



21 Day Plan eBook.

How to promote your single in 2021 and beyond.

21 Day Plan.

In 2020 the pandemic hit and everything changed. Our consumption habits are different, technology is shifting and changing and the algorithms are constantly evolving to adapt to this. This is my ultimate guide for how to get ahead of these changes when releasing your single in 2021 and your 21 day plan for releasing your music.

Getting Started.

What you need for your release.

- ⚡ Your single
- ⚡ Social banners
- ⚡ Giveaway prize
- ⚡ Behind the scenes video
- ⚡ Single artwork
- ⚡ Photoshoot
- ⚡ Acoustic video
- ⚡ Collab video
- ⚡ Official music video
- ⚡ Press release
- ⚡ Performance video
- ⚡ Lyric video

Release day.

First of all you need to decide on your release day. When choosing your release dates, consider making them a Friday.

- ⚡ When it comes to releasing music digitally, Friday is the day that bloggers, curators, TV, radio, magazines and playlisters plan their work around.

The music videos:

The way that we consume music videos is not the same as it used to be. With this 21 day plan we are going to use a music video strategy where you are creating as many videos as possible to attach your music to. Some examples would be a lyric video, an acoustic video, the unofficial video, behind the scenes video, live performance and collaboration videos.

- ⚡ You can also double up on your video content by posting teasers of them in the weeks leading up to the release, which helps to build the momentum and excitement.

The 6 week lead up.

Before you start implementing your 21 day plan, I am going to map out what you should be doing in the 6 weeks prior to this so that you are as prepared as possible.

6 weeks before.

- ⚡ Finished mix and master. Aim to get this done 6 weeks prior so that you have allowed time for potential delays
- ⚡ Your artwork must be completed so that you can start using this on your socials in the upcoming weeks
- ⚡ Run a brand awareness campaign to start bringing people into your party and so that we can retarget these people later on

5 weeks before.

- ⚡ Upload your track to Spotify or other DSPs. Uploading early means that you have plenty of time to fix any issues
- ⚡ Shoot your first video so that there is enough time for it to be edited for your release

4 weeks before.

- ⚡ Do your photoshoot. The photoshoot is crucial as it's what will be posted to your socials, in your press releases, your EPK - it's the first impression that people will get of you
- ⚡ Record your performance video
- ⚡ Pitch to Spotify playlists
- ⚡ Set up your pre-save link

3 weeks before.

- ⚡ Make a lyric or collab video
- ⚡ Research into bloggers and curators and how to contact them
- ⚡ Set up your story so far

2 weeks before: The 21 day plan begins.

I will now list what you should be doing on each day of the 21 day plan. You may see some tasks listed that you have already ticked off in the weeks prior, but if you have not yet tackled these, make sure that they are done on the days listed below at the latest.

Day 1: Starting out right.

- ⚡ Make banners for your socials to promote your single
- ⚡ I recommend making at least 2 different banners. One should have the release date on it and one should say 'out now'

Day 1: Starting out right.

- ⚡ Make a list of contact of the bloggers and curators that you want to contact
- ⚡ Make a list of playlists that you would like to be on
- ⚡ Set up your pre-save link

Day 2: Press & PR day.

- ⚡ Write your press release. If you have never done this before, there are ready made examples that you can use over in [DKMBA](#) that you can adapt to reflect you
- ⚡ Send out to press
- ⚡ Contact the people on your blog and curator list

Day 3: Radio day.

- ⚡ Contact radio - think about community radio, your niche, specific shows, etc

Day 4: Teasers & trailers.

- ⚡ Make teasers and trailers for your videos

Day 5: Ad assets.

- ⚡ Ad assets are not making the ad, it's making the adverts themselves i.e. the visual component.
- ⚡ Using 15 second clips of your music to send people over to Spotify will not necessarily work and is unlikely to result in quality data for Spotify to use, and you won't wake up the algorithm. If you want to learn how to set up a successful ad campaign, I can teach you how to do this in [DKMBA](#)

Day 6: Instagram tidy.

- ⚡ Tidy your Instagram. Go through your Instagram and ensure that it is optimised to bring them into your party. Do all of your posts have context? Is your music easy to find?

Day 7: Updating socials.

- ⚡ Ensure that the following are all up to date on your socials: your bio, your about section, your link tree, your highlights, your hero picture
- ⚡ People need to land on your profile and immediately start seeing the connections with, and all of the above are an opportunity to build that connection

Day 8: Updating Spotify.

