

***The
Ultimate
Spotify
Pitching
Guide for
Musicians***



What You'll Find Inside:



1. Introduction to Spotify

- **Why Spotify Matters for Musicians:** Discover how Spotify puts your music on a global stage, where millions of listeners are ready to find their next favorite track—your track.
- **How This Guide Will Help You:** Think of this guide as your roadmap through Spotify's labyrinth of features, playlists, and data-driven magic.



2. Understanding Spotify

- **What is Spotify and How Does It Work?:** Get the inside scoop on how Spotify went from a humble Swedish startup to the world's go-to music streaming service.
- **Understanding and Leveraging the Spotify Algorithm:** Meet BART, the algorithm that connects your music to the right listeners. Learn how to get BART working in your favor.



3. Setting Up Your Spotify for Artists Profile

- **What is Spotify for Artists?:** Your personal backstage pass to managing your presence on Spotify, complete with all the tools to make your music stand out.
- **Getting Verified on Spotify:** A step-by-step guide to earning that blue checkmark and why it matters.
- **Optimizing Your Profile:** Tips on making your Spotify profile a magnet for new fans.



4. Spotify Playlists

- **Your Complete Guide to Spotify Playlist Types:** From editorial to user-generated, learn about the different kinds of playlists and how they can help get your music discovered.
- **Final Thoughts on Spotify Playlists:** Understand the power of playlists and how they can connect you with new listeners.



5. Pitching Your Music to Spotify Playlists

- **How to Pitch to Spotify Editorial Playlists:** Learn the art of the pitch and how to get your music onto Spotify's most coveted playlists.
- **Pitching to Independent Curators:** Unlock the potential of independent curators and how they can help get your music out there.
- **Building a Playlist Resume:** Start small, aim big—strategies for building your playlist presence step by step.



6. Leveraging Spotify Tools and Features



Tangible Tools to Turn Listeners into Fans: Discover the features that Spotify offers to help you turn casual listeners into die-hard fans, from artist profiles to Marquee campaigns.



7. Advanced Tips and Strategies

- **Fan Engagement and Campaigns:** Keep your fans coming back with creative engagement strategies and personalized touches.
- **Cross-Promotion with Social Media:** Learn how to create a seamless experience across platforms, driving more traffic to your Spotify profile.
- **Analyzing and Adapting:** Use Spotify's data to understand what's working, what's not, and how to adapt your strategy for the best results.



8. Your Next Steps with MICCO

- **Leverage MICCO's Resources:** From weekly Zoom sessions to one-on-one support and access to industry contacts, see how MICCO can help you succeed on Spotify and beyond.



A vibrant, low-angle photograph of a concert stage. The scene is dominated by warm, orange and red lighting. In the foreground, the silhouettes of performers are visible, with one person in the center raising their right fist. The background features a series of bright, circular stage lights arranged in vertical lines, creating a sense of depth and energy. The overall atmosphere is one of excitement and celebration.

Chapter 1: Introduction to Spotify

Why Spotify Matters for Musicians

Picture this: a stage with millions—scratch that—hundreds of millions of people gathered around, earbuds in, ready to discover their next favorite song. Now imagine that stage is *everywhere*—in cars, cafes, gyms, living rooms, and the deepest recesses of those long bus rides. Welcome to Spotify, the world's most popular music streaming service. This is your audience... just waiting for that perfect melody... your melody.

So why should you care about Spotify? Well, aside from the fact that it's where most people are getting their daily music fix, it's a platform that helps artists like you break through the noise. It's a space where indie musicians have the same shot as the big names at getting discovered and, more importantly, loved.

Spotify doesn't just play your music—it shares it, suggests it, and (when the stars align) shoves it into the ears of people who didn't even know they needed it. And here's the best part: it's all based on data. Yes, boring old data... but in a fun way! Spotify knows who's listening, where they're listening, what mood they're in, and what their pet's favorite genre is (okay, maybe not that last one... yet). This means you get to know exactly who's loving your stuff and, more importantly, where to find more fans just like them!



How This Guide Will Help You

Spotify can seem like a bit of a maze, can't it? So many features, so many playlists, so many buttons to click and places to submit... it can feel a little like a video game without a map. That's where we come in. Think of this guide as your map, your sidekick, your friendly voice whispering in your ear, "Hey, try that door over there!" or "Hey, maybe don't put your ukulele cover of 'Wonderwall' on a punk rock playlist..."

Here's what we're going to cover:

- **Cracking the Code of How Spotify Works:** We'll break down how the platform functions, from the algorithm that decides which songs get suggested to the tools that help you track who's vibing with your music.
- **Making Your Profile Pop:** Your Spotify profile is like your digital storefront—so let's make it look so good people can't resist stopping by.
- **Navigating the Playlist Universe:** Playlists are the secret sauce to Spotify success. We'll show you how to get on them, from the big editorial lists to the quirky personal playlists that somehow have a million followers.
- **Mastering the Pitch:** How to pitch your music to Spotify's editorial team and independent curators without feeling like you're cold-calling your high school crush.
- **Using All the Tools:** Spotify has more tools than a Swiss Army knife. We'll cover everything from short looping videos to merchandise integration, and how to make them work for you.



So, if you're ready to take Spotify from "that app where my songs live" to "the app that's getting me heard all over the globe," stick with us. We've got you covered.



Many of the artists who generated at least \$1M on Spotify in 2023 aren't household names and didn't need a "hit" song to have a big year

80% of them didn't have a song reach the Top 50 of Spotify's Daily Global Songs chart



Chapter 2: Understanding Spotify



What is Spotify and How Does It Work?

Okay, let's take a quick trip back in time. It's 2008, and a bunch of clever folks in Sweden decided they were tired of getting their music from sketchy websites that gave their computers all sorts of weird problems. So, they came up with Spotify—a shiny new service that let people stream any song they wanted, legally, and without the weird viruses. Fast forward to today, and Spotify is one of the biggest names in music, with millions of tracks at your fingertips and over 500 million users worldwide.

So, what exactly is Spotify? At its core, it's a digital streaming service. But more than that, it's a place where listeners and artists connect. People can find their favorite tracks, discover new ones, and build playlists that capture every moment of their lives—from the morning commute to that late-night deep-thinking session.

But how does Spotify actually *work*? Well, think of it as a giant library, but instead of checking out a book, you're "checking out" a song. And the cool part is, Spotify is always learning. It uses something called an algorithm—a fancy word for a set of rules that helps Spotify figure out what songs you might like based on what you've listened to before.



The more you use Spotify, the more it learns about your taste in music. It's like having a super-smart DJ in your pocket who always knows what you want to hear next. And for you, the artist, this means that Spotify is always on the lookout for the perfect listeners for your music, matching them up based on their tastes, habits, and those deep, emotional connections people have with their favorite tunes.



