

SubmitHub was started in late-2015 by music blogger Jason Grishkoff (Indie Shuffle). Its mission is to efficiently and transparently connect artists with curators.

The service helps you connect with:

- Bloggers // Labels // Spotify Playlists
- YouTubers // Radio Stations // Influencers

SubmitHub was founded as a way to make the process of **sending music to curators** as easy and transparent as possible. We give you all sorts of statistics and ways to filter who to send your music to so you can make sure your song ends up in the right hands. For curators, this means getting sent more music you'll actually like.

More than 1,496,000 songs have been shared to date. But the competition is stiff, and even the most-successful artists can't please everyone. Music is subjective, and no two curators hear a song the same way. As such, SubmitHub is best used by individuals who have realistic expectations about what success in the music industry looks like in 2021.

Are the curators professionals? Generally speaking curators are not professionals. The majority are just regular people (non-musicians) who have a passion for listening to and sharing new music with their audience. In most cases they also have a day job on the side. As a result, the feedback you receive when submitting your song might sometimes leave you scratching your head. In those cases it's sometimes helpful to remember the above.

HOW SUBMITHUB WORKS FOR ARTISTS

Music bloggers and playlists have a lot of influence in the music industry. Major Labels and the editors at Spotify and Apple Music look to them for early tip-offs about the best new songs to feature, so picking up a few solid placements could mean the difference between getting 100 plays on your new song, or getting 100,000 plays.

SubmitHub allows you to easily send your music to curators using either standard (free) or premium "credits." Each curator requests between 1 and 3 credits. If you use premium credits, you can expect a decision within 48 hours. For a curator to earn your credits, they will need to listen to at least 20 seconds of your song, and if they don't like it they'll need to explain why. While 20 seconds might not seem like a lot, the average listening time by bloggers is actually close to 2 minutes. And remember - SubmitHub is much cheaper than hiring a publicist!

If a curator decides that they like your song, they'll let you know when and how they plan to share it. You'll be able to chat with them about the release, and share any information you think they might need for their coverage. The current approval rate is 20% for premium submissions and 4% for standard submissions.

Sometimes the feedback you receive when your song is declined will be useful. Other times it might not make sense. It's important to keep in mind that most curators are doing this as a hobby, and sometimes it's hard to find the perfect words for why they don't like a song. At the end of the day, music is about personal experiences, and what works for you won't work for everyone.

Now that you know a little bit about how SubmitHub works, you should be well-equipped to start submitting!

Who should I submit to?

Depending on what you'd like the outcome to be, you can submit to:

Curators - These include music bloggers, Spotify playlisters, YouTube channels and more. Their listeners think they have good taste. But be warned! They are often quite picky. Their average share rate is 13%.

Influencers - These include TikTok creators, Instagram influencers, and Twitch streamers, and comes with a discount of up to 20%. They are great for reaching younger generations and growing your social media presence. Their average share rate is 25%. In the context of SubmitHub, this almost always refers to someone who shares primarily on Instagram.

Record labels - Think of a label as a team that can run your "business" while you make the music. Booking shows, publicity, branding, distribution, sync licensing, and much, much more. We make it easy for you to reach out to labels, and for them to "screen" who they want to work with. If they like your song they'll start a conversation with you. Treat this like a "getting a coffee" - Skype or Zoom with them to see if they can help you learn more.

SUBMITHUB STRATEGIES

We've noticed that some SubmitHub strategies work better than others. So, we've pulled together the below guide to give you some tips on how to use SubmitHub.

We've broken this down into 4 sections:

1. Submitting to blogs
2. Submitting to YouTube
3. Submitting to playlisters
4. Submitting to influencers

Most publicists out there use a combination of all 4 strategies when helping their artists pitch on SubmitHub.

Submitting to blogs

For more than a decade, blogs have had a huge influence on the music industry, and continue to up to this day. While they have lost some of their day-to-day audience to streaming services like Spotify and Apple Music, music blogs still have a very influential group of regular visitors: industry professionals.

