Promotion / Short-form Video / 30-45 min

The Tutorial Soft-Pitch

The idea

Create a highly valuable 60-second tutorial teaching a specific skill (e.g., "How to mix wide backing vocals"). Use your brand new, unreleased single as the audio example for the tutorial.

Objective

Market the audio indirectly by wrapping it in high-value educational content.

Why this works

It is the ultimate Trojan Horse. You are forcing the audience to listen to your new track, but because you are providing educational value, they don't realize they are being marketed to. They save the video for the lesson, boosting the song's reach.

Hook bank

Direct / How to get massive, wide backing vocals in FL Studio.
Curiosity / The mixing trick I used on my new single to make it hit harder...
Personality / This new track happens to be the clearest way to show the technique.
Sarcastic / A tutorial with a very subtle guest appearance from the song I just made.

How to execute

1. Plan the opener

Try this opener as a starting point: “How to get massive, wide backing vocals in FL Studio”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Ensure the tutorial is actually good. Casually mention, "I did this on my new track that drops Friday," while playing the audio.

3. Shape the sequence

Use this order for your first cut: The Educational Hook > The Tutorial > The Audio Example (Your Song). 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: "Save this for your next mix. Song out Friday." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Educational Hook > The Tutorial > The Audio Example (Your Song).

Call to action

"Save this for your next mix. Song out Friday."

What to avoid

Teach a complete, useful technique before making the release ask. Do not hide the crucial step behind a listening link.

Make it yours

1. Creatives: A tutorial on "How to shade metallic textures," using the promotional artwork for your new merch line as the example.
2. Guitarists: "How to dial in the perfect fuzz tone."
3. Use the dry and finished versions of the same passage so viewers can hear the lesson before the release mention.

Try this next

The Feature Choice
The Cinematic One-Shot
The "Wrong Speed" Flip

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.