



Tweet Binder

# TOUR MANAGER

REAL ENGAGEMENT FOR REAL FANS



# TWEET BINDER TOUR MANAGER

Social Media has become an essential tool for fans to share their experience using pictures and tweets during concerts. They attend their bands gigs and create very interesting content that is seen by their their followers and friends. That information is also consumed by other fans creating a sense of community on Social Media. Until today, that valuable content got lost in the social universe.

We have created the Tweet Binder Tour Manager to help bands organizing the content fans share during the Tour. We sort it by city and we create a healthy competition among cities to see which one shares more content. With the Tweet Binder Tour Manager the band will enjoy an automated tool that will generate quality traffic and engagement.

# GUNS AND ROSES NOT IN THIS LIFETIME TOUR HOMEPAGE.

## Interactive map

## Global Social Media tour rankings

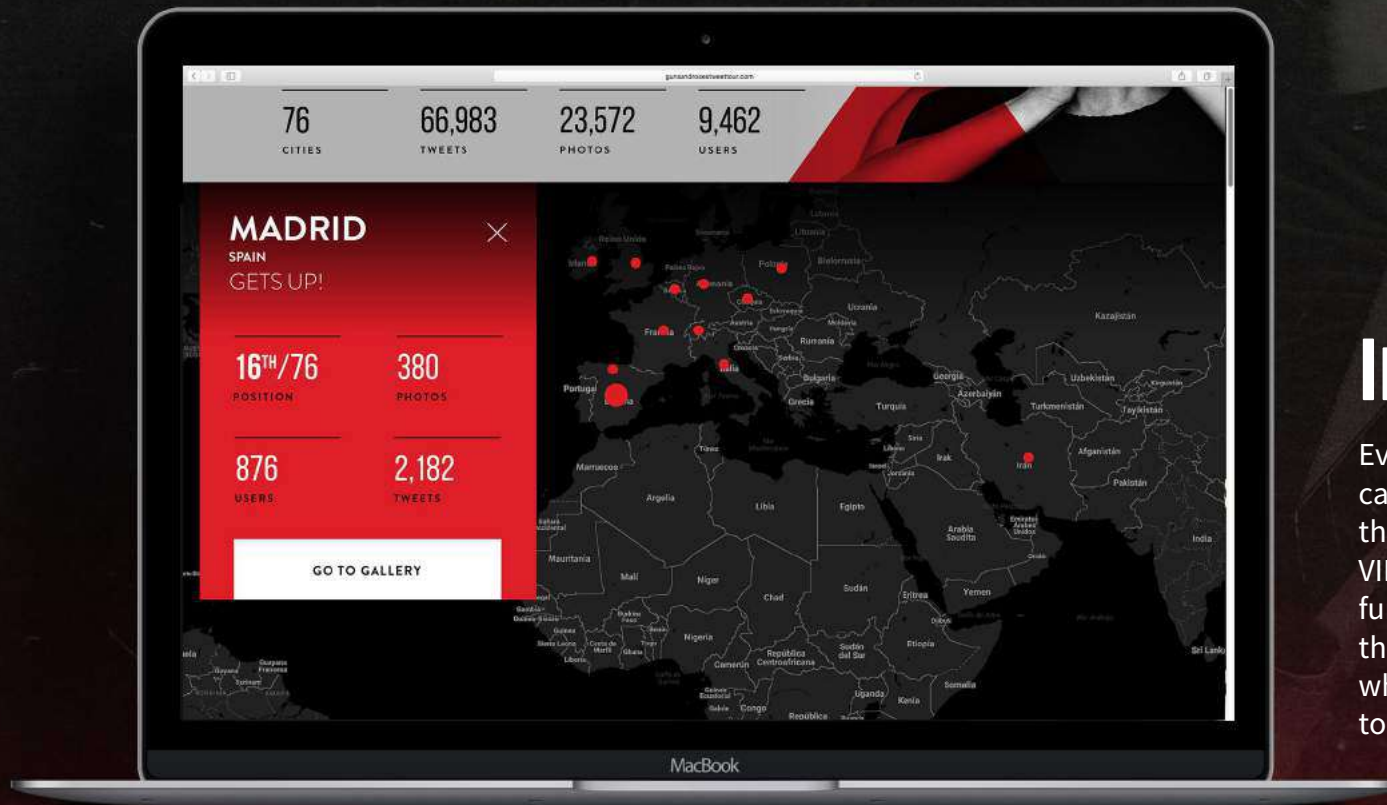
- Most active cities
- Most popular users
- Most active users



