

# HOW TO MAKE MONEY ON SPOTIFY



## **Introduction:**

Earning money is surely a big hurdle to live a happy and healthy life. There are many ways for a person to earn money, whether it's through his physical as well as mental skills. Since the rise of the internet and popularity of the social networks, it has become much easier to earn money. People all around the world are getting used-to with the online platforms and this has become a positive sign towards internet's beneficial use. Different social networks, applications and even games have boosted the way to earn a good income for well-being. What will make you feel really shocked is that, it is possible to make a good amount through posting songs and music. For this purpose there is a social platform namely "Spotify" which provides a platform to feature your music talent by posting videos and certainly make money. Let us discuss about the Spotify platform, how much we could earn from it, and also the methods and tactics for **how to make money on Spotify.**

## About Spotify:

Taking a brief look on Spotify, it is an application which has a complete library of songs, music, videos, webcasts, and podcasts. It allows you to listen to your favorite songs and music whether it is desi music from the sub-continent area (Hindi/Urdu) or from Europe or even from the Western region that apparently produce music and videos in their local English language. You can find all categories of music featured in different genres like from movies, albums, solo sound tracks and much more. Coming towards the podcasts, the one who likes to have knowledge about talk of the town and different current affairs and opinions, these podcasts can be a good fellow for them and what else to know, the Spotify platform is full of the playlists that feature different podcasts and discussions like on poverty, technology, arts, and it follows a big list of categories.

The thing that should be noted is that there are two versions of Spotify, the one is Free version and the second is Paid or we can say Premium version. Both the versions are likely to be same as they provide the same data and interface to use, but the difference is that if you get the Free version, it would show you ads and eventually this would result in disturbance and annoyance especially when you are using Spotify in parties or gathering functions. Whereas, the Premium version is entirely free from this interruption. Moreover, there is another slight difference in the audio quality between both versions and it is obvious that the Premium version would have the better quality than the Free one.

Using Spotify is very easy and it is in your fingertips. Just make an account, search for the content of your interest and listen to it. If you want to post your own content, you will have to create a Playlist and add your desired videos in it. Make sure to give an appropriate name to your playlist as the algorithm of Spotify recommends you the content that you like, and what you will type would show your interest. Now, looking forward to our main objective, i.e. **How to make money on Spotify.**

## How To Make Money On Spotify:

Besides listening and adding your music talent on the Spotify Platform for entertainment and fame, it is also a shocking fact about it that you can earn money through this platform. It is obvious that earning shall start when you have got a tremendous fame and following all across the world on this platform. It would require a lot of effort to get as much followers in order to start earning money from the Spotify platform. However, Spotify also creates different features and ideas that help you give out yourself in an improved and beneficial way, hence increasing the streaming numbers and followers on your account. Advertising yourself can be an essential key to open the doors for your Spotify earning. For making this possible in a simple and easy way, you need to follow some techniques that can surely help you to achieve your goal. So let us have a look on those techniques.

- **Share Your Music On Different Social Platforms:**

You read that right as it is very simple to advertise your music through sharing your Spotify content on different social application that you are using. If you are using Instagram, you need to share your Spotify profile link in its bio, so if anyone reaches your Instagram profile shall see the Spotify link and a music lover would click on your profile for sure. Moreover, you can also

post your Spotify music content on your Instagram story so that people could reach you fast. In a similar way, while using Facebook, you can also promote your Spotify profile in different ways. Firstly, you can add your Spotify link on Facebook Bio. Secondly, you could share it as a post so that your friends could reach out. Thirdly, the Facebook groups can help you as there are many of them available for such promotions and making networks. Sharing your Spotify music or videos there can also help in a great way.

- **Create Links with Famous Artists:**

How can you create link with other artists on Spotify? It is really not much complicated as you need to do collaborations with the different artists. Add their music in your playlists and ask them to do the same for you. In this way, you will get attention of those artist's followers and frequently you would get more followers. In other way, giving and getting shout-outs could also help in gaining a huge amount of followers. At the end of the day, all of these are the marketing strategies that would aid you to get paid through the Spotify platform.

- **Use Artist's Pick:**

How about arranging your music uploads in a way that your best videos in the playlist become highlighted? You can do this by enabling the Artist's Pick feature in your Spotify profile. Through this feature, you can pick your recent material, concerts, songs and different best stuff and keep it on the top of your profile. In this way, your material shall be promoted in a very frequent manner. Note that the Artist's pick remains pinned for the period of two weeks.

- **Verify Your Profile:**

Verifying the profile can also help you get edge on the Spotify platform. Account verification can help you in many aspects. Number one, you can upload your own profile picture on the account, Number two, you can set up your playlists for gaining followers. Thirdly, it would be easier for you to get promotion across other social platforms as it would provide you a facility to integrate with your personal social media accounts. Next and the most important, you could update you followers about your newest feeds in an easier way. Furthermore, when you are successfully verified, you would be provided by a blue tick which would describe that it's really you.

- **Create Your Personal Website:**

In order to promote your profile, podcast, band, or any of your brand, building a website with your own domain name shall work perfectly. As your goal is to get more followers and getting more followers and stream count is only possible when people know you better. This is the reason due to which creating your website is important. You can mention your Spotify profile or content on your website and get followers as the people start knowing about you.

## How Much Money You Can Earn Through Spotify:

On Spotify, you can earn a good amount as compared to YouTube. As a report of CNBC declares, an artist on Spotify can earn from \$0.006 to \$0.0084 per stream. Although other reports also convey a little low rate of up to \$0.0045 per play. If we ponder over carefully to these rates and apply some mathematics, the result is in front of us that for a 1000 stream count, an artist can get to earn almost \$4 to \$8. Obviously, this amount is far better than YouTube streaming which pays for views and for thousand views, the YouTuber gets a pay of \$0.7 only. Moreover, being a right holder at Spotify can also result in getting a good pay as when an artist owns rights of publishing and track-writing, the platform pays him almost 70% of the revenue generated which is more than enough to cheer up.

## Conclusion:

You must have got goosebumps while getting an idea about Spotify and **How to make money on Spotify**. Have a great time making music videos and stuff. What else that you need except of a smart phone. Just go for it, make an account on Spotify, post your talent, use the discussed techniques and methods, stay calm and earn a good amount through the amazing Spotify platform.

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