Frequent readers of blogs include teams at big streaming services and A&R scouts from major labels. A feature on a blog could land you in a Spotify editorial playlist, see you included as part of a Netflix soundtrack, or sign you a big deal with Universal Music Group. It'll also help you build your presence on Google, so that when people search for your name, they see all the articles written about your music.

Right, so how do you make that happen? Especially when the blogs are so picky...

Blog Strategy #1: Target "RGB" and Hype Machine blogs

There are lots of blogs on SubmitHub. Some of them are more influential than others. To find them, use the filters to search for two types:

"Really Good Bloggers" (RGB): These are blogs that who tend to focus on written reviews of songs, rather than just throwing your song in a playlist. These reviews are excellent for pulling quotes for your press kit or simply getting validation for the work you've done. They're also great for SEO (Search Engine Optimization).

Hype Machine blogs: Hype Machine tracks a few hundred blogs and creates a popular list that shows which songs are getting the most love. Historically they've been a very important tool for new music discovery in the industry.

On the whole, blogs tend to be a little bit pickier about who they provide coverage for. Contrary to what many might believe, having a large audience or an "approachable"/commercial sound might actually backfire for you when sending to blogs. Think of them like the kids at school who created mixtapes for everyone else -- they're excited about finding something first, and take pride in being a step ahead of everyone else.

Generally speaking, the higher the blog's approval percentage, the lower the quality of the coverage is going to be. This isn't true for everyone, so we advise visiting the blog first to get an idea of what they tend to provide. You can also locate stats about the blogs sharing tendencies in the notes section when submitting.

Pro tip: Check out the popular chart for your genre, find a song that sounds like yours which is doing well and send it to those blogs.

So, if blogs are picky and hard to get coverage on, how can you improve your chances of getting coverage? That leads us to strategy #2...

Blog Strategy #2: Try to get a "premiere"

A premiere is when you tell a blog that they will be the first outlet to announce your song to the public, and that you will share their write-up with all of your fans when they do so. Offering a premiere to a blog will often increase your odds of being approved because they a) like to be first; b) like that you're going to send all your fans to visit their website for the launch. A premiere doesn't mean you can't put your song on Spotify or Apple -- it just means that you're going to promote the blog's write-up when you announce your new song.

You can create a "premiere" campaign by using the "Is this a premiere request?" filter while selecting blogs.

In case it wasn't obvious, you'll want to upload a private unreleased song to SubmitHub to shop around to the blogs -- you can't premiere a song that has already been available to the public. Premieres are on a first-come-first-serve basis, so if you manage to secure one, don't offer it to anyone else or you might risk losing the first one.

Once you've gotten an approval for your premiere, you can create another campaign targeting all the other blogs for a regular release -- just make sure you've attached a "release date" to your upload on SubmitHub so that they know that they shouldn't publish their coverage until the first blog has premiered it.

Blog Strategy #3: "Throw pasta at the wall and see what sticks"

There are a lot of blogs on SubmitHub and not all of them take premieres or are part of the Hypem and RGB communities. That doesn't mean they're not worth sending to, because you never know what a blog post could lead to or who might view it. If you've got the extra budget, it's definitely worth sending your song to as many outlets as you can. Even a small write-up that gets viewed by 20 people could open the doors for something much bigger. Not to mention that it can help build your search engine ranking...

With this approach it's still recommended to do some research to make sure you're not going to totally miss the wall when you throw the pasta! Try visiting their website to see what kind of music they're into.

Blog Strategy #4: Just give me coverage. Any coverage.

Feeling bummed out about all the rejections? Try create a campaign that targets all the outlets with a really high approval rate. The quality of their shares might not be so good, but at least you know you're dramatically increasing the odds of getting your name out there.

YouTube channels

Another set of influential outlets on SubmitHub come in the form of YouTube channels. These folks will upload your song to their channel, exposing it to their user base. You can visit their website to get an idea of how many plays their uploads typically generate.

When sending to YouTube channels, the majority of them will ask you for copyright permission to monetize the upload -- this is how they make money to keep their channels running. You'll still have complete control over your song everywhere else, it's just that on their specific channel, they're asking you for permission to keep the earnings.

