A PRACTICAL GUIDE FOR ARTISTS AND MANAGERS

Album release marketing plan.



Use this plan to announce the album, promote the singles, sell pre-orders and keep introducing the record after release. Write in your dates and decide who will handle each task.



Grow email subscribers and set up a welcome series

Invite fans to subscribe before you announce the album. Then set up a welcome series: automatic emails that introduce new subscribers to the artist and the music, and show them where to listen or buy.



Schedule the last-chance pre-order email

This final push is essential. Plan the email and its matching ads before pre-orders open. Ask whoever ships your records for the last order date that still arrives on release day. Tell fans exactly what ends and when.



Help people hear the album on release day

On release day, the main message is listening. Send fans straight to the music and keep records and merchandise easy to find.



Keep promoting after release

Keep sharing songs, performances and stories in the weeks after release. People who discover the music later may come back for the record, merchandise or tickets.

ARTIST / RELEASE

RELEASE DATE / TIME ZONE

PERSON COORDINATING THE RELEASE

RELEASE PAGE ADDRESS

CHOOSE YOUR DATES

Plan the release schedule.



With three singles, I usually start the public rollout seven to nine weeks before release. Two to three weeks between singles is a starting point. Leave time to deliver each song to streaming services before you promote it.

WHEN	WHAT TO PREPARE	DATE	WHO
Before announcing	Invite fans to subscribe to your emails. Check that the signup form and welcome series work.		
First single	Publish the release page with listening links and the record available to pre-order.		
Next single	Prepare new videos, posts and an email. Review how people responded to the previous song.		
Last chance	Confirm the shipping deadline. Send the last-chance pre-order email and matching ads.		
Release day	Update every link. Send the listening email and publish the release posts and video.		
After release	Share more of the music, fan responses, merchandise and upcoming shows.		

Confirm shipping before you promise arrival.

Ask whoever packs the orders for the last date fans can order for release-day arrival. If arrival cannot be promised, give the confirmed shipping date instead.

LAST ORDER DATE

CONFIRMED BY

ON RELEASE DAY



Check everything before you announce.

Open the links and review the scheduled emails, posts and ads before fans see them. Announce the album, video and merchandise separately so each gets attention.

- ☐ **Listening links:** Open each streaming-service link and check that it leads to your release.
- ☐ **Website:** Change "pre-save" and "pre-order" messages to "out now." Test the music player and store links.
- ☐ **Email:** Send a note from the artist asking fans to listen, with a clear link to the album.
- ☐ **Social profiles:** Update the website link in each profile and pin the release announcement where available.
- ☐ **YouTube:** Link your Shorts to the main music video with the Related Video setting in YouTube Studio.
- ☐ **Short videos:** Add the official song from each app's audio or music picker where available.
- ☐ **Artist profiles:** Update the photo, banner and featured music on each streaming service.
- ☐ **Advertising:** Replace pre-order ads with out-now ads. Check the links and spending limits.
- ☐ **Store:** Keep records and merchandise easy to find. Remove offers and delivery promises that have ended.
- ☐ **Fan conversations:** Answer questions, thank listeners and ask before sharing their posts.

Keep introducing people to the music.

Continue posting performances, song stories and fan responses after release day. A first listen can lead to a later purchase, so keep the store links easy to find.

VIDEOS, POSTS AND EMAILS



Prepare several ways to share each song.

Choose a musical moment people will want to hear again. Record a performance, tell the story behind the song and answer a fan question. These give you different things to share over time.

SUBJECT	WHAT TO MAKE	INVITE PEOPLE TO
The song	A strong chorus, lyric or performance moment.	Listen to the release.
The story	Why it was written, a detail from the studio or an honest note from the artist.	Hear the song in context.
The performance	A rehearsal, live take or alternate version.	Watch the full video.
The fan response	An answer to a fan question, or a fan creation shared with permission.	Join the conversation.
The offer	A record, signed copy or bundle with a clear order deadline.	Order before the deadline.

Make the video easy to watch on a phone.

- [ ] Shoot or export the video vertically (9:16).
- [ ] Keep faces and lyrics away from the edges, where captions and buttons sit.
- [ ] Preview the video and its cover in each app before posting. The profile grid may crop the cover.
- [ ] Upload a clean file without another app's watermark, then add the official song in each app where available.

STREAMING AND SOCIAL PROFILES

Update the places fans find your music.



Check the artist name, photo and latest release on each service. Each platform name below links to its official guide.