- ⚡ People need to land on your profile and immediately start seeing the connections with, and all of the above are an opportunity to build that connection

Day 9: New drop day.

- ⚡ Now is the time to start dropping your artwork
- ⚡ Create a new playlist on your Spotify and post about this on your socials
- ⚡ Post at least 5 Instagram Stories (every day)
- ⚡ Now is also the time to start talking to people (whether this be friends, family or fans) about what you want them to do on release day, which is to listen to your song in full and also to add it to a playlist with similar artists - this is what's really going to help boost the algorithm

Day 10: Building excitement.

- ⚡ Change your banners to the one that you have created with the release date on it

Day 10: Building excitement.

- ⚡ Drop one of your teasers videos - ideally between 15 and 30 seconds
- ⚡ Post at least 5 Instagram Stories

Day 11: Ad set up.

- ⚡ Set up your ads but do not put them live yet. We just want to get them set up so that on release day you can push the button to get them live.
- ⚡ Post at least 5 Instagram Stories

Day 12: Teaser video and team set up.

- ⚡ Drop second teaser video
- ⚡ Set up your WhatsApp group for your team. Your team could be your bandmates, your friends, your family, your fans, whoever you can think of that will be willing to help you with your release
- ⚡ Post at least 5 Instagram Stories

Day 13: Preparation day.

- ⚡ Collect assets
- ⚡ Build the buzz around your release and tell people that tomorrow is the day! Get into your one to one interactions and really boost the hype
- ⚡ Prepare your team and make sure everyone knows what they should be doing and when
- ⚡ Set your alarms. Not just your alarm to wake up in the morning but also reminders for the various things that you will need to do on release day
- ⚡ Release the lyric video or another teaser
- ⚡ Post at least 5 Instagram Stories

Day 14: Release day.

- ⚡ Check that your release was come out and is working
- ⚡ Launch the official music video
- ⚡ Change the links and banners to say that the track is 'out now'
- ⚡ Reminding the press - anyone that has responded to your previous communications, get in contact with them again and remind them that is out today
- ⚡ Allocate time for one to ones. Text, DM, email, call everyone that you can and ask them to listen to your track
- ⚡ Put your ads live
- ⚡ Hourly social media updates
- ⚡ Hold a launch party or livestream

Day 15: First day post release.

As discussed at the start of the strategy, you will notice that over the next few days that there will be a lot of videos being posted. You don't have to stick to the exact videos that I suggest you post on these days, the decision is completely down to you!

- ⚡ Release your performance video
- ⚡ Update your Artist Pick on Spotify
- ⚡ Post about a limited giveaway
- ⚡ Pin your new single/video to your social media

Day 16: Collab video.

- ⚡ Post your collab video
- ⚡ Start studying and optimising your ads
- ⚡ Reshare any shares on your track or videos

Day 17: Behind the scenes video.

- ⚡ Post your behind the scenes video

Day 18: Acoustic video.

- ⚡ Post your acoustic video

Day 19: Ad optimisation.

- ⚡ It's time to take another look at your ads and see how these can be optimised. As boring as it can sometimes feel, optimising your ads is how you're going to get more people across to Spotify and lower your cost per conversion

Day 20: Live session.

- ⚡ Perform a live session. This is an opportunity to tell everyone how the last week has been and play them some music and connect to people

Day 21: Thank yous.

- ⚡ Go back to every person that has helped you with your release and send them a personal thank you. Voice notes and videos work particularly well for this
- ⚡ Now that you have completed the 21 day plan, analyse your results. What worked well and what can be improved for next time?

Let me know how your releases go by tagging @damiankeyes1 on Instagram!

A note from Damian Keyes.

Congratulations on downloading the 21 Day Plan for your next release. It's amazing to be a part of your journey! Learning how to release your music effectively is an invaluable skill that can get your music to where you want it to be.

However, this isn't the end, it's very much the beginning! You need to learn how to run digital advertising campaigns, how to build your social media, how to properly build a fanbase and negotiate your ROI (return of investment) so this release strategy provides the most impact.

To gain access to the full step-by-step courses and work with me personally on your music, join my Music Business Academy, DKMBA.



Damian Keyes



**Claim your 7 day free trial
now:**

www.dk-mba.com

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hello@dk-mba.com