90 DAY RELEASE

CHECKLIST

90 DAYS

- Book promotional photoshoot to capture press images
- Source graphic designer to update or change logo
    - Request a black + white version of the logo in vector form
- Create release metadata document that includes:
    - Songwriters (legal names + publishing entities)
    - Full lyrics
    - Producer credit
    - Engineer credit
    - Mastering engineer credit
- Start marketing driver document that includes:
    - Current social + DSP numbers (social followers, Spotify followers, Spotify monthly listeners)
    - Music and general themes of release
    - Long and short quote about meaning of release
    - Previous DSP editorial placements
    - Previous press placements

60 DAYS

- Review photoshoot images and select:
    - One image for cover art
    - 3 - 5 images for press use
- Source graphic designer to create:
    - 3000 x 3000 cover art
    - "Pre-Save Now" + "Available Now" social banners (Facebook, Twitter, YouTube)
    - Square & vertical cover art visualizers
    - Spotify Canvas
    - One sheet with bio, key dates, marketing drivers (see below), audience data, and official images
- Source videographer / director to shoot video content
    - High Cost: Full official music video
    - Medium Cost: Performance video / Lyric video / Acoustic video
    - Low Cost: Visualizer video

30 DAYS

- Upload release to distributor. Few reminders:
    - Designate 0:15 or 0:30 TikTok timestamp
    - Decide on a pre-save date (typically 1 or 2 weeks before release date)
- Submit marketing driver form to distributor
    - Make sure that social / DSP numbers are current
    - Include any interesting social media metrics (such as a viral TikTok)
- Submit Spotify For Artists pitch form
- Register songs with PRO organization
- Begin pitching any official video content to press outlets
    - Include one sheet + unlisted link to video on YouTube
- Create EPK page on website to host videos, key dates, and links to music
- Set up advertising strategy
    - Link your artist page to Facebook Business Manager
    - Provide access to distributor or third party ad team
    - Edit multiple 15 and 30 second clips (square and vertical) of all video content
    - Create trackable links for release on each DSP