ONErpm

AN ARTIST'S GUIDE

SPOTIFY 101

try / learn / share

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UNDERSTANDING SPOTIFY

Artists can grow their audiences and enhance their brand by using Spotify intelligently. This best practices guide introduces you to the fundamental steps for a successful release on Spotify, the world's largest global streaming service.

When you make your music available on Spotify, a variety of marketing tools and analytics for audience development are at your disposal.

This guide takes you through how to use each of these tools. It includes step-by-step tutorials on customising your artist's page, playlists, digital ads, partnered merch and tour services, and friendly widgets.

What is Spotify and why it matter

Spotify is one of the most popular digital streaming services in the world. Launched in 2007, it has more than 180 million premium subscribers in 178 countries.

Today the company is — along with YouTube, Apple Music and Others — a key player in the digital music industry.

Spotify in Numbers*

180M
premium subscribers worldwide

420M
monthly active users (including freemium users)

82M
tracks available

178
countries

The Spotify service for music fans

Spotify's unique selling point is its combination of algorithmic systems for music recommendation and the work of editors and playlist curators. With the slogan "music for everyone", the platform wants to provide *the most relevant music experience* for users based on genres, moods, moments and activities.

How does Spotify's algorithm work?

Spotify team has invested in algorithm systems for music recommendation   that personalise the listening experience for **users.** The algorithm takes into account the user's history, followed artists and favourite playlists, as well as the activities and tastes of their friends.

For **artists**, the algorithm also considers profile optimisations and tends to favor artists who actively engage with the platform. This means that strategies focused on multiple and continuous releases over an extended period of time benefit from the algorithm and help to increase an artist's reach.

AUDIENCE DEVELOPMENT TOOLS

How does Spotify work for the members of ONErpm's community?
ONErpm marketing teams make use of two main analytical tools:
Spotify for Artists and **Spotify Analytics** (the latter is only available for record companies, music labels and aggregators).

ONErpm also monitors how an artist is performing on other digital streaming services and social media activity, trends, memes, concerts, and press relations strategies .

Optimisation
Rather than a static series of steps, page optimization is an ongoing process. This systematic series of technical settings has a positive effect on an album or single's release, and more importantly, on your Spotify fanbase and overall career.

Spotify for Artists

Spotify for Artists is a marketing and analytics tool that allows artists, record labels, and managers to better understand an artist's audience. The feature tells you more about the demographics of the people who listen to your music and where your music is being played.

New artists must wait until they have at least one track on Spotify before they can apply for access to this feature.

Spotify For Artists allows you to learn more about who is listening to your music.

Demographics: Learn about who your listeners are on Spotify — including their age, their gender, and what features they're using to discover and play your music.

Location: See detailed breakdowns of where people are listening to your music by city or country. Artists can use this data to route tours and pitch songs to local radio - some artists even use it to pick their setlists!. It can also help you to tell whether an album or track is performing better than the rest of your catalogue in a specific area.

Similar artists: See other artists your fans are listening to so you can find a perfect tourmate or collaborator.

Live listeners: Your live listeners update in real time, so you know how many people are listening to your music on Spotify - this can be a really fun number to watch when you've just gotten a big placement on your

(Source: Spotify News)
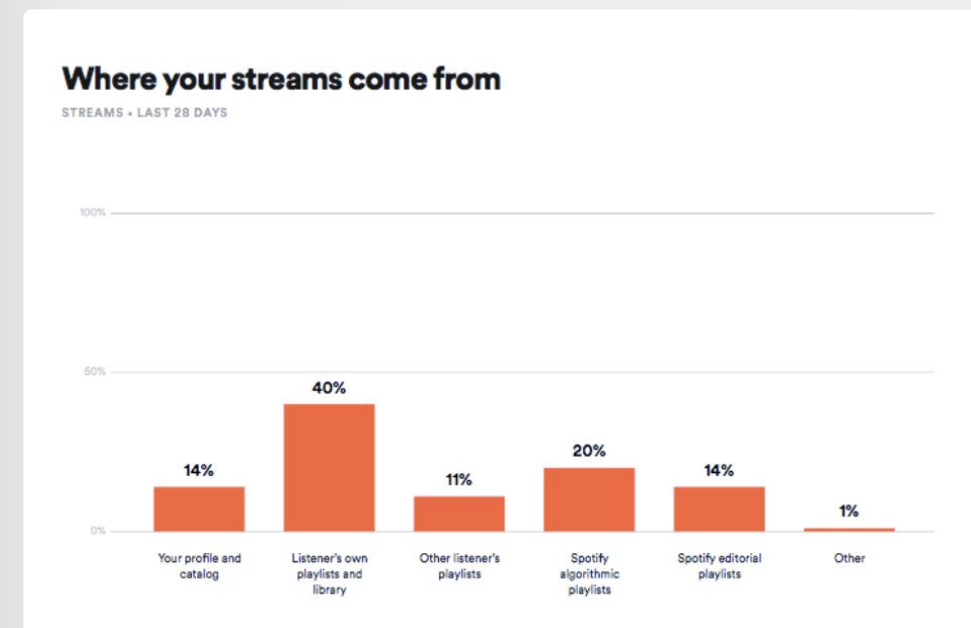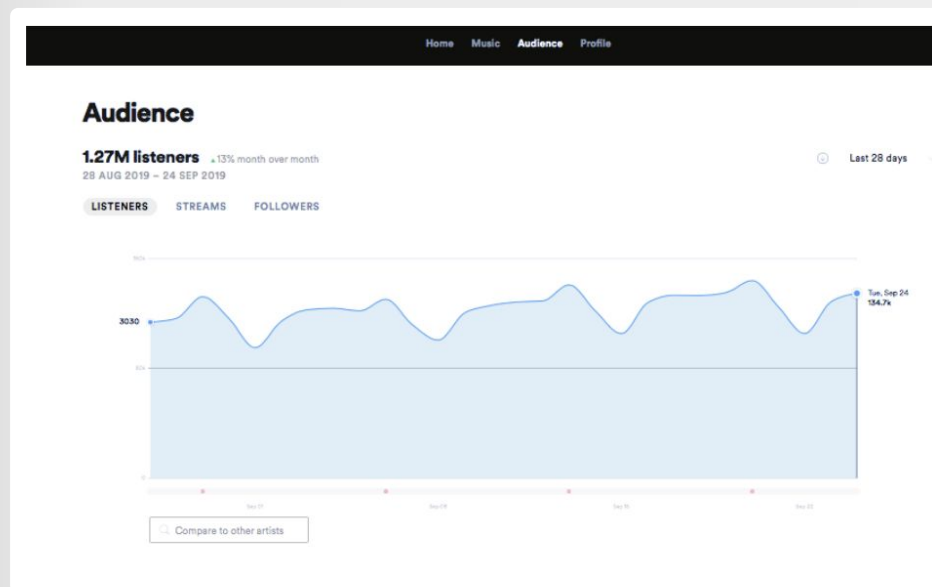
STEP 1

Sign up to Spotify For Artists at:
https://artists.spotify.com using an email address.

