

RELEASE CAMPAIGN

Breathing Poison by Rebekka Louise

PRESENTATION BY REBEKKA GARCIA BENITO

CAMPAIGN CALENDAR

JANUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4 RECORD	5	6	7	8
9	10	11	12 MIX	13	14	15
16 PH.SHOOT	17	18	19 MASTER	20 WVR. PR/EPK	21	22
23 DIGITAL RELEASE	24 SOCIAL	25 PR	26 VIDEO	27	28	29
30 MERCH PROD.	31					

FEBRUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1 SOCIAL	2	3 PRM. GIG	4	5
6	7	8 SOCIAL	9	10	11	12
13 PRM. GIG	14	15	16	17 UPDATE SOCIALS	18	19
20 MERCH	21 SOCIAL	22 PRM. GIG	23	24	25 GIG!	26
27	28 RELEASE DAY!!					

PRODUCTION

JANUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4 RECORD	5	6	7	8
9	10	11	12 MIX	13	14	15
16	17	18	19 MASTER	20	21	22
23	24	25	26	27	28	29
30	31					

RECORDING, MIXING & MASTERING

RECORDING

- RECORDED AT HOME
- COST: £0



MIXING

- MIXED BY ME
 - COST: £0
- HAVE IT EVALUATED BY SOMEONE ELSE
 - FRIEND -> COST: £0
- PAY A PROFESSIONAL
 - PROFESSIONAL STANDARD
 - UNBIASED
 - OFTEN EXPENSIVE



MASTERING

- PORTFOLIO
 - NOT MASTERED
- PROFESSIONAL RELEASE
 - PAY A MASTERING ENGINEER



BUDGET: £500

The SoundBetter logo, featuring the word "SoundBetter" in a black sans-serif font on a light blue rectangular background.The AirGigs logo, featuring a red circle followed by a red right-pointing triangle and the word "airgigs" in a black sans-serif font on a white rectangular background.The Fiverr logo, featuring the word "fiverr." in a white sans-serif font on a green rectangular background.

PAYRATES FOR MIXING ENGINEERS

- SOUNDBETTER
 - AVERAGE PRICE £450
- AIRGIGS
 - AVERAGE PRICE £100-£150
- FIVERR
 - AVERAGE PRICE £50

PAYRATES FOR MASTERING ENGINEERS

- SOUNDBETTER
 - AVERAGE PRICE £80-100
- AIRGIGS
 - AVERAGE PRICE £70
 - PRICE OFTEN INCLUDES 2 SONGS
- FIVERR
 - AVERAGE PRICE £30-40

ALL SITES HAD AN AVERAGE OF 2-3 DAYS FOR MASTERING AND AIRGIGS AND FIVER HAD 7 DAYS FOR MIXING

RECORDING, MIXING & MASTERING

RECORDING

- RECORDED AT HOME
 - OWN EQUIPMENT
- COST: £0



MIXING

- MIXED BY ME
 - COST: £0
- HAVE IT EVALUATED BY SOMEONE ELSE
 - FRIEND -> COST: £0
- PAY A PROFESSIONAL
 - PROFESSIONAL STANDARD
 - UNBIASED
 - OFTEN EXPENSIVE
 - AIRGIGS £70
 - 7 DAYS

MASTERING

- PROTFOLIO
 - NOT MASTERED
- PROFFESIONAL RELEASE
 - PAY A MASTERING ENGINEER
 - FIVERR £29.97
 - 3 DAYS

BUDGET: £500 - £99.97
£400.03

PLANNING FOR RELEASE

JANUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 PH.SHOOT	17	18	19	20 WR. PR/EPK	21	22
23 DIGITAL RELEASE	24	25 PR	26 VIDEO	27	28	29
30	31					

ARTWORK

- DIY
 - PHONE CAMERA
 - ONLINE EDITING
- FILTER APPS
 - LENSA
 - FREE 7 DAY TRIAL -> £28.99 ANUALLY
- PAY A PHOTOGRAPHER
 - DIFFICULT TO FIND PRICES
 - £100 - £150 FOR A SESSION



PHONE CAMERA.
EDITED WITH 'LENSA'



