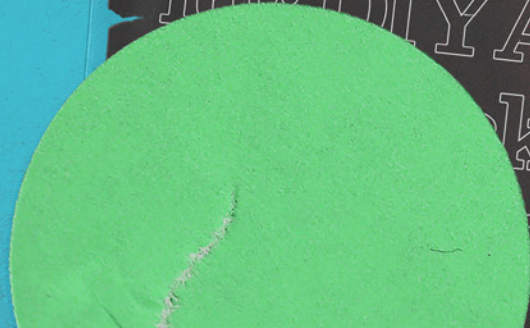


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# Music Promotion Checklist



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# You've recorded great music. Now what?

## Promotion! **What's *Promotion*?**

It's taking an action to move your music forward, grow your audience, and build your career.

Your music promotion doesn't have to be grand, complicated, or expensive. Often a lot of little things add up to buzz and momentum.

That's why we've put together a checklist of 50 quick promo ideas for you to try!

Ready?

# 50 WAYS TO PROMOTE YOUR MUSIC

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## Foundations of Music Promotion

If you're just getting started, here is what you'll want to accomplish first:

### 1. Create an artist website

You need **an online hub for your music** that YOU control. If you don't have much to share, a simple one-page site will do just fine.

### 2. Start an email or SMS list

Despite the viral potential of social platforms, **email and SMS** are still the most effective ways to reach your fans.

### 3. Establish yourself on one social platform

Focus is the name of the game when you're starting off. So plant your flag and find your voice on your favorite social app.

### 4. Claim & personalize your artist profiles

Get verified and customize your branding on **Spotify**, **Amazon Music**, **Apple Music**, **YouTube**, **Deezer**, **Pandora**, and more.



## 5. Write or update your bio

You need to tell your story. If you have an older bio, dust it off (in every location)! Make your story more compelling. And have a long and short version.

## 6. Look at venue calendars

Would you be a great opener for a touring act? Check the local events listings and venue websites. Then tell the talent buyer!

## 7. Use a smartlink

Make it simple for your audience to find you on the platforms THEY prefer.

## 8. Identify your target audience

Define who your diehard fans are. Then test those assumptions through ads!

## 9. Define your “Unique Selling Proposition”

Why should people care? Why should someone press play? Write it down.

## 10. Take good (or new) photos

Convey your vibe — visually. Your official photos don't have to be fancy. Capturing a mood or moment is more important than a “pro” photo.

# Beyond the Basics: Your Next Steps

Once you've built a solid foundation, here are some other ways to draw attention to your music.

## 11. Create a Spotify *Follow* campaign

Use Show.co to **grow your Spotify following**. These are the people you're guaranteed to reach every time you release new music.

## 12. Post a cover song video

**Put your own spin on a proven song**. It doesn't have to be the whole thing; just 15 seconds can work great on TikTok and Reels.

## 13. Duet with someone on TikTok

You don't need to start every conversation. Add something to someone else's music.

## 14. Pitch your song to editors

Give **Spotify** and **Amazon Music** enough information and advanced notice to help your new songs go further.

## 15. Share a Spotify playlist

Make a mix of tunes you love, and include one of your own tracks that fits the theme.



## 16. Upload a Canvas

Bring your songs to life on Spotify with short looping video!

## 17. Repurpose your cover artwork

You spent a lot of time considering your cover design — so put it to work elsewhere: on your site, social headers, merch, and videos.

## 18. Talk to listeners on Pandora

Use Pandora AMP to leave audio messages your fans will hear before your music plays.

## 19. Write a press release

This will come in handy when you're trying to get reviews or show previews.

## 20. Repost good press

Any time you get great news, share it through Stories, retweets, email, etc.

## 21. Hang actual posters

Don't neglect the real world when you're promoting an important local show.

## 22. Take a fellow musician out for coffee

Sure, networking CAN happen at loud venues past midnight. But it might be better during daylight.

## 23. Do a merch-table makeover

Make the items you're selling look enticing, well-lit, clearly priced, and conveniently located.

## 24. Trade venue contacts

Help other artists, they'll help you. Recommend your favorite venues to out-of-town acts.

## 25. Record a tutorial

Got expertise to share? Make a video! It doesn't even have to be about gear or music. Cooking, history, astronomy, cats, sports...

## 26. Send "thank you" notes

Gratitude, and the effort you take to show it, can go a long way towards securing that next gig, playlist placement, or management deal.



## 27. Tell your fans they can use your music

Encourage your audience to make their own videos using your songs on TikTok, Reels, YouTube, etc.

