



# Marina Mogilko

Helping ambitious people worldwide go from passion to profit | 18M+ community, built two 8-figure businesses

52k followers • [View Profile](#)

**4**

POSTS / WEEK

**3 PM, UTC**

MAIN POSTING TIME

**310**

AVG REACTIONS  
35 comments

**53%**

CALL-TO-ACTION  
FREQUENCY

## #1 SUCCESS FACTOR

She consistently turns high-trust moments (big names, big events, big personal milestones) into simple, concrete stories people can repeat and share. Her profile stacks proof up front, so even when she promotes something later, it feels like a helpful recommendation from someone who's clearly "done it," not a sales pitch.

## FORMAT BREAKDOWN

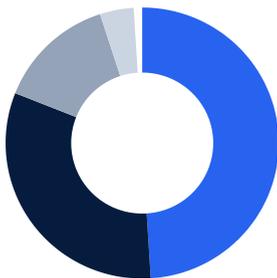


Image	49%	570 avg reactions
Video	32%	230 avg reactions
Text Only	14%	160 avg reactions
Carousel	4%	270 avg reactions

## 7 Tactics You Can Steal

01 [Use a famous name, then explain it in simple, real life](#)

02 [Use photos more than video if you want steady reach](#)

03 Write in a simple shape: list, timeline, or "here's what happened"

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04 Say something bold, then prove you're being careful and honest

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05 Ask for one clear comment, and tell people exactly what happens next

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06 Keep promo rare, and teach first when you do sell

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07 Put a big number early (in posts and your profile)

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# 7 Tactics You Can Steal

## 1 Use a famous name, then explain it in simple, real life

She often starts with a high-status guest or event, then translates it into a few easy-to-picture points people can repeat. This works because the name grabs attention, but the plain examples make the post feel useful instead of just braggy. Teaser-style interview posts average about 3.96× relative engagement, far higher than standard “episode live” posts at ~0.69×. To copy it: name the person/event, then share 3 quick “here’s what it means for you” bullets and end with a short “more soon” line.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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## 2 Use photos more than video if you want steady reach

Her image posts are the clear workhorse: image posts average about 2.22× relative engagement, while video posts average ~0.79× (and text-only is ~1.07×). Images also have much higher typical likes (median likes ~566.5 for images vs ~226 for video). This works because people can understand a photo instantly while scrolling, then decide to read. To copy it: take one strong photo (event, award, behind-the-scenes, screenshot) and write a short story + takeaway under it.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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## 3 Write in a simple shape: list, timeline, or “here’s what happened”

Many of her strongest stories feel long but read fast because they follow an obvious structure (years, steps, or short sections). This works because people always know where they are in the post and want to see the next part. In her dataset, detailed personal storytelling posts (7 posts) average about 2.82× relative engagement. To copy it tomorrow: pick one structure (3 lessons, 5 steps, or year-by-year), keep each point to 1–2 lines, and end with the single takeaway.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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## 4 Say something bold, then prove you’re being careful and honest

She uses attention-grabbing openers, but she quickly adds guardrails like “here’s why,” “here’s what I checked,” or a clear disclaimer. This works because people love bold ideas, but they only share them when they trust you’re not being reckless. You can see this in her strongest contrarian-style posts, where the hook is spicy but the body is specific and grounded in real details. To copy it: lead with the bold claim, then immediately add 2–3 lines of proof (numbers, steps, who you asked, what you tested) and finish with a simple responsibility note.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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**5**

### **Ask for one clear comment, and tell people exactly what happens next**

Her best engagement prompts are very simple: one action (ask a question, drop a symbol, leave a topic), usually placed at the end. This works because people don't have to think hard, and they get a clear reward (their question gets answered, they get a resource, or they feel seen). She uses engagement CTAs frequently (21 posts), and the biggest comment spikes come from posts built around participation (including a thread that hit 665 comments). To copy it: end with one sentence that starts with "Comment..." and make the reward obvious in the same line.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

