

# Pre-release

Building anticipation and setting your new music up for success with a multi-format release plan

## The release cycle

A release can be a single, EP, album or official music video

Pre-release

Release day

Post-release

# 700M+

times fans discovered a song on **Shorts** and then consumed it on **long-form video** within a week.<sup>1</sup>

# 2B+

Over two billion logged-in users **watch a music video** each month on YouTube.

### What is a multi-format release strategy?

It's a promotional strategy that uses **more than one type of content format** to promote the release of a song or project.

ON YOUTUBE, YOU CAN USE:



SHORTS



VIDEO



LIVE

### Why should I start promoting my music before its release date?

- Reminding fans about an upcoming release can **build anticipation, familiarity and overall hype** on the lead-up to the big day. Get your fans excited for your new music by promoting the release with teasers, previews and more.

## Pre-release hacks

### 1 Plan your creative vision

Cohesive branding can impact how fans connect with your release, so:

- Build a world around your music for fans to immerse themselves in
- Make promotion easier to recognise
- Help fans connect and engage more deeply

### 2 Engage (or re-engage) fans before your music comes out

Consider the pre-release phase a way to 'warm up' your channel ahead of your release. It can:

- Boost channel engagement
- Help the algorithm learn who to recommend your music and content to

#### PRO TIP

If you haven't put out any music in a while, give yourself more time to post teasers and content to re-engage your fans. Remind them of what made them fans of your music, but also get them excited for what's coming next.

## Shorts

1

### Tease your release with a preview

A preview is a clip of a song that's made available on Shorts before the song is officially out.

Romy made the preview of her song, accompanied by a compilation of performance and behind-the-scenes footage, into a Short.

[Learn more here](#)



ROMY

2

### Encourage and inspire fans to create

Build hype for your song and put out Shorts that invite fans to start creating using your upcoming track, or make compelling Shorts that stand out to get fans hooked early.

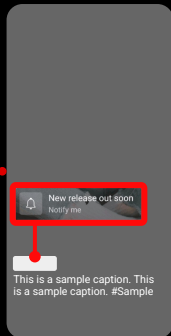
To tease the beginning of her song, Ciara made a Short featuring her power-walking with dancers from the music video.



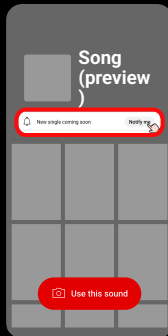
CIARA

#### WHY?

- Get a head start on promotion
- Increase the number of creations and views prior to release
- Grow your audience and subscribers ahead of the release
- Build excitement for release day



YOUR SHORTS USING YOUR PREVIEW



SONG LIBRARY PAGE

### 'Notify me'

#### On previews

When you deliver a preview of your song, fans will see a 'Notify me' button that they can tap to get notifications when your song is officially out.

#### WHERE DO THEY APPEAR?

1. On your Shorts using the preview sound
2. On the song library page for your track

### Pre-saves

YouTube Music is available for pre-saves on [Feature.fm](#) and [Linkfire](#).

Set up a pre-save campaign to build momentum ahead of your release, allowing fans to automatically save your new music and increasing streams on the day it drops.

## Video



Upload a trailer or teaser for your upcoming release about two weeks before it drops.



SUMMER WALKER

#### WHY?

- Fresh content for new fans coming to your channel
- Build anticipation for your upcoming release

## Live



Set up a [live stream](#) to serve as a pre-show to your music video Premiere.

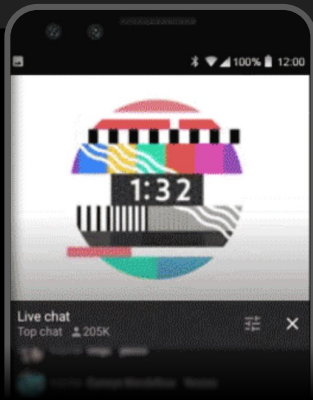
#### TAKE IT A STEP FURTHER

- Set your stream up as a [Live Redirect](#) so that fans are taken to your music video immediately after the live stream.



## Want more resources for artists?

LATEST BEST PRACTICES PLAYBOOKS AND ARTIST SUCCESS STORIES ON OUR WEBSITE →



## Set up a Premiere for your official music video

Premieres allow you and your fans to watch and experience your music video together with a live chat.

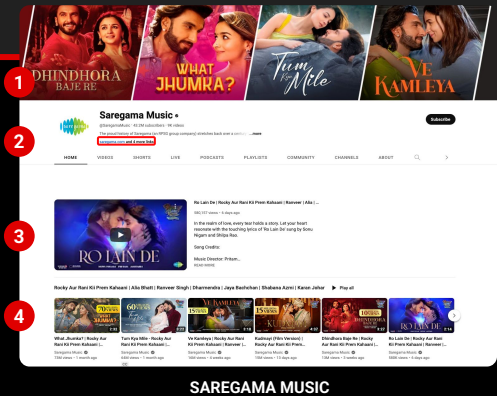
- Build hype for your Premiere by promoting the link on socials
- After the Premiere, the content will remain as a video on your channel

### WHY?

- Fans will get reminders to tune in
- Engaging with fans in live chat during a Premiere can make them more likely to engage with you and your new music
- You can promote the Premiere link with fans on your socials

## Channel optimisation

1. Update your channel banner to reflect your latest release.
  2. Add your pre-save link or a social media link.
  3. Set a trailer or teaser as your featured video.
  4. Customise your channel layout.
- Place priority shelves and playlists towards the top of your channel to draw attention to content around a specific track, project or theme.



## Community

Think of this space as your social media feed on YouTube. Post photos, polls, streaming links and more.



You shouldn't use Community posts to share new videos; YouTube does that for you!

**POSTS MAY SEE MORE ENGAGEMENT WHEN YOU SHARE:**

- Polls
- Quizzes
- Photo carousels

## Measure your early success

Keep an eye on the following metrics in **YouTube Analytics for Artists** to keep your finger on the pulse of *what's working and what's not*:

- Creations
- Engagement
- Subscriber growth

[Learn more about Analytics for Artists here](#)



## Pre-release checklist

### SHORTS:

- ☐ Post Shorts teasing your upcoming song\*
- ☐ Set up a **PREVIEW** if available

### PREMIERES:

- ☐ Set up a **PREMIERE** for your official video\*
- ☐ Post a shareable link on socials and tell fans to set reminders
- ☐ Add a **TRAILER** to your watch page for a more compelling experience

### VIDEOS:

- ☐ Upload a trailer or teaser for your upcoming track
- ☐ Set your trailer as the **FEATURED VIDEO** on your channel

### LIVE:

- ☐ Set up a **LIVE STREAM** before your Premiere with a **LIVE REDIRECT**

\* If you're not able to do everything on this list, prioritise these actions.