

Metabolic Nutrition Competitive Analysis

<u>Company</u>	<u>Facebook</u>	<u>Twitter</u>	<u>Instagram</u>	<u>Pinterest</u>
<u>Metabolic Nutrition</u>	11,145 likes	2,784 followers	19,425 followers	96 followers
<u>MetaGenics</u>	129 likes	1,730 followers	n/a	n/a
<u>Gaspari</u>	350,939 likes	n/a	n/a	n/a
<u>Dymatize</u>	92,469 likes	29.1k followers	16,919 followers	n/a
<u>Optimum Nutrition</u>	812,535 likes	57.7k followers (UK Team) 44.1k followers (Main Account) 5,288 followers (Ireland Team) 1,612 followers (Sandton)	62,017 followers (Official Page) 27,152 followers (Fan Page) 12,861 followers (Optimum nutrition BR?) 7,044 followers (Australia) 2,490 followers (Singapore) 61 followers (Thailand) 28 followers (Inside Sales Team) 2 followers (India)	263 followers (Optimum nutrition UK) 33 followers (Optimum nutrition Singapore) 1 follower (Optimum Life nutrition) 0 followers (Optimum nutrition India)
<u>Projenix</u>	400 likes	121 followers (first account) 3 followers (second account)	n/a	n/a

Metagenics- Alternative & Holistic Health

Websites: <http://www.metagenics.com/>

Voice of Metagenics:

Metagenics reflects that of a doctor speaking and educating young to mid-age adults who are really into the science behind their health and reaching a healthy lifestyle that way. Uses many professional terms to discuss wellness; spreads information out about new health discussions, awards, clinical trials and processes to living a better lifestyle. Target audience: 25-65

Facebook- 113 likes (Joined May 12 of 2014)

<https://www.facebook.com/MetagenicsInc>

Still in the beginning stages of Facebook outreach; Metagenics are trying to keep up with pop culture to reach a younger market. Below is a Youtube video they created as a remake to the song "What does the fox say?" and they have participated in the TBT (Throwback Thursday) trend.

www.metagenics.com
 Metagenics is a global lifestyle medicine company, offering products and programs exclusively to health care practitioners.
<http://www.metagenics.com/>
 Suggest Edits

PHOTOS

Like · Comment · Share

Metagenics shared a link.
 May 28

<http://youtu.be/0hfhAJ2gdzE>

Metagenics - What Does The Rep Say?
 To kick off our 2014 International Sales Meeting, we did our own take on Ylvis' viral sensation, "What Does the Fox Say?"

Recent
 2014

www.metagenics.com
 Metagenics is a global lifestyle medicine company, offering products and programs exclusively to health care practitioners.
<http://www.metagenics.com/>
 Suggest Edits

PHOTOS

Metagenics
 June 5

#TBT Metagenics 84 -----> Metagenics Today - 30+ years of touching lives <http://www.metagenics.com/education>

Bland: Gives nutrition course

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 help.desk.com
 42%
 Respond to Customers 42% Faster with Desk.com. Try it Free!

www.facebook.com/MetagenicsInc?sk=photos_stream

Metagenics also posts a lot on upcoming health education conferences, new health developments/books, wellness/therapy groups affiliated with Metagenics and small businesses that are health friendly to the community.


Metagenics
 May 28

Our 2014 and 2013 First Line Therapy Groups from Montreal! Continually educating and inspiring!




POSTS TO PAGE


DrKenY Bastien
 June 26 at 10:21pm
 This is the real dimension of Functional Medicine, the type of medic... See More
 Like · Comment


Dave Matteo
 June 25 at 4:38pm
 Hey guys... I use your Endura product for re-hydration all the time... See More

[//www.facebook.com/photo.php?fbid=839567306055149&set=pb.815379538...](http://www.facebook.com/photo.php?fbid=839567306055149&set=pb.815379538...)

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133 likes
 1 visit
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ABOUT

www.metagenics.com
 Metagenics is a global lifestyle medicine company, offering products and programs exclusively to health care practitioners.
<http://www.metagenics.com/>
 Suggest Edits

PHOTOS









Metagenics
 19 hours ago

@GreenTruck Thanks for bringing the delicious organic lunch to our happy + healthy Aliso Viejo employees. Kale Yeah!



Like · Comment · Share

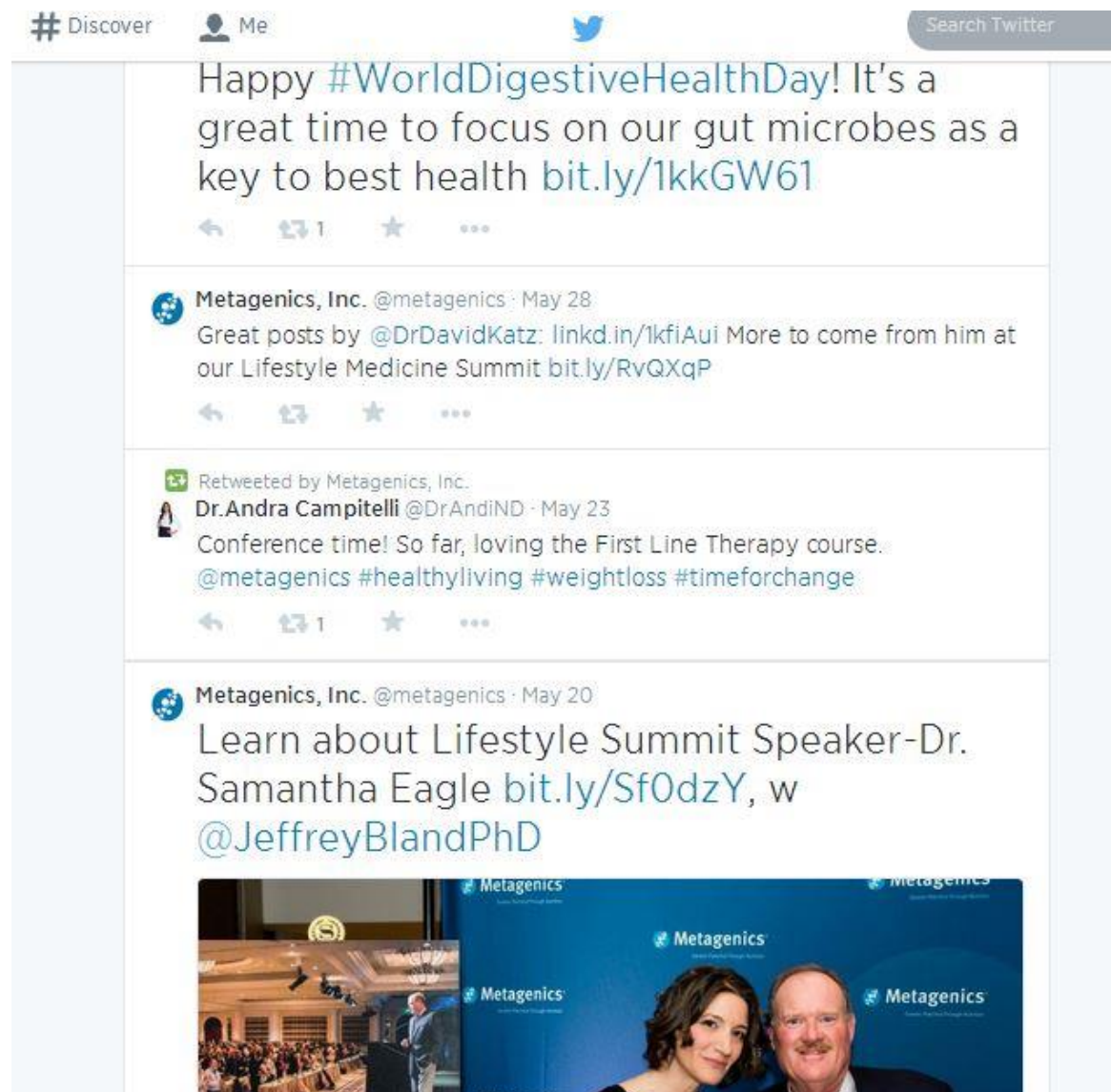
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Takeaway: Even with being in the new stages of Facebook. They are using it as an awareness outlet for their business, as well as, health events/conferences put on by them.

Twitter- 1,730 followers

<https://twitter.com/metagenics>

Overall their tweets don't stray from what they say on Facebook. The language is the same when posting about conferences or articles; Retweet anything that deals with Metagenics and thanks people who write about them or talk about them. Some tweets they post out lead back to their website when posting articles.



Takeaway: Uses this to guide people to their website and floods their timeline feed with campaigning events put on by them. The sole purpose is to notify people of what they are doing.

Gaspari Nutrition- Edgy Body Building

Websites: <http://www.gasparinutrition.com/>
<http://www.gasparinutrition.tv/>

Voice of Gaspari Nutrition:

Gaspari is heavily flooded with product imaging and videos. Reflects that of a 'muscle head' or 'gym nuts' who are really into the look of their muscles (the definition is the most important thing). The voice and tone speaks directly to people just like them; the bigger and the more tone you are, the better is the under current that bleeds through their website and Facebook. Target audience: 18-55

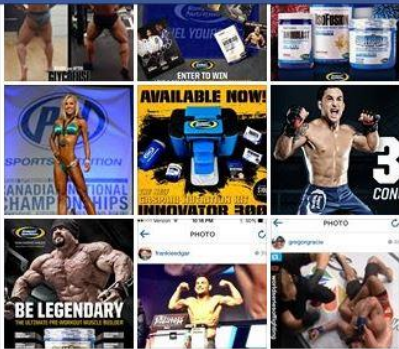
Facebook- 350,190 likes

<https://www.facebook.com/GaspariNutrition>

Asking questions that relate back to the Gaspari products to generate conversation; Has before and after shots of the results from using the product. Team Gaspari athletes and Rich Gaspari (CEO) are within a lot in the photos posted on the page.

The screenshot shows the Facebook page for Gaspari Nutrition. The left sidebar includes the 'ABOUT' section with a description of the company as a world-leading distributor of protein powders, amino acids, creatine, fat burners, and multivitamins. It also lists the website <http://www.gasparinutrition.tv/> and a 'Suggest Edits' option. Below this is the 'APPS' section, which features links to 'Upcoming Events', 'GlycoFuse', and 'Anavite'. The main content area displays a post from 20 hours ago by Ken Jackson, an IFBB Pro and Rich Gaspari Fan Page. The post includes a 'Have you tried #GlycoFuse to see what it can do for you?' question and a 'BEFORE AND AFTER' comparison of a bodybuilder's physique. The 'before' image shows a leaner physique, while the 'after' image shows a more muscular, defined physique. The right sidebar contains a 'Create Page' button, a 'Recent' list of years from 2014 to 2010, and a 'Sponsored' section with a link to 'Click For Show Info' and a website www.clubtix.com. Below this is a 'Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!' announcement.

