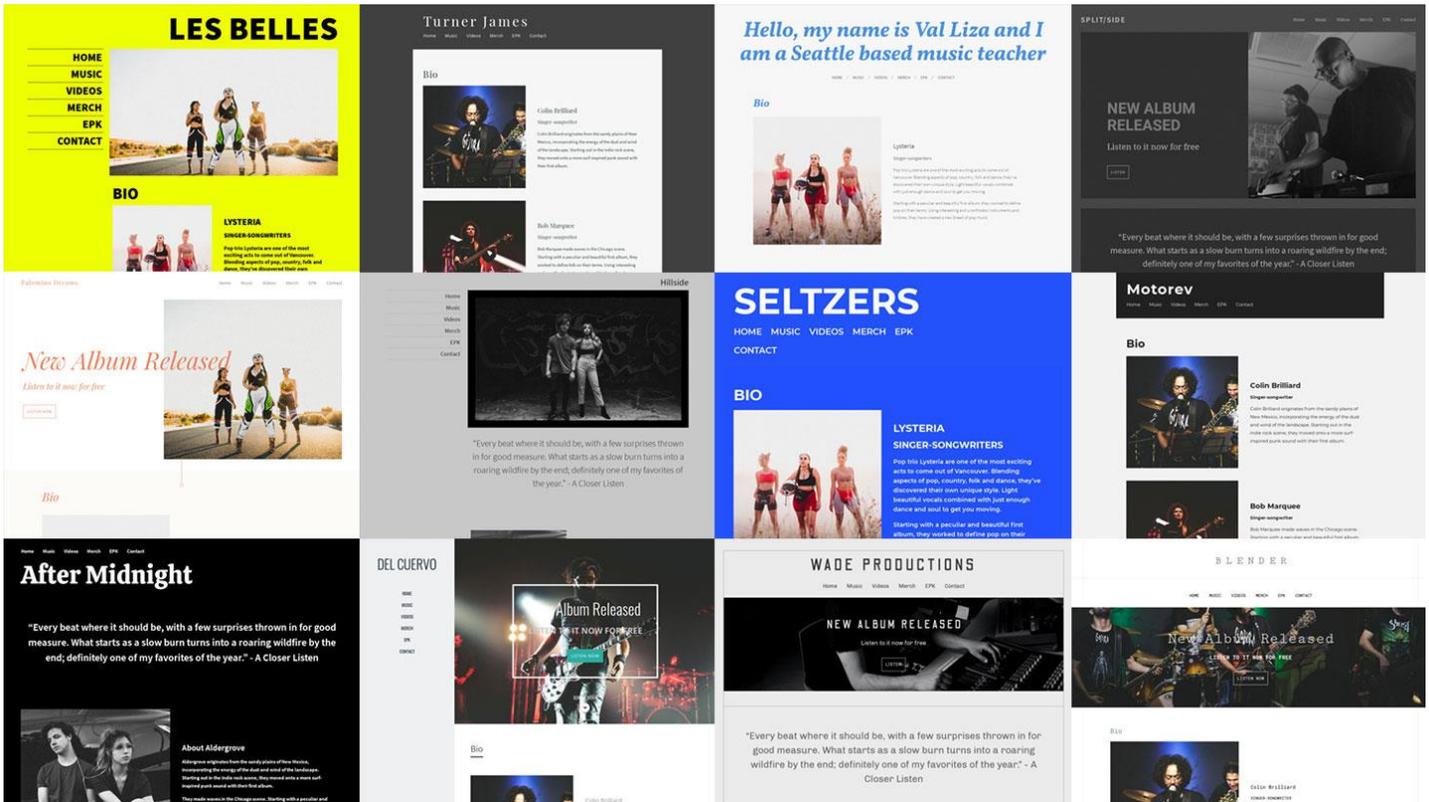


How to create an EPK using a template

Updated by [Melanie Kealey](#) on Apr 20, 2021 in: [Website Tips](#), [Music Marketing & Promotion](#)
Posted on Feb 21, 2017



Creating an electronic press kit to showcase your music and your online presence has never been more important. [Making a music website](#) is key in building your artist brand. Adding your EPK to your website means that you can coordinate content across all of your pages. This keeps your style and substance consistent across both your website and your EPK.

Creating an EPK using a template is an easy way to be sure that you're including all of the content you need. You might be releasing a new album or single, pitching to radio, or building an EPK to book shows. Choose a preset template, then populate it to [create an EPK for your music](#) that will help fans and industry professionals alike understand who you are as a musician.

How do you create an EPK on your website?

1. Decide on the goal for your EPK

An electronic press kit is commonly used to garner press. An EPK can be used to actively generate buzz for an upcoming release, but you can also create an EPK that lives on your website as a general resume for your music career.

To fulfill the goal of your EPK, you'll want to make it as easy as possible for a promoter, blogger, or radio station to promote your music. Here's where using a template comes in. Choose to create an EPK for media, a Onesheet for radio, an EPK for venues, or a general EPK. You can select a template that matches any one of those options.

