

HOW TO GET NOTICED BY LABELS?

In order to answer the question of 'how to get noticed by labels, first think of this: what does it mean to have a label release my music?

WHAT EXACTLY IS A RELEASE?

Some of you think that uploading something to Soundcloud is 'a release'. But it's not. That's just an upload. The term 'release' means that a track is actually available in all the stores in the world. Now you know stores like Spotify, AppleMusic, Deezer or Beatport. But did you know, there are over 150 stores

in the world? These stores are not like Soundcloud, where you can upload a track by yourself. These stores are official stores, all connected to each other in one big web to make sure you get your money for each and every download or stream.



WHAT DOES A LABEL DO?

A label has a few tasks to get your music heard:

- get your music in every (digital) music store
- promote your song (online, offline, radio, compilation albums)
- collecting the money coming in from all the stores
- pay you your earnings

So you see, a label is not only promoting, they also take care of the cash flow. Imagine 150 stores all bringing in small (or big!) amounts of money, after each store took their percentage off, the rest goes to the label and the label pays you the percentage that you have

agreed on in your record deal. You might say the money isn't important, because in an early stage of your career it's so very little. But what if your track accidentally gets picked up in a Spotify playlist, and hits 10 million streams? Then we're talking real money guys!



CROSSOVER TO RADIO

If a track is successful in a certain store or in a certain scene, a label might decide to start radio promotion. This is not standard, it only happens when they have a good reason or if they believe they have a chance to crossover to the mainstream. In dance music, this usually happens to tracks with crossover potential, so tracks that have vocals on them. Sometimes an instrumental dance track is doing so well in the clubs, the label decides to have a vocalist or pop-star write a top line (vocal) on it, to be more commercial.



WHAT DOES A LABEL DO FOR ME?

Some labels do blog-promotion. In order to get your song noticed, they approach blogs to get articles, or premieres: everything to get attention for your track. Sometimes the blog world is skipped, and they premiere immediately on radio, or in a certain (important) mixtape.



WHAT IF THEY OFFER ME THAT RECORD DEAL?

If you get that record deal, the label should fix the basics we just told you. Don't fear to ask questions when they send you one. Know when you're being screwed. Know when you have a clubtrack, or when you have a mainstream potential track.



A FEW EXAMPLES OF HOW YOU GET NOTICED BY LABELS

- Email them: keep it short, be polite and to the point. Their contact info is on their website, and social media.
- Make sure you have a good mix.
- Shazam-factor: does your track stand out?
- Does your track suite the label you're approaching (don't send dubstep to a tropical house label).
- Collaborate with others.
- Make sure your social media is up to date and the links are in your email signature.
- Follow people that work at a label.
- Sending DM's is a way, but not the way.
- Prove yourself, by numbers (real numbers).
- Labels discover music through Soundcloud, but also through Spotify. If a track buzzes in the underground, a label might pick it up.
- Be patient.



LOOK TO THE RIGHT SIDE TO SEE HOW YOU NOT APPROACH A LABEL

- If your Twitter header says “out now” and it’s about a song you’ve released 2 years ago: you’re outdated and you make the wrong impression.
- Don't send your tracks when they sound crappy. You know when it's crappy, after you compared it with other releases by this label.
- Don't send dubstep to a tropical house label. This may sound like a joke, but seriously: it happens on a daily base at every label. Do your homework! Don't like 10 photos on their Instagram to get their attention. You will make the wrong first impression, which will set you back 0 - 1.
- Don't buy followers. They won't fall for that shit. Plus it says something about you: you're lazy.
- Do not send reminders within the first week after you approached a label. Give it some time...
- Don't send it if you are not sure about it.



RIGHT

Hi name,

I've made this track and I believe it could suit your label.

Listen here: [url]

I hope to hear from you,

Kind regards,
Real Name
Artist Name

Soundcloud - Instagram - Facebook - Website

WRONG

Yo dude!

I've made this dope ass track. It's freakin LIT man!
You're gonna love this for sure, it's a HIT!

Listen here.

I also have support from Martin garrix and many others.

Peace!
Artist Name



QUESTIONS?

If you have any questions you can reach us at
hello@moonjelly.agency