



20 Day Plan eBook.

How to promote your single in 2020 and beyond.

20 Day Plan.

This is my guide for how to promote your single in 2020 and beyond! We will get started with a list of what you need and will then map out what you should do on each day of the 20 day plan.

Getting Started.

What you need for your release.

- ⚡ Your single
- ⚡ Single artwork
- ⚡ Social media banners
- ⚡ New release specific images
- ⚡ Press release
- ⚡ Lyric video
- ⚡ Official music video
- ⚡ Competition prize
- ⚡ Performance video
- ⚡ Fan video/animation video
- ⚡ Production breakdown
- ⚡ Behind the scenes video

Day 1: Photoshoot.

You are using this photoshoot to start making content that you can use in the lead up to your single release and beyond.

- ⚡ Take at least 10 photos. In these photos a band member can be holding a card with the date of the release. This could just be the date of the release, or could have a countdown (10 days to go, 9 days to go etc.). It could also have a hashtag with your band name with the word new in front of it - so if you were the Foo Fighters for example, it could say #newfoofighters.
- ⚡ You're not giving out the single title, you're not giving out the artwork, you're just creating a little bit of mystery and excitement.
- ⚡ You are using this generate interest with your audience; to say something is happening in the next 10 days that they will want to be a part of.
- ⚡ Set targets for the release and write out the journey that you want your fans to go on with you through this release. What is it that you want them to do? Are you pushing people to Spotify, or iTunes, or something physical? If you write this out, it's much easier to then formulate a plan to make this happen.
- ⚡ Create a cashflow for what your expenditure will be for your release for video creation, artwork, images and advertising.

Use this space to note your ideas:

Day 2: Creating a visual world.

In Day 2, we're going to start taking the branding you've created for your song and start implementing it through everything, from your social media to everything else that you're doing, so it all combines into one and feels coherent.

- ⚡ By now you might have the artwork sorted, the branding, the colours etc - but if you don't, today is the day to get this done.
- ⚡ Create banners that hint towards the date - with the correct branding, dating the upcoming release with no other info to create the mystery surrounding the release. Do this across all socials to keep it consistent.
- ⚡ Add your image to Instagram saying "9 days to go", or whatever you have decided to do from the photoshoot on day 1. This is to happen every day until the release.

Day 3: The story so far.

When you release something, you have to remember that a lot of people may just have found you, so this day is for them, to bring everyone up to speed with who you are and what you do.

When you're watching Netflix, and its Season 2 - what's the first thing that they do? They update you with what has happened so far as a recap. You're going to do a similar thing.

- ⚡ I want you to look through your social feeds, start finding videos, behind the scenes stuff and images and put together 'The Story So Far'. It should say who you are and what you stand for.

Briefly sum up your story so far:

Day 4: Playlists.

Note: This can be done up to 4 weeks in advance.

If you want to submit your single for Spotify playlists, you can submit through Spotify For Artists. For more information on getting your music on Spotify playlists, watch my dedicated video: <https://www.youtube.com/watch?v=6vX3cgNK9Vc>

- ⚡ You need to start getting your followers to follow you on Spotify. You need to take Spotify seriously, in order for Spotify to take you seriously and put you on playlists.

Day 5: Artwork release.

This is the day to release the artwork to your socials.

- ⚡ This is going to be across everything, your Instagram, your Instagram Stories, your Facebook, your banners etc. Anywhere where you're connecting with your fans, it needs to be released to.
- ⚡ People tend to just post something to their Instagram once, and then just leave it there. A lot of big artists will release their artwork three times in the same day, as they want to make sure it gets to their audience, and remind their audience throughout the day too, to build the excitement. Do this over the coming days too, throughout the build up.

We have to get away from this idea that we're going to show or ask something once, and expect them to do what we want. It's a nice idea, but doesn't work in reality. We need to start really smashing what we're doing.

Day 6: Press release day.

Today we're going to think about where you're at, and who you can contact regarding your release for media attention.

