

Sustainable Social Media Success: How a content-driven startup grew revenue **340%** by avoiding social shortcuts

MARC LOBLINER

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THE ULTIMATE CHALLENGE

Difficulty of differentiation



The background of the slide features a close-up, slightly blurred view of the Amazon logo. The word "amazon" is printed in white on a dark, textured surface, with the orange curved arrow below it. The text is repeated diagonally across the frame.

CHALLENGE

Competing on price



MUSCLE RECOVERY

HOW TO SPEED UP MUSCLE RECOVERY – 6

Marc Loblinner shows you how to speed up muscle recovery and bounce back more quickly in between workouts using these 6 little used techniques.

By MarcLoblinner

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4 FAT LOSS MISTAKES

RYAN TERRY – 4 FAT LOSS TIPS TO GET

2017 Arnold champion and USN athlete Ryan Terry discusses four common mistakes men and women make when trying to get ripped.

By TigerWriters

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SUMMER SHRED PLAN

GET SHREDDED WORKOUT ROUTINE – 8 WEEK

Get shredded by summer using this 8 week beach-ready workout plan that will have you shredding fat while looking your absolute best.

By TigerWriters

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MASSIVE IRON 531

THE MASSIVE IRON 531 POWERBUILDING

This is a 5/3/1 periodization cycle designed by Steve Shaw to help you pack on muscle mass and strength as quickly as possible.

By Steve Shaw

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GUT CHECK CHALLENGE

STRENGTH AND CONDITIONING WORKOUT – A

This strength and conditioning workout presents an intense physical and mental challenge that you won't soon forget.

By Phil Bennett

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HOW TO GET BIG

HOW TO GET BIG – 4 POWERFUL TIPS THAT

Build beefy brawn, and fast, by incorporating these four potent muscle building tips. Learn how to get huge!

By Steve Shaw

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DEADLIFT PLATEAU

DEADLIFT STRENGTH – 5 PLATEAU-BUSTING

Improve your deadlift by incorporating these five assistance exercises that will have your strength levels moving up and up before you know it.

By NickLudlow

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PRE-EXHAUST TRAINING

PRE-EXHAUST TRAINING – POWER UP YOUR

Power-up your muscle building progress by incorporating the pre-exhaust training technique. Sample workouts included.

By NickLudlow

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BODYBUILDING MYTHS

3 MUSCLE BUILDING MYTHS DESTROYED

Simplify the muscle building process by setting aside these three bodybuilding myths. Build more muscle mass today.

By Steve Shaw

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BENCH PRESS WORKOUT

CAN YOU SURVIVE THIS BENCH PRESS

Can you complete this insane chest and triceps workout? It starts with heavy sets, and finishes with high volume training that

By Steve Shaw



BRUTAL BASICS

BRUTAL BASICS 5 DAY WORKOUT ROUTINE

Set aside complex workout routines. This 5 day plan will have you alternating between heavy triples and

By Steve Shaw

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RHABDOMYOLYSIS

RHABDOMYOLYSIS PRIMER FOR LIFTERS AND

Learn more about rhabdomyolysis, or rhabdo, a condition that involves is the rapid breakdown of

By TigerWriters

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LOSE ARM FAT

HOW TO LOSE ARM FAT – DIET AND WORKOUT

It's time to ditch those flabby arms. This complete workout and diet guide helps you to lose arm fat and add muscle tone to your triceps and biceps.

By Steve Shaw

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HAMSTRING WORKOUTS

HAMSTRING WORKOUTS – 3 RULES TO

Kaged Muscle's Kris Gethin helps you to improve your hamstring workouts by providing you with three potent tips for bigger size.

By TigerWriters

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BENCH PRESS PLATEAU

BENCH PRESS PLATEAU – 5 EXERCISES THAT

Blast through your frustrating bench press plateau by incorporating these 5 exercises. Included are set and rep schemes.

By NickLudlow

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SUPERHERO CHALLENGE

THE SUPERHERO CHALLENGE – 12 WEEKS TO

Grab your tights and favorite pre-workout formula! It's time to build a better body, lose fat, and mold yourself into a physique worthy of superhero status.

