Promotion / Short-form Video / 20-25 min

Soundtrack Your Life

The idea

Don't tell people *what* your song sounds like; tell them *when* to listen to it. Create a montage of B-roll (a night drive, a gym workout, studying in the rain) and pitch the song as the perfect soundtrack for that specific activity.

Objective

Drive saves and playlist adds by assigning a specific utility to the art.

Why this works

People use music as a utility. By prescribing the exact use-case (e.g., "Add this to your gym playlist"), you give them a practical reason to save the audio, bypassing their marketing defenses.

Hook bank

Direct / The perfect song for a 2 AM night drive.
Curiosity / If you are studying right now, play this in the background...
Personality / I wrote this, but this is the exact moment I keep imagining it playing.
Sarcastic / A soundtrack for the very specific scene you keep replaying in your head.

How to execute

1. Plan the opener

Try this opener as a starting point: “The perfect song for a 2 AM night drive”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Use high-quality, aesthetic B-roll that matches the vibe perfectly. Play your song over the video. Tell them explicitly which playlist to add it to.

3. Shape the sequence

Use this order for your first cut: The Vibe Hook (B-Roll) > The Song Kicks In > The Playlist Pitch. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "Add this to your late-night playlist. Link in bio." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Vibe Hook (B-Roll) > The Song Kicks In > The Playlist Pitch.

Call to action

"Add this to your late-night playlist. Link in bio."

What to avoid

Choose a real listening situation that fits the track's energy. Avoid a montage so generic that the song could be replaced by anything.

Make it yours

1. Producers: "The beat you need to hear when you're walking through the city alone."
2. Creatives: Frame your art as "The perfect print for a minimalist apartment."
3. Film three ordinary moments from your own day that genuinely match the song's mood.

Try this next

The Real-Life Muse
The Unreleased Vault Vote
The "If You Like..." Map

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.