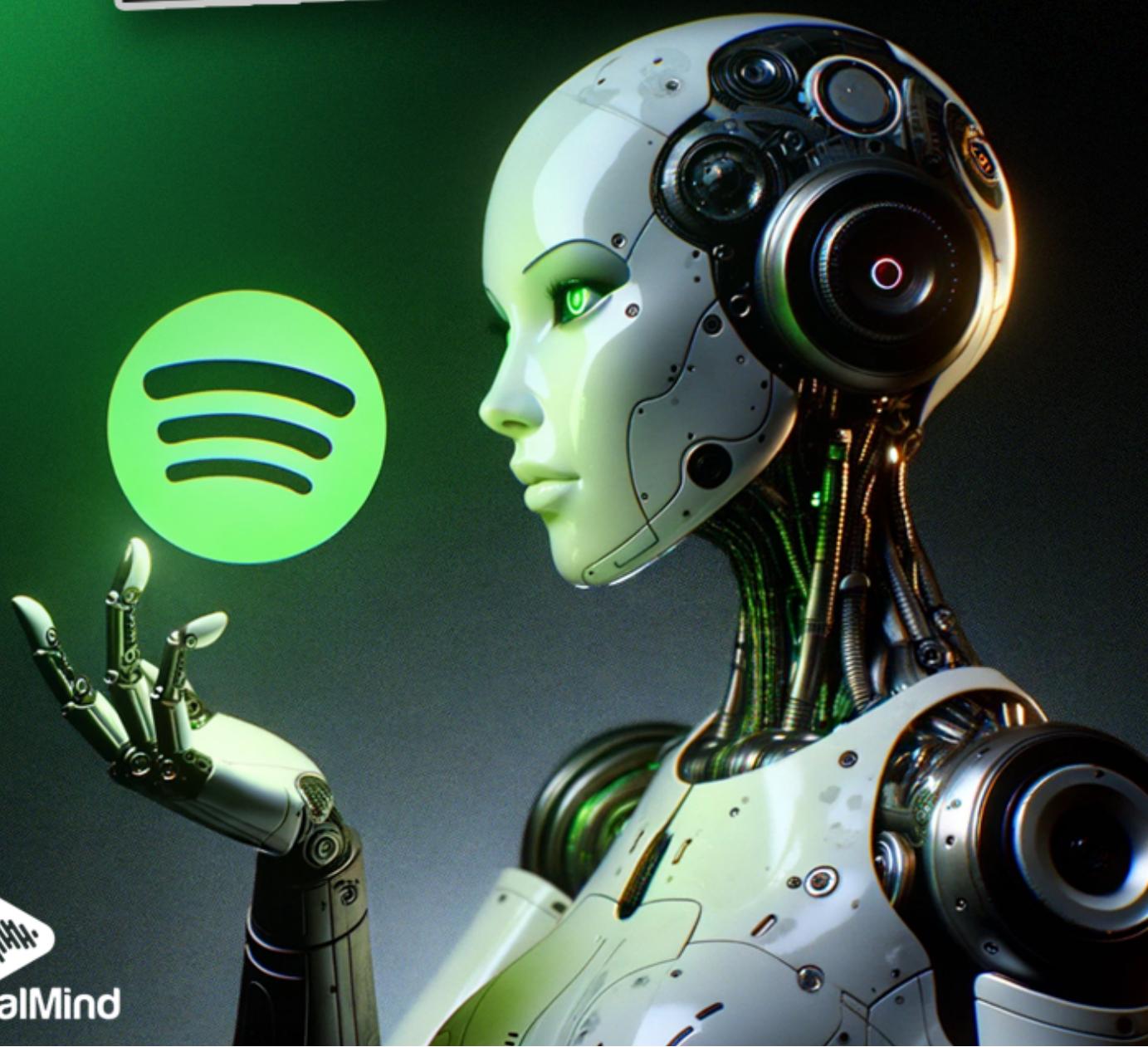


HOW TO TRIGGER THE SPOTIFY ALGORITHM AND EXPLODE YOUR FANBASE



INTRODUCTION

Are you an artist trying to make it big on Spotify? This eBook is for you. We're going to show you how the Spotify algorithm works and how you can use it to your advantage.

