

**NAMM<sup>®</sup> | U**



Grow Your Business

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Grow Your Business



campingwithdogs ...

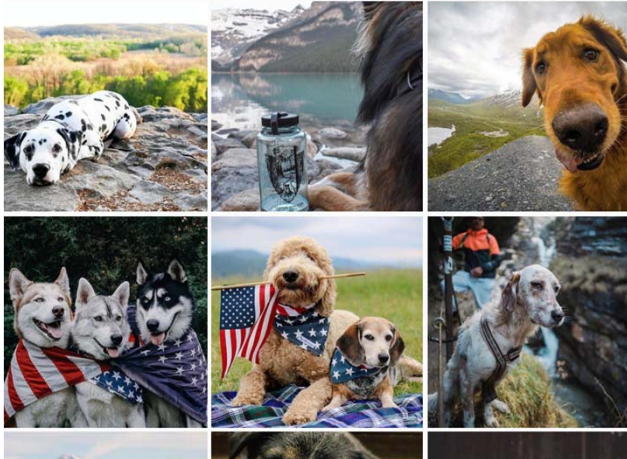
Following

Camping With Dogs<sup>®</sup> Inspiring the world to go Camping With Dogs<sup>®</sup> and Hiking With Dogs<sup>®</sup> #campingwithdogs #hikingwithdogs [campingwithdogs.com/collections/all](http://campingwithdogs.com/collections/all)

2,267  
posts

472k  
followers

3,877  
following



## In 2 years...

- 500k+ revenue
- 500k+ social media fans
- Featured on BuzzFeed, Ellen Show, Today Show

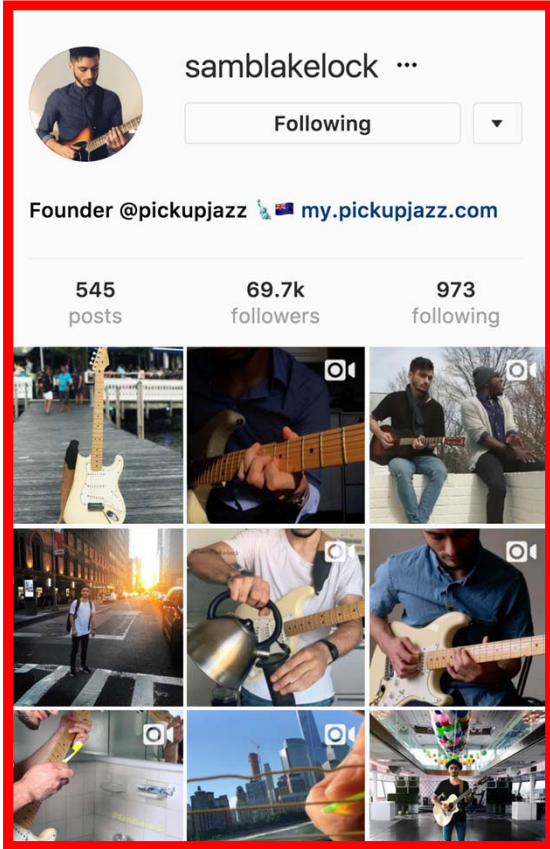
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# BUILD INFLUENCE

# NAMM<sup>®</sup> U Grow Your Business



**samblakelock** ...


Following

Founder @pickupjazz 🇺🇸 [my.pickupjazz.com](http://my.pickupjazz.com)

545 posts   69.7k followers   973 following

The profile features a grid of 12 images: a white electric guitar on a wooden pier, a close-up of hands playing a guitar, two men sitting on a ledge playing guitars, a man walking on a city street at sunset, a man playing a guitar with a kettle, a man playing a guitar, a hand holding a guitar pick, a view of a city skyline from a bridge, a close-up of a guitar, and a man playing a guitar in a large, brightly lit indoor space.

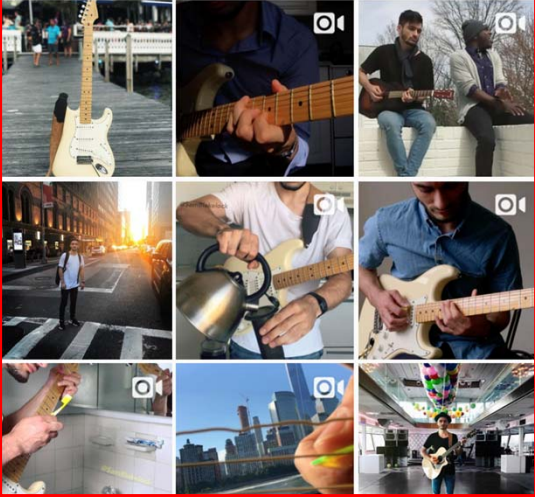
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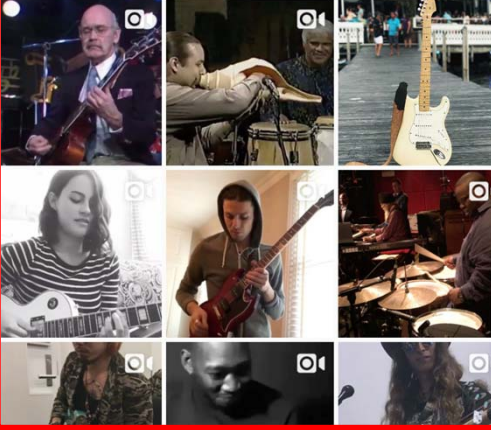


