Releases: Writing a Compelling Description

Releases · https://mister-mixmania.com/en/support/releases-writing-a-compelling-description/

Available for: Artist Light, Pro, Premium, and Agency News & Artists.

A compelling release description should include the following elements:

1. Title and artist

The name of the song/album and the artist should be front and center.

2. Genre and style

Describe the musical genre and style.

3. Theme and inspiration

What's the message or theme? What inspired the artist?

4. Listening highlights

Mention standout elements such as memorable melodies, unique instrumentation, or innovative sounds.

5. Production and contributors

Name producers, co-writers or featured vocalists.

6. Release context

Debut single, part of an album, or standalone track? Is it tied to a campaign or event?

7. Emotional connection

Describe how the song should move listeners or what mood it should evoke.

8. Call to action

Invite people to listen to the song, buy the album, or attend an event.

Example

"*With her new single 'Heartbeat', rising artist [artist name] takes us into a world of pulsing beats and emotional intensity. Inspired by a journey through personal highs and lows, the song blends catchy synth melodies with powerful vocals. Produced by [producer], 'Heartbeat' is a modern pop hit that makes you want to dance and think.*"