

Drake Milligan - One-Page Highlights

CMA Fest 2026 | 2026-06-04 to 2026-06-08 | Nashville, TN

Tier C | Billing 62 | Priority 53% | Viral 26% | Hype 60%

Primary Capture Moments

- TikTok: Use "Sounds Like Something I'd Do" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Cowgirl for Christmas" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Sounds Like Something I'd Do" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Cowgirl for Christmas".

Likely Song Triggers

- Sounds Like Something I'd Do: in-set 0% | opener 100% | closer+encore 0%
- Bad Day to Be a Beer: in-set 0% | opener 9% | closer+encore 0%
- Cryin' Shoulder: in-set 61% | opener 0% | closer+encore 0%
- Tipping Point: in-set 0% | opener 0% | closer+encore 0%
- Over Drinkin' Under Thinkin': in-set 0% | opener 13% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Sounds Like Something I'd Do" to maximize first-scroll retention.
- Save a hard cut reveal for "Cowgirl for Christmas" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Clip of my performance at #memorialday #memorialday2026 #countrymusic #youtubesh".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 26%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-07T05:30:11.193Z
- Poster day hint: Jun 4, 2026