Understanding and Leveraging the Spotify Algorithm

So, how does BART decide which songs to play next? It uses three main tricks:

1. **Natural Language Processing (NLP):** BART “reads” the lyrics and content of a song to get a sense of what it’s about.
2. **Raw Audio Analysis:** BART doesn’t just take your song at face value—it digs deep into the sound itself. This process is like giving your track a full-body scan to understand its vibe, energy, and mood. BART analyzes the song’s audio to determine whether it’s upbeat, chill, heavy, minimal, or instrumental, among other things. It’s looking at a whole range of features that shape how the song feels and where it might fit into a listener’s playlist. Here are the 13 specific features BART listens for when analyzing your track:



1. **Acousticness:** The probability that your track uses more or less acoustic instruments.
2. **Danceability:** An analysis of tempo, rhythm, and beat qualities that make a song more or less danceable.
3. **Duration:** The length of your track—because sometimes, size does matter.
4. **Energy:** A measure that reflects the perceived energy and intensity of the track. Is it a headbanger or a lullaby?
5. **Instrumentalness:** This measures the presence or lack of vocals in a track. Is it all about the beats, or is someone singing their heart out?
6. **Key:** Identifies the musical key of your recording—major, minor, or somewhere in between.
7. **Loudness:** Measures how loud your track is—basically, how much it'll make someone reach for the volume control.
8. **Liveness:** Predicts the probability that your track was recorded in a live setting, capturing that raw, live energy (or lack thereof).
9. **Mode:** Identifies whether your song is written in a major or minor scale, affecting its overall mood.
10. **Speechiness:** Measures the presence of spoken word versus singing in your track. Is it more rap or more melody?
11. **Tempo:** Estimates the tempo of your track—how fast or slow the beat is ticking.
12. **Time Signature:** Estimates what time signature your song is written in, which influences its rhythm and flow.
13. **Valence:** Estimates the perceived positivity or negativity in your music—whether your song feels happy or sad.



While it's fascinating to see all the metrics Spotify uses to analyze your tracks, the key takeaway here is to get your user-submitted metadata right. Accurate metadata helps BART understand where your music fits and ensures it gets recommended to the right listeners.

3. Collaborative Filtering: This is where the magic happens. BART compares new songs to what a listener already enjoys, using patterns from millions of other users to find the perfect match.



How to Make the Algorithm Work for You

Now that we've demystified BART, let's talk about how you, as an artist, can get this algorithmic genius to work in your favor. Your goal is to get BART to push your music to new listeners, add your tracks to algorithmic playlists like Discover Weekly, and boost your streams. Here's how you can do that:

- **Release Music Regularly:** Keep feeding BART fresh content. The more you release, the more data it has to work with, which means more opportunities for your music to be suggested to new listeners. (we will talk about "The Waterfall Strategy" in another chapter)
- **Nail the First 30 Seconds:** BART is like a hawk when it comes to those first

30 seconds of your track. If listeners get past that mark, it's a win. Plus, it's when your stream counts as monetized. So, make those first moments count—grab their attention right away to avoid high skip rates.

- **Encourage Saves and Plays:** When listeners save your tracks or play them repeatedly, it's like giving BART a thumbs up. This tells the algorithm that your music is worth spreading to others.
- **Get on Playlists:** Playlists are where the magic happens. Whether it's a big editorial playlist or a fan-made one, being featured signals to BART

that your music is popular and worth sharing with more people.

- **Timing is Everything:** The first 12 to 24 hours after your release drops are crucial. BART takes notice. So, hype up your release, get your fans ready, and try to drop your music on a Friday for the best chances of getting picked up by New Music Friday playlists.
- **Engage Your Fanbase:** Don't underestimate the power of your fans. Encourage them to add your music to their playlists, follow your profile, and share your tracks. Every bit of engagement helps train BART to push your music to a wider audience.



- **Optimize Your Metadata:** When you upload your music, be meticulous about your metadata. This includes your song's genre, mood, and even the instruments used. Accurate metadata helps BART categorize your music correctly and ensures it reaches the right audience.
- **Run Pre-Save Campaigns:** A solid pre-save campaign can give you a huge boost. The more pre-saves you rack up before your release, the more BART sees that there's demand for your music, which increases your chances of getting playlisted and recommended.
- **Leverage Social Media:** Remember, Spotify is a social platform at heart. The more traffic you drive from social media to your Spotify profile, the better. BART loves seeing that external buzz, and it can help propel your music further within the Spotify ecosystem.
- **Get Fans to Follow You:** The more followers you have, the better your chances of showing up in algorithmic playlists like Release Radar and Discover Weekly. So, don't be shy about asking your fans to hit that follow button!

In short, BART is always watching, learning, and adjusting. By understanding how it works and feeding it the right data, you can increase your chances of reaching new listeners and growing your fanbase. Remember, we'll jump into some of these strategies in more detail later, but for now, think of BART as your silent partner in getting your music heard by the world.



In 2023, Indies generated nearly
\$4.5B on Spotify

This marks the first year ever that Indies
accounted for about **half** of what the
entire industry generated on Spotify,
which totaled **\$9B+**



Chapter 3: Setting Up Your Spotify for Artists Profile



What is Spotify for Artists?

So, what's the big deal with Spotify for Artists? Think of it as your backstage pass to the Spotify universe. It's a free service that gives you all the tools you need to manage your music on the platform, promote your tracks, and get to know your audience better. Whether you're a solo artist, part of a band, or managing multiple acts, Spotify for Artists is your go-to hub for everything Spotify-related.

With Spotify for Artists, you can:

- See who's listening to your music and where they're from.
- Manage your artist profile, including your bio, photos, and social media links.
- Pitch your music to Spotify's editorial team for playlist consideration.
- Celebrate milestones like hitting a certain number of streams or followers.

It's like having a personal assistant who's obsessed with making sure your music reaches the right ears... and who doesn't love that?