For some artists, giving monetization permission is a no-no. But for others, it's totally worth it. A good YouTube channel can generate thousands of plays for your song, and many of those listeners will end up looking you up on Spotify, so you end up earning money there anyway.

YouTube channels also tend to upload songs less frequently than other outlets on SubmitHub; i.e. one per day. That means they might like your song, just not enough for the top spot, and will share your music on their smaller SoundCloud or Spotify, or in a playlist on their YouTube. And again, the alternative is no coverage at all, which is something to keep in mind!

Spotify playlists

There are three types of Spotify playlists:

Editorial (created by Spotify employees)

Algorithmic (e.g. your "daily mix")

Independent (these are the ones on SubmitHub)

Your ultimate goal is to get included in editorial playlists on Spotify (#1). This is very hard to accomplish. While Spotify has a tool in their artists dashboard that lets users submit to their editorial teams, the chances of being featured are slim to none. So, your best way is to get a bunch of independent playlists (#3) so that Spotify's algorithms (#2) notice you, causing you to pop up on the radar of their editors (#1).

So, how can you use SubmitHub to increase your Spotify plays? First up, don't expect tens of thousands of plays overnight. But, you can work your way there with these two strategies:

Spotify Strategy #1: Target the playlists who generate lots of plays.

Next to each playlister on SubmitHub you'll see an "Avg plays" number. This is based on data we've collected from artists who use SubmitHub. Click on this to see a breakdown of how each of their playlists. Some of them can generate a few thousand plays, and at roughly \$4 per 1,000 streams, you'll earn your money back real quick.

Spotify Strategy #2: Target as many playlists as you can, no matter how small they are, because it sends a good signal to Spotify's algorithms.

It's widely believed that Spotify's algorithmic playlists look at how many playlists you've been added to when deciding whether to include your song or not. A lot of labels and publicists will send to every independent playlister they can because they know that even if it doesn't get them many plays, it will have a positive impact on their chances of getting included in the algorithmic playlists.

Put another way: the more independent playlists you're included in, the more likely Spotify is to put your song in their algorithmic and official playlists.

Things to be aware of when sending to Spotify playlisters...

We recommend waiting until your song is live on Spotify before sending to any playlisters for consideration.

There are lots of playlisters out there buying fake followers or using download gates to grow their user base. These users hardly ever actually listen to the playlist.

I've gone ahead and written an entire article about it here.

The way they "combat" this on SubmitHub is to try and give you data about how many plays that playlister's playlist actually generates. We recommend paying attention to that number rather than looking at how many followers they have in total.

Submitting to influencers (or tastemakers)

Influencers- are you feeling overwhelmed by submissions? Wish you had time to listen to it all in one place? Well you're in luck! Okay, cheesy pitch aside, SubmitHub has one main purpose: to make it easy for people to send music to tastemakers, and to reward those tastemakers for taking the time to listen to that music.

We know you receive submissions in all sorts of formats. We also know how tiring it can be to sift through them every day without being paid for your efforts (after all, no one wants to get busted for payola). So, we've built something that we think can help.

SubmitHub is increasingly becoming the go-to for record labels, publicists and artists to release their new music, and if used properly it should allow you to reduce the number of email and physical pitches that you receive. Oh, and you get paid for listening to your submissions.

Can I charge for coverage on my platform?

Absolutely not. We have a zero tolerance policy toward blogs, channels and labels asking for payment from artists in return for guaranteed coverage. That's called payola and it's illegal. We ask that you steer clear of these practices (note that calling it a "donation" will still fall afoul of our policy).

If I'm with a radio station, do I need the whole station to sign up? Or can I do it just for my show?

We've coded SubmitHub so that you sign up as either a whole station (eg, station music manager), or as an individual show (eg, a timeslot on Mondays from noon to 3pm). We've even set it up so that multiple radio shows can sign up as separate accounts, all under the same station.

How is this not payola?

"Payola, in the music industry, is the illegal practice of payment or other inducement by record companies for the broadcast of recordings on commercial radio in which the song is presented as being part of the normal day's broadcast."

