

A photograph of Taylor Swift looking over her shoulder, wearing a jacket with a colorful collage of her past album covers. The background is a blurred city street at night with bokeh lights.

Taylor Swift: The Eras Tour

Fan Loyalty & Storytelling
Expansion

Whats your era?
THE ERAS TOUR

Executive Summary

Campaign Expansion

This campaign expands the emotional and cultural reach of The Eras Tour beyond its live concert footprint by leveraging platform-native storytelling, nostalgia marketing, and community-driven content.

Fan Activation

Designed to turn fans into active brand storytellers, the campaign taps into the personal meaning behind each album era and encourages deeper connection across digital channels.

Sustainable Engagement

By reframing each fan's experience as part of Taylor's broader legacy, the campaign preserves momentum post-tour while building a sustainable, story-driven ecosystem for fan engagement, content creation, and brand loyalty.





Differentiator

Unlike most post-tour PR, this campaign transforms The Eras Tour into a fan-powered storytelling archive, aligning each album with its own sub-community and trend strategy. It doesn't just extend the hype—it **invites fans to become co-authors of the brand narrative** across platforms.



Objective



Extend Cultural Momentum

Extend the cultural momentum of The Eras Tour beyond the concert experience



Reactivate Fan Communities

Reactivate album-era fan communities through targeted engagement



Encourage Storytelling

Foster nostalgia-based content, personalized storytelling, and branded digital interactions



Audience Segmentation & Personas: Fearless Faith



The Early-Era Loyalist

Age: 28



Platform: Facebook + Instagram

Sentimental, loyal, deeply emotional fan



Campaign Angle

Memory-lane storytelling (scrapbook content, "where were you then" themes)

Audience Segmentation & Personas: Reputation Riley



The Dark Era Fan

Age: 24



Platform: TikTok + Twitter/X

Bold, sarcastic, aesthetic-driven



Campaign Angle

Trend integration, fan edits, POV skits, dark glam filters





Audience Segmentation & Personas



Midnights Maya – The Digital Romantic

Age: 20



Platform: TikTok + Instagram

Dreamy, introspective, UGC-creator energy



Campaign Angle

Fan reels, voiceover storytelling, carousel quotes, "my version" content



Key Messages



Archive of Emotion

The Eras Tour isn't just an event—it's an archive of emotion, memory, and growth.



Personal Storytelling

Each era tells a story—what's yours?



Evolution Journey

From *Debut* to *Midnights*, there's an era for every version of you.



Shared Narrative

Taylor's story is your story—keep writing it.



Insight

Fans are already storytelling on Taylor's behalf—through outfits, captions, and TikToks. This campaign builds scaffolding around those habits, giving fans narrative frameworks to co-create branded content that feels deeply personal and culturally viral.

PESO Strategy

Paid

- Boosted TikToks using trending audios + visuals from each album
- Sponsored Instagram Reels using "Fan Era Recap" format
- Paid fan features on Spotify, Apple Music, and YouTube Shorts

Earned

- Fan interviews pitched to pop culture media (e.g., Rolling Stone, PopCrave, BuzzFeed)
- TikTok creators featured in "Top Era Edits" campaign
- Earned reposts by fan accounts, Swiftie influencers, and lifestyle press

Shared

- #MyEraTour: TikTok & Instagram hashtag challenge
- Community stories reposted to @TaylorNation
- Reels with fan-submitted transitions by album color palette

Owned

- Taylor Nation Instagram and TikTok
- Tour recap video featuring fan voiceovers
- Era-themed newsletter series: "The Moments That Made Us"

Social Media Strategy



TikTok

Content Types:

- POVs: "You at 15, You Now"
- Transitions: Era makeup or outfit reveals
- Fan UGC edits by album

Hashtags: #MyEraTour #FanEraRewind
#SwiftieStorytime



Instagram

Content Types:

- IG Carousels: "5 Things That Define My Fearless Era"
- Reels: Fan outfit recaps by show
- Stories: Polls, fan-era quizzes, and reposts

Visual Direction: Soft filters by album era, grainy nostalgia for older albums



YouTube Shorts

Content Types:

- "My Eras Tour Experience in 30 Seconds"
- Swiftie vlogs
- Behind-the-scenes snippets from fan journeys



nancydrew700



nancydrew700 ❤️ The best part of The Eras Tour? You. The crowd. The energy. The bracelets. The tears. From the floor to the nosebleeds, you showed up—and turned every lyric into a collective heartbeat.