No need for a big marketing budget – just the right know-how. We'll give you simple, effective strategies to get your music noticed and grow a solid fan base. It's about getting straight to the point and using Spotify to boost your career.

Let's jump in!

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HOW DOES THE SPOTIFY ALGORITHM WORK?

It all starts with BaRT...



No, not that Bart!

We're talking about the real name of the algorithm running on Spotify: BaRT (which stands for Bandits for Recommendations as Treatments).

BaRT's job is to keep users on Spotify for as long as possible by recommending music that is most relevant & engaging to the listener.



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In fact, it's the musical equivalent of those pesky algorithms that keep us hooked on scrolling social media sites like TikTok and Instagram when we should be working..

To recommend the most relevant music, BaRT utilizes three main functions:



NATURAL LANGUAGE PROCESSING

Analyses the language, lyrics, and content of a song. For instance, it can identify whether a song is joyful or sad, or if it talks about love, freedom, etc. This helps in recommending songs that match a listener's mood or preferences.



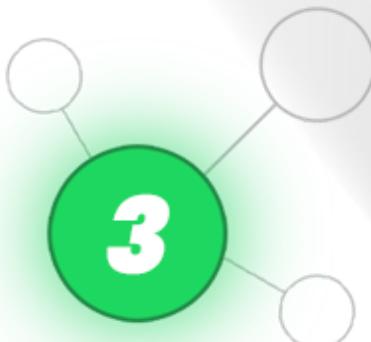
RAW AUDIO ANALYZATION

This process involves examining the music itself—its tempo, rhythm, and instrumental elements—to categorize the song's overall 'vibe'. For example, it can distinguish an upbeat dance track from a relaxed acoustic piece, helping in tailoring music recommendations to a listener's current mood or activity.



RAW AUDIO ANALYZATION

This method analyzes your listening history and identifies patterns in your music preferences. It then matches these patterns with other Spotify users who have similar listening habits. Based on what they've enjoyed, the algorithm recommends new songs to you, assuming you might like them too, since your tastes align.



Unsurprisingly, these 3 functions are supported by a mind-boggling amount of data.

But there are five key statistics which have the most impact on its decisions:

LISTENING HISTORY

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LISTENING TIME

The amount of time spent listening to a song is crucial. For instance, if a user consistently listens to a song beyond the first 30 seconds, it's likely they enjoy it. This metric helps BaRT to gauge a song's appeal to the user.



💿 PLAYLIST PLACEMENTS

The types of playlists where a user's favorite songs appear can also inform the algorithm. For example, if a user often listens to songs from a 'workout' playlist, BaRT might suggest more high-energy tracks.

💾 SAVE & ENGAGEMENT RATE

When a user listens to a song and then explores the artist's profile, it signals to the BaRT system that the song is engaging and should be shared with more users. This interaction indicates the song's popularity and potential to appeal to a wider audience.

🔊 RAW AUDIO ANALYZATION

If a user often skips certain songs or genres, BaRT takes this as a signal that these types of music are less preferred. A low skip rate, conversely, indicates strong preference or satisfaction with the chosen songs.

THE BENEFITS OF TRIGGERING THE ALGORITHM

To put it simply, the main goal of Spotify's algorithm is to keep users on the app for as long as possible. This helps Spotify make more money from subscriptions and ads. But this is also great for you as an artist.

How does this help you, you might ask?

Well, the biggest benefit is getting your music onto Spotify's algorithmic playlists.

When your songs are on these playlists, you tend to get more streams, more people saving your tracks, and more followers.

There are three main algorithmic playlists on Spotify:

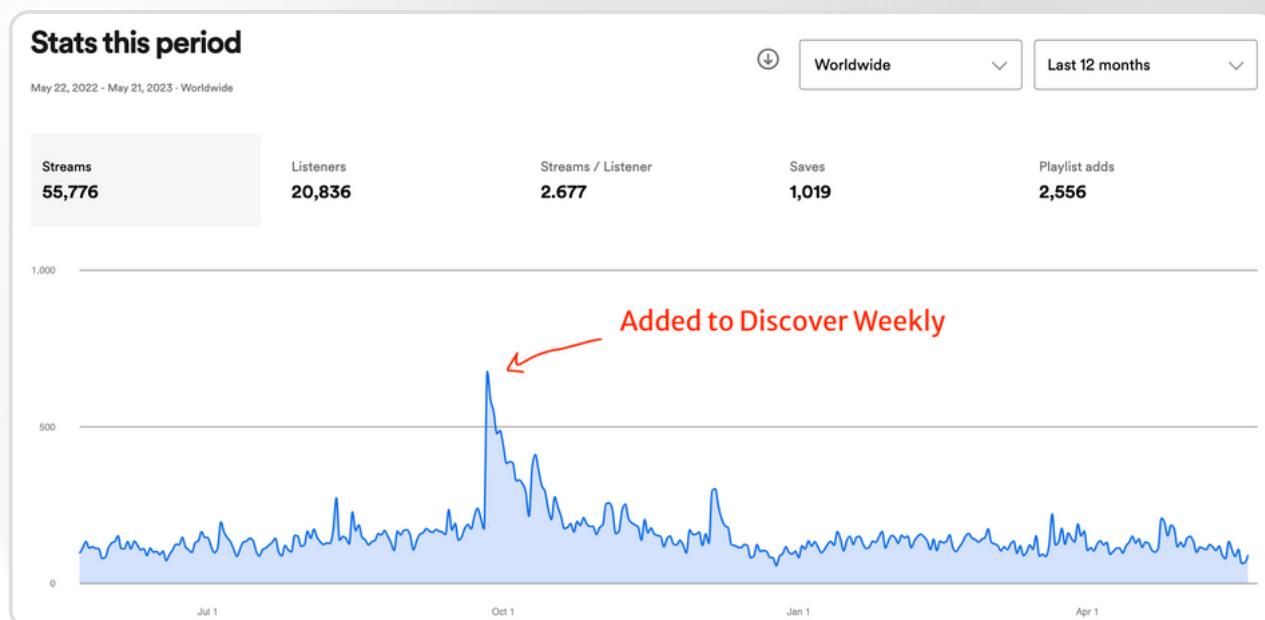
DISCOVER WEEKLY

This playlist introduces your music to listeners who haven't heard you before but have shown interest in similar artists or genres.

"Discovery Weekly" is often perceived as the most influential among Spotify's three algorithmic playlists, serving as a key 'algorithm trigger point'. Essentially, it's Spotify's way of introducing your music to a broader audience. If your track is featured on Discovery Weekly, it's a strong indication that the Spotify algorithm has a good understanding of your music's appeal.

Remember, Spotify's goal is to suggest music that listeners are likely to enjoy. So, if your song is selected for Discovery Weekly, it means that Spotify believes a) your song is appealing, and b) it has identified the right audience for your track.

Here's what it looks like:

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Top 100 of 4,871 playlists for this song

Since 2015 ▾



Discover Weekly

Made By

Streams ▾

Date Added

Spotify

31,598

—

This song has been included on 4,871 playlists, but “Discover Weekly” is its all-time top source of streams, even though, as you can see, the placement was short-lived.

Takeaway: “Discover Weekly” is important.

RELEASE RADAR

Tailored for fans who already follow you or have played your music, this playlist features your new releases. It's an effective way to keep your existing audience engaged with your latest work.



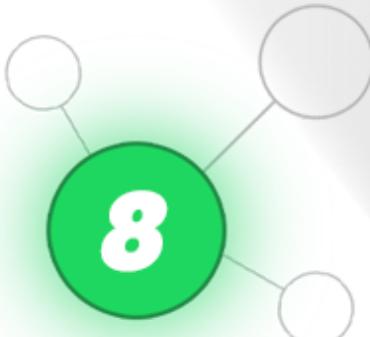
DAILY MIXES

These are personalized playlists that mix a listener's favorite tracks with new recommendations. If your music aligns with their taste, it gets included, providing an opportunity for both current fans and new listeners to enjoy your tracks.



Getting your music on these playlists increases your exposure to both new and existing listeners on Spotify, helping you to grow your audience.