### **Keep promo rare, and teach first when you do sell**

Her strongest reach often comes from pure story and authority posts, while direct asks tend to pull down engagement. In her dataset, posts with any CTA average ~1.13 relative engagement vs ~2.01 without a CTA, and direct promotional outcomes show up in about 14.43% of posts (roughly 1 in 7). This works because people come for insight and story; they only tolerate selling when it feels like a helpful next step. To copy it: run a simple ratio like 6 helpful posts for every 1 promo post, and in promo posts teach the workflow first, then put the link at the end.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

### **Put a big number early (in posts and your profile)**

Many of her highest-interest posts lead with a number that instantly sets the stakes (revenue share, earnings, or a clear result). This works because numbers feel concrete, and they make people curious enough to keep reading. It also matches her profile style: she puts scale and results front-and-center in the headline and banner, so new readers already expect "real-world outcomes." To copy it: start your post with one clean number + what it means, then explain the simple story behind it in 5–8 lines.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)[Profile →](#)

# Profile Breakdown

## HEADLINE FORMULA

Helping ambitious people worldwide go from passion to profit | 18M+ community, built two 8-figure businesses

Helping [specific audience] achieve [clear outcome] | [big community/user metric] + [hard business result]. It works because it leads with a simple transformation ("passion to profit"), then removes doubt with two fast trust builders: audience scale and repeat business wins.

## BANNER STRATEGY

The banner features a central mission statement: "OWN YOUR FUTURE" in large, bold, red letters. Above it, the text "Learn the tools" is written in a smaller font. Below it, "Build the mindset" is written. At the bottom of the banner, there is a red bar with three role tags: "CREATOR", "ENTREPRENEUR", and "ANGEL INVESTOR", separated by diamond symbols. To the right of the main text, there are three social media follower count badges: YouTube (10M FOLLOWERS), TikTok (3.1M FOLLOWERS), and Instagram (1.2M FOLLOWERS). Below the main text, there is a small line of text: "BROUGHT TO YOU BY MARINA MOGILKO FROM SILICON VALLEY TO YOUR SCREEN SINCE 2018".

Big, bold mission slogan + short subtext that names the promise (skills + mindset) + a visible proof block (platform icons + follower counts) + clear role tags. It works because a new visitor understands the message in one glance and sees instant proof before reading anything else.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
AI and the future of work (often tied to interviews and events)	47%	This pillar wins when AI ideas are made human and practical. Framework-style AI posts (3 posts) average about 2.38× relative engagement, while short “trend/tip” style posts (4 posts) average about 0.34×. Interview content performs best when it’s packaged like a teaser with specific promises (6 posts at ~3.96×) rather than a plain “episode is live” drop (13 posts at ~0.69×).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Personal stories, values, and the founder journey	22%	Detailed personal storytelling with a clear arc is a repeatable strength: these posts (7 posts) average about 2.82× relative engagement. The best versions use a simple structure (timeline, turning point, lesson) and specific details that feel real. “Recognition/metrics” updates without a story arc lag (2 posts at ~0.73×), so the win is turning life updates into an actual narrative with a takeaway.	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Creator growth and community-building on LinkedIn	15%	This pillar spikes when she turns the audience into the content. Community-networking and audience-milestone posts can hit ~4.29× relative engagement, and her biggest comment-driving community thread reached 665 comments (the dataset max) and ~5.00× engagement. Lower performers are usually “meta updates” without a single clear hook (3 posts at ~0.40×).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
Tools and money tactics (including partner posts)	16%	Money content works best when it’s personal and numeric: specific money tactics with numbers (3 posts) average ~2.62×, while reactive market commentary can flop (1 post at ~0.43×). Tool/partner posts do best when framed as “here’s how my team uses it” (4 posts at ~0.93×) instead of reading like an ad (3 posts at ~0.57×).	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

# Conversion Strategy

## Their Offer(s)

Silicon Valley Girl media ecosystem monetized through brand partnerships/sponsored tool integrations plus owned-audience capture (newsletter/email).

