

'Nothing On Me' - 8 week marketing schedule

- **Week 1**
 - Connect with local radio stations, university radios, internet radio stations, web tv, local press, online blogs and magazines.
 - Get in touch with Dean Jackson from BBC Introducing East Midlands.
 - Send out EPK.
 - Submit track to CD Baby.
 - Register the track with PRS and PPL.
 - Contact Tileyard Education social team to arrange Instagram takeover.
- **Week 2:**
 - Announce song on social media platforms with teaser video.
 - Upload track to BBC Introducing uploader.
 - Push pre-save link and run advert.
 - Connect with family and friends asking them to pre-save.
- **Week 3:**
 - Release day (Friday).
 - Run competition to win cap.
 - Release lyric video on YouTube.
 - Run Instagram post boost and story advert.
 - Tileyard Education Instagram takeover and live performance.
 - Run single launch party competition on Friday evening and announce it will take place on Saturday evening, with the winners announced Saturday morning.
 - Later in the week release the podcast.
- **Week 4**
 - Release music video. Run YouTube advert.
- **Week 5**
 - Release Remix.
- **Week 6**
 - Run TikTok dance competition.
- **Week 7**
 - Release stripped back version.
- **Week 8**
 - Execute live stream of production and mix breakdown.