

The Artist Cycle

A part of being a manager (or an artist), is understanding the common artist cycle, or album release cycle. The average cycle takes about 18 months' total to complete, and includes the writing and recording process, followed by the pre-release marketing process, the album release marketing, followed by tour marketing. And repeat. And repeat.

In the diagram below, they are portraying that instead of spending all your marketing and promotions budget on a short-span campaign directly upon album release and only focusing on communicating with your fans during the album marketing phase, that you should in fact be doing so all year around, all the time. Which, in today's day and age with the growth of social media and streaming platforms, is quite common knowledge, and natural.



Source: HypeBot.com

Writing and Recording – Generally, for an album release, there will be a dedicated period for writing and recording the full album. However, for singles, and for future recordings, most artists I know try to continue the writing process all year.

Pre-release marketing– During this time, you're preparing everything you need to get the

music to market. It includes teasers and sharing behind the scenes with fans, setting up social media accounts, photo shoots, marketing planning, fundraising, shopping to record labels, publicists, publishers, agents, distributors, etc. and creating your team; paying for radio promoters, streaming promoters, advertising, and much more.

Album release marketing – On the day of the album (or single) release the promotions begin. Promotions continue on for as long as you want them to, but depending on how well you've planned and how much the fans like it, your promotions could last for another year, or dwindle after a couple of months. Promotions will include radio tours, television and other media interviews, creative media partnerships, streaming promotions and tours of digital service providers offices and studios, music videos, lyric videos, other creative content, distribution of various singles on the album to radio, and so much more. The goal is to keep your promotions rolling, in a forward momentum, to continue to sell your album consistently over the next 12 months.

Tour marketing – It is imperative to most managers that their artists go on tour to support the release of their music, and most particularly their albums. Not to mention, if there's any sort of fan base, they'll want to see their favourite artists live. Depending on the size of the tour, the existing fan base, the markets being played, the opening acts for your band, or the headliners you're opening for, your album success can lie heavily on this.