15 MOVES TO MAKE YOUR RELEASES STRONGER

CLEAR, ACTIONABLE STRATEGIES FOR ARTISTS WHO WANT RESULTS — NOT EXCUSES.

patrick scuro.

MARKETING

WHY THIS SHEET EXISTS

MOST TRACKS DON'T FAIL BECAUSE THEY'RE BAD.
THEY FAIL BECAUSE THEY'RE RELEASED WITHOUT A SYSTEM.

THESE 15 MOVES COME FROM REAL NUMBERS:

- NO.1 HYPE LABEL
- BEATPORT TOP 10 TECHNO LABEL
- 35M+ SPOTIFY STREAMS

EVERYTHING HERE IS PRACTICAL.
NO FLUFF. NO PHILOSOPHY.
JUST MOVES YOU CAN EXECUTE TODAY.

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FUNDAMENTALS: THE FOUNDATION EVERY ARTIST NEEDS.

MOVE 1 – YOUR 3-SENTENCE ARTIST IDENTITY
IF NO ONE KNOWS WHO YOU ARE, NO RELEASE
PERFORMS WELL.
WRITE:

- GENRE
- UNIQUE ANGLE
- MOOD / WHAT YOU STAND FOR

MOVE 2 – PLATFORM FOCUS
TAKE 2 PLATFORMS SERIOUSLY.
MORE = CHAOS. ALGORITHMS HATE CHAOS.

MOVE 3 – RELEASE FREQUENCY
1 TRACK EVERY 4–8 WEEKS.
CONSISTENCY > PERFECTION.

MOVE 4 – CONSISTENT SOUND
IF EVERY TRACK SOUNDS COMPLETELY
DIFFERENT, NO ONE KNOWS WHY THEY
SHOULD STAY.

MOVE 5 – MIX > MASTER
90% OF ISSUES ARE MIXING ISSUES.
MASTERING DOESN'T SAVE A WEAK MIX.

MARKETING: THE THINGS EVERYONE KNOWS — BUT ALMOST NO ONE DOES.

MOVE 6 – HOOK FIRST
FIND THE 5–10 SECOND MOMENT THAT SELLS THE TRACK.
YOU'LL USE IT 10 TIMES.

MOVE 7 – 10 SNIPPETS PER RELEASE
NOT ONE VIDEO. TEN.

MOVE 8 – BUILD YOUR OWN PLAYLIST
YOUR TRACKS + SIMILAR ARTISTS.
UPDATE WEEKLY.

MOVE 9 – DEFINE 3 CONTENT FORMATS
EXAMPLES:

- TRACK SNIPPETS
- STUDIO INSIGHTS
- NUMBERS POSTS (GROWTH SCREENSHOTS, ANALYTICS)

MOVE 10 – VISUAL CONSISTENCY
COVERS, COLORS, TYPOGRAPHY — ONE WORLD, NOT CHAOS.

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RELEASE STRATEGY: STOP HOPING. START PLANNING.

MOVE 11 – SPOTIFY PITCH: 500 CHARACTERS NO POETRY.
GENRE, ENERGY, KEY SOUNDS. STRAIGHT TO THE POINT. PLAYLIST EXAMPLES - PROMO BUDGET

MOVE 12 – MICRO-PITCHING > MASS SPAMMING
3–5 PERFECTLY FITTING LABELS > 50 RANDOM ONES.

MOVE 13 – PRE-SAVE ONLY WHEN IT MAKES SENSE
BETTER DOING ONLY 1-2 STORY WITH ARTWORK OR SIGNING THE CONTRACT AND PUSH MASSIVE FROM RELEASE

MOVE 14 – 48H AFTER-RELEASE PUSH

- 2–3 SNIPPETS
- STORY REPOSTS
- MINI NUMBERS POST
- UPDATE PLAYLIST

MOVE 15 – CHOOSE COLLABS ±20% YOUR SIZE
IDEAL COLLAB RANGE: SIMILAR REACH ±20%. WIN-WIN GROWTH.

IF YOU APPLY THESE 15 MOVES, YOUR RELEASES BECOME PREDICTABLE — NOT RANDOM.

THIS SHEET IS JUST THE START.
COMING NEXT:

- FULL MARKETING GUIDE
- HOW TO GET SIGNED
- LABEL BLUEPRINT

ALL AS PDFS — NO ZOOM CALLS, NO FLUFF.