## City section

- Cityname
- Main image
- Position in the global ranking
- Social Media stats

## Interactive gallery



## INTERACTIVE MAP

Every concert and every city will be placed in a map. It can be a world map, continent, country or state. Before the concert starts, people will be able to buy tickets or VIP packages. But it is after the concert when the real fun begins! The Tweet Binder Tour Manager will post all the pictures, tweets and stats so fans can check them whenever they want. Fans can easily travel from town to town with just one click.



## MOST ACTIVE CITIES

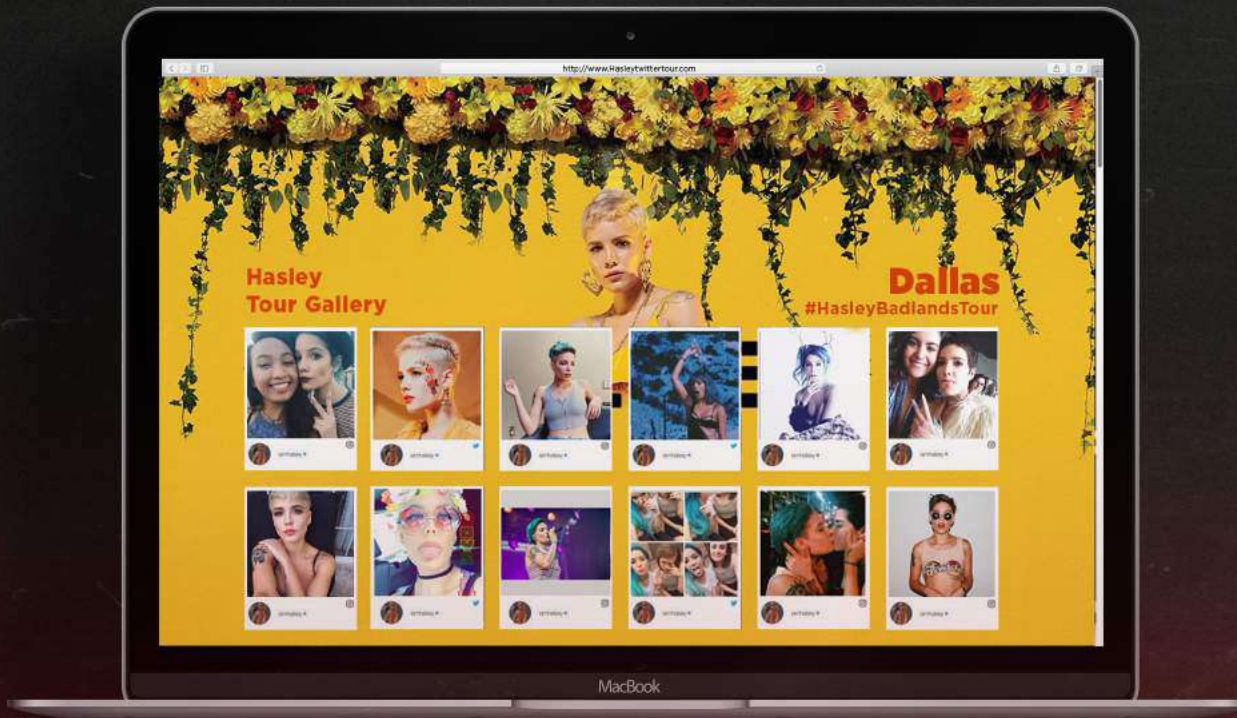
BY NUMBER OF TWEETS

LA	#GNRinLosAngeles	39,457
BR	#GNRinBrisbane	28,562
SI	#GNRinSingapore	27,993
DU	#GNRinDublin	26,900
BI	#GNRinBilbao	24,234
MA	#GNRinMadrid	23,649
DU	#GNRinDubai	23,000
ZU	#GNRinZurich	20,887
LD	#GNRinLondon	18,099
MU	#GNRinMunich	18,001

SHOW MORE RANKINGS

## CITIES RANKING

One of the most important parts of the Tweet Binder Tour Manager is the cities ranking. There will be a competition among the cities the band plays in to see which one generates a larger number of tweets. By creating and promoting this ranking, fans will be more likely to share more tweets and pictures so the impact of the band will be higher. We can create prizes for the cities or users.