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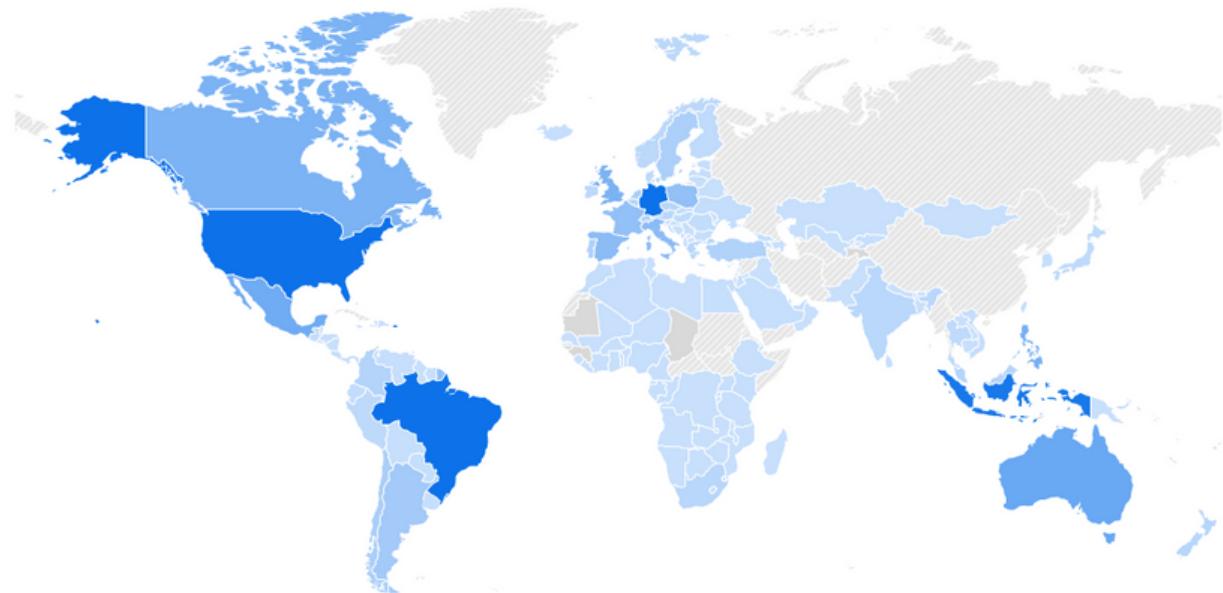


ANOTHER MAJOR BENEFIT FROM TRIGGERING THE ALGORITHM: IMPROVED SONG RECOMMENDATIONS

This means your tracks will show up more frequently in areas like the 'Recommended Songs' at the end of user-created playlists and on Spotify Radio. This increased visibility is essential for reaching listeners who haven't discovered your music yet.

TRIGGERING THE SPOTIFY ALGORITHM ALSO LEADS TO THE ACCUMULATION OF VALUABLE LISTENER DATA

The interactions from these new and broader groups of listeners—reflected in streams, saves, and playlist adds—provide deep insights. Understanding this can help you better connect with your fan base, fine-tune your music and marketing strategies, and make well-informed decisions for future music releases.