- ⚡ This will be in the form of radio, newspapers, magazines and blogs - potentially vlogs. You can pitch to these outlets where fitting for your experience. If you're an upcoming band or solo artist, the best place to start is your local radio stations and newspapers, as they are always looking for new music and local talent/feel good stories to support.
- ⚡ When it comes to blogs, this needs to be genre specific. For example, if you're an extreme metal band, it needs to be a blog that caters for this.
- ⚡ You're going to make an actual press release, not just an email saying who you are. It will have all of the details of your release, the story, the artwork, the track and all other information that you think is important for the recipient to know.

Use this space to note who you will send your press releases to and blog ideas:

Day 7: Ad strategy.

This is dependent on your budget. At the beginning of your release, you should have created a cashflow what you have to spend on advertising. You have spent so much time, effort and money on creating your music and it would be a real shame for no one to then hear your music. In today's social media landscape, a bit of money really can go a long way.

- ⚡ Look at ads on Facebook & Instagram and making your own ads, instead of just boosting your initial content. Then, you can tell people who you are and what you're doing, and what you want them to do. It's really important with ads to stress what you want people to do.
- ⚡ A big part of advertising now is advertising to your own audience. With algorithm changes, you need to push your content back in front of these people, so they can re-engage with you and continue to see your posts.
- ⚡ In terms of what to spend, a fiver or tenner a day is a good place to start, so you can test what works and what doesn't.
- ⚡ If you want to learn more about ad strategies, I have courses on this in my Music Business Academy (DKMBA): www.dk-mba.com

Day 8: Influencer day.

This is dependent on your budget. At the beginning of your release, you should have created a cashflow what you have to spend on advertising. You have spent so much time, effort and money on creating your music and it would be a real shame for no one to then hear your music. In today's social media landscape, a bit of money really can go a long way.

Day 8: Influencer day.

Influencers are just that: anyone with an influence. So this can be people respected within your genre, other bands, or friends/family members.

- ⚡ You might need to pay some influencers, but generally you can do this for favours, depending on who it is and your relationship with them.
- ⚡ You then need to simply tell them what you're up to and ask if they wouldn't mind posting about it for you on the release day. Be creative with this too - could they be listening to your track whilst driving in the car singing to it for example? Then you could repost this to your story, and it's a bit more interactive and engaging than a simple message saying "check this out".
- ⚡ You're using this to create your social currency, which will then make other people want to check out the track, and then this snowballs as it gets bigger. This isn't luck, it's planned by you.

Use this space to note who your influencers will be and what you will be asking them to do:

Day 9: Prepare for launch.

This is the day to plan and make sure everything is in place for the launch day. Get the band together and give everyone targets and jobs, so everyone knows what they need to do.

- ⚡ This is a bigger job than you think. It's whipping up the momentum, so on release day everyone on your socials thinks "this is everywhere - I need to listen to the track". If you have lots of people in place ready to help you promote, this is going to create much more momentum.

Day 10: Launch!

It's a launch day and there's a lot to do:

- ⚡ Firstly, check the song is live.
- ⚡ The lyric video will go live today. Major artists have been using this recently on the release day. Content is everything, so it's so important to drip feed this - which is why the lyric video is so important. You can get a lyric video created by someone on Fiverr.
- ⚡ This is the day where you do 1-1 asks. This is going to take hours - not minutes! You need to address people directly, don't send a generic message.
- ⚡ You have to update all of your banners, your links on everyone's social media.
- ⚡ Speak to your influencers who you have been building up. This is the day they need to post their content for you, so you can repost.
- ⚡ Contact DJs at your local radio stations who you previously contacted.
- ⚡ Contact the usual suspects - friends and family. Everyone needs to get out and share it, it's safety in numbers.

Day 10: Launch!

- ⚡ This is the day you set up your competitions for the next ten days - effectively “you get this, for helping us promote our single”. This is about everyone helping together, and everything not just coming from you. The prize needs to be big, it can't be a free copy of a single you can effectively get for free anyway. Be creative with this, you need to reward the people who are helping you. Give away VIP tickets for your next gig for example where they can hang out with the band all day, make it something for your fans to get excited about and want to join in.
- ⚡ You could also have a launch party, this is completely up to you.

