

Release Campaign Toolkit — Guide (2025)

Release Campaign Toolkit — How to Use (2025)

This toolkit gives you a complete, repeatable system to plan, launch, and grow a single. Use the ****3■Week Calendar**** to run the rollout, the ****Caption Pack**** for daily posts, the ****Outreach/Playlist Trackers**** for relationship building, and the ****Analytics Tracker**** to learn and iterate.

Quick Start (15 minutes)

1. Open ****Release_Campaign_Toolkit.xlsx**** → Fill {"SONG_TITLE"}, release date, smart link, and owner fields.
2. Duplicate the ****3■Week Calendar**** for each release.
3. Pick 3 hooks from ****Caption Pack**** and schedule them this week.
4. Add 25 contacts to ****Outreach Tracker**** and send ****press_pitch_template.txt**** (customize first!).
5. At T+7, review ****Analytics Tracker**** and write 3 learnings → feed next release.

The System

- ****Pre■Release (T■21 → T■8):**** Tease, build assets, line up contacts, and set up smart link.
- ****Release Week (T■7 → T■0):**** Turn it into an **event**—countdowns, lives, last■minute pitches.
- ****Post■Release (T+1 → T+7):**** Repurpose content, thank fans, invite collabs, and analyze.

Email & DM Templates

- See ****press_pitch_template.txt****, ****playlist_pitch_template.txt****, ****creator_dm_template.txt****, ****fan_dm_template.txt**** in this bundle. Replace placeholders like {SONG_TITLE}, {DATE}, etc.

DSP Submission Cheat Sheet (Guidance)

- Aim for ****14–28 days**** lead time to your distributor.
- Pitch editorial ****≥7 days**** before release via Spotify/Apple artist dashboards.
- Artwork: ****3000x3000 px****, JPG/PNG. Audio: WAV 16■bit/44.1 kHz.
- Confirm territory/rights, credits, lyrics, and Canvas/Clips where supported.

Content Repurposing (20 Ideas)

1. 15s hook + on■screen lyrics
2. Origin story (why you wrote it)
3. Studio take (raw vocal snippet)
4. Gear rundown (mic/chain)
5. Comment reaction/read + reply
6. Fan duet/stitch highlight
7. Acoustic/live room version
8. Lyric video cut (vertical)
9. Producer breakdown (stems)
10. "What almost made the cut" alt chorus
11. Car test reaction
12. Friends/family first listen
13. Dance/choreo collab
14. Loopable Canvas as Reel
15. POV vlog (show day)
16. Behind■the■artwork
17. Meaning of a key line
18. 3 things you learned
19. Thank■you montage
20. Open verse challenge

Analytics Cadence

- **48 hours:** Saves %, playlist adds, watch■through
- **7 days:** Follower Δ , email subs, top posts by retention
- **28 days:** LTV signals (merch/retarget), content themes to double down on

Tips

- Consistency > virality. Stack small wins.
- Own your audience (email/SMS). Social is rented land.
- Build relationships weekly. Follow up. Be human.