STEP 2

Gain access to your artist profile via this link:

STEP 3

Add ONErpm as a team member

Do not log in using your Facebook account! If you do not have an available email account, set up a new one for this end (i.e. yourgreatband@gmail.com). Bear in mind that if your Spotify account was also created using your Facebook account, you will need to create a new Spotify account using a new email address instead.

Profile Banner:
To look your best on Spotify

- Your picture should reflect your personality or artistic self.
- Your face should be centralised in the centre of the box.
- Use bright backgrounds that help your face to stand out.
- Have the correct file format (.jpeg, .gif, or .png).
- Use high resolution pictures to avoid pixelation. Be at least 2660px x 1140px, but preferably 6000px x 4000px (do not exceed 20MB).

Click here to learn more.
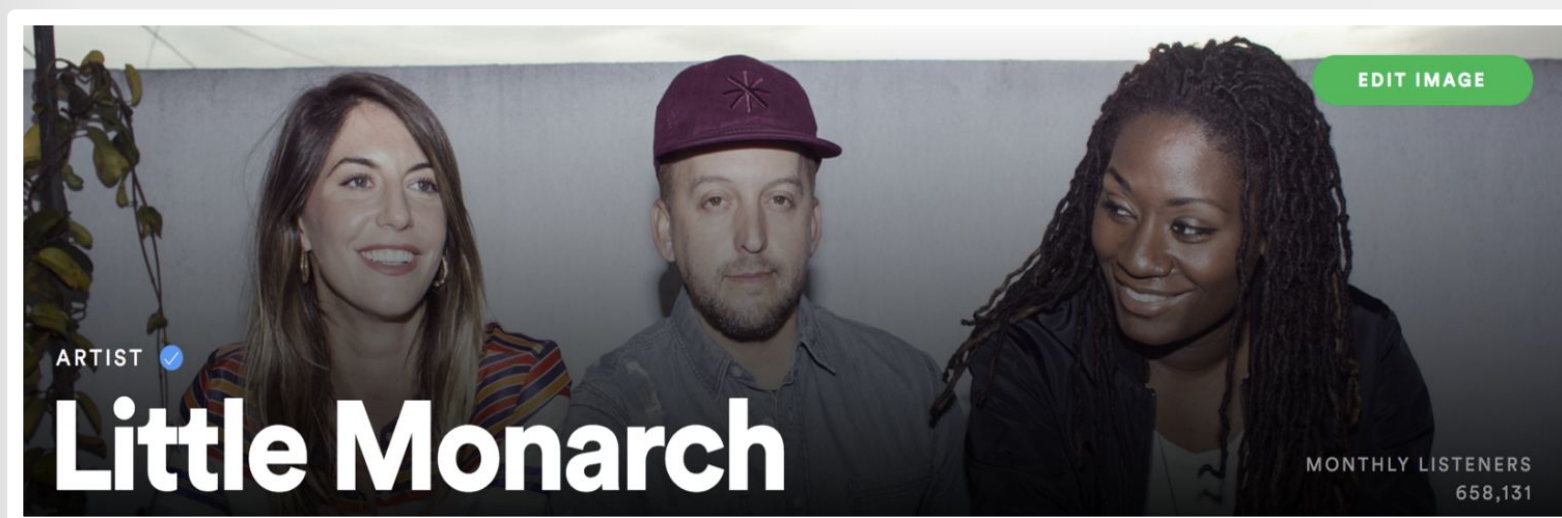
Artist Bio

You can now edit your Spotify bio and add links to your socials. Take the opportunity to give your fans an up close and personal view of your inspirations and achievements. The text might also contain excerpts of critic reviews and interviews.

Don't forget to include a call-to-action inviting your fans to listen to your most recent releases and your personal playlists.
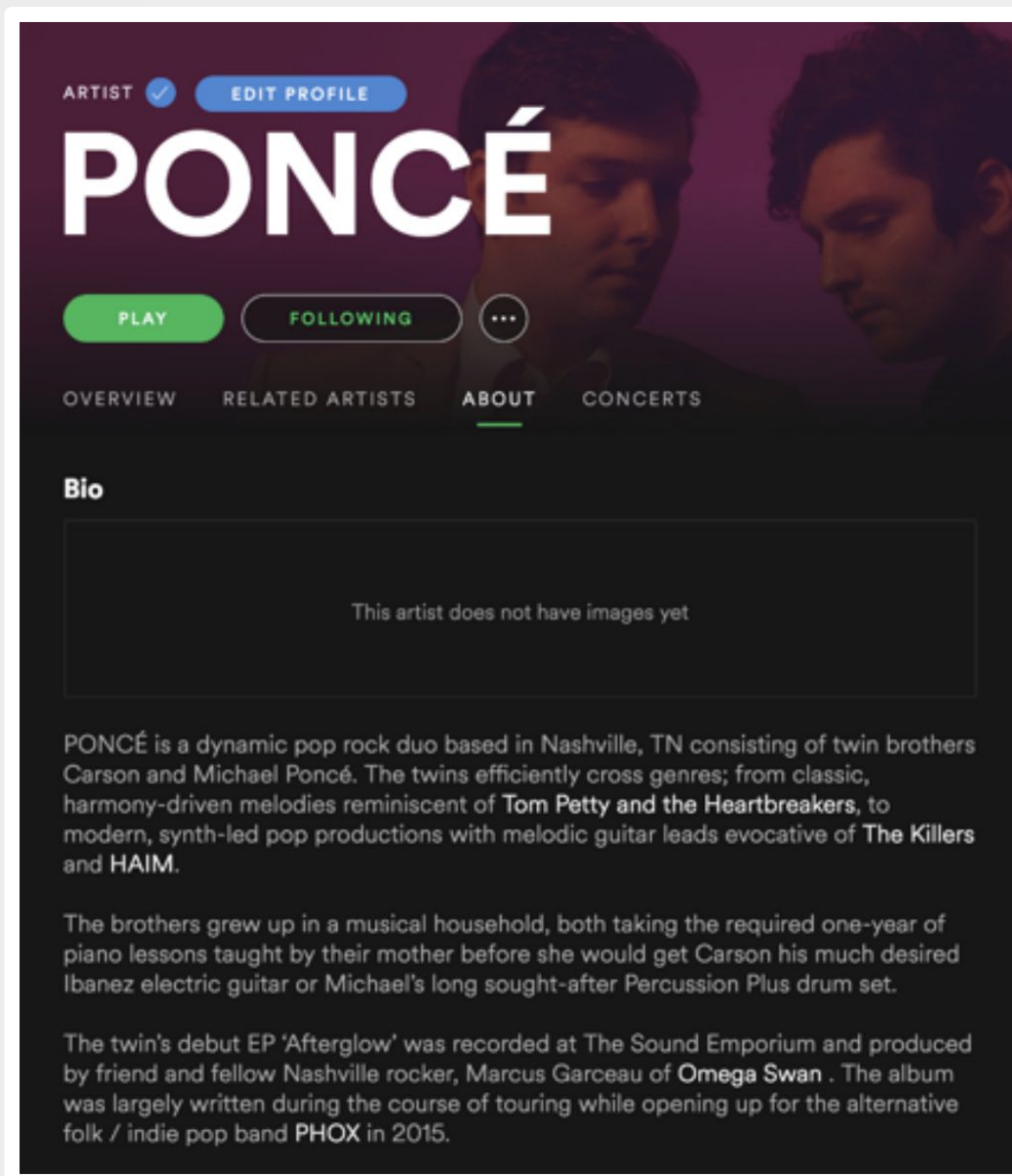
How to edit your bio:

STEP 1
Open Spotify for Artists, go to Profile and scroll down to the text field under "Artist Bio."

STEP 2
Write or paste your bio (1,500 characters maximum)

STEP 3
Input links to anything on Spotify. You can paste Spotify links directly into the text field or just use the @ symbol to link to whatever you want to — artists or albums that inspire you, playlists you are featured on or other artists you have collaborated with.

STEP 4
Hit "Save"

Artist Bio: Basic Rules

Spotify has some basic rules that should be followed when writing your artist bio.

- "Don't violate anyone's copyrights. That means no copying unless you have permission.
- Hate speech and discrimination of any kind is strictly prohibited and will be removed immediately.
- Bullying, threats of violence, or harassing individuals or groups are not permitted anywhere on Spotify. That type of content will be removed."

You can read the full article [here](#).

Playlist

On top of ONErpm's work to place songs on editorial playlists, artists can create and promote their own playlists. This adds another level of connection with fans.

We encourage you to place new music at the top of playlists, add custom artwork and descriptions, and keep them updated regularly.

Playlist ideas: inspiration, influences, music from your hometown, music by era, bands you have toured with, themes, setlists, favorite songs for a specific activity or hobby (for example, the best music for working out).

Playlist cover designs should be built off templates that are visually rich, distinct and have a clear identity.

Here is a [link](#) to a guideline on how to create the best custom playlist image.

Artist Pick

From your Spotify for Artists page, you can feature different things that you love. These are called your 'picks'. You can also add a short text saying why you love your picks.

Here are some examples that you can add:

- Track
- Album
- Playlist
- Pictures

Your picks will be live at the top of your artist page for two weeks and can be changed or updated whenever you want.
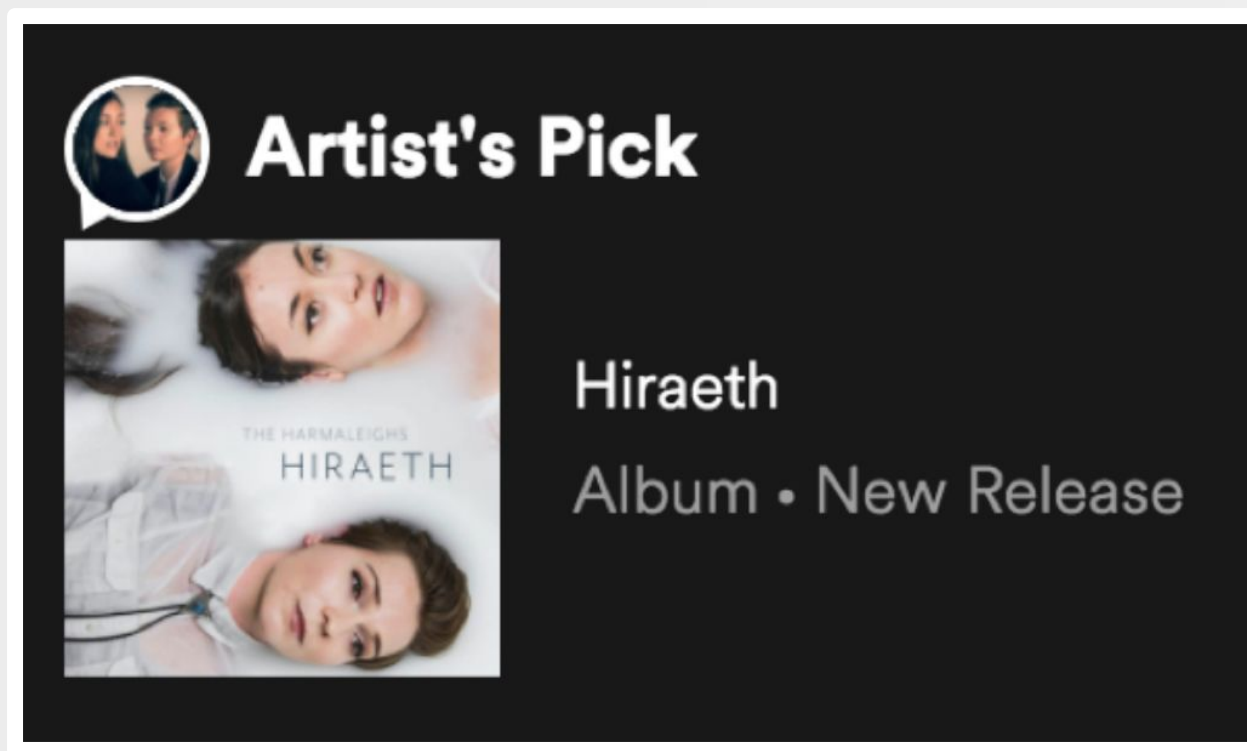
Spotify Canvas

Spotify Canvas is a new visual tool to make your song more compelling. It consists of a short three to eight second long vertical video that will play on a loop every time your song is played by a mobile user, whether someone finds it in your library or on a playlist elsewhere on Spotify.