By Steve Shaw



THE ONLY CHEST DAY WORKOUT YOU'LL EVER

THE ONLY CHEST DAY WORKOUT YOU'LL EVER

It's time to build a much bigger chest. This complete chest day workout attacks your pecs using 4 different, and easily done methods.

By Steve Shaw

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THE BEST WORKOUT ROUTINES – OUR TOP 10

THE BEST WORKOUT ROUTINES – OUR TOP 10

Find the best workout routines for your goals. This top 10 list will help you building muscle, and a bigger chest, and a smaller waist.

By TigerWriters

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COMPOUND EFFECT

THE "COMPOUND EFFECT" FOR

Instead of seeking a quick fix, learn how to make small changes add up to big physique and training results.

By TigerWriters

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LEG DAY WORKOUT

THE ONLY LEG DAY WORKOUT YOU'LL EVER

This "go to" leg workout will destroy your quads and hamstrings using four very unique and powerful muscle building strategies.

By Steve Shaw

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BUILD A SAVAGE CHEST

3 SAVAGE CHEST WORKOUTS YOU WILL HATE

Blast your chest and build massive slabs of spectacular pec muscles by using these three insanely devious chest workouts.

By Steve Shaw

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TRI-SET WORKOUT

TRI-SETS WORKOUT: UNCONVENTIONAL

Build muscle intense intense, no rest tri-set combinations. This three day workout will leave you satisfied with the results.

By TigerWriters

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THE POWER OF TRISETS

TRISETS – UNLEASHING THEIR POWER TO

Learn how to use trisets workouts to improve your muscle building results. Sample body part workouts included.

By NickLudlow

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4 FAT LOSS HACKS

THE ONLY 4 FAT LOSS HACKS YOU NEED TO

Uncover your fat loss in 2017 by incorporating these powerful four fat loss hacks from Kaged Muscle's Kris Gethin.

By TigerWriters

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Competing with content



CHALLENGE

Gaining trust in an industry dominated by image, promises and skepticism

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Success is a Lonely Place | Behind the Hustle 14



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Published on Mar 22, 2017

Marc Lobliner and Katie Lobliner show you a glimpse into the life of a CEO and his family. Today Marc and Katie demonstrate how success can sometimes be a very lonely place.

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APPROACH

Personality
and service



CHALLENGE

What can marketers learn from this hyper personal approach?

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Send Us an Offline Message

The TigerFitness.com Approach

To content and social media marketing



Why Should I Buy From TigerFitness.com?

Instead of another supplement site or Amazon?



APPROACH

Discover your value proposition, then create content and channels to get it out consistently

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0:38 / 6:24



OxyElite Pro Review | Detailed USPLabs Oxy Elite Pro Reviews



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<http://www.tigerfitness.com/usplabs-s...> - OxyElite Pro Review by USPLabs. Detailed in-depth review by industry expert Marc Lobliner! Oxy Elite

“

I don't give a crap what
you put in your body.
I just want you to know
what you're putting in
your body.

”



OFFICIAL RELEASE: OxyElite Pro Taken Off TigerFitness.com Due to
Potential Liver Toxicity Issues



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Back Workout with Steve Shaw 128 Days Out | Conquering The Universe
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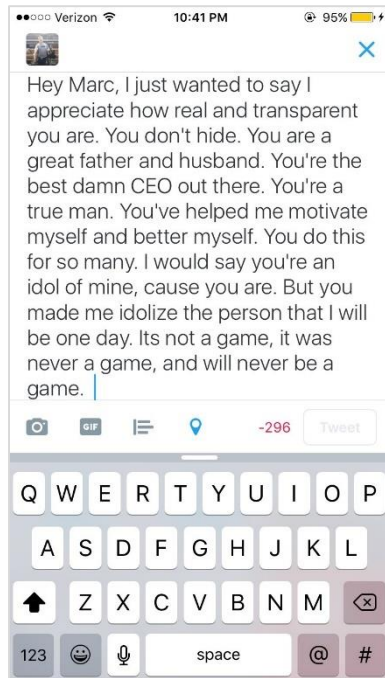


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“You’re More Than Just a Number Here.”



