majorly independent.

Give your release a plan.

A suggested planning sequence, not a platform deadline. Add dates, owners, and your own milestones.

PROJECT: _____ RELEASE DATE: _____

6-8 WEEKS BEFORE

Agree the goal, budget, responsibilities, and release date.

DATE: _____ OWNER: _____ DONE: ____

4-6 WEEKS BEFORE

Finalize assets and delivery. Confirm your provider's lead times.

DATE: _____ OWNER: _____ DONE: ____

3-4 WEEKS BEFORE

Prepare content, artist profiles, outreach, and release links.

DATE: _____ OWNER: _____ DONE: ____

1-2 WEEKS BEFORE

Check approvals, schedule posts, test every link.

DATE: _____ OWNER: _____ DONE: ____

RELEASE DAY

Check the live release; share, listen, and respond.

DATE: _____ OWNER: _____ DONE: ____

1 WEEK AFTER

Keep telling the story. Check campaign spend and feedback.

DATE: _____ OWNER: _____ DONE: ____

2-4 WEEKS AFTER

Review reporting, costs, learnings, and your next move.

DATE: _____ OWNER: _____ DONE: ____

Planning resource. Adapt to your project, agreements, and provider requirements. Results are not guaranteed.