

EJC Marketing's Single Launch Guide

Created by EJ Carey

Six Weeks to Release

Launch Official Brand Media - the purpose of having Official Social Media is to solidify the brand and create a professional appearance for a professional product.

NOTE: All usernames should be as similar as possible, so everyone can find you!

- Instagram
- Facebook
- Twitter
- YouTube
- Linktree (Easy access for fans to access all important links at one abbreviated source)
 - Links should read:
 - Pre-save "(Your Single Here)" on Spotify now!
 - TikTok
 - Instagram
 - Facebook
- TikTok
- Soundcloud
 - Good for sending to blogs, easy to access
- Official brand name email address - so we can reach out to blogs/press outreach
 - Example: My artist name is EJ Carey, so my artist email is ejcareymusic@gmail.com

How Often To Post

Outlet	Frequency	Stories?	Curated/Free Flowing?
Instagram	every 4-6 days	Daily	Curated
TikTok	every 1-2 days	N/A	Free Flowing
Facebook	every 1-2 days	Daily	Curated
Twitter	every 1-2 days	Daily	Free Flowing
YouTube	as often as you have content	N/A	Curated

Curated - a more polished, professional presence. Free-Flowing - a more authentic look into your personality. Make your viewers feel like friends!

Content

Stories/Miscellaneous Content

Stories can be a bit more improvised and off the cuff. It's a look into your day to day life!

- Photoshoot pictures can be used, but try to keep professional photos for the feed!

- Can use baby pictures, old pictures, funny pictures, etc. to promote the single with cute release-related captions or graphics. Feel free to brainstorm other creative ideas!

Instagram Content

The goal of the Instagram Feed is to showcase your public professional persona. This content should be more curated than what goes to your Instagram Story.

- Photoshoot pictures preferred, or photos with really excellent lighting.
- Live singing videos or photos of live performances.
- Feel free to brainstorm other creative ideas!

Video Content/TikTok

TikTok is the most important platform for musicians right now - let's use it to our advantage!

- Videos with good lighting are statistically proven to perform better than videos without.
- TikTok is all about the current moment. Use TikTok challenges and make them relevant to your release!
- You can make videos of you singing the song in the car, lip syncing the song in your bedroom, or choreographing a dance to your song. The possibilities are endless!

Additional Strategies

- Make flyers! Add a QR code, put up everywhere!
 - QR codes bring your music right to people's phones. How ideal!
- What resources can you use from your school, job, or local community to spread the word? Could be school announcements, local newsletters, or having a bake sale to promote your single? Brainstorm!

Countdown: 7 Days To Release

Social Media

- Instagram Stories
 - Post "X Days until (Your Single) is out!" countdown every day until single release.
 - Use the question feature with any prompt that gets your audience interacting.
- Instagram Posts
 - One post 7 days out, one post 4 days out. Don't flood the feed!
 - Can be a photoshoot picture or one of your more high quality TikToks.
- Tiktok - same idea as before. Keep it fun! Posting every 1-2 days is appropriate.
- Facebook Posts
 - Recycle any Instagram posts. Can re-use TikTok videos here as well.
 - Share any heartfelt posts from family or friends on your Feed.
 - Perfect opportunity to post about any articles coming out around your single!

Release Day!

Remember - today, we're flooding the feed. You worked hard, and you should be proud!!

Social Media

Make sure to post to your Instagram Stories, Instagram profile, Tiktok, and Facebook.

Appropriate ways to post to promote your single include:

- Posting your single artwork with a grateful caption to your followers!
- Continuing your pattern with TikTok to continue raising awareness of your song..
- Sharing any heartfelt posts from family or friends on your Feed.
- Upload your song to your YouTube Channel. The video can be just the song with a picture of the single artwork.
- Make sure all links to access the song are in all of your social media bios!
- Make sure all links are updated to reflect where your single is available.

Post Launch

Social Media

- Need ideas for content? Your possibilities are endless!
 - Keep people updated on streaming numbers.
 - Tell them about any press you might be getting.
 - Make videos of you and your friends dancing to your song.
 - Anything creative and interesting to keep people watching is good!
 - *Remember* to continue utilizing your photoshoot pictures.
- SOCIAL MEDIA CONTEST - entice listeners with a reward! (Starbucks cups, a candy basket, a FitBit... anything you think you'd want!)
 - Create a list of things they must do to be eligible for the contest. Examples:
 - Must follow on Instagram
 - Must post to story
 - Must tag 2 friends

Miscellaneous

- Invest in a Music/Lyric video! Songs with visuals are more likely to be interacted with.
- Playlisting
 - The goal of playlisting your songs on Spotify is to reach new listeners. Playlists with several hundred to several thousand followers can increase your stream counts and saves on Spotify.
 - You can submit to playlists on your own, pay a publicist to do it for you, or both! The choice is yours :)