How Can We Apply this Approach to Our Campaigns?



Content Planning and Production

A customer-first content machine



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The Greatest PreWorkout Stack I Have Ever Used



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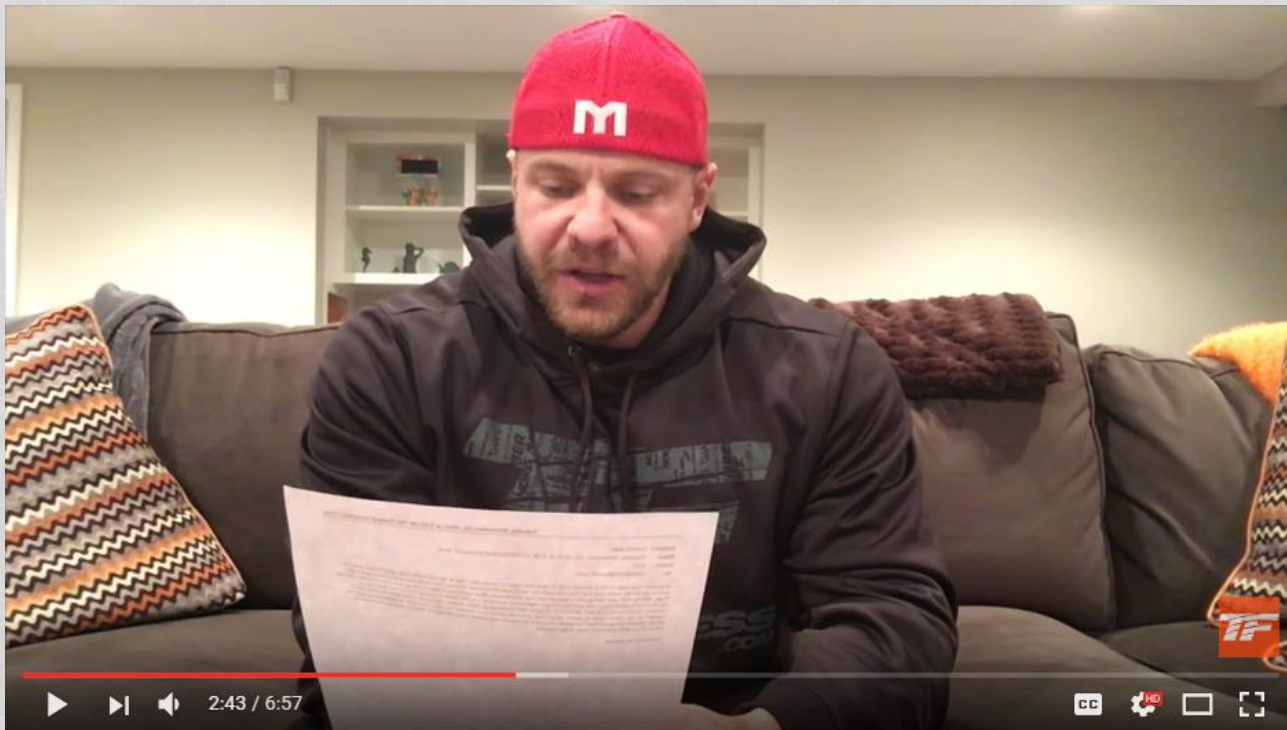


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17 Year Old Steroid User Feedback



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Content Planning and Topic Selection



DOES A NORMAL BMI RANGE EQUAL GOOD HEALTH?

They said I was fat! MTS Nutrition CEO Marc Lobliner discusses why having a normal body mass index doesn't mean you are healthy.



HOW TO SPEED UP MUSCLE RECOVERY – 6 TECHNIQUES

Marc Lobliner shows you how to speed up muscle recovery and bounce back more quickly in between workouts using these 6 little used techniques.



IS EXERCISE KILLING YOUR SEX DRIVE MOJO?

A recent NY Times article proclaimed that exercise might be killing your sex drive. Find out why Marc Lobliner thinks this might be nonsense.



INTERMITTENT FASTING – IS SKIPPING BREAKFAST A DEADLY DECISION?

