

Just One Tip

Welcome to this Month's edition of "Just One Tip", presented by "ON THE MIC WITH MICHAEL BOTTE" in partnership with Sound Foundation Studios, where I post a "TIP" I have learned either through experimentation or from observing others smarter than me LOL!

This month's tip is all about the Waterfall approach to releasing music.

The "Waterfall approach" (also known as a "waterfall release strategy" or "tiered release strategy") has become a highly popular and effective method for artists to release music in the modern digital landscape, particularly on streaming platforms. It's designed to maximize visibility, engagement, and streaming numbers over an extended period, rather than the traditional "big bang" album drop.
How it Works (The Concept):
Instead of releasing an entire EP or album all at once, you release tracks one by one as singles. The crucial element of the waterfall is that each new single release includes the previously released tracks. This creates a "cascading" or "waterfall" effect, where your project gradually builds into the full EP or album.
Let's illustrate with an example for a 4-track EP:
Release 1 (Week 1): You release "Song A" as a single.
Release 2 (Week 4, typically 3-6 weeks later): You release "Song B" as the lead track, but "Song A" is also included as track 2 on this new release.
Release 3 (Week 8): You release "Song C" as the lead track, and "Song B" and "Song A" are included as tracks 2 and 3 on this new release.
Release 4 (Week 12): You release the full "EP" with "Song D" as the lead track, and "Song C," "Song B," and "Song A" are all included in the track list.
ISRC Codes are Crucial: For the stream counts to carry over from one release to the next for the same song, you must use the identical ISRC code and audio file (WAV) for each track every time it's included in a new release within the waterfall.

Thank you, family