises practiced in Yoga can help calm the nervous system, reduce tension, and promote restful sleep. By incorporating Yoga into a nightly routine, people may find that they fall asleep easier and wake up feeling more refreshed and rejuvenated.

Apart from all these physical benefits, Yoga is also known to boost overall mental health. Research has shown that Yoga can help reduce symptoms of depression, anxiety, and other mental health disorders. The combination of physical movement, mindfulness, and meditation in Yoga can help people develop coping mechanisms for stress and negative emotions, leading to a more positive outlook on life.

Yoga can foster a sense of community and connection. Many people practice Yoga in group classes or workshops, where they can meet like-minded people and build a sense of community and belonging. This social connection can help reduce feelings of isolation and loneliness and enhance overall happiness and well-being.

Summing up, we can agree that the benefits of Yoga are numerous and far reaching. Whether we are looking to improve your physical fitness, mental clarity, or overall well-being, incorporating Yoga into your daily routine can have a profound impact on your health and happiness.

So roll out your Yoga mat, take a deep breath, and discover the transformative power of Yoga for yourself.