Promotion / Carousel / 20-25 min

The Data Wrap-Up

The idea

One month after a launch, do a "Wrap-Up" carousel. Don't just show streams; show the weird data. How many cups of coffee it took, how many project files crashed, how many countries streamed it. Wrap it in a massive "Thank You."

Objective

Extend the promo window and flex success under the guise of gratitude.

Why this works

It extends the lifecycle of a release without being annoying. It frames self-promotion (showing off your numbers) as humility and gratitude, which the audience loves.

Hook bank

Direct / The first month of the album, by the numbers.
Curiosity / I tracked every single thing that happened during this release...
Personality / The listening numbers tell one story. The making-of numbers tell another.
Sarcastic / The official report includes streams, late nights, and a suspicious amount of coffee.

How to execute

1. Plan the opener

Try this opener as a starting point: “The first month of the album, by the numbers”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: "Month 1 Recap." Slide 2: Streams & physical sales. Slide 3: Weird stats (14 broken guitar strings). Slide 4: A heartfelt thank you letter.

3. Shape the sequence

Use this order for your first cut: The Title > The Flex Stats > The Weird Stats > The Thank You. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "Thank you for an incredible month. Keep streaming." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Title > The Flex Stats > The Weird Stats > The Thank You.

Call to action

"Thank you for an incredible month. Keep streaming."

What to avoid

Verify the numbers and label playful estimates as estimates. Keep personal account information out of analytics screenshots.

Make it yours

1. Creatives: Show how many pencils you dulled, hours rendered, and prints shipped.
2. Producers: Show how many gigabytes the sample library took up.
3. Include one unexpected listener location and one small production detail that made the release possible.

Try this next

The Sample's Story
The Accidental Masterpiece
The 3-Minute Challenge

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.