



Marketing Your Music

Get heard before you go live.

Pre-release strategy, editorial pitching, and how promotion actually works on Anghami, Spotify, Apple Music, Amazon Music, YouTube Music and TikTok — six very different playbooks.



6/6

FINAL GUIDE

1

FOCUS TRACK PER PITCH

Every platform below wants advance notice before a release — but what you submit, how far ahead, and what actually moves the needle differs more here than on any other topic in this series. Some run editorial pitching tools; others have none at all and reward organic momentum instead. The shared groundwork is laid out once, then each platform's own section covers its actual mechanism.

Last updated: September 2026. This guide is produced by WKS Music Distribution as an independent walkthrough of each platform's promotional tools — it is not official documentation published by Anghami, Spotify, Apple, Amazon, YouTube, or TikTok. Spotify, Anghami, Amazon Music for Artists, Apple Music Connect, and YouTube's own artist resources all publish their pitching and promotion mechanics directly, and this guide draws on that wherever possible. These tools change frequently — Apple Music Connect itself relaunched in early 2026 — so verify anything critical against the platform's current documentation.



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BEFORE YOU START

What every pitch has in common

- **Timing varies but always means early** — Spotify wants 7+ days, Apple Music Connect recommends 10+, Amazon Music uniquely also accepts pitches up to 14 days after release. Plan around the earliest deadline in your rollout.
- **Most tools accept one focus track per release** — Spotify and Amazon Music both cap editorial pitching at one song per release, so choose deliberately.
- **Pitching is discretionary, never guaranteed** — every platform with an editorial system says so directly in its own documentation; a pitch is a chance to be considered, not a booking.
- **Context matters as much as the audio** — genre, mood, the story behind the track, and similar artists are requested fields across every editorial tool in this guide.
- **Pre-existing momentum shapes curator decisions everywhere** — engagement, following, and prior performance are cited as real factors, not just the track itself.

SHARED STEPS

The pitch checklist every release follows

- 1 Pitch through each platform's own tool as early as its guidance allows — don't wait until the week of release to start.
- 2 Pick one focus track per release for editorial pitching, and be honest with yourself about which song actually has the strongest hook.
- 3 Fill in every qualitative field thoroughly — mood, genre, story, similar artists — rather than leaving optional fields blank.
- 4 Set up pre-saves or pre-adds wherever a platform offers them, to convert anticipation into day-one activity.
- 5 Keep engaging your existing audience off-platform in the weeks before release — momentum going in is a factor curators and algorithms alike respond to.

The sections below cover each platform individually — but only its actual promotional mechanism, since a few of these six don't run editorial pitching at all.



Anghami

The only pitch tool in this guide that asks for your nationality — and uses it to route your song to regional editors.

PITCH TOOL

Pitch to Playlist

REJECTION NOTICE

None sent

KEY FIELD

Nationality

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- Anghami's own support center describes the process directly: go to Content Promotion → Pitch to Playlist, choose one track, and provide genre, mood, style, and your nationality — used specifically to route the pitch toward editors covering your region.
- Anghami's own policy is different from most: you'll only receive an email if your song IS selected. No notification means it wasn't picked — there's no explicit rejection message.

GOOD TO KNOW

- Anghami Spotlight and Amplify are separate paid promotional packages (artist takeovers, in-app stories, boosted visibility) — distinct from the free editorial pitch tool.
- Since nationality actively routes your pitch, make sure it's filled in accurately — especially valuable for Arabic-language releases aimed at MENA-focused playlists.



Spotify

Spotify's pitch tool is the most exact and most permanently documented of any platform here.

PITCH WINDOW

7+ days before release

TRACKS/RELEASE

1 song + 1 video

RELEASE RADAR

Auto-included

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- Spotify's own guidelines: pitch at least 7 days before release for full consideration; once a song goes live, it's permanently no longer eligible for pitching.
- Song and video pitches are handled separately — if you're releasing both, pitch each one individually rather than assuming one covers the other.
- You can't pitch compilations or tracks where you're only a featured artist, and only one song can be actively pitched by you at a time.