You can find it by navigating to the track's Stats page and looking in the upper right hand corner. There you'll be able to **ADD CANVAS**, or, if you've already added one, replace it with a different video by hitting **MANAGE CANVAS.**
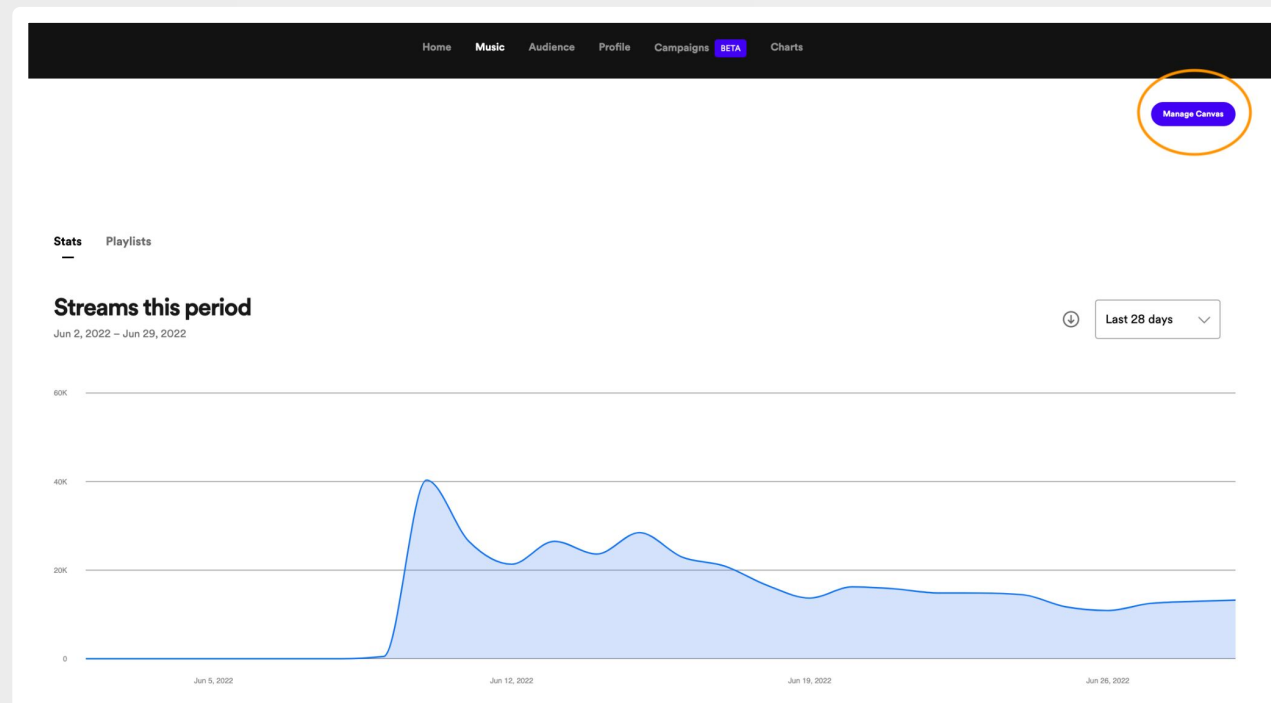
- Many people like to use a recognizable clip from their song's music video for this asset.
- If you don't have a music video you could use a simple video animation or even put together a brief slideshow of touring/studio photos.
- One key piece of advice is to not use a clip where it looks like the person in the video is mouthing the words to the song, as that can be confusing. After all, your clip is just a couple seconds long, so whichever lyrics they're mouthing won't be accurate for the majority of the track.

Related Artists

Spotify selects similar artists based on user's searches; they are featured on the Related Artists session. This selection cannot be changed by the artists or label managers. To create the Related Artists list, the algorithm system aggregates and processes additional data such as when and how many times songs are streamed.

Related artists are based on the following identifiers:
- Editorial Tagging
- Audio Analytics
- Metadata
- Language Processing
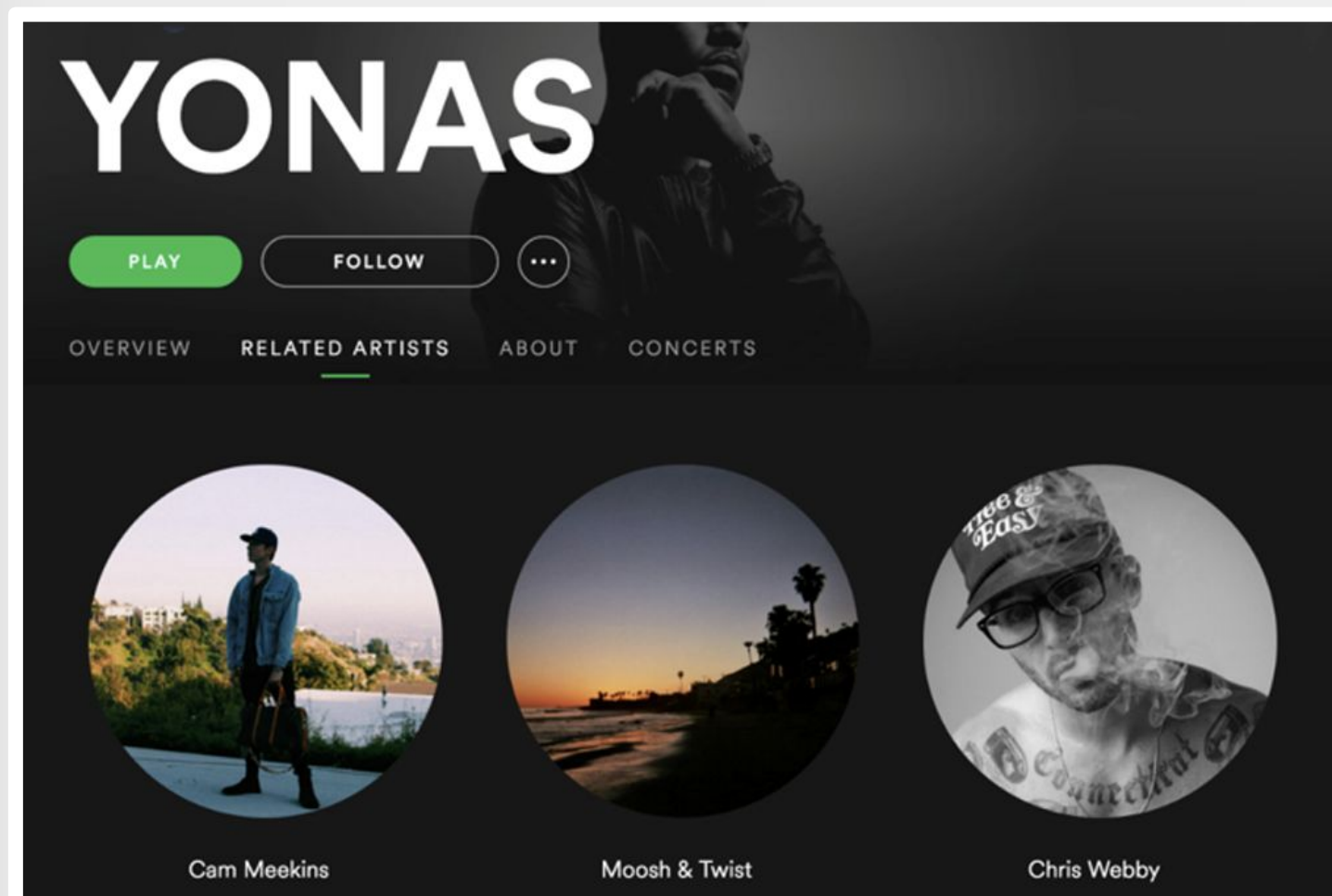
Promote Playlist Placements
Share the news when your music has been added on curated or automatically recommended playlists. This is a great way to engage fans and even curators from other digital music platforms, radio stations and influencers.

