

# Release day

Maximising your music's views and streams  
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

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

# 94%

From a random sampling, fans who  
saw a given music video **consumed 94%**  
**more** of that artist's music in the following  
month compared to fans who didn't see  
the music video.

### 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 use a multi-format release strategy?

1. Audiences may differ across formats, so with this strategy you can attract a wider audience and cater to different content preferences.
2. YouTube's recommendations take into account a viewer's watch preferences in each format. **What your fans watch on Shorts can influence recommended videos.**

## Release-day hacks

1

### Keep creative consistency

- Use similar creative branding and themes across all of your release content (visualisers, lyric videos, channel banner, promotional content, etc.) for cohesion. That way, fans can more easily recognise your content.

2

### Make the most noise on release day

- You should post all of your best content on release day to get fans talking about your release. Use **all formats** on this day to reach fans from all angles

#### PRO TIP

**It's okay to post Shorts on the same day as your music video premiere.**

Posting Shorts won't negatively affect YouTube's recommendations of your long-form content to users and vice versa.

## Shorts

### Create a variety of Shorts to promote your track

Upload consistency is key on Shorts. It's up to you to find content that works best for you and your fanbase. Aim to create compelling, original content that will attract new fans.

#### GOOD



IMASE

#### BETTER



PESO PLUMA

#### BEST



CONNOR PRICE

#### WHY?

- Let fans know that the full song is available
- Expand the reach of your song
- Entice new and returning fans to listen to the full song or watch the official music video
- Inspire fans to create with your track

## Video

### Your official music video:

- Serves as your **main storytelling visual**
- **Immerses fans** and drives deeper relationships
- Provides an **opportunity for monetisation**

### When should I premiere my music video?

#### 1. On the same day as your song or album release (*recommended*)

We've seen that official music videos uploaded on the same day as the audio release generate higher subscriber growth and higher views in the first two weeks.<sup>2</sup>

#### 2. Coinciding with a big marketing moment

As an alternative, you can also plan to upload your music video at the same time as another big moment for your release – like a remix or big performance – or if the song starts to gain traction and trend.

### Your release videos

If you have an official music video, avoid uploading other release videos at the *exact same time*.

If you're unable to release an official music video on release day, consider uploading one or more of these alternative video types.

#### • Art Tracks

Videos that are generated from your audio release and include the sound recording and album or single art. You don't upload these yourself, but do make sure that your label or distributor delivers your audio release to us.

#### • Alternative versions

Different versions or renditions of the song, like slowed down, sped up, acoustic, etc.

#### • Lyric videos

Videos that display the lyrics as the song plays.

#### • Performance videos

Videos of you performing the song.

#### • Visualisers

Alternative videos that are usually easier to create and are separate from the official music video, which help support the song.

#### LATTO – 'BIG ENERGY'

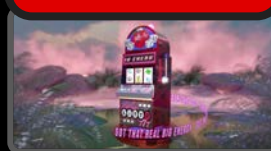
##### ART TRACKS



##### ALTERNATIVE VERSIONS



##### LYRIC VIDEOS



##### VISUALISERS



#### WHY?

More content means that you can reach more people, and fans have more options to watch and listen in their preferred way.

### PREPARING FOR AN EP OR ALBUM RELEASE?

Consider making at least one type of release video available for each track.



## Live



**REMEMBER:** The more you chat and engage with fans during a Premiere, the more likely fans are to engage with you and your new release.

### It's almost time for the main event!

In your live stream, **before your official music video Premiere**, remember to:

- Enable chat replay
- Invite fans to ask questions or answer prompts
- Use a moderator to find and reply to comments
- Engage with fans by liking, pinning or replying to comments

Live stream



PHOENIX

### Thought starters

1. Plan for your live stream to last at least 15 minutes
2. End the live stream and set your Live Redirect to happen at the same time as your Premiere is set to begin. You don't have to leave time in between.

### PRO TIP

Hype up and promote your live stream across socials beforehand to bring in a crowd.

## Live vs Premiere

### What's the difference?

#### Live stream

A video platform that allows artists to broadcast footage live.

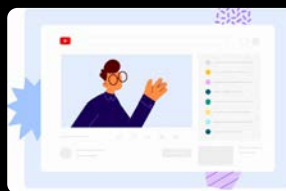
#### Premiere

A watch page allowing artists to join their fans in watching newly uploaded content, like a music video, together in real time.

**BOTH**

Artists can interact and chat with fans in real time.

#### YOUR LIVE STREAM



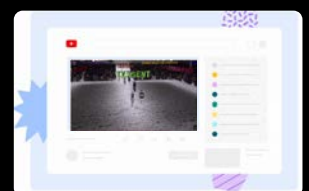
'Hey everyone, stick around for the official music video Premiere!'

#### LIVE REDIRECT



Your live stream will end with a countdown leading to your music video Premiere.

#### YOUR PREMIERE



This automatically takes fans from your live stream to your music video Premiere page.

## Channel optimisation

- Set your official video (or main piece of visual content) as the **featured video** on your channel
- **Create a featured playlist** with all the content related to your new release and place it towards the top of your channel page
- **Update your channel banner** to highlight that your release is out now
- **Update your shop** with the latest merch and remove merch from past releases – learn more [here](#)

## Community

### Post types



**Photos**

Great for **informing fans**



**Polls**



**Quizzes**

Great for **getting more engagement from fans**



**Video links**

Great for **featuring fan content**

### Best practices

- Promote your music, including **release streaming links**
- Curate and share things that you love, like **fan videos** or **collaborations**
- Ask for **feedback from fans**

## Release-day checklist

### SHORTS:

- ☐ Post Shorts with your song, using the Shorts audio picker
- ☐ Inspire and encourage fans to create their own content with your song

### CHANNEL:

- ☐ Set the official music video as your featured video

### COMMUNITY:

- ☐ Post media (photos, graphics, GIFs, etc.) to continue promoting your music, including streaming links wherever it makes sense

### VIDEOS:

- ☐ Upload your official music video
- ☐ Consider uploading additional release-related videos (like visualisers, lyric videos, alternative versions such as sped up or slowed down, etc.) if you're unable to release an official music video

### LIVE:

- ☐ Set up a Live Redirect from your live stream to your official music video Premiere
- ☐ Pre-plan the flow of your live stream (what you'll do and talk about, Q&A, etc.)

### PREMIERE

- ☐ Engage with fans in the chat during your Premiere

## Measure ongoing success

Keep an eye on the following metrics in YouTube Analytics for Artists to measure your success and gauge how to keep promoting your song:

→ **Unique viewers** → **Creations** → **Views** → **Engagement**

[LEARN MORE ABOUT ANALYTICS FOR ARTISTS HERE →](#)

## Want more resources for artists?

[LATEST BEST PRACTICES PLAYBOOKS AND ARTIST SUCCESS STORIES ON OUR WEBSITE →](#)