This wasn't just Taylor on stage. This was you singing back, louder than ever. 🗣️

📣 Share your favorite photo from this moment using [#MyErasMemory](#) and tag the friend who made the night unforgettable.

[#TheErasTour](#) [#SwiftieNation](#) [#BestNightEver](#) [#CrowdMagic](#) [#MyErasMemory](#) [#ErasForever](#) [#FanLove](#)

6s



Be the first to like this

6 seconds ago



Add a comment...

Post

“The Crowd Era”



nancydrew700



nancydrew700 🗨️ A vintage vibe with timeless vocals. This moment felt like a letter from Taylor's heart—drenched in glamour, soaked in nostalgia, and wrapped in storytelling that spans every era.

Whether you found your voice in Speak Now or your healing in Evermore, this one brought it all full circle.

💬 What's one lyric that will always feel like home to you? Drop it below and help us build a lyric wall of love from the fandom.

[#ErasTour](#) [#TaylorNation](#) [#TaylorSwiftLyrics](#) [#VintageTaylor](#) [#ForeverFan](#) [#LyricalGenius](#) [#MyErasMemory](#)

6s



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6 seconds ago



Add a comment...

Post

“The Vintage Era”



nancydrew700



nancydrew700 Lights. Magic. Unity.

This shot is everything: joy, power, and a sparkle that belongs to all of us. The colors, the crowd, the connection—Taylor gave us more than a show. She gave us an era we'll never forget.

Were you there for this moment? Or did you watch it all through your screen like it was still your story? Either way—it's yours forever.

👉 Tag a Swiftie who made The Eras Tour your favorite chapter yet. And don't forget to share your favorite pics with [#MyErasMemory](#) for a chance to be featured.

[#TheErasTour](#) [#TaylorSwift](#) [#MyErasMemory](#) [#SwiftieForever](#) [#TourHighlight](#) [#MainStageMagic](#) [#ErasEnergy](#)

8s



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8 seconds ago



Add a comment...

Post

“The Mainstage Moment”



nancydrew700



nancydrew700 ✨ This era glows differently. The lights. The shimmer. The adrenaline. That moment when thousands of fans screamed in unison, and Taylor shined like a mirrorball of our shared joy.

Every glittering second from this performance lives rent-free in our hearts. 🥰

Drop your favorite song from this part of the show in the comments—and tag the friend you danced through this night with. 🥳

📸 Want to be featured? Post your favorite concert moment using [#MyErasMemory](#) and we might spotlight your story next!

[#TheErasTour](#) [#TaylorSwift](#) [#SwiftieMagic](#) [#MyErasMemory](#) [#SilverEra](#) [#SwiftieForever](#) [#ErasMoments](#)

7s



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7 seconds ago



Add a comment...

Post

“The Sparkle Era”

Timeline

-  **Phase 1: Reignite**
Post-tour content push, TikTok trend drops, nostalgia launch
-  **Phase 2: Reimagine**
Fan co-creation campaigns, video storytelling rollouts
-  **Phase 3: Retell**
Instagram features, album-era spotlights, press push
-  **Phase 4: Reflect**
Top fan stories recap, Spotify integration, fan awards



