



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

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	