

ASTON RD.

MUSIC RELEASE CHECKLIST

A helpful guide for independent artists

PREPARATION

Key Details

- Artist Name :
- Single/Album titles :
- Release date(s) :
- Distributor(s) : Digital, Physical
- ISRC code (free available from Recorded Music NZ - memberservices@recordedmusic.co.nz)

Production Notes

- Produced by :
- Mixed by :
- Mastering by :
- Written by :
- Duration :
- BPM: (optional)

Label / Publishing Notes

- Label :
- Publisher :

* If you're self released then you're the label and the publisher. And if you're not Published then use the term "copyright control"

Create an assets folder

It's really useful to have a Dropbox or Google Drive folder with your release information. You can then share this with your distributor and team.

- Music (mp3 and wav files)
- Media Images - remember that you need to control what gets published so only add what you want to go out.
- Biography (long and short)
- Single or Album artwork

Register your work

- APRA - for songwriting and composition (if you've got a Publisher then you'll send them details)
- Recorded Music NZ - if you're the rights owner

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PRE-RELEASE

Load your music for distribution

- Digital Distribution - make sure you've loaded your music a minimum four weeks in advance with your distributor
- Load your music on to Bandcamp prior to release day
- Load your music on to Soundcloud prior to release day

Pre-save Links

- Ask your digital aggregator / distributor for pre-save links for Spotify and Apple Music. Why pre-save links? - this helps your algorithms on the day of release and reminds your fans that you have new music out. Share you pre-saves at least two weeks out from the release

Spotify Artists Page and Editorial Pitch

- If you haven't claimed your Spotify Artists page make sure you do. Once your music is loaded for release with Spotify you'll receive a reminder from them to fill out information to pitch your music to the Editors. Some Distributors may do this for you but best check first, you don't want to miss out

CHECKLIST FOR PRESS RELEASE (PR)

- Opening statement (lead with what your announcing)
- Sounds like/influenced by
- Artist quote
- Pre-release media quotes
- Your long and short bios
- A couple of landscape editorial shots
- Social Links
- Release dates

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ON RELEASE

DAY OF RELEASE

- Send out a press release to email data base (try using Mailchimp)
- Complete interviews across the next couple of weeks
- Tag people who have worked on the project
- Tag funders

Social Links

On release make sure you update your social links with your release info:

- Linktree (this is one stop shop for all of your social links)
- Facebook
- Instagram
- Spotify
- TikTok
- Bandcamp
- Website

Have you updated?

- Biography, both a long and short bio
- Your online profiles. Brand consistency helps people to identify you easily.

Spotify

Update your details to align with your release and branding.

- Change out header
- Change out profile pic
- Update Bio
- Choose your 'Artist pick'
- Add a Canvas to your audio

Musixmatch

- Add lyrics to Musixmatch so that they can be sync'd to platforms like Spotify, Apple Music Instagram, Shazam, Tidal and more - <https://www.musixmatch.com/>

NewTracks

- Submit your song to NewTracks- a compilation of new music from New Zealand artists which is distributed to broadcasting and online media platforms each month.

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Update Images

To present your new music it is a good idea to share new photos and a fresh look to accompany the release.

- Press photos, remember to provide landscape (*media preference*) and portrait.

				
Square	1080 x 1080	1200 x 1200	1080 x 1080	1080 x 1080
Landscape	1080 x 566	1200 x 630	1600 x 900	1920 x 1080
Portrait	1080 x 1350	630 x 1200	1080 x 1350	1080 x 1920
Cover photo	N/A	851 x 315	1500 x 500	1500 x 500
Profile photo	320 x 320	196 x 196	400 x 400	400 x 400

FOLLOWING RELEASE DAY

Social follow ups - content ideas include

- Photos and videos from the creation process of the single/album/EP
- BTS footage
- Sharing of the meaning behind the song
- Small snippets sharing the track with video footage
- Canva videos
- You or your friends playing and listening to the track