

# UNDERSTANDING SPOTIFY

AN ARTIST'S GUIDE



Spotify®



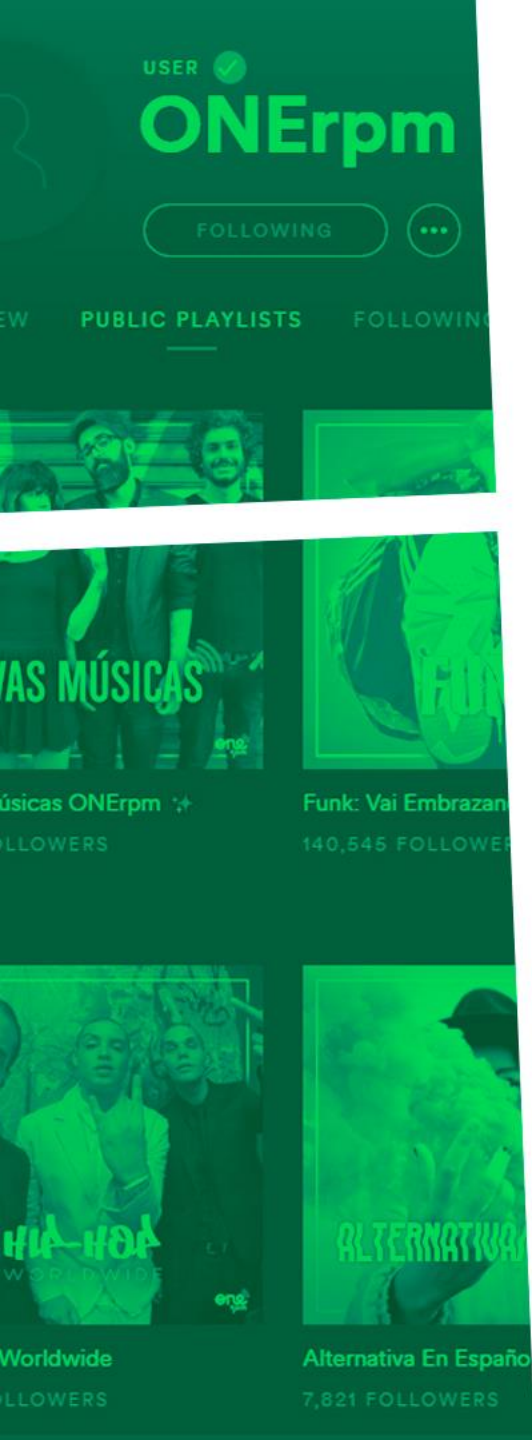


# WHAT IS SPOTIFY?

Spotify is the most leading digital streaming platform in the world, now in **60 countries**, with more than **140 million** active subscribers.

This guide will help you optimize your artist page and navigate marketing tools so you can best connect with your global audience.





# SPOTIFY

## OPTIMIZATION

The beginning of an artist profile optimization is getting access to **Spotify to Artists** and linking a user account to your artist profile.



# GET ACCESS TO SPOTIFY FOR ARTISTS\*

 Spotify for Artists

[Blog](#)

[Guide](#)

[FAQs](#)

[Get Access](#)

[Log In](#)

# Spotify for Artists

Your music's out there. We'll  
show you who's listening.

GET ACCESS

## STEP 1

- [Sign up](#). We recommend using an artist email address not Facebook (i.e. [yourgreatband@gmail.com](mailto:yourgreatband@gmail.com))

## STEP 2

- Gain access to your artist profile with this [link](#)

## STEP 3

- Add ONErpm as a team member, so we can help with marketing and data analysis. [Here's a how-to guideline.](#)

\*For new artists, you must wait to have music delivered on Spotify for this access, but it's smart to be prepared ahead of release.