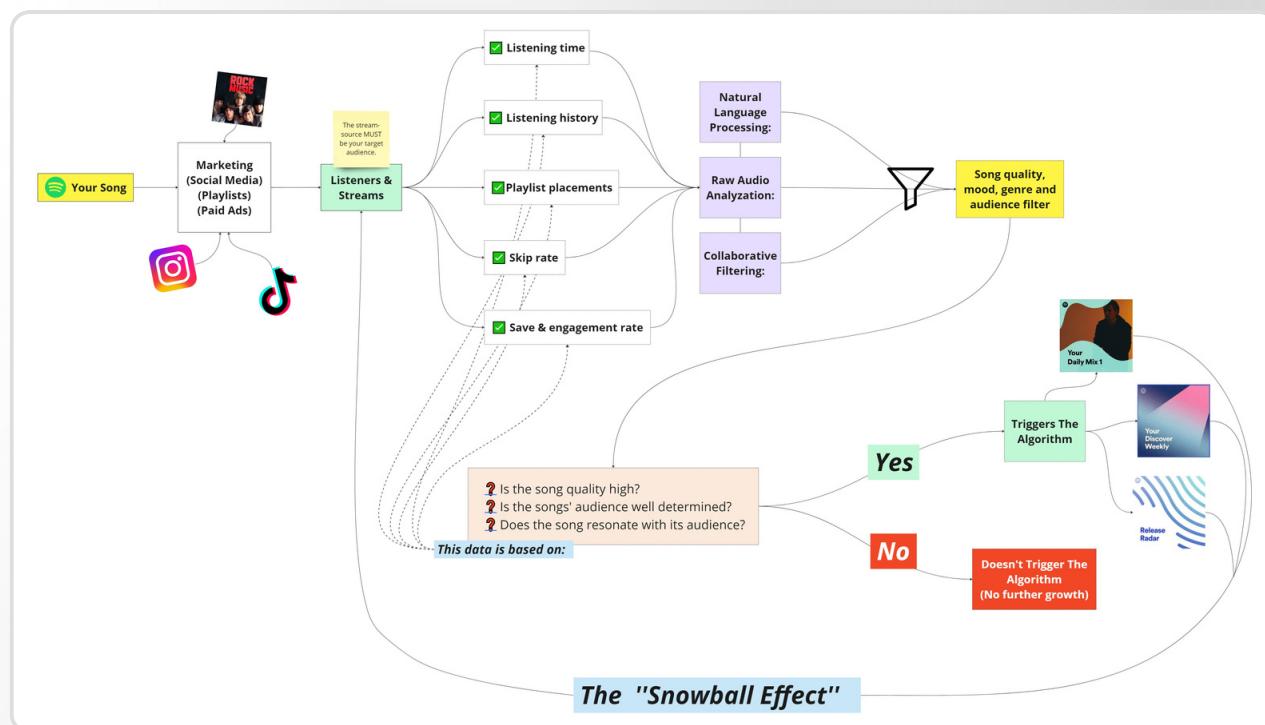




LASTLY, ONE HUGE BENEFIT IS THAT IT WILL INCREASE THE POTENTIAL FOR VIRAL GROWTH.

When your song is added to Spotify's algorithmic playlists, its chances of going viral go up. More streams from these playlists mean more exposure. If listeners like what they hear and engage with your song, Spotify's algorithm will show it to even more people.

This cycle of getting more streams and more exposure can keep growing, creating a snowball effect. Your song's reach keeps expanding, building momentum that can increase its popularity quickly and potentially lead to it going viral.

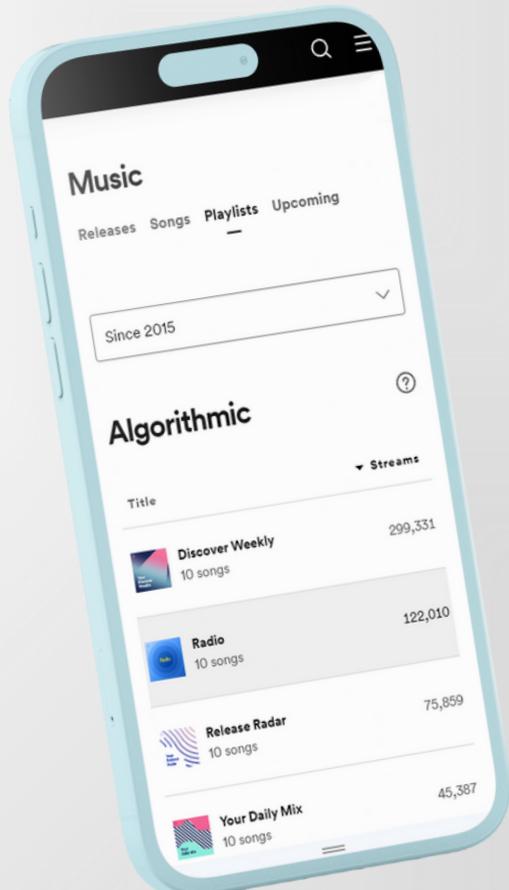


TRIGGERING THE SPOTIFY ALGORITHM FOR YOUR MUSIC

Now that we have a better grasp of how Spotify's algorithm works and its importance for musicians, the most important question becomes:

How can you use this knowledge to trigger the Spotify algorithm?

Well, there are a few strategies you can put into practice. We will delve into the most important and practical tactics:



MAKE HIGH QUALITY MUSIC

This might seem obvious, but it's worth stating: you can do everything else right, but if your music quality isn't there, it's nearly impossible to trigger the algorithm. So, really focus on nailing the vocals, production, and mix of your song.

Aim to create something unique. Additionally, consider using platforms such as Groover or SubmitHub to submit your music and receive feedback from industry professionals.



