

THE DROP

The lifespan of an online music album release, measured in clicks.

We analyzed half a million clicks to albums on iTunes, and interviewed top marketing minds in the industry on their strategies for promoting new music. Here's what we found...

RELEASE DAY

Day 7

Day 14

PRE RELEASE

26% of clicks occur before release, as potential pre-orders.

"Craft a story around the content you're going to be rolling out (tracks, music videos, behind the scenes clips) and unveil it piece by piece. Give a reason for fans to keep coming back to you, be it for more songs, more episodes of your web series, or more stories about the album."

Mike Greene, Director of Digital Marketing
Razor & Tie

RELEASE PERIOD

19% of all shoppers pour in within 24 hours of release.

RELEASE PERIOD

54% of clicks happen within two weeks of the release date.

"...we concentrate most of our marketing efforts on the first 7 days from release..."

Patrick Walch, Digital Distribution / New Media
Nuclear Blast International Inc.

POST RELEASE

20% of traffic trickles in during the months after the release period.

"After the initial release a marketing push is necessary. That could include releasing additional assets, remixes, or touring. It is important to build a story and not consider the release date the end of a campaign."

Joanna Noyes, Director, Marketing and Audience Dev.
The Orchard

CLICKS FROM FACEBOOK AND TWITTER

4x Twitter



PRE RELEASE

2x Twitter



RELEASE PERIOD

2x FB



POST RELEASE

"The best way to sell something is to have your friends say it's great."

Larry Ciancia, Co-founder and CEO, Iris Records LLC.

"Being present, visible and active as an artist. Nothing works better than when an artist reaches out to their fans in their own voice."

Mike Greene, Director of Digital Marketing, Razor & Tie

((SOUNDBYTES))

"Build momentum and create anticipation for fans... get creative with it."

Janette Berrios
Interactive Marketing Manager
Symphonic Distribution

"[Use] instant gratification tracks and ensure there is a reasonable pre-order window."

Charlie Biles
Digital Marketing Manager
[PIAS] Recordings

"Sell your music without hard-selling it. Music is emotion and you need to tell the stories around it."

Tom Nieuweboer
COO (Head of Operations)
!K7 Label Group

"Build a story and [do] not move on when an album is released."

Joanna Noyes
Director, Marketing and Audience Dev.
The Orchard

"Use georiot links in our press releases, in video descriptions on youtube, in direct posts on facebook, twitter etc...."

Patrick Walch,
Digital Distribution / New Media
Nuclear Blast International Inc.

"The most effective thing is being very close to your online audience, be really conscious of the people that follow you."

Jorge Oseguera
Manager, Digital Sales & Online Marketing
Warner Music Mexico



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Unlock these insights for your music releases today. **Georiot**