

## 4 Weeks - 2 Weeks Before Release

To have the highest likelihood of success, set your single up for release at least 4 weeks in advance. This gives you a chance at playlists and implementing the marketing steps we are going to lay out.

**Step 1:** Sign up for or update your Spotify Artist Profile. Make sure you have consistent imagery for your new song. Have a consistent, branded look **across all platforms** and website. If the new big thing in your world is your new single, *make it known*. Make it your Facebook banner, update your bio, update website art and look and possibly even add a landing page that is driving people who visit the site to the new song. Pin the link to the top of your Facebook timeline. Add the link to your Instagram profile. Make it as easy as possible for people to find where you want to direct them.

**Step 2:** Sit down and figure out what you want to accomplish from promoting to your fans. Do you want to drive them to one single link from an aggregator like Linkfire? Are you trying to get song spins or get them to follow your artist profile?

(Most likely both but **think about your call to action** and **remain consistent** about what you are asking people to do through your promotional campaign.)

**Step 3:** Mobilize Your Fan Base.

- **Get a preorder link from your distributor and share this on social media clearly letting everyone know what the date is.** There's no reason for a sneak attack on the release date. You're building momentum and suspense leading up to the release date in order for playlist curators to take note. If your song immediately gains plays after the release date from all of your fans, you look good to curators and in Spotify's algorithm.

- **Teaser videos.** Give them a taste of the song. Snippets from an upcoming music video of the single or even a live version cut up in to small videos.

- **Behind the scenes content.** Give them a look in to the process. Pictures from the recording studio, pictures of your handwritten lyrics

### The Week Of

When single release week hits, it's fully time to mobilize your social following since they are primed and ready to hear what you've been working on.

**If you have a fan email list, it's time to hit them with a press release.** If they've taken their time to sign up for your mailing list, they should be some of your most loyal fans and will want to support you. It takes work but may be the most meaningful option you have.

**Personally message family and friends.** Text, Facebook message, dm your contacts and let them know what you're doing and that you would appreciate them checking it out and letting you know what you think. Not only will you have a greater success with this than just a Facebook post, you're also making fans feel special that you're personally reached out to them and value their interest.