Frequent giveaways of their products and sponsored/supporting athletes Gaspari. Many of the giveaways are tailored toward MMA fights or bodybuilding competitions.



VIDEOS



48 4



Official Gaspari Nutrition®
July 8

Congratulations to Joseph Llausas, Chris Michels & Jesus Perez for each winning a #TeamGaspari & #TeamEdgar autograph MMA package signed by Frankie "The Answer" Edgar, Renzo Gracie, Romulo Barral & Ricardo Almeida. Enjoy your winnings



Like · Comment · Share

Create Page

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- Founded

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www.clubtix.com



Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

Facebook posts and re-posts of images and videos of Team Garspari Athletes at competition are shared on the page. Fans congratulate or comment on the post to show support.

to your interests to live and 1 day

OUT

Gaspari Nutrition is a world leading distributor of protein powders, amino acids, creatine, fat burners, and multivitamins. Living a health and fitness...

READ MORE

<http://www.gasparinutrition.tv/>

Suggest Edits

Upcoming Events

GlycoFuse

Anavite

Official Gaspari Nutrition® shared Jelani Cole's video.
July 8

Congratulations Hidetada Yamagishi for finishing 2nd place at the Chicago Pro Show this past weekend. He puts on a great performance for all to watch.

2014 Chicago Pro: Hidetada Yamagishi



2:22

Like · Comment · Share

178 people like this.

Top Comments

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- 2013
- 2012
- 2011
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www.clubtix.com



Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

ANADIA NATIONAL CHAMPIONSHIP
BE LEGENDARY
GIVEAWAY
AVAILABLE NOW!
SPORTS NUTRITION
GASPARI NUTRITION

VIDEOS

POSTS TO PAGE

PricePLOW.com Price Comparison Engine

Official Gaspari Nutrition®
July 5

Congrats to #teargaspari member Neiman Gracie who choked out Dustin Holyko in the 2nd round of the #wsf11 this afternoon. Great start to fight weekend and look forward to the #tuf19 finale where Corey Anderson and Frankie "The Answer" Edgar each fight tomorrow starting at 6:00 pm. Wish them well.

PHOTO

gregorgracie 4h

worldseriesfighting

209 likes

Create Page

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2012

2011

2010

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www.clubtix.com

Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

Posts tips and samples of what Olympic athlete eat while on the off season.

ANADIA NATIONAL CHAMPIONSHIP
BE LEGENDARY
GIVEAWAY
AVAILABLE NOW!
SPORTS NUTRITION
GASPARI NUTRITION

PHOTOS

VIDEOS

Official Gaspari Nutrition® shared Muscle Egg, Egg Whites's status.
July 7

Do you ever wonder what a off season diet looks like for a Olympia winner? Here is Ashley Kaltwasser IFBB Bikini PRO telling us what she eats when she is not prepping!

Do you ever wonder what a off season diet looks like for a Olympia winner? Here is Ashley Kaltwasser IFBB Bikini PRO telling us what she eats when she is not prepping!

Sample Off-Season Diet:

- 1 cup (any flavor) Muscle Egg, Egg Whites & ¼ cup coconut flour, stevia to sweeten mixed together and made into mini pancakes, 2 scoops Aminolast, 1 Anavite capsule
- *pre workout-2 scoops Gaspari Nutrition SuperPump Max
- (post workout) one serving cream of rice mixed with 1 scoop Official Gaspari Nutrition® Myofusion Probiotic Series protein powder & 1 TBS nut butter
- 4oz chicken with unlimited green veggies, 100 calorie fat of choice, 1 Gaspari Nutrition Anavite capsule
- 1 cup of cottage cheese, fruit of choice, 2 scoops Gaspari Aminolast
- 4oz steak, 4oz white potato, unlimited green veggies, calcium vitamin
- 1 cup flavored #MuscleEgg egg whites blended with 1 cup unsweetened almond milk & ice
- 1 cup plain greek yogurt, mixed with 1 scoop GN Myofusion Probiotic series, vitamin D capsule

Create Page

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Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

Also post and display meet and greets they have with the Gaspari Athletes. Below was a meet and greet with Team Universe with samples of Gaspari products.

POSTS TO PAGE

**PricePLOW.com Price Comparison Engine**
Yesterday at 11:34am
<https://blog.pricepflow.com/supplement-news/myofusion-advanced> We an... See More
Like · Comment 3

**Nikos Korompos**
Yesterday at 2:14am
Hello! I recently bought a Qualitine 100g package. However I can't s... See More
Like · Comment 1

**Terry Paugh**
July 8 at 9:56pm
Is Detonate XT available anywhere in the Bellingham Washington area?
Like · Comment 1

LIKED BY THIS PAGE

Like · Comment · Share

33 people like this.

Write a comment...

**Official Gaspari Nutrition®**
July 5 · Edited

Gaspari booth rocking out today at Team Universe! Come by and say to Erik Ramirez and sample the new #MYOFUSION Advanced!



Recent

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2013

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www.clubtix.com



Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

Posts videos of workouts with Gaspari athletes which links to Youtube (Quality is not the greatest, definitely done by themselves) -- This is a man's man supplement site.

POSTS TO PAGE

**PricePLOW.com Price Comparison Engine**
Yesterday at 11:34am
<https://blog.pricepflow.com/supplement-news/myofusion-advanced> We an... See More
Like · Comment 3

**Nikos Korompos**
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Hello! I recently bought a Qualitine 100g package. However I can't s... See More
Like · Comment 1

**Terry Paugh**
July 8 at 9:56pm
Is Detonate XT available anywhere in the Bellingham Washington area?

LIKED BY THIS PAGE

Write a comment...

**Official Gaspari Nutrition®**
July 2

#TeamGaspari Ifbb Pro Ken Jackson and Max Fairchild Train Legs Mountain Dog Style <http://goo.gl/FY2YJD>



IFBB Pro Ken Jackson and Max Fairchild Gaspari Athletes Train Legs Mountain Dog Style
IFBB Pro Ken Jackson and Max Fairchild Gaspari Athletes Train Legs Mountain Dog Style. Ken was 7 weeks out from his pro debut in Sacramento and Mac will be d...

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www.clubtix.com



Disclosure and friends come to Detroit August 2nd! Tickets are on-sale now!

Partnered with other fitness sites for promotions and giveaways which created more awareness on the Gaspari product.

The screenshot shows a Facebook post from Gaspari Nutrition. The post text reads: "Official Gaspari Nutrition® is proud to announce that we partnered with 6 Pack Fitness to develop a CUSTOM Gaspari Nutrition #Innovator300 bag that will be available to purchase shortly. The original meal management bag packed with the best from Gaspari. Meal prep taken to a new level. Stay tuned for more information this week, IT'S COMING. And it's insanely awesome. Rich Gaspari Fan Page". The post has a video thumbnail and a large promotional image of the INNOVATOR 300 bag, which is blue and black with the Gaspari Nutrition logo. The bag is surrounded by various Gaspari Nutrition products, including MYOFUSION ELITE PROTEIN SERIES, SUPERNOVIVE, and ANA. The background of the image is a yellow and black gradient with the text "INNOVATOR 300 COMING SOON!".

Takeaway: Gaspari uses Facebook comprehensively for product awareness, as well as, uses athletes sponsored or partnered with Gaspari to sell and see the results by using the product. The idea of the product is showing the best of the best kind of supplement, and only the best of the best using the product (which are the most athletic (MMA, Bodybuilders, etc) kind of people).

Dymatize- (Sell on price point)

Websites: <http://www.dymatize.com/>

- Has an array of international distributors

Voice of Dymatize:

Dymatize reflects the voice of a trainer who is speaking to his or her high school to college athletes that want to improve and enhance their skills while training. All of their language is simple to understand and very tailored towards stressing that they are the sports certified choice. Target audience: 18-40

- Has a very obvious relationship with a specific distributor bodybuilding.com

Facebook- 92,469 likes

<https://www.facebook.com/dymatize>

Dymatize stays up to date with news and anything related with sports nutrition.



Jason Chapman likes this Page

ABOUT

Your Ambition. Our Nutrition.™ Welcome to the OFFICIAL Dymatize Nutrition page!

<http://www.dymatize.com/>

Suggest Edits

APPS



Instagram feed

PHOTOS





Dymatize Nutrition shared a link.

July 10

We see you Josh Winkler! Josh recently shared a great Elite Gourmet shake recipe and gave everyone the heads up on amino spiking on the local FOX19 news in Ohio.

Josh has been selected by a panel of judges as a semifinalist for the Face of ReebokONE contest! Now he needs your help! The two finalists will be selected by the voting public. We all should do him a solid by voting for him in the Reebok ONE contest. To vote for Josh click the link below and follow his instructions.

<http://joshwinklerfit.com/>



Local Reebok One Contestant
www.fox19.com

Cincinnati news from FOX19-WXIX. Covering Greater Cincinnati and Northern Kentucky.

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Bellisima Bridal



Got the ring? Come get the gown of your dreams at Bellissima. Make an appointment today!

Like Page - Jenny Ortiz likes this page

POSTS TO PAGE



Tools for Health and Wellness
Yesterday at 3:22pm

Welcome to my new psycho-educational website TOOLS FOR HEALTH AND WE... See More

Like · Comment



Tools for Health and Wellness
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Tools for Health and Wellness
Yesterday at 3:21pm

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Josh V
smooth
Europa



Like · R

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Dyma
July 1



While scrolling through the page, this side bar stays with you. When you click on the 'Tools for Health and Wellness' page, it discusses topics dealing with improvement to the body, exercise routines and healthy living to maintain a fit lifestyle.

Dymatize frequently posts contests and promos they have going on with other health fitness companies. Also noticed that Dymatize usually has more than one contest/sweepstake going on at the same time or have one right after another.



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One Life Radio: KFXR 119...

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Facebook © 2014



Dymatize Nutrition shared a link.
July 8

Heads up fans!

From July 7, 2014 until August 15th, 2014 purchase any Dymatize product from our friends at TigerFitness.com and you will be automatically entered into the sweepstakes to win a full year's supply of Dymatize Elite Whey ... See More



WASTE • NEW IMPROVED TASTE • NEW

DYMATIZE
NUTRITION

ELITE

100% Whey Protein

Cross-Flow Microfiltration
Whey Protein Isolate

PROTEIN	25g	BCAAs	5.5g	GLUTAMINE	4g	SUGARS	1g
---------	-----	-------	------	-----------	----	--------	----

Win a Year's Supply of Dymatize Elite Whey Protein
www.tigerfitness.com

From July 7, 2014 until August 15th, 2014 purchase any Dymatize product and you will be automatically entered into the sweepstakes to win a full year's supply of Dymatize Elite Whey Protein !