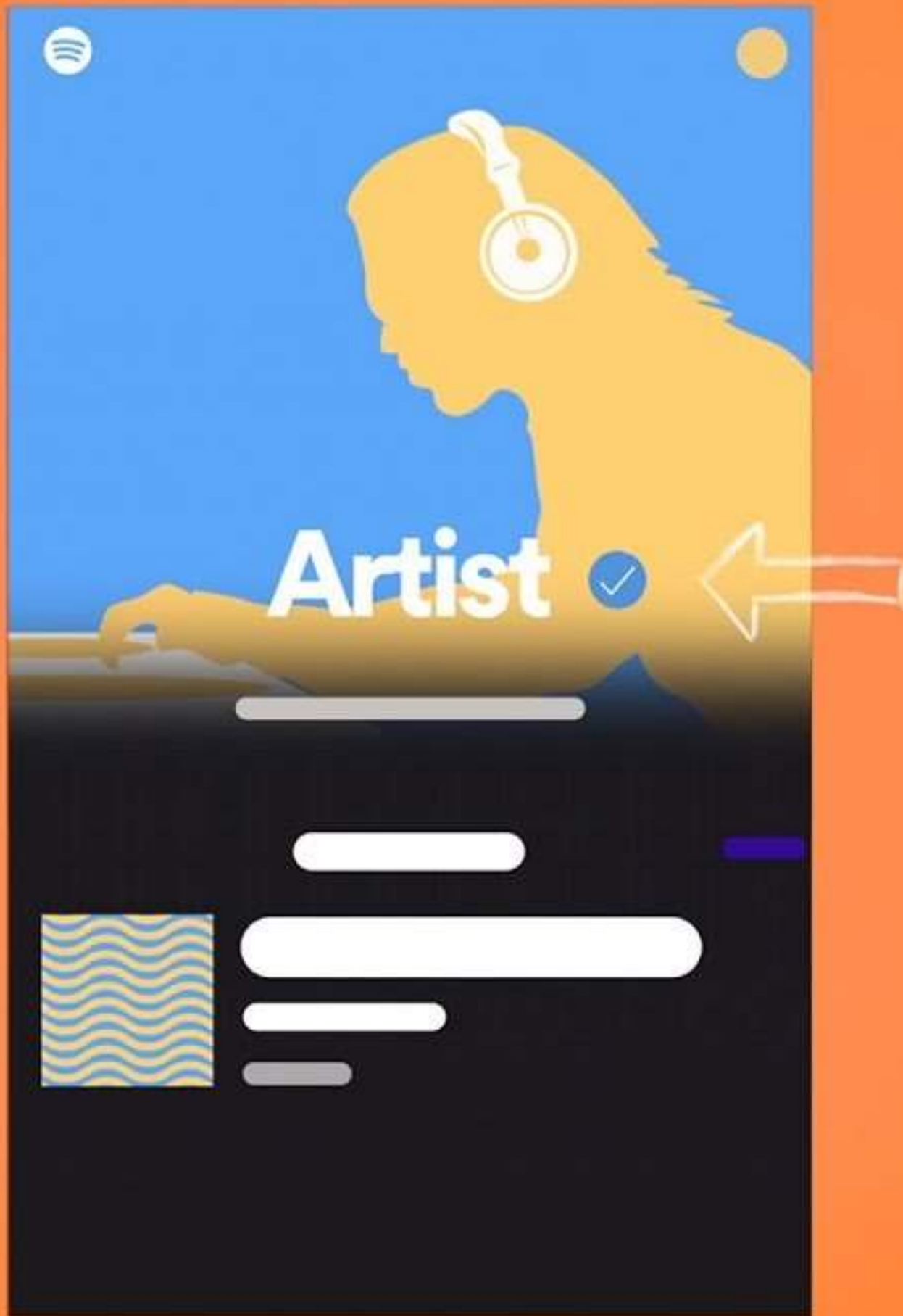


Getting Verified on Spotify: Step-by-Step Instructions

Ready to get that blue checkmark next to your name? Let's walk through how to get verified on Spotify—it's easier than you might think, and it's super important for building your credibility as an artist.

- 1. Claim Your Profile on Spotify for Artists** First things first, you need to get your music on Spotify. Once that's done, head over to Spotify for Artists and click on the "Get Access" button in the top right corner. This is where the magic begins.
- 2. Confirm Your Account** Spotify will ask if you're an artist, a manager, or part of a label team. Pick the option that best describes you. This step links your Spotify for Artists account to your actual artist profile on Spotify.
- 3. Search and Claim Your Artist Profile** Use the search box to find your artist profile by typing in your name or band name. If your music's already on Spotify, your profile should pop right up. If not, you might need to use your Spotify artist URI link provided by your distributor.
- 4. Fill in the Required Information.** Spotify will ask for some basic details like your full name, business email, and social
- 5. Fill in the Required Information** Use the search box to find your artist profile by typing in your name or band name. If your music's already on Spotify, your profile should pop right up. If not, you might need to use your Spotify artist URI link provided by your distributor.
- 6. Verify Your Submission** To finalize your verification, connect your Spotify account to your social media profiles (like Instagram or Twitter) or provide a link to your official artist website. This step confirms your identity. After that, just hit "Submit" and you're all set!
- 7. Wait for Verification** Now comes the waiting game. Spotify reviews each request manually, so it might take a few days. Once you're approved, you'll get an email confirmation, and that shiny blue checkmark will appear next to your name.





 **Spotify** for Artists

**How to
Get Verified
on Spotify**

Optimizing Your Profile

Now that you're verified, it's time to spruce up your profile. This is your chance to make a killer first impression on new listeners—so let's make sure everything looks sharp.

- **Profile Image:** Choose a high-quality photo that represents you and your music. This is the first thing people see when they find you, so make it count!
- **Bio:** Keep it short, sweet, and to the point. Share a little about who you are, your musical journey, and what inspires your sound. And don't forget to add a call-to-action—invite listeners to check out your latest single or follow your playlist.
- **Social Media Links:** Make it easy for fans to connect with you outside of Spotify. Add links to your Instagram, Twitter, and website so they can stay in the loop.

And don't forget about some of the cool extras you can add:

- **Artist's Pick:** Highlight a track, album, or playlist right at the top of your profile.
- **Featured Playlists:** Share the playlists you're loving or that include your tracks.
- **Tour Dates:** Let fans know when and where they can catch you live.
- **Merch Store:** Link your merch store so fans can grab your latest gear.



Understanding Spotify for Artists

Now that your profile is looking pro, let's dive into the numbers. Spotify for Artists isn't just about making your profile look good—it's about understanding your audience and using that info to grow your fanbase.

With Spotify's analytics tools, you can:

- **See Your Audience Stats:** Find out who's listening to your music, where they're from, and what tracks they're loving the most.
- **Track Your Streams:** Get real-time data on how many times your songs are being played.
- **Analyze Playlist Performance:** See which playlists are driving the most streams for your tracks.
- **Understand Your Audience:** Learn more about your listeners' demographics, like their age, gender, and location. This info is gold when planning tours, releases, or promotions.

By understanding who your fans are and how they're interacting with your music, you can make smarter decisions about how to reach even more people. It's all about working smarter, not harder, right?

