

Tracy Lawrence - One-Page Highlights

Two Step Inn | 2026-04-18 to 2026-04-19 | Georgetown, TX

Tier B | Billing 4 | Priority 69% | Viral 29% | Hype 84%

Primary Capture Moments

- TikTok: Use "Made in America" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Time Marches On" for a high-payoff ending.
- Prioritize the first 90 seconds: "Made in America" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Better Man, Better Off".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Time Marches On: in-set 91% | opener 0% | closer+encore 40%
- Paint Me a Birmingham: in-set 82% | opener 0% | closer+encore 60%
- If the Good Die Young: in-set 73% | opener 9% | closer+encore 0%
- Find Out Who Your Friends Are: in-set 72% | opener 0% | closer+encore 0%
- Can't Break It to My Heart: in-set 65% | opener 0% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Made in America" to maximize first-scroll retention.
- Save a hard cut reveal for "Time Marches On" as the end-of-video payoff moment.
- Narrative cue: "Tracy Lawrence warns politics are dividing country music" is recurring in current chatter/news.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 86%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-04-14T14:05:38.496Z
- Poster day hint: unavailable