MUSIC RELEASE PLANNER

A STEP-BY-STEP CAMPAIGN TIMELINE

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RELEASE DATE	ARTIST	TRACK / PROJECT	GENRE

8 WEEKS BEFORE

TASKS

- [ ] Finalize track & structure
- [ ] Plan release strategy & goals
- [ ] Research & contact playlist curators
- [ ] Start building pre-save landing page

NOTES

6 WEEKS BEFORE

TASKS

- [ ] Mix & master final version
- [ ] Create/update artwork
- [ ] Write press release
- [ ] Plan content & social media strategy

NOTES

4 WEEKS BEFORE

TASKS

- [ ] Distribute track to stores
- [ ] Submit to Spotify for Artists
- [ ] Start teaser campaign
- [ ] Pitch to blogs, magazines & radio

NOTES

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BUILD MOMENTUM. DELIVER WITH PURPOSE.

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2
WEEKS BEFORE

TASKS
- [ ] Announce release date
- [ ] Launch pre-save campaign
- [ ] Submit to playlists
- [ ] Plan release week content

NOTES

1
WEEK BEFORE

TASKS
- [ ] Remind about pre-save
- [ ] Share snippets & final artwork
- [ ] Confirm interviews
- [ ] Prepare music video / visuals

NOTES

RELEASE
DAY

TASKS
- [ ] Release everywhere
- [ ] Post on all social platforms
- [ ] Share with audience & network
- [ ] Thank supporters & curators

NOTES

1
WEEK AFTER

TASKS
- [ ] Check stats & reactions
- [ ] Share behind-the-scenes post
- [ ] Pitch to new playlists
- [ ] Run ads if planned

NOTES

MUSIC RELEASE PLANNER

MEASURE. LEARN. KEEP THE STORY MOVING.

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2	TASKS	NOTES
WEEKS AFTER	☐ Continue promo & content ☐ Release music video ☐ Follow up with media & curators ☐ Plan next steps	

EXTRA NOTES

KEY AREAS TO FOCUS

A strong release campaign balances all six.

MUSIC QUALITY

Make sure the final master is your best work.

BRANDING

Keep artwork, visuals and messaging consistent.

AUDIENCE

Engage early, personally and often.

PLAYLISTS

Build genuine relationships with curators.

PRESS & MEDIA

Reach blogs, radio and magazines in time.

ANALYTICS

Measure results and improve the next campaign.