Like · Comment · Share

4 Shares

38 people like this.

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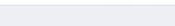
Free FICO® Credit Score on your monthly statement + cashback on every purchase.
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Constantly posting recipes that the Dymatize athletes eat, as well as, partnering fitness companies that use their product in their meals.



Justin Woltering

July 7



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Tools for Health and Wellness

Yesterday at 3:21pm



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Team Dymatize Nutrition athlete Justin Woltering shares his three of his favorite recipes for getting lean and mean over at Bodybuilding.com!

JUSTIN WOLTERING OFFICIAL FAN PAGE

<http://www.bodybuilding.com/fun/3-healthy-fat-loss-recipes-for-getting-lean-and-mean.html>



3 Healthy Fat-Loss Recipes That Will Help You Get Lean And Mean

www.bodybuilding.com

If you can't handle another Tupperware lunch of chicken and rice, then we can help you out. Here are three delicious recipes that will support your summer shred goals!

Like · Comment · Share

13 people like this.

Write a comment...



Rhys Eastham

Xavier Eagan Eastham

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Constantly posting and sharing articles from bodybuilders.com that discuss questions and give advice for elite athletes or fitness junkies trying to really hone in on performance, lose weight, or how to really use/workout your muscles.

Yesterday at 3:22pm

Welcome to my new psycho-educational website TOOLS FOR HEALTH AND ... See More

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One Life Radio: KFXR 119...

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Facebook © 2014

Dymatize Nutrition shared a link.

May 19

Ask the Muscle Prof: Caloric restriction may be unavoidable if you're trying to lose weight, but that doesn't mean crash dieting is the only way.

Dymatize Nutrition
Bodybuilding.com

#Dymatize #Fitness #Diet #Fatloss

<http://www.bodybuilding.com/fun/ask-the-muscle-prof-better-way-lose-fat.html>

Like · Comment · Share

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Meet and greets with the Dymatize team at expos and samples of new products.

Yesterday at 3:22pm

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Like · Comment

Tools for Health and Wellness

Yesterday at 3:21pm

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Facebook © 2014

Make sure if you are in Boise to stop by the #dymatize booth at the @bodybuildingcom BFE. Lawrence Ballenger, Jennifer Dawn and Kevin Gore will be giving out samples of our NEW flavors of ISO 100, taking photos and making sure you have a great time. The expo is free so if you are anywhere close you must stop by.

Like · Comment · Share

46 5 3 Shares

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Another partnering with bodybuilding.com where Dymatize and Body Building met the 100k 2014 transformation body building winners and presented them with a \$50,000 bag/check of money.

The screenshot shows the Facebook profile of Dymatize Nutrition. The cover photo is a collage of images related to the 100K challenge, including winners and Dymatize products. The main post, dated May 19, is a link post celebrating the winners of the 100K challenge. It includes a video thumbnail showing a winner's reaction and a text description of the event. The post has 35 likes and several comments. The left sidebar features a section titled 'Tools for Health and Wellness' with three posts, each featuring a profile picture of a man and a link to a website. The right sidebar includes a 'Create Page' button, a 'Recent' list of years from 2001 to 2014, a 'Sponsored' section with an advertisement for Discover credit cards, and a 'Free FICO® Credit Score' offer.

Dymatize Nutrition shared a link.
May 19

Dymatize Nutrition and Bodybuilding.com flew out to surprise the 100K challenge transformations winners at their own gyms! Their reactions were as #EPIC as their transformations! Congrats guys!

#100kreasons #transformationwinners #100Kchallenge #dymatize

<http://youtu.be/0BFPpBVTP4>

EPIC Reaction - \$100k Winners Surprised with \$50,000 Cash!

More on the 100k Transformation here:
<http://bbcom.me/1gdjUP> Start your own transformation for FREE here: <http://bbcom.me/1nmkMHG> Check out how much our...

Like · Comment · Share 35

Dymatize Nutrition
May 13

It was awesome seeing everyone at Europa Games #Dallas this past weekend! In case you missed it, we've got a few photos of the event for you courtesy of Dymatize Nutrition!
#Fitness #Epic #Dymatize (9 photos)

Tools for Health and Wellness
Yesterday at 3:22pm

Welcome to my new psycho-educational website TOOLS FOR HEALTH AND WE... See More

Like · Comment

Tools for Health and Wellness
Yesterday at 3:22pm

Welcome to my new psycho-educational website TOOLS FOR HEALTH AND ... See More

Like · Comment

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Takeaway: Dymatizes focus for facebook is meant for showing the partnership(with all of their distributors) and the human side of the business(showing the Dymatize team and celebrating their victories and normal people's transformations), as well as, showing how to incorporate their product into everyday life. Also, with the Tools for Health and Wellness side bar, they are really trying to tie their product to that way of living which is a all around healthy and fit lifestyle.

Twitter- 29.1k followers
<https://twitter.com/dymatize>

Dymatize Nutrition and Pursuit Rx
product 50% OFF MSRP!

We will also be selling Dymatize and
Pursuit Rx products... fb.me/1bfEOfY07

← 2 4 ...

 Dymatize Nutrition @dymatize · May 9

Be sure to stop by the Dymatize Nutrition
booth today at Europa Games in Dallas,
Texas to get autographs from...

fb.me/14nI3TtIW

← 2 3 ...

 Dymatize Nutrition @dymatize · May 9

100K Transformation Challenge Winners
have been announced!!!!!!

Everyone in this group started out as
regular... fb.me/6D35jUP7M

← 2 3 ...

 Dymatize Nutrition @dymatize · May 8

Come see Team Dymatize Nutrition athletes, sample product and win
free products at the Dallas Europa Games May... fb.me/3nKrbwQTt

Cross links from their other
social media, never from their
actual website; Gaining more
clicks and coverage on social.

← 1 2 ...

[View more photos and videos](#)

 Dymatize Nutrition @dymatize · May 6

Come see Team Dymatize Nutrition
athletes, sample product and win free
products at the Dallas Europa Games
May... fb.me/2n96ZJJl

← 2 5 ...

 Retweeted by Dymatize Nutrition

 Bodybuilding.com @Bodybuildingcom · Apr 30

Get #protein nourishment for an extended period of time w/
@dymatize
EliteXT Buy 2 Get 1 #FREE bbcom.me/R4xqND

Encapsulation to provide muscles with extended-release
nutrition that lasts for hours. * Plus, it has been re-
formulated to deliver an even better taste experience.

- Combines the Fastest and Slowest
Absorbing Proteins
- 21g of Protein per Serving
- 4.2g of BCAAs
- Gluten Free



← 8 20 ...

[View more photos and videos](#)

 Retweeted by Dymatize Nutrition

As with facebook, their
partnership and promotions with
bodybuilding.com, as well as,
with other distributors is very
apparent on twitter.

1,058 47 11.3K 29.4K 47 More ▾

Dymatize Nutrition @dymatize · May 6

Team Dymatize - Jessica Maxon:
youtu.be/xf_NK3MBDQI? via @YouTube

YouTube



2

2

View more photos and videos

Dymatize Nutrition @dymatize · May 6

Team Dymatize - Elspeth Polt: youtu.be/IB3i9YuZif8? via @YouTube

YouTube



1,058 47 11.3K 29.4K 47 More ▾

Tried my @dymatize cookies & cream whey for the first time today in my chia seed pudding for breakfast 🍪 #delicious



6

7

View more photos and videos

Retweeted by Dymatize Nutrition

Robert Benjamin @rb_benny · Jul 1

Big thanks to @dymatize for the nice shirt



Ran a recent series of profile videos of their Dymatize athletes, which gave insight about the athletes, why they got into shape and then talking about their transformation and where they are today since then,

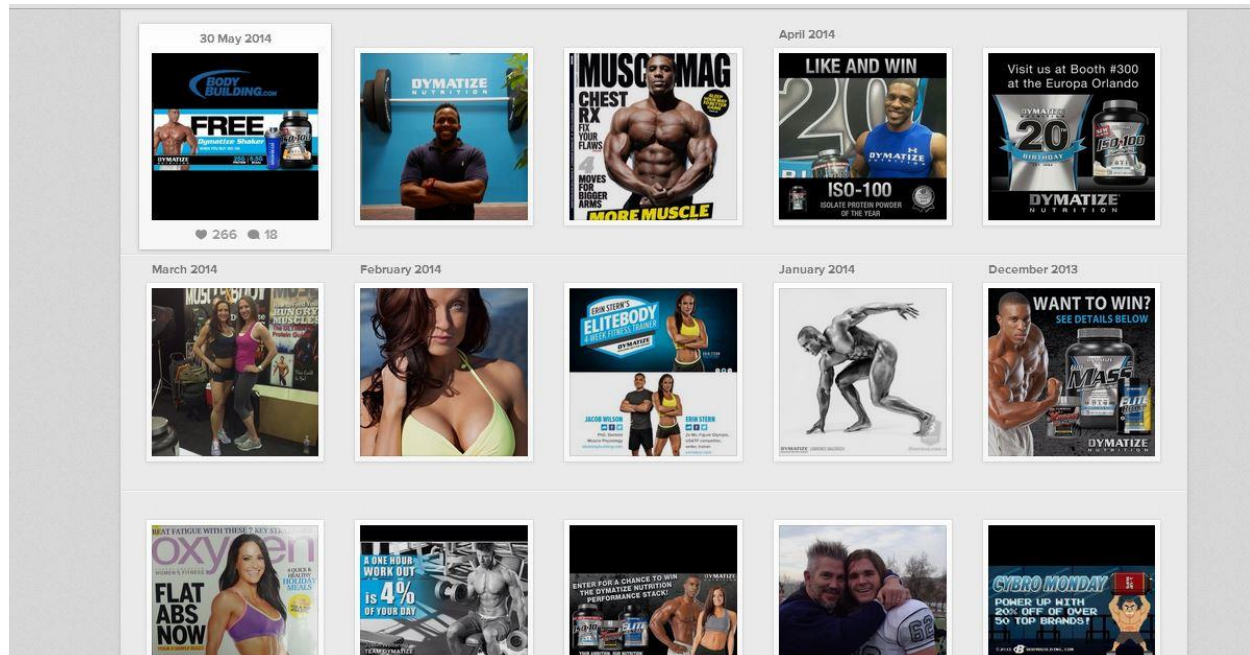
Again, with sharing posts from other media site (facebook) they also retweet fans posts of them using Dymatize products, Dymatize giveaways and transformation/progress images.