With SubmitHub, submitters have an option to use "premium" credits to encourage tastemakers to respond. If you listen to the song and respond, you'll earn \$0.50. Simply put: SubmitHub in no way guarantees that record companies will have their music broadcasted. It is simply a guarantee that the

recipient has given the song due consideration -- in fact, more than 90% of submissions on SubmitHub are "declined" for coverage even though they've used premium credits. The data clearly shows that the small monetary component does not influence likelihood of being broadcast; it simply ensures consideration.

THE PROCESS

1. Upload your song. Use a link from SoundCloud, YouTube, Spotify, etc.
 2. Choose curators/blogs/record labels. Filter by genre to find outlets who will like your music.
 3. Submit! *If you buy premium credits*, outlets typically respond within a matter of hours.
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What happens when someone approves my song?

If a curator decides to share your song, a chat or email chain will be opened up between you and them (depending on their preference), at which point you can discuss timing and answer any questions.

From a curator's perspective, your song will go into an "approved tab". From there, they will need to "mark as shared" to indicate that they have actually shared it. You'll be notified when they do that. If your song is not yet released, they will wait until it reaches the release date before sharing.

While you're waiting, make sure they've got all the information they could they could possibly want -- from social links to band bio. If you're approved by a record label it generally means they like what you're doing, and want to talk more about it. We suggest setting up a Skype video call with them to get a better idea of how they can help you grow your career. Keep in mind that being approved by a label simply means they want to have a conversation with you about helping out -- it doesn't mean that they're obliged to actually sign a deal with you (nor are you obliged to sign one with them).

Can I submit an unreleased song?

Yes! Unreleased songs are totally fine. It's a good way to line up coverage ahead of your release date. We recommend using SoundCloud or YouTube as your main link. You can then include Spotify, Apple Music, Bandcamp, etc. in the next step.

If someone wants to share your song, we tell them that they have to wait until it gets released. When that time comes, we send you a reminder to update all your links, and we also notify the curator that your song is ready to share.

To submit a pre-released song, you can use an MP3 upload, private SoundCloud or an unlisted YouTube video. When uploading your song, you'll have an option to indicate the release date for your song, which will be displayed to the bloggers so that they know not to share it yet. Once your song does get released, adding the extra streaming links are easy. Simply navigate to your song (you should be able to find it on the homepage) and look for the "Additional sources" button to add your links.

Note that for private SoundCloud tracks, you'll need to include a secret key at the end.

Do I have to pay to use SubmitHub?

Standard credits are free but you usually get no feedback. Premium credits guarantee feedback and they work like this – each credit costs about \$1, with discounts for buying in bulk. Methodical

submitters usually go for 100 credits for \$80 (\$0.80 each). Curators charge 1-3 credits per submission and earn \$0.50 each. To collect, they need to listen to at least 20 seconds of the song and make a decision within 48 hours. If they reject it, and most will, they need to explain why.

Where does the money go?

The majority of money from premium purchases goes to the outlets, and that's why they're more-likely to respond on SubmitHub than via email. The rest goes toward transaction fees, hosting fees, and salaries so that we can keep making SubmitHub better.

Do bloggers really provide original feedback? How do I know it's not copy-pasted?

There's some fancy code in place to make sure that the same feedback isn't provided repeatedly. Copy-pasting is thoroughly frowned upon, and if you think someone is somehow doing that, please let us know.

To get more specific, we have four safe-guards against copy-pasted feedback:

1. Our code literally prevents copy-pasting in the field where they type their feedback;
2. Every time they write feedback, we run a script that checks for exact copy-paste;
3. We also use a script that employs the Levenshtein formula to compare feedback for similarity -- if there's an overlap above a certain threshold, it triggers an email to the SubmitHub staff, and we work with that blogger/label to help them craft better feedback;
4. We do regular manual reviews of each blog to make sure their feedback is genuine.

Is SubmitHub for me?

SubmitHub isn't for everybody. For starters, you need to have tough skin. Even the most-successful submissions still get rejected by most of the outlets they send to.