PROFILE ENGAGEMENT

Spotify actively tracks profile engagement, and the more users interact with your content [by clicking your social media links, following your profile, listening to your playlists etc], the more positive data is fed into the algorithm.

To get the most out of this, you want to make sure that your artist profile is set up correctly.

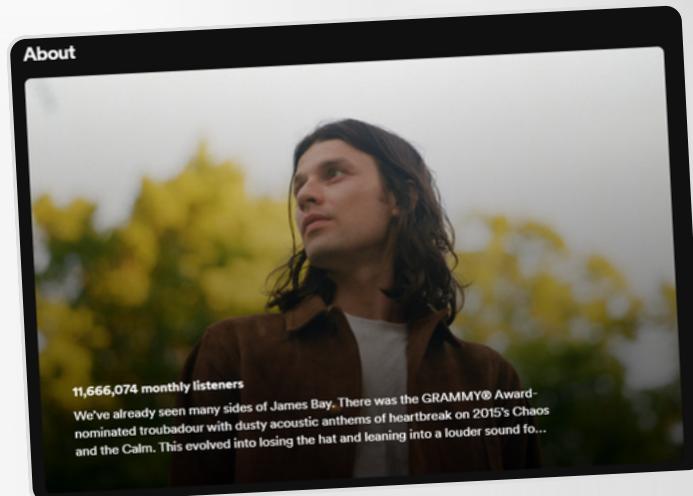
Here's how you do that:





PICK A PIC FOR YOUR SPOTIFY ARTIST PROFILE

Your profile picture is your first impression. Choose a photo that resonates with your music style or philosophy. Remember, a great picture can pull listeners into your world. Go for something that stands out, especially considering Spotify's darker interface. Make sure it's high quality and represents you authentically.



WRITE YOUR ARTIST PROFILE BIO LIKE A PRO

You have 1500 words to make an impact. Use this space to share your story, your inspirations, and what sets your heart alight when it comes to music. Don't shy away from mentioning your achievements. This space should make your audience see that you're worth their time and attention.



LINK YOUR SOCIALS

Ensure that all your active social media platforms are connected to your Spotify profile. This creates additional touchpoints for listeners who are intrigued by your music, increasing the likelihood that they'll explore your social media for more insights into your artistic journey.

By linking your socials, you not only open the door to deeper fan engagement but also create opportunities to grow your follower base across different platforms, fostering a community of loyal fans.



FILL OUT ALL THE INFORMATION ON YOUR PROFILE

Detail is key. Share everything from your genre to your label, song titles, and album names. The more information you provide, the easier it is for audiences to discover and enjoy your music. Don't forget to regularly update your "Artist's Pick" to keep your profile dynamic and engaging.

Artist pick



My name is Taylor & I was born in 1989

Taylor Swift Complete Collection
Playlist

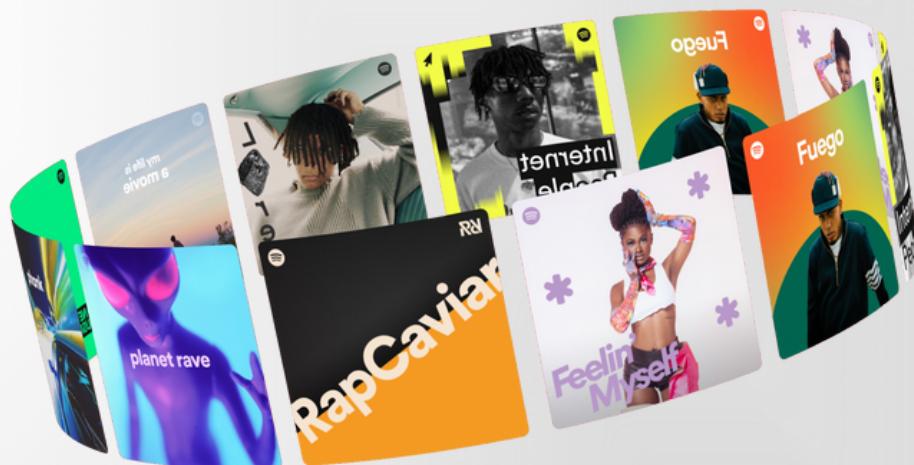
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TRACK TAGGING

