

20 DAY RELEASE PLAN

DAY 1

POST ON SOCIALS

Add a release teaser to let your fans know to expect something soon

DAY 2

Reply to comments on socials, keep engagement up

DAY 3

Ask label for promo campaign report

DAY 4

Check notifications on socials, track lists, and campaign report to prepare sharing any DJ support

DAY 5

POST ON SOCIALS

Share release details along with excitement
Upload previews (optional)

DAY 6

Reply to comments on socials, keep engagement up

DAY 7

Reply to comments on socials, keep engagement up

DAY 8

Reply to comments on socials, keep engagement up

DAY 9

POST ON SOCIALS
Release dropping tomorrow, add any DJ support, reviews, feedback, etc.

DAY 10

PRE-ORDER/RELEASE DAY
Include links to all streaming and buy links in your posts.
Ads start (optional)

DAY 11

POST ON SOCIALS
Make a chart on Beatport featuring new track(s)

DAY 12

Schedule this day to have track(s) reposted on Soundcloud & added to playlists on Spotify

DAY 13

POST ON SOCIALS
Make a playlist on Spotify including your track(s)

DAY 14

More scheduled Reposts and playlists on different channels or for other tracks

DAY 15

Push accolades hard, make people feel like they are missing out for not checking out the track

DAY 16

Reply to comments, keep sharing track success (charts, DJ support, etc.)

DAY 17

Reply to comments, keep sharing track success (charts, DJ support, etc.)

DAY 18

Reply to comments, keep sharing track success (charts, DJ support, etc.)

DAY 19

Reply to comments, keep sharing track success (charts, DJ support, etc.)

DAY 20

Reflect on release success
One last push for sales
Paid ads end (optional)