

Modern Classical X

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# Release Guide



# Single Release

 **6 to 8 weeks** until release date

## 1. Is everything done?

As well as your **mixed and mastered** track, make sure you have everything else lined up and ready to use. **MCX can help you with that.**

### a. Your profile image

Have a few shots of yourself to use for different scenarios. Make sure you have your best shots in landscape as it's the most common. High resolution images are best. Use them across everything so people know its you.

### b. Single/EP/Album artwork

Pay attention to detail here. Make sure this image is how you want to convey your music. Make sure your name is clear and upfront when viewing all sizes.

### c. Pre-listen link

Set up a private SoundCloud link to allow some people an early listen in. This can be playlist owners or someone doing a write up on your next release. Or you just want to give your closest fans a listen.

### d. Make changes to your bio

Refresh your bio. Some things may have happened since your last release, so add that info in so it looks like things have been happening for you. Even if you just refresh your image.

### e. Social Media promo material

Gather all the videos, stills and promo text you are going to use pre-release. Do a final check that everything looks the same, and says the same things. Work out your schedule for social media promotions.

## 2. About the release

What's the message you want to convey about this release. Have you done something new, a collaboration with another artist or added something different. Maybe it was inspired by something out of the ordinary, share that.

## 3. Put the word out

Let people know you are working on something new and special. Build the anticipation for it and give sneak previews of you either you playing it or in the studio recording it.



# Single Release

## 3 weeks until release date

### 1. Release date secured

Make sure your release date is secured and you have it sorted with **MCX Distribution**. Allow a minimum of 10 days for this process. So if you haven't registered with us do it **now** or **login** and get started.

### 2. Register your new track with your Pro

A very important step to receiving all the money that is due to you besides your streaming royalties. You will need your ISRC code for this - it's an internationally recognised tracking code for music. You get that free from us.

## 2 weeks until release date

### 1. Start looking at playlists and blogs

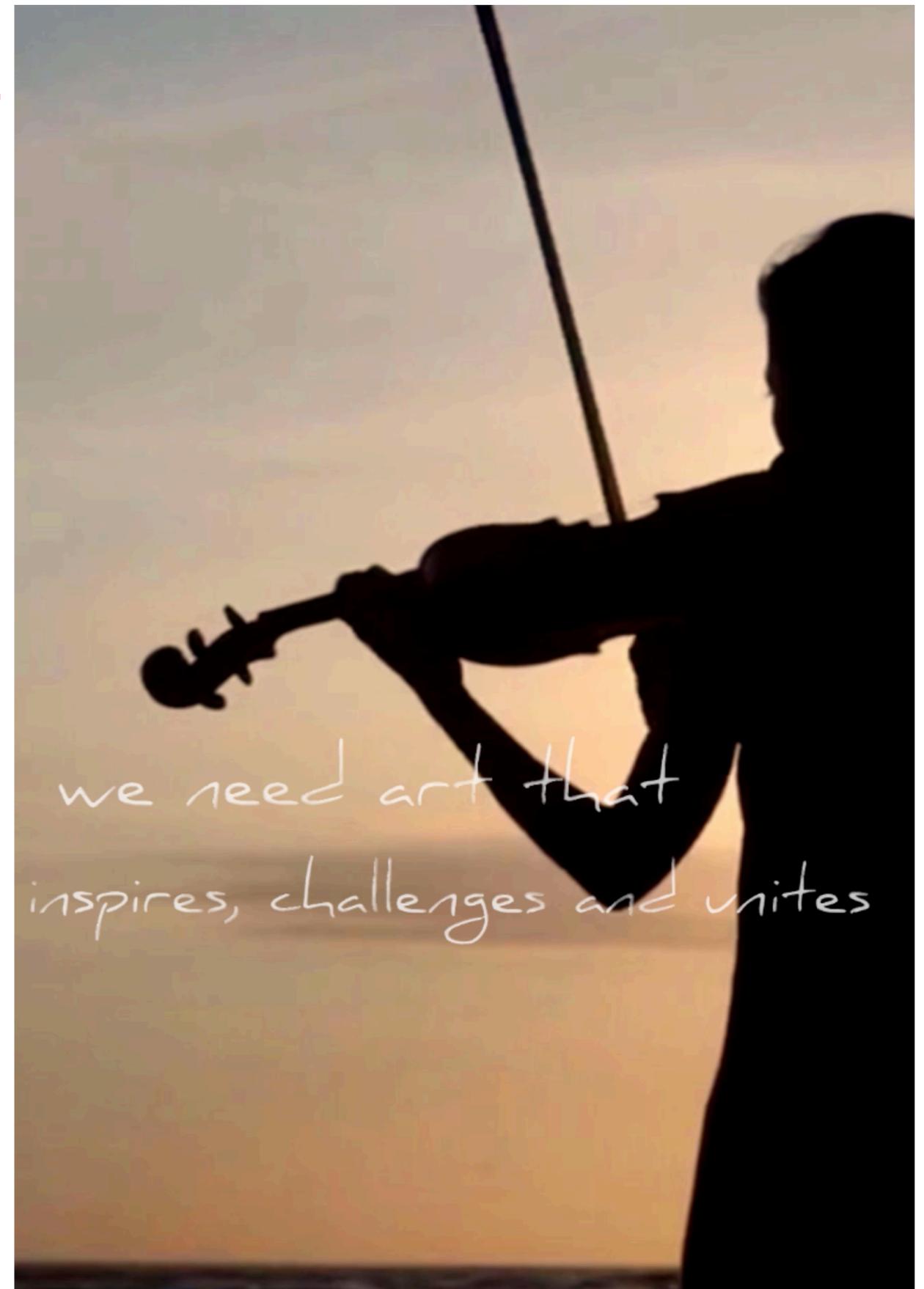
You can look up some potential blogs and playlists by visiting **SubmitHub**. You might want to try to lock in a premiere for your track at this time which gives your release a grand opening.