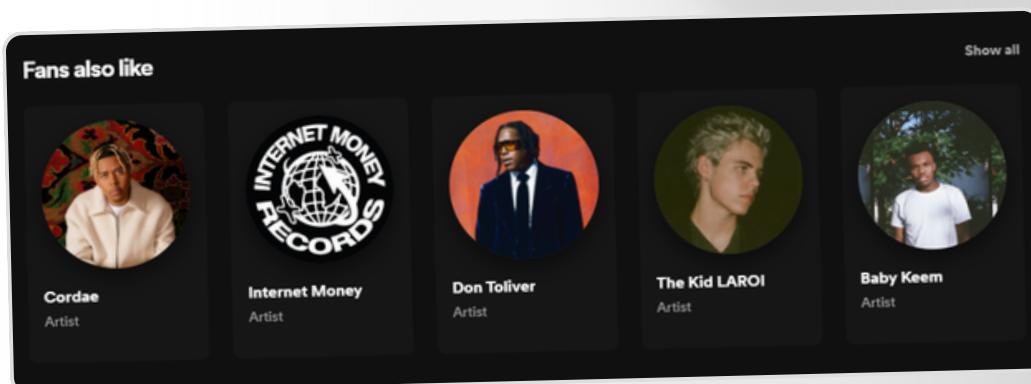
Whilst Spotify is incredibly good at figuring out the genre/mood/vibe of your song automatically, you can give the algorithm a kick start by correctly tagging your tracks on SpotifyForArtists.

When submitting a new release, make sure you select the most relevant categories for your track and avoid unnecessary tags that could potentially confuse the algorithm [this also ensures your release is shown to the most relevant editorial curators at Spotify].

Submit your music to Spotify at least four weeks before your release date to be considered for their editorial playlists.



SIMILAR ARTISTS & SONGS



We've already seen how Spotify uses listening habit data to recommend new songs, so it's crucial that BART can make a connection between your track and similar artists/songs.

Here's how you can help Spotify in creating a more accurate 'Fans Also Like' section for your profile:

Creating and Sharing Playlists: Make your own playlists including your music and similar artists. This helps Spotify connect your music with these artists. Encourage friends and family to create playlists featuring your music too.

Shared Fanbase and Artist Size: Spotify's algorithm considers shared fanbases and artist sizes. Collaborating with artists of a similar size can be more effective for appearing in each other's "Fans Also Like" sections.

External Influence: Spotify also analyzes external data like Google searches, blogs, social media, and press coverage. Being featured on genre-specific blogs or platforms can help Spotify understand your place in the music scene.

Correcting a Skewed 'Fans Also Like': If your "Fans Also Like" section doesn't accurately represent your music due to previous mistakes (like using bots), you can correct it by reversing the data with better, more accurate data. This involves removing your music from irrelevant playlists and ensuring all new data fed into Spotify is accurate.



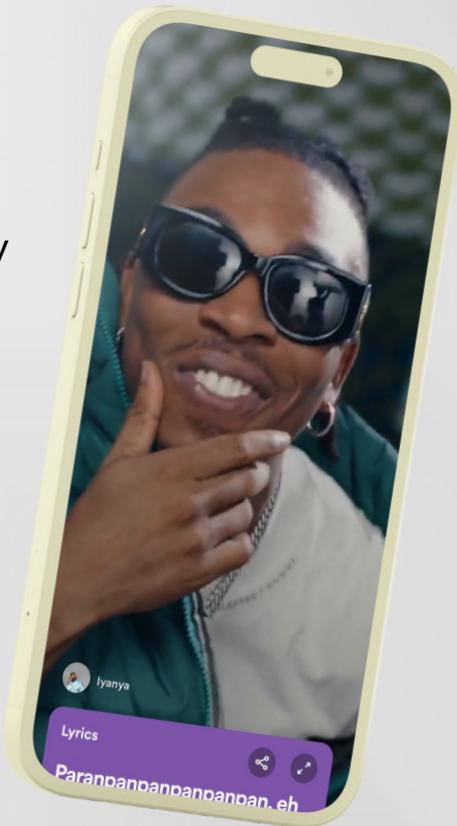
THE FIRST 24 HOURS FOLLOWING YOUR SONG RELEASE

When a song is released, the following 24 hours are what matter the most to the Spotify algorithm. If there is enough traffic on the song within the first 24 hours, the algorithm will boost it.

