

Track Release Checklist

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A complete marketing checklist
to your next release



In this guide,

you'll be walked through a series of steps for you to follow before, during and after one of your future releases.

This guide will not show you necessarily how to do all the tasks outlined here, but it's a list of tasks that you should do during your releases. In some of the tasks, you'll see a side-note on how to do these tasks, but it won't be the only way possible to achieve it.

In addition, this guide works for all genres and was done thinking about any artist in the music industry. Some genres will have different approaches or different tips that are not mentioned here, but, as said, this is not genre specific. At the same time, over my 10 year career and the genres I've gone through, it's never been that different.

As an important disclaimer, **this guide assumes your music is AWESOME as a premise for it to work**. No marketing effort will ever be sufficient to build a brand if the product you're putting out is not remarkable. Although this is something you probably know, it's important to say to guarantee that you're looking to your art first and marketing second.

Lastly, thank you for downloading this ebook. If you're here, you're either subscribed to my newsletter, you download it at [Abstrakt Music Lab's Website](#) or a friend shared it with you. If you're already a subscriber, **thank you so much** for the support. My only request from you is, if you liked this ebook after finishing it, please consider sending it to one friend. I'd be deeply thankful for that.

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Preparation



Release Prep (2-4 Weeks Prior)	Notes
Update Press Photos and BIO if these are more than six months old;	Studio and Outdoors, if possible.
Distribution deadline for delivery to portals;	Send your song to your distributor at least 3 weeks before the release.
Create MusixMatch Profile to submit lyrics to spotify (Vocal tracks only);	https://www.musixmatch.com/ This profile allows you to upload lyrics to Spotify.
Organize/Create any promotional assets (live videos/press images/custom edits etc) to label, if signed;	Only use high quality images/videos.
Organize/Create 'Pre-release' & 'Out Now' assets;	Facebook 'Pre Release' and 'Out Now' Video Instagram 'Pre Release' and 'Out Now' Video 'Thank You for the Support' Video <i>* If you don't know how to create videos, try looking at https://fiverr.com.</i> Facebook, Soundcloud and Twitter 'Pre Release' and 'Out Now' Banners <i>* For banners, use https://www.canva.com or Photoshop.</i>
Take pictures of you and the release in the background;	Pictures of you tend to perform better then cover photos only.
Create Smartlink, Pre-Save Link;	To create Smartlinks and Pre-Save links, use: https://gitbook.toneden.io/ . Share them within every post you make.

<p>Create a 'Pre-Release Assets' Google Docs with all the post useful information for write-ups;</p>	<p>Pre-Release Assets should include at least, but not limited to:</p> <ul style="list-style-type: none">- BIO;- Press photos;- Cover photo;- Release information (Date, label, description);- Supports;- Spotify URL and Pre-Save Link;- Embed Spotify Links;- Release Smart Link;- Audio files (Mp3 and WAV)(links);- Social Links.
<p>Prepare Campaigns;</p>	<p>Prepare Beatport push, Spotify push, Facebook ads, Soundcloud reposts, viral campaigns for social (Challenges or other pushes). This include lining up friends to help you push the campaign as well as the concept of the campaign.</p>

Pre-Release

Pre-release date (0-2 Weeks Prior)	Notes
Send out Dj Promo Blast;	2 Weeks Prior is a good period to send a promo blast. Sundays at noon (GMT-3) is a good time to send; Learn how to build your Promo List here .
Pitch track to Youtube and Spotify Non-Editorial Playlists;	Learn how to build your email list for Youtube and Spotify here .
Pitch to blog affiliates for write-ups;	Email any blog pickups to everyone participating in the release.
Pitch track to Spotify & other streaming platforms for playlisting/premieres;	Organize with other members of the release so the main act of the release does the pitch.
If your song contains lyrics, upload lyrics to Genius.com and Musixmatch.com ;	
When played on featured radio show, create a social post about it;	Make a video on Socials thanking and showing the support. Tag all artists, label and podcast in post.

Release Day

Release date (Day 0)	Notes
Update Artist Profile with any additional release assets and/or information;	
Create social posts with 'OUT NOW' video;	
Change Facebook, Twitter, Instagram, YouTube and Soundcloud social banners - 'OUT NOW!';	Social posts (all platforms) including stream/download smartlink.
Upload track to YouTube and SoundCloud and any other social platform;	
Add track to own Artist Playlist on Spotify;	
Set your Spotify 'Artist Pick' to your recently released song;	If necessary, develop a custom cover photo for this. Check below the Artist Pick and the Original Cover Photo, respectively.
	<div style="display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">  <p>Original -></p> </div> <div style="margin: 0 20px;"> <p><- Artist Pick</p> </div> <div style="text-align: center;">  </div> </div>
For ALL posts you make, include the smartlink in the comments;	Buy / Stream <Smartlink URL> .

Post-Release

Post Release (Week 1)	Notes
Create Social posts for any Soundcloud reposts;	Tag all artists, label and Soundcloud Channel(s) in post.
When played on featured radio show upload rip to SoundCloud (optional) and/or create social post thanking the feature;	Tag all artists, label and podcast(s) in post.
Create social posts for any Beatport Features;	Tag all artists, label and Beatport in post.
Social posts for Blogs/Press Release/ Article write-ups;	Tag all artists, label and Blog/Webiste/ Channel in post. Send a special thanks to the writer if allowed (ask first).
Create Beatport release chart;	Please make a Beatport Top 10 http://dj.beatport.com/ and put your track in the #1 spot. This way you have more exposure for the track on Beatport! Tip: Add some of your favorite new tracks from fellow labels and make this playlist live when your track releases. (Consider purchasing these tracks alongside yours upon release). Tag all artists, label and Beatport in post.
If you planned any Campaign, start it 0-2 days after the release day;	
Do a Livestream or Youtube Video showcasing your production project;	
Do a Dj Live Set promoting your Twitch Channel;	
Answer all comments and repost all tags on socials.	

Ongoing (Week 2)	Notes
Social posts including TOP 3 artist supports of the track, if applicable. Avoid this if the track didn't receive good enough supports;	Tag all artists, label and podcast(s) in post.
'Follow me on Spotify' post promoting the track and your Spotify Profile;	Tag all artists, label in post.
Social posts including stream/download link;	Tag all artists, label in post.
Beatport Top 100 chart position posts;	Social posts including stream/download smartlink. Tag all artists, label and @ Beatport in post.
Send 'Thank You for the Support' emails to artist who supported you (optional);	
Social posts for Blogs/Press Release/ Article write-ups;	Tag all artists, label and Blog/webiste Channel in post. Send a special thanks to the writer if allowed (ask first).

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