Takeaway: Twitter is definitely meant for their mobile users. It looks to be a better way for Dymatize to reach out to their audience (Retweets, videos, etc.), but it is solely meant to reinforce what is posted and generated on facebook. Most links tweeted are linked back to facebook.

Instagram- 16,919 followers

<http://instagram.com/dymatize>

The overall feel of Dymatize's Instagram is a combination of design and stage photos with a few raw photos. Most photos are photoshopped images of their products, professionally done photographs of their Dymatize athletes and the raw photos consist of their athletes performing and athletes at the Arnold and other expos. Their Instagram does not really follow the branding they have for Facebook and Twitter; Instagram gives a feel that Dymatize is only meant for the fitness junkies or super big body builders.



Optimum Nutrition- (Sell on price point)

Websites: <http://www.optimumnutrition.com/>

Voice of Optimum Nutrition:

The voice of ON reflects that of personal fitness trainer who the well-educated, really looking to up their fitness person and can afford a personal trainer, can speak one on one with them about the health effects of all these supplements you take to enhance your performance. Target audience: 25- 55

Facebook- 812,535 likes

<https://www.facebook.com/optimumnutrition>

ON posts product sales at local distributors, as well as, introduces new products that can be found at everyday places people shop at.



Optimum Nutrition

July 12 · 🌐

Looking for even more energy & muscle recovery support? Check out our NEW 70 serving size of Amino Energy Concord Grape now available at your local Costco!



Like · Comment · Share

30 Shares

471 people like this.

Write a comment...

Ryan Sanford Finally .. I go through the smaller one way to fast .. how much?
Like · Reply · July 12 at 4:52pm

Optimum Nutrition replied · 2 Replies

Danabolic McFarland Solid price for Amino Energy. Too bad the WHEY is like oil prices now.
Like · Reply · July 12 at 8:30pm

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ABOUT

⚙️ ****THIS IS THE OFFICIAL OPTIMUM NUTRITION FACEBOOK PAGE**** All posts and comments are made by ON and Team ON Athletes. Any post with offensive language or...

READ MORE

🌐 <http://www.optimumnutrition.com/>

✓ Suggest Edits

POSTS TO PAGE



Roberto Cataldi

Today at 5:38am · 🌐

Goodmorning :) I'm practicing bodybuilding (or maybe I should just s... See More

Like · Comment



Richard Vargas

Yesterday at 2:47pm · 🌐

📺 Aesthetics Godz Sent Me A Gift. "Get Big Or Die Trying." My Motto.

ON shares recipes that use their products other websites have posted on their sites.

APPS



Sweepstakes!



Youtube Videos



IVillage Sweep SQA05

NOTES

ON Gets 16 Nominations!
July 16, 2012

Win a Year Supply of Platinum Hydrowhey!!
July 11, 2012

Vote your Favorite ON Athlete to be Featured in I...
June 28, 2012

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Facebook © 2014

Optimum Nutrition

July 2 · 🌐

Looking to indulge your sweet tooth but still stay on track this holiday weekend? Check out these foolproof protein recipes made with Gold Standard 100% Whey!

<http://www.bodybuilding.com/fun/7-foolproof-protein-sweets.html>



Like · Comment · Share

125 Shares

575 people like this.

Write a comment...

Tobias Young Wow, those look amazing 🍰
Like · Reply · July 4 at 11:14am

Nick Dawson Emma Gabrielsen feel like baking ? 😊
Like · Reply · July 3 at 8:54pm

View 36 more comments

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Within the last few weeks, ON posts promos and giveaways of their product, as well as, commenting on customers questions on the giveaways and about the product

APPS

 Sweepstakes!

 Youtube Videos

 IVillage Sweep SQA05

NOTES >

ON Gets 16 Nominations!
 July 16, 2012

Win a Year Supply of Platinum Hydrowhey!!
 July 11, 2012

Vote your Favorite ON Athlete to be Featured in I...
 June 28, 2012

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 Facebook © 2014

 Optimum Nutrition shared Bodybuilding.com's photo.
 June 23

Want to win a 6 month stack of our new PRO Series? Check out Bodybuilding.com's contest and enter today to win!

GIVEAWAY OF THE YEAR! Optimum Nutrition is giving away a 6-month stack of their newest Pro Series Line! Enter for your chance to win, it's fast and free to enter! <http://bbcom.me/1pvoLiB>



ENTER FOR A CHANCE TO WIN
PRO SERIES STACK GIVEAWAY

Like · Comment · Share

176 people like this.

Top Comments ·

Write a comment...

Matt Kersner Who'd you chance the old Pro Complex? It was perfect! Now

Recent

2014
 2013
 2012
 2011
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 2009
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ON put on a contest asking their customers for new protein flavors and then after finalizing them down to 3 new Whey protein flavors, ask their customers to vote. It was a great tool to get interaction with their customers

SWEETSTAKES

 Youtube Videos

 IVillage Sweep SQA05

NOTES >

ON Gets 16 Nominations!
 July 16, 2012

Win a Year Supply of Platinum Hydrowhey!!
 July 11, 2012

Vote your Favorite ON Athlete to be Featured in I...
 June 28, 2012

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 Facebook © 2014

 Optimum Nutrition
 June 11

How about Maple Bacon as the next flavor of Gold Standard 100% Whey? Make sure to visit <http://bit.ly/ONleadthewhey> to officially cast your vote! Daron F. gave us this great flavor idea. Here's a little bit about Daron:

Name: Daron F.
 City... See More



VOTE TODAY

Like · Comment · Share

353 107 60 Shares

Recent

2012
 2011
 2010
 2009
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NET WT. 2 LB (909 G) WHEY PROTEIN POWDER DRINK MIX

MAPLE BACON | SALTED CARAMEL | KEY LIME PIE

LEAD THE WHEY & WIN \$10K

100 RUNNERS UP: 1 YEAR SUPPLY OF GOLD STANDARD 100% WHEY

VOTE FOR THE NEXT FLAVOR OF GOLD STANDARD 100% WHEY!

ON fans submitted thousands of new flavor ideas and here are the finalists! Vote for your favorite to enter!

1 Grand Prize Winner: \$10,000

100 Runners Up: 1 Year Supply of Gold Standard 100% Whey

Contest ends June 30th, 2014 - Must be 18 or Older to Enter - US Residents ONLY

This sweepstakes has ended!

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It's kind of a deal
discovercard

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Free FICO® Score on your statement + cash on every purchase
Learn More

Hurry! Get Free Shipping!
proactiv.com

proactiv

The smartest, most effective Proactiv ever back guarantee Shipping
536,623 people this

Articles from bodybuilders.com with ON athletes discussing how and why things people do while working out is not working or why they aren't seeing results, and how to improve it. Their Facebook is also flooded with introductions to new Optimum Nutrition athletes and current ON athlete's competitions.

APPS

Sweepstakes!

Youtube Videos

iVillage Sweep SQA05

NOTES

ON Gets 16 Nominations!
July 16, 2012

Win a Year Supply of Platinum Hydrowhey!!
July 11, 2012

Vote your Favorite ON Athlete to be Featured in I...
June 28, 2012

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Facebook © 2014

Optimum Nutrition shared a link.
May 27

Where have my abs gone!?! If you've asked yourself that question, then it's time to check out this article from IFBB Pro & Team ON Athlete, Alex Carneiro: <http://www.bodybuilding.com/fun/ab-training-6-reasons-your-abs-arent-showing.html>

Bodybuilding.com - Ab Training: 6 Reasons Your Abs Aren't Showing
www.bodybuilding.com

Have you been spending hours in the gym working on your abs without seeing results? You may be making one of these errors! Here are 6 reasons your abs aren't showing.

Like · Comment · Share

213 14 57 Shares

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Takeaway: Facebook is meant to optimize selling of ON products, showing how to incorporate ON into everyday lifestyle and asking its readers how much they know about muscle growth/development and providing them with helpful tips to get them there.

Twitter-

Have multiple Twitter accounts, depending on location:

I believe this is the main account- 44.1k followers

https://twitter.com/Team_Optimum

- UK Team- 57.7k followers
https://twitter.com/UKTeam_Optimum
- Ireland Team- 5288 followers
https://twitter.com/TeamON_Ireland
- Sandton- 1,612 followers
<https://twitter.com/OptimumSA>

Retweeted by Optimum Nutrition

Mia El-Hajj @bcarey2727 · 16h

@Team_Optimum Tried out the Amino Energy Apple flavor and killed my Spartan training today. Dissolves fast&good taste
pic.twitter.com/XcMLPOutpK



← 3 9 ... View more photos and videos

Optimum Nutrition @Team_Optimum · 19h

If you're new to this sport and you happen to be female, you've got an edge on the men: optimumnutrition.com/news.php?artic...

← 2 ...

Retweeted by Optimum Nutrition

ABB @Team_ABB · 19h

Here's how fatigue can weigh down endurance race performance:
abbperformance.com/news/pacing-ch...

ON is very interactive with retweets of customers using their product and retweeting of articles that talk about what/how/why performance is low or to increase performance when working out. They also have articles that click right to the ON site so customers go straight to the page.

Retweeted by Optimum Nutrition

ABB @Team_ABB · 19h

Here's how fatigue can weigh down endurance race performance:
abbperformance.com/news/pacing-ch...

1 1

Retweeted by Optimum Nutrition

Bodybuilding.com @Bodybuildingcom · Jul 13

Get 2 of our most popular products for the price of 1 w/ this deal from
[@Team_Optimum](https://supps.bbcom.me/1r9oS7W) #supps [bbcom.me/1r9oS7W](https://supps.bbcom.me/1r9oS7W)

PROMOTION



BUY 1 GET FREE BONUS ITEM!

For a limited time, buy 1 Optimum Essential Amino Energy, 65 Servings in the flavor of your choice & get 1 Optimum Gold Standard 100% Whey, 3 Servings in the flavor of your choice **FREE!** Hurry while supplies last!

21 30

[View more photos and videos](#)

Retweeted by Optimum Nutrition

Matt Franke @matt_franke · Jul 12

[@Team_Optimum](#) the water bottle funnel is genius. #platinumpre

1 4

Retweeted by Optimum Nutrition

#VanillaMuscle @JEHarrisIII · Jul 12

Finally going to Costco. Bulk meat and supps ftw! That 70 serving Amino Energy is the deal maker! [@Team_Optimum](#)

More sharing of promos and giveaways using other links/sites for more coverage of ON product.



Optimum Nutrition @Team_Optimum · Jul 10

Need to tighten up your abdominal training? Here are a couple of science-backed tips: optimumnutrition.com/news.php?artic...

5 8



Retweeted by Optimum Nutrition

Dave Williams @dwilliams1021 · Jul 10

I need one of these contraptions in my house. Pro BCAA all day long 🥳
👉 [@team_optimum](#) [@vitaminshoppe](#) #teamoptimum ...