A recent study revealed that skipping breakfast might lead to higher blood pressure and cholesterol levels. Explore the legitimacy of this research.



CHEAT MEAL – FEAST LIKE A BOSS USING THE RULE OF 3

Cheat meals. Cheat days. Cheat windows. Sort through all the options and find out how to properly "break" a clean diet.



COLON CLEANSE – THE DIRTY TRUTH ABOUT THIS "HEALTHY" PRACTICE

Find out why the healthy practice of colon cleansing, and purported benefits, might not be all it's cracked up to be.



8 HEALTH BENEFITS OF DONATING BLOOD

Save lives while improving your own! These 8 healthy benefits of giving blood will have you running to donate frequently.



DIRTY BULK – WHEN IS IT OK TO EAT JUNK?

Should you dirty bulk and eat junk food? Find out who should stick to clean eating, and who needs to consider a few sloppy meals.



WHAT IS TABATA | YOUR TICKET TO CARDIO HEALTH AND MUSCULAR GAINS!

What is tabata? MTS Nutrition CEO Marc Lobliner explains why it may just be the best cardio method on the planet for burning fat.



LEG PRESS VS SQUATS – HOW DO THEY COMPARE?

Is the leg press better than the barbell squat? Find out the benefits and disadvantages of each exercise.



DEADLIFTS AREN'T JUST GOOD FOR GAINS, THEY'RE GOOD FOR HEALTH

Marc Lobliner presents the ultimate article on deadlifts for health, and recovering from an injury so you can deadlift again.



RHOMBOID EXERCISES FINISHER FOR ANY BACK WORKOUT – DIAMOND BACK ANNIHILATION

Build a more impressive back by capping off your workouts with these three rhomboid exercise finishers.

Content Marketing Challenges and Opportunities

- Using the right channel for the right message
 - Snapchat: Flash sales
- Balancing content with selling
- To gate or not to gate?



Walk the walk

Show up and back it up




A man with a beard and blue eyes is lifting a heavy dumbbell in a gym. He is looking upwards with a focused expression. In the background, another man is visible, also working out. The gym environment is filled with various pieces of equipment.

Not your
typical CMO

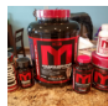
Not Your Typical Workout Post

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- 2) "Omega-3 Fatty Acids and Hypertriglyceridemia in HIV-infected Subjects on Antiretroviral Therapy: Systematic Review and Meta-analysis. – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/22180524.
- 3) "A Meta-analysis Shows That Docosahexaenoic Acid from Algal Oil Reduces Serum Triglycerides and Increases HDL-cholesterol and LDL-cholesterol in Per... – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/22113870.
- 4) "Meta-analysis of the Effects of Eicosapentaenoic Acid (EPA) in Clinical Trials in Depression. – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/21939614.
- 5) "Omega-3 Fatty Acids for Major Depressive Disorder During Pregnancy: Results from a Randomized, Double-blind, Placebo-controlled Trial. – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/18370571.
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- 12) "DHA-rich Oil Modulates the Cerebral Haemodynamic Response to Cognitive Tasks in Healthy Young Adults: a Near IR Spectroscopy Pilot Study. – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/22018509.
- 13) "Beneficial Effects of Docosahexaenoic Acid on Cognition in Age-related Cognitive Decline. – PubMed – NCBI." *National Center for Biotechnology Information*, www.ncbi.nlm.nih.gov/pubmed/20434961.
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Social Media Response




Marc Lobliner @MarcLobliner · 3h
The feedback on peak physior is unreal!



Larry Criswell @Inc0911
@MarcLobliner Got my transformation stack today. Also taking peak physior, after a week better muscular endurance and cardio capacity!