PHONE CAMERA. EDITED WITH
FREE SOFTWARE FROM ADOBE



PHONE CAMERA.
EDITED WITH 'LENSA'



PHONE CAMERA.
EDITED WITH 'LENSA'



ANALOG CAMERA.
PHONE EDITING

BUDGET: £400.03



DIGITAL RELEASE

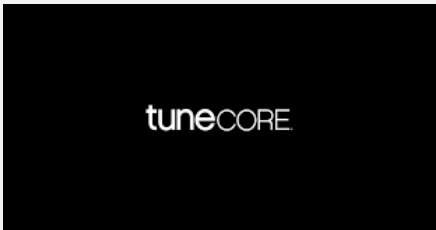


DISTRUBITOR

- DISTROKID
 - \$19.99 A YEAR
- CDBABY
 - \$9.95 PER SINGLE
 - 9% COMISSION
- DITTO MUSIC
 - \$19 A YEAR
- TUNECORE
 - \$49 ANUALLY OR \$9.99 PER SINGLE



DISTROKID



(Dittomusic, 2022)

BUDGET: £400.03 - £19.99
£380.04

PHYSICAL RELEASE?

- IS A PHYSICAL RELEASE WORTH IT?
 - ONLY ONE SINGLE
- COST OF BURNING A CD
 - NOT WORTH THE POSSIBLE RETURN

PUREMUSICMANUFACTURING: £498.00

DMS: £453.60

BANDCDS: £262.80

} 100 UNITS





Lewis Capaldi - 21mil views

MUSIC VIDEO



Olivia Rodrigo – 4.9mil views

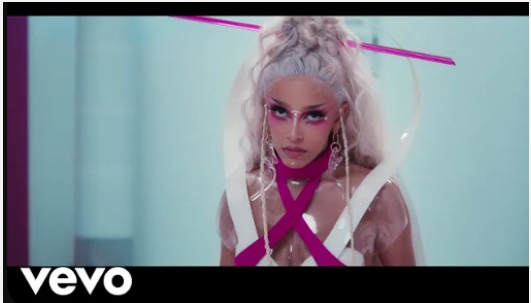


Drake – 5.6mil views

- PROBABLY NOT BENEFITIAL
 - NEED TO BE VERY GOOD QUALITY
 - QUALITY CAMERA AND EDITING -> EXPENSIVE
- LYRIC VIDEO
 - EASY TO DIY



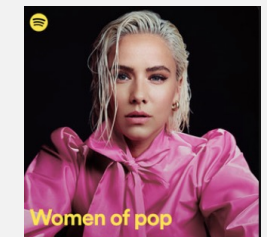
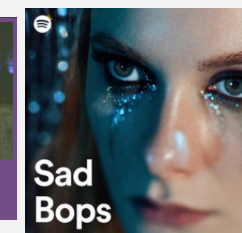
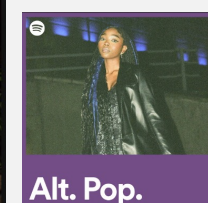
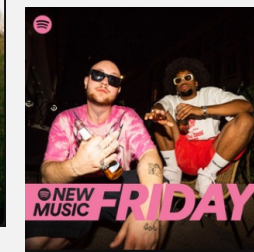
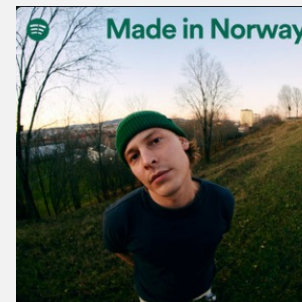
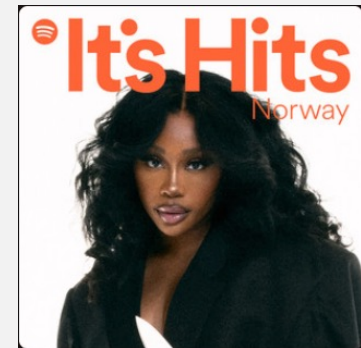
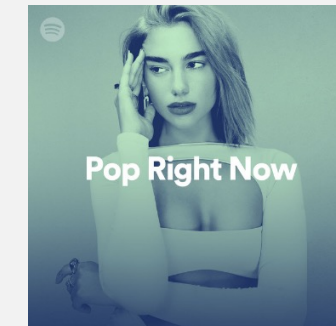
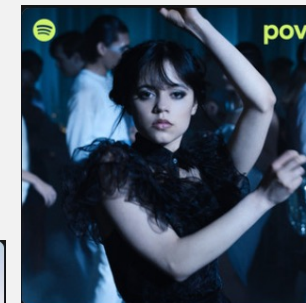
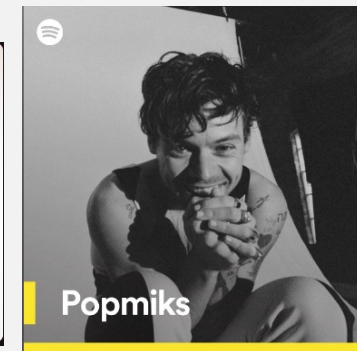
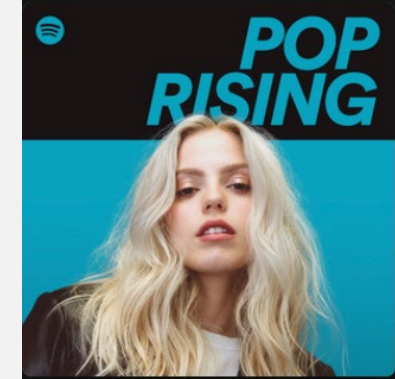
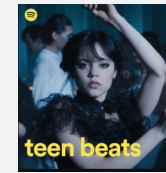
Selena Gomez – 8.8mil views