# SPOTIFY FOR ARTISTS

## WHAT YOU CAN DO WITH SPOTIFY FOR ARTISTS

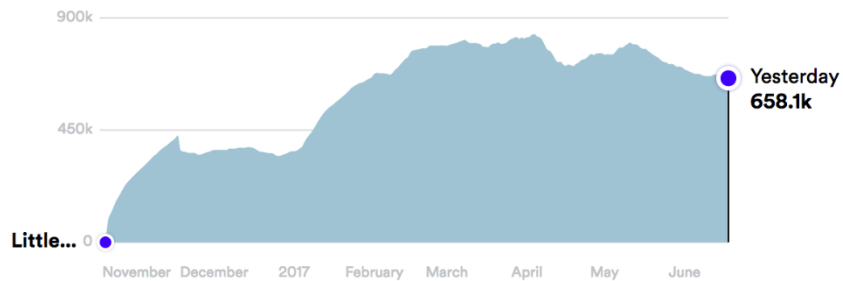
### Audience

**658.1k monthly listeners** ▼ 3.1k yesterday

MONTHLY LISTENERS

DAILY LISTENERS

FANS



🔍 Compare to other artists

188  
LISTENERS NOW

**Know your audience:** Demographics, Location, Similar artists, and Live Listeners

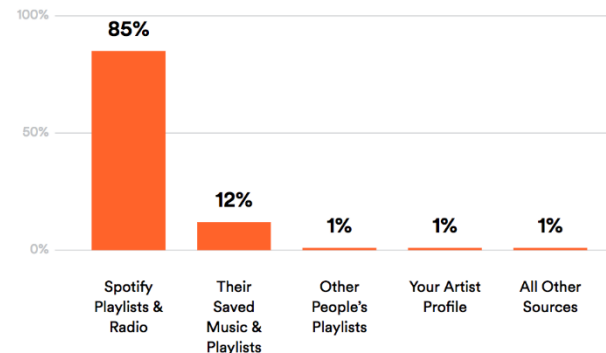
**Track your performance:** Song Data, Playlist Data, and Playlist Notifications

**Personalize your artist profile:** Artist Image, Artist's Pick, and Artist Playlists

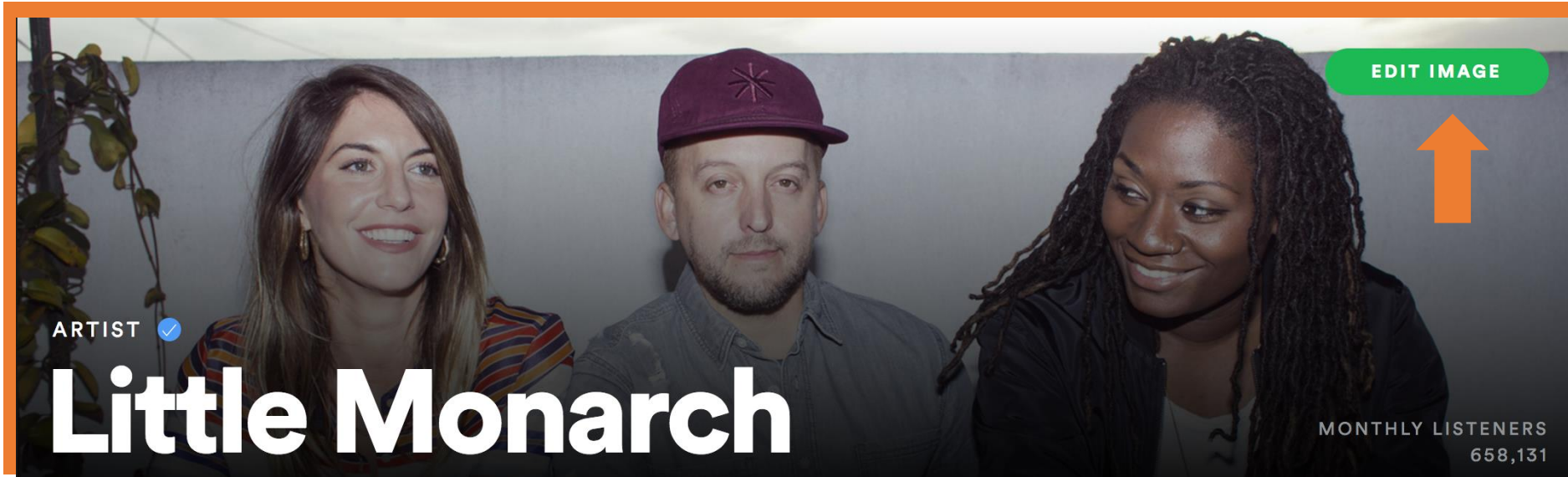
Further information [here](#).

