



Artist Self-Promotion Guide

The team at DeeVu will always push each and every release to its fullest potential. We love releasing the incredible music that you create and the label has effective promo strategies in place to ensure that no track goes unheard.

Music promotion today is so different to what it has been in the past and it's more important than ever that both us and you do all that we can to make every moment count. With this in mind, please use this guide to support us with making your sounds as successful as possible.

Here are some helpful self-promotion steps that you can add into your release plan:

Pre-Release

1. Social Media

It is always helpful to build your profile on social media to extend your reach and influence within music. This can be done between releases and is something that is extremely important when opening dialogue directly with your listeners. Content is key and trying different approaches is the only way to gauge what gets your followers talking. Experiment with image and video content with an aim to give people a deeper look into who you are and what you're about.

A very important part to social media success is connecting with like-minded people via comments and direct messages. As you do this, you will naturally create a 'social community' that will support your music due to the relationships you have built.

When announcing your upcoming release on social media platforms, make sure you pick a time when your followers are most active (this can be found on your page analytics.) Even if you don't have a big audience yet or good interaction rates, it is important that you portray that this is an important event. Include an eye-catching caption, some relevant hashtags and use strong images/videos on your posts.

A rough social media plan for this would be: IG Story image (one month before release), an image post dedicated to your new single (two weeks before your release) and a teaser sound clip/visual (one week before release). Include other content around and between this to keep your followers interested.

TikTok is the fastest growing social media platform and has unbelievable potential for artists. It is highly advisable that you start utilising this service if you haven't already. The best approach to building a following on TikTok is to post short videos (15-30 seconds long) daily, pick a niche to build your content around and interact or 'stitch' other people's videos. This will drive content ideas and will expose you to huge new audiences.

Do not underestimate this platform, as it has a proven track record for breaking new artists. If you

can get your single to go viral on TikTok, you are looking at a life changing opportunity.

Make sure that you tag @DeeVuRecords (on all platforms) and any other involved individuals in your posts for further reach.

2. Create A Press Release

A press release is (usually) a one page document that details information on an event, in order to give press teams direction and information on a specific instance - in this case, a music release.

A good press release includes a short bio that mentions key achievements, a high quality photo and details about your new release. Keep the information concise and to the point, as this will grab the attention of the reader more easily and will save page space. Make sure you don't forget to add an early listening link into your press release as well!

Your press release can be sent out to anyone that you want to inform about your release via email. Timeframes will vary depending on the recipients.

3. Playlist Pitching And Radio Submissions

You will probably be aware of this already, but Spotify gives all artists the option to pitch directly to their editorial playlist curators. The aim is to submit the pitch as soon as possible, with an ideal deadline to complete this with at least a 4 week window between your pitch and release.

DeeVu is now submitting pitches on behalf of all artists, with pre and post pitching for editorials directly to the curators at Spotify. The process follows a tried and tested formula with wording that offers the best chance for a successful submission.

If you have any information on your release (cultural links to your song, the angle of creative direction or any other points) that may benefit when pitching, please send this over to the team as soon as possible.

*It is absolutely critical that you grant 'Editor' access to Info@deevu.co.uk and mark@deevu.co.uk on your Spotify For Artists account to make pitching possible. This also helps with analytics and report building.

(OPTIONS > MANAGE TEAM > ARTIST > INVITE)

BBC Introducing is another resource that all underground artists should be using. Head to the BBC Sounds website, where you can find your local BBC radio station and upload your new material to their website.

You are limited to two uploads for every 30 days, so keep this in mind when deciding which music to upload. The local stations are very good at listening to all submissions and will communicate via email whether they have listened to your music, and if they will/have played it on air.

Using this resource also gives you a shot at being played on one of the national stations such as BBC Radio 1 or BBC Radio Dance. Uploading roughly 2/3 weeks before release should ensure enough time for this.

If you have any personal contacts with radio stations, playlist curators or blogs, be sure to contact them with your press release attached as well.

4. Your Pre-Save Campaign

The “Pre-Save” option that streaming platforms give artists is invaluable. Essentially, this allows your fans to save your release to their library before it comes out. Listeners that choose to do this will also get a release notification on the date of the drop. This is a no brainer, as it secures streams in advance and there is no other method of doing this currently.