Getting streams, shares, saves, and added to playlists right off the bat will increase the data on your song and thus boost it.

ENGAGE LISTENERS BY USING SPOTIFY CANVAS

Spotify's Canvas tool allows you to add animated visuals to your music, making it more engaging for listeners. This can lead to longer listening times, which positively affects Spotify's algorithm, potentially increasing your music's exposure.



STREAMS, SAVES & FOLLOWS

Even if you've got every strategy in place as mentioned earlier, it's crucial to remember that without a steady flow of streams, you won't be able to trigger the Spotify algorithm. Spotify relies on this initial stream data to kickstart the effectiveness of all those strategies.

Among the various tactics to boost your streams on Spotify, playlist placements stand out as a universally beneficial approach for artists of all calibers. When you weigh it against other strategies like social media ads, playlist placements offer two significant advantages:

1. More Affordable: They offer a lower cost per stream. This affordability allows you to provide the algorithm with more data without a hefty investment.

2. User-Friendly Approach: You don't need to be adept at complex advertising platforms or ad creation. Getting your track featured in a popular, relevant playlist can effortlessly bring in thousands of streams, making it an efficient way to trigger the algorithm.



While social media ads can also be an effective option, we suggest opting for playlist placements if you're less experienced in music marketing. Ideally, combining both playlisting and social media advertising would be the most effective approach.

If you're looking to get your music playlisted, there are two main strategies:

1. Do It Yourself: Reach out to playlist curators on Spotify through their contact bios, Instagram, etc., and ask them to add your song to their playlists. You can also use tools like playlistmap, playlistsupply, and artist.tools to submit your music to a wide array of curators. This approach does work, but it can be hard to achieve large-scale success, as many artists use this free method. Additionally, curators are not incentivized to add your song as they receive nothing in return

2. Use a Playlist Placement Service: These services connect artists to playlist curators, who often get paid for placing or reviewing songs. There are many options, but it's important to choose a reputable service. Watch out for scammers. Some use streaming bots, which harm Spotify's algorithm detection. Bottled streams can be spotted by Spotify and don't engage like real users, possibly leading to no algorithmic traction for your music.



When submitting your music to playlists, either through free methods or paid services, it's important to be cautious.

To effectively trigger the Spotify algorithm, ensure that the playlists you choose meet these essential conditions, even if their engagement seems legitimate:

1: Genre or Mood Alignment: Select playlists that closely align with the genre or mood of your music. This ensures your tracks reach the most relevant and interested audience, leading to better engagement.

2. High Listener Engagement:

Choose playlists where songs frequently receive active listener engagement, such as being added to personal playlists, getting shared, or being saved. High engagement levels are a strong signal to the algorithm.

3. Low Skip Rate: Aim for playlists with a low skip rate, indicating that the audience generally enjoys the playlist content. This increases the likelihood of your track being listened to fully.



READY TO GROW YOUR MUSIC ON SPOTIFY?

You now have the insider knowledge on how the Spotify algorithm works and the strategies to trigger it effectively. The next step is crucial: getting your music into the ears of listeners who will love it.

At LyricalMind, we're dedicated to helping artists like you achieve just that. We're your partner in navigating the complex world of Spotify playlisting. Our goal is simple – to help your music reach its full potential.

WHY CHOOSE LYRICALMIND?

Hyper-Targeted Playlist Placements: We meticulously match your tracks with playlists that resonate with your music's mood and genre, ensuring your music reaches listeners who are already inclined to your style.

Active Listener Engagement: Our playlist network are active communities where listeners engage by saving, sharing, and adding tracks to their personal playlists. This kind of engagement is a strong positive signal to the Spotify algorithm.

Optimizing for Engagement: Our focus is on playlists with high engagement and low skip rates, ensuring your tracks are listened to more completely. This not only improves your standing with the Spotify algorithm but also enhances the overall listening experience of your music.





TRANSFORM YOUR SPOTIFY STRATEGY WITH LYRICALMIND

If you're ready to take your music to the next level on Spotify, LyricalMind is here to help. Get started with us and see the difference a targeted, thoughtful approach to playlisting can make.

Special Offer for Aspiring Artists: Use the code **SPOTIFYSUCCESS10** to receive a 10% discount on your first campaign with us.

TRY OUT LYRICALMIND TODAY!