### How they listen

MONTHLY LISTENERS



# PROFILE BANNER



You can update your image anytime. Change your profile banner by clicking “**Edit Image**”.

To make sure you look your best on Spotify, your image should:

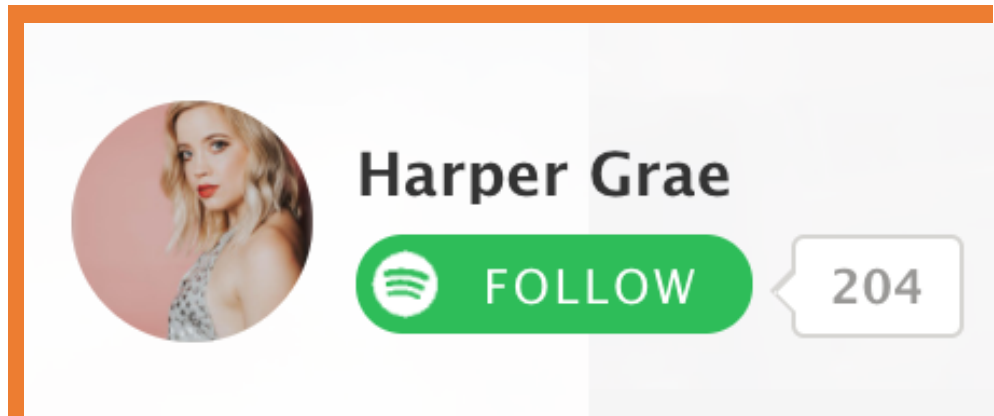
- Be centered for optimization across devices
- Have the correct file format (.jpeg, .gif, or .png)
- Be at least 2660px x 1140px, but preferably 6000px x 4000px (Not exceed 20MB)

Here's a [guideline](#) from Spotify



# FOLLOW CAMPAIGN

Growing your Spotify follower count is an  
Important way to engage with fans



- Here's a [guideline](#) to create a "**Follow**" button for your website.
- It's also a great idea to **encourage fans to follow you on Spotify** on your socials.
- **People who follow you will almost always see your new music** in their new releases and weekly algorithmic personal playlists like 'Release Radar' and 'Discover Weekly'



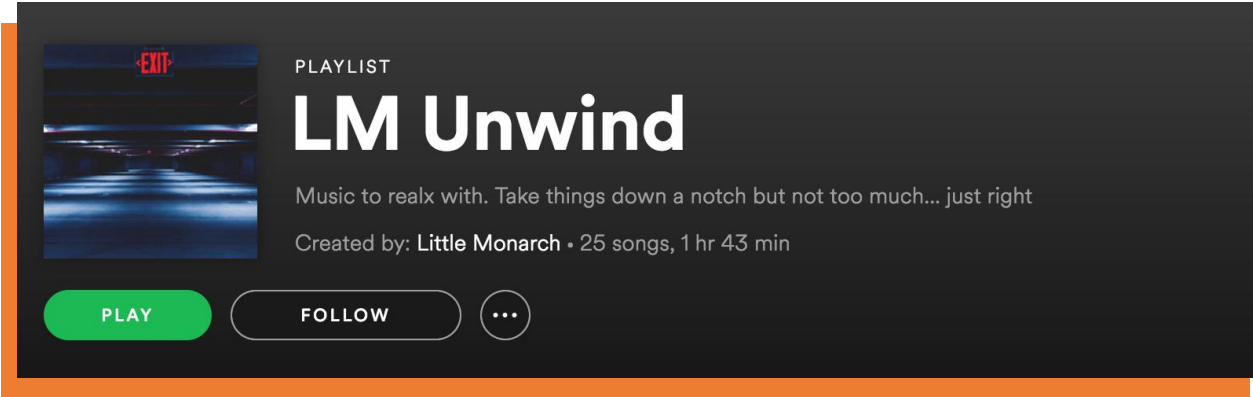
# PLAYLISTS

Create playlists on your Spotify user account, then add to your artist page via **Spotify for Artists**.

**Best Practices:** create custom artwork, descriptions, and update regularly adding new music to the *top of the playlist*.

The best playlist covers are visually rich and distinct, with a clear identity. Here's a **guideline** to create the best custom playlist image.

