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Spotify for artists before release distrokid

It's the first edition under my name, really, since 2015. Why so long? During this time, I published my book (2 editions), Ari's Take Academy, the New Music Business podcast and launched the brassroots district retro funk project. I've been busy making a lot of music, but I just haven't released any under my own name. Buuuuut's breakup from an 11-year relationship made me write personal songs again. Songs that don't fit the Brassroots District vibe. The poems I was supposed to write. Now I'm releasing the group's first song. And, of course, I wanted to test the Spotify pre-saves that everyone was talking about. Actually, those things have been raging for the last few years. What is a Spotify connection before saving? Well, you can create a way for fans to save their song to their library or playlist before they're released. Why are you doing this? If Spotify notices that your song gets a ton of savings or playlists on day one, it will activate their algorithms and potentially insert your song into various algorithmic playlists such as Discover Weekly, Radio, Your Daily Mix, Release Radar, Radio, etc. And the more you save the song, the more likely it is to be added to the playlist by the editor of spotify playlists. If you have any hope of being on Spotify's editorial playlists, you must distribute your song at least 4 weeks before the release date. Well, it actually needs to hit Spotify 4 weeks in advance, so you'll actually have to distribute it 5-6 weeks before release, so it has time to go through the distribution process and hit your Spotify for artists account in time for you to send it a Spotify editor playlist. +CD Baby vs. Tunecore vs. DistroKid vs. Ditto vs. AWAL vs. Symphonic vs. Stem... Who is the best digital distribution company for music now to pre-save part of this whole process. Depending on the distributor you are using, they may offer something built in for you. DistroKid has Hyperfollow (actually built into the platform) and CD Baby Show.co - but you have to create that through the Show.co website. Worth noting, that Spotify's advance save from Instagram is almost impossible. Well, it's possible, but it's not worth it. Spotify and IG have never communicated well with each other. If you click a link before saving from IG, this requires users to sign in to Spotify (even if you already have the Spotify app open). And if you're using Facebook sign-in for Spotify, it requires you to sign in to Facebook (even if you already have a Facebook app open and you're signed in). It's clunky and I can never get it to work – I can't remember my FB password or if I do I need a code generator to get in. If you've ever campaigned before saving to an IG, that's why your conversions were so low. Like that! Spotify campaigns really work best before saving for Twitter and the email list. I tested several Spotify platforms before saving, but I want to hear use and what your experience was like with them so I can update this report! Add your reviews to the comments! DistroKid's Hyperfollow Spotify pre-save review — >Test fold here Since I distributed this song with DistroKid, I have a Hyperfollow option. It looks like this: As you can see, the problem is that Spotify pre-save is not where it can be found on the desktop or mobile device. What's talk to me? Your guess is as good as mine. If the fan clicks it, it has to make an account and then where do these messages go? It's a mystery. I'm guessing on your DK account somewhere. Unfortunately, there is no option to turn off this feature. It's not welcome. I wish he wasn't here and taking valuable real estate. The pre-save button is under the flap and on the desktop and on the phone and looks like this Pros: Pixel tracking capability (for advanced FB advertising) DistroKid sends emails to the fan on the day of release and encourages them to listen (great reminder) Automatically also tracks the artist, as well as pre-save the song Automatically check also share my email address with the artist (fan email that is registered to Spotify). Automatically created by DistroKid without additional steps Free with DK distribution Get email easily (located in DK backend) Ability to add social connections Once a link is found before saving, it is quick and easy to use - a few extra steps URL is intuitive (includes artist name and song) Fold flips into live links (add Apple Music and iTunes) on the day of cons release : Talk to me box on top Pre-save is under the flap Heavily branded DistroKid Feels a bit clunky - not very attractive to look There is no possibility to download CSV for email (to import mailing list provider) There is no tracking option Artist's playlists There's no option to add a song to your own playlist Exclusive to distrokid distribution Spotify just Feature.fm Spotify pre-save review - >Test fold here Another very popular Spotify pre-save service out there is Feature.fm. This service started as a way to run audio ads as a sponsored song on Deezer and 8 Tracks and now includes ways to run ads on blogs. Looks like this Pros: Easy to add a