

RELEASE

Promote Again
Continue to push and encourage fans to buy, download or share your content

Review
Did you meet your objectives? What did and didn't work? What can you improve next time?

Set Release Strategy
Decide what to release. Set objectives. What do you want to achieve with this release? What does success look like?

Budget Planning
What is your budget to record, produce and promote? Consider fan funding options

Record Highest Quality Music
Ensure you have recorded your music to the highest possible standard ideally working with a known producer or engineer

Collection Agencies
Register with collection agencies to ensure you get paid for any TV, radio, live plays

Audit & Critique
Critically review your online brand presence. What does it say about you? Apply the necessary changes

Basic Assets
Consider URLs, type faces / logos, pictures & copy. Apply a consistent style across all band pages and websites

Advanced Assets
Create music videos, produce release artwork & merchandise consider a variety of products at varying price points

Online Architecture
Review use of websites, consider how they work together. Do you have a site for both fans & industry?

Distribution
Set up distribution to sell your music on key music stores. Allow sufficient lead times ahead of release

Understand Audience
Use available analytics on Facebook, YouTube to create a profile of your fans

What's The Idea?
Create a story around the release. What makes it newsworthy? 'A new single' is not a story unless you're Radiohead

Decide on Promotional Route
If budgets allow look to engage PR experts and radio pluggers. Alternatively rely on a DIY approach

Build Contact Database
Use websites like MediaUK, Hypem, Followerwonk, Unsigned Guide to build press and radio station contacts

Promotional Plan
Plan how to promote your release building to the release date Consider owned, (your pages) bought, (EG ads) and earned channels

Promote
Set your release date 8 weeks ahead and start promoting your release to press (on & off-line) radio & live