1 5



Marc Lobliner @MarcLobliner · 5h
It's mainly delays for gmp tests. Microbials can take 5-7 days

TJ Willis @atTJWillis
Replying to @MarcLobliner
Yeah well youre shipping outbound with the right company. Control what you can control. You're doing everything else right


1 1



Marc Lobliner @MarcLobliner · 5h
Bought it in 1999 from sears. There are much better lol

Mark Bell @markbell2009
@MarcLobliner marc. What brand of treadmill do u have it looks very good with the safety bars. Can you please let me know


1 1



Marc Lobliner @MarcLobliner · 3h
❤️❤️❤️

Fitness253 !! @Fitness253
Watch this short vlog by a huge role model of mine @MarcLobliner . How Alpha are you really? youtu.be/b3ByEzA-Y3o
#morethanjustanumber


1



Marc Lobliner @MarcLobliner · 5h
Logistics are my kryptonite lol


TJ Willis @atTJWillis
Replying to @MarcLobliner
I'm just messing man, if i miss out i'll settle for the peanut butter cookies & cream

1 1




Marc Lobliner @MarcLobliner · 5h
I was taking a pic for a sale today (see my IG story for details!) and I did NOT expect this—GLUTES about as good...
fb.me/8Be8Hcl75

1 2



Marc Lobliner @MarcLobliner · 5h
I was taking a pic for a sale today (see my IG story for details!) and I did NOT expect... instagram.com/p/BSWQVvih5uN/


1 1



Marc Lobliner @MarcLobliner · 3h
😞

Mark Bell @markbell2009
Replying to @TheStroBro @MarcLobliner
Ya dats the mac daddy man enjoy it i seen sobmany great utube videos on the fenix five


1 2



Marc Lobliner @MarcLobliner · 5h
Heart rate monitors aren't needed for training imo. Just train. There is no fat burning zone and it all varies so much per person

Mark Bell @markbell2009
Replying to @MarcLobliner
Any good hr minitors u like. Chest strap wise


1 3



Marc Lobliner @MarcLobliner · 7h
You're obviously not functioning, you misspelled "feel"

Justin Wiencek @leanlife1998
@MarcLobliner is there a reason I fell alert even though I only had a few hours of sleep?


2 14



Marc Lobliner @MarcLobliner · 3h
You can clickbait me anytime lol

AC Slater @TheStroBro
@MarcLobliner I mention you on my channel all of the time...because you put out a lot of awesome information gratuitously...


1 3



Marc Lobliner @MarcLobliner · 5h
Most treadmills have them

Mark Bell @markbell2009
Replying to @MarcLobliner
I like the bars its good to have when u r doin incline training which i do daily.

1 1



Marc Lobliner @MarcLobliner · 18h
The only frustrating thing is why people still believe this piece of garbage?

August DaCosta @AugustDaCosta
Replying to @MarcLobliner
exactly waste of time and money on low life's

1 3

In-person Response



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Go Behind the Scenes

Sharing the brand and the hustle



#Sherpa17



Behind The Brand | MTS Nutrition



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Published on Mar 24, 2017

Marc I obliner shows you how MTS Nutrition is manufactured from measuring to blending to bottling to packaging. Utilizing the most stringent

Behind the brand

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- Marriage Counseling
- Mondays
- Always Stay True to YOU
- Words Hurt
- Spring Cleaning
- Live Within Your Means

Behind the hustle

Live Within Your Means | Behind the Hustle 20



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Published on Mar 28, 2017

Marc Iobliner and Katie Iobliner show you a glimpse into the life of a CEO and his family. Today Marc and Katie talk about living within your

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Minimum Wage And Amazon Will Destroy the US Economy



Marc Lobliner



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Published on Jan 13, 2017

Marc Lobliner addresses why minimum wage or living wage is bad for America and why Amazon will help destroy the American economy.

Speaking
your mind

The Results

Results

- 316,226 YouTube subscribers
- 135,000 Instagram followers
- 94,083 Facebook page likes
- 92,704 Facebook page followers
- 43,700 Twitter followers

Case Study Key Takeaways

1. Clearly define and articulate your **value proposition**
2. Build a customer-first **content machine** through streamlined planning and production
3. **Walk the walk** — show up and back it up
4. Share behind-the-scenes content (even if it's messy) to **humanize your brand and connect** with your community
5. **Listen, respect and respond**

Marc's Key Learnings

- Figure out **your position** and how you can **differentiate**
- **Personalize** your messaging
- Don't be afraid to **be YOU**





Thank You!

Marc Lobliner, TigerFitness.com