## TOUR GALLERY

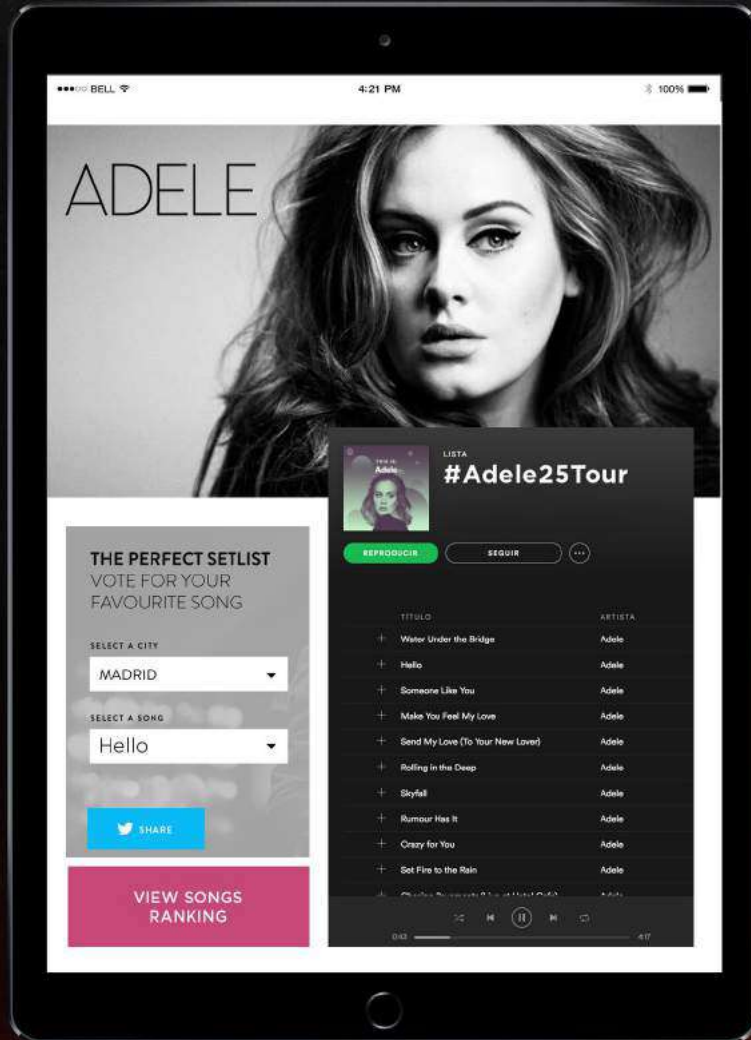
A concert can generate thousands of pictures on Twitter and Instagram. The Tweet Binder Tour Manager organizes and analyzes all of them, creating galleries for fans to watch them. This way, if someone wants to see only the pictures of one particular concert, he will only have to go to that city section and start surfing around.



## CITY SECTION

Each city will have its own site where users will be able to check not only pictures of the concert, but also the stats, rankings and tweets. This will be like a hub to find all the info of the concert and interact with it. Also, there will be a place to check the set list of the concert with links to Youtube and/or Spotify.



