THE WATERFA

STRATEGY

AND HOW IT WORKS

SYNTAX ACADEMY

WHAT?

A **waterfall release** is actually several successive releases of singles leading up to the release of a larger project. Not only does this strategy appear as though your project is growing, it also provides much more opportunity to pitch and promote the project.

WHY?

When pitching your music to editors, there are some guidelines that you have to follow.

- Pitching must take place more than five days before the release date.
- Only one song per UPC code can be pitched.
- Each ISRC code can only be pitched one time.

Using the waterfall method, you're able to work around the above limitations.

HOW?

STEP ONE

To start, release a single. To follow guidelines at the DSPs, the project must be titled the same as the single title, not the album title. It is recommended that the title on the artwork match the song title, though they do allow for exceptions on a case-by-case basis. Another option is to use the art for the album with no title. If this bothers you, it's recommended that you choose the title track to be the first single.

HOW?

STEP TWO

Schedule your next release around four weeks after the first. When submitting this release, select it to be dropped as a single, but you will add two tracks: the first single and the second single. It will have a new UPC, but make sure to use the same ISRC codes for previously released songs. At this point, the project title and the cover art can change to match the album or EP.

HOW?

STEP THREE

After the second single has been released, songs with matching ISRC codes should sync within 1-2 days. As displayed in the above photos, the stream count for Single 1 in both images matches. Once you see that has taken place and the numbers match, you should take down the prior release. This is how you create the illusion that your project is growing—by making sure the only version people can see on your profile is the most recent one once the streams have synced.

HOW?

STEP FOUR

To move forward with the waterfall strategy, you will repeat steps two and three for each song you would like pitched for playlisting. Some artists choose to release 3-5 singles before dropping the whole album. Others have done waterfall releases for every track on the album. The world is your oyster.

BENEFITS

- Gives more opportunities for playlisting
  - Each individual track released has an equal opportunity to find an audience.
- Longer promotion of your project
  - Keeping your project in front of the eyes of editors and fans for tlonger makes a much bigger splash.
- Builds momentum
  - Using a proper marketing plan with this roll out generates excitement.
- Buys time.
  - Maybe you're burnt and need a break. More time with family? Or maybe you just want to keep writing, touring, and recording so you can keep building momentum.

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