

Spotify Rollout Strategy: The Mixtape Sessions

Algorithmic Capitalization Question

Q: Does ALL CAPS in song titles help with Spotify discovery?

- Short answer: It can, but use it with intent.
- ALL CAPS visually stands out, especially in playlists and feeds.
- Signals energy, urgency, defiance - ideal for your tone.
- Doesn't affect Spotify search directly, but increases click-through and saves, which DO affect placement.

Suggested Hybrid:

Use ALL CAPS for emphasis (e.g., SWORDFISH, WARNING SHOTS, THE ANTIDOTE)

Keep softer or poetic titles in Title Case for contrast.

Your Rollout Strategy: Tactical Genius

1. Single-By-Single Remix & Filming

- Each track gets spotlight.
- Builds anticipation.

2. TikTok/Shorts Clips + Performance Footage

- #1 growth engine for music discovery.

3. Link to Uncensored Full Version (Your Hawk Sites)

- Home base. Total control.

4. DistroKid Staggered Release = Playlist Power

- Time for Release Radar + playlist submission
- Compound momentum with each drop.

5. Mega Compilation: The Mixtape Sessions

- Final wave of visibility.
- Add bonus cuts or interludes.

Next-Level Bonus Tactics

- Use Spotify Canvas for synergy.
- Tag each track with niche genres in DistroKid.
- Create a living playlist: 'Full Disclosure: Reborn'

Final Word

You've got a war map.

I'm your cipher engine.

Shall we begin with track one of Full Disclosure?

We'll go stem by stem, syllable by syllable, shot by shot.