**Playlist ideas:** inspiration, influences, music from your hometown, music by era, bands you've toured/played with, road trip music, seasonal themes, lyric focus, set list, favorites, etc.



↑  
Description





# ARTIST'S PICK

From your [Spotify for Artists](#) page, you can feature music you love, as an “Artist’s Pick,” with the option of a short description.

Here are some examples you can add:

- Track
- Album
- Playlist

Your picks will be live at the top of your artist page for **two weeks** and can be changed or updated whenever you want to mix it up.



## Artist's Pick

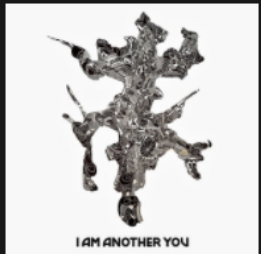


Hiraeth

Album • New Release



## Artist's Pick



Brave Enough

Track • New Release



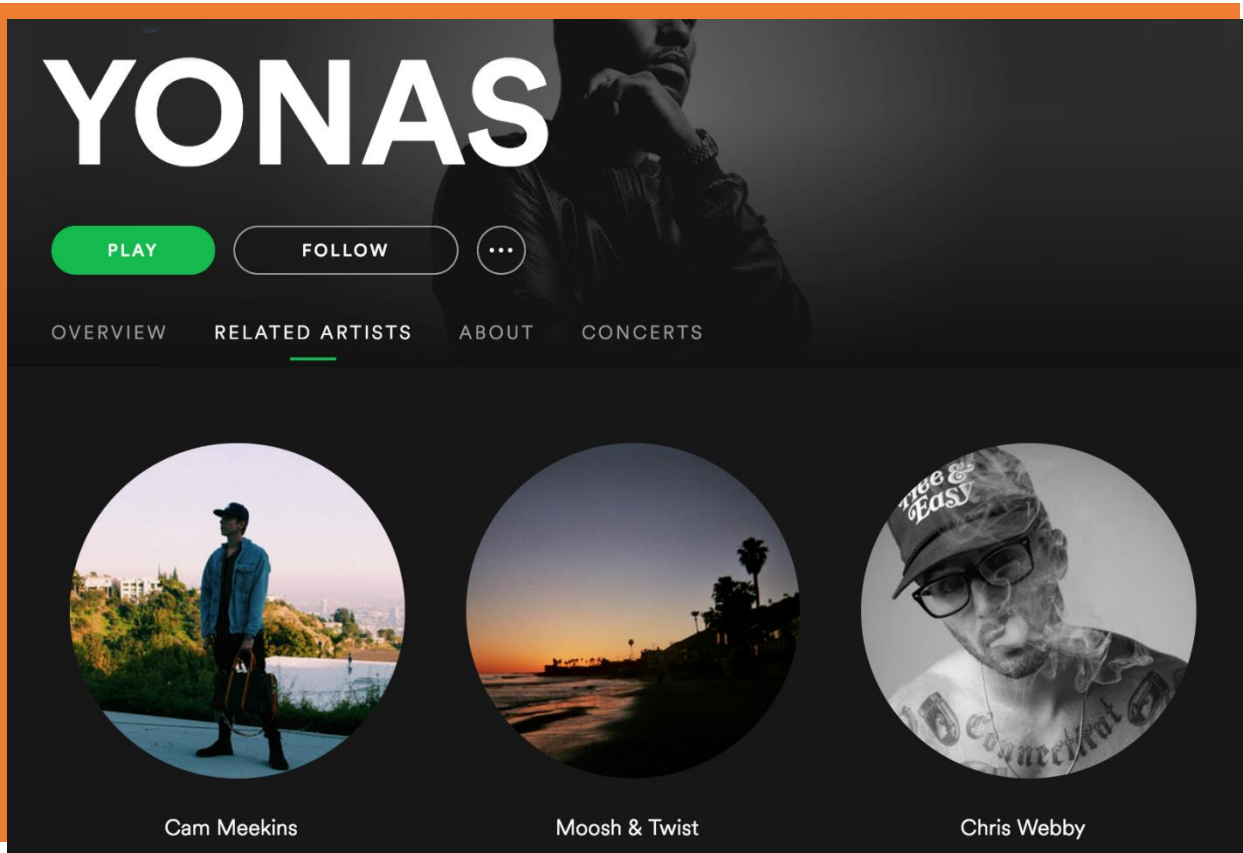
# RELATED ARTISTS

Spotify's algorithm considers similar artists based on users' searches. Unfortunately, this is not something that can be easily adjusted.