Be sure to share playlist additions and tag the playlist owner or Spotify.
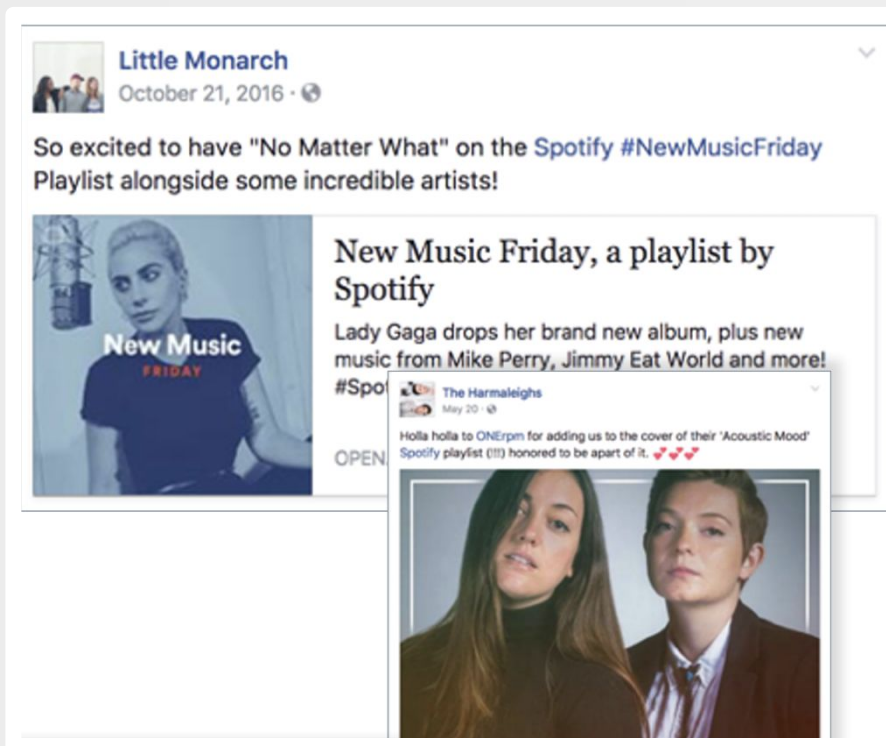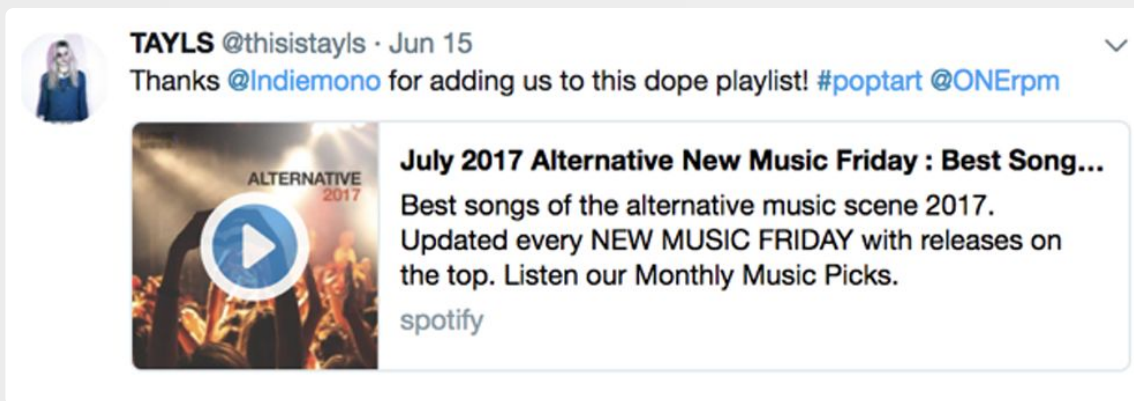
Artist Campaigns

Spotify offers long-term artist campaigns every quarter along with regular Artist Promos. Artists can measure the impact of ad campaigns via Spotify Ad Studio. With streaming conversion metrics, music marketers can understand how their audio ads on Spotify impacted listeners.

Learn more about this tool on [Spotify's Ad Studio](#) page.

Fan First Campaign

If you have a large fanbase on Spotify, a Fan First campaign could be a good option for you around the time of a tour or new album.

These free email campaigns target the most avid listeners (subscribers or free service users), giving them a chance to access content, exclusive merchandise, gig tickets, special events and more.

If you want to run a Fan First campaign, reach out to your ONErpm account manager and they'll connect you with Spotify to do so. Make sure you have a good idea of what your mailer will say before you start this process.

Thanks for being a fan

Queens of the Stone Age are giving you early access to tickets for their upcoming tour. Get yours before everyone else.

Digital Ad Campaign

Spotify offers different advertising options for its freemium service.
Speak to your ONErpm account manager if you would like to explore this option.
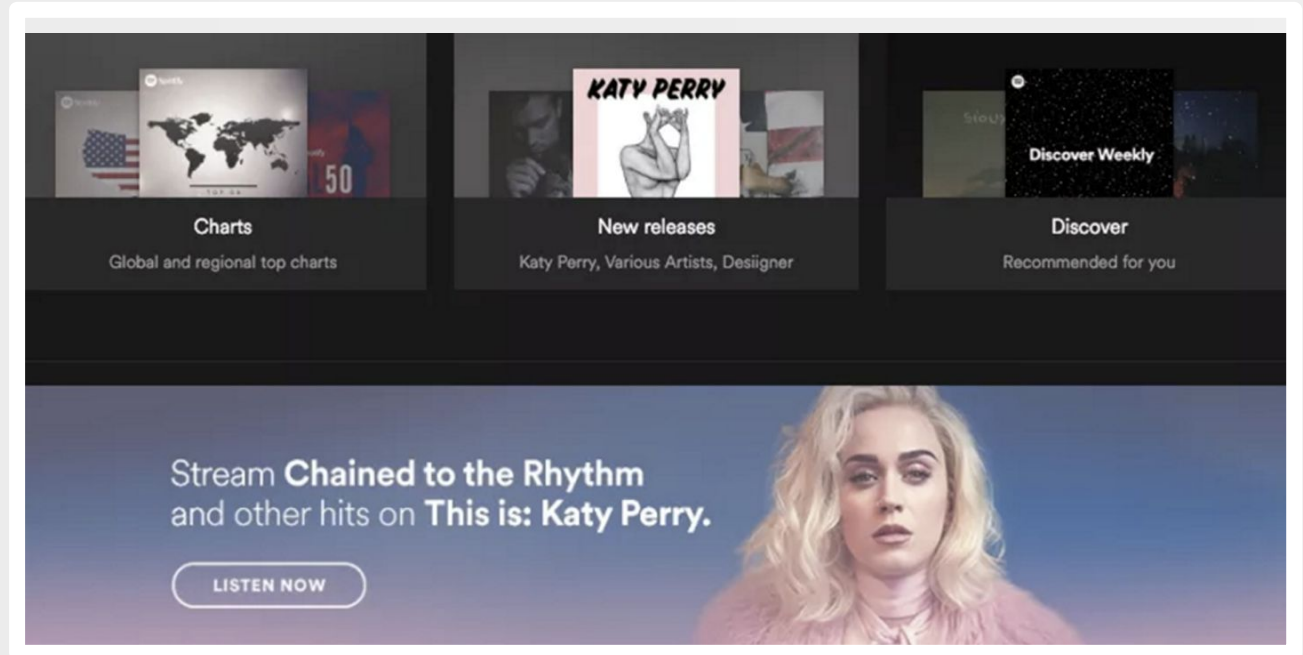
Common Formats