Social media is always a quick win with sharing your Pre-Save link. Ensure that you are adding the web address into your bio (or putting it in your *Linktree* profile etc.) and that you are letting your followers know that it is there! Other common methods used to push this are to DM your network with the link or to run a paid promotional ad campaign.

5. YouTube Official Artist Channel

As we all know, *YouTube* is an incredible tool for artists to use. This platform is always evolving and now we have been given the option to verify artist accounts via *YouTube Official Artists Channels*.

It goes without saying that the ‘blue tick’ on any platform is desirable, but that isn’t all this feature does. This update allows artists to combine all their channels into one, making your content easier to find for fans and letting them know they have found your ‘official’ channel. You won’t lose any subscriptions (followers) by doing this, as it moves everyone automatically to the new ‘main’ channel.

To be eligible for an Official Artist Channel, your channel has to meet the following requirements:

- Own and operate a YouTube channel that represents one artist or band
- Have at least three official releases on YouTube delivered and distributed by a music distributor or label.
- Have no policy violations on your channel

To create your *YouTube Official Artist Channel* get in touch with a member of the team.

Post-Release

1. Social Media (Again)

Once your new music has released, it’s important to keep the momentum up as much as possible. Keep in mind that some of your audience may have not seen your previous posts and that new followers may also be unaware of your release.

Ideas for content can include a further clip of your single, playlist placements, radio play, any press features and sharing any posts that you are tagged in by others.

Be mindful not to recycle the exact same content too many times if possible, as this may lose the attention of your audience and deter your followers from interacting with your posts. Also as mentioned previously, try to include other content around and between this to keep your followers engaged, this will expose people to your release posts multiple times without losing their attention.

2. Further Contact

This point is self-explanatory, but more opportunities to showcase your release will naturally pop up as time goes on.

Don't be afraid to contact playlist curators, press or radio stations after your music is out. Generally most playlist curators will feature a song regardless of how long it has been since the release date, although press are usually more specific, with a preference on reporting on newly released music.

If You Have Additional Budget

The promotional budget of your release with us is dependent on a number of things, such as fanbase, social media presence and previous achievements within the industry. As we release a high volume of material regularly, the majority of our releases have a budget that is allocated to cover the production of artwork, pitching to external playlist curators and contacting our vast DJ & radio network.

This however does not mean that your release budget is set in stone. If we see a good level of traction or opportunity with a single, it is likely that we will increase the budget accordingly. Any further support from yourself may directly result in an uplift in your songs performance, allowing us to do this. Another reason why we need to be doing all that we can!

Here are some further promotional resources that you can utilise with additional budget:

SubmitHub.Com

This website gives you the opportunity to directly pitch to playlist curators and blogs with a guaranteed listen of your material. The premise is simple: make a profile with the details of your campaign, purchase credits and use them on the curators/bloggers that you have personally chosen.

Pricing is dependent on how many many submissions that you would like to make.

MusoSoup.Com

Similar to the SubmitHub concept, MusoSoup allows you to upload a campaign and directly contact press/bloggers. On this platform, writers/curators pitch to you directly, with an offer of how they will support your release and how much cost is associated with this.

Pricing is reasonable, depending on how many offers you choose to accept.

Facebook Ads/Instagram Ads

Running paid ads can be extremely beneficial for exposure with your release. These are very simple to set up and offer the benefit of targeting an audience of similar interests, while using posts that are already live on your accounts.

Pricing is very reasonable, with flexibility on daily budget and timeframes. Ads can be cancelled at any time.

Further Resources, Direct From DeeVu

As the label is well rooted within the industry, it has links to various services that may really benefit artists. These opportunities include full music video production (with directive and planning support), lyric videos created in-house and even professional mixing/mastering services. DeeVu is not limited to these and further requests can be made if you are looking for a more specific type of product. Simply drop the team a message with your ideas and we will do our best to accommodate!

Pricing is set at cost price for all further services!

*(*Please note - Additional financial commitment to promotion is optional and not compulsory. DeeVu Records will not be held accountable for any costs of additional paid resources, even if desired results are not attained.)*

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Further to this, if you have any alternative promotional strategies that drive positive results, please let the team at DeeVu know as this may be helpful with future releases.

We look forward to hearing more of your amazing music and we are excited at the prospects of working with you again in the near future.

Congratulations on your release once more!

Regards,
The team at DeeVu