7 16

[View more photos and videos](#)



Optimum Nutrition @Team_Optimum · Jul 10

Want to try PRO BCAA? Check out
[@Bodybuildingcom](#) Buy 1 Get 1 50% Off

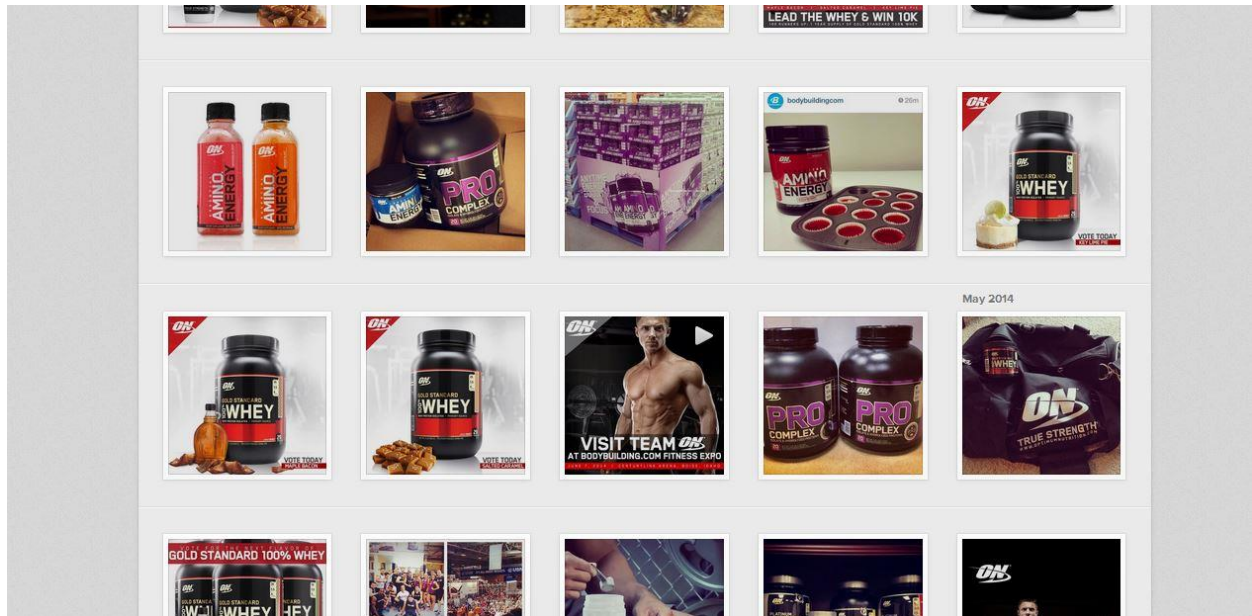
Uses twitter to communicate and directly comment to their customers and sharing their comments about ON products

Takeaway: Twitter is definitely meant for their mobile “on-the-go” users also. ON uses twitter to reach their audience directly and generate a dialogue. A half of their posts are about their product and half are for help tips and information; Most of their information is cross generated through their own social media, but mostly from other sites social media which is good for cross promotion.

Instagram-

The official page:

- Optimum nutrition “Official”, 62,017 followers
http://instagram.com/team_optimum



The overall feel of their Instagram is mainly product imaging base with photoshopped images and staging. They also have videos and professionally photographed images of their ON athletes. This feed is solely meant to display their product.

Has multiple Instagram accounts depending on location but ‘fan-page’ was built and has- 27, 152 followers. <http://instagram.com/optimumnutrition>

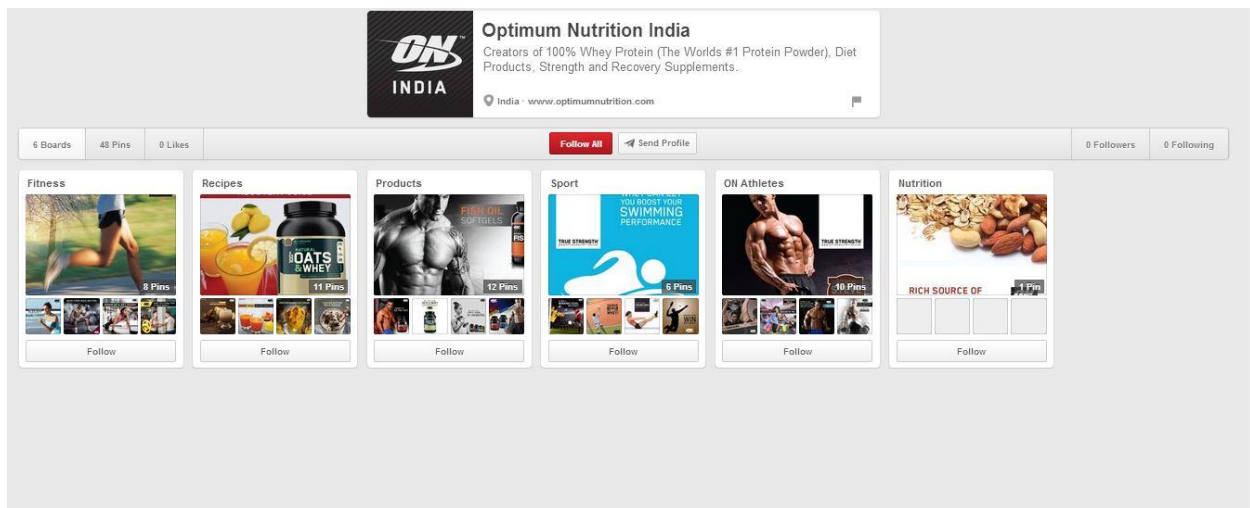
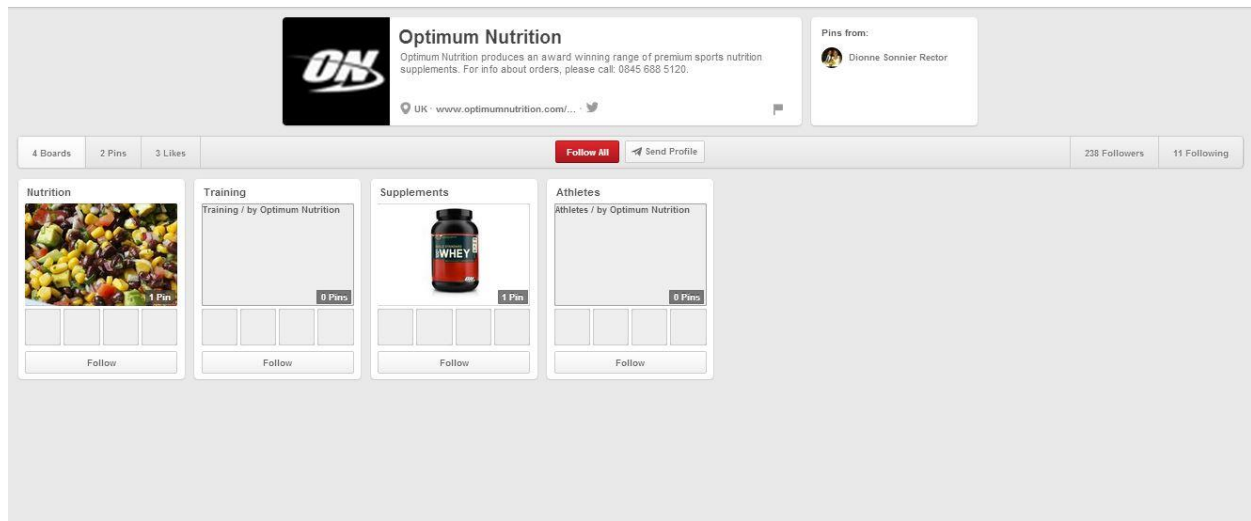
Other accounts:

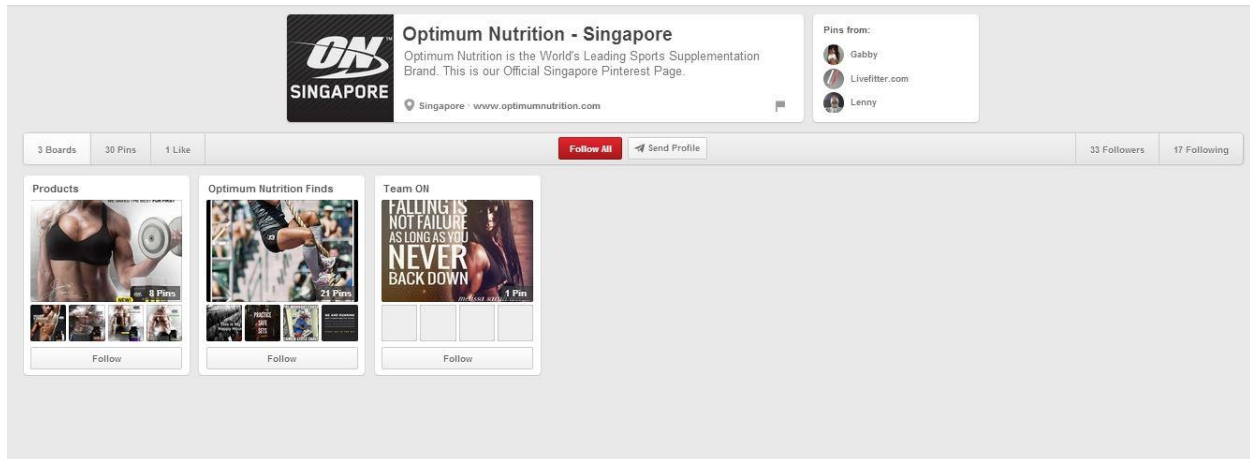
- Optimum nutrition Australia, 7,044 followers
- Optimum nutrition BR?, 12,861 followers
- Optimum nutrition Singapore, 2,490 followers
- Optimum nutrition Thailand, 61 followers
- Optimum nutrition (inside sales team), 28 followers
- Optimum nutrition India, 2 followers

Pinterest

- Optimum nutrition India
 - 6 boards
 - 48 pins
 - 0 likes
 - 0 followers**
- Optimum nutrition Singapore
 - 3 boards
 - 30 pins
 - 1 likes
 - 33 followers**
- Optimum nutrition (UK)
 - 4 boards
 - 2 pins
 - 3 likes
 - 263 followers**
- Optimum Life nutrition
 - 0 boards
 - 0 likes
 - 0 pins
 - 1 follower**

There Pinterest pages are not very active, it is split between 3 countries but there is no main ON Pinterest page.





