

Launchpad

A woman with vibrant red hair, wearing a black and white striped t-shirt and light blue jeans, stands on a stage. She is holding a red microphone cord and looking upwards with her hands raised. The background shows a stage setup with speakers, a DJ booth, and other people, suggesting a live music event.

Insight Sessions
Getting Release Ready
Tuesday 14th June 2022

Music Industry Insight Sessions

Five sessions to help you manage aspects of your music career

14th June - Getting release ready

28th June - Managing your royalties

12th July - Promoting yourself and your music

26th July - Finding funding for your music project

9th August - Getting out there and playing live

Delivered by Launchpad team & industry advisors.

Launchpad

whiskas / Sam Nicholls

Founder / Director –Launchpad (Music:Leeds / Music Local)

Lecturer - BA Music Industries Management, Leeds Beckett University

Advisor - PRS Foundation, Help Musicians UK, Youth Music

Previously – label owner, musician, producer, promoter / venue manager



Getting Release Ready

- Planning & goals
- Getting your assets ready
- Distributors & DSPs
- Promoting your release
- Direct to Fan
- Royalties

Getting Release Ready

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Planning & goals

Don't rush your release

Consider - why are you releasing? Why are do you need to release *this song* *now*

Is it:

You've finished a brilliant new song!

People haven't heard from you for a while...

If you haven't got time and assets together, take time to think whether it is the right time.

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Planning & goals

Before you you move forward with your release, consider:

- Is the song a single? Can it achieve what you want it to?
- Have you got something to follow it up with? What comes next?
- Have you got time to promote it properly?
- Are you able to promote the release with live dates?

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Planning & goals

What do you want to achieve with the release?

- Press coverage
- Radio play
- Sales / streams
- Build fanbase
- Industry interest
- Get more gigs / live appearance

What are you doing to make each thing work?

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Planning & goals - timescales

Have as much ready as possible for your release around 6 weeks before the release date for a single release.

You may want to approach press 4-6 weeks in advance of release.

If you want to pitch for playlists – Spotify say they want you to pitch to them at least 4 weeks in advance.

It can take a week for a distributor to deliver your song to DSPs.

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Planning & goals - timescales

Confirming your release date

Global Release Day is ***Friday*** (internationally recognised day for releasing new music).

DSPs prefer music to come out on Fridays

It can be easier to pick up release day press (& radio play) on other days.

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Planning & goals - timescales

Multiple releases – is the release part of a series / building to an EP?

How much a gap do you leave between releases?

What are your goals?

Spotify wants frequent releases (but says you can't pitch more than once every 4 weeks)

Your track can appear in Spotify's Release Radar playlist up to 4 weeks after release so allow it time to do this if you have multiple tracks to release

You may not be able to get repeat coverage for press / radio with frequent releases.


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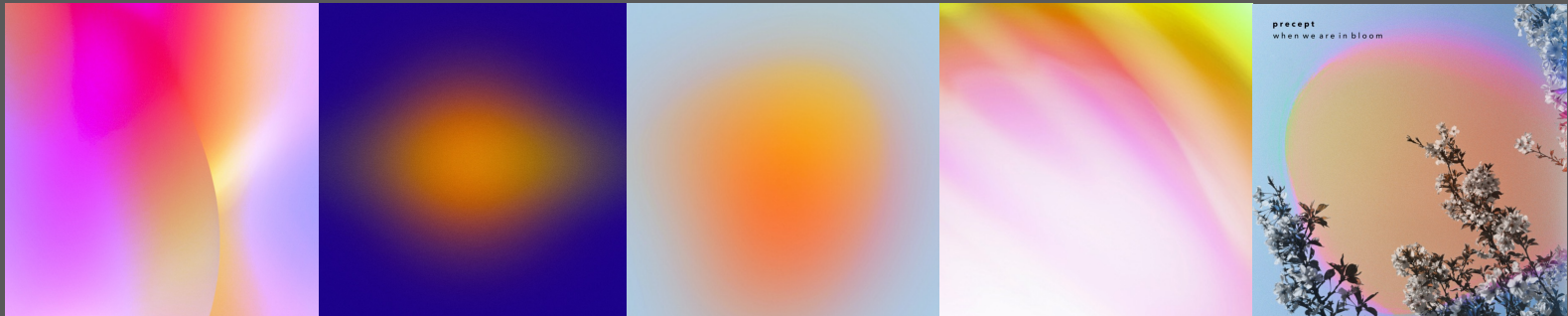
Planning & goals – timescales. Case Study.

Precept – When We Are In Bloom

4 singles precede album, scheduled to allow each to pitch – with selected tracks sent to radio.



