

Using Suno for Campaign Audio

A practical guide for content creators.

Overview

[Suno](#) is an easy-to-use music generation tool for anyone who wants to create tracks with or with or without lyrics.

Benefits:

- Rapid generation in any genre or style imaginable
- Songs can be genuinely genuinely good
- Can save you a lot of time sifting through stock music libraries

Trade-offs:

- Some generations can feel cheesy
- Vocals sometimes have an autotune quality
- Lower quality with non-English vocals
- Requires specific vocabulary to generate certain styles

What you can do:

- Create a song with existing lyrics
- Create a song with lyrics that Suno generates
- Create a background track instead of using stock music

Examples:

Song with existing lyrics

- [Orchestral Pop anthem about saving lives from gun violence. \(lyrics from chatgpt\)](#)
- [A comedic song that pokes fun at JD Vance's "childless cat lady" comment, using whimsical lyrics to frame it as out-of-touch. \(lyrics from chatgpt\)](#)

Song with Suno lyrics

- [A norteño song based on the line "Kamala Harris for the people" \(lyrics from Suno\)](#)

Background tracks

- [Inspiring Journey – Gentle piano melodies layered over warm synths, evoking feelings of hope and resilience](#)
- [Calm Resolve – Soft acoustic guitar, offering a peaceful and introspective atmosphere](#)

Potential use cases:

- Video background track
- Social media video with original song

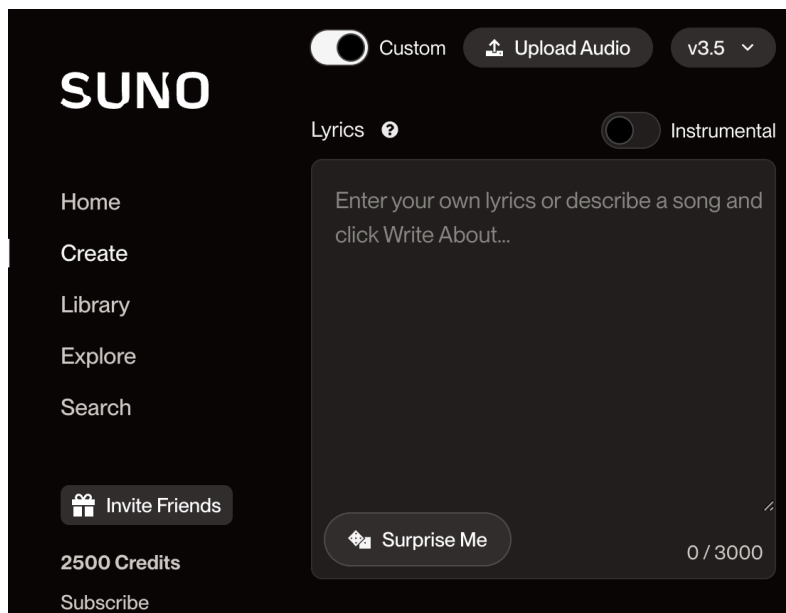
Quick Start Guide

1. Choose your [plan](#):
 - a. Basic: Free, 10 songs/day
 - b. Pro: \$10/month, 500 songs/month
 - c. Premier: \$30, 20,000 songs/month
2. Explore the basics:
 - a. [How do I make a song?](#)
 - b. [How do I use my own lyrics?](#)
 - c. [How do I share my music?](#)
 - d. [Explore examples](#)
3. Start creating!

Step-by-Step Guide

1. Start with your lyrics

Click **Create** to open up the prompt boxes. If you want a song with lyrics, you can either paste them in or describe what you're looking for. If you don't want lyrics, toggle the **Instrumental** button and jump to the next step.

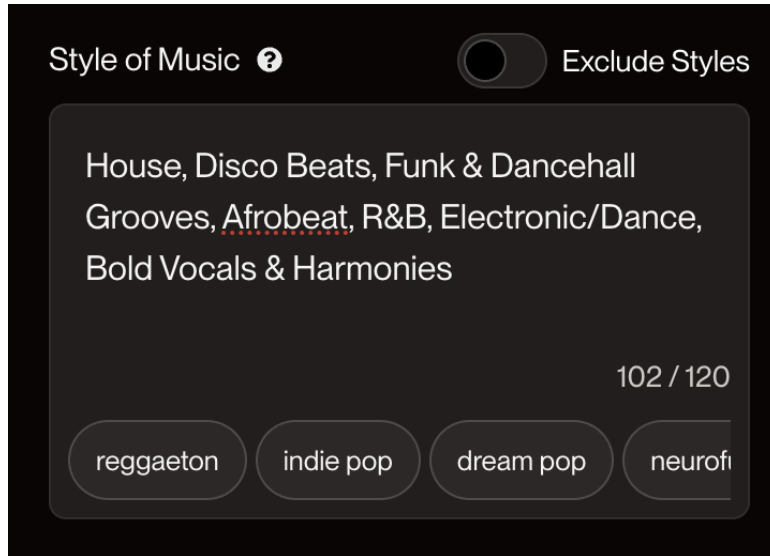


We've used ChatGPT to write a track about the importance of voting early in the style of Beyonce's album Renaissance.