Progenix- (Simplified nutrition - easy to understand)

<http://www.progenixnc.com/>

Voice of Progenix:

Progenix exhibits the voice of a yoga instructor of a middle school health teacher who is speaking to beginners/mid-intermediate health conscience people. All of the imaging, language and the branding is very soft and light. When reading through their content, it is very simple to understand and has a natural flow feel. Target audience: 35-75 females

Facebook- 400 likes, 6 visits

<https://www.facebook.com/ProgenixNC>

- While looking around found another place using the same name in Germany but it is a sporting goods store (Not sure if it was relevant just thought you we should keep in mind). <https://www.facebook.com/Progenix.de> - Website

Melissa B Batts
★★★★★ 04/11/2014
Changing my life. Health benefits unbelievable. Staff excellent.

Like · Comment · 1 1

Help people find great places. [Write Review](#)

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Eclipse Aesthetics

Like

Critical Signal Technolog...

Like

Earth Fare Raleigh, NC

Like

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Facebook © 2014

Progenix Health Solutions, Inc.
December 9, 2013

If you are experiencing any of these symptoms, the answer could be as simple as balancing your hormones. Menopause symptoms don't just affect middle aged women, but can affect women as young as 20's. This is due to a number of things but food, chemicals, and what we put into our body greatly affects our hormones!

Menopausal Symptoms Caused by Estrogen, Progesterone and Testosterone Deficiency

Bladder/urethra	Infections, change in the urethral opening, frequency and/or urgency of urination, inability to hold in urine
Breasts	Shrinking, sagging
Cardiovascular	Coronary heart disease, atherosclerosis, angina, decreased endurance
Neuroendocrine	Hot flashes, insomnia or frequent waking from sleep, decreased libido
Musculoskeletal	Osteoporosis; backache and fractures related to osteoporosis; decreased integrity of muscles
Skin/mucous	Atrophy, dryness, itching, easily bruised, loss of skin tone, dry hair or loss of hair, major hairiness of face, dry mouth
Uterus/pelvis	Dropping of the uterus and the vagina
Vulva/vagina	Shrinkage, itching, painful intercourse, vaginal infection, blood stained discharge

Like · Comment · Share

Progenix Health Solutions, Inc.
December 5, 2013

[Create Page](#)

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- 2013
- 2012
- Opened

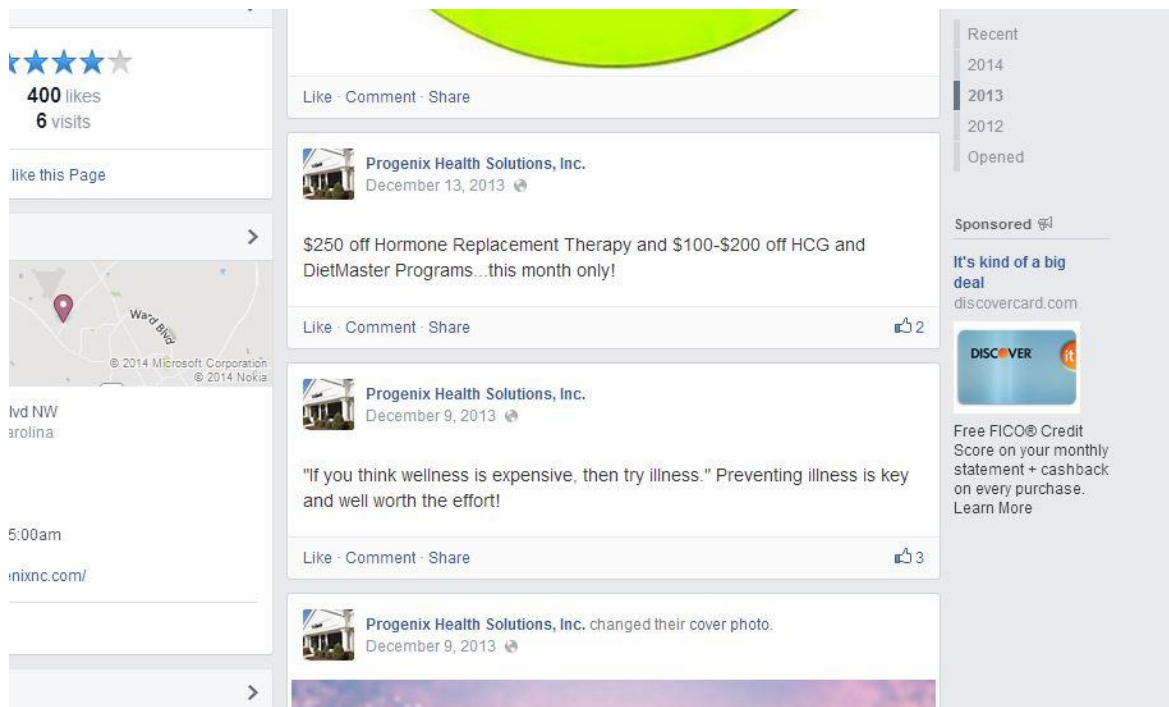
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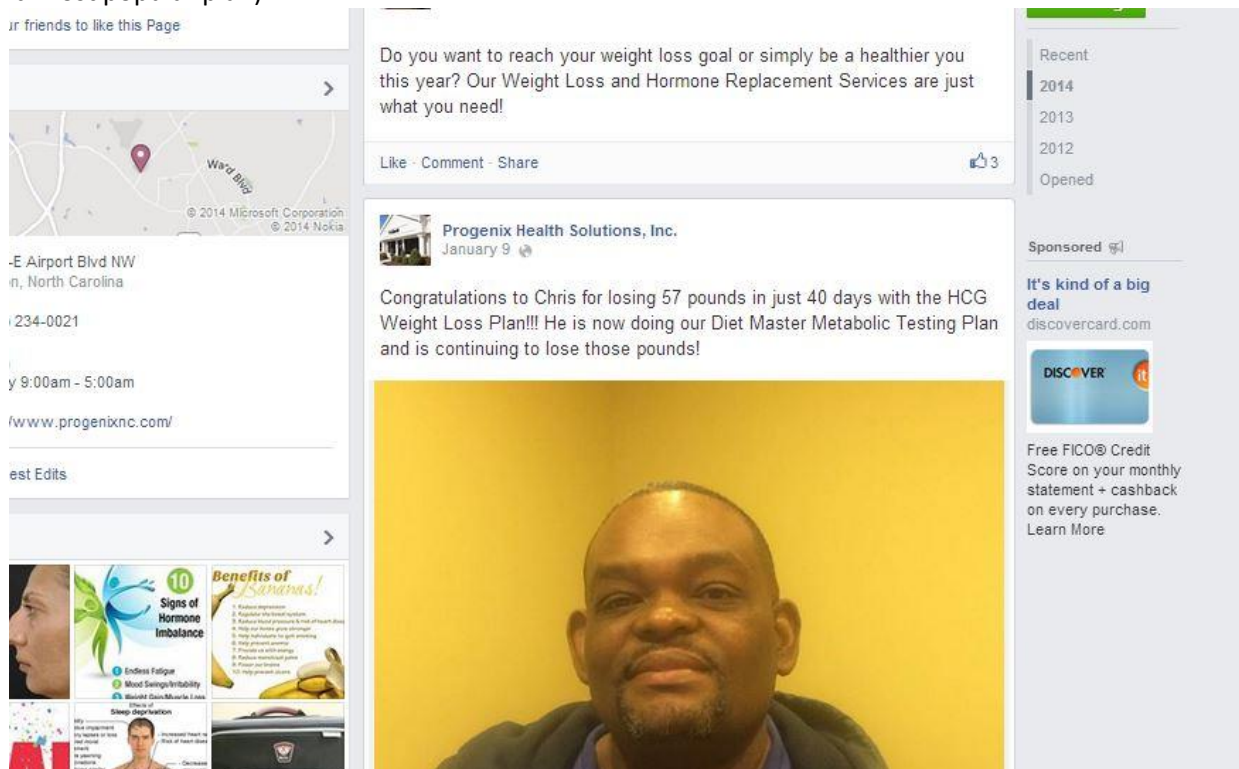
Free FICO® Credit Score on your monthly statement + cashback on every purchase.
[Learn More](#)

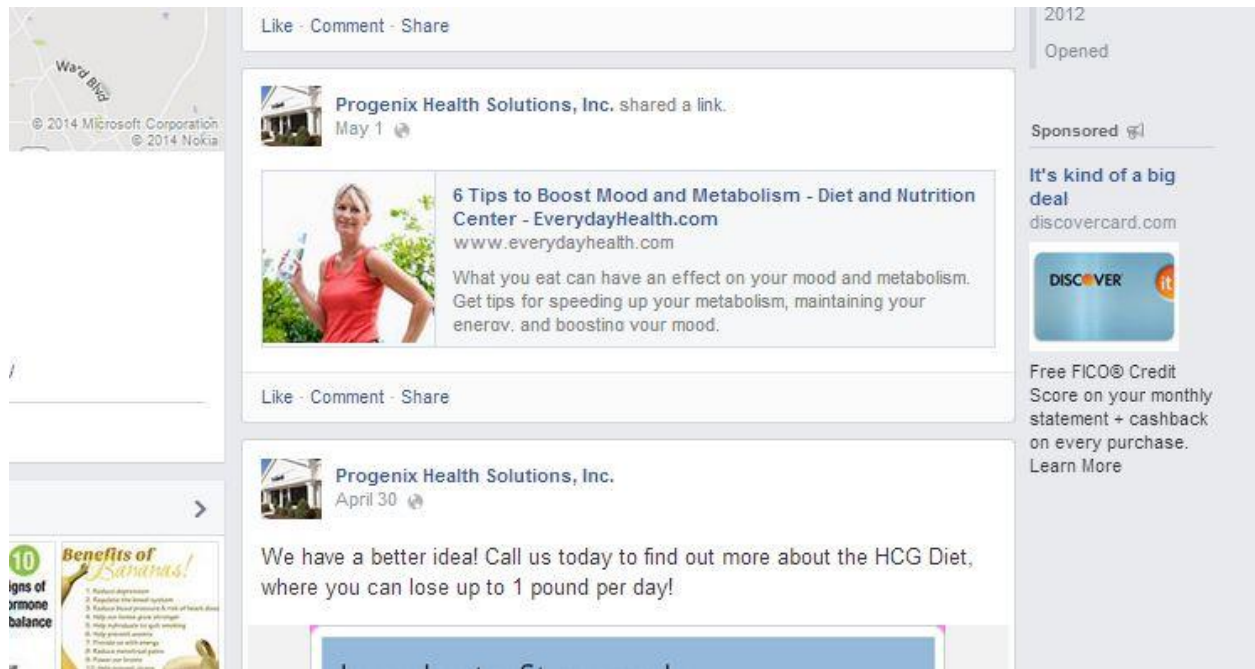
They consistently post about, "If you have this symptom.... It could be a result of this issue." The posts are very informative and let you know the effects if you do not take care of the health problem. Along with health posts shown above, Progenix posts photos of motivating quotes, humorous ecard, etc.

