



So, you're just about to release your song. Good on you!

Here's a few handy tips we've put together. Remember, MANY artists do things differently and in a different order (you do you!) but it's a handy checklist of things you could do that will help make it really

POP!



RELEASE CHECKLIST

gyrostream.com | @gyrostream

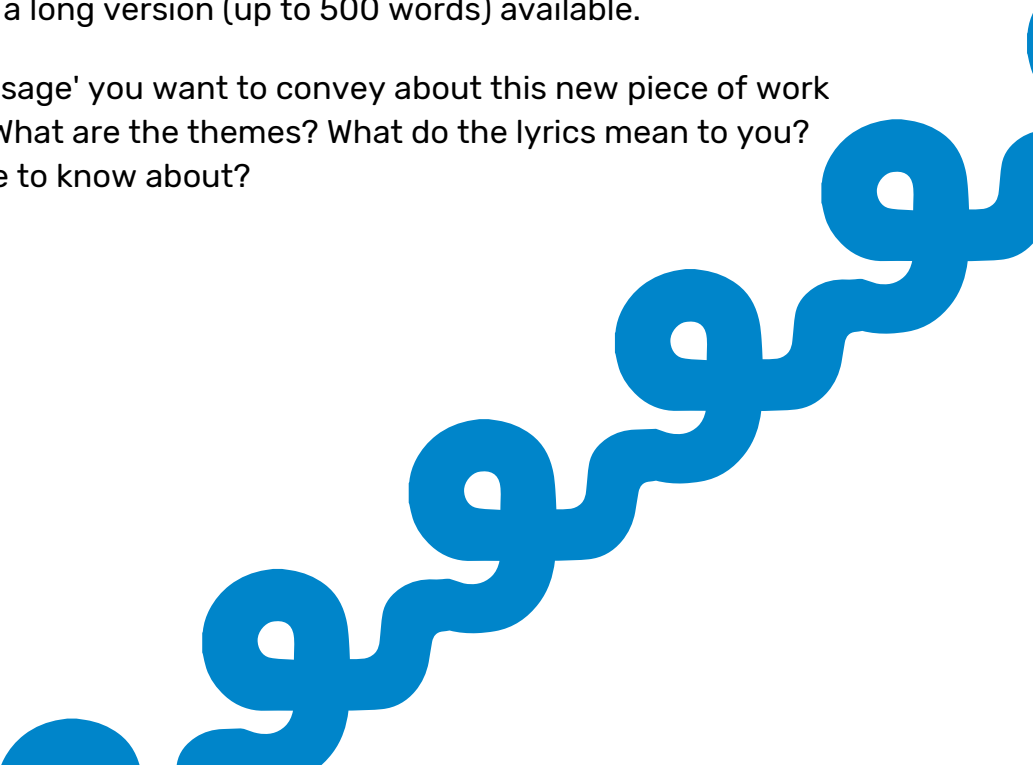




ASSETS

SIX TO EIGHT WEEKS OUT

Once your song is mixed and mastered, ensure your assets are ready and a timeline mapped out.

- A new press image. This will be your 'hero' image for the single campaign and posted across all your social media platforms, included in your bio and in your press release.
 - Single/ EP/album artwork.
 - Create a shareable online drive on Dropbox or Google Drive. Put your bio, press image, lyrics, WAV and MP3 files in there.
 - Upload and create 'private' Soundcloud link for your track to share with selected people before it's released.
 - Create and format an updated artist bio for your project. It's great to have a short version (200 words) and a long version (up to 500 words) available.
 - Form an idea of the 'message' you want to convey about this new piece of work (just a few sentences!). What are the themes? What do the lyrics mean to you? What do you want people to know about?
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SOCIAL MEDIA

- Put together a schedule of social media content you will release during your campaign.
- Create any additional content (e.g. cover images for different platforms/event page headers for tours and tour posters). Think about video content for TikTok, Reels, Shorts. Begin banking it in a folder for roll out time.
- Make a website and email newsletter. We recommend [Linktree](#), milkshake, Squarespace, Shopify, music glue or wix for your website. Use Mailchimp to e-mail fans.
- Make sure you have created profiles across; YouTube, TikTok, Twitter, IG, Facebook.
- Use Meta Business Manager to schedule posts on Facebook and Instagram, this will make your life easier.
- Make your username and branding uniform across all platforms – that way, it will be easier to find you.
- If you're already established on social media, let people know you're working on something new.



PREPARE FOR RELEASE

FOUR WEEKS OUT

- You will need to upload your music to your chosen digital distributor so it's delivered to stores in time for release day. Allow a minimum of 10 days for this process – more if you can.
- [GYROstream](#) can deliver your song to online stores for you and also transfer your existing catalogue across.
- If you've already submitted and made a mistake, check out our [blog post](#) on how you can submit an amendment.
- Register your tracks with APRA/AMCOS or an alternative performance and mechanical rights org. in your territory. You'll need your ISRC code – an internationally recognised tracking code for music. You will be issued one when you upload your music to GYROstream.