GOOD TO KNOW

- Pitching (regardless of curator outcome) still gets your song into your followers' Release Radar automatically — a guaranteed benefit independent of editorial placement.
- If you're eligible for a "This Is" playlist, you can pin your pitched song there once it's live — Spotify's own guidance says pinning takes about 3 days to take effect.



Apple Music

Apple relaunched its editorial pitching tool in early 2026 — a real shift from the old distributor-only model.

TOOL

Apple Music Connect

PITCH WINDOW

10+ days recommended

SELECT BY

UPC or Apple ID

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- Apple Music Connect (musicconnect.apple.com) relaunched in February 2026 as a direct pitching dashboard — previously, editorial submissions ran almost entirely through labels and distributors with special access.
- Apple's own guidance recommends pitching at least 10 days ahead (longer than Spotify's 7) and wants fuller context — rollout plans and campaign details, not just mood and genre tags.
- Pitches are now selected by UPC or Apple ID rather than requiring a pre-existing platform relationship.

GOOD TO KNOW

- Apple's own advice: don't submit too many genres on one pitch — it can dilute your case; focus on where the track genuinely fits best.
- Because this tool is new, confirm with WKS whether your pitch is submitted on your behalf or whether you should also submit directly through Apple Music Connect yourself.



Amazon Music

The only pitch tool in this guide that still accepts submissions after your release date.

PITCH WINDOW

Before, or up to 14 days after

TRACKS/RELEASE

BONUS

Fan notifications

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- Amazon Music for Artists' own pitch tool uniquely accepts submissions up to 14 days after your release date, not just before — real flexibility none of the other five platforms offer.
- Amazon's own FAQ notes a pitch also triggers activity posts, push notifications, and Alexa prompts to your existing followers — benefits that land regardless of playlist placement.

GOOD TO KNOW

- Only one pitch is accepted per team type (Artist vs. Label) — coordinate internally if more than one person has dashboard access, so the single submission isn't wasted.
- Even without a playlist placement, the fan-notification perks alone make pitching worth doing on every release.



YouTube Music

No editorial pitching here — YouTube's own playbook centers on turning an upload into a live event.

KEY TOOL

Premieres

PRE-SAVES

Rolling out 2025–26

EDITORIAL PITCH

None

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- YouTube has no editorial playlist pitching system like the DSPs in this guide — its own artist resources instead center on Premieres: scheduling a video to debut at a set time with live chat, turning a passive upload into a shared moment.
- YouTube's own 2025 announcement introduced native pre-saves and release countdowns for YouTube Music, plus experimental "just-for-fans" video drops for top supporters — official features still in staged rollout.

GOOD TO KNOW

- YouTube's own resources explicitly warn against re-posting your new video as a Community post — YouTube already surfaces new uploads to subscribers automatically.
- An Official Artist Channel's consolidated subscriber base means a Premiere reaches your whole YouTube audience at once, instead of being split across old Topic or Vevo channels.



No curator, no pitch form — promotion here means engineering a clip that's easy to reuse.

MODEL

Organic, not editorial

KEY TOOL

Sound Clip Editor

MATCHING

Creator Marketplace

PLATFORM DIFFERENCES

Where it breaks from the shared steps

- TikTok has no editorial playlist system at all — SoundOn's own promotional tools instead focus on making a track easy to use in videos: a Sound Clip Editor for cutting the most usable hook, and a Creator Marketplace that matches songs with creators for organic use.
- Success here is typically driven by one specific short clip catching on, not a curator decision — the same track can perform completely differently depending on which few seconds get used.

GOOD TO KNOW

- Identify your hook before release — the section most likely to work as a standalone clip — and make sure it lands early, before a viewer's attention typically drops off.
- Direct outreach to creators (through SoundOn's Creator Marketplace or your own contacts) is a more reliable lever here than waiting for algorithmic discovery alone.



WRAP UP

Thanks for reading

That's the full series — from claiming your profile to getting your music heard. Six very different platforms, six different rulebooks, but the same file and the same distributor behind every one of them. Come back to any guide whenever a release needs a refresher.

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