	Glimmer EP
1	Glimmer
2	When We Were
3	Bloom
4	Ascend



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Getting your assets ready

Before committing to a release date and uploading, try and have the following ready:

- Mastered recording
- Packshot / artwork
- Promo photos (new / refreshed)
- Press release
- Agreed songwriting split

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Distributors and DSPs

Who will you work with to release your music?

Research the best distributor

- Is there a way to speak to them?
- Can you build a relationship with them?
- What do they charge - upfront vs %.

Launchpad offers a distribution service through our partners
Kycker & AWAL.

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Distributors and DSPs

Uploading

Make sure you have all your meta data correct

- Songwriters / performers / producer contribution

If you are planning future releases, the release is part of an upcoming EP campaign - try and upload all your releases at once.

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Distributors and DSPs

Once uploaded - most DSPs have a service that allows you to claim your artist profiles.

Make sure you claim these and update them!

<https://artists.spotify.com/>

<https://artists.apple.com/>

<https://creators.deezer.com/>

<https://artists.amazonmusic.com/>

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Distributors and DSPs

DSP artist profile

- Assets – photos (landscape / portrait)
- Bio
- Links to social media
- Create your own playlists
- Video for a canvas on Spotify

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Distributors and DSPs

Pitching to Spotify

You can pitch to Spotify to be included on their playlists – editorial & algorithmic – via Spotify for artists.

They recommend 4 weeks ahead – minimum 7 days.

Feedback:

Add keywords – “for fans of”, suitable playlists, previous support (radio / press) and describe the track (sound / emotion)

Investigate Spotify for Artists - found.byspotify.com

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Distributors and DSPs

 Spotify for Artists

Getting on Spotify

Made by Editors

Made for You

Made by You

What's Next



Your Dashboard For Everything

So, now that you've distributed and pitched your music – and maybe your music even found a home on a few playlists – what happens next? Now, it's all about the data.

Your Spotify for Artists dashboard shows you the full story of your music. See where your music is being placed and which playlists are driving the most listening. With that in hand, you can make better decisions about how to best get discovered.

Ready to do this? Us too. But before you do, here's a quick checklist to help you play lead on discovery.

Pitch to playlists →

Amplify your music from Spotify to social platforms →

Create Promo Cards and share on social →

Upload Canvases to drive shares and engagement →

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Promoting your release

Encourage followers with 'call to action'

Presaves available for free through feature.fm, smarturl, presave.io and others.

You need the UPC (generated when you upload your music – this relates to the 'product').

Don't forget to include iTunes preorder download too (and any Direct to Fan download)

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Promoting your release – incentives

Smarturl

- you can include a pre-save option, as well as links to previous music to engage people ahead of new release

Examples

Pre-save: <https://smarturl.it/gawjuss-prototypical>

Post-release = <https://smarturl.it/pitpony-worldtome>

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Promoting your release – incentives

Create your own campaign to give away a one-off t-shirt, cassette tape, test pressing for those who presave.

Ask for screenshots from people on socials to verify (and amplify your campaign)

Presave.io

Does everything for you, nice neat way to run a pre-save competition & draw winner afterwards, plus you can get email addresses for mailing list!

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Promoting your release

Don't just concentrate on one platform – your fans will go where they want to – make sure there are choices on your links.

Don't forget to offer downloads through iTunes / Bandcamp

Bandcamp allows you to capture data and message fans (useful if building to EP / album).

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Promoting your release

Mailing List

Mailchimp free to use – can tag audience by location and other criteria.

Fan Communities

- Facebook groups
- Whatsapp 'Broadcast' Groups
- Discord channels

Posters / Flyers

If you're playing live, how can you make people aware of music / sign-ups to mailing list.

Use QR codes + Spotify Scanner codes

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Promoting your release – social schedule

Set up a schedule of what you will post – it can be hard to think in the moment!

Ideas for posts:

- It's been 1 week/month!
- ICYMI
- Lyric posts
- Song back story/meaning
- Artwork meaning
- Spotify playlists
- Share press/radio coverage
- BTS Video pics / bloopers
- Insta AMA / Guest Takeover

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Royalties

Streaming royalties paid out through your distributor, but an additional 18% to PRS & MCPS.

Radio plays are paid out through PRS, MCPS (BBC Sounds) and PPL.

More next session!

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Thanks!

Any questions?

Don't forget – you can book one-to-one advice from our team every other Tuesday: www.launchpad-music.com/advisedropins

Launchpad+ provides support for managing releasing music, and royalty collection. Contact us for more info: whiskas@musiclocal.co.uk

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Thanks!!