TWO WEEKS OUT

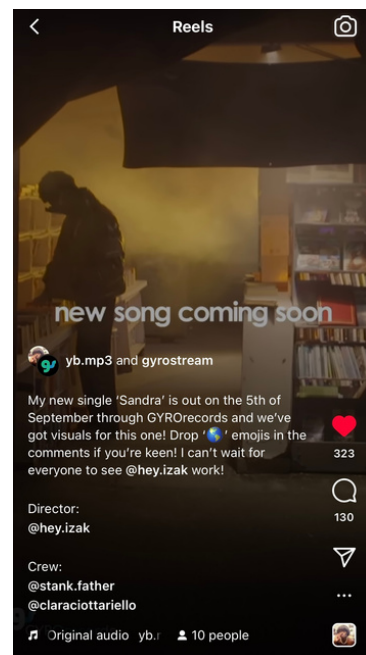
- If you have been approved for Playlist Pitching with GYROstream, update us if you lock in a premiere/first play or you have any exciting developments.
- Pitch your track for editorial playlists via the [Spotify for Artists](#) pitching tool and [Amazon for Artists](#) pitching tool.
- First timer? If you don't have a Spotify for Artist's account yet, ask your distributor for a link.
- It's also a really good time to do a digital audit of all of your DSP and social channels and update anything you can. An A-Z guide on updating your profile on a whole bunch of digital channels is [HERE](#).
- For Aussie artists, don't forget your triple j Unearthed upload.



TEASE RELEASE

ONE WEEK OUT

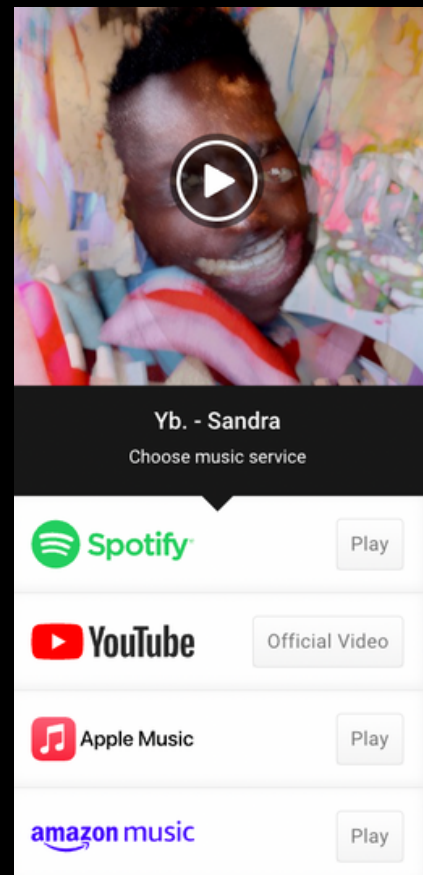
- Tease the release date with a post on your social media channels. If there's a video, share a snippet. Share a story about the track or the single/album artwork.
- Upload a Spotify Canvas video for your track. This is the vertical loopable video that shows when you play a song via Spotify on your phone. More info [HERE](#).
- We've got some tools in the 'Artist Services' tile in your dashboard for Rotor Videos. It's super easy. Hot tip: make your Spotify Canvas 7.5 seconds as it will loop twice on Instagram stories when you share it.
- Share your pre-save Linkfire on your social media channels. If you're distributing with us, you should have one via email.
- Update your profile picture to your new press image across your social media platforms.
- Have you got a full length music video? Set up a YouTube premiere and make sure your channel is optimised for launch. See all our YouTube tips [HERE](#).
- Promote your release on TikTok.
- Upload your song to [Airit](#), AMRAP's community radio platform (AU artists only).



GET SHARING

DAY OF RELEASE

- Share your Linkfire to multiple platforms. Add the link to your bio on socials.
- Post your track everywhere you can think of, socials and elsewhere. If you have a database of fan emails, send it their way.
- Register your lyrics on Genius.com - you can also apply to become a verified artist on Genius.com.
- Register your lyrics on Musixmatch - this is the site that pulls lyrics for Instagram stories.
- Post on Reels, TikTok and YouTube Shorts. Not sure what to post? Follow a few artists you admire and see what they're doing. Use the delivered audio on-platform to create a video to share your release. The more organic and naturally 'you' the better.
- You can also post the same content across all three platforms, don't tire yourself out creating content for each one. Try to post as often as you can, using the delivered audio for at least two weeks following your release.