2. Gather all of your content for your EPK

Once you choose an EPK template, you'll want to gather up all of your relevant content to populate it. A template will arrange your EPK features onto the page for you. Take a look at the layout, then track down [everything you'll need to build your EPK](#).

You'll want to add the following to an electronic press kit:

A quote: Something that describes your sound, or your draw - from the media, or a previous booker.

A bio: [Write a musician bio](#) that includes a few sentences about yourself, a description of your music, and your current achievements.

Music: Select your newest tracks, most popular tracks, or tracks from the album you're promoting.

Photos: Add hi-resolution images. Be sure to offer a variety of options, from live shots to posed band pictures. Have a few different sizes as well (landscape, portrait, and square).

Video: Choose your best video, keeping in mind it may be re-used online to show what your band looks and sounds like.

Contact: Make it easy for a media person or booker to reach you.

Social media links: Add your social media icons for the platforms you're most active on, limited to 3 or 4.

Catch the attention of industry & media with a professional electronic press kit on your own Bandzoogle website. [Build your EPK with Bandzoogle today!](#)

3. Add your bio, music, and more to your EPK template

Now that you have all of the content at hand, it's easy to create an EPK in just a few clicks.

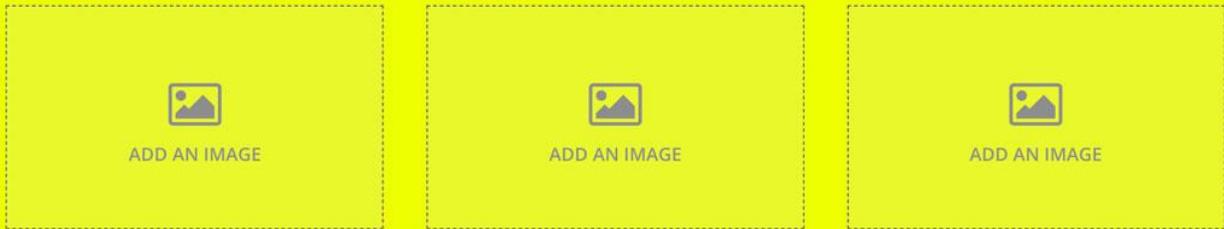
As a starting point, use one of our [preset EPK page templates](#) to get everything onto the page in an aesthetically pleasing and organized way.

To do this, click Add Page. Choose from one of the preset EPK page options, update the title if you want, and then create your page.

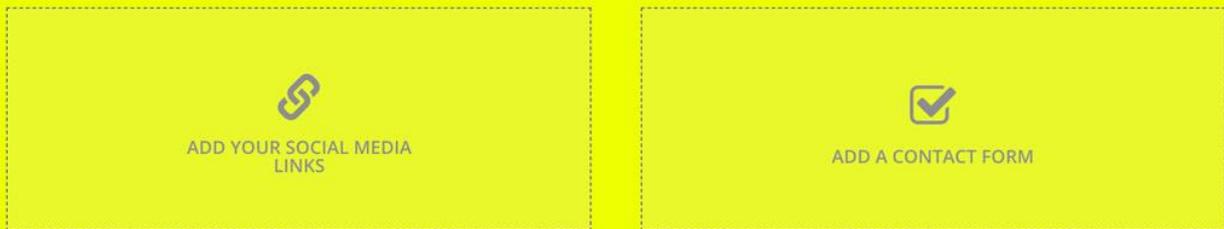
You'll see features nicely laid out in columns for you. With the general EPK, you'll see a place to put a quote at the top, followed by an image and text feature for your bio. Next is a spot for downloadable hi-res photos, then a place for a sample track and video. Last of all is a contact form for inquiries.

These EPK templates vary, with the EPK for Venues including a spot for a stage plot and tech rider, and the EPK for Media with a dedicated place for album reviews. You can adjust any of these features to suit your project or release.

PRESS PHOTOS



VIDEO



4. Check and adjust your EPK's design

We have four EPK templates to choose from depending on your goal for your music. This makes it quick and easy to [build out your EPK](#). Once you've got your bio, photos, music, and more in place, you'll be able to adjust the features on the page to create a customized layout.

Then you can tailor the look and feel of your page with styled sections. Add different background colors or imagery behind your features to make your music and text pop. Selecting crisp, blocky fonts for your section titles is another way to [make your EPK design stand out](#).

