



RELEASE PLANNER

NOTES

Artist:

Title:

Label / Distribution

Configurations:

Territories

Street Date:

Preorder Date:

Release Narrative

Release Goals

Instant-Grat / Focus Tracks

#1

#2

#3

Publicist

Bio

Press Release

Marketing Plan / Budgets

Photography / Cover Art

PDF one-sheet

Online Audit

eMail List / Bandsintown

Like / Competitive Artists

Evangelists / Influencers

Video Strategy / Promotion

Tour Plans

Plan Merch

Plan release week events

Instrumentals for sync

Holiday Music?

60 DAYS OUT

Distribution System Set-Up

Distribution Marketing Form

Spotify Submission

Create Video Assets

Online advertising Assets
Update DSP artist pages
Social Posting Calendar
Banner set
Social Posting Calendar
COMING SOON Banners

30 DAYS OUT

Launch Pre-save Campaign
Deliver Video Assets
Mass eMail / Bandsintown
Facebook Groups

STREET WEEK

New Release Store Check
OUT NOW Banners
Mass eMail / Bandsintown
Online Advertising
Ask Dist. For social support
Toneden / Artist Advocates
Social Execution

POST-WEEK

Week One Reporting
Next Steps
