2024 RELEASE PLANNER

Artist _____
Title _____
Label / Distribution _____
Configurations _____

RELEASE CADENCE

Street Date _____
Pre-save / Pre-order Date _____
Focus Tracks

#1	_____
#2	_____
#3	_____

SETUP

Goals _____
Narrative _____
Artist Brand _____
Budget Discussions _____
Publicist _____
eCRM _____
DISCO _____
Radio / PlayMPE _____
Audience Insights (SM4A, AM4A, Viberate etc.) _____
Online Audit (socials, Wikipedia, YouTube etc.) _____
Social Footprint & Links _____
Lyrics / MusixMatch _____
Instrumentals _____
Street Team _____
Evangelists / Influencers _____
Photo Shoot _____
Video Strategy + Asset Planning _____
Merch Planning _____
Tour Dates to BIT / Songkick / FB Events _____
Social Media Calendar _____
Sync Licensing _____
Brand Partnerships _____
Remixes / Acoustic / Reimagined _____
Website / SEMrush / SEO _____
Google Keywords _____
Endorsements _____

2024 RELEASE PLANNER

DRIVERS FOR DISTRIBUTION / DSPs

Tour Dates / Tour Support
Video Strategy / Promotion
Previous Sales & Streams
Targeted Online Advertising
Marketing Timelines
First Week Projection
Advertising Spend
Press / Reviews / Pull Quotes
Release Week Events
eMail list / Bandsintown Trackers
Plan to drive traffic
Additional: Appearances, Sync, Radio etc.

90 TO 120 DAYS OUT

Updated Bio
Press Release
Pull Quotes
Photography / Cover Art
PDF one-sheet
Banner Set
Track by Track (audio + transcription)
SmartURL / Landing Page
Bandcamp
Google Alerts
Release Metadata (Below)

60 DAYS OUT

Distribution System Set-Up
Distribution Marketing Form
Spotify for Artists Submission
Deliver Video Assets
Online advertising Assets
Update DSP Artist Pages
Social Media Calendar
COMING SOON Banner Set

45 DAYS OUT FOR PRODUCTION

WAV File(s)
Approved Cover Art
Writer details including PRO and Publishing
ISRC Code(s) if assigned

30 DAYS OUT

Pre-save / Pre-Order Campaign
Mass eMail / Bandsintown

Targeted Online Advertising _____

Update Official Website _____

Music Blogs / Podcasts _____

Update Socials, YouTube, DSPs etc. _____

STREET WEEK AND BEYOND

New Release Store Check _____

OUT NOW Banners _____

Mass eMail / Bandsintown _____

Week One Reporting _____

Feed Distribution with wins _____

MARKETING / ADVERTISING

Targeted Online Ads _____

Site Takeovers _____

Pandora Stories _____

Indie Coalitions / Record Store Day _____

Facebook Groups _____

Talkshop Live _____

Discogs _____

YouTube Promotion _____

Out Of Home _____

RELEASE METADATA

PROJECT LEVEL	TRACK LEVEL
Artwork to spec	**Title**
Title	**Artist**
Artist	**DSP Profile**
DSP Profile	**Display Artist**
Display Artist	**Writer(s)**
Primary Metadata Language	**Producer(s)**
Label	**Genre**
UPC (assigned)	**Audio Language**
Catalog #	**Price Tier (by track)**
Genre	**ISRC**
Price Tier	**C Line**
Release Date	**P Line**
Original Release Date	**Publishers and PRO**
C Line	**Lyrics**
P Line	