

Post-release

Promote your music after release day with a multi-format release plan

The release cycle

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



How can I continue promoting my music **after its release date?**

Don't think of release day as the finishing line for promoting your song. A lot of new fans, engagement and trends can come along well after the song was released.

Stay creative and continue thinking of interesting ways to keep your song **firmly in mind** among your fanbase.

700M+

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

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:



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.**

Post-release hacks

1

Direct fans to your official music video, whenever possible

Keep driving view traffic and engagement to your music video. It's the main visual that you want fans to associate with your song.

2

Start to lean in to content that's performing well

Now that you've started to upload Shorts and videos in the pre-release phase and on release day, start to do more of what fans are engaging with most. If you haven't seen anything stand out, keep experimenting and testing new content.

PRO TIP

If one of your songs starts to trend, take quick action. [Learn more about trends here](#)

Shorts

1

Focus on engaging with fans

If and when fans start creating content using your song, make sure that you interact with them to keep them engaged.

[Learn more here](#)



THUY

2

Continue to highlight your song and videos

The work doesn't stop on release day. Continue to find creative ways to promote your song that grab fans' attention.



LE SSERAFIM

WHY?

In a music landscape that moves very quickly, it's a good idea to keep reintroducing your song. Many songs build traction well after release day.

Helpful tools



BAHJAT

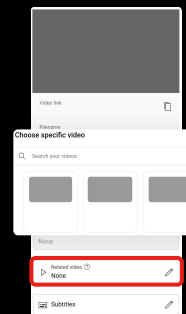
Remix

Remix allows you to create Shorts from existing videos and other Shorts with tools like **Green Screen**, **Cut and Collab**. [Learn more here](#).

Remixing fan-made Shorts is a **strong fan engagement strategy** and can inspire that fan and others to create more or support your music.

TAKE IT A STEP FURTHER

Try remixing your own **official music video** in a Short.



Related videos

You can link to long-form videos in your Shorts.

Consider linking your official music video to Shorts featuring your track. A video link will appear under your handle on the Short.

HOW

YouTube Studio > Content > Shorts > Edit > Related video

Shorts inspiration

Let's take a look at some artists who are smashing it with promoting their songs on Shorts. See what's been working well and use that inspiration to come up with your own content ideas.



LIZZIE MCALPINE

Lip sync

Show yourself having fun, vibing to your music without a formal performance.

Lizzie McAlpine jumped on a trend around her song 'ceilings' where fans lip sync along.

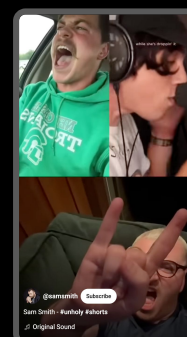


TOOSII

Collabs

Collaborate with other artists or creators to expand your reach.

Toosii shot a music video on the spot with @setwillfree.



SAM SMITH

React to fans

Use Green Screen to react to fan Shorts.

Sam Smith used the Collab tool to remix a fan's Short and react to a fan's rock cover of 'Unholy'.



Shorts inspiration – Continued



RUEL

Take fans on tour

Post **performance** and/or **behind-the-scenes** content from live appearances to make fans feel like they're part of the action.

Ruel made a Short giving the winners of a fan competition a backstage tour.



KAIA LANA

Make it relatable

Add text for fans to connect your song with a relatable moment. Embrace trending phrases like 'POV:' or 'That moment when...'

Kaia Lana connected her music video to the changing of the seasons.



POLYPHIA

Covers

Generate renewed interest in your song with a candid live performance.

Tim Henson, guitarist from **Polyphia**, showed fans a cover of the lead guitar part of the band's song 'Ego Death'.

Where can I see Shorts using my music?

USE THESE OPTIONS:



Song library page

Tap the audio chip of one of your Shorts that uses your song.



Search

Search for your song and you'll see fan Shorts.



Analytics for Artists

Go to Analytics in YouTube Studio > Content > Shorts.

Channel optimisation

FOLLOW THESE STEPS:

1. Update your **channel banner** with any upcoming tours, music videos, etc., related to your release.
2. Feature any fan content in a **playlist** on your channel.
3. Update your **shop** with new merch. Learn more about Shopping [here](#).

Video

Continue to upload videos highlighting your release every few weeks:

performance videos, tour recaps, new versions of the song, etc...

VIDEO INSPIRATION



G(I)-DLE
'Queen Card'
Performance video



LATTO, MARIAH CAREY
'Big Energy ft. DJ Khaled'
Remix video



MITSKI
'My Love Mine All Mine'
Vietnamese lyric video



THAT MEXICAN OT
Tour recap

WHY?

New audiences can discover these new videos and feel motivated to keep listening to the new song. Fans can become more invested in your music and journey.



Measure ongoing success

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

Dig into YouTube's Analytics for Artists to evaluate what posting cadence and types of content work best for your audience as it continues to grow.

SOME HELPFUL METRICS TO START LOOKING AT ARE:

Unique viewers

To see the full audience that your music reaches on YouTube

Views and song streams

To understand how your fans watch and listen

Returning viewers

To understand which of your songs, videos or Shorts keep fans coming back for more

Creations and video engagement

To see which of your songs, videos and Shorts inspire your fans to create, comment and share

Want more resources for artists?

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