

Band Release Campaign Toolkit – Pro Edition (2025)

Built from two decades of working releases with bands in rock/alt/metal scenes. This is a field-tested system designed to win the save/skip game, earn stickier playlist adds, and connect content to real outcomes (tickets, subs, sales).

Core Principles

- 1) One North Star per campaign – streams, tickets, or subs. Everything else supports it.
- 2) First 10 seconds decide your algorithmic fate – design intros for phone speakers.
- 3) Relevance beats reach – niche outlets + sticky user playlists > one-off big hits.
- 4) Own your audience – email/SMS lists outlast platform swings.
- 5) Momentum > moments – steady signals over 21–28 days beat day-1 spikes.

KPIs (Directional)

- Saves/Listener %: Strive for week-over-week uptrend; 6–12% early is promising.
- Early Skips: Reduce with quick identity hits (drums/guitar tone/voice by 0:05–0:10).
- Playlist Adds: Track source type (Alg/Ed/User) and nurture User first.
- Live Tie-in: Aim for 15–30% of content featuring live context to deepen fandom.

Weekly Cadence

- W-6 → W-3: Readiness + Seeding (assets, lists, hooks A/B)
- W-2 → W-1: Pitches + Countdown (prove fit, not hype)
- W0: Launch as an event (community, lives, replies)
- W+1 → W+2: Versions & collabs; convert attention to email/tickets/merch

Troubleshooting

- Low saves? Swap thumbnail + first frame; post the best 10s, not the fanciest.
- High early skips? Bring in vocal or signature tone earlier; trim dead air.
- No press replies? Change angle; pitch fit with timestamp proof.
- Ads not converting? Kill broad interests; retarget engagers of top clips only.

Use the Excel sheets to run the play and the templates for high-quality outreach.