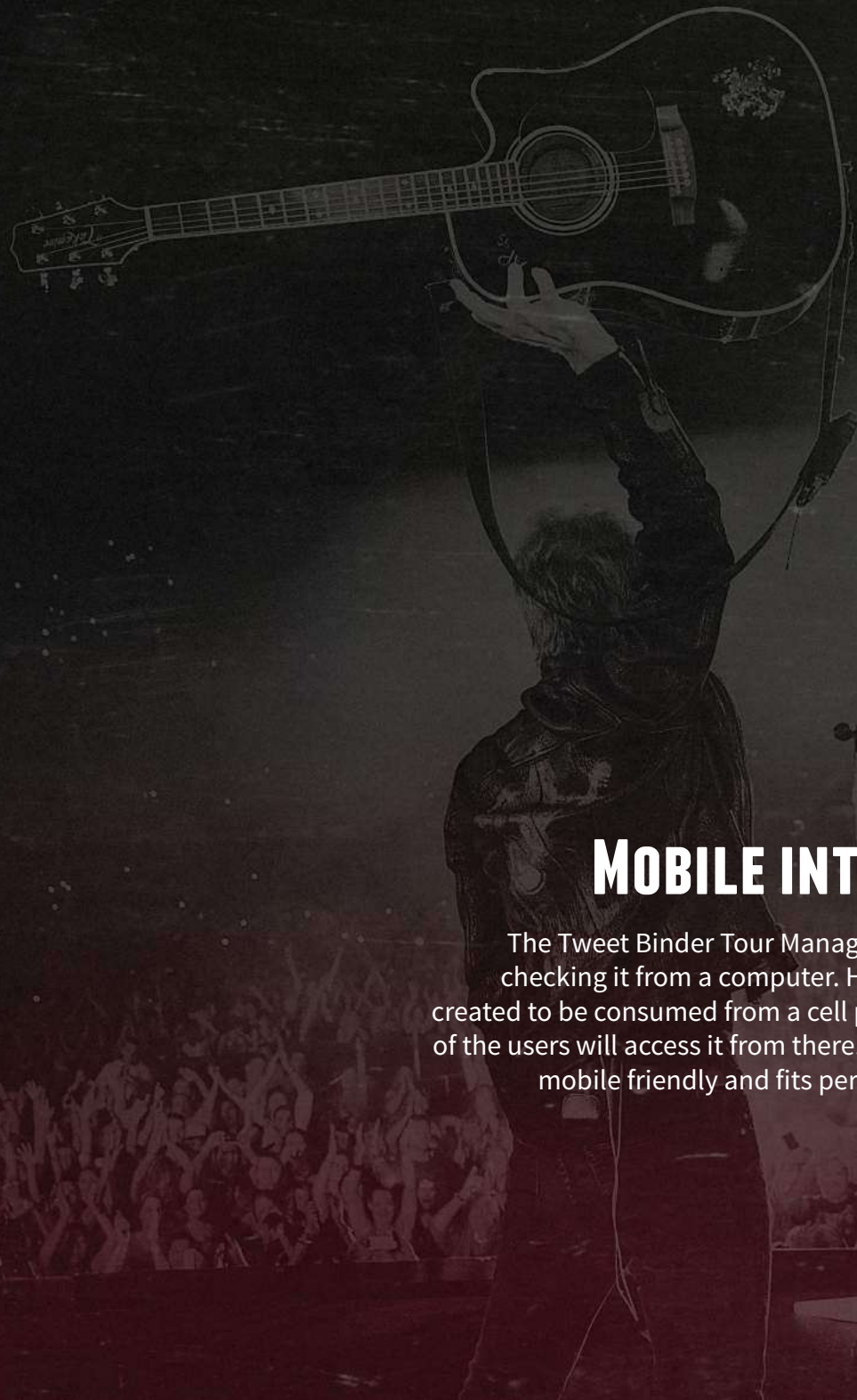


## SOCIAL SETLIST GENERATOR

Before the concert starts, users can create and share their own set list. The Tweet Binder Tour Manager gives the users a tool to create a set list by choosing songs from a database. Fans will share their set lists on Twitter and Facebook with their friends and followers. There will be as well a ranking of songs depending on what the users have chosen. This feature will be available only before the concert.