1.- MARQUEE

Spotify's marquee product is a newer offering that's gradually getting rolled out around the world. Unlike other ad formats, the Marquee doesn't face the entire Spotify ecosystem, it only faces your fans.

It's also unique from other formats because it doesn't live in AdStudio - you can find it in the top bar of your Spotify For Artists account.
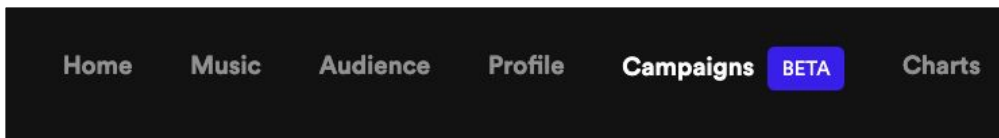
Once you click into Campaigns, you'll be presented with the opportunity to book a marquee if you have an eligible upcoming release, or if your release came out within the last 21 days.

You'll need to pick one country where you're booking a marquee (you can book multiple campaigns if you'd like to target fans across multiple territories).

Then you'll need to pick which segment of your audience you'd like to target. While Spotify has the ability to let you target fans based on how recently they've been listening to your music, we generally recommend that you target your total addressable audience.

After you select your audience, Spotify will provide an estimate as to the size of the campaign you're going to run in terms of Impressions and Clicks. You're only billed for the fans that do click on the ad, and because you're a member of the ONErpm Fam, you get a discount on those clicks. Spotify will also provide you with a recommended budget. You don't need to spend this full amount, but we recommend that you don't go over it, as it's unlikely to actually be able to accumulate the amount of clicks you're offering to pay for.

Once your marquee is live, you should be able to watch in real-time how fans are reacting to it and get a sense of their Conversion Rate (people that stream after clicking on your ad) Intent Rate (people that save your song after streaming it) and streams-per-listener (to give you a sense of how much people are exploring the rest of your catalogue).

Your reachable audience ⑦

A group of listeners who have followed or shown interest in your music and are likely to find your campaign relevant. It includes people from the segments below.

Segments of your reachable audience

Audience segments based on their listening behavior.

☐ **Recently interested listeners** ⑦
Actively streamed your music in the last 28 days.

☐ **Casual listeners** ⑦
Actively streamed your music in the last six months, but streamed less than your other listeners.

☐ **Lapsed listeners** ⑦
Have not actively streamed your music in six months.

Targeting overview

Audience size ⑦

-

Cost per click

-

Max recommended budget ⑦

-

2.- AUDIO ADVERTISING

Appears during commercial ad breaks

Spotify displays an ad image and a clickable campaign.

3.- DISPLAY

Clickable images displayed for 30 seconds

No other display ad will be shown at the same time

4.- BILLBOARD

Billboard ads are large screensaver images, they display after 5 minutes of user inactivity.

When the user returns, Billboard remains on a user's screen for 30 seconds.

During the 30 seconds, the unit can be re-expanded for a full screen.

The user can click on all assets, at all stages.

Special Campaign Inclusion

Spotify collaborates with artists for special branding campaign ads, recording sessions, commemorative playlists, events, talks and more.

For example, Spotify collaborated with ONErpm artists The Harmaleighs and James Droll in the creation of Spotify's Pride playlist to celebrate the LGBTQI*'s pride month in 2017.
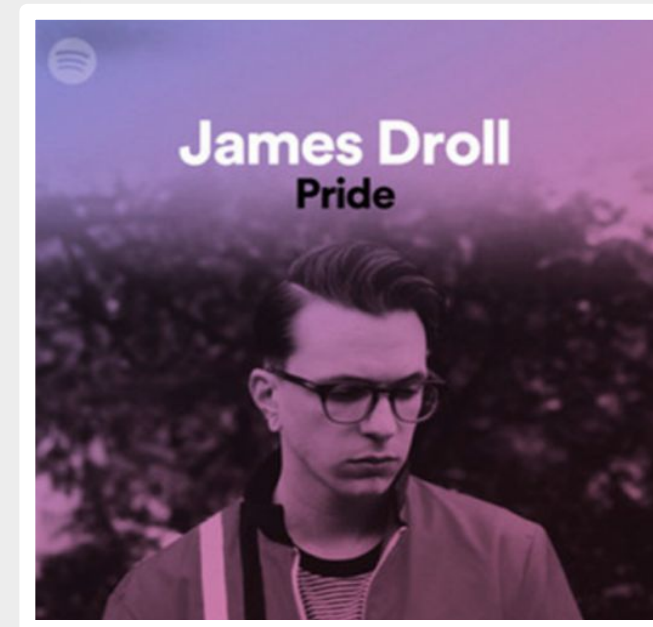
Spotify-Owned Playlists

Artists who want their music to feature on Spotify's editorial playlists:

- should have already started their pre-release campaign.
- must have uploaded audio tracks and have sent information about their work (press release, promotional picture in high resolution, etc) to ONErpm at least 3 weeks before the release date.