BUDGET: £380.04

MEDIA

- WRITE PRESS RELEASE
 - SEND TO APPROPRIATE PLACES
 - SUBMITT SONG FOR PLAYLISTS
 - DAILYPLAYLISTS
 - SUBMITHUB
 - SPOTIFY EDITORIAL TEAM
- } ONLY SUBMITTED AFTER
RELEASE



BUDGET: £380.04

EPK

- SEND TO:
- NORDIC MUSIC REVIEW
- WPGM (WEPLUGGOODMUSIC)
- LICKS MAGAZINE
- GIRL & REPETOIR



PROMOTION

JANUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
						1
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16	17	18	19	20	21	22
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30 MERCH PROD.	31					

FEBRUARY 2023

MON	TUE	WED	THU	FRI	SAT	SUN
		1 SOCIAL	2	3 PRM. GIG	4	5
6	7	8 SOCIAL	9	10	11	12
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SOCIALS

ANNOUNCE	POST COVER ART • LATER POSTS WITH SIMILAR PHOTOS
TEASE	TEASE A SHORT SEGMENT OF THE SONG
PROMOTE	PROMOTE GIG + PRE-SAVE
UPDATE	UPDATE STREAMING PLATFORMS
CREATE	CREATE A TREND • MEGHAN TRAINOR WITH 'I MADE YOU LOOK' • CAN ONLY BE PUT OUT AFTER THE RELEASE

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24 ANNOUNCE SONG	25	26	27	28	29
30	31					

MON	TUE	WED	THU	FRI	SAT	SUN
		1 PHOTO + SOUND	2	3 PRM. GIG	4	5
6	7	8 PRE-SAVE POST	9	10	11	12
13 PRM. GIG	14	15	16	17 UPDATE STR. PLATFORMS	18	19
20	21 ONE WEEK TIL RELEASE POST	22 PRM. GIG	23	24	25 GIG!	26
27	28 RELEASE!					

BUDGET: £380.04

ADVERTS

FACEBOOK

- OLDER DEMOGRAPHIC
- CHEAPER
 - CPC \$0.46

INSTAGRAM

- MOST USERS ARE UNDER 34
- CPC \$0.75
- AUTOMATIC BIDDING
 - £20 CAP A DAY
- RUN ADS FOR A WEEK
 - £150

CPC – COST PER CLICK

(Khoma, 2022)

BUDGET: £380.04 - £150
£230.04

LIVE CONCERT



- GIGREALM
 - PAYED
- MUSIN
 - CONNECT WITH MUSICIANS AND FIND GIGS
 - NOT ALWAYS PAYED
- PROMOTE THE SONG AND YOURSELF
 - BUILD A FANBASE!
- PLAY THE SONG LIVE TO CREATE HYPE
 - ACOUSTIC VERSION -> REALEASE