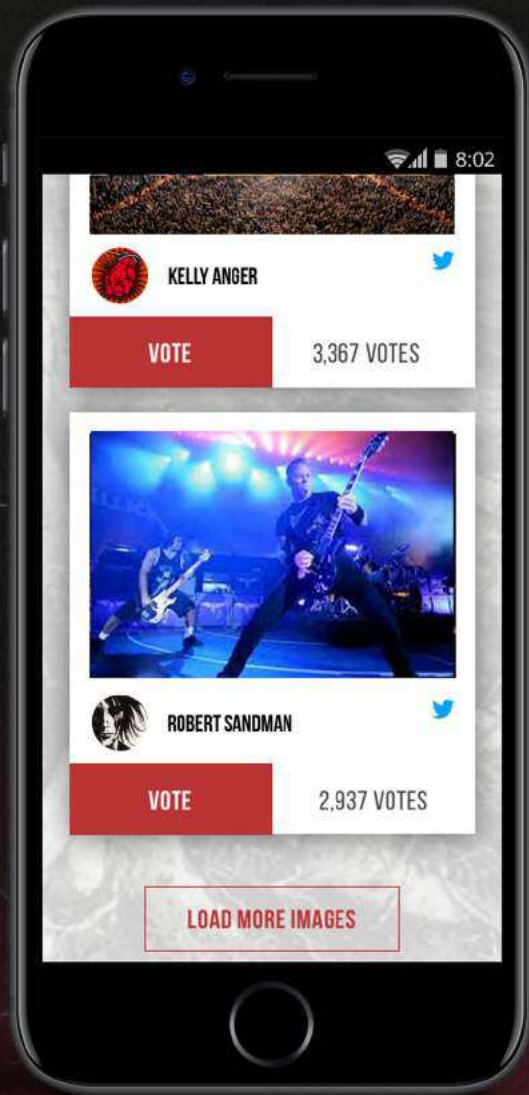




## MOBILE INTEGRATION

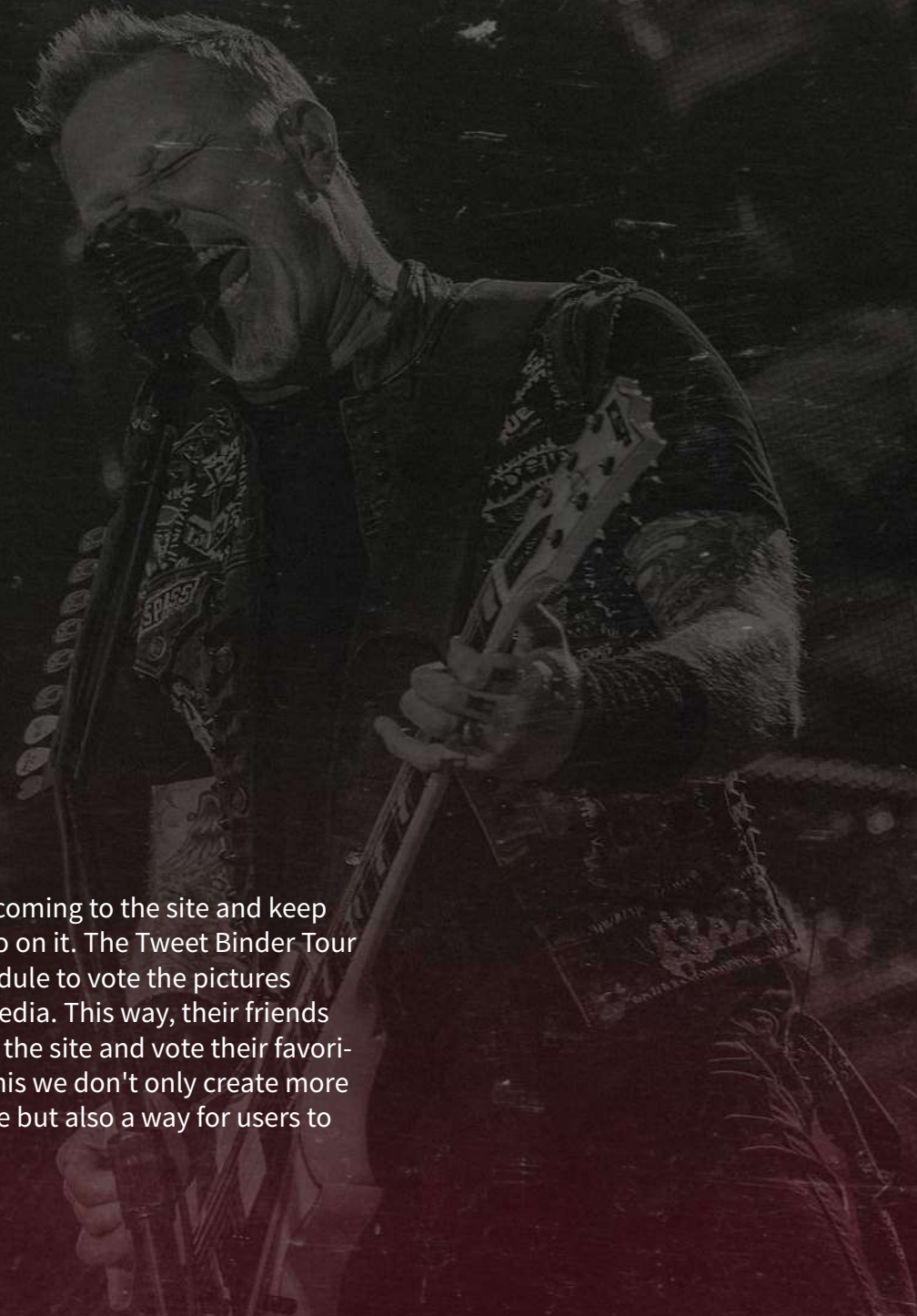
The Tweet Binder Tour Manager looks great when checking it from a computer. However, it has been created to be consumed from a cell phone because 80% of the users will access it from there. Everything is 100% mobile friendly and fits perfectly in any screen.