Day 11: Official video.

You released the lyric video yesterday, and now to continue the excitement past the launch date, here is where you release the official video.

- ⚡ Push the official video on all channels and continue with the launch push. Everything you did with the launch yesterday, you can do again with pushing the official video.
- ⚡ Today is also a day for another photoshoot for content for the next 9 days. You can use these images to promote the single - as always, be creative with this.

Day 12: Performance video.

You will notice over the next couple of days, there will be a lot of videos. This is because in the current climate, video content really has been the trend for major label artists. This macro content can then be broken down into micro content, for Instagram and other platforms. The purpose of this, is that it keeps reminding the audience about the song, making sure it's everywhere for maximum engagement.

- ⚡ The performance video is to be posted to YouTube originally, and then as mentioned above, broken down into micro content.
- ⚡ The performance video could be acoustic, or a full band performance video in a studio. Make sure this video is high quality, like your official music video.

Day 13: Fan video/animation video.

This next video is up to you. Fan videos are quite popular at the moment and it is a way of rewarding people who support you, whilst also building up your social currency. I'm seeing this a lot with major label artists at the moment, as it really does help to build more traction.

- ⚡ It could be your audience lip-syncing to your track, reacting to your track or fans just enjoying your track, being a part of it.
- ⚡ Like with the last two videos, this can be broken down to micro content. This is about taking something and not letting it rest, and continuing to keep that momentum.

Day 14: Cover song.

This isn't you covering another artist's song. This is another artist covering your song, for a fresh take on it.

- ⚡ You can do a deal with another band, where you can then do this for them. Collabs are amazing for connecting and sharing fanbases - they're the fastest way to grow an audience.

What bands/artists could you collaborate with?:

Day 15: Production breakdown.

This is where you can show how the track was made. You can break down the stems of the song, and show how the different layers were built up in a short video. This gives a great behind the scenes into the creation of the song, and people love hearing the vocal track isolated too.

- ⚡ This is a really cool creative way of putting out some content about your release. This works well using Instagram Stories, but you could make this into a YouTube video too.

Day 16: Behind the scenes.

This is the behind the scenes from the creation of the single. This could be from the studio making the single, from the music video and include interviews with the band. It's saying "let us bring you into our world", and it's a different sort of video to the content so far.

- ⚡ You can then break this down from macro content into micro content like the rest of the video content.

Day 17: Target the DJ.

Today is the day to target the DJ. Radio play is really important still for building up your release and building up the stations you've been played on.

- ⚡ Get your fanbase to target a particular DJ whilst they're on air to get their attention. The more people who can message/tweet/tag them in a short space of time, the easier it's going to be for your track to get on air. This happened to me as a radio DJ, and it's amazing how well it works.

Which DJs can you target and how can you contact them?

Day 18: Pop up gig.

Turn up somewhere and do a gig. This could be busking, or playing at a fan's house (possibly part of a competition!) - but this is for you to turn up, and play a show.

- ⚡ You're going to make noise on social media about this to carry you through the next couple of days with more video & photo content.

Make a list of all the potential content you can gather at the gig:

Day 19: Pop up gig part 2.

Here you are saying yesterday we played a pop up gig, and finding ways to tell that story. You could make an edited video of the day, post videos from the performances and post images with you and fans from the gig.

- ⚡ You have to really push this again for your social currency - all of this builds more momentum, and gets more people engaged with your music, where you can then start converting them into fully fledged fans.
- ⚡ Everything still revolves around your new single, with these posts, you're still directing people to your new single.

Day 20: Pop up gig.

You'll be shocked at how much extra momentum you'll gain from this day. When you genuinely start messaging people saying I really appreciate you, thank you so much for helping us promote our single etc in a 1-1 way everyone starts posting how lovely you've been. This then becomes the legacy around the release, which will follow you into your next release. Let the others do the work for you, one more time.

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

Hey!

Well done for taking the first step to making your next release your best release! If you want to grow your career, amplify your streams and build a genuine dedicated fanbase AND work with me on your career then head to www.dk-mba.com and let's work together on your music.

See you there!

Damian Keyes