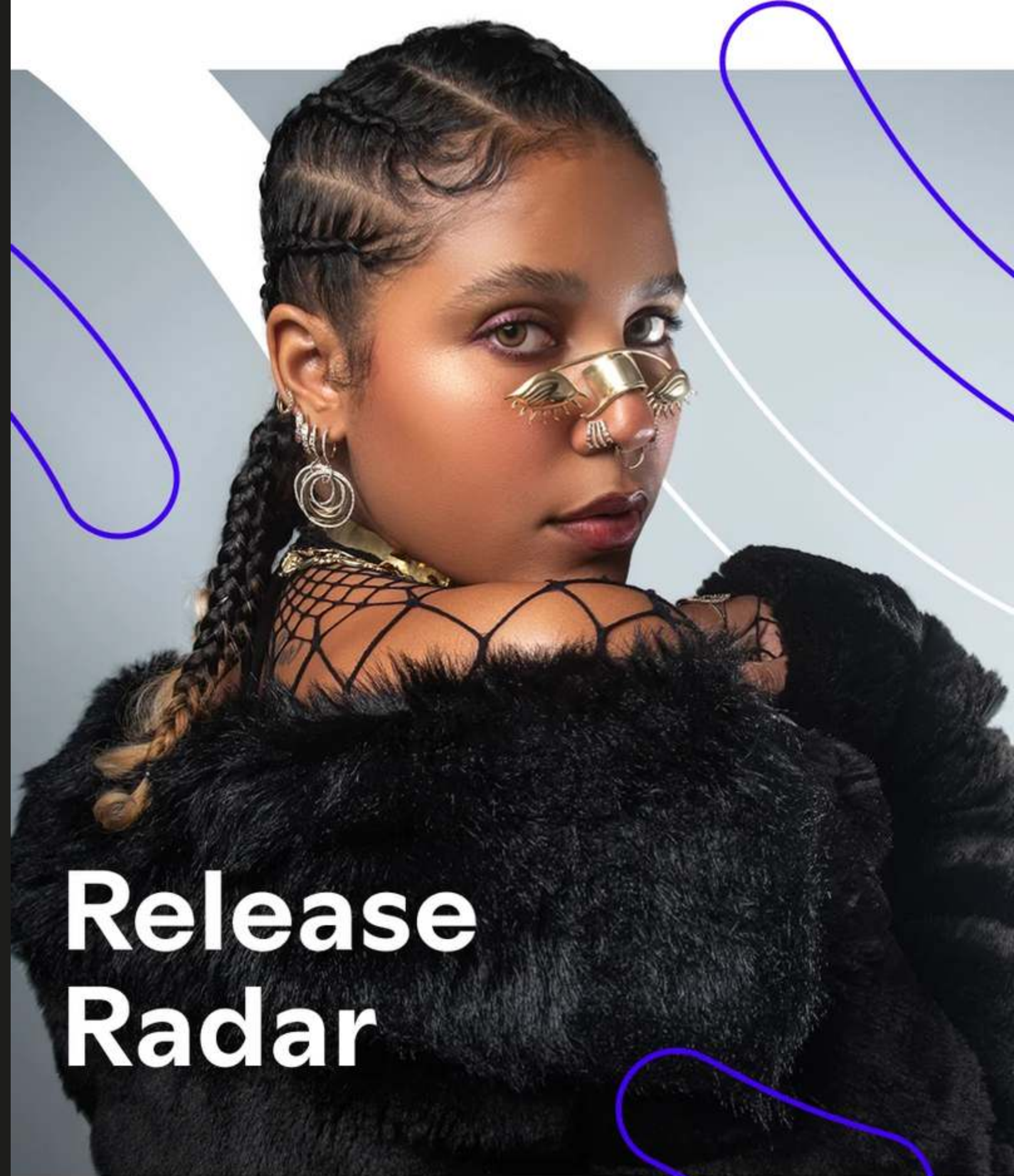
[Get access – Spotify for Artists](#)





Chapter 4: Your Complete Guide to Spotify Playlist Types

Welcome to the Spotify playlist universe—a vast and varied landscape where your music has the potential to reach listeners across the globe. With millions of playlists created by algorithms, Spotify’s in-house experts, and everyday users, understanding the different types of playlists is crucial for getting your music in front of the right ears. So, let’s break it down:



Release Radar

1. Editorial Playlists

These are the crème de la crème of Spotify playlists, curated by Spotify's own team of music experts. Editorial playlists focus on current trends and hot tracks across various genres and moods. If you land a spot on one of these, it's like getting a golden ticket to massive exposure. The tracks here are handpicked by professionals who live and breathe music, so you know you're in good company.

- **How to Get Featured:** Pitch your unreleased tracks via Spotify for Artists and make sure your metadata is spot on. If your track fits the vibe they're curating, you might just make the cut! And don't forget— at MICCO, we've got the tools and insights to help you craft the perfect pitch.



2. Algorithmic Playlists

These playlists are all about personalization—Spotify’s AI (including our friend BART) tailors them to individual listeners based on their habits and preferences. Playlists like Discover Weekly, Daily Mix and Release Radar fall into this category. The more Spotify knows about a user’s taste, the better these playlists get at suggesting new tracks that’ll hit the right notes.

- **How to Tap In:** Focus on getting your tracks saved, played, and shared by your audience. The more positive engagement your music gets, the more likely it is to be recommended in these personalized playlists. At MICCO, we offer a database of independent curators and playlist makers who can help you get those all-important first features.



3. Personalized Editorial Playlists

These are a cool blend of the human touch and algorithmic smarts. Spotify's experts curate these playlists, but they're personalized for each listener. So, while two people might both listen to a "Chill Hits" playlist, the tracks they hear could be different, based on their listening history.

- **Your Strategy:** This is another reason why getting playlisted on any kind of playlist is beneficial—Spotify's algorithms notice and start to include your music in more places, especially where it's likely to resonate. MICCO's resources can guide you on how to target the right playlists and maximize your reach.



4. User-Generated Playlists

These are playlists created by Spotify users themselves, and they cover every genre, mood, and theme you can think of. From “Sunday Morning Chill” to “Epic Workout Mix,” these playlists are as diverse as Spotify’s user base.

- **Why They Matter:** Getting featured on popular user-generated playlists can give your tracks steady streams and help build your fanbase. Plus, every time someone adds your song to a playlist, it sends positive signals to Spotify’s algorithm. If you’re looking for these kinds of opportunities, MICCO’s database is the perfect place to start.
- ****Editor's Note:****
- At MICCO, we call user-generated playlists “independent playlist curators.” These curators create popular Spotify playlists but aren't affiliated with Spotify. They play a key role in helping artists reach new audiences.



5. Branded Playlists

Brands love to get in on the playlist action too! These playlists are put together by brands to mix promotional content with thematic music. They're usually well-crafted and can reach a wide audience, especially if the brand has a big following.

- **Getting Involved:** If you're looking for this type of exposure, consider partnering with a brand that aligns with your music's vibe. It's a win-win: you get your music out there, and the brand gets fresh content. And with MICCO, you can find potential brand partnerships that match your style.



6. Artist Playlists

Artist playlists are where you get to show off your own taste and influences. These playlists are curated by you (or your team) and can include your tracks, songs by artists you admire, or just tunes that match the mood you're going for.

- **Make It Personal:** Use your playlist to connect with fans on a deeper level. Share the tracks that inspire you or the ones you've had on repeat lately. It's a great way to build a closer relationship with your listeners. MICCO can help you create and promote these playlists to maximize their impact.



7. Collaborative Playlists

These are community-driven playlists where multiple users can contribute tracks. It's like a musical potluck—everyone brings something to the table. Collaborative playlists are great for engaging with your fans and getting them involved in your musical journey.

- **Engagement Strategy:** Start a collaborative playlist with your fans, or join one that's already buzzing. It's a fun way to interact with listeners and keep your music circulating in different circles. And with MICCO's resources, you can easily promote these playlists to your fanbase.