MORE TOOLS HERE:
WWW.PATRICKSCURO.DE/MARKETING

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BONUS: NUMBER & SOCIAL PROOF

Patrick Scuro ✔
Artist

Followers	**102K**
Streams	**35.1M**
Playlists	**1534**
Playlist Reach	**22.8M**
Charts	**217**
Shazams	**76.1K**
Videos	**4216**
Views	**26.6M**
DJ Supports	**1353**

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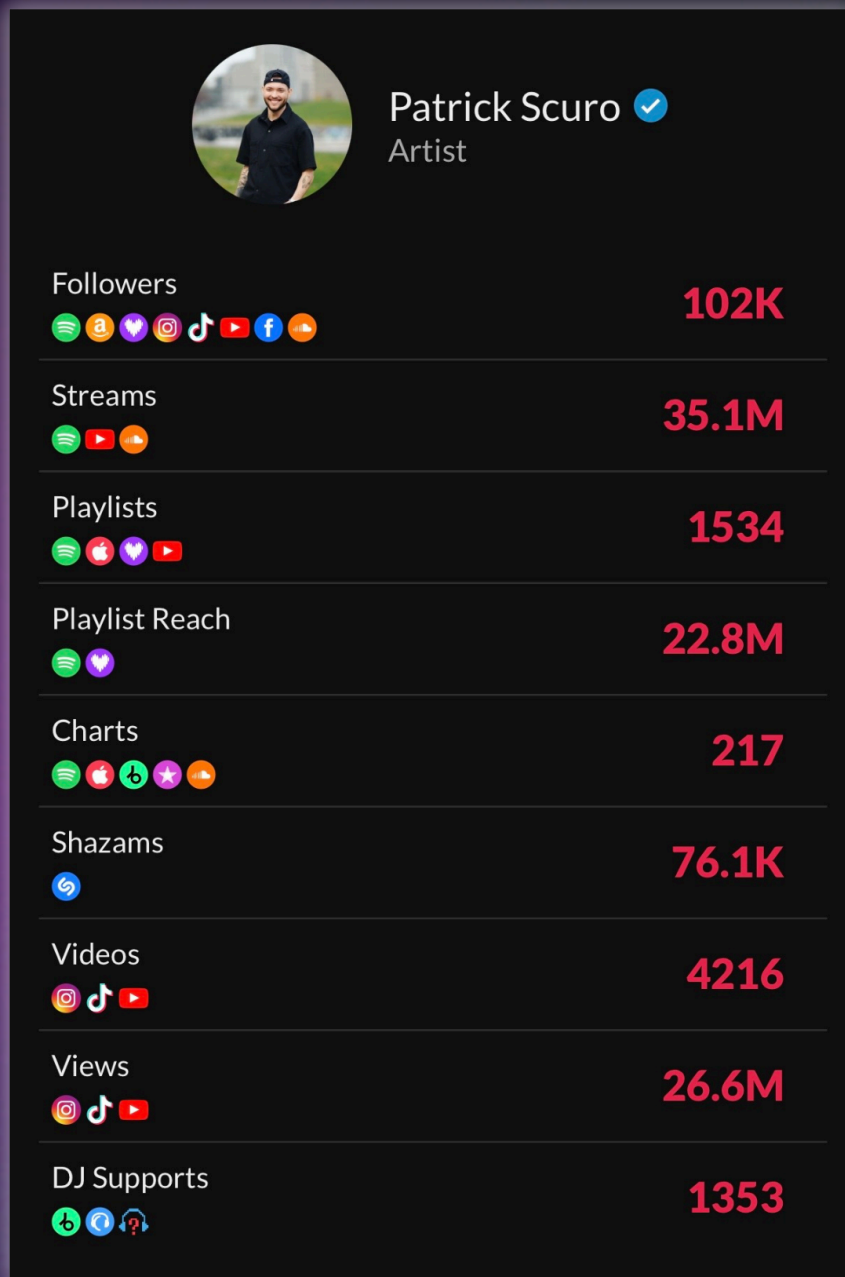
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BONUS: ANIMARUM TOP1 HYPE TECHNO (BEATSTATS LAST 3 MONTHS)

TOP LABELS

1	ANIMARUM	**ANIMARUM RECORDINGS** 27177 POINTS	
2	KOSMOS	**KOSMOS** 22793 POINTS	
3	enter	**ENTER AUDIO** 22692 POINTS	
4		**RELOAD RECORDS** 16416 POINTS	
5		**INVICTA** 15030 POINTS	
6	IBOGATECH	**IBOGATECH** 11444 POINTS	
7	CODEX	**CODEX RECORDINGS** 11323 POINTS	

BONUS: ANIMARUM TOP8 TECHNO (BEATSTATS LAST 3 MONTHS)

TOP LABELS

#	Label	Points
1	DRUMCODE	71923 POINTS
2	ARCANE MUSIC	24409 POINTS
3	TAKEOFF	17256 POINTS
4	EXPERTS ONLY	15749 POINTS
5	KNTXT	15481 POINTS
6	SET ABOUT MUSIC	14617 POINTS
7	KOSMOS	12709 POINTS
8	ANIMARUM RECORDINGS	12467 POINTS
9	1605	11948 POINTS
10	TERMINAL M	9823 POINTS

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