

Music Promotion Checklist

Use this before buying promotion or sending your campaign brief.

01 / Music and assets

- ☐ Confirm the final master, artwork, artist name, credits and distribution.
- ☐ Prepare music links, artist story, press photos, bio and a clear call to action.
- ☐ Prepare short-form clips and test creative before scaling paid advertising.

02 / Objective and timing

- ☐ Choose your objective: discovery, saves and follows, credible coverage or retention.
- ☐ Set a release date and allow 3-4 weeks for PR and creator preparation when possible.
- ☐ Pitch an eligible unreleased song in Spotify for Artists at least 7 days before release.

03 / Choose the missing channel

- ☐ Compare DIY outreach with a managed team. Playlist pitching is one tactic, not the full plan.
- ☐ Choose PR, TikTok creators, ads, YouTube and DSP work based on the music and audience.
- ☐ Check eligibility before relying on Discovery Mode, Marquee or Showcase.

Budget, trust and reporting

Know who does what, what it costs and how you will assess progress.

04 / Budget and written scope

- ☐ Separate agency fees, advertising spend and creator fees in writing.
- ☐ Confirm deliverables, owners, deadlines and reporting windows before paying.
- ☐ Use published starting prices as context, not as a quote for every release.

05 / Scam checks

- ☐ Reject bots, forced listening and guaranteed streams, followers or editorial slots.
- ☐ Avoid payment pressure before anyone reviews your music or explains the work.
- ☐ Ask for source-level reporting and check whether low prices imply fake engagement.

06 / Review and next release

- ☐ Record the baseline and review listens, saves, follows and profile visits by source.
- ☐ Separate historical case-study results from promises for your own campaign.
- ☐ Fund what works, keep fans connected and plan your next release window.

Plan My Release: musicpromotoday.com/contact#brief