DAY OF RELEASE

- Push for people to follow your Spotify profile.
- Sign into for Spotify for Artists, Apple for Artists, and Chartmetric to check if you have been added to any playlists and check your streaming analytics in your GYROstream dashboard. If you have some wins, share the good news on social media - be sure to tag and say thanks.
- Make your new release a 'priority track' on Spotify. You can do this via your Spotify for Artists page.
- (AUS artists) Check your triple j Unearthed page and share any positive reviews on your social media platforms.
- Keep an eye on your socials. Be sure to thank as many people as you can who engage with your track
- Update your YouTube channel. Make sure you update your bio, have links to all your social media profiles listed and if you're posting a video for your song, make sure you include heaps of meta tags.
- Create an artist playlist to sit on your profile on Spotify and make it your 'artist pick'. Include songs that inspire you and your own songs as well.
- Celebrate anniversaries on socials. Has it been one week or one month since your release? Post about it and reengage your fans.
- Gather up a 'bragging' sheet for your project:
Choose your best 'wins' and compile them into a document. These could be triple j Unearthed reviews, notable radio plays, media quotes, info about playlists you have been on, other notable things. Use this as a tool for when you contact other industry professionals about your music such as booking agents, managers and publishers.

AND AFTER THAT!?
KEEP WRITING AND RELEASING
YOU ARE ONLY AS GOOD AS YOUR NEXT RELEASE



BONUS! ALBUM/EP RELEASE TIPS

Don't release your whole album/EP at once, milk it as much as you can! Choose the singles and release them 4-6 weeks apart from each other ahead of the full album.

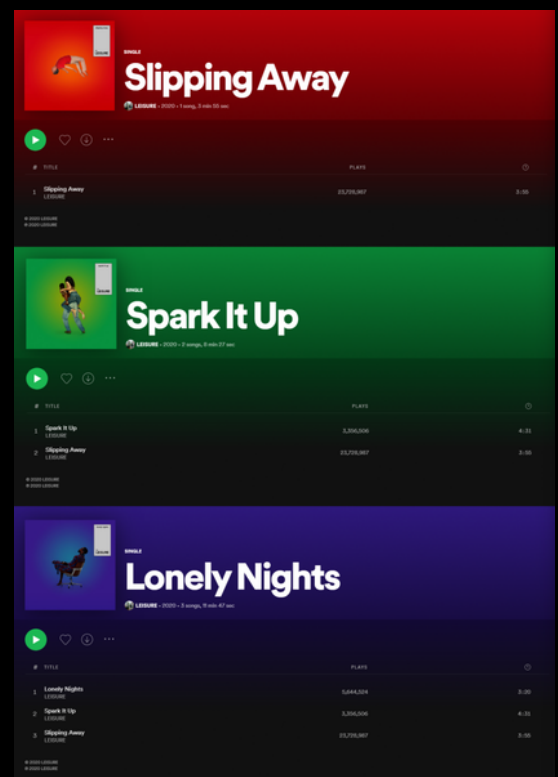
It helps to build the story across your socials and gets fans excited for your album/EP. It means you get to pitch each of the singles through the [Spotify for Artists](#) pitching portal giving you more opportunity to land on playlists.

Consider using a 'waterfall' release strategy. This means each new single you release during your album campaign timeline sits next to the previous one on streaming services.

This helps your fans find your recent singles more easily. For more information on how to load your album/EP singles up for a waterfall strategy, [contact our support team](#) or [check out this article](#).

Upload your full album/EP for distribution at least six weeks in advance of your release date. We can get it live way quicker than that, however, if you want to apply for GYROstream's playlist and DSP pitching, we need at least six weeks to do this for an album/EP.

Social media content can help connect the content with fans: include a track by track breakdown, share lyrics, BTS studio footage, share reactions from fans, or ask fans which track they like the best + don't forget to celebrate release anniversaries!





BONUS! TOUR ANNOUNCE TIPS

Just announced a live show or tour? Don't forget these tips, they might just help you sell out your show!

Make a poster - share it everywhere



Set up a Facebook event for each show and invite your friends. Make sure you include the artist name, tour name and location in the title of the event plus don't forget all ticketing details.



List your gigs on Bandsintown. If you have a followers on Bandsintown you can also send them a message through the app for free!



List your gigs on Songkick. After a few days they'll appear on your Spotify profile (as long as you link it!) To do this, go to tourbox.songkick.com.



Post about your gig on socials (IG/FB/Twitter). If it's a ticketed show, make sure you have a link to buy tickets in your IG bio and the FB event page. You can house multiple links in your Insta bio by signing up to <https://linktr.ee/>



Send an email to your fan database. Let them know about the shows!



In the lead up to the shows, make sure you're posting weekly in your facebook events. You might like to post a music video, press interviews, announcement about the supports or anything you like really! You've got a captive audience, so talk to them!



Make sure at the very least, the venue/s have announced the tour on their socials. If they can put up posters in venue, that's great too!



USEFUL LINKS!

[SPOTIFY FOR ARTISTS](#)

[SPOTIFY PROMO CARDS](#)

[YOUTUBE TIPS & TRICKS](#)

[AMAZON FOR ARTISTS](#)

[INSTAGRAM FOR CREATORS BLOG](#)

[TIKTOK CREATOR PORTAL](#)