GigRealm

Musin



BUDGET: £230.04

MERCH & CREATIVE MARKETING

- PRINTED ARTWORK WITH LYRICS
 - GET THE ARTWORK
 - DISCOUNTED PRICE FROM FAMILY -> £50
 - PRINT THE ARTWORK
 - 50 PRINTS FOR £137.81 + £25.52 DELIVERY
 - HAND OUT AT GIG/IF YOU PRE-SAVE THE SONG YOU GET ADDITIONAL ARTWORK
- BUSINESS CARDS WITH QR CODE TO PRE-SAVE AND SOCIAL MEDIA
 - VISTAPRINT
 - 250 CARDS FOR £14.71



BUDGET: £230.04 - £228.04
£2

RELEASE DAY



RELEASE SONG



RELEASE LYRIC VIDEO



RELEASE A VIDEO OF THE
TREND!

REFERENCE LIST

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PICTURE LINKS

SLIDE 5 & 7

- https://www.google.com/imgres?imgurl=https%3A%2F%2Ftransom.org%2Fwp-content%2Fuploads%2F2017%2F04%2FAvoiding-Pesky_FEATURED-800x440.jpg&imgrefurl=https%3A%2F%2Ftransom.org%2F2017%2FAvoiding-pesky-recording-problems%2F&tbnid=gl-HDi6zchBaIM&vet=12ahUKEwjPluOCh_r7AhVomycCHYo7AqgQMygFegUIARDNAQ..i&docid=yKIfRXBJuewfQM&w=800&h=440&q=recording&ved=2ahUKEwjPluOCh_r7AhVomycCHYo7AqgQMygFegUIARDNAQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Fs7d1.scene7.com%2Fis%2Fimage%2Fizotope%2FMixing%2520board-1%3FresMode%3Dsharp%26wid%3D2000%26&imgrefurl=https%3A%2F%2Fwww.izotope.com%2Fen%2Flearn%2Fmixing-music-4-rules-you-should-know-when-to-break.html&tbnid=DZpQp5RdkZJZ8M&vet=12ahUKEwiLt7mVh_r7AhWVhCcCHVMaCZIQMygHegUIARDPAQ..i&docid=7t0PItOOFcSnWM&w=2000&h=978&q=mixing&ved=2ahUKEwiLt7mVh_r7AhWVhCcCHVMaCZIQMygHegUIARDPAQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Ficoncollective.edu%2Fwp-content%2Fuploads%2FAudio-Mastering-Equipment-652x435.jpg&imgrefurl=https%3A%2F%2Ficoncollective.edu%2Fwhat-is-mastering-in-music%2F&tbnid=LezbEW83FaqNYM&vet=12ahUKEwiZ37Onh_r7AhU5sCcCHfSDUYQMygEegUIARDBAQ..i&docid=b3K_DljLfUQk8M&w=652&h=435&q=mastering&ved=2ahUKEwiZ37Onh_r7AhU5sCcCHfSDUYQMygEegUIARDBAQ

