



Beginner's Guide to Release and Promote Your Track

by Honeycomb Lab

"If no one hears it, it doesn't exist."

— David Cody



1. How to Release Your Song (Step-by-Step)



Step 1: Export Your Final Master

- Format: WAV, 24-bit, 44.1kHz
- Loudness: -0.1 dB ceiling (with limiter on master)
- Export dry vocal-only and instrumental too (optional for remixes)



Step 2: Choose a Distributor (All Free or Cheap)

Platform	Description
DistroKid	Fast & cheap (\$22/year, unlimited songs)
✓ Spotify, Apple, Tidal, etc.	
Amuse	100% free, slower release times
✓ Spotify, Apple, TikTok	
RouteNote	Free or paid (optional revenue split)
✓ YouTube Content ID included	
Soundrop	Great for covers
✓ Free, takes small cut	



Schedule your release at least 2 weeks ahead if possible
(to allow pre-saves & playlist submissions)

Step 3: Fill in the Metadata


Field	What to Put
Title	Keep it short & searchable
Artist Name	Your stage name (consistent everywhere)
Genre	Don't get too niche (e.g., "Rap" not "Dark Lo-fi Drillwave")
ISRC	Auto-generated by distributor
Explicit?	Mark it honestly (avoid takedowns)
Cover Art	3000x3000px JPG or PNG
Free: Canva, Adobe Spark, or remove.bg	

 **Tip: Use the same title formatting across Spotify, YouTube, and Instagram to make you easier to find.**

2. Where to Upload (Besides Streaming)



You're not done when it's on Spotify — now you make it *discoverable*.

Must-Have Platforms:






Platform	What to Upload
YouTube	Full song + visualizer or static cover
 Use YouTube Shorts to promote clip	
SoundCloud	Still relevant for underground discovery
Audiomack	Popular with indie/rap fans
Bandcamp	Lets fans pay directly (optional pricing)
Instagram / TikTok / Reels	Tease the hook, a performance, or meme format

3. How to Promote Without Paid Ads



Step 1: Start with Friends & Followers

- Post 1–2 days before release with countdown
 - Ask people to pre-save or like the teaser
 - On release day:
 -  DM people personally (don't spam)
 -  “Hey! I just dropped something I’m really proud of. Would love your feedback.”
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Step 2: Post Content Around the Song

Content	Ideas
	Short-form video Lip sync, act out lyrics, show the DAW, green screen joke
	Photos Behind the scenes, cover art variants
	Lyric post Highlight one strong line with a cool font
	“How I made it” Record yourself breaking down the beat or vocal chain
	Don't just post: “New song out now!” Give people a reason to care or feel something.

Step 3: Tap into Communities

Place	What to Do
Facebook Groups	Post in niche music or genre-specific groups
	Add a short story or caption for context
Reddit	r/makinghiphop, r/WeAreTheMusicMakers, r/listentothis
	Follow sub rules!

Place	What to Do
Discord servers	Many music servers have feedback or promo channels
<input checked="" type="checkbox"/> Offer feedback in return	
TikTok comments	Drop your link as a reply to similar genre creators

☒ Step 4: Email People Like a Human

Send a short message to:

- Music bloggers (try Hype Machine blogs)
- College radio stations
- Playlists (search on SubmitHub, Groover, or even IG bios)

💬 Subject:

"Found your playlist — I think you'd dig this new track"

"Indie rapper with no budget but high vibes. Hope this hits."

4. Checklist: Post-Release Actions

Task	<input checked="" type="checkbox"/>
Update bio link (Linktree / carrd / songwhip)	<input checked="" type="checkbox"/>
Pin the track post on IG, TikTok, Twitter	<input checked="" type="checkbox"/>
Submit to Spotify for Artists playlist	<input checked="" type="checkbox"/>
Submit to SubmitHub or Groover (free credits to start)	<input checked="" type="checkbox"/>
Post again 1–2 days later with a story or behind-the-scenes angle	<input checked="" type="checkbox"/>
Ask people to remix it (send stems)	<input checked="" type="checkbox"/>
Feature it on your website (with buy button or tip jar)	<input checked="" type="checkbox"/>

⚠️ 5. Common Mistakes & Easy Fixes

Mistake	Fix
“Just dropping a link”	Add a hook, a meme, a story, or a visual to stand out
Ignoring metadata	Spotify search runs on it — name your files properly
No call-to-action	Ask: “Would you repost this?”, “Which line hit hardest?”
Over-promotion in DMs	Be personal. One line beats a copy/paste spam
Releasing with no plan	Even 1-day planning is better than none

🔑 6. Final Tips from Honeycomb Lab

- 🎯 Every post doesn't need to go viral — it just needs to *connect*
 - 📦 **Package your release: cover, link-in-bio, visual, caption**
 - 📅 Be consistent: Drop again next month, not next year
 - 🧠 **Document > Create: Film yourself reacting to your own track**
 - 🐝 Build slowly: Fans come from moments, not just music
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🚀 You're Ready to Launch

You made something real.
Now don't whisper it to the void — shout it with soul.

You don't need an ad budget.
You don't need 1M followers.
You just need strategy, creativity, and heart.

Let the Hive hear you.
Let the world feel it.



Release it. Promote it. Own it.
Honeycomb style. 🐝