

# Marcus King - One-Page Highlights

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

**Tier C | Billing 229 | Priority 39% | Viral 32% | Hype 70%**

## Primary Capture Moments

- TikTok: Use "Rock My World (Little Country Girl)" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Ramblin' Man" for a high-payoff ending.
- Shorts: Capture one vertical hype burst built for fast replay and remixes.
- Prioritize the first 90 seconds: "The Well" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Ramblin' Man / Wildflowers & Wine".

## Likely Song Triggers

- Goodbye Carolina: in-set 84% | opener 0% | closer+encore 8%
- Heartlands: in-set 66% | opener 0% | closer+encore 0%
- Ramblin' Man: in-set 62% | opener 8% | closer+encore 92%
- 8 A.M.: in-set 59% | opener 0% | closer+encore 0%
- Levi's & Goodbyes: in-set 55% | opener 0% | closer+encore 0%

## Viral Clip Strategy

- Open with a 6-10s hook from "The Well" to maximize first-scroll retention.
- Save a hard cut reveal for "Ramblin' Man" as the end-of-video payoff moment.
- Mirror framing from high-engagement clip pattern: "Blue Note LA (Livestream)".
- Prioritize vertical safe framing; short-form uploads for this artist are accelerating.

## Operational Notes

- Signal source: youtube | confidence 49%
- Data health: Spotify yes, setlist yes, YouTube yes, TikTok no
- Last insight update: 2026-06-02T16:32:39.054Z
- Poster day hint: Jun 7, 2026