There's a lot of music out there, and not everyone will like everything. Curators in particular are a very picky bunch. If you've got a well-produced song that you think is ready for the world to hear, curators are often a great way to get a better understanding of the audience that will (and won't) like your music.

If you have an unfinished track or are looking for a second opinion, sending to the curators probably isn't a great idea, as most of them are looking for finished products. We recommend you consider sending to labels -- they're often keen to work with artists who haven't yet released their material. You might also want to try out **Hot or Not**, where other artists can rate your songs.

What if I want to share an album or EP?

Right now, SubmitHub doesn't support multi-song submissions. We recommend that you start by submitting the strongest single off of your release. If an outlet likes that song, a chat will open up between you and them. This will be the perfect opportunity to share your full release.

Does using SubmitHub guarantee placement?

Nope. It all depends on if they like your song or not. SubmitHub's mission is to connect curators with people who want to get their music heard. We make the process transparent, and work to improve the chances that you'll actually hear back after sending your music out.

The fact that there are no guarantees you'll be approved is actually one of the things that makes us legit. Any service that sells placement in a playlist or blog is likely faking their numbers. On SubmitHub, it's all about surfacing the best new music.

<https://www.musicianwave.com/submitHub-review-pros-cons/>

The Pros & Cons of SubmitHub – An Honest Review By Brian Clark

SubmitHub.com is an online service that acts as a link between musicians and bloggers/playlists/labels/radio stations. It might sound like a win/win situation, but the platform comes with many pros and cons.

SubmitHub started as a way of streamlining communication between musicians and people with influence in the music industry. When you're starting out as an artist, it can be difficult to gain traction. It can also be tough to get honest feedback from people. Your friends and family will probably say that your music is great, but you quickly need to step out of that comfort zone and see how your music resonates with strangers!

Should you try out SubmitHub? I think you should, but you need to go into it with a very specific mindset and be mentally prepared for rejections! However, that's how you should approach the music industry in general.

In this article, I'm going to go through some tips and specifics for getting the most out of it.

How Does it work?

You can either use a limited amount of free credits or pay to submit your tracks for consideration.

How does it work? You pay to submit your track (usually between \$1 to \$3) and the blog has 48 hours to review your track (or 96 hours for labels). You get a refund if they don't respond OR if they don't provide enough feedback OR if they don't listen for a predetermined amount of time (you choose some of these conditions when you start your campaign). What's it like? Responses from bloggers can range between very helpful and constructive to obnoxious and lazy.

The Pros of Using SubmitHub

1. Get fans and traction for your music

SubmitHub gives you the opportunity to quickly reach a large number of influencers, labels, and playlists. A lot of artists have gotten great exposure and traction using this platform.

2. Get feedback on your track

SubmitHub is a great way of getting quick feedback on your tracks. Some feedback is very helpful and specific. I have seen playlists that have really gone out of their way to go into specifics and constructively give their opinion about tracks. I have also seen the other side of the coin... I'll talk about that in the 'cons' section!

3. Helps to Analyse Bloggers and Playlists

SubmitHub has very useful data to help you determine the quality of the influencer (e.g. reach, feedback quality, influence, etc). You should go for 'quality over quantity' when submitting via SubmitHub, this data is useful to help determine the quality!

4. Compensation for Bloggers

Bloggers and playlists spend a lot of time reviewing and sharing music. Many of them just do it for the love of music. It's no harm paying these people a dollar or two to keep doing their job. Although the standard musician is not exactly a millionaire, it's still quite affordable for many that are looking to promote their music.

The Cons of Using SubmitHub

1. Get Ready for Rejection!

You will likely face a lot of rejections, many more than your approval numbers. The approval rate can be really low for some bloggers and playlisters (e.g. some may only accept 1 in 10 paid submissions, or even 1 in 100!). Rejection is something you can't really avoid in any art form, but the rejections are very clear and obvious using SubmitHub.

2. Feedback – Take it with a Large Grain of Salt

Rejections often happen quietly through other media. This could be through the form of an unanswered email or people pretending they like your music. This is not the case through SubmitHub! The responses can be brutally honest. This can be either constructive criticism OR vague rejections OR completely unhelpful, obnoxious, stinging criticism. You need to be ready for all of the above.