The most vital step in helping you secure a Spotify Editorial playlist is to use the Spotify Pitch Tool. You'll find the opportunity to pitch your music once you distribute your music to Spotify under the Upcoming section under your Music. You should include notable press and marketing efforts that are going into your release to let the editorial team at Spotify know just how special your project is. If you don't get all this information to Spotify 3 weeks ahead of your release it's extremely unlikely that you'll get any placements at all.
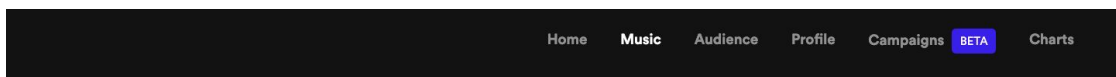
ONErpm-Owned Playlists

To be featured on ONErpm playlists, artists should
reach out to their account managers.

MERCHBAR

Merchbar

Spotify has partnered with Merchbar to offer artist merchandise online.
Once your merch is listed, top selling products will automatically appear on your Spotify artist page.
To use Merchbar get in touch with their team.
Merchbar onboards new partners quarterly.
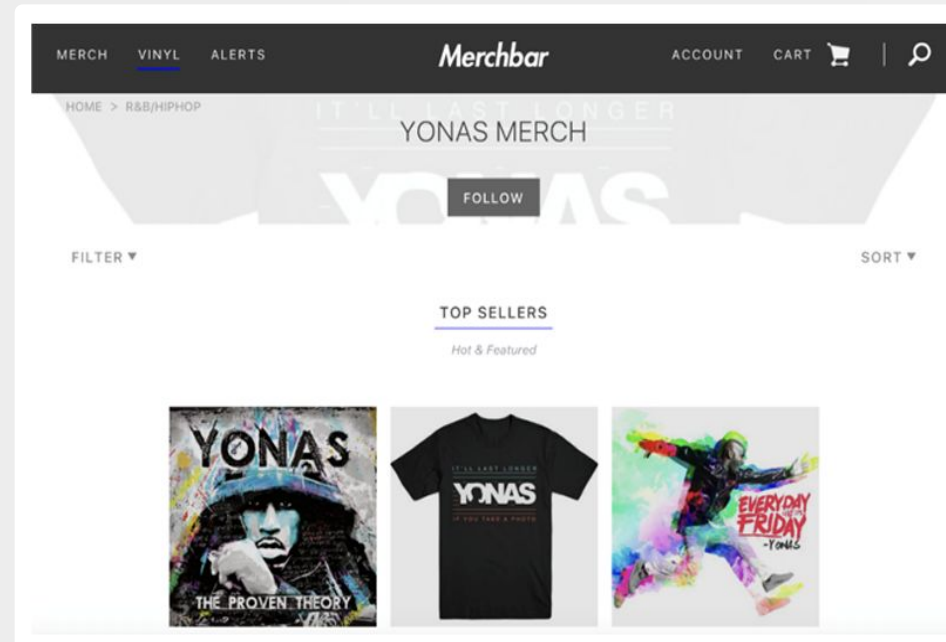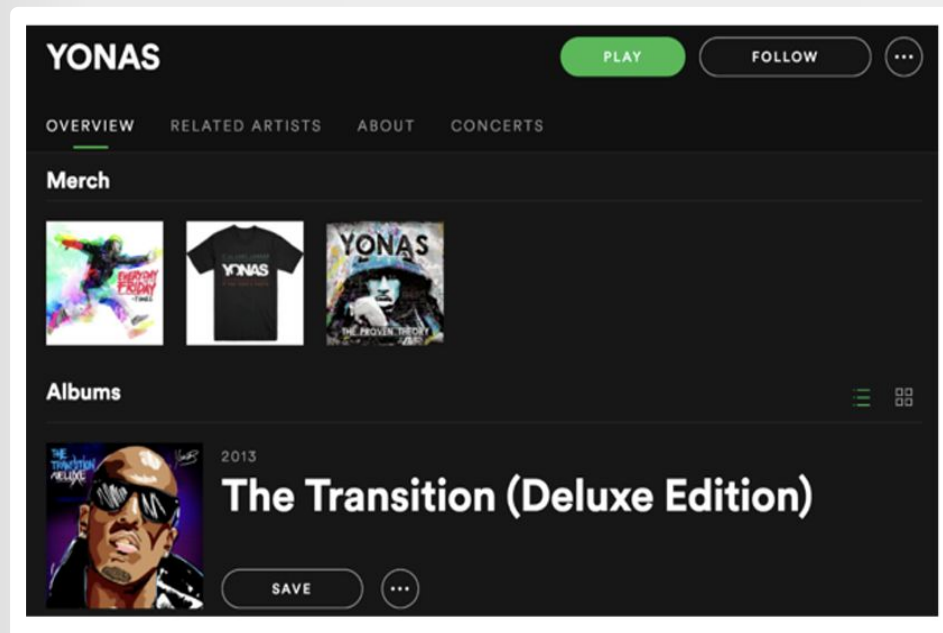
TOUR DATES

Tour Dates

Let your streaming audience know where you will be performing. Spotify generates tour dates via Songkick and Ticketmaster, so you need to have them listed there.

Basic Rules:

- It can take 24-48 hours for tour dates to show on Spotify once they are added to Songkick
- All events must have a specified venue, not just a city or town. Events without a venue will not show up on Spotify
- Spotify will only display events happening within the next 12 months.

