

unlockyoursound.com presents

Bandcamp + Streaming

Album Release Strategy

By Christopher Carvalho

6 steps to release

Delivering to fans first

01

Set up
Bandcamp
Page

02

Set up Pre-
Order

03

Set up
Distribution

04

Use a call-to-
action

05

Nuture
community

06

Beyond...

Set up Bandcamp Page

01

Bio

Get a good bio going, upload some high quality photography, and showcase your brand to its fullest extent.

02

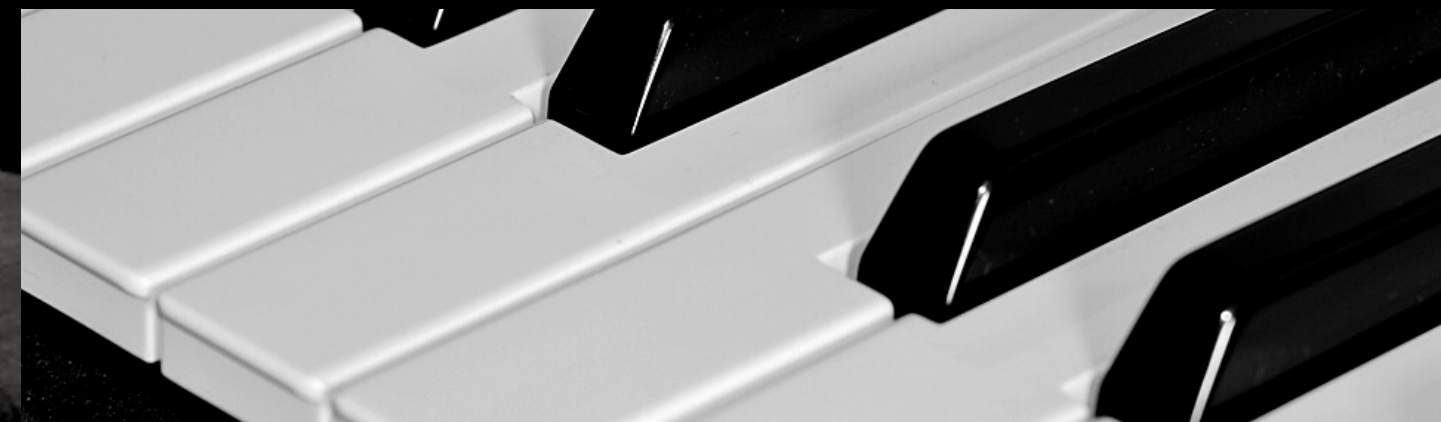
Artwork

Invest in high quality artwork for your release. First impressions matter.

03

Artist Guide

Follow the steps in Bandcamp's official artist guide:
<https://bandcamp.com/guide>



Set up Pre-order

01

Add value

Offer bonus tracks and PDF liners notes that won't be available on streaming platforms.

02

Set the date

I recommend setting the Bandcamp release date to BEFORE the streaming release. 1-2 weeks before. That way you can focus on promoting the pre-order, then focus on the streaming release afterwards.

03

Notes

Bandcamp guide on setting up pre-order:

<https://get.bandcamp.help/hc/en-us/articles/360007902473-How-do-I-set-up-a-pre-order->



Set up Distribution

01

Work ahead of time

The generally recommended lead time for this is 1 month.

So have your masters ready at least one month ahead of streaming release.

02

Set to release after Bandcamp

1 - 2 weeks after Bandcamp release.

03

Notes

If you still haven't decided on which distro is best for you, here is a guide to help you:

<https://unlockyoursound.com/choose-music-distro/>



Use a call-to-action

01

When

You're going to use a different call-to-action depending on which step in the process you're in at the time.

02

Examples

Pre-order on Bandcamp and get exclusive bonus tracks unavailable anywhere else!

Buy my new album on Bandcamp — including PDF liner notes and other exclusive goodies!

03

Notes

You don't need to CTA on every post.

Also, not every CTA has to be a transaction.

It's good to use CTAs that foster engagement too.



Nurture Community

01

Community tab

When people follow you on Bandcamp, they get emails of any messages you post there.

02

Nurture between releases

The 1 or 2 weeks between Bandcamp and streaming releases, keep your fans engaged in the community tab, then announce the streaming release to them as well.

03

Notes

More info on community:
<https://bandcamp.com/guide>



Beyond....

01

Email marketing

Now that you have nurtured your own Bandcamp audience, you can export those email addresses and bring them into your favourite email marketing software to continue to nurture and deliver material to.

02

Rinse

For future releases, you can start to build up the hype in your email campaigns as well as on social media.

03

Repeat

The more people you add to the funnel, the more people will see your emails and buy things in the future.



That's it!

This strategy is designed to give you a working model that delivers to fans first and passive consumers second.

If you have any questions, head over to our [contact page](#) to get in touch.

To learn more about music marketing, head over to our [website](#).

Happy promoting!

[Website](#)

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