Even with minor experience on facebook, they are always sharing deals and promos going on.



Shares images of their customers who have doing their weight loss plans (HCG is there most advertised and most popular plan).





Shares links to articles and new health discovery articles that help with basic healthy living techniques to improve quality of life.

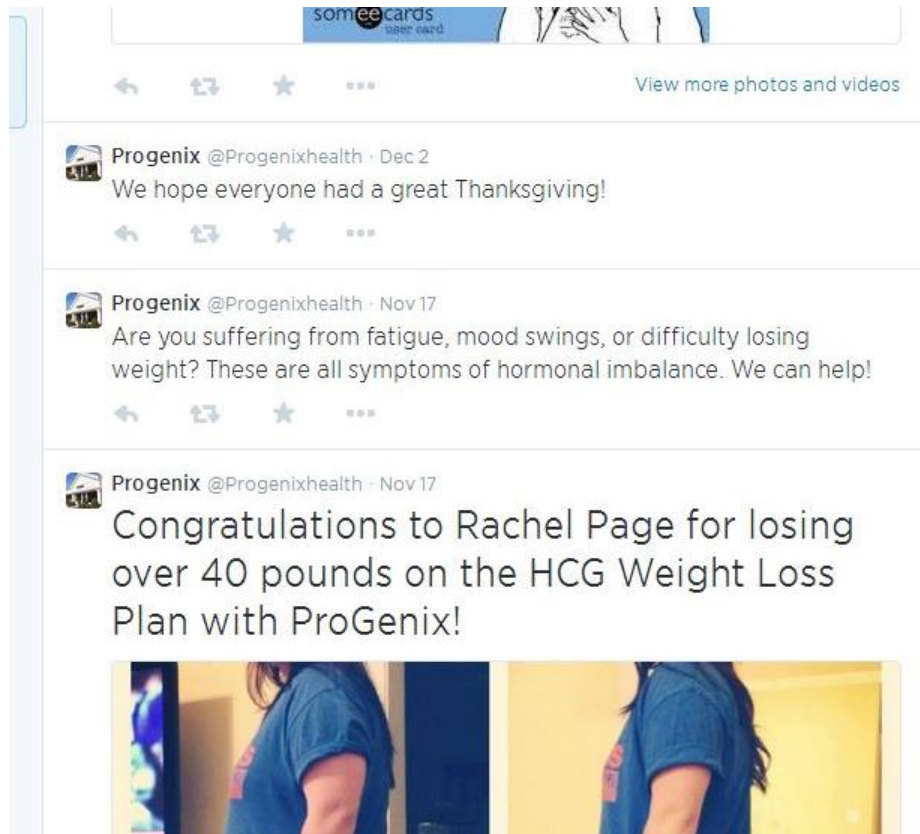
Takeaway: Progenix Facebook is still in its early stages but is used to give insight (in Layman's terms) about the health effects of not taking care of your body. It is used to inform its audience about what Progenix offers.

Twitter-
They had two accounts, not very active.

First account- 3 followers

<https://twitter.com/Progenixhealth>

Had a total of 4 tweets and stop posting in December. It looks like they started to show transformation photos with one of their weight lose plans.



Second account- 121 followers

https://twitter.com/Progenix_Health



Early on, Progenix used this account for tips and goofy quotes describing health myths and other exercise and weight loss. They also began by posting articles from their website and from their Pinterest board (both the articles from their site and Pinterest no longer exist now).



Takeaway: Overall, Progenix is not very active on twitter. When in use, it was used as a tool for getting information they had out there (i.e. articles, websites, etc.).

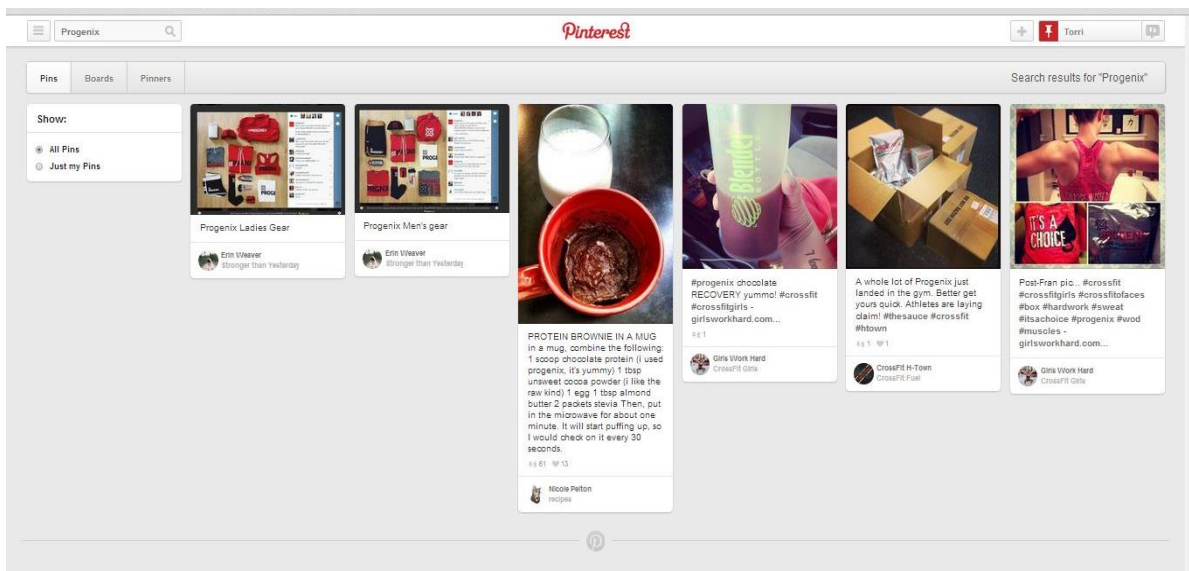
Instagram-

No Instagram,

- Found an Instagram for the sporting goods store page
<http://instagram.com/Progenix> - Webpage

Pinterest-

Had no Pinterest page but had 6 different pins that showed up when searched their name which I look like they are for the sporting goods store as well.



Metabolic Nutrition

<https://www.metabolicsnutrition.com/default.aspx>

Voice of Metabolic Nutrition:

Metabolic Nutrition shows personal trainers, health physicians, etc. speaking to one another. The information given is easy to read but the content goes over the heads of an average person. People who are really into their health physically (Fitness enthusiast, gym junkies, body builders) who take the time to read about the products being put out there would understand MN products and what they mean/do. Target audience: 25-45

Facebook- 11,145 likes

<https://www.facebook.com/metabolicsnutrition>

Shows what products go together well and what they will do for you while using them.

The screenshot displays the Metabolic Nutrition Facebook page. The header includes the page name, a description, and the website URL. Below this are links to the company's apps, specifically an email signup and an Instagram feed. The main content area features a post titled 'Metabolic Nutrition Workout Stack!' which details three products: C.G.P. (Before), TRI-PEP (During), and T.A.G. (After), each with a brief description of its benefits. To the right of the post is a sidebar with a 'Recent' section showing years from 2014 to 2009, a 'Sponsored' section with a Discover card advertisement, and a 'Free FICO® Credit Score' offer.

The Official Facebook Page of Metabolic Nutrition - Synedrex, Protizyme, C.G.P. & T.A.G. Follow Us On Twitter @MetaNutrition

<http://www.MetabolicNutrition.com/>

Suggest Edits

APPS

Email Signup

Instagram feed

PHOTOS

Metabolic Nutrition Workout Stack!

C.G.P. (Before)
Creatine-Glycerol-Phosphate
30 minutes before your workout will.....Trigger Harder Muscle Contractions, Amplify Muscular Pump, Enhance Vascularity, Increase ATP Production & Prolong Endurance, No Bloating, No Cramping, or No Loading.

TRI-PEP (During)
Tri-Bonded Amino Acids during your workout will help with.....Elevating Muscle Glycogen, Prohibiting Lactic Acid Build Up, Preventing Lean Muscle Breakdown, and Accelerating Post Workout Recovery.

T.A.G. (After)
Trans-Alanyl-Glutamine for after your workout to ensure.....A Dramatic Increase in Muscle Repair, Inhibiting Muscle Fatigue and Soreness, Preventing Muscle Loss During Exercise, and Improving your Immune System and Overall Health.

Recent

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DISCOVER

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Shares recipes that incorporate the MN products to show how it can be incorporated into everyday life.

Metabolic Nutrition introduces IFBB Pro Vaness...
October 22, 2013

Peanut Butter Cookies (Peanut Butter Cookie Pr...
August 13, 2012

Physician Formulated Weight Loss Solutions
December 21, 2012

POSTS TO PAGE



Taylor Ternnick
Yesterday at 2:32pm

 Thank you so much Metabolic Nutrition for all the goodies you provid... See More

Like · Comment



TheFittChick
July 9 at 8:45am

 Because sometimes you just have to start your day with chocolate! (s... See More

Like · Comment



Theresa Do
July 3 at 8:57pm

just tried your watermelon Tri-PEP - I AM HOOKED. SO AMAZINGLY GOOD... See More

Like · Comment



Metabolic Nutrition
20 hours ago

Metabolic Monday!
Brought to you by
Sarah e. Evans Living Fit and Clean
"Banana Bread French Toast"

1 scoop Banana Creme Protizyme
1 egg white
1/8 cup milk of choice
1tsp cinnamon
2 tsp of vanilla
2-4 slices of whole wheat bread

Mix all ingredients together except bread. May need to add more milk if consistency is too thick, you just don't want it to be watery. Heat skillet, griddle, or panini maker and lightly spray with non stick spray. Dip bread into mixture on both sides lay on heated griddle and cook on both sides until golden brown. Top with banana slices and drizzle with favorite syrup and caramel sauce.
ENJOY!



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2009
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MN shares many of their customer photos using the products

Because sometimes you just have to start your day with chocolate! (s... See More

Like · Comment



Theresa Do
July 3 at 8:57pm

just tried your watermelon Tri-PEP - I AM HOOKED. SO AMAZINGLY GOOD... See More

Like · Comment

LIKED BY THIS PAGE



Vegas Discount Nutrition

Like



DK's Donuts & Bakery

Like



Bodybuilding.com

Like

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Facebook © 2014



Metabolic Nutrition shared Taylor Ternnick's photo.
21 hours ago

One happy Warhouse GYM camper! If you haven't had the chance to attend one of Dana Linn Bailey and Rob Bailey camps....you are definitely missing out.



