Promotion / Story / 10-15 min

24-Hour Pre-Save Exclusive

The idea

A pre-save is a high-friction ask. Counteract this by posting a story offering an exclusive, private listening link to the unreleased album *today*-but only for people who send a screenshot proving they pre-saved it.

Objective

Skyrocket pre-saves by offering an immediate, exclusive reward.

Why this works

It creates an instant VIP club. Fans want to hear things before the general public. Trading a free private link for a pre-save spikes your algorithmic momentum on Spotify/Apple Music for launch day.

Hook bank

Direct / (Text) Want to hear the album 3 days early? Here is how.
Curiosity / (Text) Sending a secret streaming link to everyone who does this...
Personality / I made a little early-listening thank-you for the people helping this release start.
Sarcastic / The pre-save request has arrived with something better than another reminder.

How to execute

1. Plan the opener

Try this opener as a starting point: “(Text) Want to hear the album 3 days early? Here is how”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Set up an unlisted SoundCloud link or a private Dropbox. Tell fans to DM you a screenshot of their pre-save confirmation. Manually (or via automation) reply with the private link.

3. Shape the sequence

Use this order for your first cut: The Offer (Early Access) > The Requirement (Pre-Save Screenshot) > The Fulfillment. Check the frame order and keep important text and stickers clear of the interface at the top and bottom.

4. Check and publish

Use this call to action as your starting point: "DM me your screenshots. I am sending the link manually all night." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Offer (Early Access) > The Requirement (Pre-Save Screenshot) > The Fulfillment.

Call to action

"DM me your screenshots. I am sending the link manually all night."

What to avoid

Make the reward and delivery window clear and test the access link. Ask people to hide account details if they send a confirmation screenshot.

Make it yours

1. Creatives: Send a high-res digital wallpaper to anyone who RSVPs to the gallery show.
2. Producers: Send a free loop to anyone who pre-saves the beat tape.
3. Offer a private acoustic or making-of clip and tell listeners exactly when and how they will receive it.

Try this next

The "Almost" Version
Overproduced vs Raw
The Sad Banger

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.