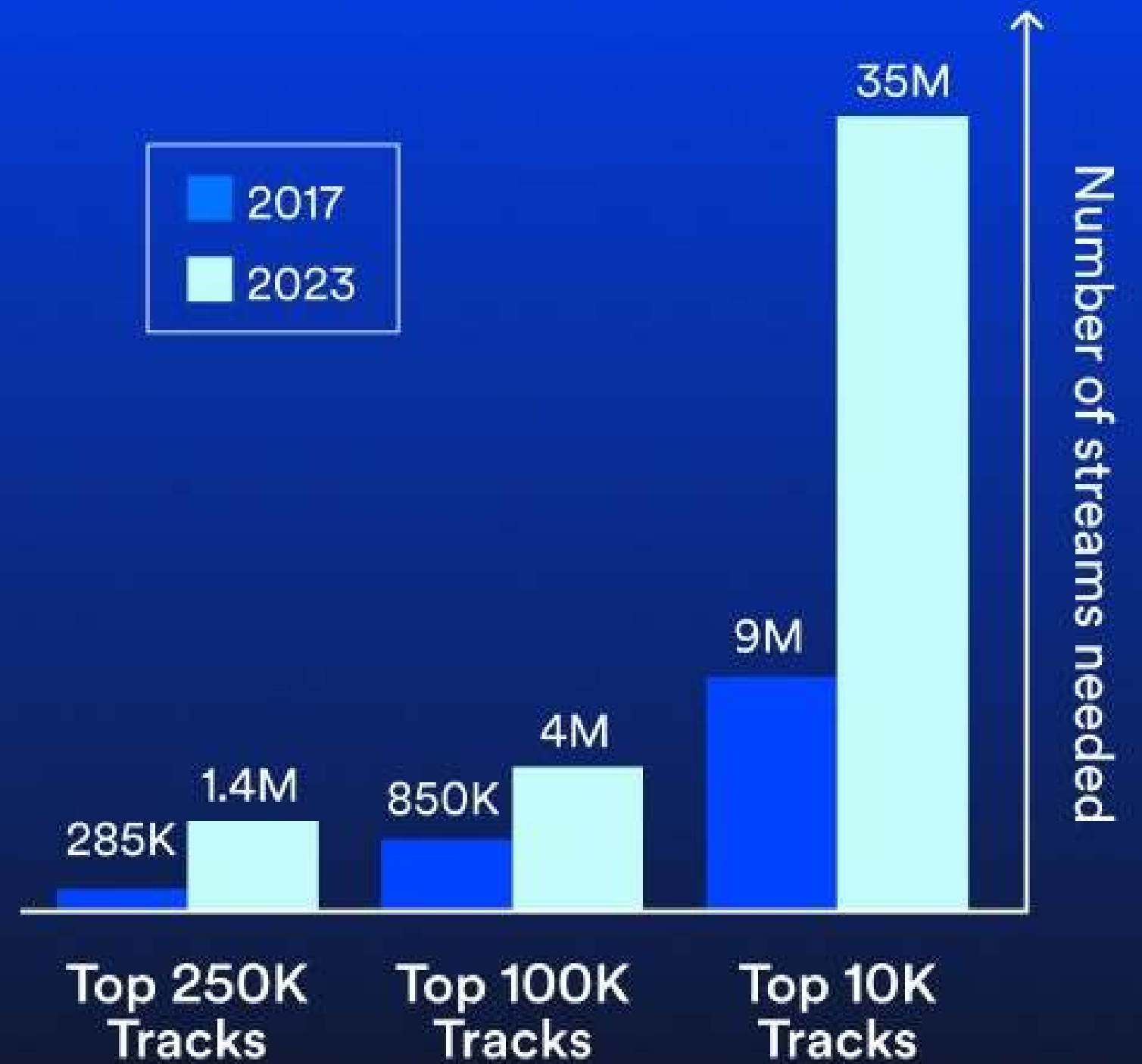
Final Thoughts on Spotify Playlists

Each of these playlists offers a unique opportunity to connect with listeners, build your fanbase, and increase your streams. From the curated expertise of editorial playlists to the personalized magic of algorithmic suggestions, knowing where your music fits and how to get it there is key. At MICCO, we're here to support you every step of the way, from pitching to playlists to engaging with your fans.

Whether you're aiming for editorial glory or building up those user-generated playlist features, each playlist type can play a pivotal role in your journey as an artist. And remember, with MICCO's extensive database of curators and resources, you've got everything you need to make the most of Spotify's playlist ecosystem.



The number of annual streams needed to rank in the top 250K, 100K and 10K tracks over time





Chapter 5: Pitching Your Music to Spotify Playlists

How to Pitch to Spotify Editorial Playlists

You've poured your heart and soul into your latest track, and now it's time to get it in front of the right people—the Spotify editorial team. These are the folks who decide which songs make it onto those coveted playlists, and the good news is, you've got a direct line to them through Spotify for Artists. Here's how to make your pitch stand out:

1. **Timing is Everything** Your pitch needs to be submitted at least seven days before your release date. This gives Spotify's editorial team enough time to review your track and consider it for playlist placement. Remember, the earlier you pitch, the better your chances—so don't procrastinate!
2. **Choose the Right Song** If you're releasing an EP or an album, you can only pitch one song. Make sure to pick the track that best represents your sound and story. This is your chance to showcase who you are as an artist, so choose wisely!
3. **Tell Your Story** The more details you share about your song, the better. What's the track about? What inspired you to write it? Did you collaborate with anyone special? Your pitch isn't just about the music—it's about the story behind it. Spotify editors love to hear the background, so let them in on what makes your song unique.
4. **Highlight Your Roots** Sometimes Spotify's editors are looking for sounds that reflect specific parts of the world. When you pitch, make sure to mention your hometown and where you're currently based. This can give your music an edge, especially if your sound is tied to a particular cultural or regional vibe.



5. **Be Specific About the Sound** You can select up to three genres that best describe your track. Be as precise as possible—Spotify’s music library covers thousands of genres, so the closer you get to defining your sound, the better your chances of landing on the right playlist. Here’s an interesting tidbit: Spotify’s music library isn’t just a handful of genres—it’s a sprawling universe of over 6,000 genre-shaped distinctions, according to the Every Noise at Once project. This massive scatter-plot of musical genre-space means that being specific really pays off. So, when you’re filling out your pitch, really sit down and think about where your music fits within this expansive landscape. Whether it’s a familiar genre or a niche sub-genre, getting it right can make all the difference.
6. **Review and Submit** Before you hit that submit button, double-check all your details. Once you’re confident everything’s in order, send it off. Keep in mind that Spotify’s editors receive thousands of pitches each week, so your pitch needs to be spot-on to catch their attention.
7. **Patience is Key** After you’ve submitted your pitch, the waiting game begins. Not every pitch will result in a playlist placement, and that’s okay. Keep releasing music, keep pitching, and refine your approach with each new track. Persistence pays off in the long run.

By following these tips, you’ll give your track the best possible shot at being noticed by Spotify’s editorial team. Remember, your pitch is your first impression—make it count!



Pitching to Independent Curators

Now, let's talk about the other side of the playlisting world: independent curators. These are the folks who run their own playlists—often with thousands of followers—and can be just as influential as Spotify's editorial team. Getting featured on these playlists can give your music that extra push it needs to gain traction, especially if you're just starting out. And the best part? MICCO has an incredible database of independent Spotify curators, making it the perfect place to start building your network and getting your music heard.

