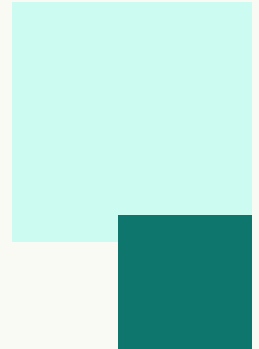


SAVON PR

AI-POWERED PR FOR MUSICIANS AND CREATORS



A FREE PLAYBOOK

The 30-Day PR Playbook.

What to do after your music
gets featured.

A 30-day checklist for turning press coverage
into streams, bookings, and career momentum.

savonpr.com

BEFORE YOU START

Press coverage has a shelf life.

A feature in Forbes, Billboard, or any major outlet is worth roughly five times more in week one than in month six. Not because the article changes — but because everything else does. Algorithms favor freshness. Journalists are most receptive to follow-ups in the first two weeks. Spotify spikes flatten by day twenty-one if nothing compounds them.

Most artists post the screenshot once and move on. The artists who turn coverage into careers treat the placement as the starting line, not the finish line.

This is what to do in the 30 days after your placement hits. Print it. Save it. Open it the morning the article goes live.

THE PRINCIPLE

**Social proof decays.
Work it fast.**

AMPLIFY & CAPTURE



Save the article.

Why: Screenshot it, save the URL, and download a PDF backup. Publications retire posts and redesign sites without warning.

Update your bios everywhere.

Why: Spotify for Artists, Instagram, TikTok, YouTube, website, EPK. Visitors should see the credential within seconds of landing on you.

Add "As featured in" to your website.

Why: Logos above the fold, ideally on every page. Lifts conversion on every other action your site asks visitors to take.

Post once on socials — humble framing.

Why: "Grateful to be in conversation with [publication] about [topic]." Humility plus invitation outperforms a victory lap in every feed.

Email your existing list.

Why: Screenshot, link, short note. Your warmest audience is the one you already own — don't skip them.

DM the journalist a clean thank-you.

Why: No follow-up pitch yet. One genuine thanks now buys you a follow-up in three weeks.

Tell your manager, agent, and inner circle.

Why: They'll forward it places you can't reach. A second-degree network is where most opportunity actually moves.

CONVERT



Pitch playlist curators.

Why: DSP editorial, the Spotify pitch tool, independent playlists. Editors are more receptive when an artist already has external validation.

Pitch venue bookers and festival programmers.

Why: Aim for the next two booking cycles, not the current one. Booking timelines run six to twelve months ahead.

Pitch sync agents and music supervisors.

Why: Sync is the most underutilized revenue stream for artists with editorial coverage.

Reach out to warm-contact managers and labels.

Why: People who've replied before — not cold inboxes. A new press credential is a legitimate reason to revive a stalled conversation.

Pitch the snowball — adjacent journalists.

Why: "Forbes covered this angle; here's a version that fits your beat." Coverage compounds. One feature is the cheapest way to land the next.

Update your one-sheet and EPK.

Why: Anyone you pitch from this point forward should see the new credential within the first ten seconds.

COMPOUND



Pin the post on every social profile.

Why: Pinned content is what visitors see first. Treat that real estate strategically.

Run a small paid social test with the article as social proof.

Why: \$200–\$500 is enough to read the signal. Press-led creative typically outperforms standard music-marketing creative.

Apply for grants, residencies, and festivals.

Why: Anything you've been eyeing. "As featured in" measurably changes acceptance rates on competitive applications.

Pitch follow-on angles to adjacent publications.

Why: Regional press, genre verticals, podcasts. The first feature opens doors the second one walks through.

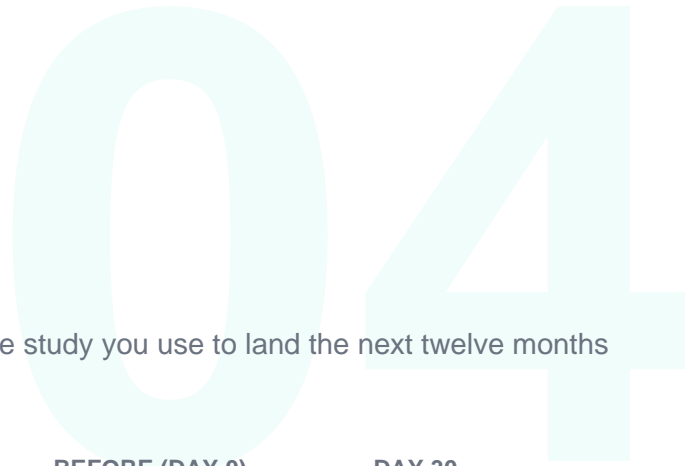
Audit your traffic capture.

Why: Every link should land somewhere that captures an email or a stream. Attention without capture is attention you lose forever.

Check your Google result.

Why: Make sure the article ranks for your name and your single's name. This is what labels and supervisors see when they search you next.

MEASURE.



What actually changed? Track it. This becomes the case study you use to land the next twelve months of opportunities.

METRIC	BEFORE (DAY 0)	DAY 30
Spotify monthly listeners	_____	_____
Instagram followers	_____	_____
TikTok followers	_____	_____
Email subscribers	_____	_____
Website visits (30-day)	_____	_____
Inbound inquiries (count)	_____	_____
Bookings confirmed	_____	_____
Sync inquiries	_____	_____

BUILD YOUR CASE STUDY

The biggest measurable change since the feature:

The most unexpected outcome (a DM, a booking, a connection):

The next pitch this opens up:

ONE LAST THING

A feature isn't a moment.

It's a permanent Google result. A backlink that strengthens every other page on your site. An entry in the data LLMs pull from when someone asks ChatGPT or Perplexity for the best new artists in your lane. It keeps working for years — but only if you make it.

READY FOR YOUR NEXT FEATURE?

Savon PR.

We match musicians and creators with the right journalists at Forbes, Billboard, Business Insider, and 100+ other publications. Placement guaranteed within 30 days — or your money back.

[Start at savonpr.com](https://savonpr.com) →