LinkedIn newsletter subscription (owned audience)

Hiring/recruiting for team roles

Speaking/events and RSVPs

## How They Promote in Posts

CTAs appear in about half of posts (the dataset ranges around 47–53% depending on what counts as a CTA), and they're typically placed at the end. Engagement CTAs are most common (21 posts) and are usually simple questions; product CTAs are often direct links (11 posts). Performance-wise, posts with any CTA average ~1.13 relative engagement vs ~2.01 for posts without CTAs, so the biggest reach is usually built on story/authority first, with selling concentrated into a smaller slice of posts (about 14.43%, roughly 1 in 7).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile is built to create instant trust (mission + roles + large proof numbers). The About section reads like a scannable media kit for cross-platform credibility, while the Featured section highlights a newsletter subscription as the clearest on-profile next step. Most direct monetization happens in individual posts via value-first tool/workflow stories that end with a link.

[View Profile →](#)

# Top 10 Posts

1



## Guys... I'm SO excited!!! 🤯

She shares an excited moment of access to a major public figure and frames it around an ambitious mission: using AI to speed up progress in curing disease. She explains the idea in concrete terms (like building "virtual" models) and paints a few vivid future outcomes, then teases more content coming soon.

♡ 3146    💬 207    ↻ 18

2

## WOW! Just published my interview with Aravind Srinivas, CEO of Perplexity - the company that went from \$150M to \$20B in only 3 years.

She introduces an interview with a tech CEO by leading with an extreme growth metric and then lists the most interesting parts of the conversation in quick bullets. The topics include a growth formula, how work may change, and a new product concept described in plain actions people can imagine.

♡ 1858    💬 70    ↻ 57

3



## A moment I'll NEVER forget - yesterday I met Mark Zuckerberg.

She tells a short personal story about meeting a world-famous tech founder and describes one vivid detail about his energy and what he's building. She ends with a future goal that she wants to interview him one day.

♡ 1672    💬 114    ↻ 2

4



## Tell everyone about your service or product right now.

She invites readers to share their own product or service in the comments and frames it as a way to make the post useful for everyone. She also explains that her audience includes decision-makers and people who can open doors, so commenting has a real upside for participants.

♡ 1041    💬 665    ↻ 15

5



## I just won Learning & Development Creator of the Year at the Shorty Impact Awards.

She shares a professional milestone and frames it through emotion and reflection rather than just celebration. The message centers on impact, gratitude, and the distance between early doubts and current recognition.

♡ 1319    💬 135    ↻ 3

6



## 7 life principles that changed my life 🖱️

She shares a numbered list of personal principles with short explanations. The content is broad and values-driven, designed to resonate with a wide audience and be easy to agree with.

♡ 1349    💬 67    ↻ 32

7



### Manifesting Silicon Valley Girl 🗨️🌟

She shares an aspirational, playful post about imagining future podcast guests and how big goals move from idea to reality. The visual is framed as AI-generated, positioning it as a creative “future headline” rather than a literal announcement.

♡ 1309    💬 63    ↻ 5

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8



### 2007: I met Dmitrii Pistolyako on my very first day at university.

She tells a year-by-year relationship and life story that includes personal moments and major entrepreneurial milestones. The narrative moves through conflict, turning points, and a clear “then vs now” transformation.

♡ 1306    💬 60    ↻ 2

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9



### My lowest salary vs. my highest payment ever

She contrasts an early-career income with a much larger recent contract and then explains what changed over time. She rejects the “overnight hack” story and shares the compounding behaviors that drove the shift, ending with a question that invites others to share their own beginnings.

♡ 1276    💬 87    ↻ 4

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10



### I hired my kids into my company.

She shares a surprising personal finance and business move and explains it step-by-step, including how she made sure it was legal and responsible. She adds specific numbers and account types, plus a clear disclaimer that it’s not formal advice.

♡ 1240    💬 112    ↻ 7

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