

Pre-Save Campaign Checklist

WHY IT MATTERS

Building momentum before your release day can boost your song's performance, improve Spotify's algorithmic support, and excite your fans. A well-planned pre-save campaign turns passive followers into active listeners from day one.

STEP 1: SET UP YOUR PRE-SAVE LINK

Choose a platform to create your pre-save link. Popular options include:

- ToneDen (toneden.io)
- Hypeddit (hypeddit.com)
- Feature.fm (feature.fm)

Make sure you:

- Connect your Spotify artist profile
- Select your upcoming release
- Enable email collection if possible

STEP 2: BUILD YOUR TIMELINE

Plan backward from your release date:

- 3-4 weeks before: Generate the link
- 2-3 weeks before: Begin email and social promotion
- 1 week before: Daily countdown posts or reminders
- Day before: Final push
- Release day: Celebrate + link to the live track

STEP 3: CREATE STRONG CTA COPY

Effective pre-save posts should:

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- Use clear, hype-driven language
- Emphasize urgency and benefits
- Include a single call to action

Examples:

- "Want to hear this the second it drops? Pre-save it now."
- "Let's make this our biggest release yet-tap to pre-save."

STEP 4: DESIGN VISUALS THAT POP

Use eye-catching graphics or videos with:

- Your song cover or teaser clip
- Clear "Pre-Save Now" text
- Matching brand colors

Free Tools:

- Canva (canva.com)
- CapCut (capcut.com)

STEP 5: USE MULTIPLE CHANNELS

Don't rely on one platform. Share your pre-save link across:

- Instagram Stories (with a sticker)
- TikTok bio or pinned video
- Email list (with bonus incentive)
- Website homepage or banner

BONUS TIP:

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Offer an exclusive reward for those who pre-save, like a private demo, early lyrics PDF, or behind-the-scenes video.

FINAL THOUGHT:

A pre-save campaign isn't about begging for clicks-it's about inviting your community to walk with you through release day. Done right, it builds trust and excitement.

References & Resources:

- ToneDen: <https://www.toneden.io/blog>
- Hypeddit: <https://www.hypeddit.com>
- Canva: <https://www.canva.com>
- CapCut: <https://www.capcut.com>
- Feature.fm: <https://www.feature.fm>