



MARKETING & PROMOTION

RESOURCES

How To Build An Electronic Press Kit (EPK)

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This resource explains how to build a professional electronic press kit, covering key content, structure, and platforms to help artists present their work to industry and media.

Your Electronic Press Kit (EPK) is essentially your online artist resume. It's a professional package that presents who you are, what you do, and why people in the music industry should pay attention to your work. An EPK is used by venue bookers, festival programmers, radio presenters, promoters, labels, and funding bodies, making it a key tool for building your career.

Think of it as your professional portfolio: it should be easy to navigate, clear, and visually appealing, with all the information someone needs to understand your music and your achievements in one place.

What to include in your EPK

Artist bios

Your bio tells people who you are and what they can expect from your music. Include two versions: a Short bio - under 200 words, perfect for quick introductions or applications, and a Long bio - up to 400 words, more detailed, used by bookers, festivals, and press. Your bio should cover: where you're from, what you do, your style or sound, and any standout achievements. Keep it clear and compelling - this is often your first impression in the industry.

Recorded music (even just a demo if you have it ready)

Include details about your releases: release name, year, and streaming links. Mention if releases are available in physical formats like CD or vinyl. If you don't have official releases yet, include demos or live recordings in MP3 or WAV format. This ensures industry contacts can hear your music even at an early stage.

Contact details

Always include a professional email (not a personal one) and a contact phone number. This makes it easy for anyone in the industry to reach you quickly.

Links

Provide direct links to your social media profiles (Instagram, Facebook, TikTok, YouTube, X, Threads, etc.), streaming platform artist pages (Spotify, Bandcamp, SoundCloud, Apple Music), and your official artist website if you have one. Make it simple for someone to find and follow your music and online presence.

Photos, artwork & videos

Include at least two high-resolution press photos: one portrait and one landscape. These should be clear, with your face visible. Eyes don't need to look at the camera, but should be visible. You don't need professional shoots - talented friends or contacts can often help. Also include artwork for releases, music videos (official, live, or behind-the-scenes), and short videos where you talk about yourself, upcoming releases, or news.

Latest news

Keep your EPK current. Share upcoming shows or tours, studio sessions or new releases, press coverage or achievements. This ensures anyone viewing your EPK sees that your project is active and moving forward.

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Where to make & store your EPK

Here is a list of places you can store and link to your EPK online:

Free / low-cost general file hosting

- Google Drive: Create a folder with all your assets (bios, music files, photos, videos) and share the folder link. Easy to organise and widely accessible.
- Dropbox: similar to Google Drive; you can create a shared folder and track downloads if needed.
- OneDrive (Microsoft): another cloud storage option, allows folder sharing with link access.
- iCloud Drive: works well for Apple users; can share links to folders with all your EPK materials.

Music-specific platforms

These platforms are designed with musicians in mind, often making it easier for industry contacts to browse your music, photos, and video in a music-friendly layout:

- SoundCloud: include tracks, demos, and mixes. You can organise tracks into albums/playlists to make them easy to navigate.
- Bandcamp: host music and physical/digital merchandise, include artwork and a bio. Great for independent artists.
- Spotify for Artists: while primarily for streaming analytics, you can link directly to your artist profile as part of your EPK.
- YouTube / YouTube Studio: upload music videos, live performances, and behind-the-scenes content. Create a playlist for all EPK content.
- Mixcloud: good for DJ mixes, live sets, or radio-style EPKs.

Press & portfolio hosting platforms

These platforms focus on creating professional-looking EPKs and portfolios, often with built-in tools for sending to press, venues, or collaborators:

- Sonicbids: popular for submitting to festivals, venues, and media; can host a full EPK with bio, photos, music, and press.
- ReverbNation: allows you to create a profile with music, press kit, tour dates, and press mentions.
- ArtistPR/SubmitHub: for sending music and EPK materials to blogs, playlists, and press outlets.
- Music Gateway: offers an EPK tool where you can include music, press photos, videos, and send directly to labels or media.
- Show.co (DistroKid): provides links and promotional pages that can act as a mini-EPK for media or partners.

Website-based EPKs

Hosting your EPK on your own website gives you full control over branding, layout, and accessibility:

- Squarespace: build a dedicated EPK page with all your assets, tour dates, and links.
- Wix: drag-and-drop website builder; easy to integrate music players, videos, and press photos.
- WordPress: flexible, can create a dedicated "Press" page with bio, music, videos, and downloadable press kit PDFs.
- Linktree / Linkin.bio / Beacons: though usually used for streaming links, you can create a dedicated "Press" section linking to your EPK folder or documents.



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MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

Cover photo by Max McDonald

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