

Marketing Plan Template

Use this template for a single release (single, EP, album) OR an artist quarter (a 90-day push not tied to one drop). Fill in every bracket. Delete prompts once answered. Keep it to 2–3 pages so the team can actually use it.

0. Plan Header

- **Artist:** [ARTIST NAME]
 - **Plan type:** [] Single release [] EP / Album [] Artist quarter (no single release)
 - **Project / release title:** [TITLE]
 - **Release date (or quarter):** [DATE or “Q_ 20__”]
 - **Plan owner:** [WHO RUNS THIS — usually the manager]
 - **Last updated:** [DATE]
 - **Budget ceiling for this plan:** \$[TOTAL]
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1. Goals & KPIs

Pick 2–4 goals max. A plan with ten goals has none. For each goal, set a number and a deadline.

Prompt: What does “this worked” look like 30 days after release day?

Goal (what)	KPI (the number)	Baseline (today)	Target	Deadline
[e.g. Grow streaming]	[Monthly listeners]	[12,400]	[20,000]	[release +30d]
[e.g. Build email list]	[Laylo / email subs]	[800]	[1,500]	[release +30d]
[e.g. Editorial support]	[# editorial playlists]	[0]	[2]	[release week]
[e.g. Booking leverage]	[# inbound offers]	[1/mo]	[3/mo]	[end of quarter]

North-star metric for this plan (the one number that matters most): [PICK ONE]

Note for electronic/DJ acts: streaming matters, but so do DJ-support signals (other DJs playing the track), Shazam, and Beatport/Hype Machine charting. Track those too if relevant.

2. Audience

Prompt: Who specifically are we trying to reach? “Everyone” is not an audience.

- **Core fan (who already loves the act):** [age range, where they live, what else they listen to, what scenes/clubs/festivals]
 - **Growth fan (who we want next):** [adjacent artists they follow, platforms they live on]
 - **Where they spend time online:** [IG / TikTok / YouTube / Reddit / Discord / specific creator communities]
 - **Sister/comparable artists (the “for fans of” list):** [3–5 artists in the same lane]
 - **What do they want from this artist?** [the feeling, the scene, the identity — be honest]
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3. Positioning & Story

Prompt: If a journalist or curator could only repeat ONE sentence about this release, what should it be?

- **One-line story (the hook):** [ONE SENTENCE]
 - **Why now? (the timing peg):** [new sound, milestone, festival run, label signing, life event, scene moment]
 - **What makes this different:** [the genuine differentiator — sound, story, visual world, collaborator]
 - **Three proof points (facts that back the story):**
 1. [STAT OR FACT]
 2. [STAT OR FACT]
 3. [STAT OR FACT]
 - **What we are NOT saying (off-message traps to avoid):** [keep the team disciplined]
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4. Content Pillars

Pick 3–4 repeatable themes so content isn’t invented from scratch every day. Every post should ladder up to one pillar.

Pillar	What it is	Example formats	Cadence
[e.g. Studio / process]	[behind the track, sound design, gear]	[short clips, voiceover, screen-record of the session]	[2x/wk]
[e.g. Live / energy]	[crowd moments, sets, soundcheck]	[vertical clips, IG stories]	[after every show]
[e.g. Personality]	[humor, opinions, day-in-life]	[talking-to-camera, memes]	[1–2x/wk]

Pillar	What it is	Example formats	Cadence
[e.g. The drop]	[release-specific assets]	[snippet loops, lyric cards, countdowns]	[release window only]

Content bank status: [] Have 2+ weeks shot/ready [] Need a shoot day — date: [DATE]

5. Channel Plan

For each channel, define the JOB it does. Not every channel needs to do everything.

Instagram

- **Job:** [reach + identity / community]
- **Primary format:** [Reels / Stories / carousels]
- **Cadence:** [e.g. 4 Reels + daily Stories/wk]
- **Release-week actions:** [pinned snippet, link in bio to pre-save, collab post with feature/label]

TikTok

- **Job:** [discovery / find the sound's "moment"]
- **Hook strategy:** [the 1–3 second opener that stops the scroll]
- **Sound:** [is the track uploaded as an official sound? link the CapCut template if any]
- **Cadence:** [3–5 posts/wk during push; test, don't polish]

