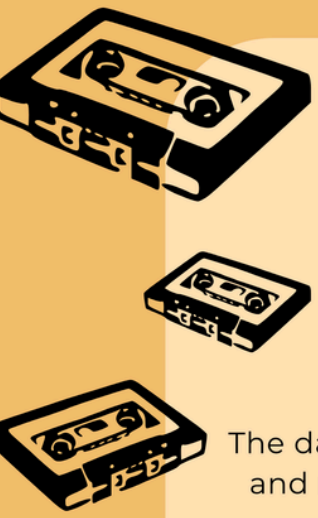




Release Day!



The day is finally here! After weeks of planning, filming, posting, editing and months of anticipation, the day to share your new work with the world has arrived.

In the last newsletter I spoke about the importance of creating a very detailed schedule for your pre release and having a comprehensive plan for what you will share, what your release's **story** will be and how you will create engaging, consistent content around the work.

Release day is just **ONE** day within a larger schedule. It is important to know what you will do to prepare for it, but also what you will do in the days that follow.



By your release day you need to have;

- All of your visual content filmed, edited and ready to go
- Your ads and banners setup and ready to send
- Your fan mailing list, press mailing list and whatsapp lists set up
- Your press release and copy written

Now to the day itself :

On release day, and the days directly before and after, your main goal is to **spike all your social media platform's algorithms** and to **drive all your traffic to one specific place** - be it Spotify, your website, Bandcamp or to your official music video.

Release day will have you glued to your phone and laptop for hours. It is a busy period of sharing, re-sharing, constant social media activity and reaching out. In my research, one of the videos I came across suggested that on release day you should **set a number of alarms** on your phone throughout the day to remind you of all the tasks you need to complete.



Release Day Tasks:

- First things first - when the song drops, check the release on your streaming platforms, make sure everything is as it should be
- Launch the Official Music Video
- Make sure **all your links** on your social media are up to date and all leading to **one specific place** - Either the music video or to the song (people don't like extra work finding the song)
- Change all your social media and website banners to '**OUT NOW**'
- Post to your Instagram stories throughout the day
- Go live on Tik Tok or Instagram and chat with your fans
- Start running your 'OUT NOW' sponsored ads
- Reach out to people directly, one on one, through the day and ask them to share your new release
- Send out your Press Release to your press mailing list
- Sync your lyrics on [MusicxMatch](#)
- Encourage friends and family to listen to the **entire song** and add it to any playlists they may have
- Reshare, comment on and like all the shares of your release on your story/twitter/Tik Tok
- Call influential people in your network and tell them about the release (one on one contact is always better)

As you can see, the list is long and will be slightly different for everyone and... probably even longer in practicality! Take breaks when you need to, make sure to stay hydrated and energised with food and stretching throughout the day.

This piece of work is something you took time, money, energy and resources to create, **do not shy away from promoting it to the best of your ability**. As artists we can feel as though we are bothering people or being annoying by sharing our work but, truthfully, we are a drop in an ocean of content that people consume everyday, we are trying to stand out and float above that body of water.

Share, promote, engage - and do it with pride and excitement.

VIDEO IS KING

In the last newsletter I spoke briefly about how social media is a visual media. The first way people will interact with your music is visually. Whether via a short clip on your stories, your album art or a teaser trailer of your official music video, people are drawn in by the aesthetic. These visual snippets will be what draws them in to listen to the song, to unmute their phone or to learn more.

The goal is always to **get people to the song**, and to **get people to us**. We need to pique their curiosity and hold their attention in a world with an ever dwindling attention span.



Video Content



How to utilise videos beyond your release day

Release day is the optimal day to release your "official music video" or at the very least a central video that people will associate with your track, but it need not stop there!

One way to keep your content fresh and engaging for the **critical seven days** that follow a release is to continue each day throughout the week **to release other new videos**. These are videos you will have filmed and prepared well in advance.

And by 'new videos' I don't necessarily just mean Tik Toks or Instagram videos, I mean quality, well put together, full length content videos that **centre the new song**. These full length videos can then of course be utilised on your social media as well.

These kind of videos could be -

- A dynamic lyric video
- A behind-the-scenes video of the making of the project or official music video
- A live performance of the song (you can also release this audio later)
- An artistic 'visualiser'
- A collaboration or remix video
- A choreographed dance video

The week that follows a release is important. We have a very short window of time where the music is fresh, new and exciting to our audiences. In that period of time, releasing new video content every day is a way to keep them engaged without sharing the same visual content over and over. **This is another way we spike the algorithm.**

Running Ads on Social Media



I'll be honest with you, last year was the first time I ever used Facebook Ads to promote a single and so I'm very much still a novice to the concept, but definitely a fan! Read through to learn a little more.

Facebook Ads Manager

As an indie artist the Facebook/Instagram ads manager is a really amazing and affordable tool to use to get some promotion and target specific audiences. Ads, like everything mentioned in this newsletter, need to be prepared and set up well before your release is out as they take time, consideration and a lot of planning to set up well. I won't pretend to be an expert but **below are a couple of things to consider.** *(I will also include a few video links in the appendix to learn more on how to set up ads from experienced musicians.)*

The Ad

- Before you begin setting up an ad campaign you need to have an **advertisement ready to go** and an idea where it will be shared - (ie Insta stories, news feed, facebook page etc). The ad should be a maximum 15 second video that is memorable, simple, with a clear message and link to a landing page.
- **Landing page** - This should be a page on a site such as Hyped It, Hear Now or Linktree, that then directs people to the streaming platform of their choice

The Audience

- When it comes time to create the parameters of the ad you will need to consider two major things
 - Your budget - Whether it is \$30 or \$300, any amount can be useful when set up properly and applied to the correct audience.
 - Your super specific audience demographic (age, location, streaming site, interests)

The Test Run & Reporting

- If this is your first time using Facebook Ads I recommend starting small with little budget and a simple promotion. The ads manager is a complex page with many different variables, stats and adjustments available. Do some research and take a punt at running a small ad, perhaps just for your page or a specific post.
- Once this test run is out, monitor your reporting page regularly to become familiar with the huge amount of data that will become available to you. **This is data you can then use to improve the parameters of your future ads.**

Live performance



On your master list of pre and post-release tasks and important dates, something else you may consider is a **live show**. I mentioned in the Black Glitter Newsletter #7 that a live performance can be a perfect way to have an off-screen, intimate connection with your fans and community.

Holding a live performance that is **specific to a new release** is also a great way to tangibly draw people to you and to the new music.

If within the weeks after a release you are able to also invite your new and old listeners to join you in a specific location, it can be yet another way to hold their attention span beyond that first share on social media. At the live show you can also; sell new merchandise relevant to the new release, have a giveaway, get new fans to hear your old music, encourage listeners to film and tag you online ... and so much more!

Reach out personally



Throughout this process, from recording to post-release, you will be calling on members of your community, your friends, family and fans to support you.

Your supporters are not just names and numbers, they are real people who have taken the time to engage with your art, share it and enjoy it within their own lives and contexts. It is important in the final leg of the release process to reach out personally to those amongst your base who have really held it down and been supportive.

Call them, text them, DM them. Make an afternoon of it.

Not only is it a thoughtful gesture, it is also a great way to show people that their support matters within the bigger picture. It shows music listeners the power of their engagement. This will encourage them to continue to support you and other artists they love.