



Creating a release campaign



Before we get started...

This guide is based on releasing a digital single. If you're releasing an EP or an album, you'll want to give yourself a little more time, and there will be more to consider - and if you're releasing physical product (vinyl / CD / cassette), you'll need to take manufacture timelines into consideration too.

Focus on making the music first. Finish the recording process before putting plans in place - set your timeline once you have fully mixed and mastered music.

Be pessimistic about your timeline. It always takes longer than you think! Although you're probably desperate to get your music out into the world, it's worth taking the time to get it right. Skipping steps will remove some valuable opportunities, and you want to give your music the best possible chance of cutting through.

3 months to go



- **Upload to your digital distributor:** pick a release date that works for you (doesn't need to be a Friday - a weekday often works well to give you more space to shout about your track), and get your track and metadata submitted to your distributor well in advance. This will ensure your music is delivered to the streaming services and stores in plenty time.
- **Gain access to the DSP artist platforms:** most streaming services offer access to artists so you can pitch your music and optimise your profiles.
- **Write a press release:** this is a doc to share with press, including background on you as an artists, details on the track (what it's about, the recording process + any other relevant info). Be sure to include your contact details!
- **Build an EPK:** make a shareable folder on GDrive or Dropbox containing some high-res photographs, a biography, single/EP artwork, logo, and downloadable WAV+MP3s of your release. You can send this to press/radio so they have everything they need in one place.

2 months to go



- **Create your smart links:** there are a range of tools (such as FeatureFM, LinkFire, LinkTree + more) allowing you to make a single link which points to your track on all DSPs. You can also create pre-save links and bio links to use on socials.
- **Build a social plan and start making content:** you will need enough material to keep your socials active and engaging - so create a basic plan to follow, and start banking content so you have it ready to go. Think about visual assets (photos, videos) that suit the music, and try free tools like Canva and CapCut to help you.
- **Submit your DSP pitches:** using the DSP artist platforms (eg Spotify for Artists). We recommend doing this 4-6 weeks ahead of your release.
- **Contact press and radio:** now is a good time to start making contact with people you'd like to cover your release. Send them a concise, personal email with your press release and EPK link (don't attach files!). Give them plenty of time to get to your email, listen to the music, consider whether they want to cover it, and plan their coverage. This bit takes a lot of time and effort, so start early!

1 month to go



- **Tell your fans:** now is a good time to announce your single to the public. Post regularly on socials, email your mailing list, post to your Bandcamp subscribers, YouTube community + any other platforms you use. Include a 'call to action' (eg your pre-save link).
- **Tell your supporters:** if you have any industry champions (promoters, events, other artists) etc - tell them too! They'll appreciate hearing the music in advance and will help you spread the word.
- **Reach out to independent playlist curators:** besides official DSP playlists, there are thousands of curators out there making their own playlists. You can often find them on Twitter, or using services such as SubmitHub or Groover (just take any feedback with a pinch of salt, as your music won't be for everyone).
- **Follow up with press + radio:** if you haven't heard back, you might want to touch base with press and radio contacts a couple of weeks before your release, just incase they missed it the first time around... just don't pester them!
- **Optimise your release on DSPs:** add a Canvas on Spotify, Motion on Apple Music + add lyrics.

Release Day



- **Get up early!** It's your release day. Get up nice and early to make the most of it.
- **Update your smart links + bio link:** make sure all the links work, change any 'pre-save' messaging to 'out now' and optimise your bio link with your release up-top.
- **Update your DSPs + socials:** update your Spotify artist pick and make any other profile updates across all the DSPs and social platforms (links, bio, photo etc) to ensure they're all completely up to date.
- **Upload to BBC Introducing and Amazing Radio:** these are great ways to pick up some airplay, and raise awareness for your release. (You can do this a few days in advance if you don't mind the track possibly possibly getting a spin before it's out).
- **Tell the world:** Post something on all your socials and send an email to your mailing list. Get the message out nice and early, and include your smart link to make it nice and easy for people to find your music. Remember Bandcamp and YouTube have community channels you can post too.

Post-Release



Release day is just the beginning. Now it's all about keeping the momentum going and helping new people find your music.

- **Look at your analytics:** each DSP and social platform offer in-depth data to check how your music and content is performing. Dig in and respond to whatever's working.
- **Create new points of discovery:** think about new ways people could find your track. Acoustic versions, remixes, alternative versions, live sessions etc. Post them on socials or even consider releasing on streaming platforms.
- **Keep talking to your audience:** now your music is out, it's the time to be communicating with your fans. Don't make it solely about your track - find other interesting things to share that will keep people engaged.
- **Re-pitch to DSPs:** if you have any significant updates (national airplay, good press looks, big support slots, major festival slots, significant spike in social or streaming traffic) then you can submit a fresh pitch to DSPs via your distributor.

Useful tools + links



DSP Artist Platforms

[Spotify For Artists](#)

[Apple Music For Artists](#)

[Deezer For Creators](#)

[Amazon Music For Artists](#)

[YouTube For Artists](#)

[Tidal For Artists](#)

[Soundcloud For Artists](#)

Creative Tools

[Canva](#)

[CapCut](#)

[Spotify Promo Cards](#)

[Spotify Canvas](#)

[Apple Motion](#)

Promo Platforms

[BBC Introducing Uploader](#)

[Amazing Radio Uploader](#)

[Fresh On The Net](#)

Other Guides

[OTR: Releasing Digitally](#)

[OTR: Press + media](#)

[OTR: Promoting yourself](#)