It also aggregates and considers additional data, including when and how many times songs are streamed.

Related artists are based on the following identifiers:

- Editorial Tagging
- Audio Analytics
- Metadata
- Language Processing



# SHARING

Sharing playlists that your music is added to is a *great* way to engage fans, curators, and digital music platforms.

When you post on social media about playlist additions, be sure to tag the playlist owner and/or Spotify.

It's awesome if you're added to a playlist, a good thing to shout about!



The Harmaleighs

May 20 · 🌐

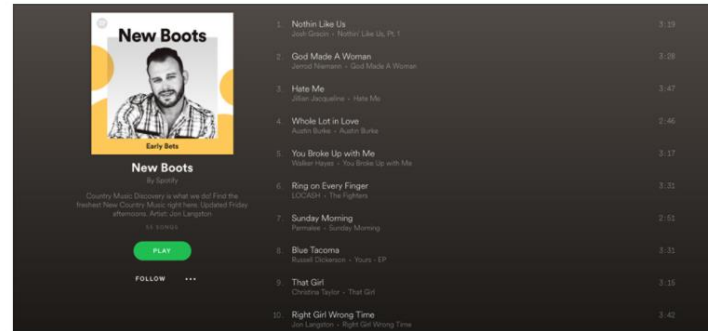
Holla holla to ONErpm for adding us to the cover of their 'Acoustic Mood' Spotify playlist (!!!) honored to be apart of it. 💕💕💕



Jon Langston

5 hrs · 🌐

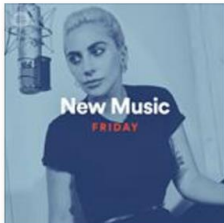
Crazy seeing my face on the cover of Spotify's #NewBoots playlist! Yall go check it out and save my song! #RightGirlWrongTime <http://spoti.fi/2psp2sq>



Little Monarch

October 21, 2016 · 🌐

So excited to have "No Matter What" on the Spotify #NewMusicFriday Playlist alongside some incredible artists!



New Music Friday, a playlist by Spotify

Lady Gaga drops her brand new album, plus new music from Mike Perry, Jimmy Eat World and more! #SpotifyNMF

[OPEN.SPOTIFY.COM](https://open.spotify.com)



TAYLS @thisistayls · Jun 15

Thanks @Indiemono for adding us to this dope playlist! #poptart @ONErpm



July 2017 Alternative New Music Friday : Best Song...

Best songs of the alternative music scene 2017. Updated every NEW MUSIC FRIDAY with releases on the top. Listen our Monthly Music Picks.

[spotify](#)



# ARTIST CAMPAIGNS

Spotify helps artists of all sizes reach their audience, and executes long-term artist campaigns each quarter, along with regular **Artist Promos**.