Like · Comment · Share

11 people like this.

Recent

2014
2013
2012
2011
2010
2009
Founded

Sponsored

It's kind of a big deal
discovercard.com



Free FICO® Credit Score on your monthly statement + cashback on every purchase. Learn More

Showing customers trying the product at expos, as well as, lots of raw photos of their athletes competitions and them being at events with fans/customers of the MN product

day with chocolate! (s... See More

Like · Comment

2

Theresa Do

July 3 at 8:57pm

just tried your watermelon Tri-PEP - I AM HOOKED. SO AMAZINGLY GOOD... See More

Like · Comment

1

LIKED BY THIS PAGE

Vegas Discount Nutrition

Like

DK's Donuts & Bakery

Like

Bodybuilding.com

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Facebook © 2014

yesterday

Vitamin Shoppe PEC 2014 (44 photos)

Metabolic Nutrition serving up Tri-Pep (BCAA) and Protizyme protein brownies at The Vitamin Shoppe PEC 2014.






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Recent

2014

2013

2012

2011

2010

2009

Founded

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Shows the benefits of using certain MN products

Because sometimes you just have to start your day with chocolate! (s... See More

Like · Comment

2

Theresa Do

July 3 at 8:57pm

just tried your watermelon Tri-PEP - I AM HOOKED. SO AMAZINGLY GOOD... See More

Like · Comment

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DK's Donuts & Bakery

Like

Bodybuilding.com

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Benefits of Protizyme:

- Digestive Enzyme Complex
- Gluten Free
- Lactose Free
- Aspartame Free
- Builds Lean Muscle
- 24 Essential Vitamins and Minerals
- Satisfies Hunger & Food Cravings
- Perfect for Dieting
- Low Carbs, Low Fat, Low Calories
- Fast and Easy to Digest



Create Page

Recent

2014

2013

2012

2011

2010

2009

Founded

Sponsored

It's kind of a big deal

discovercard.com

DISCOVER

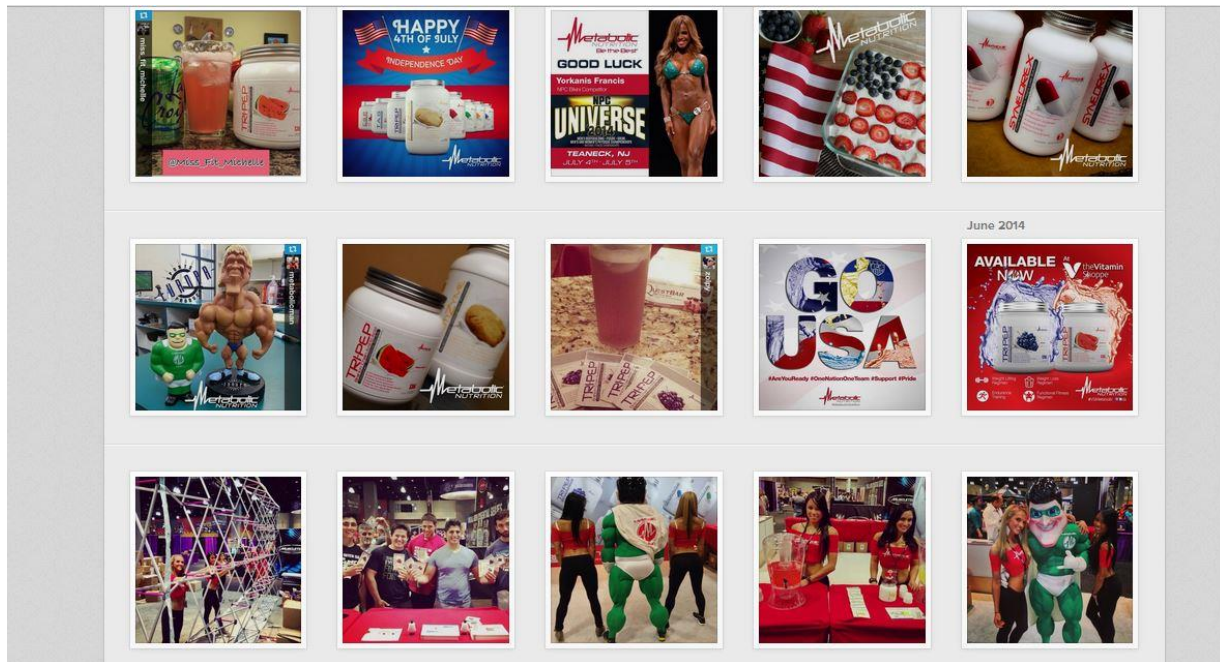
Free FICO® Credit Score on your monthly statement + cashback on every purchase. Learn More

Takeaway: Facebook is solely meant to show off MN customers, learning how to use the products in everyday life and what the products help do. Most of their photos are of the customers receiving the products or of them at events and expos trying the product.

Instagram- 19, 425 followers

<http://instagram.com/metabolicsnutrition>

The overall feel of MN Instagram was a combination of raw photos and staged/product image photos. It seems the goal MN is trying to go for was incorporating the products to normal routines mixed with super fit people which clashes. In the early posts MN had transformations photos which were good but they have kind of lost that.



Twitter- 2,784 followers
<https://twitter.com/MetaNutrition>

- Retweeted by Metabolic Nutrition
Ashton @Alien_Am · Jul 9
About to hit up my morning cardio but not without my @metanutrition trans-alanyl-glutamine! #recovery... [instagram.com/p/qOrsfkBXPW/](https://www.instagram.com/p/qOrsfkBXPW/)
- Retweeted by Metabolic Nutrition
sittups fittups @fittups · Jul 8
If you've never tasted @MetaNutrition #protizyme peanut butter cookie, you haven't lived
- Metabolic Nutrition** @MetaNutrition · Jul 8
Always stay hydrated! 💧 Hydravax is a high potency thermogenic so always stay properly hydrated when... [instagram.com/p/qMimZ4mUfA/](https://www.instagram.com/p/qMimZ4mUfA/)
- Retweeted by Metabolic Nutrition
Daniel Theis @DanielTheis09 · Jul 2
Shred all your water weight. #WeightLossSolutions #Hydravax #MetabolicNutrition #Diuretic... [instagram.com/p/p9gqfmtNZI/](https://www.instagram.com/p/p9gqfmtNZI/)
- Retweeted by Metabolic Nutrition
Joseph Buitrago @Joey_B10 · Jul 4
@MetaNutrition @WorldCup_Net #4thofjuly staying on point with #protizyme #proteinshake

MN is very collaborative with retweets of customers using their product and cross referencing their Instagram feed. They also have articles that talk about creating the 'best body' or foods that will get you 'bikini ready' The language is very Cosmo/Seventeen magazine feel.

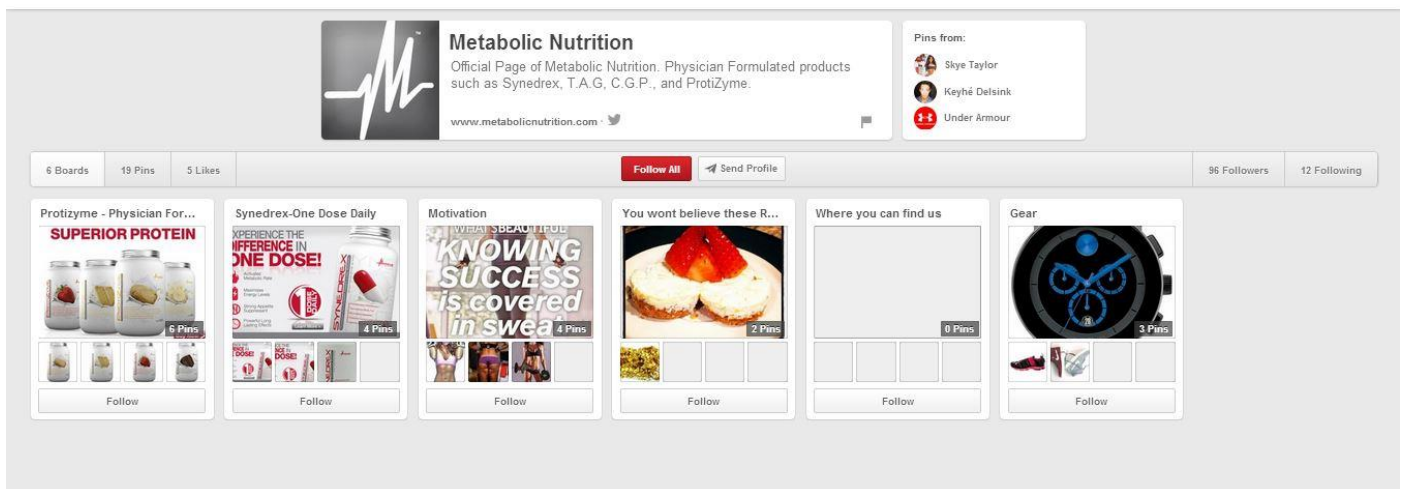
- Metabolic Nutrition** @MetaNutrition · Jul 3
Hot Summer Bod... here you come. ☀️💪 #Synedrex #powerfulweightloss #thermogenic #controlappetite... [instagram.com/p/qAEdZFmUSR/](https://www.instagram.com/p/qAEdZFmUSR/)
- Metabolic Nutrition** @MetaNutrition · Jul 3
8 Best Bikini-Friendly Foods via @EverydayHealth
[everydayhealth.com/pictures/best-...](https://www.everydayhealth.com/pictures/best-...)
#Summerbody #metabolicnutrition
- Retweeted by Metabolic Nutrition
Adrienne D @MissADS1981 · Jul 2
It has arrived! My new hydravax from @MetaNutrition just in time
#hydravax
- 

Takeaway: MN uses twitter as there user friendly side to content. MN is very active in retweeting customer's tweets. Uses this to cross promote their Instagram feed, and also shares healthy food articles for viewer to read.

Pinterest- 5 likes

- 6 boards
- 19 pins
- 96 followers

<http://www.pinterest.com/Metanutrition/>



Has two boards discussing two of their products, a motivations board, recipes you can make with MN, where to find MN products and gear that you can use to while working out.

Takeaway: MN Pinterest is solely meant to apply it to the average person life, almost showing the fun ways to use the products while still advertising it.

What can Metabolic Nutrition do?

Facebook

- Posts need to be simpler. For the average joe, they will not know what have the products mean or stand for

Instagram

- If the customer is the hero, add more transformation photos
- More how to recipes and links to those recipes
- Metabolic man?

Twitter

Pinterest

- Be more of active with the idea of MN in everyday life if that is the theme you want
 - o Need more on the recipes board
 - o Create a workouts board
 - o A how to board for recipes, workouts, how to use the product