

Growth Engineering Whitepaper

Table of Contents

1.	Definition	1
2.	Options	3
3.	Direct Marketing	4
4.	Results	5

Definition

Growing the number of Spotify followers is a crucial topic across individual artists and agencies. A rising number of service providers are offering sustainable fan growth – primarily these services are linked to Playlist Pitching.

Even though Playlist Pitching is effective to raise play counts in the short term it does not seem to be a sustainable solution to focus on when growing a Fanbase over the long run as Playlist Curators can withdraw any song at any given time.

A few other problems may arise as

- People interact primarily with the Playlist – not the individual artist
- It is unlikely to draw people on the profile and gain followers because of Playlist appearances
- After withdrawn – the song is only available to listeners that saved or liked it previously
- People listen Playlist passively – Profile Visits presume active involvement
- Playlist appearance involves continuous interaction with Curators

To further address these issues – we wanted to solve the problem

„how to effectively grow a reliable, sustainable Fanbase of frequent, high-quality listeners and accelerate the growth of Spotify Followers“