Here's how to craft the perfect pitch for independent curators:



Master the Pitch: 10 Key Tips to Get Your Music on Spotify Playlists

1. **Do Your Homework:** Before you even think about sending that email, take the time to research the curator. Learn about their music preferences, the genres they favor, and the type of artists they usually feature. This ensures that your music is a good fit for their playlist.
2. **Follow Submission Guidelines:** Every curator has their own process for accepting submissions. Some prefer a specific email format, while others might use a submission platform. Always follow their guidelines to show that you respect their process and professionalism.
3. **Time Your Pitch:** Timing is crucial. Start the pitching process about three weeks before your release date. This gives curators enough time to review your music without feeling rushed.
4. **Personalize Your Email:** Curators can tell when they're receiving a generic pitch. Personalize each email to show that you've specifically considered that curator and their playlist. Mention something about their previous work or why you think your track would be a good fit.
5. **Craft a Compelling Subject Line:** Your subject line is your first impression, so make it count. Make it eye-catching yet relevant to your music or the curator's interests. Avoid clickbait—curators appreciate authenticity.





Thanks for your pitch!

You can pitch another unreleased song after this one goes live on Spotify.

OK

Label-only. Artist sees only song title and who pitched it.

6. **Introduce Yourself Concisely:** Keep your introduction short and sweet. Give a brief overview of who you are, your music style, and any significant achievements. Curators are busy, so they'll appreciate a quick, informative intro.
7. **Be Clear in Your Ask:** Don't beat around the bush—be clear about what you're looking for. Whether it's a feature, a review, or a spot on their playlist, let the curator know exactly what you're asking for.
8. **Showcase Your Uniqueness:** Highlight what sets your music apart. Do you have a unique story, an interesting collaboration, or a significant milestone? Share it! Curators are always looking for fresh and interesting content.
9. **Use Links, Not Attachments:** When sending your music, always use streamable links instead of attachments. This avoids cluttering their inbox and makes it easier for them to listen. Plus, it helps you avoid spam filters.
10. **Follow Up Respectfully:** If you don't hear back after a week or two, it's okay to send a polite follow-up. Show persistence, but always respect the curator's time and decisions. Sometimes, a nudge is all it takes to bring your pitch back to the top of their inbox.

Following these steps not only increases your chances of getting featured but also helps you build lasting relationships with curators for future opportunities. And remember, MICCO's partnership with Groover gives you access to an even wider network of independent curators. Two great places to start!



Building a Playlist Resume

Think of playlisting like building a resume. You're not going to land the biggest gig right out of the gate, but with each step, you're getting closer. Start with smaller, user-generated playlists and work your way up. Here's how to do it:

1. **Start Small:** Look for niche playlists that align with your style. These might not have millions of followers, but they're a great place to start.
2. **Build Relationships:** As you get your music on more playlists, start building relationships with curators. Engage with them on social media, share their playlists, and be part of the community. The more you connect, the more likely they are to support your future releases.
3. **Track Your Progress:** Keep an eye on which playlists are adding your music and how those additions are impacting your streams. This will help you refine your pitch and target the most effective curators.
4. **Aim Higher:** As you build your playlist resume, start aiming for bigger and more influential playlists. Use the success of your previous placements as proof that your music resonates with listeners.



Final Thoughts on Playlisting

Remember, playlisting isn't just about luck—it's about persistence, strategy, and building connections. With MICCO's tools and database, you've got everything you need to make those connections and get your music heard. Keep at it, and with time, you'll start to see your music popping up on more and more playlists.



▼ All The Noise ...




All The Noise
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▼ Wide Awake ...



Wide Awake
Su Lee

00:02 - 03:20

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▼ Sleepy Hollow ...



Sleepy Hollow
Su Lee

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Chapter 6: Tangible Tools to Turn Listeners into Fans

Spotify isn't just about getting your music heard—it's about turning those listeners into lifelong fans. And guess what? You're not on your own here. Spotify offers a whole bunch of tools to help you engage with your audience, promote your music, and build your brand. Here's your guide to the most valuable resources right at your fingertips.



Getting Started with Your Artist Profile

Artist Profile Your Spotify artist profile is your home base on the platform. It's where listeners come to learn about you, check out your music, buy your merch, and even see when you're hitting the road next. Think of it as your digital business card—except it's way cooler and has your tunes on it!

Artist Pick Got something you really want your fans to see? Maybe it's your latest single, an upcoming show, or even a playlist you've curated. Artist Pick lets you showcase whatever's most important to you right at the top of your profile. You can even add a custom image and a personal message to make it pop.

Artist Playlists Want to guide your listeners through your musical journey? Create and share playlists on your artist profile. Whether it's your own tracks, songs that inspire you, or just a mix you think your fans will love, Artist Playlists are a great way to connect with your audience on a deeper level.



Merchandise Set up a virtual merch table right on your Spotify profile! With Shopify integration, you can sell your merch directly through Spotify. Drop new items as soon as they're ready, and your fans can shop without ever leaving the app.

Ticketing If you're selling tickets to your shows through one of Spotify's ticketing partners (like Ticketmaster, DICE, or Eventbrite), they'll appear right on your profile. This means your fans can grab tickets while they're jamming to your latest tracks.

Fan Support Need a little extra help? With Fan Support, you can raise money directly through your Spotify profile. Whether it's for yourself, your band, or a cause you care about, fans can donate via platforms like Cash App, GoFundMe, or PayPal.me. And don't worry—Spotify doesn't take a cut.

Lyrics What's better than fans singing along to your songs? Fans singing along with the right lyrics! Get your lyrics on Spotify through Musixmatch, and they'll be visible right in the app. Plus, you and your fans can share them on social media.



Nearly half of the
artists who generated

\$10K+

on Spotify
in 2017...

are now generating
more than

\$50K

(and likely \$200K across all
recorded revenue sources)

Clips Show your creative side with Clips—short, under-30-second vertical videos that let you connect with your fans in a whole new way. Whether you're sharing behind-the-scenes footage, teasers, or anything else, Clips keep your music front and center. They even have their own tab on your profile!



Amplify Your Music with Spotify's Campaign Kit

Ready to take your promotion to the next level? Spotify's Campaign Kit includes four powerful tools that can help you reach more listeners and grow your fanbase. Here's what's in the kit:

Playlist Pitching Want to get your song onto a Spotify playlist curated by their editors? Use the playlist pitching tool in Spotify for Artists. Make sure to pitch your track at least seven days before its release so editors have time to give it a listen. The earlier you pitch, the better!

Marquee Marquee is a full-screen, sponsored recommendation that pops up on listeners' screens to promote your new release. On average, listeners who see a Marquee are more than twice as likely to save a track for future streaming. It's a great way to make sure your new music gets noticed.



Discovery Mode This tool is all about finding new listeners who are open to discovering your music. By selecting tracks you want prioritized, Discovery Mode helps your songs get recommended more often in personalized sessions. Artists using Discovery Mode typically see big increases in saves, playlist adds, and follows.

Showcase This is Spotify's latest marketing tool, designed to help you promote both new and catalog music directly to listeners. With Showcase, your selected music appears as a mobile card with a custom headline, making it easier to grab the attention of both Premium and Free users.



Additional Tools to Make the Most of Your Music

Canvas Think of Canvas as album artwork that comes to life. It's a 3–8 second looping visual that plays on the mobile Spotify app's Now Playing view. Add a Canvas to any track—new or old—and watch it loop when your track is shared on Instagram Stories or Snapchat.

Countdown Pages Hype up your new release with Countdown Pages. These pages (currently in beta) allow fans to pre-save your upcoming music, preview the tracklist, and even pre-order new merch—all while watching the timer tick down to the release.