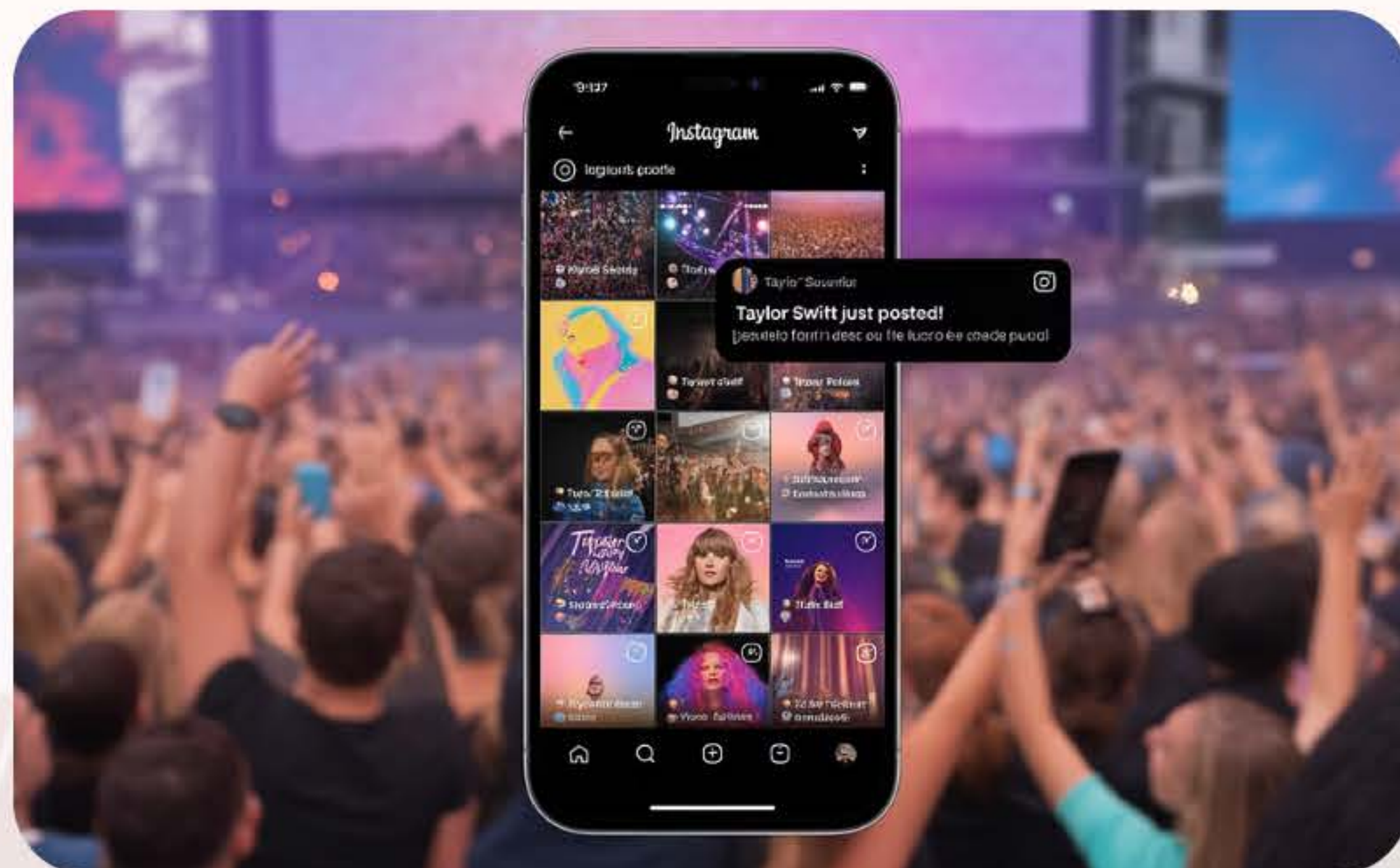
Unlock the ERAS Tour:
Strategic Marketing for Swifties

IG Carousel Templates



Instagram Carousel Templates

Custom-designed templates for fan stories that maintain brand consistency while allowing for personalization



Fan Implementation

Templates will enable fans to easily create polished, shareable content about their personal era experiences



Creative Deliverables

TikTok Storyboard Script Development

Detailed visual planning for MyEra transitions with specific camera movements, lighting changes, and outfit transformations

