

NXTNOW

Music Submission Checklist



NxtNow Checklist for Releasing New Music

Preparation (8-12 weeks before release)

- **Finalize music and visuals:**
 - Master your song for streaming platforms (high-quality WAV file).
 - Finalize music video editing and ensure technical specs are met for platforms.
 - Design high-resolution cover art.
 - Obtain ISRC code and register with PRO/publishing admin.
- **Set a release date and strategy:**
 - Choose a strategic release date considering industry trends and competitor releases.
 - Plan pre-release build-up and teasers.
- **Marketing & Promotion:**
 - Update your artist bio and press kit with fresh information and visuals.
 - Pitch the song and music video to music blogs, magazines, and relevant media outlets.
 - Create engaging social media content (teasers, snippets, behind-the-scenes).
 - Build an email list and start a pre-save/pre-order campaign.
 - Run targeted online ads on social media and streaming platforms.
 - Engage with fans and influencers online and offline.
 - Partner with other artists or brands for cross-promotion.
- **Distribution & Optimization:**
 - Choose a digital distributor to upload your music to streaming platforms.
 - Submit the song for consideration to Spotify playlists and music blog curators.
 - Create a smart link or landing page for easy access to the song or music video across platforms.
 - Optimize song metadata with relevant keywords.

Pre-Release (4-8 weeks before release)

- **Ramp up social media activity:**
 - Share exclusive content, interviews, behind-the-scenes glimpses.
 - Host contests and giveaways to generate excitement.
 - Partner with influencers for promotional posts and reviews.
 - Launch pre-save/pre-order campaign with incentives.
- **Secure media coverage:**
 - Follow up with media outlets who expressed interest.
 - Issue press releases and artist interviews.
 - Participate in online radio interviews and YouTube live streams.

Release Day & Beyond

- **Post release content:**
 - Share your music video and song on all platforms with engaging captions.
 - Thank your fans and collaborators for their support.
 - Respond to comments and reviews actively.
 - Monitor streaming and social media analytics.
 - Continue music promotion efforts across all channels.

Bonus Tips for Music Promotion:

- **Create high-quality content:** Invest in professional visuals and engaging press release type material.
- **Stay authentic and connect with your audience:** Share your story and passion.
- **Utilize music marketing tools:** Leverage data and analytics to optimize campaigns.
- **Engage with industry professionals:** Network and build relationships.
- **Be patient and persistent:** Building a successful music career takes time and effort.

Check out the [Music Submission Toolkit](#) for our list of recommended tools you should use during the Preparation, Pre-Release, and Release Day stages.