



FOR TOURING ARTISTS, MANAGERS & LABELS

Fill the rooms. Keep the fans.

Most tour ads point people at Ticketmaster, and you never hear from them again. We run your Meta and Google ads to a page you own on Laylo, so every fan who signs up becomes a contact you can text, email, and DM. Every city and every release, for one act or a whole roster.

■ THE OFFER

The partnership rate for your tour.

25% off your first month, plus 10,000 Laylo credits. For everyone we take on.

start.meansmgmt.com/tour →

HOW THE CAMPAIGN WORKS

Same tour ads. A fan list you keep.

A normal tour ad sends a buyer to a checkout and the relationship ends there. We point the same spend at a page you own, so the fan stays reachable long after the show, for the next city and the next release.

1

We build your Laylo page

Your tour, your branding, a drop page you own from day one.

2

We run the ads

Meta and Google campaigns, built and managed by a certified team, targeted city by city.

3

Fans opt in to stay

Email, SMS, Instagram DM, and WhatsApp. A contact you own, not a pixel you rent.

THE CORE WIN

4

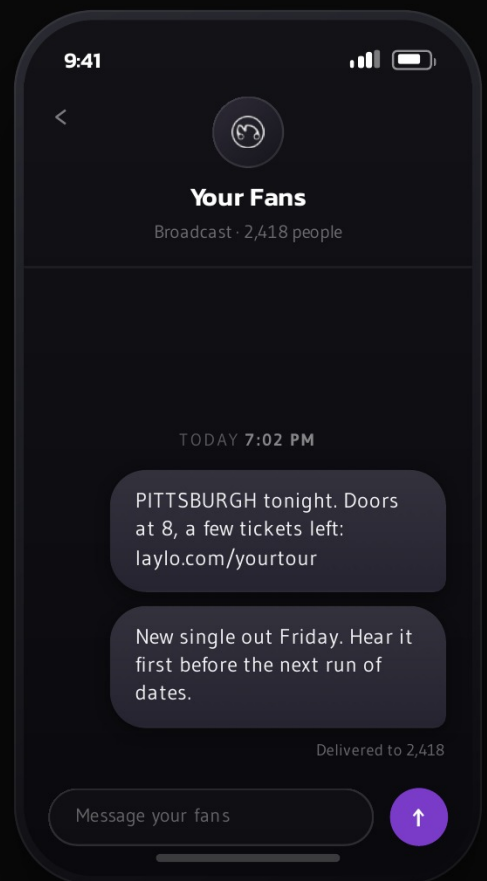
We retarget every city

Ticket links and announcements pushed to the fans we gathered, market by market.

5

The list stays yours

Next show, next tour, next release, you already have the audience.



One message reaches **every fan** the ads brought in. For free, as often as you like.

WHERE IT SELLS, WE SEE IT

If your tickets run on a **Laylo-connected platform** (DICE, Eventbrite, Posh, TIXR and more), we also see who bought, retarget who didn't, and report real revenue. On Ticketmaster or AXS that data isn't shared, so we optimize on signups and ticket-link clicks and triangulate sales with promo codes.

HOW WE WORK

We run it. You own all of it.

The whole campaign lives in your house, not ours. Here is what working with us actually looks like.

01 It runs in your account

We build and manage everything inside your own Meta and Google ad accounts. You keep the account, the audiences, the pixels, and the data. Nothing is locked to us.

02 You see everything

Live dashboards and a shared Notion campaign hub, so you always know what's running, what's spent, and what's working.

03 Live in about a week

A short intake, account access, and we build. Most campaigns are live within a week of kickoff.

04 Creative, your way

Bring your own videos and assets, or our in-house editors make the ad creative for a small add-on.

05 Month to month

No long contract. Stay because it works, not because you're locked in.

→ Then we run the tour ads, and the fan list grows show after show.



Collect fan content, with permission

Laylo's UGC Agent watches Instagram Story tags, asks fans for the original file, and sends it straight to your swsh library before the story disappears.

1 Cleared to post

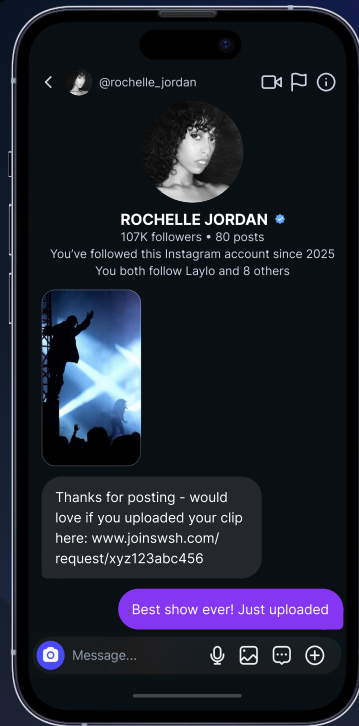
Every clip is one the fan chose to give you. Connect swsh, FanVids or FanMoments for legal opt-in to reuse it.

2 The agent does the work

It watches, picks the good clips, and asks the fan.

3 Beyond Your List

Collect from anyone who tags you, follower or not.



■ THE OFFER

25% off your first month.

On our done-for-you tour ad management across Meta and Google. Plus 10,000 Laylo credits, for everyone we take on.

25%

Off your first month

25% off our management fee for your first tour campaign with us.

EVERYONE WE TAKE ON

10K

Laylo credits

Messaging credits to power your fan list from day one, on us.

EVERYONE WE TAKE ON

550M+

STREAMS DRIVEN

80K+

FAN EMAILS CAPTURED

Meta & Google

CERTIFIED

The ads fill the rooms. The **fan list you keep** pays you back on every release after.

When a run delivers, we co-publish it with Laylo as a case study, putting your name in front of their artist community.

YOUR FANS SHOOT THE ADS

Laylo's new **UGC Agent** watches your Instagram Story tags and messages fans who post clips from your shows, asking for the original file and permission to reuse it before the Story expires. Fan-shot footage from night one becomes the ad creative for night twelve, and we fold it straight into the campaign.

Apply for a tour campaign

Best for a tour that's on sale, routing, or about to head out. Two minutes to apply, and we reply within a day.

start.meansmgmt.com/tour →

Apply →