Promo Cards Want to celebrate a milestone or just promote your latest release? Create customized Promo Cards through Spotify's Promo Cards Tool. These shareable graphics are perfect for spreading the word on social media.

Follow Encourage your fans to follow you on Spotify! When they do, your songs will automatically show up in their Release Radar and What's New feed. More followers mean more chances for your music to get heard, so don't be shy about asking for those follows.



Final Thoughts: Making the Most of Spotify's Tools

Spotify gives you a ton of tools to not only reach listeners but to turn them into loyal fans. From your artist profile to powerful promotional tools like Marquee and Discovery Mode, there's something here for every artist at every stage of their career. And with MICCO's support, you can leverage these resources to their full potential, making sure your music gets the attention it deserves.

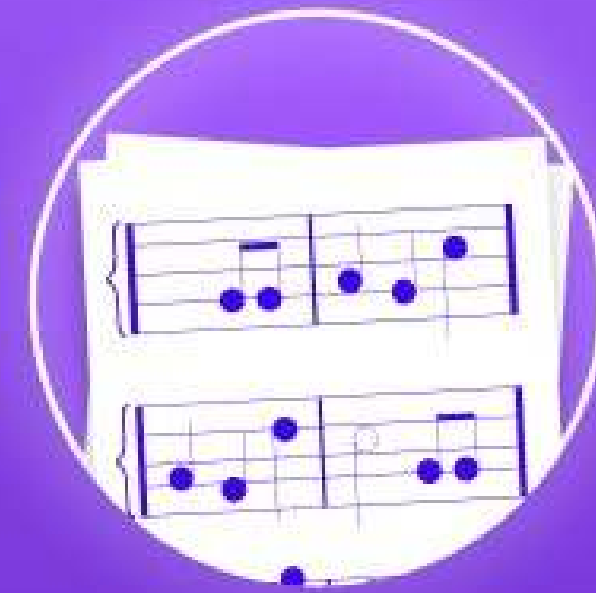
Whether you're just getting started or looking to grow your audience, these tools are here to help you connect with fans, promote your music, and build a lasting career in the music industry.



Spotify paid out nearly **\$4B** to publishing rights holders over the last two years



Spotify



**Songwriters'
Rights Holders**



Chapter 7: Advanced Tips and Strategies

Fan Engagement and Campaigns: Keeping Your Listeners Hooked

So, you've got listeners, and they're loving your music—awesome! But how do you keep them coming back for more? The key is engagement. You want to build a relationship with your fans, so they feel connected to you and your music beyond just hitting the play button.

Here are some ways to keep that connection strong:

- 1. Fan First Campaigns:** If you've got a solid fanbase, Spotify offers something called "Fan First" campaigns. These are targeted email blasts that go out to your most dedicated listeners, offering them exclusive content, early access to tickets, or special merch. It's a great way to make your fans feel like VIPs—and who doesn't love that?
- 2. Interactive Content:** Get creative! Host live listening parties, Q&A sessions, or even ask your fans to help you choose your next single. The more you involve your audience, the more invested they'll be in your journey.
- 3. Social Media Synergy:** Make sure your Spotify and social media efforts are working together. Share your playlists on Instagram, tweet about new releases, or post stories from the studio. Encourage your followers to engage with your music on Spotify—whether it's by saving tracks, adding them to their own playlists, or just following your profile.
- 4. Personalized Messages:** Did you know you can send messages to your followers via Spotify? Use this feature to drop a quick thank you, share some behind-the-scenes stories, or announce an upcoming release. It's a personal touch that goes a long way.
- 5. Continuous Engagement:** Don't just disappear between album cycles. Keep the momentum going by regularly releasing new content—whether it's a single, a remix, or even a curated playlist. The more active you are, the more your fans will stay tuned in.



Many of the artists who generated at least \$1M on Spotify in 2023 aren't household names and didn't need a "hit" song to have a big year

80% of them didn't have a song reach the Top 50 of Spotify's Daily Global Songs chart



Cross-Promotion with Social Media: Amplifying Your Reach

Let's be real—Spotify isn't an island. To get the most out of it, you need to connect the dots between all your online platforms. Here's how to create a seamless experience for your fans:

1. **Link Your Profiles:** Make sure all your social media profiles are linked to your Spotify account. This includes Instagram, Twitter, Facebook, and even TikTok. The easier it is for fans to find you, the better.
2. **Share Your Spotify Content:** Whenever you release a new track, playlist, or Canvas video, share it across your social channels. Use engaging captions, hashtags, and even short clips or visuals to draw people in. If you're feeling extra creative, make some memes or GIFs—people love sharing fun content.
3. **Run Social Media Contests:** Want to boost your streams and get people talking? Run a contest where fans need to follow you on Spotify, add your song to a playlist, or share your music on their stories to enter. It's a fun way to get your music in front of new ears and reward your existing fans at the same time.
4. **Collaborate with Influencers:** Partnering with influencers or other artists can give your music a major boost. Find someone who shares your vibe and see if they'll feature your track in their content or playlists. A shoutout from the right person can send your streams through the roof.
5. **Engage with Fans Directly:** Don't just post and ghost—take the time to reply to comments, like posts, and engage with fans who are talking about your music. Building a community around your music is key to long-term success.



Analyzing and Adapting: The Power of Data

Now, let's talk numbers. It might not be the most glamorous part of being a musician, but understanding your data is crucial. Spotify for Artists gives you all the stats you need to figure out what's working, what's not, and where to go next.

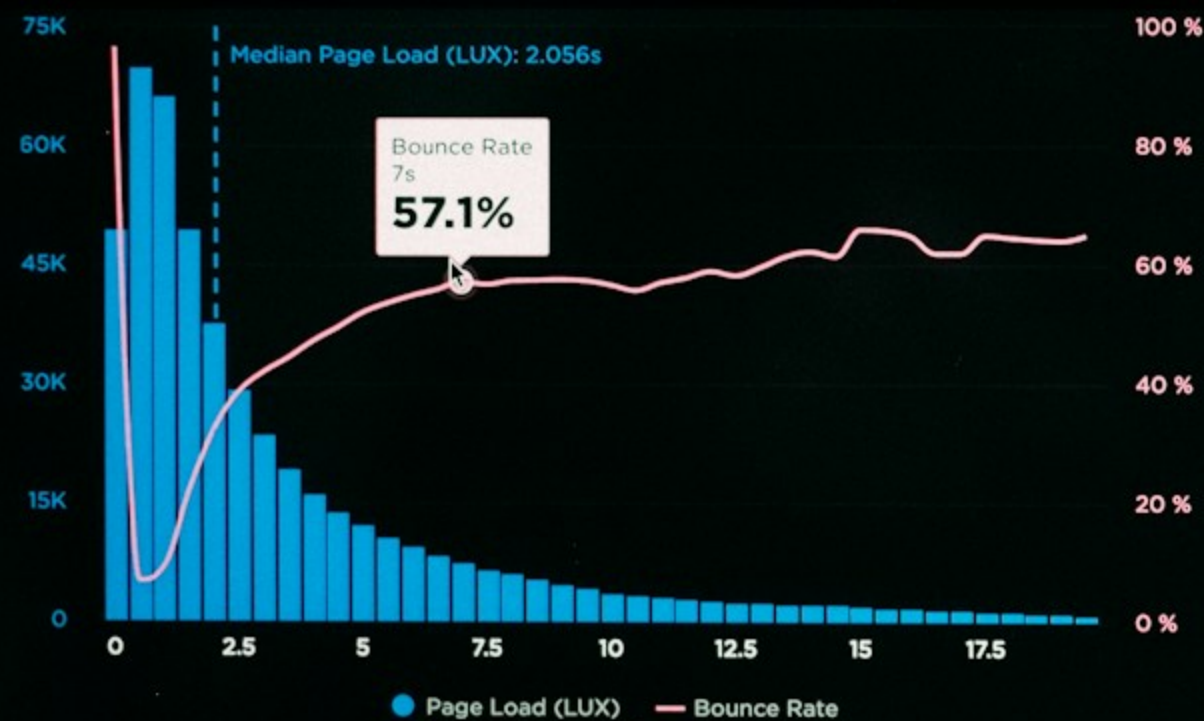
Here's how to make the most of it:

- 1. Monitor Your Streams:** Keep an eye on how your tracks are performing. Are there certain songs that are getting more love than others? If so, try to figure out why—maybe it's the genre, the timing of the release, or even the playlist it got added to. Use this info to guide your future releases.
- 2. Know Your Audience:** Spotify for Artists breaks down your listeners by age, gender, location, and more. This data is gold when it comes to planning tours, targeting ads, or even deciding on your next single. If you've got a big following in a certain city, maybe it's time to book a show there.
- 3. Track Your Playlists:** Pay attention to which playlists are adding your songs and how those placements are impacting your streams. If you're getting traction on a certain type of playlist, consider pitching similar tracks in the future.
- 4. Experiment and Learn:** Don't be afraid to try new things! Whether it's a different release strategy, a new social media tactic, or a fresh sound, use your data to see what's resonating with your audience. And if something doesn't work out, no big deal—just tweak your approach and keep going.
- 5. Adjust Your Strategy:** Use all this data to refine your strategy over time. Maybe you notice that your fans engage more with your posts on weekends, or that certain types of playlists drive more streams. Whatever it is, adapt your approach based on what the numbers are telling you.

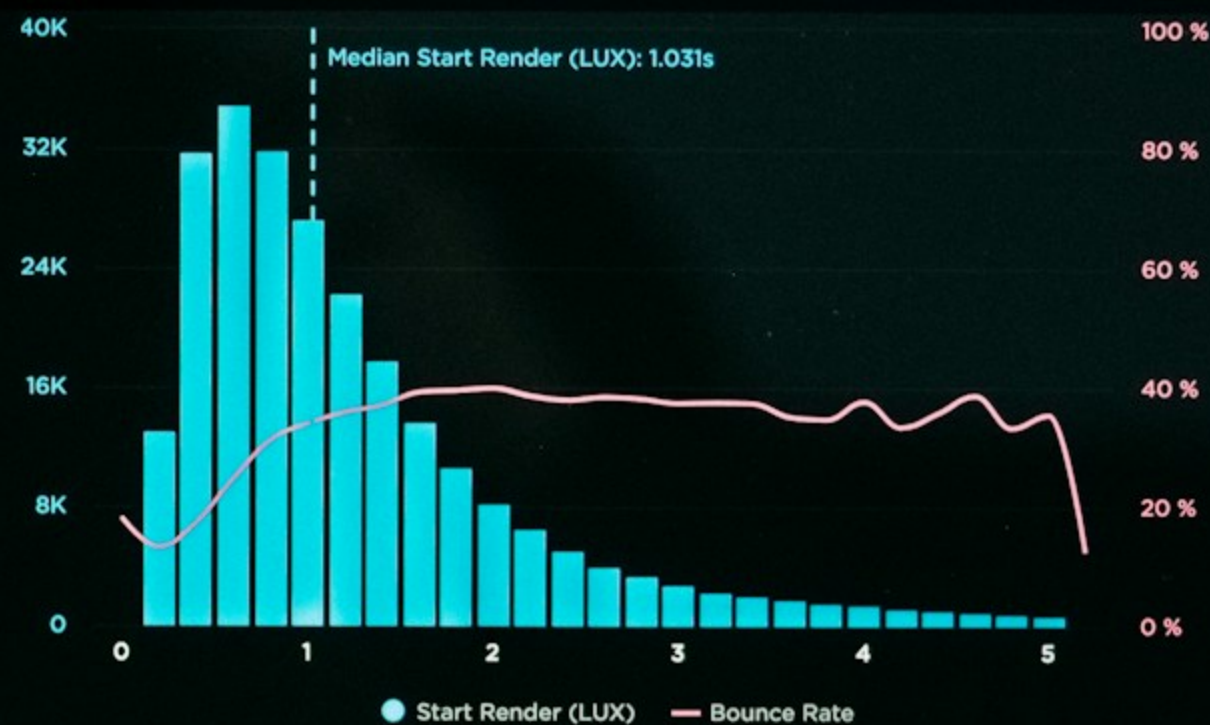


USERS: LAST 7 DAYS USING MEDIAN ▾

LOAD TIME VS BOUNCE RATE



START RENDER VS BOUNCE RATE



Data might not be the most exciting part of the music biz, but it's one of the most powerful tools you have. By staying on top of your stats and being willing to adapt, you'll be in a much better position to grow your audience and make smart decisions about your career

0.4s

200K 40%

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40K



For another year, Spotify set the record for the highest annual payment to the music industry from any single retailer:



\$9B+

That figure has nearly tripled over the past six years, and represents a big part of the \$48B+ Spotify has paid since its founding

Chapter 8: Your Next Steps with MICCO

You've made it through the guide—congrats! But this is just the beginning of your journey on Spotify. The good news? You're not alone. As a MICCO member, you've got a whole arsenal of tools and support at your fingertips to help you every step of the way.



Leverage MICCO's Resources

Remember, with MICCO, you're part of a community that's designed to help you succeed. Here's what you should keep in mind:

- **Access to Industry Contacts:** Get direct access to over 10,000 verified contacts, from Spotify playlist curators to TikTok influencers. Think of it as your backstage pass to the music industry.
- **Musicians' Ultimate AI Prompt Library:** Streamline your workflow with our exclusive library of prompts. Whether you need help with branding, social media posts, pitching, or planning your next release, this tool has you covered.
- **Weekly Zooms:** Join our weekly Zoom sessions where industry pros share tips, strategies, and insights that you can apply directly to your music career.
- **One-on-One Support:** Got specific questions or need personalized advice? Book a one-on-one Zoom session for tailored guidance on your next move.
- **Deals and Discounts:** Take advantage of special offers through our partners, including Groover and Chorus Music, to boost your reach and visibility.



We're Here for You

If you ever feel stuck or need extra support, remember that MICCO's got your back. Reach out anytime through WhatsApp or email—our team is here to ensure you have

everything you need to keep moving forward. So, what's next? Keep creating, keep connecting, and keep pushing your music out into the world. You've got the tools, the talent,

and the support—now it's time to make things happen.