### 2. Pitch to Spotify editorials

Now is a great time to pitch your track for editorial playlists via the **Spotify for Artists** pitching tool. Make sure you submit your track at least 1 week before release day. You can get more info about that **here**.

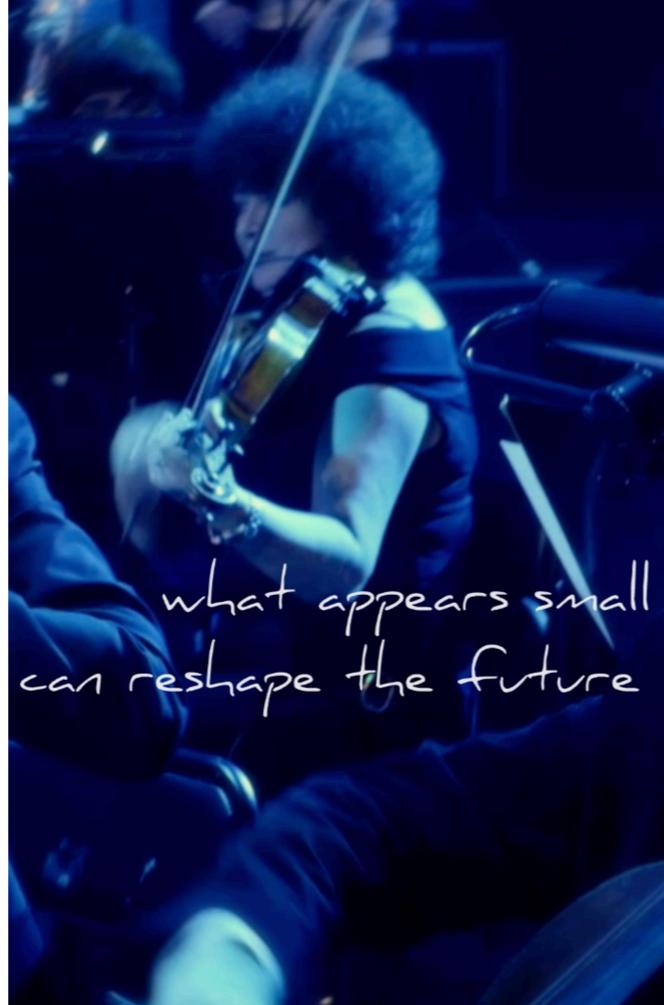
### 3. Begin reaching out

This is the time to start contacting blogs and radio stations and let them know your release date and ask for feedback. Send them some quick dot points about you and your new music (no more than 5 dot points). Give them your release date and a link to your private Soundcloud streaming link, your bio and promo image. If it's a large folder give them a shared folder from Google Drive or Dropbox (Don't use We Transfer as it is time based).





*we believe in possibilities*



*what appears small  
can reshape the future*



*Modern Classical X  
is a place where you can dream*

# Single Release

 **1 week until release date**

## 1. It's almost time!

Time to get everyone excited that your release date is just around the corner. So your social media channel should be going mad with posts. Start sharing, what the track is about, how it was inspired. Start showing video promos etc.

## 2. Change your profile pic

During this week change your profile image to suit the new release across all of your social accounts.

 **Day of Release**

## 1. Get the link out to the world!

Create a [Smart URL](#) to share your release via social media.

## 2. Record a live video

You can do this easily on Instagram. So set a time and perform the new track live for all to tune in and see.

## 3. Start submitting

Log onto [submithub](#) and send your track out to a few blogs and playlists you think might like it.

## 4. Facebook cover image

Change your Facebook cover image to reflect the new release.

## 5. Promote your video

Post your promo video everywhere you can think of. Get people talking about it and make sure you acknowledge people when they comment. Write a small bit about what the release means to you and share your inspiration. You can even talk about the process of recording and what equipment, musicians or studio you used. Thank the people involved and add their account names in your post so they see it.

## 6. Encourage engagement

Encourage people to follow your Spotify profile to keep in touch with your future releases. Attach a follow button where you can to make it easy for people to follow you.

# Single Release

## Following Release

### 1. Check your playlist adds

Login to your Spotify and Apple artist accounts to see what playlists you have been added to and share the good news on social media.

### 2. Keep an eye on your socials

Make sure you thank anyone who engages with your posts and share your music.

### 3. Update your YouTube channel

Make sure you update your bio, have links to all your social media profiles listed and if you're posting a video for your track, make sure you include heaps of meta tags. Info on how to optimise your presence on YouTube can be found [here](#).

## This is the most important step!

*Keep writing, writing and releasing.*

*Let the world hear what you have  
to say through your art.*

*Modern Classical X*



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