

Music marketing  
reinvented for  
independent artists.

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# PLANNING TO RELEASE MUSIC

MAJOR LABL

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[www.MajorLabl.com](http://www.MajorLabl.com)

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# MUSIC MARKETING REINVENTED

## WHAT WE DO

As the marketing division of the Right Chord Music Group, Major Labl provides modular marketing consultancy, training and creative solutions to artists from all genres, all over the world.

We've reinvented music marketing specifically for unsigned and independent artists.

### **What we don't do.**

Book gigs, sign artists or take away your rights or your royalties.

Discover more about Right Chord Music at our website or read case studies at [www.MajorLabl.com](http://www.MajorLabl.com)

[www.RightChordMusic.com](http://www.RightChordMusic.com)



# MUSIC MARKETING REINVENTED

## WHY WE EXIST

Because after ten years managing independent artists, we concluded the traditional model of music promotion designed for major label artists in the 80s (radio, press and live) does not work for unsigned / independent artists in the 00's.

- Radio spot plays don't deliver the reach or frequency required to build fame or a fanbase
- Most press support appears on niche, unread blogs with poor SEO optimisation
- Traditional music marketing doesn't drive the play count, the only measure of success that matters in 2020

In response we setup our own Major Labl, with a cheeky glint in our eye.



# MUSIC MARKETING REINVENTED

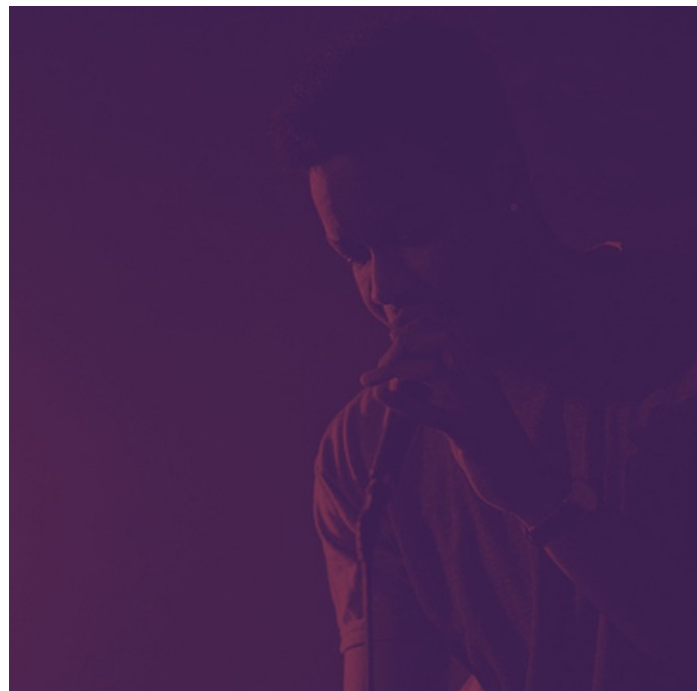
## HOW WE DO IT

We start with the channels you can control. (social media and websites) Not the channels you can't control.(radio & press).

We borrow from advertising best practice to reach, engage, convert and retarget the audiences most into your music.

We create thumb stopping social content and advertising campaigns to drive your play and follower count.

We question, challenge, refuse to settle, positively disrupt, test, refine and test again. Just because it's worked before doesn't mean it will work again.



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# MUSIC MARKETING REINVENTED

## MEET THE FOUNDER

Mark Knight has over 10 years of experience as an artist manager. His work with The Daydream Club was recognised with a nomination for Best Digital Campaign at The Music Ally Awards (the only unsigned artist to be nominated).

Mark has lectured on music marketing at MIDEM, Off The Record and Liverpool Sound City, written for The Guardian, Unsigned Guide, Reverbnation, Music Think Tank and judged the Music Week Awards. Mark also runs Right Chord Music (a top 5 ranked indie music blog)

For the last 22 years, Mark has also consulted for some of the world's biggest brands including evian, Nivea and Vodafone.



# GETTING READY FOR RELEASE

## 6 WEEKS TO GO

The first task is to get your content ready. Do this before setting a release date or arranging distribution.