song (via ISRC) On the day of release it turns into a regular connection and automatically adds DSPs (Spotify, Apple Music, Tidal, Deezer, iTunes, Amazon, Pandora, YouTube) Gives you different connections per platform (for tracking purposes), such as IG, FB, email, website, etc. Free trial match Can also run sponsored song campaigns on Deezer (Great for European fans) Possibility to add post folded destinations (such as your website) Possibility to fan also add Song on your own playback option Before saving for Apple Music, Tidal and Deezer, as well as Nice looks like, for Cons fans: Very expensive: \$19/mo to get 50 emails, \$39/mo for 150 emails, \$199/mo for unlimited emails or \$50 for one-time pro link link The free trail collects unlimited emails, but you need to upgrade your plan as your email list grows so you can access and manage them all. Show.co Spotify pre-save review - >Lease here fold So this wins the award for the most frustrating of the bunch. Unless you've distributed a song with CD Baby this doesn't work well. I actually paid \$39 for the Gold option, which I thought gave me Spotify access before saving, but when I went to run the campaign, it still had an Upgrade button there instead of Select. The pricing page clearly states that the Gold option gives you pre-save. Welp, no luck. Until I signed in to my CD Baby account and clicked Show.co button from there. Viola! Enabled. So I think you need a CD Baby account? Will I get a refund for the \$39 I paid? We'll see. What's most frustrating about this is that it asks you for Track URI (such as Smarturl). But it's not easy to get unless you're writing to a distributor and looking for it - or if you're not distributing it through CD Baby. But I don't have 3-5 days off for customer support to ride me. It took me a while to figure out how to find this. But I found it! It's a hack. To get this, go to your Spotify for artists. Click on the upcoming song you've set. Click the playlist view from the three dots to the right. Copy track URI directly after submitting from the URL box. Now you have to add this after spotify:track: So look: spotify:track:6lpbkzG4V79OexCg9ziXVd Why they're not explaining or facilitating this is beyond me. But that's what you're going from. You're welcome. Looks like this: Pros: Free with CD Baby distribution Simple layout Custom page thanks Opportunity to add Google Analytics and Remarketing (Facebook pixel) Ability to embed on website easy Access to all emails Tracking conversion rate Adjust call to action Cons: Very difficult without DISTRIBUTION CD Distribution baby Expensive \$39 or \$99/mo without CD Baby account Very glitchy - since I paid first, then clicked with my CD Baby account, there is no way to upgrade, reduce or cancel payments There is no free trial for Spotify pre-save track URI required (see above) You can not customize the URL and not intuitively (not artist/song name) Emails are displayed only when you download csv smarturl Spotify pre-save review - >Test fold here I have been using Smarturl for years. Initially, they were a service for which all tags were used, as they are called, pivot links. What is a landing page where all streaming services appear for a song and you click on the desired service. They have since added Spotify before saving. It is clear that Smarturl is run by developers and there do not seem to be any graphic designers or artists who are part of this operation. It's not super intuitive and a little clunky. But that's free (for many features)! So it's a great privilege. Privileges. search Spotify Product Id. The question mark next to this box says: Right-click the album in Spotify and choose Share, and then copy Spotify URI. The only problem? THE SONG ISN'T ON SPOTIFY YET. Spirit, spirit. This is before you save it. Like, the song hasn't come out yet. However, I found a hack (as I had to do for Show.co). Again, go to artists.spotify.com Click Music -> Upcoming -> three dots on the right -> View Pitch Then in the top URL bar copy the code directly after submitting It's Spotify Product Id Smarturl requires. Pros: It is free Unlimited email collection The ability to track performers The ability to select playlists for the fan to follow, as well as Option to add to the user playlist Can add a header photo to make it look good on the desktop Looks good on the desktop or mobile cons: It must create its own email collection Privacy Policy and connect people to it to make it work Opt-in for emails (most will not check this box) - it is worded as marketing emails for businesses. I do not want to check this Clunky, challenging to use Add to playlist is automatically selected and not Add to my library which is why I think most will choose a playlist I can not customize the URL Limits your upload images to 150kb (almost impossible to fill out) Must check the box I agree to enable Follow or pre-save **** I will update this report after I have some data on how well this thing before saving works. So click above, select a service, pre-save it and check your library on the day of release to see if it appears and let me know!

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