YouTube

- **Job:** [home for the official asset + long-form]
- **Assets:** [] Official audio/visualizer [] Music video [] Shorts cutdowns [] Live set
- **Cadence:** [Shorts 2–3x/wk; long-form on release day]

Laylo (drops / RSVP / SMS+email capture)

- **Job:** [own the audience — convert social reach into a list we control]
- **Drop set up for:** [pre-save, release, ticket on-sale, merch]
- **Capture CTA placement:** [link in bio, Stories sticker, end-of-Reel card]
- **Target new subs this plan:** [NUMBER]

Email (newsletter / fan list)

- **Job:** [deepen — superfans, presales, direct sales]
- **Sends planned:** [announce → release day → follow-up w/ tour/merch]
- **Segment(s):** [all, superfans, city-based for shows]

Other / scene-specific

- [Beatport, SoundCloud, Bandcamp, Hype Machine, Reddit communities, Discord — list and assign a job]

6. Paid Plan & Budget

Prompt: Paid amplifies what's already working. Don't pay to boost a post fans ignored organically.

Line item	Platform	Objective	Audience/ targeting	Spend	Run dates
[Snippet promo]	[Meta IG/FB]	[video views / traffic to pre- save]	[lookalike of engagers + interest: comparable artists]	\$[]	[dates]
[TikTok Spark Ads]	TikTok	[boost top organic clip]	[interest + sound]	\$[]	[dates]
[Pre-save / playlist]	[YouTube/Meta]	[conversions]	[retargeting site visitors]	\$[]	[dates]
[Show / ticket push]	[Meta]	[link clicks]	[city radius + fans]	[[dates]] 1 **Total** * *[]**	

Budget split guideline (adjust to goals): ~60% discovery (cold reach), ~30% retargeting/conversion, ~10% testing new creative.

Rules of the road: - Always run 3+ creative variants; kill losers fast, scale winners. - Don't start paid until organic shows a winning piece of creative. - Track cost per result (CPV, CPC, cost per pre-save), not just impressions.

Reminder: Avoid third-party “guaranteed streams” vendors and bot playlists — they risk takedowns, distributor flags, and skewed algorithm data. Pay for reach to real humans only.

7. Partnerships & Outreach

- **Editorial / playlist pitches:** [submit via distributor 4+ weeks before release — date: [DATE]]
- **DJ / artist support asks:** [who do we send the promo to early? list names]
- **Label / collaborator cross-promo:** [collab posts, asset swap, who posts what/when]
- **Brand / venue / event tie-ins:** [TechYes show, festival, brand]
- **Influencer / creator seeding:** [who gets the sound early to make content]
- **Press / blog targets:** [list outlets + contacts — see Playlist & Press Pitch template]

8. Timeline

Work backward from release day (Day 0). Adjust spans to fit the runway you actually have.

When	Milestone / action	Owner	Status
D-42 (6 wk)	Deliver final master + art to distributor; submit for editorial	[]	[]
D-28	Tease #1 (snippet/teaser); content bank locked; Laylo drop live	[]	[]
D-21	Pre-save live; email/Laylo announce; pitch press & DJ support	[]	[]
D-14	TikTok sound push; ad creative testing begins	[]	[]
D-7	Countdown content; confirm playlist adds; finalize release-day posts	[]	[]
D-1	Schedule all release-day posts; brief team; QA all links	[]	[]
D-0 RELEASE	Drop posts everywhere; email + Laylo blast; turn on conversion ads; thank supporters	[]	[]
D+1 to D+7	Daily content; engage every comment; UGC repost; chart watch	[]	[]
D+14	Mid-cycle: scale winning ads, second wave content, secondary press	[]	[]
D+30	Wrap report (Section 9); decide on extended push / next single	[]	[]

9. Measurement & Wrap

Prompt: Did we hit the KPIs from Section 1? What do we repeat, what do we cut?

KPI	Target	Actual	Hit?
[North-star metric]	[]	[]	[Y/N]
[KPI 2]	[]	[]	[Y/N]
[KPI 3]	[]	[]	[Y/N]

- **Best-performing content (and why):** [what to do more of]
- **Worst-performing (and why):** [what to stop]
- **Best paid creative + CPA:** []
- **Surprise insight:** [what we didn't expect]
- **Carry into next plan:** [3 bullet takeaways]

Greyscale Music Group — internal marketing template. Adapt freely per artist and release.