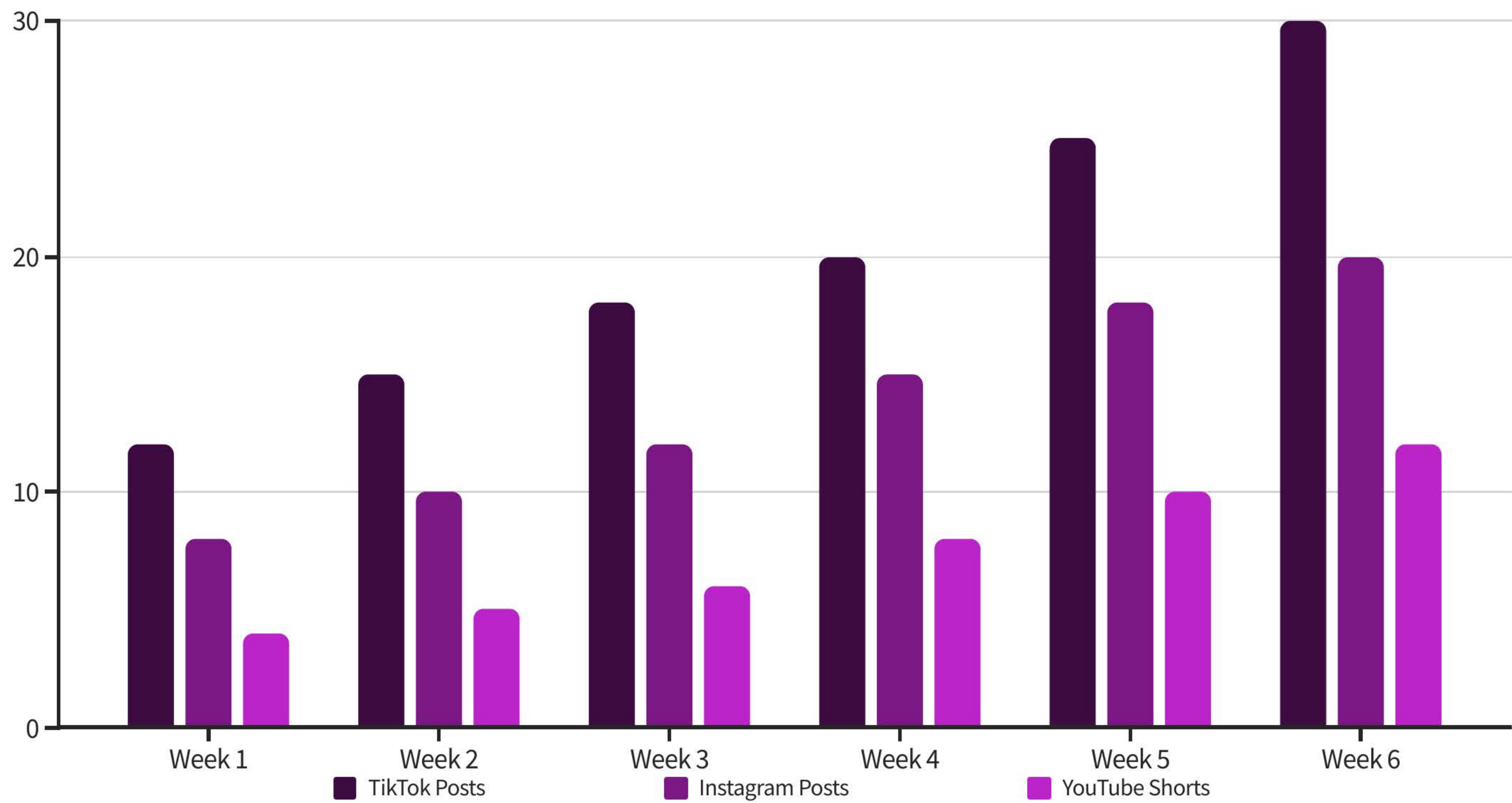
Audio Guide Creation

Curated selection of approved song snippets from each era, with timing markers for perfect transitions

Creator Implementation

Easy-to-follow instructions for fans to recreate the transitions while adding their personal touch

