

# CYGNUS MUSIC

## Cygnus Music

### Basic Essentials Release Roadmap (Dance)

These activities can be done in-house if you have the right connections.

- 7-14 weeks pre-release **PLANNING**
- 6-8 weeks pre-release
- 4+ weeks pre-release
- 3 weeks pre-release
- 2 weeks pre-release
- 1 week pre-release
- Exclusive release
- World-wide release /
- Post release

### Label/Management Team/Artist Involved

Finalise and sign off your assets, timeline, priorities and marketing strategy. Delegate roles and assign responsibilities. Commission and lock in 3rd parties such as radio pluggers, tastemakers, playlist pitchers, [PR team](#), merch, tours, design & visuals etc.

### Artist/s Primary & Featuring

Make label aware of release schedule, tour dates, availability and level of input.

### Key Info

The official **NEW MUSIC day is Friday**. You should choose this day.

### Potentials Risks

Artist names that are not unique can cause problems pre and post release.

Up to 3 primary artists at release level or it's a V/A release.

Any asset updates post delivery can introduce risk. You must avoid this.

Featured artists will be on 'Appears On' on streaming platforms.

Making assumptions about the release process, and not reviewing [label resources](#) create risk.

Deliver your release to stores and streaming sites [worldwide](#), including Dance Music specialist and territory specific DSP's. Full content ID protection included.

Check over label and approve. Feedback and sign off marketing strategy upon request. Provide full [access to LMS](#).

Check assets. Confirm release date.

Add team members to label account.

Request label setup on Beatport, Traxsource, JunoDownload.

Provide PreSave/Pre-Orders upon request.

Provide advice, feedback, critique and ideas upon request.

Whitelist social media accounts and SoundCloud accounts upon request.

Submit significant PR to DSP's. Receive, summarise, organise and present any DSP feedback about the release.

Pre-orders go live 10 days pre-release unless otherwise instructed.

Cygnus PreSave / SmartLink generated.

Email significant PR updates to key DSPs.

Respond to YouTube premier claims.

Respond quickly to any support requests.

Provide Daily Sales updates.

Monthly royalty statements.

Payments within 3 working days

If new label, sign up and [apply](#).

Add [team members](#) (optional)

Create and [schedule release](#) + [Press release](#)

Highlight any delivery customisation if required.

Using [Spotify for Artists](#), [Apple Music for Artists](#), Beatport etc.

Have [label/management](#) level access on Spotify for Artists.

Has read through our [label resources](#).

[Understand Spotify's pitching process](#).

Provide label with [press kit](#).

Set up PreSave campaign

Understand your [playlists](#).

Send artist Uri profiles to [support](#) so we can check/map the release.

Understand your priority download store.

Pitch Print, Press, Premiers etc.

Highlight significant press, support, plays and hype, along with 2-3 priority target DSP's via [feature submission](#).

Provide promotional assets such as DJ mixes, and respond quickly to PR requests via label.

[Request](#) whitelist label/artist social media accounts.

Complete the Cygnus Music feature submission [form](#) in as much detail as possible.

Ensure bio, pic, gigs etc are up to date on Spotify.

Pitch through Spotify for Artists.

**CHECK** [Spotify for Artists](#) for correct profile linking.

Drop singles if applicable. ^^^

Pitch through Spotify for Artists.

Compile video and audio content from significant DJ, Club, Radio and online support.

**Review 3rd party work to ensure KPI's are met.**

Email significant PR updates and or a bullet point summary of marketing success to [info@cygnusmusic.net](mailto:info@cygnusmusic.net).

Trend on TikTok/ YouTube / Socials

Use [Spotify Canvas](#).

Announcements, visuals, live links, competition, label takeovers etc.

Create DJ charts on JunoDownload & Beatport (20 for Beatport Link)

Use Spotify [Artist's Pick](#).

**ADVERTISE on socials**, social media campaign, email campaign, competitions.

Reposting, social post swaps, playlist updates.

Premiers, teasers, clips, guest mixes, radio appearances, podcast interviews **GO LIVE**.

**Advertising**, 3rd party playlist placements, video content, email campaign.

Advertising, continued playlist pitching. Boast successes. More press goes live.

Feedback to artist and review 3rd party work to ensure KPI's have been met.



Store features are not guaranteed. Complete the feature submission process in **great detail** demonstrating marketing measurables, release hype, organic and potential reach. Traction and success on previous releases will also play a **significant** part when DSP's look over your release for editorial.

It is essential that you closely monitor all 3rd parties throughout the process. Request regular updates and do not assume that KPI's will be met without supervision.

DSP's take note of significant measurables such as PreSaves, Pre-orders, Shazam Counts, current engagement around artist and label.

The artist generally has the most reach and engagement online. To maximise your success, the artist should be fully engaged and instructed in the release timeline. The label should consider connecting to the artists social media account as an advertiser.

Drive all traffic to key DSP's. You must aim to start charting in stores. **Organic engagement** on streaming platforms is critical. Avoid driving sales to own website/bandcamp. You must chart on key DSP's.

Official streaming editorial can still be attained weeks post release. **Organic > Algorithmic > Editorial**.