

SHOW INTEGRATION METHODS

Explore popular methods of introducing SET.Live at your show

Audience

Engagement Rate

~60%

EVERY NIGHT



Onstage Shout Out

Simply find some time during your set to tell your fans to visit “set-dot-live” on their phones!

MOST EFFECTIVE



~40%

Pre-Show Audio Liner

Record a custom voice prompt telling fans to visit “set-dot-live” on their phones—then play it over the house speakers before your set!



~30%

Screen Graphic or Video

Design a graphic with your custom QR Code or create a unique video that can be displayed on screen before a show!



~5%

QR Code at Merch

The last resort: make a banner or large poster to display around the venue with your custom QR code!

LEAST EFFECTIVE

 >> Utilizes our geo-fencing technology, no QR code needed!



How To Execute

Onstage Shoutout or Pre-Show Audio Liner

Step 1 - Lock Your Script

Think of it as *your* personal way of introducing a SET.Live experience to your fans.

Step 2 - Lock Your Timing

Figure out what moment works best. Audio liners get best results if played multiple times between set changes, or playing it once to a full crowd, just before top of show.

Step 3 - Execute

Be sure to pronounce the url as "set dot live"!

Sample Script

ARTIST: *"Hey everyone - I want to take a quick minute and say thanks so much for coming to see me play this evening.*

*We're doing something super special for a fan tonight! So everyone, open your phones up right now and type in "**set dot live**" into your browser, and we'll be choosing someone in the crowd to win **[PRIZE]**!*

*Again, all you gotta do is type in **set dot live** and we'll pick someone by the end of the show!"*

Click to View:

[Aaron Watson Example](#)

[Quinn XCII Example](#)

[Stephen Day Example](#)

[Lyn Lapid Example](#)

[The Happy Fits Example](#)



How To Execute

Screen Graphic/Video, QR Code at Merch, & More

For Screens

Make sure your call-to-action and your SET.Live QR code are visible on screens for at LEAST 60 seconds so fans have time to see & scan.

(Check out Steve Aoki's method below!)

For Merch

Print your asset large enough for people to spot easily, and placed in high traffic areas with optimal lighting.

(Check out Carly Pearce's method below!)

For Anywhere Else

Get creative - fans love unique activations!

(Check out ONE OK ROCK's method below!)

ADDITIONAL TIPS

1. Access your custom SET.Live QR code in your SET account, under Settings. This QR code works for ALL shows.
2. Place your QR code as high as possible on your image file, so it's not obstructed when displayed on screens or at merch!

GO THE EXTRA MILE

Combine any QR code method with a live shoutout by artist, or even a pre-recorded audio liner for maximum fan engagement!

Click to View:

[Steve Aoki Example](#)

[Carly Pearce Example](#)

[ONE OK ROCK Example](#)