

YouTube Strategy Playbook for Music Production Houses

Find the listener's search language, split the catalog across three channel types, schedule releases and evergreen mixes. Fill the bracketed prompts.

1. Your catalog on one page

Fill this before anything else. Every other section refers back to it.

Genres and moods in the catalog

[e.g. lofi, ambient, cinematic; calm, focus, sleep]

Artists and their release schedule

[artist: next release date]

The three channels

[catalog channel name; artist channel(s); studio channel name]

Who licenses your music

[sync buyers, creators, agencies; the studio channel is for them]

Current average views per channel (last 20 videos)

[one number per channel; never compare across channel types]

The licensing or contact link

[one URL in every description]

2. Why production houses stall

- One channel for everything: releases, mixes and studio content on one channel confuse recommendation about who the audience is.
- Song titles as video titles: a song title is searched by people who already know it; a mood and a use case are searched by everyone else.
- No studio channel, so licensees never arrive: sync buyers and producers search for how sounds are made, not for official videos.

3. The five steps

1. Find the demand in the listener's language

In OutlierKit Keyword Research, search mood plus use case, not artists. Then search Outliers for the same phrases and keep videos above 5x their channel average. The winning titles are your catalog naming system.

2. Split the catalog across three channel types

Catalog channel (mixes and playlists by mood and use, weekly), artist channels (releases, lyric videos, live sessions), studio channel (production breakdowns for producers and licensees). Filter outliers by format to see which type has the most headroom in your genres.

3. Title by use case on the catalog channel, by technique on the studio channel

Catalog: mood, use, duration, no ads. Studio: the technique. Artist: the song plus the format. Take the three best outlier titles in each type and swap in your genre.

4. Schedule by channel type

Weekly evergreen mixes on the catalog channel; release-driven uploads on artist channels with a lyric video or live session two weeks after each official video; two studio breakdowns a month.

5. Measure per channel type, and count clicks to licensing

Compare each video to its own channel's average, never across types. Catalog on reach ratio over months; artist on the first week; studio on clicks to the licensing page.

4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 8 September 2026: [mood] music for [activity], with genre or duration attached. Three catalog channels (25,000, 1.32 million and 487 subscribers) got 9x, 8.3x and 14x their normal views from it.

- Calming study playlist: chill music for studying, concentration and focus
- Relax music for deep sleep: study, relax, work, de-stress, no ads, 1 hour
- [Genre] mix playlist | late night vibes, relaxing, study and late working music
- [Genre] type beat: [mood] [year]
- How we [mixed, produced, sampled] [track]: full breakdown

Pattern	Your version (mood, use, genre, channel type)	Outlier proof (URL)

5. Release and Evergreen Calendar for Music Production Houses

Weekly catalog mixes, release-driven artist uploads, two studio breakdowns a month. Fill the Result column per channel; never compare across channel types.

Day	Channel type	Slot	Working title	Search phrase	Outlier reference (URL)	Status	Views at

Appendix: prompt pack for Claude with the OutlierKit connector

Paste each prompt into Claude with the OutlierKit connector switched on (Pro or Max plan). Replace everything in square brackets.

Listener search language

We produce [genres]. Use OutlierKit to research these phrases and tell me the demand and the strength of existing videos for each: [genre] music for studying, [genre] for sleep, [genre] for work, [genre] type beat. Which two phrases should our catalog channel own first?

Tools Claude calls: keywords_research. Cost: about 4 credits.

Format headroom by genre

Search OutlierKit for [genre] music for [use case] and find the 10 videos in the last 90 days that most beat their channel average. Group them into catalog mixes, artist videos and studio breakdowns, with channel sizes, and tell me which type has the most winners on channels under 50K subscribers.

Tools Claude calls: outliers_search. Cost: about 2 credits.

Catalog naming system

Here are the 10 best catalog titles from the outlier list: [titles]. Write 12 titles for our catalog channel in the same shape for [genres], each with a mood, a use case, a duration and the phrase no ads where it fits, and say which search phrase each one targets.

Tools Claude calls: keywords_research. Cost: about 2 credits.

Three-channel benchmark

Compare our catalog channel [URL], artist channel [URL] and studio channel [URL] in OutlierKit against [competitor channel URLs]: average views as a share of subscribers and the top 3 outliers for each, grouped by channel type.

Tools Claude calls: channels_get, channels_videos. Cost: about 2 credits per channel.

Month of uploads

Using the outlier list above and our release dates [dates], write next month's calendar: 4 weekly catalog mixes, the artist uploads with a lyric video or live session two weeks after each release, and 2 studio breakdowns. Give each a title in the winning pattern and the search phrase it targets.

Tools Claude calls: outliers_search, keywords_research. Cost: about 3 credits.