

Jamie MacDonald - One-Page Highlights

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

Tier C | Billing 139 | Priority 44% | Viral 18% | Hype 64%

Primary Capture Moments

- TikTok: Use "Left It In The River" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Ain't No Way" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "Left It In The River" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "How the Story Ends / Left It In The River".

Likely Song Triggers

- Won't Let Go: in-set 0% | opener 29% | closer+encore 0%
- You Can't Take My Song: in-set 47% | opener 0% | closer+encore 0%
- Ain't No Way: in-set 0% | opener 0% | closer+encore 40%
- How the Story Ends: in-set 25% | opener 0% | closer+encore 67%
- Desperate: in-set 0% | opener 0% | closer+encore 13%

Viral Clip Strategy

- Open with a 6-10s hook from "Left It In The River" to maximize first-scroll retention.
- Save a hard cut reveal for "Ain't No Way" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "JAMIE MACDONALD - DON'T LET GO | Live Performance Clip".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

Operational Notes

- Signal source: youtube | confidence 47%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-09T05:28:08.626Z
- Poster day hint: Jun 6, 2026