

86400 Entertainment

Artist Release & Promotion Roadmap

A Strategic Plan for a Successful Single & Album Release

Objective

Build momentum throughout the year by releasing multiple singles leading to a professionally promoted album release while maximizing media exposure, streaming growth, radio airplay, and live performances.

Phase 1 – Public Relations & Media

- Find a Country or Rock-specific publicist (recommended 2–3 month engagement).
- Potential contacts: Eric Alper, Publicity Starter.
- Target media: Exclaim! Magazine, music blogs, podcasts, industry publications.
- Typical investment: \$500–\$2,000/month.

Phase 2 – Radio Promotion

- Hire a radio tracker/promoter.
- Potential contacts: Mike Rice, Demetrius Nath.
- Services: DMDS, SiriusXM pitching (where applicable), commercial/community radio.

Phase 3 – Streaming & Playlist Growth

- Pitch Spotify Editorial & Curated Playlists.
- Potential partners: NoiseLash, Decent Music PR Ltd.
- Include playlist pitching, press releases, digital advertising and streaming promotion.

Phase 4 – Release Strategy

- Release multiple singles throughout the year.
- Build momentum with each release.
- Target full album release in 2027.

Phase 5 – Touring Strategy

- Choose an anchor album release date.
- Book surrounding performances across Ontario, other provinces, festivals, showcases, and media appearances.

Campaign Checklist

- ✓ Public Relations
- ✓ Radio Promotion
- ✓ Streaming & Playlist Pitching
- ✓ Press Releases
- ✓ Digital Advertising

- ✓ Content Creation
- ✓ Music Videos
- ✓ Live Performances
- ✓ Merchandise
- ✓ Email Marketing

86400 Philosophy

Don't just release music—launch a campaign.

Every song should create new fans. Every media feature should build credibility. Every live performance should grow your audience.