

Project Checklist

Artist: The Band
Project: Debut Album Release
Project date: June 10, 2022
Project duration: 4 months
Main Focus: Streaming

- APRIL
PLANNING:**
- Mastering/Collect Metadata/Vinyl Production
 - BTS Content/Album Design/Branding
 - Begin Engaging/Building Audience

- MAY:
BUILDING**
- Submit Album to DSPs/Pitch for playlists
 - Print Merch/Design Social Announcements
 - Develop Influencer Campaign/PR engagement

- JUNE:
ROLL OUT**
- Tease Rollout 2 weeks in advance with giveaway
 - Artist engage live on socials and release show
 - Influencer marketing/Advertising begins

- JULY:
CAMPAIGN**
- Radio ad date/Radio tour
 - Advertising continues
 - Tour to support release

Socials Checklist

- Album cover 3000x3000 ppi
- pre-save/dsp pivot link
- Strong branding direction

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INSTAGRAM/ FACEBOOK:

- 1 announcement post and banner image, post 5/27
- 1 "out now" post and banner image, post 6/10
- 1 music visualizer clip 1:1
- 5-10 BTS/relevant photos for promotion

TIKTOK/REELS:

- 1 music visualizer vid 9:16
- 3 15-20 second BTS clips with chorus 9:16
- 1 acoustic performance of song 9:16
- 2 "out now" and thank you videos or lives

YOUTUBE/ PATREON:

- 1 lyric video (made into clips and reused on socials)
- 1 full length BTS video with song as soundtrack
- 1 official music video (release 2-8 weeks later, can be made in to short clips to be reused on socials)

DSPS:

- DSP artist "out now" videos for each platform (can be reused on social stories with link)
- marquee ad for Spotify
- pitch email/visualizer link for playlists