

Releasing a track: social media marketing planning

Moon Jelly marketing

Some people are posting, livestreaming and tweeting constantly. To them it's a 24/7 thing, it's in their DNA. Some other people are not like that. They are more introvert, but when it comes to making music, you have to find a way to get noticed. It's not only about making good music these days. This marketing template is for everyone that struggles to promote his releases on his social media. With this template you'll find out that there is a big space between "coming soon" and "out now".

We have worked out a nice case (example) for you, to get you inspired and kick off the planning of your own release. This is the exact way labels work, only way more personal. A label just focuses on the track and the artwork, because they have more than 1 track to promote. While they're bidding on several horses, for you each track feels like it's all or nothing. These kind of timelines are a must-have for your social media.

Heartbeat

See your social media output as a heartbeat. A peaky line spread out over your calendar. There are low peaks, there are high peaks. High peaks are the important messages, like releases, mix-tapes or official videos. The low peaks are your daily selfies, your cat's crazy adventures, your weekend parties, your jokes or your studio updates. The best timelines are based on an 80/20 rule. 80% of your updates are entertaining, and 20% are about actually 'selling your music'. The more you are selling, the more of a 'spammer' you are, and the less attraction you will get.

Step 1

Pick a release date for your track. Work at least one month ahead. You need this time to build up engagement with your followers, no matter how little or big your crowd is. You also need this time to build momentum towards your release. The more buildup you have, the more solid ground for your track to land on. Don't forget: you will also need an 'afterparty' in the weeks after your release. Keep everyone informed about the track and its performance in the weeks after its release date.

Releases are mostly done on Fridays. This comes from the oldskool industry, where trucks delivered new CD's to the stores on Fridays and this is also where Spotify's playlist 'New Music Friday' comes from.

Step 2

Let's talk about your heartbeat. Let's call these high and low peaks content-bullets. Come up with a wide range of (extraordinary) content-bullets. What kind of content can you come up with? Photos, videos, livestreams, blogs, memes, cats, selfies: anything that helps to promote your track. Every bullet is a piece of the puzzle. The more original your content, the more outstanding and noticeable you are.

One selfie may not say that much about you, but combine that selfie with studio updates, production videos, jokes, remixes and #throwbackthursdays and your followers will get to know you little by little. The more they get to know you, the more they will grant you.

Step 3

Now, fill in the marketing template. So, you've set your releasedate? The easiest way is to give every content-bullet it's own fixed day. For instance, this is how #throwbackthursday got invented. If I don't know what to post, I can always do a throwback ofcourse. If every bullet has it's own day it can be really easy. If you fill in your throwbackthursdays at first, you'll see that for the coming month every Thursday you will have a post ready in advance. And if you want to fire a bullet in style of #mondaymotivaton, you'll see your week fill up nice and easy. The important part is to keep it fun for yourself, so try to gain more likes with every single content-bullet you fire through your socials.

Some question the amount of posts per day. We'd suggest you look at your competiton, and beat them. If your competton posted 3 times today, overrule them by posting 4 times. Make sure you'll be noticed. You can get more traction by using the right (and not too many) hashtags. Read more about hashtags here.

Pro tip

In order for people to get to know you, open up your heart to them. It's easy if you think of these 3 basic emotions: laugh, cry, excite. Every bullet you fire, should be linked to 1 of the 3 basic emotions. By showing 'emotion', people will connect with you faster and easier, which will get you more likes and therefore more reach, and that's how your audience will grow.