 **pickupjazz** ...


Following

pickupjazz Good Music Community Learn guitar  
[my.pickupjazz.com](http://my.pickupjazz.com)

3,055 posts   248k followers   364 following

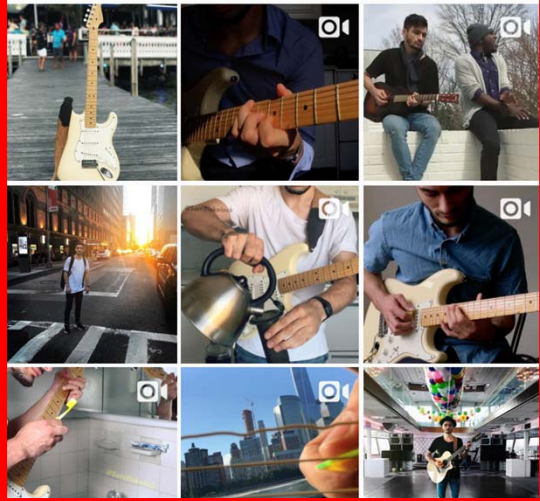



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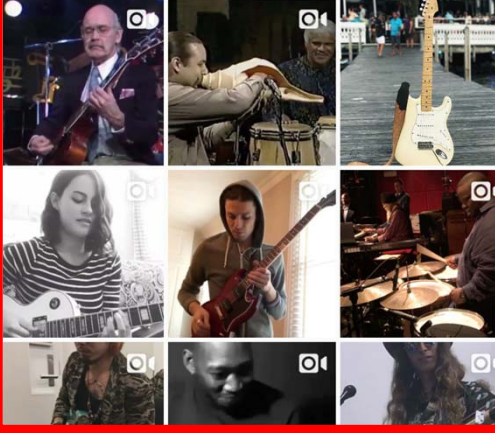
545 posts   69.7k followers   973 following




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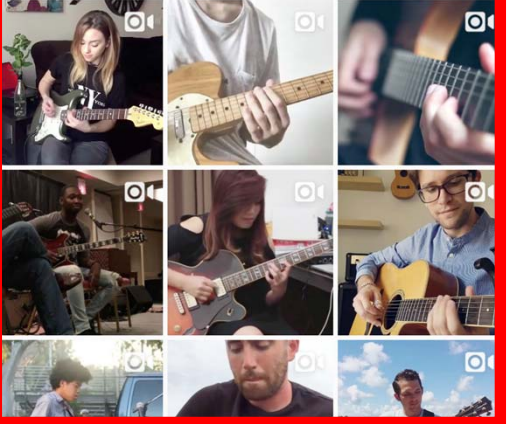
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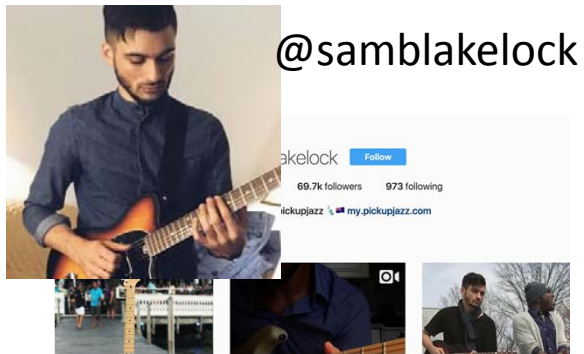
 **pickupjazzby** ...  
Following

Pickupjazz™ Features The Best Guitar Players on Instagram Curated by @pickupjazz Tag #pickupjazz for your feature [pickupjazz.com](http://pickupjazz.com)