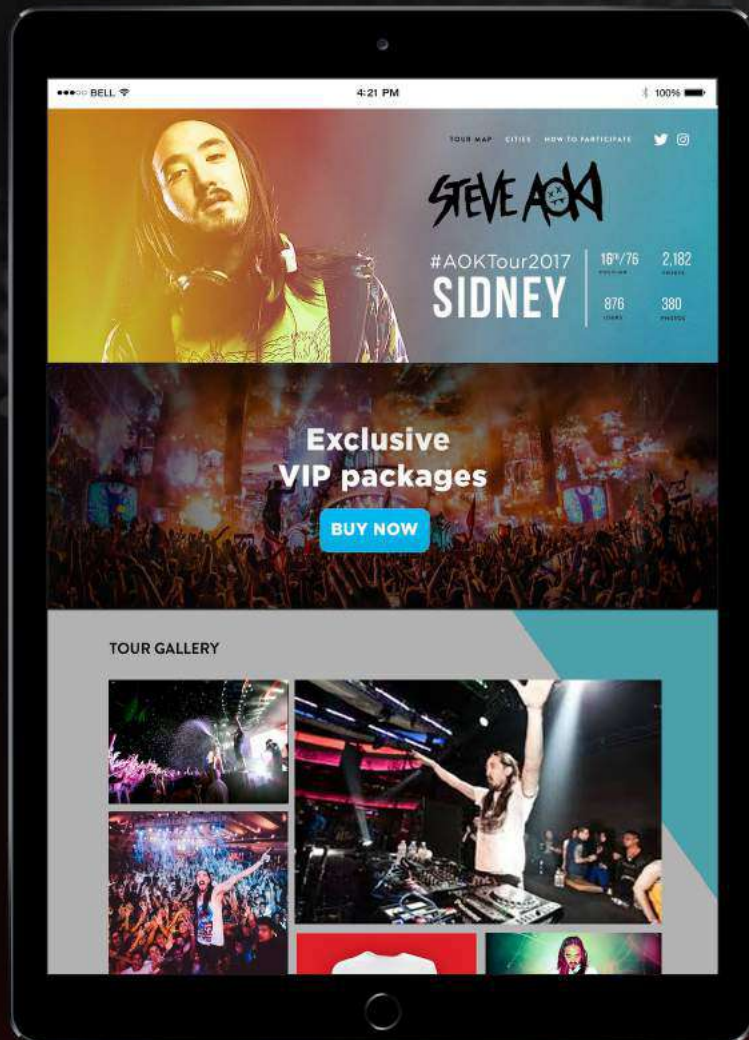




## VOTE

We want users to keep coming to the site and keep finding new things to do on it. The Tweet Binder Tour Manager includes a module to vote the pictures users share on Social Media. This way, their friends and followers can go to the site and vote their favorites pictures. By doing this we don't only create more organic traffic to the site but also a way for users to feel part of the tour.





## E-COMMERCE INTEGRATION

The Tweet Binder Tour Manager gives bands the opportunity to integrate it with their e-commerce sites. This is essential before the concert starts so they can sell tickets or VIP packages. It can also be used to sell other products such as merchandising. The traffic this site generates is highly qualified because it offers fans a unique experience and they can be more likely to buy the products.