

Music Discovery Action Checklist for Artists

A practical checklist from Hypebot.com

Release Strategy

- ☐ Plan multiple discovery moments for every release, not just launch day
- ☐ Extend promotion beyond the first week with follow-up content
- ☐ Treat each song as a long-term discovery asset

Content & Platforms

- ☐ Create platform-specific content instead of reposting the same clip everywhere
- ☐ Use short-form video to highlight emotional hooks, lyrics, or story
- ☐ Share process, not just polished results

Engagement & Data

- ☐ Track saves, shares, comments, and playlist adds — not just views
- ☐ Watch where engagement accelerates and focus energy there
- ☐ Respond to fans to reinforce repeat interaction

Storytelling & Connection

- ☐ Explain what songs are about and why they matter
- ☐ Highlight fan reactions and user-generated content
- ☐ Build familiarity, not just awareness

Mindset

- ☐ Experiment regularly and adjust based on results
- ☐ Avoid chasing one viral formula
- ☐ Treat discovery as a system, not a single win