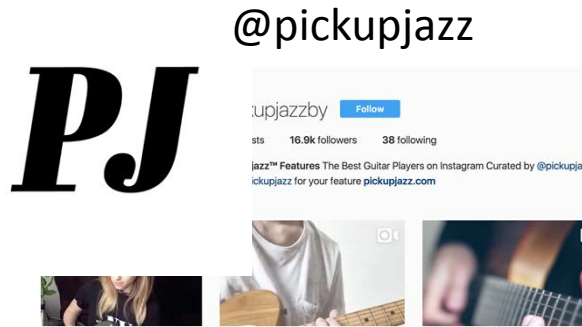
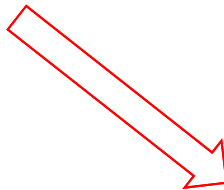
257 posts   16.9k followers   38 following



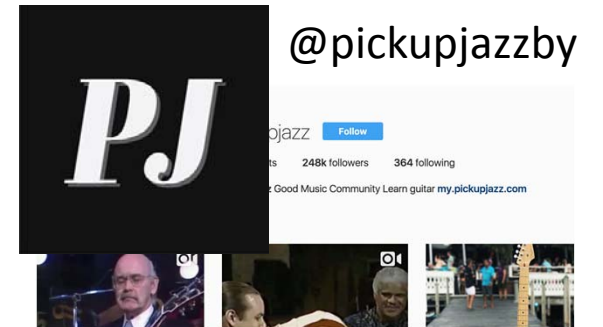
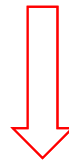
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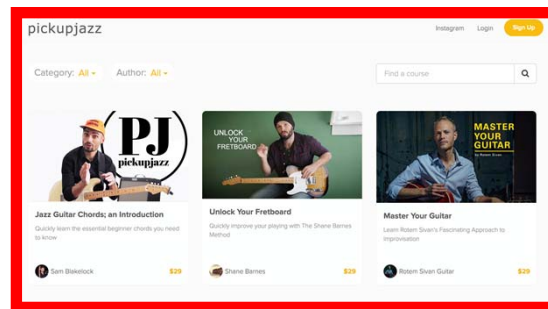
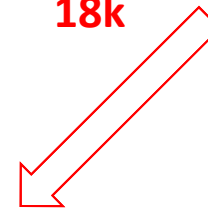
70k



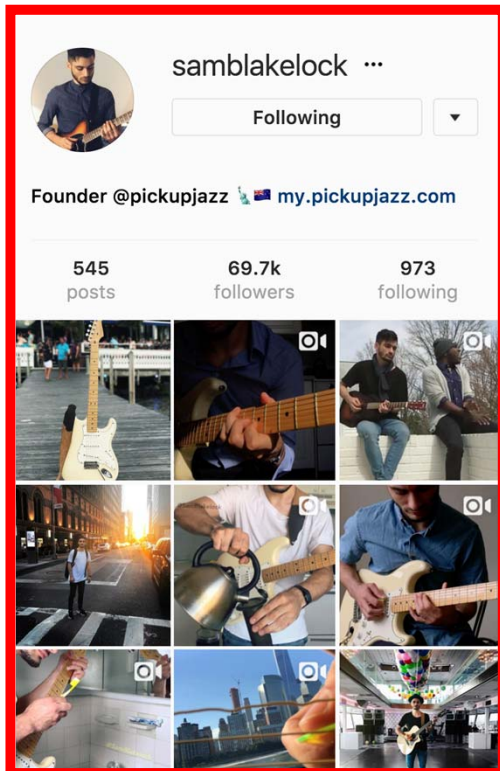
250  
k



18k



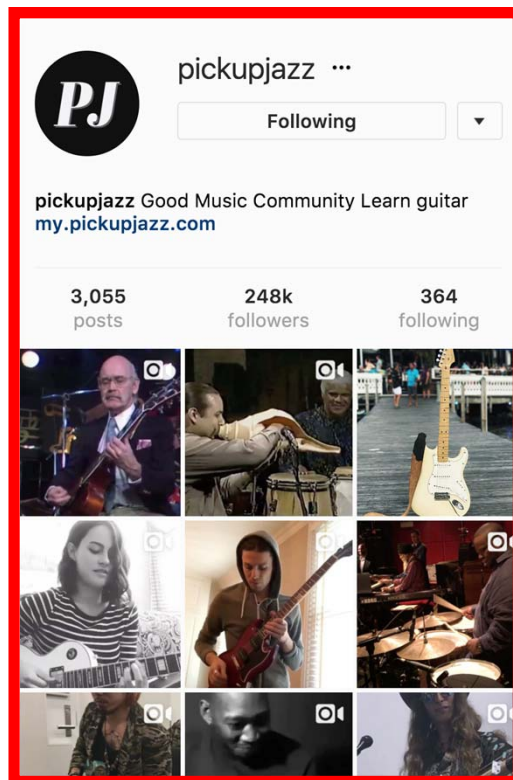
## @samblakelock



## Personal Brand

- Behind the curtain of a musician in NY
- Uses humor
- CREATIVE CREATIVE CREATIVE
- Higher % of video to photo
- Engages with fans
- Uses IG Stories differently than Page Posts
- Posts multiple times every single day
- Shows you his gear
- Features other artists
- Rarely pushes sales