Spotify	Use Artist Pick to feature the album on your profile. Add a Canvas: a 3 to 8 second vertical loop (9:16, 720 to 1080 pixels tall). New Clips uploads ended on June 17, 2026; use the video tools now in your account.
YouTube	In Shorts, add the official song from the audio picker. Then link the full music video to each Short under Related Video in YouTube Studio.
Instagram	Trial Reels show a new Reel to people who don't follow you first, so you can see how it performs. They need a professional account. Explain what the song means to you or show a studio moment.
TikTok	Check that your Artist Account and Music Tab show your catalog. Use By Artist to pin a chosen post to the top of the discovery page.
Apple Music	Share the release promotion assets and milestone posts from Apple Music for Artists on your social channels.
Amazon Music	Make shareable Hype Cards in Hype Deck for social posts and email. Amazon also offers ways to sell merchandise to fans in the US.
Snapchat	Ask your distributor to deliver the music to Snap Sounds, where Snapchatters add songs to their Snaps. Spotlight posts must be vertical video with sound.

BEFORE RELEASE DAY

Claim your profiles and pitch on time.



Each service sets its own pitch window. Mark these dates on your calendar as soon as your distributor confirms the release.

SERVICE	WHAT TO DO AND WHEN	YOUR DATE
Spotify for Artists	Claim your profile before release, as soon as the album is delivered. You need access to pitch.	
Spotify pitch	Pitch one unreleased song at least 7 days before release so it reaches your followers' Release Radar playlists. Spotify recommends pitching at least 2 weeks ahead.	
Apple Music pitch	Pitch at least 10 days before release for full consideration.	
Amazon Music pitch	Pitch one track per release, up to 14 days after release. New artists can claim their Amazon profile once the first release is public.	

No one can pay for a spot on an editorial playlist.

Spotify says services that guarantee streams or paid playlist placement break its rules. A pitch is a request for consideration, not a promise.

Spotify pitching guide

Apple Music pitch guide

Amazon Music pitch guide

ADVERTISING BUDGET

Decide what each ad should accomplish.



Decide how much to spend at each stage. Set aside money for the last-chance pre-order ads and release day first. Keep ticket advertising separate from the album budget.

STAGE	PURPOSE / WHERE THE AD GOES	BUDGET	REVIEW DATE
Email subscribers	Invite fans to subscribe / email signup page		
Singles / pre-order	Introduce the song and sell records / release page and store		
Last chance	Remind fans of the deadline / record or bundle in the store		
Release day	Get people listening / live album links		
After release	Reach new listeners / release page and store		
Tour	Sell tickets / that show's ticket page		

Check whether each ad is doing its job.

- ☐ **Record sales:** Check purchases, stock and what is left after costs. Sales revenue reported by an ad platform is not profit.
- ☐ **Email subscribers:** Count completed signups and divide the ad spend by that number to find the cost per signup.
- ☐ **Listening:** Check streams, saves and follows where available. A click on a Spotify link does not prove someone listened.
- ☐ **Next decision:** Compare spending and results. Decide whether to change the video, message, audience or budget, and write down why.

OPTIONAL: PATREON OR A MEMBERSHIP

Plan what members will receive.



A membership works best when fans already return for your music or livestreams. Before launching, decide what you can make and share every month.

- ☐ **Monthly program:** Decide what music, livestreams and conversations you can provide. Include platform fees and shipping costs when setting prices.
- ☐ **Membership page:** Introduce yourself to someone who does not know the music. Show examples and explain what members receive and support.
- ☐ **Membership levels:** Explain what each price includes, how often it arrives and any limits on personal experiences.
- ☐ **Announcement:** Show the page to your most active fans first. Ask what is unclear before announcing more widely.
- ☐ **Website and shows:** Add a membership link and preview to your site. Put a QR code for joining at the merchandise table.
- ☐ **Public posts:** Show what you are making and thank members. Leave some posts open for everyone. Let the ads ask people to join.
- ☐ **New members:** Welcome them, explain how to find their rewards and say what is coming next. Talk to patrons inside Patreon and leave them out of emails asking people to join.
- ☐ **After launch:** Tell new email subscribers about the membership in your welcome series. Run reminder ads to interested visitors, excluding members where possible.
- ☐ **Keep members involved:** Reply to comments, ask what they want and show what is next. Count new members and cancellations each month.

Start with a program you can sustain.

For example, share one new song, host a livestream and arrange a fan conversation each month. Add more when you have the time and support to keep delivering.

REVIEW THE RESULTS

Decide what to do next.



Meet with the people helping you promote the record. Review which posts and ads brought listeners, email subscribers or purchases, then decide what to try next.

QUESTION	NOTES / NEXT STEP
Which songs, videos or posts brought listeners?	
How did new email subscribers find us?	
What did fans buy? What is still available?	
Which video or ad should we try again?	
What will we change? Who will do it?	

Useful links

Digital Star album release guide

YouTube: Shorts for artists

Spotify: Canvas guidelines

Instagram: Reels for creators

Apple Music: promotion tools

Amazon Music for Artists: FAQs

TikTok: Artist Account tools

Snapchat: creator tools and Sounds

Need help promoting your release?

Tell us about the record and when it comes out. We can help with your website, emails, videos and advertising.

Plan your release with us