

HOW TO ENSURE YOUR RELEASE CREATES BUZZ AND GENERATES STREAMS? START EARLY!

RELEASE ROLLOUT

Disclaimer: This release rollout document merely contains suggestions based on our experience and expertise: you are entirely free to handle your releases whichever way you like.

(WBR = Weeks Before Release date)



ALBUM ART & PRESS RELEASE

Make sure your release has professional album art. Write or have someone write a [press release](#). You can use this press release to pitch to blogs, streaming services, magazines etc.

6 WBR

YOUR RELEASE IS FINISHED

You have finished creating a master for your track(s) and supplied it to The Source. At this point it's important to think about your audience. For who is this the ideal music? What do they enjoy? Where are they (online)?

5 WBR

PITCH TO BLOGS, RADIO AND OTHER MUSIC OUTLETS

Since you have already established who your audience is and what they like, you know where to reach them. It is time to pitch your track to blogs and magazines for a feature. If you don't know what your audience uses you can also pitch via [submithub](#) or [micco](#).

5 WBR



UPDATE YOUR PROFILES

Update your social media, for example by placing a new profile picture or banners depicting your new release. You can tease your new music without announcing it, by uploading a picture of yourself in the studio. At this point you should also update press photos on the streaming platforms and make sure your profile is complete: verified, pictures and an up-to-date 'about' section on all platforms (don't forget Youtube and [Twitter](#)).

4 WBR

PITCH TO SPOTIFY/APPLE FOR ARTISTS

You want to be featured in Spotify's editorial and algorithmic playlists. By pitching 4 weeks in advance you give the Spotify editors enough time to consider your track. Click [here](#) for more info on Spotify for Artists and [here](#) for Apple.

2 WBR

1 WBR

ANNOUNCE YOUR NEW RELEASE

Your release is just week away, let your (potential) fans know! Make sure you get as many people as you can to [pre-save](#) your release.



PITCHING YOUR RELEASE

Now that your music is on all the platforms, you can start pitching to [user generated playlists](#). There are thousands of successful independent playlist profiles. You can find them by simply googling or pay for Micco. Another free method is mention in the attached PDF.

R

SHARE

[Share, Share, Share](#) your music everywhere (social media, subreddits, e-mail list etc.) and with everyone you know. Ask us for a Linkfire widget.

R

GET INFLUENCERS TO USE YOUR MUSIC

R

Controversial as they are, "influencers" can still provide you with publicity. In the case of your music, approach influencers that your potential fans watch and/or listen to. Not necessarily music related, but gamers, make-up artists, vloggers, athletes etc. Try and [contact them](#) and ask if they want to use your music for their content.



Apple Music for Artists

Spotify for Artists

Follow the arrow below to see where you must write your pitch on Spotify, which is necessary to qualify for editorial playlist placement. Make sure to mention upcoming and recent live performances, what makes this release and you as an artist unique, what you have achieved so far, which media outlet has covered this release and/or you. Below is an example of a good pitch. If you don't have any press coverage or other achievements, you should focus on why this track is unique in its genre and its reception at your live performances.

Pitch a song

[Choose song](#) > [Add song info](#) > [Tell us more](#) > [Release](#)

Tell us where you're from.
This helps editors from all over the world find your song.

What city do you most identify with? *
This can be your hometown, where you started making music, or where you feel the strongest cultural connection.

Philadelphia, Pennsylvania, US

Describe your song for us.
Is there anything else you want us to know?

The story behind the song; what inspired it; your plans for promoting it; etc.

* Required Fields

Example Spotify pitch

"Irish indie rockers Orchid Collective return with 'FORCES' after receiving support from BBC Radio 1, Clash Magazine, Made In Chelsea and Red Bull. Their previous single generated 300k+ streams and was placed in 3 Spotify Official playlist. They have a big following in Germany with Berlin being their most streamed city. This new single will also be played at their upcoming tour in Brittain."

Some tips that will help you reach more fans

Use Reddit: Reddit has lots of music-related subreddits (forums). This means that for almost every niche there is a subreddit. On some of these subreddits you can share your music such as r/listentothis. Make sure your post includes a genre and preferably something like "for fans of coldplay". Right after you post it, get your friends to like it, or even award it! This way the post will remain high in results. www.reddit.com

Approach established musicians for collaboration: approach musicians that are slightly more established than you. For example you have 300 monthly listeners, don't approach someone with 30,000 listeners. But maybe approach an artist with 1000 monthly listeners and ask him if he would like to make a song together and what you can offer him.

Connect your profiles: Apple, Spotfy, Deezer and Youtube all offer the possibility to link your social media. Make sure you interconnect as many platforms as possible!

Live performances: Use your live performance to promote your new release. Have a little intro or outro making everyone aware that this release is not out yet and then play your heart out to get them excited!

Mail List: an e-mail list might seem old-fashioned, but is still highly effective. If you can send mail to fans you can notify them about your new release. This together with a pre-save campaign will help you with the streaming algorithm. Use established mailing platforms ([Mailchimp](#), [ConstantContact](#)), to prevent your IP address from getting blacklisted.

DO NOT pay for streams or a spot in a playlist that thrives on artificial streaming, using bots or straw puppets. These will get your content demonetized or even removed from the digital streaming platforms. When the site/service offers you an exact number of stream increase, be very wary!

Did you know that The Source Content Editor aggregates your streaming/sales data and royalties in a convenient dashboard? Just click on "Royalty Dashboard".