SLIDE 6

- https://www.google.com/imgres?imgurl=https%3A%2F%2Fwww.omarimc.com%2Fwp-content%2Fuploads%2F2021%2F08%2Fsoundbetter_.png&imgrefurl=https%3A%2F%2Fwww.omarimc.com%2Fsoundbetter-review%2F&tbnid=fmmjvRgHeGe8tM&vet=12ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygCegUIARC0AQ..i&docid=gAT-8877MXSAeM&w=681&h=383&q=soundbetter&ved=2ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygCegUIARC0AQ
- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D109442595882409&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FSoundBetterOfficial%2F&tbnid=__N_89GkedkpfM&vet=12ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygGegUIARC8AQ..i&docid=l-h44KA9O4jBvM&w=1025&h=1025&q=soundbetter&ved=2ahUKEwjcrbGmiPr7AhUMSRoKHe7PCPYQMygGegUIARC8AQ
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- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D100077491661715&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FAirGigs%2F&tbnid=ujKYUh7mt7CKNM&vet=12ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygCegUIARC2AQ..i&docid=7zzXfv2SkHhUqM&w=293&h=293&q=airgigs&ved=2ahUKEwjBnLzHiPr7AhVEw4UKHSoSB5UQMygCegUIARC2AQ
- <https://www.google.com/imgres?imgurl=https%3A%2F%2Ffiverr-res.cloudinary.com%2Fnpm-assets%2Flayout-server%2Ffiverr-og-logo.5fd6463.png&imgrefurl=https%3A%2F%2Fwww.fiverr.com%2F&tbnid=GP3VkkIwtN06gM&vet=12ahUKEwj7LfiPr7AhXEgc4BHZw4CwYQMygAegUIARDBAQ..i&docid=goqTbgBC0vDCVM&w=1200&h=630&itg=1&q=fiver&ved=2ahUKEwj7LfiPr7AhXEgc4BHZw4CwYQMygAegUIARDBAQ>
- https://www.google.com/imgres?imgurl=https%3A%2F%2Flookaside.fbsbx.com%2Flookaside%2Fcrawler%2Fmedia%2F%3Fmedia_id%3D214134769285&imgrefurl=https%3A%2F%2Fwww.facebook.com%2FFiverr%2F&tbnid=0FKq5Eh5G_oNM&vet=12ahUKEwj7LfiPr7AhXEgc4BHZw4CwYQMygBegUIARDDAQ..i&docid=vCE0y0gVWR_qGBM&w=1600&h=1600&q=fiver&ved=2ahUKEwj7LfiPr7AhXEgc4BHZw4CwYQMygBegUIARDDAQ

SLIDE 10

- https://www.google.com/imgres?imgurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fen%2F6%2F63%2FThis_is_a_log_o_for_DistroKid.png&imgrefurl=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FDistroKid&tbnid=pRIKbvNcjGc5SM&vet=T2ahUK_EwiKzJOP3ff7AhUTU6QEHc2OC4wQMygAegUIARCtAQ..i&docid=klwKiqMs-EbDvM&w=468&h=212&q=DISTROKID&ved=2ahUKEwiKzJOP3ff7AhUTU6QEHc2OC4wQMygAegUIARCtAQ
- <https://www.google.com/imgres?imgurl=https%3A%2F%2Ftileyard.co.uk%2Fapp%2Fuploads%2F2019%2F07%2Fcdbabylogo.png&imgrefurl=https%3A%2F%2Ftileyard.co.uk%2Fcommunity%2Fcdbaby%2F&tbnid=A5nFq4USlpyUvM&vet=12ahUKEwix3bud3ff7AhUIIRoKHQzmDksQMygGegUIARC3AQ..i&docid=oT7lky6qyH6OeM&w=1000&h=1000&q=CD%20BABY&ved=2ahUKEwix3bud3ff7AhUIIRoKHQzmDksQMygGegUIARC3AQ>
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SLIDE 12

- LEWIS CAPALDI 'BEFORE YOU GO' LYRIC VIDEO
- OLIVIA RODRIGO 'DRIVERS LICENS' LYRIC VIDEO
- DRAKE 'WHATS NEXT' LYRIC VIDEO
- SELENA GOMEZ 'MY MIND AND ME' LYRIC VIDEO'
- MADISON BEER 'SHOWED ME (HOW I FELL IN LOVE WITH YOU)' MUSIC VIDEO
- MEGHAN TRAINOR 'MADE YOU LOOK'
- CARLY RAE JEPSEN 'THE LONELIEST TIME' MUSIC VIDEO
- DOJA CAT 'GET INTO IT (YUH)' MUSIC VIDEO
- LITTLE MIX 'BLACK MAGIC' MUSIC VIDEO'
- NICKI MINAJ 'SUPER FREAKY GIRL' MUSIC VIDEO

SLIDE 13

- SPOTIFY PLAYLISTS
 - TEEN BEATS
 - POP RISING
 - POP SAUCE
 - GRL PWR
 - POPMIKS
 - ITS HITS NORWAY
 - POV
 - POP RIGHT NOW
 - WOMEN OF POP
 - MADE IN NORWAY
 - SAD BOPS
 - ALT. POP
 - NEW MUSIC FRIDAY

SLIDE 18

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SLIDE 19

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