### Basic assets:

- The audio track or tracks
- Create a hero story around the release that engages people\*
- Full-length video or
- Video clips 10-20 seconds long
- Release artwork
- Social media content (20-25 pieces) to share during the 4-5 week campaign
- Press release about the track
- If releasing a single create a Spotify playlist and add the single as track one on launch day
- Identify 30 hashtags related to your track & story

\*If you do nothing but sell, telling people to listen to your track for 5 weeks even your biggest fans will switch off. You need a bigger hook or story

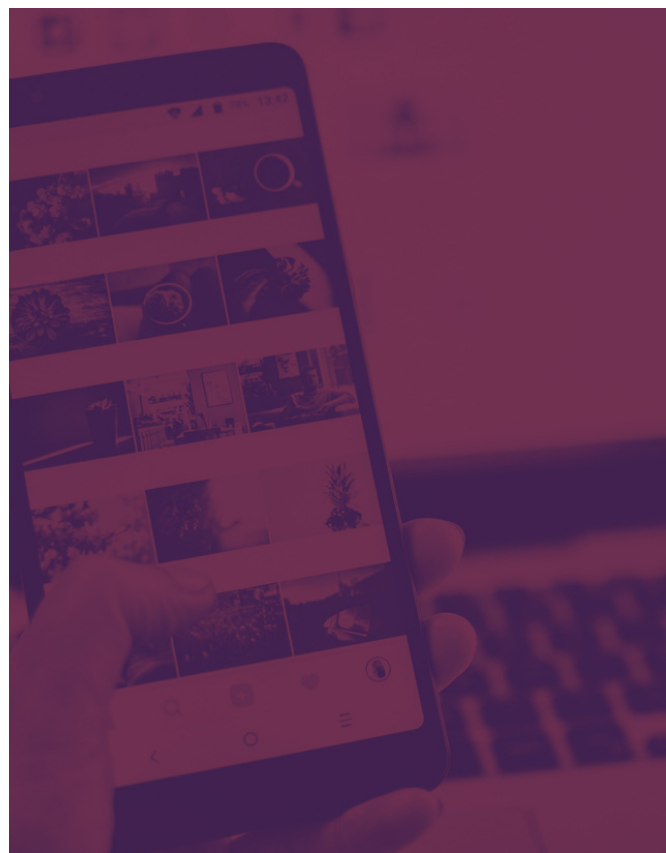


# GETTING READY FOR RELEASE

## 5 WEEKS TO GO

### Behind the scenes set up.

- Critically review and audit your existing social media pages, ensuring profiles are optimised ahead of launch (we conduct a 70 point check) ensuring links, images and bios are in place and consistent.
- Set up a Facebook Ad account and start creating your audiences. Create a mixture of Saved, Custom and Lookalike audiences. Ensure your Instagram is a business account linked to your ad account
- Set up your Facebook Pixel and add it to your website
- Create a free landing page on Toneden linking to your Facebook Pixel
- Submit your track to your distributor



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# GETTING READY FOR RELEASE

## 4 WEEKS TO GO

### Spotify and blog pitching

- Once you have your Spotify URI from your distributor visit Spotify for Artists and pitch your track to Spotify playlisters
- You can also use your Spotify URI to set up a pre-save campaign (Don't set it live yet)
- Submit your track to Right Chord Music, Musosoup, SubmitHub, Amazing Tunes, and BBC Introducing
- Embed the Spotify Follow button on your website
- Schedule your social content and write your posts using Facebook Creator Studio





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# GETTING READY FOR RELEASE

## 3 WEEKS TO GO

### Build engagement ahead of launch

- Run dark Facebook ads optimised for video views to build a pool of engagers ahead of release.
- Split test a variety of different creatives and audiences to understand which produces the best results ahead of launch.
- You can also use Facebook ads to drive engagement using an existing post or posts (this audience of engagers can also be used post-release)