Creative Deliverables



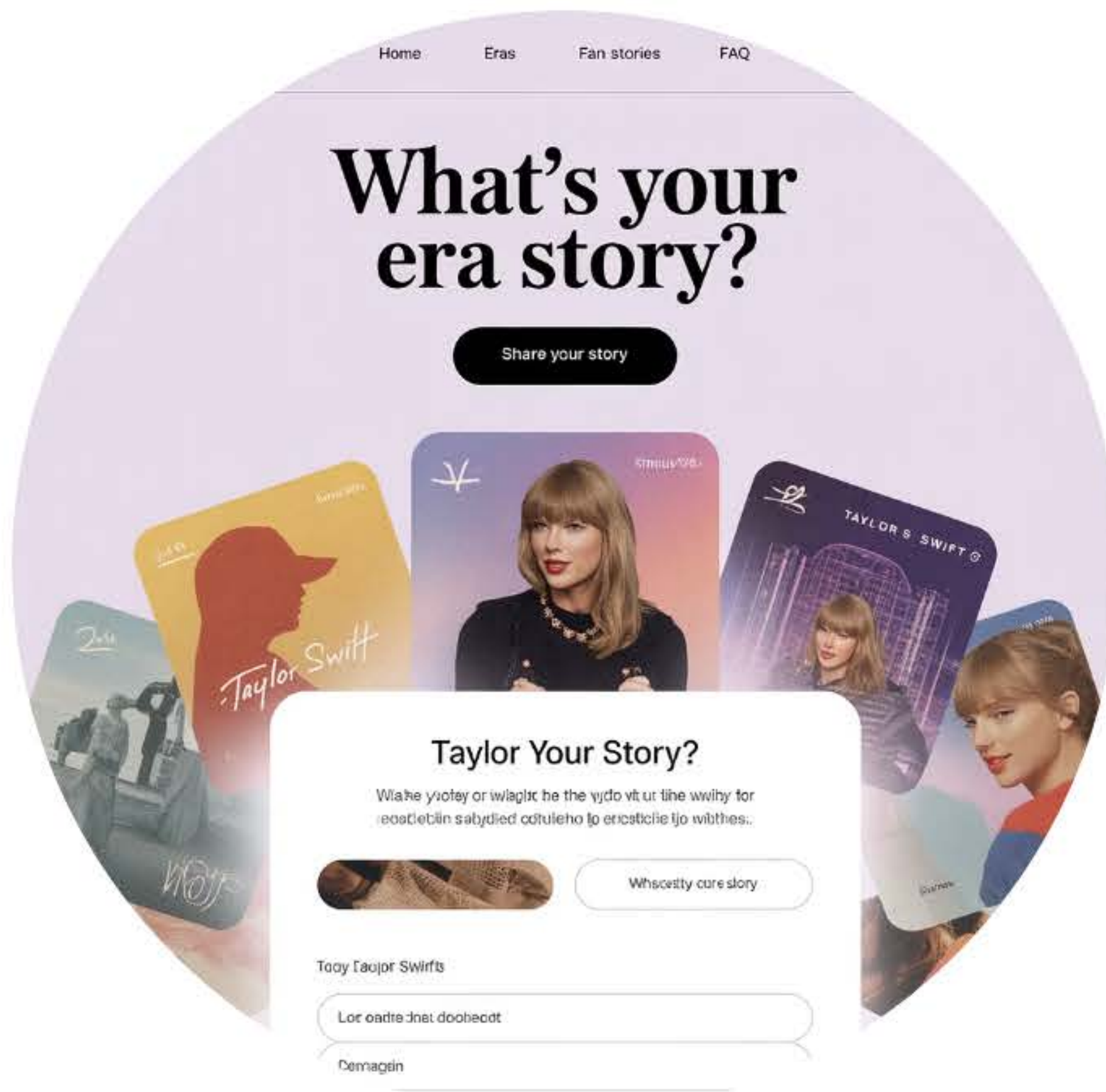
Content Calendar (6 weeks) showing the distribution of posts across platforms, with increasing frequency as the campaign progresses

