



# Release Plan

Projected Release Date *May 16, 2025*

## KEY DATES AT A GLANCE



Sign up for distribution by April 18, 2025

Get music delivered to platforms by May 2, 2025

Create Spotify pre-save by May 3, 2025

Claim or update streaming profiles by May 4, 2025

Pitch music to Spotify by May 5, 2025

Set up your smartlink by May 15, 2025

Share your music

# DISTRIBUTION SETUP



## Finalize Your Cover Artwork by April 16, 2025

We recommend a JPG or PNG file that is 3000×3000 pixels.

[Need help creating cover artwork?](#)



## Get Your Music Mastered by April 17, 2025

You'll need a 44.1 kHz, 16bit stereo WAV or FLAC file.

*Want to make your mix sound great? Get [quick, automated mastering!](#)*



## **Submit your music for distribution by April 18, 2025**

Sign up for [global music distribution](#), monetization, and more.

*Double-check all your metadata before submitting!*



## **Verify your music has been delivered by May 2, 2025**

Has your music been sent to streaming platforms? [Here's how to check.](#)

*IMPORTANT: Platforms will not publish your music UNTIL your chosen release date.*

## **PROMO PREP**



## DOING A PR CAMPAIGN FOR YOUR RELEASE?

YOU'LL NEED ADVANCE PREPARATION OF:

- 3-4 months for national or international media
- 2-3 months for [online media](#) (blogs, podcasts, etc.)
- 1-2 months for local press (weeklies, newspapers, etc.)

Here are some other things you should do BEFORE your release date...



**Create your Show.co account  
from April 18, 2025 through May 2, 2025**

Grow your Spotify engagement with [these FREE tools](#).

**Set up a Spotify pre-save  
by May 3, 2025**

Let your fans [save your music on Spotify](#) before it's released!

**Update your Spotify Profile  
by May 4, 2025**

Claim your [Spotify for Artists](#) account.

**Update Your Apple Music Profile  
by May 4, 2025**

Get verified with [Apple Music for Artists](#).

## **Update your Amazon Music profile by May 4, 2025**

Access [Amazon Music for Artists](#).

## **Update your YouTube Official Artist Channel by May 4, 2025**

Get verified for an [Official Artist Channel](#) on YouTube.



## **Get your lyrics on Instagram Stories by May 4, 2025**

See your lyrics on major digital services via [Musixmatch](#).



**Pitch your music to Spotify  
by May 5, 2025**

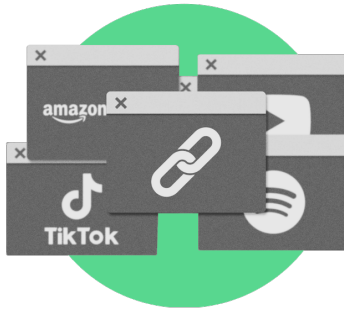
[Submit a track to Spotify's editorial team.](#)

*Do this at LEAST seven business days before your release.*

**Create a Spotify playlist  
by May 14, 2025**

Build a playlist related to your music so it's ready to go!

*Then add YOUR music on the release date.*



## Set up your smartlink by May 15, 2025

With HearNow, your customized smartlink:

- Can be created instantly
- Gives you an attractive promo page
- Directs fans to their preferred platforms

*You can even collect virtual tips with links to Patreon, PayPal, and Venmo.*

## OFFICIAL RELEASE DATE



### **Your music is available**

Verify your music is live on all the big platforms.





## Update your online presence

Add new photos, bio, and links to your social profiles and website.



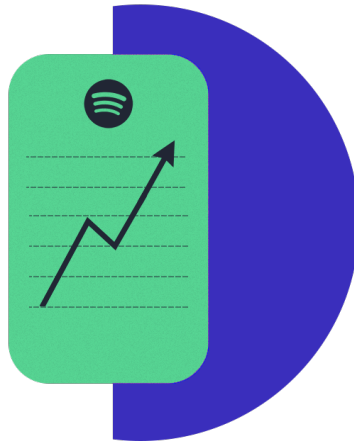
## Tell the world

Share your new music with your audience via:

- Email & social posts
- Website announcement bar
- Blog or news updates on your website
- Editing your featured playlists
- [Updating your Spotify bio](#)
- And much more

*Be sure to [share your smartlink](#) rather than pasting a dozen URLs!*

# FOLLOW-UP PROMO



## **Run a "Social Unlock" campaign on May 17, 2025**

Drive Spotify streams, follows, and saves by offering [secret content or giveaways](#).

## **Pitch music to indie curators on May 18, 2025**

[Reach out to playlisters](#) interested in your genre.



## **Post supporting visual content from May 19, 2025 through June 15, 2025**

There are countless ways to SHOW the story of your songs:

- [Music videos](#)
- [Lyric videos](#)
- [Visualizers](#)
- [Spotify Canvas](#)
- [Lyric snippets on Instagram](#)
- [Reels](#) and [TikTok](#)
- Livestreams
- Pics and video from the creative process

*Shine a light on different aspects of your music!*

## **Run an interactive ad on May 20, 2025**

Spread awareness with interactive ads that:

- [Get your message on sites like Rolling Stone & Pitchfork](#)
- Boost streams & video plays
- Have affordable minimum budgets

## **Do a first-week audit on May 23, 2025**

Where is your music performing best? Check your analytics on:

- Spotify for Artists
- Next Big Sound
- Amazon Music for Artists
- Apple Music for Artists
- Facebook Ads Manager
- Google and YouTube

## **Release a supporting single on June 30, 2025**

Keep your algorithmic energy going with [a follow-up song!](#)

# **READY?**



## RELEASE MUSIC THE RIGHT WAY!

1. Keep ALL your music available online with no annual fees.
2. Find a global audience on 150+ platforms.
3. Make the most money with sync, publishing, social videos, and more.

## GOT MORE TIME BEFORE YOUR RELEASE?

Sweet! Do these things too.



### Document The Creative Process

Capture video and take pics. Also, keep detailed notes about:

- The meaning of the lyrics
- The story of the recording
- The gear you used
- Working with collaborators

*This stuff will come in handy later for promo content and social posts.*



## Figure Out Your Story

Find your hook for press & playlisters by asking:

- Who is your ideal listener?
- Why do they need your music?
- [What makes you unique as an artist?](#)

*Distill that into an elevator pitch! You'll have a leg up in your promotion.*

## Book your release party

Celebrate your album live with both online and IRL performances, including:

- [Livestream concerts](#)
- A special “album release” gig or tour
- Listening parties on Instagram Live, Twitter, etc.
- Behind-the-scenes VIP experiences

*Plan ahead so you can host a memorable event for your fans; music venue talent buyers often need 3-6 months to get you on the calendar.*



## **Get more from every recording session**

Before you close down your session or leave the studio:

- Burn instrumental mixes for [sync licensing](#)
- Print stems for remixers
- Try a stripped-down alternate mix

*Save yourself the time later by doing this stuff NOW.*

We'd appreciate your feedback with this [really short survey](#)! Thank you!