

Willie Jones - One-Page Highlights

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

Tier C | Billing 88 | Priority 40% | Viral 0% | Hype 41%

Primary Capture Moments

- TikTok: Use "Slow Cookin'" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Down by the Riverside" for a high-payoff ending.
- Prioritize the first 90 seconds: "Slow Cookin'" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Whole Lotta Love / Down For It".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Silverado: in-set 19% | opener 0% | closer+encore 0%
- Down by the Riverside: in-set 0% | opener 33% | closer+encore 33%
- Slow Cookin': in-set 26% | opener 100% | closer+encore 0%
- Back Porch: in-set 0% | opener 50% | closer+encore 0%
- Whole Lotta Love: in-set 23% | opener 0% | closer+encore 100%

Viral Clip Strategy

- Open with a 6-10s hook from "Slow Cookin'" to maximize first-scroll retention.
- Save a hard cut reveal for "Whole Lotta Love" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 83%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-08T05:28:07.064Z
- Poster day hint: Jun 5, 2026