Update your streaming platform profiles is important because this will help you gain a prominent place in the algorithm (such as related artists). This way the world knows that you are a professional that takes his music seriously.

Get influencers to use your music, influencers who make videos, such as vlogs, often prefer to use high quality copyright free music, which is hard to find. If you suggest a deal where they can use your music in exchange for naming you and you refraining from monetizing their videos, they will be more likely to use your music instead. Free music for them, free promotion for you.

Don't be afraid to send reminders to people you have contacted if they don't reply within a couple of days.

NOTE: If you get someone to use your music in a video on Youtube or social media, fantastic! But please notify us to make sure Content ID will not claim (your music in) their video.

Useful links:

Music Marketing

<https://www.youtube.com/c/Burstimo/videos>

Facebook Strategy

<http://support.the-source.eu/kb/a88/social-media-marketing-for-musicians-how-to-get-more-fans-with-facebook.aspx>

Twitter Strategy

<http://support.the-source.eu/kb/a91/social-media-marketing-for-musicians-how-to-get-more-fans-with-twitter.aspx>

Instagram Strategy

<http://support.the-source.eu/kb/a89/social-media-marketing-for-musicians-how-to-get-more-fans-on-instagram.aspx>

Youtube Strategy

<http://support.the-source.eu/kb/a90/social-media-marketing-for-musicians-how-to-get-more-fans-on-youtube.aspx>

Paid music promotion & playlisting platforms

SubmitHub: <https://www.submitHub.com/>

SpotiFLY: <https://spotifly.us/>

Soundplate: <https://soundplate.com/>

Indiemono: <https://indiemono.com/>

Klangspot: <https://klangspot.com/>

Featurefm: <https://feature.fm/>

Toneden: <https://www.toneden.io/>

FAQ

Frequently Asked Questions

How can I pitch my music to blogs/influencers if they can't stream my music?

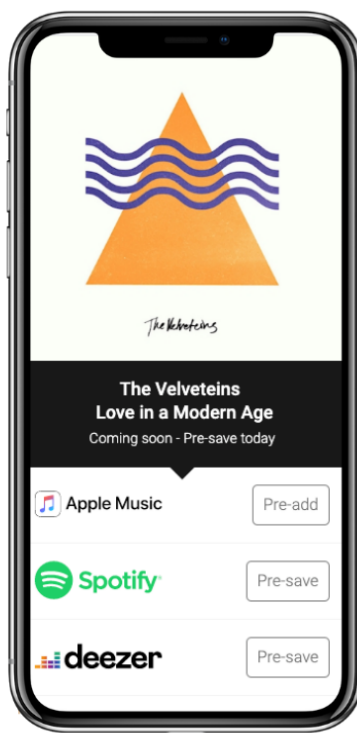
Create an account on [Soundcloud](#) and upload your unreleased music there. Soundcloud gives you the option to make your track public or private. If you make your music private only people who have the link can open it. Make sure it works by testing with a friend if he/she can open the link and listen to your unreleased track. Whether you use mail/message/call/use submithub you should add a Soundcloud link

I am willing to pay for promotion of my release, what would be a smart thing to do?

We recommend paying for social media promotion, influencers, sites like Submithub and Micco or in whatever way you can reach potential fans. If you pay for one of the mentioned methods you have to carefully select where you want to advertise. In the release rollout you have already decided who your fans might be and where you can find them. If you pay for streams you won't gain fans because these are not the people you want to reach and they will not return to your music after you stop paying. The algorithm picks up on this, which means you are less likely to have your music featured in editorial and algorithmic playlists.

I should make sure people pre-save, but what does that mean?

Click [here](#) to find out what a pre-save campaign is! We recommend that you do this only for your releases that you think have the most potential. For special releases, we can make a [Linkfire](#) pre-save link for you, see picture below. That way you only have to spread the link amongst your following, family and friends.



How do I get my music in the right playlist?

There are many methods to do this. An entirely free example is: look up a similar (but slightly more established) artist and see if they are featured in any playlists (by looking at their info page). If it's an independent (not Spotify's own) playlist, you can look up the owner of the playlist and try to find contact details. When you've found the contact details you can pitch your music to them. Below are some links that list independent playlists:

- <https://www.hypebot.com/hypebot/2020/06/todays-top-independent-spotify-playlist-curators-a-list.html>
- https://www.reddit.com/r/spotify/comments/4lklob/42_awesome_independent_playlist_curators_blogs_me/
- <https://musicfibre.com/5-independent-spotify-curators-and-how-to-get-your-music-on-their-playlists/>

How do I get Apple and Spotify For Artists accounts?

Go to <https://artists.apple.com/> and log in with your Apple ID (if you don't have one, create one) -> Click Request Artist Access -> fill out the forms. As for Spotify, you can find all the relevant information here <https://artists.spotify.com/guide/spotify-for-artists>

How do I get an Official Artist Channel on Youtube?

Click [here](#) for a full instruction. If you chose to have your music delivered to Google Play Music and Youtube Music, Google automatically creates an Art Track on Youtube. With an Official Artist Channel, you automatically claim these as yours, so they end up on your own channel, instead of the Youtube-generated Artist Topic.

When should I plan my release date?

6 weeks ahead. We know you are eager to get it out there as soon as possible. However, not only do your fans need time to discover and share your music, the algorithms of the portals need time to process your release to put it in playlists and promotion, replace Art Tracks with your official video clips and aggregate tracks and releases under your official profiles.

More Questions?

Just let us know. We are here for you. As you can see, there is some blank space below this text to have more of your questions answered.