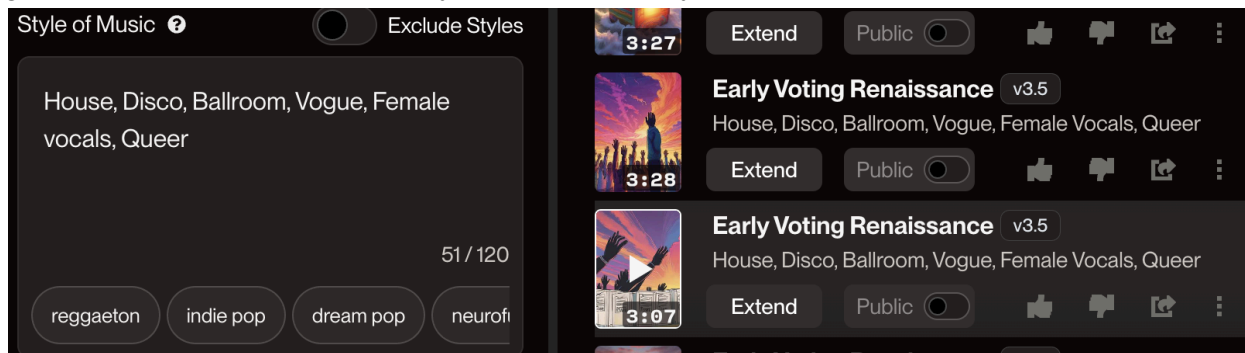
2. Describe your musical style

The more specific you can get, the better. Include genres, musical elements, vocals, and vibes. Suno will reject your prompt if you specify a specific artist or album in your prompt. However, if there's a particular artist or album style you want to emulate, you can describe it using vocabulary listed under its Wikipedia entry to get similar sound and feel.



3. Generate your music

Click **Create** and then listen to your music. Feel free to give it a title. Suno automatically generates two options, so you can evaluate which you like best. We didn't like the initial generations so we tweaked the style instructions as you can see here:



Here's the one we liked best:

<https://suno.com/song/98753ec2-8bf3-4763-8a9c-c44e58b81c2d>. It's certainly not Beyonce, but we created this track in just a few minutes, giving you the possibility to be creative and experiment.

Tips

1. Use a chatbot to generate lyrics

You might like lyrics better if you generate them using a chatbot like ChatGPT, which will enable you to give feedback and tweak the lyrics iteratively before generating any music. It also helps to specify the style of song as you create your lyrics.

2. Use a chatbot to describe a musical style

Suno won't allow you to ask for music in the style of a particular artist. But you can ask ChatGPT or another chatbot to describe the genres and musical style of a particular artist. For example, this chat gives you a good amount of vocabulary to work with and create your prompts:

Describe Beyoncé's musical style. Keep it concise and actionable, this is for an AI music generation too.



Beyoncé's musical style blends R&B, pop, hip-hop, and soul with strong vocal performances and intricate harmonies. Her sound features dynamic beats, heavy bass, and syncopated rhythms, often incorporating empowering lyrics and themes of self-confidence, love, and social justice. Use layered vocal harmonies, bold instrumentation, and a mix of electronic and live elements to capture her energy and versatility.

Guidelines for Political Use

1. There do not seem to be restrictions on political content

Suno does not list any restrictions on political content. However, the same ethical considerations apply here as with other AI tools. Campaigns should carefully consider issues of transparency, authenticity, bias, copyright, quality control, and alignment with campaign values when using AI-generated music, balancing potential cost savings against the unique emotional resonance and creativity human musicians can provide.

2. Beware of bias

While Suno features a wide variety of voices and languages, only a limited number are labeled by race and ethnicity. So if you're using the search feature to find a particular voice, you might run into some stereotypes. Ensure your content goes through a thorough review process.

3. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

For AI voices, we feel generic narration is fine without a disclaimer. However, if a voice supposedly belongs to a real person, or is interacting with another person who's expecting to interact with a human, a disclaimer is key.