Swiftie Era Camera Filter Pack

Downloadable lens add-on featuring custom filters for each album era



Web, Print, Social Media Advertisements



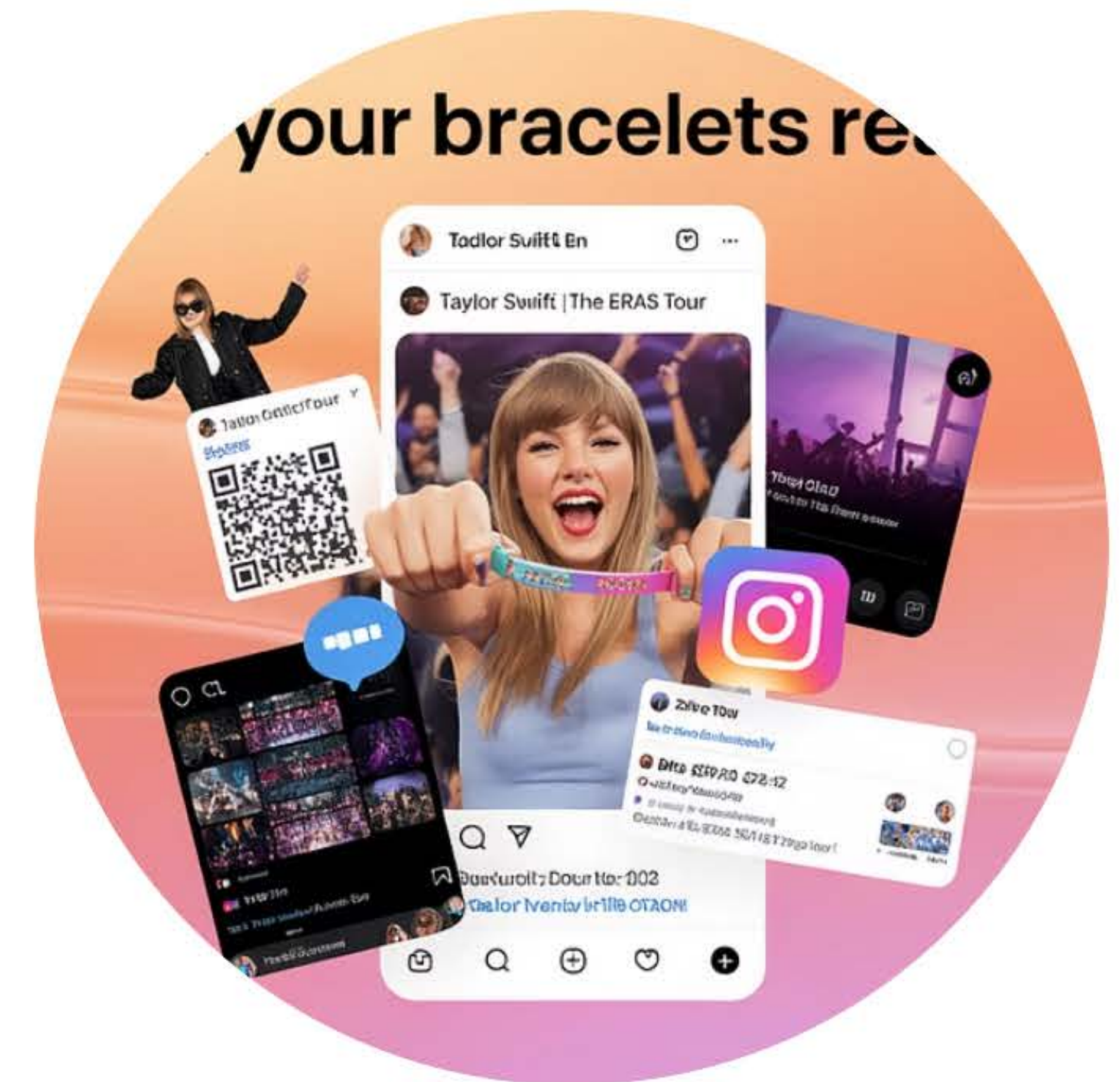
Web Advertisements

Digital banners and interactive web elements that invite fans to share their era stories



Print Advertisements

Magazine and billboard designs featuring fan submissions and era-specific aesthetics



Social Media Advertisements

Platform-optimized paid content that drives participation in the campaign challenges



Metrics / KPIs

10M+

Hashtag Uses

#MyEraTour, #FanEraRewind

50K newsletter signups from campaign microsite

1M

UGC Submissions

Across all platforms

25+

Earned Placements

In Swiftie or pop culture media

20%

Engagement Increase

Across @TaylorNation accounts