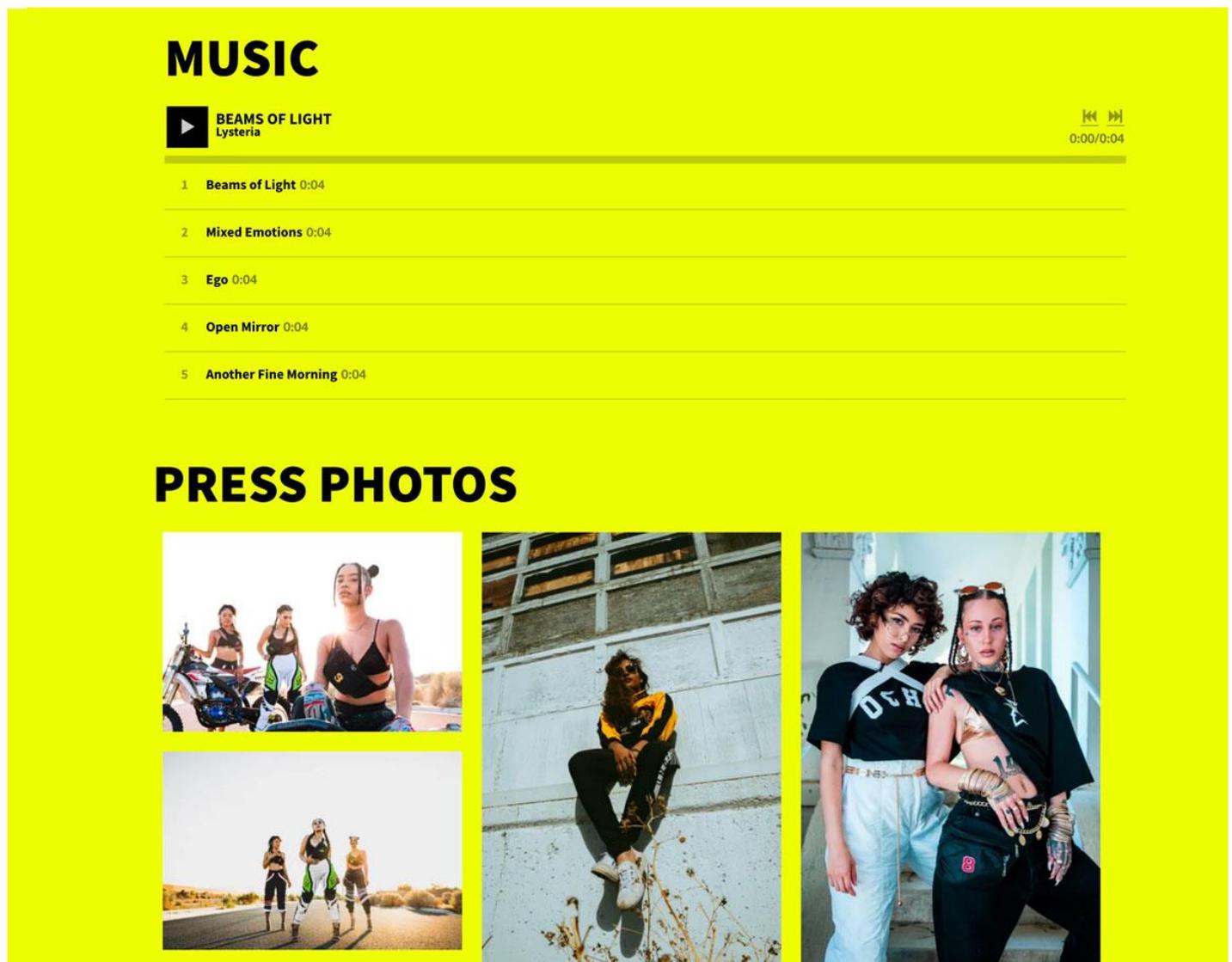
5. Get your EPK to work for you

Now that your electronic press kit is ready, you have a few options to get it out to the media and industry. If you're [promoting a new single from your website](#), you can add a call-to-action on your Homepage to direct traffic to learn more and listen on your EPK page.

Anytime someone requests a photo, a song sample, or a video, you can send them the direct link to your EPK page. This makes it easy for them to grab your bio, or download an image to use.

If you'd rather create a downloadable version to proactively send out to bookers, radio, and bloggers, simply create a [pdf of your press kit](#) and attach that in an email.

If you're looking to target just a few people with your EPK, you can password-protect the page and send the link out selectively. You can also remove your EPK page from your website's main menu. That means someone would need to know the url to be able to locate it.



The screenshot shows a music EPK page with a bright yellow background. At the top, the word "MUSIC" is written in large, bold, black letters. Below it, there is a music player interface. The player shows a play button icon, the text "BEAMS OF LIGHT" and "Lysteria", and a progress bar with "0:00/0:04" and skip buttons. Below the player is a tracklist with five items, each with a number, title, and duration:

- 1 Beams of Light 0:04
- 2 Mixed Emotions 0:04
- 3 Ego 0:04
- 4 Open Mirror 0:04
- 5 Another Fine Morning 0:04

Below the tracklist, the words "PRESS PHOTOS" are written in large, bold, black letters. Underneath are five photographs of the band members in various poses and settings.

6. Update your EPK regularly

Every time you meet a new milestone in streaming or sales, win an award, [release new music](#), or complete a tour, you should update your press kit to reflect that. As a full picture of your music career

to date, your EPK is like a living resume that can be accessed at any time. It's important to keep it updated with fresh, relevant content to make sure your brand is strongly established.

You also want to be sure that industry, media, and talent buyers are seeing you at your most recent. An up-to-date electronic press kit is a good indicator that you're an active musician who takes time and care with their music career.