The Songkick toolbox is the best place to start this process.
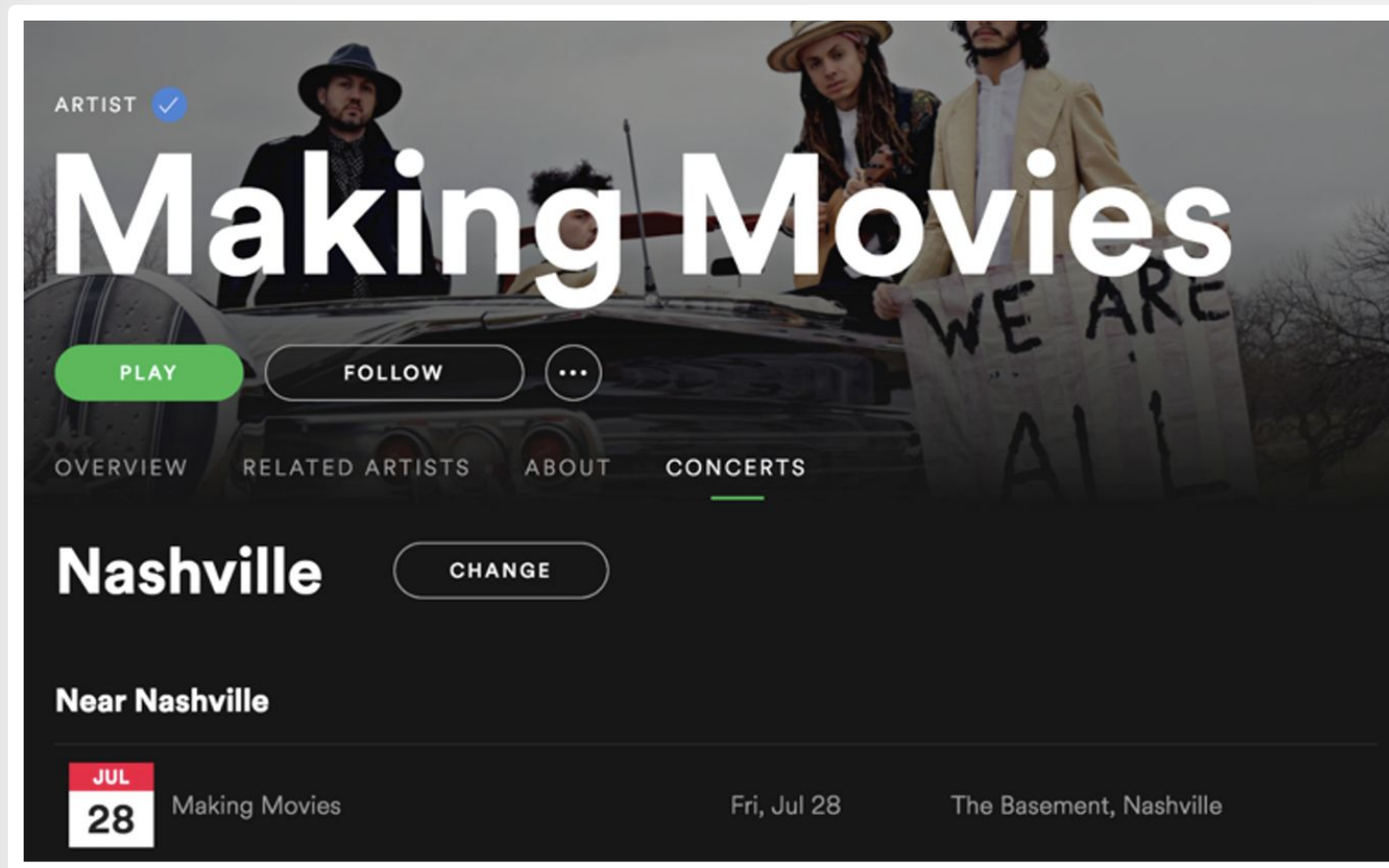
FOLLOW CAMPAIGN

SONGKICK - Step by Step

STEP 1
Click on link, then "Sign Up For Free"
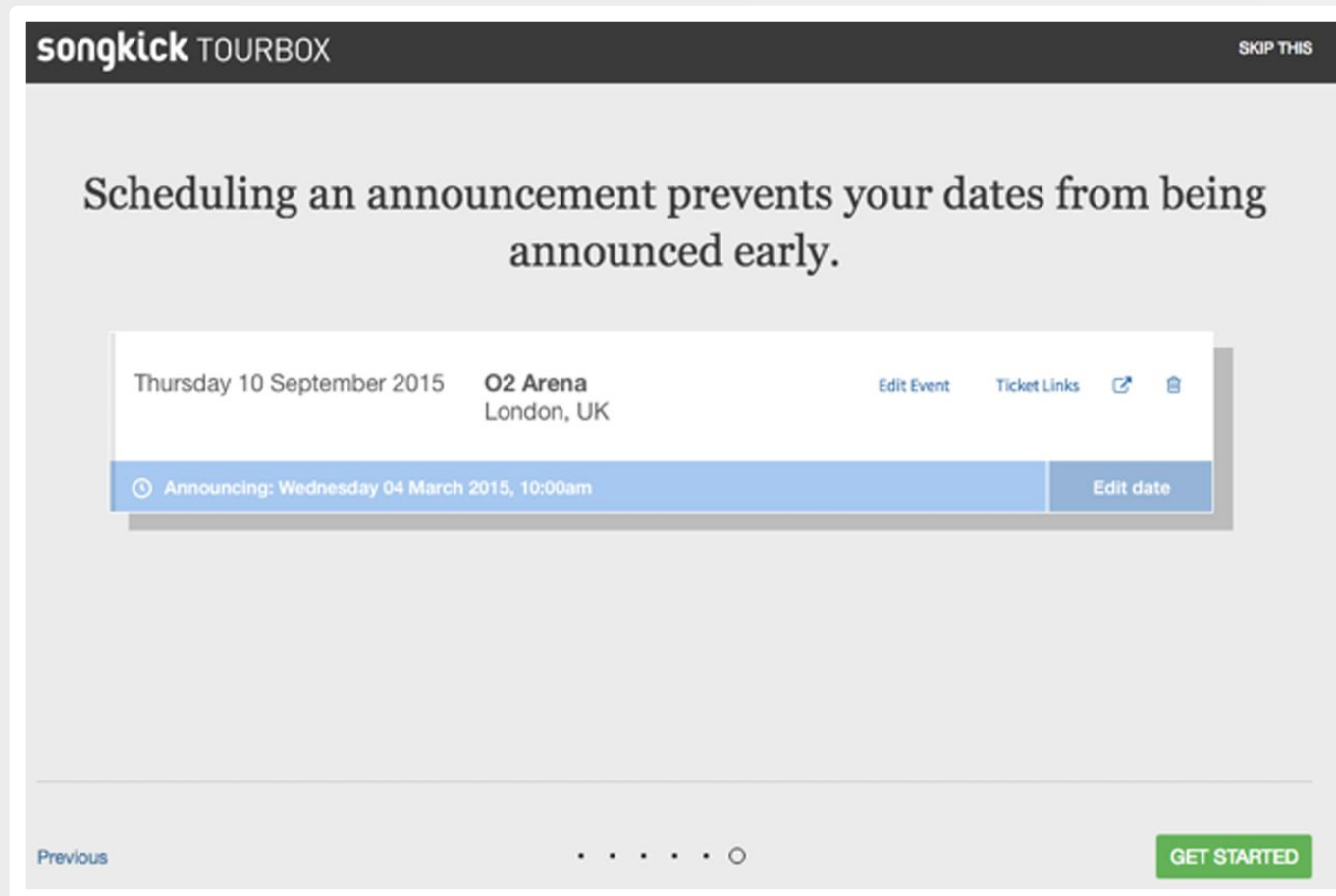
STEP 2
Login with your email address and enter artist information.

STEP 3

Enter the custom URL for your ticket link.

STEP 4
Create link for merchandise

STEP 5
Enter show information

STEP 6
Manage artist approval settings.

STEP 7
Schedule show announcements or announce immediately!

Getting Spotify followers is an important way to engage and get visibility with fans:

Here is a link to a guideline on how to create a "Follow" button for your website.

People who follow you will be notified about your new music, which will also likely be featured in their weekly algorithmic personal playlists like 'Release Radar' and 'Discover Weekly.'

It is a great idea to encourage fans to follow you on Spotify through your socials.