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# GETTING READY FOR RELEASE

## 2 & 1 WEEK TO GO

### Pre-launch

- Update your social banners or add posts to remind fans your new music is coming
- Continue running engagement ads to build the largest possible pool of warm prospects
- If you have an email mailing list or customer list upload this to Facebook audiences
- The day before the release record your current number of Spotify streams, and followers, Also take a note of your Follower numbers on social media so you have benchmarks



# GETTING READY FOR RELEASE

## LAUNCH DAY

### Go Go Go!

- Update Facebook, and Twitter banners to include an out now on Spotify message. Update bio 'about links' to include your Toneden landing page
- Add your lead single to your Spotify playlist and select your Spotify artist pick
- Add your ToneDen landing page link to your scheduled Facebook social posts and run conversion Facebook ads using your best performing creative and engagers pre-launch plus best performing Saved audiences. (Tested pre-launch) driving people to your ToneDen landing page where they can click to listen on Spotify or their preferred streaming service. We recommend Spotify, Apple or Deezer
- Direct message your friends and followers encouraging them to listen



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# GETTING READY FOR RELEASE

## NEXT 4 WEEKS

### Promote, promote, promote

- Up your Facebook ad budget for the first 7 days of release £20-£30 per day before dropping down to £10-15 a day
- Follow up with any blogs or playlisters or radio stations to prompt them to feature your music
- Your scheduled social media content should now be auto-posted to Facebook and Instagram (3-5 posts a week)
- In addition to your Facebook Conversion ads consider using Facebook Ads Manager to boost your best performing / most engaging posts
- Once your new track appears in your Spotify Popular Tracks list, swap the link in your ad away from a playlist directly to your Profile



# GETTING READY FOR RELEASE

## POST CAMPAIGN

### Analyse and learn

- Track performance uplift using the benchmarks collected the day prior to release
- Critically review what worked, what didn't and what you would do differently prior to your next release
- While you plan your next release, look to maintain momentum by resharing older content, and use low-level ads to continue to drive engagement and page engagement



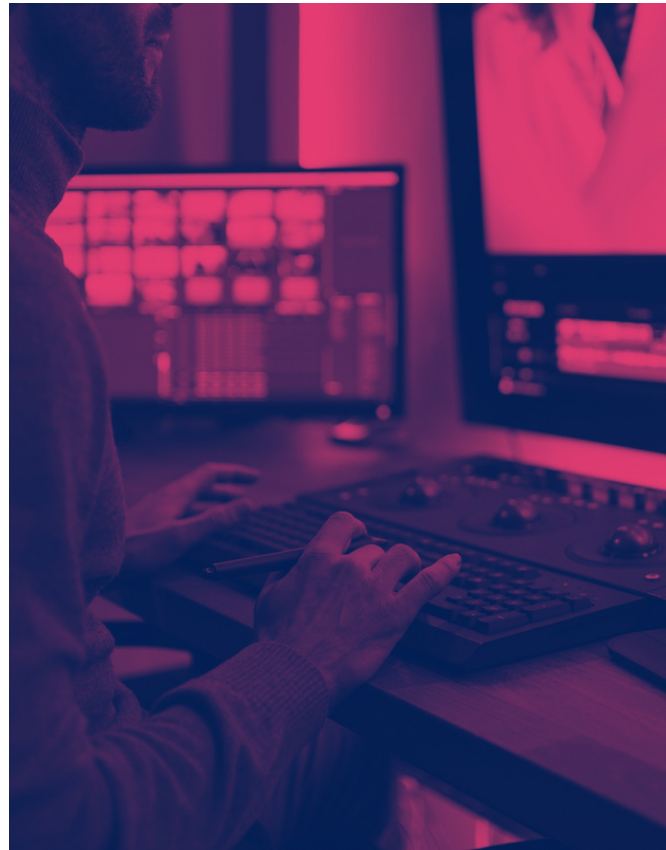
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# WANT MORE HELP?

## VIDEO TRAINING

### Free and Paid Guides

- We now offer a 30-minute FREE video version of this guide
- Additionally, we now offer two paid courses which combine face-to-face video calls with a growing collection of how-to video guides
- **Find out more here:**  
[www.majorlabl.com/Training](http://www.majorlabl.com/Training)



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