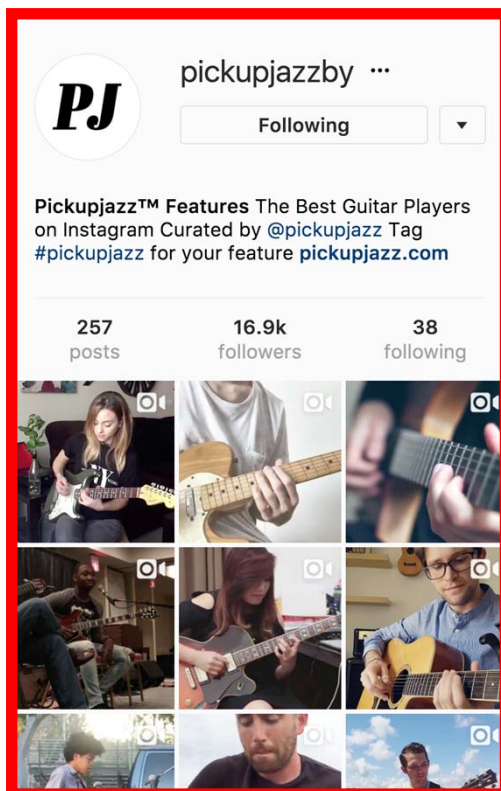
## @pickupjazz



## Community Page

- Always asks a question
- NEVER pushes people to buy
- Almost all videos are UGC
- Uses Stories to feature #pickupjazz and to inform fans of a new page post

## @pickupjazzby



## Community Page

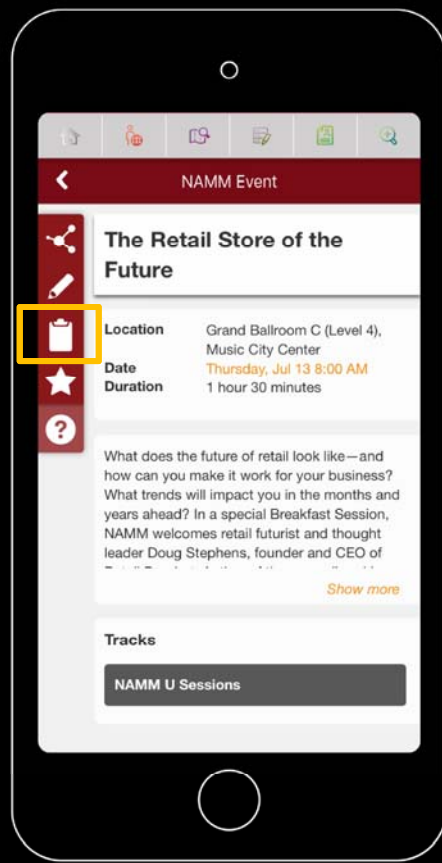
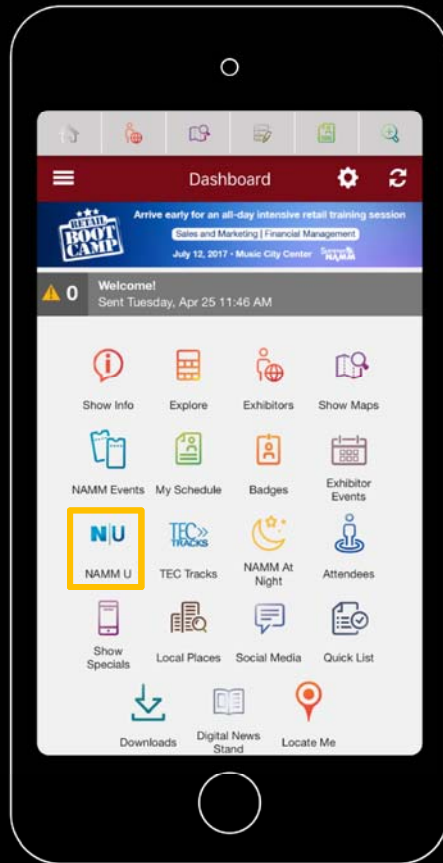
- Mainly focuses on giving attention to featured accounts
- Uses the strongest calls to action here
- Ensures people know to tag #pickupjazz



## Why is he successful?

- Authenticity is king
- Focuses on core strength: TALENT
- Consistency matters
- No substitution for hard work
- Jab, Jab, Jab, Right Hook

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- Click on the NAMM | U icon
- Choose the session
- Look for the clipboard icon
- Enter your review

## Thank You!