In the music industry, you need to get used to these types of responses. You also need to use your own maturity, self-belief, and vision of your own music to weed through the responses and come to a positive conclusion.

Some responses might be absolute garbage. They may be know-it-all playlisters that have a single-minded vision that every song should follow an exact format or style. They may only like commercial dance music with female vocals and dish out hate for practically everything else. You should disregard much of what these type of people say. However, some negative responses should be taken on board, even if phrased rudely. Perhaps you're trying to present a track as 'minimal techno' that playlisters can clearly tell does not fit into this genre, this can be useful feedback to help you pitch your track better in the future.

You should look for broad patterns in many different responses and consider that in your areas for improvement. Don't just take the word of one particular playliester. Some may say your song has too much melody, while others will say it has too little melody!

If you are trying to match a very specific genre style, then feedback can be quite useful to help you improve your mixing and mastering. Perhaps your beats don't have enough intensity, or the song is too repetitive, or the vocals don't come through properly in the mix. Getting tips on these can be useful (or they may be absolute garbage!).

Finally, if you're going to go for a creative new style, then perhaps you need to just believe in your own vision for the music and let it develop according to your own plan. Take some feedback if necessary, but keep progressing. If a blogger responds to your ambient mix saying "It needs vocals", then consider if this is good or bad advice. Just because they prefer music that has vocals does not mean that's right for your own style of music.

3. Not all Bloggers and Playlisters are Equal

If you're looking for lots of quality streams, then check out the 'reach' and stream count per track for that playliester. Some playlists through submithub have very large play counts, but many of them are really low. There's probably not much point wasting your money on playlists that won't get any traction. For example, if it costs you \$1 to submit to a playliester that only accepts 5% of their submissions, and if successful, that track will only get 5 plays on their playlist, then I would view that as a VERY bad potential deal for you!

Also, check out their sharing methods. Some playlisters on this label focus on soundcloud, others focus on spotify, others only have Youtube channels. If you only focus on spotify plays, then ignore the people that don't fill this category

4. Many are Very Genre Specific

You should individually select bloggers and playlisters before submitting them, because many

bloggers and playlisters on submithub have very specific preferences.

Make sure you check out their profiles before you submit to them. Don't submit a minimal techno track to a playlist curator that only accepts commercial house tracks. In most cases, they will never accept your track, no matter how good it is. This is a total waste of money and you will get a ton of pointless rejections.

5. Some are Just in it For The Money

While many of the people you pitch to are honest and give thorough consideration to your track, there are some that are not focused on giving a good service, and want to get through tracks as quickly as possible while getting paid for it. Some bloggers give very low quality and generic feedback, which can be very unhelpful.

SubmitHub also has a great feature that allows you to see how long people listened to your track for. Some people reject tracks after quite a short amount of time, which means they made a very quick decision and didn't really give it time (although I don't like this at all... in their defense, that's also likely the behavior of quite a lot of modern day listeners for commercial genres).

Is SubmitHub worth it?

It very much depends on what type of music you release. SubmitHub is good for particularly commercial sounds or music that very closely matches a specific genre (e.g. well produced pop music, club-ready techno tracks, progressive house music, etc). Using SubmitHub is a very good primer to getting into the real world of releasing music.

You will probably face a lot of rejection, there are going to be a lot of people that have very predefined tastes about what your music 'should' be, you may get bloggers that will try to give you bad advice or might appear very rude. I think SubmitHub is worth trying out. You can start off with some free credits, or pay a few dollars to go for their premium service.

Just make sure to go into it with the right mind-set. Hopefully you will get some great shares and exposure from it. Either way, take responses with a grain of salt, act on feedback that you think is useful, and believe in your own vision.

MORE READING

Here is a detailed and technical guide to using SubmitHub

<https://www.passivepromotion.com/what-artists-should-know-about-submitHub>

And here is the Definitive Guide to SubmitHub (with Tom DuPree III) -

<https://www.youtube.com/watch?v=zz9SeW5MY-w>

This video is 50 minutes long.