

[unlockyoursound.com](https://unlockyoursound.com) presents

# How to find music curators to submit to

By Christopher Carvalho

© Unlock Your Sound Ltd  
[unlockyoursound.com](https://unlockyoursound.com)

# 6 places to find curators

And best practices for submitting

**01**

Submithub

**02**

Hype Machine

**03**

The Indie  
Bible

**04**

Musosoup

**05**

Feedspot

**06**

Social Media

# Submithub

01

## Free / Premium

Submithub's Standard credits are free to use.

They give you 2 every 4 hours.

Premium credits come with a guarantee of a listen and allow you to submit to more people.

02

## Hot or Not

Submithub's 'Hot Or Not' feature allows you to earn premium credits by rating other people's music.

03

## Submission

Submithub standardises the submission process.

You can upload any relevant media and create a press kit.



# Hype Machine

01

## Watch the chart

Hype Machine indexes music blogs and curators around the world.

If you manage to get a feature on a blog that's indexed by HM, your track will make it on its database.

The more blogs that write about your song, the higher it can land on their chart.

02

## Collate database

Hype Machine aggregates all the articles that feature each song and organises them into a single entry in its database.

You can check out the sites they index here: <https://hypem.com/sites>

03

## Use Submithub

If you're using Submithub, you can filter the choice of blogs to ones that are "Listed On Hype Machine".

I would couple this with their 'premiere' option, which means that whichever blogs says yes first, gets to be the first to share.

Any other blog after that can still choose to feature it, but only after the premiere has been and gone.



# The Indie Bible

01

## Industry Database

The Indie Bible comes with a portal where you can access a large database of contacts specific to your genre or needs.

02

## Industry guides

Included in the package are also PDF guides on navigating the music industry and approaching the people and organisations you need to.

03

## Outreach

Once you have downloaded the contacts you need, you can start your own email outreach.





# Musosoup

01

## Press Kit Generator

Musosoup has an in-built press kit generator.

Making it easy for you to create a press release if you don't have one.

02

## Open Campaign

Once you start a campaign, your submissions becomes visible to the curators there.

Through the duration of the campaign, outlets will come to you with offers which you can review before deciding to accept or decline.

03

## Receive Offers

When an offer comes in, a dialogue between you and the curator opens.



# Feedspot

01

## Top music blogs

Feedspot aggregates websites into lists such as "Top 100 Music Blogs and Websites To Follow in 2021"

02

## Create a database

As you discover blogs, add contact information into a spreadhseet.

03

## Tracking outreach

In the same spreadsheet, track who you have reached out to.



# Social Media

01

## Instagram

Many playlisters and bloggers also use IG to build up their audiences. Which makes it easy to connect with them there.

Follow them, engage with their content, then form a relationship.

02

## Twitter

Music journalists and journalists in general love Twitter.

A lot of news breaks on Twitter, which is why they go there to stay on the pulse.

Follow the right people and join the conversation.

Use the [twitter.com/search](https://twitter.com/search) to find, follow, and engage with the right people.

03

## LinkedIn

Search for people via job role and send a soft message when connecting.

Don't spam, simply ask permission and how's best to submit music.

LinkedIn is also great for content distribution.





# That's it!

The goal of this document is to help you find the curators who want your music.

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

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

Happy marketing!

[Website](#)

[Youtube Channel](#)

[Mailing list](#)

© Unlock Your Sound Ltd  
[unlockyoursound.com](http://unlockyoursound.com)

