



# MUSIC RELEASE CHECKLIST

So you're  
ready to  
release  
new music!



Use this checklist to help  
you curate a flawless  
release strategy.



# First things<sup>03</sup> first...

Make sure your music has been professionally mixed and mastered and is fully ready for release.

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LCMG Members get flat-rate remote  
mixing & mastering services from  
our pro engineers.

# Get your business in order.

THIS MEANS, IT'S TIME TO HANDLE YOUR:

- SPLITSHEETS
- COPYRIGHTS
- PRO REGISTRATION & SONG UPLOADS
- COVER ART + PROMO MATERIALS
- MATERIALS FOR YOUR DISTRIBUTION PLATFORM
- MARKETING & RELEASE STRATEGY

Utilize LCMG music business consulting services to help guide you along this process.





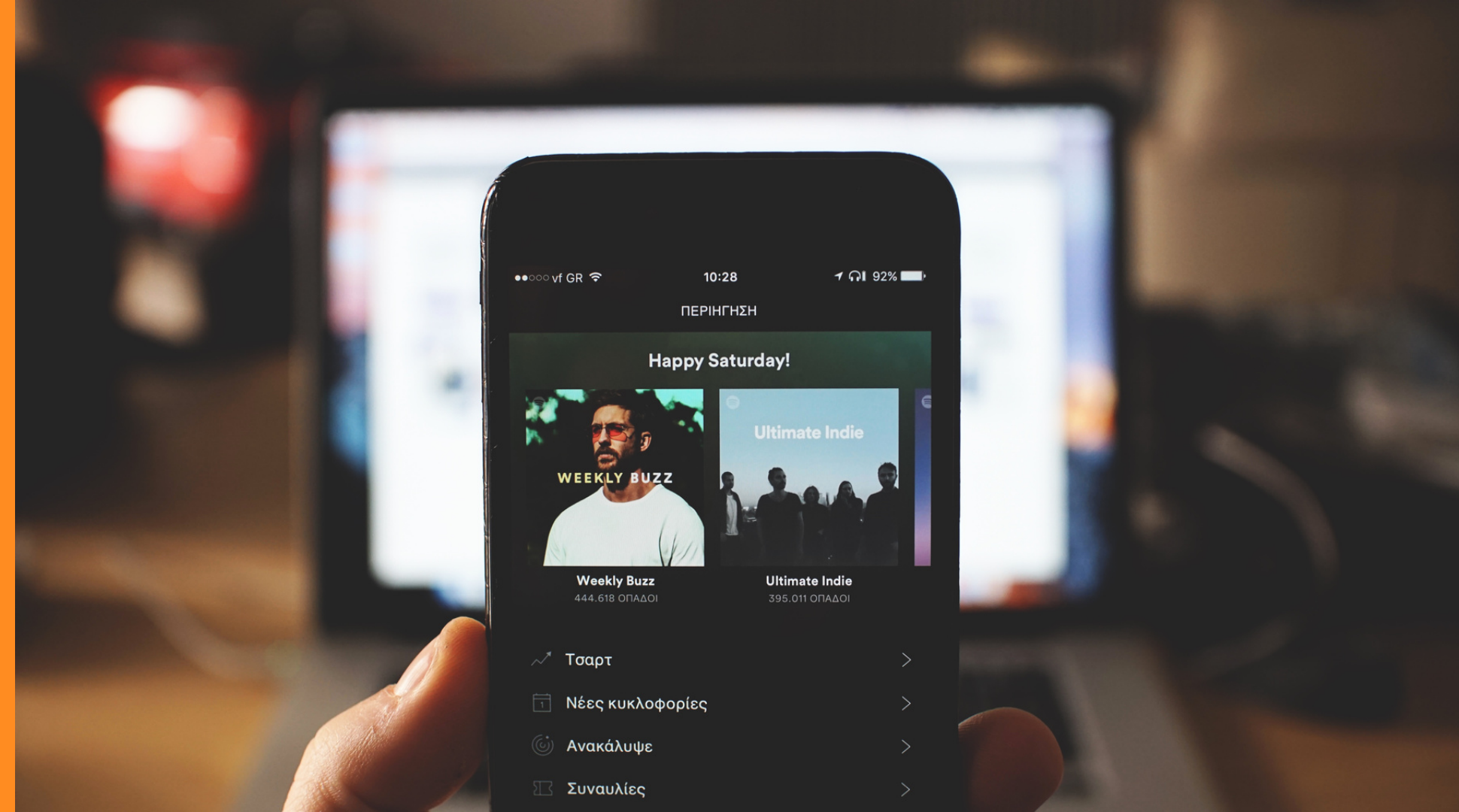
# Marketing Materials

Get going on creating/updating your:

- Logo
- Bio
- Website
- EPK
- Promo Flyers
- Social Media

LCMG handles all marketing materials for our artists in-house!

# Submit the release info for your distributor



LCMG handles all of your distribution needs for your music releases! Simply fill out the distribution info form in your member portal or email us for more info.



# Photoshoot & Music Video

LCMG Artists get special discounted rates for these services in-house and through our vetted affiliates. Check out the vendor list in your member portal for more info.

Fans want to engage with your content as much as possible!

If you don't have new photos to help promote this release with, then you'll probably want to set up a **photoshoot** either with LCMG in-house, or with another photography professional in your area.

**Music videos** also add great promotional value to any release! Just make sure to give yourself enough time for booking logistics, filming, and editing so that your video can drop simultaneously with your music release for the best marketing results.

# Promo, Promo Promo!

Songs don't just promote themselves!  
Now it's time to start executing on  
that marketing & release strategy.


LCMG helps with marketing material  
development, social media management,  
press releases, playlist pitching,  
song teaser videos, sync  
opportunities, custom merch design,  
and more! Simply fill out the "Request  
Services" form in your member portal  
to request what you need.

AVAILABLE  
NOW



We also create custom GIFs for social media  
and Canvases for Spotify artist pages!





# Track Your Numbers

In order to continue growing as an artist, you'll want to become familiar with your **stats and analytics** so you can properly strategize marketing efforts for both your current and future releases.

Make sure you are connected to your "Spotify For Artists" page where you can learn about your listeners, demographics, and more, and track results from your social media, ad campaigns, and anywhere else your music is appearing. For detailed insights, you can use an app like [Fortunes.io](https://fortunes.io) to get all your music data in one place.

# Have any other questions?

CONTACT THE LOCK CITY MUSIC GROUP TEAM  
ANYTIME FOR ASSISTANCE OR TO GET STARTED.

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