## 28. Write “Merch” on your setlist

With adrenaline pumping, it’s easy to forget to announce your merch during a show. Make the merch shoutout as important as a song in your set.

## 29. Post an old photo with a new caption

If content is king, then context is queen. The same photo can tell two (or more) stories.

## 30. Sync your lyrics for vertical video

Add and sync your lyrics so they’re automatically available for Reels and Stories.

## 31. Document the little things

You remember to broadcast the big news, but your audience wants to know (some of) the small details too.



# Advanced Music Promotion Tips

When you're ready to put your promo into overdrive, here are some ideas that require a little more intensive time or expertise.

## 32. Get a blog premiere

Propose your new song or video for a premiere. If you get one, be sure to send all your fans to the site!

## 33. Improve your welcome email

Your welcome email is arguably the MOST important email you'll ever send. Make the most of it with better copy and automation.

## 34. Send your song to a playlister

Would your song work on a particular user-generated playlist? Tell them why!

## 35. Run an Instagram Reels ad

The vertical video format can be super effective for ads that look and feel like native, viral content.

## 36. Use Rotor to create a music video

With millions of pro video clips, automated editing, and dozens of filters and styles — you'll have a great looking music video in minutes.

## 37. Shoot a YouTube trailer

Post it on your channel homepage to make an intro and set expectations about your content.

## 38. Keep a tour diary

This content is great for your own blog and social, but it could also turn into a regular column for a local publication.

## 39. Host a listening party

This could be a livestream. But it could also be a Twitter party with hashtags. Press play at the same time. Then have a conversation.

## 40. Find fans on major online music outlets

With Ad Builder, you can put a playable YouTube video or Spotify track on sites like Pitchfork, Billboard, Rolling Stone, and more.

## 41. Interview yourself

You don't have to wait for Pitchfork to come knocking. Ask YOURSELF about your music and share whatever is most interesting with fans.

## 42. Schedule your social posts

Busy? Prep your content for the week ahead using a social management tool and the platforms' scheduling options.

## 43. Update your site

Refresh the copy, pics, and feel of [your artist website](#). Put your priority message on the homepage. Use the announcement bar and popups!

## 44. Supercharge your email signature

Put all your most important links, calls-to-action, and offers in your signature so it automatically appears in every email you send.

## 45. Study your analytics

There are many metrics to look at across many platforms. You can learn a lot. But you need to set aside the time to dig in.

## 46. Install remarketing code on your website

Want your ads to perform better? It helps to know what people are doing AFTER they click. Remarketing code (such as the Facebook pixel) is key.

## 47. Clean up your email list

REMOVING people from your list can actually help your email “deliverability” (avoiding junk folder). Unsubscribe anyone who hasn’t opened your emails in the past 6–12 months.

## 48. Don’t forget local radio

Lots of college and community stations love to play indie music. Many commercial stations still have “local” themed programming. Send a CD or ask to do an in-studio performance.

## 49. Get additional audio

If you can get alternate mixes and stems without too much extra effort, do it! You can breathe new life into your songs by sharing different versions and remixes.

## 50. Collaborate with another artist

Create a track that combines your strengths and you’ll reach double the audience.



**Promotion is about forward movement.** These are just 50 promo ideas, but there are countless more. Remember, no single act of promotion is going to spell success. It's about taking many steps.

So keep your chin up. It takes guts to put your music out there, and your songs are going to do whatever they'll do. You'll experience planned victories, happy surprises, as well as plenty of disappointments.

Keep learning, seek new inspiration, try to make your promotion feel like a creative extension of your music and personality, work hard, and take breaks when your tank is running low.

Not everything hinges on a single song, gig, review, or promo tactic. This is about a life in music. **So let's move it forward.**

For more promo tips, [follow CD Baby on Instagram.](#)

And if you found this guide helpful, [please share it with a friend.](#)

**Check out some of our educational resources below!**

<p><b>DIY MUSICIAN</b> <b>BLOG</b></p> <p>Read helpful tips on every aspect of life in the DIY music business</p> <p><a href="#"><u>CHECK IT OUT</u></a></p>	<p><b>DIY MUSICIAN</b> <b>PODCAST</b></p> <p>Enjoy lively discussions by and about musicians thriving beyond labels</p> <p><a href="#"><u>CHECK IT OUT</u></a></p>	<p><b>DIY MUSICIAN</b> <b>CONFERENCE</b></p> <p>Take your career to the next level with IRL networking &amp; showcases</p> <p><a href="#"><u>CHECK IT OUT</u></a></p>
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**CD Baby is a complete artist-services platform, built by musicians, for musicians.**

And we're here to help independent artists like you thrive. Ready to take the next step?

**SIGN UP**