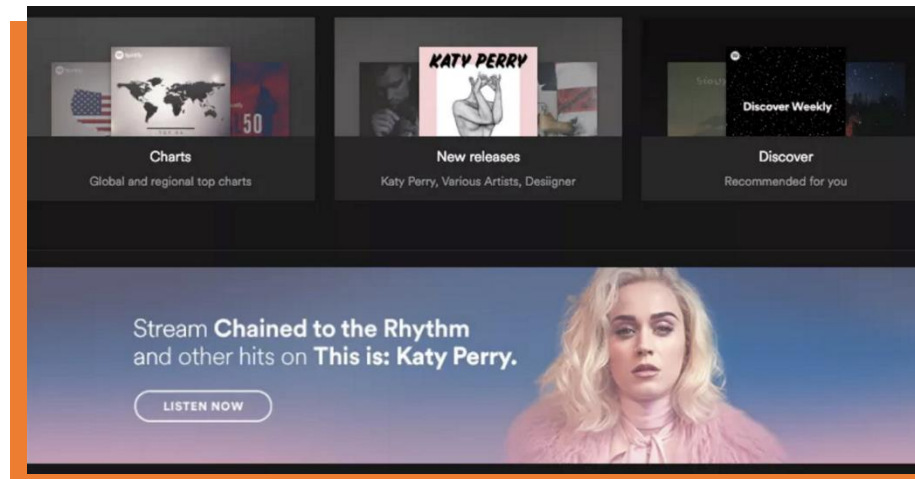
Fan First Campaign



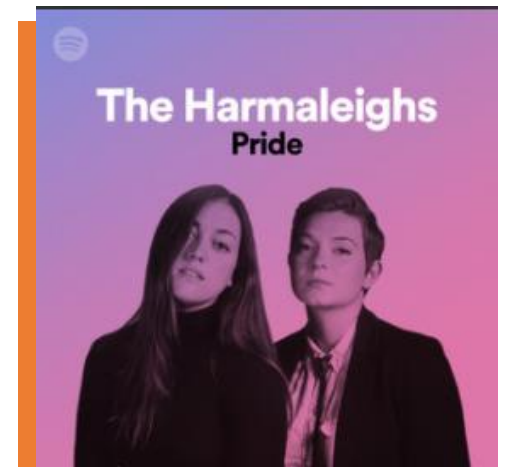
**Thanks for being a fan**

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

Digital Ads



Specialty Campaign



# FAN FIRST CAMPAIGN



## 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.

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

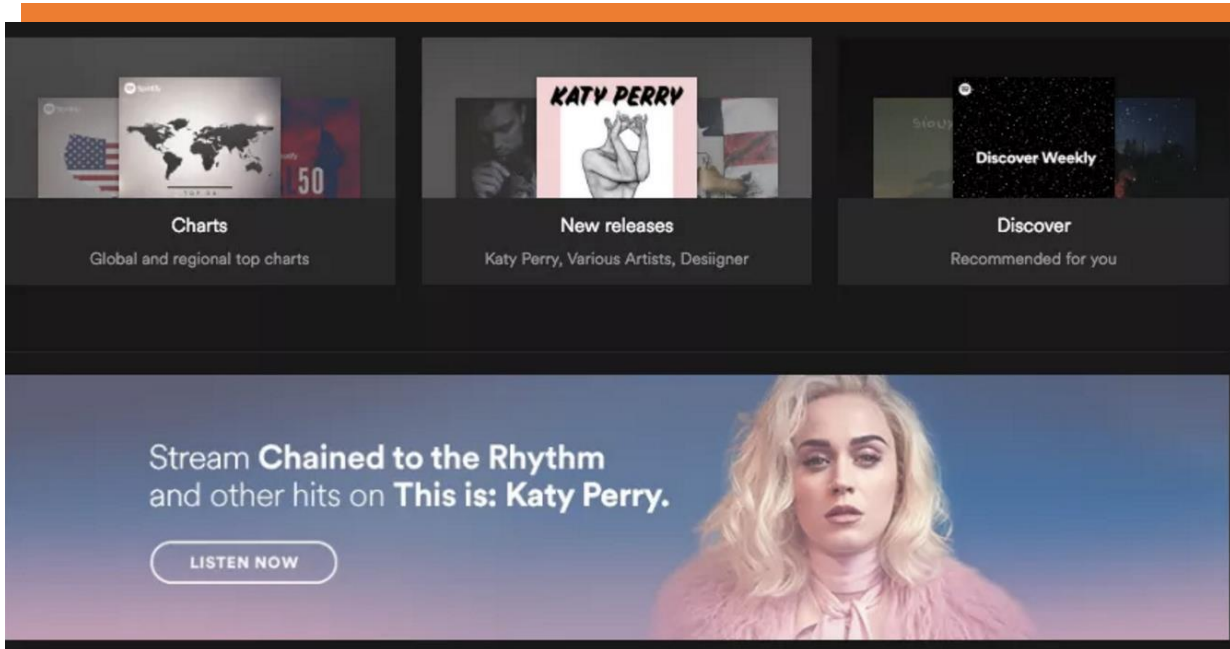
These specialty email campaigns target the most avid listeners, and give them early access to content, exclusive merchandise, gig tickets, and more.





# DIGITAL AD CAMPAIGN

Spotify offers different [advertising options](#) to be served to free user accounts. The minimum buy is \$250. Speak to your ONErpm account representative if you'd like to explore this option.



# COMMON FORMATS

## AUDIO ADVERTISING

- Appears during commercial ad breaks
- Spotify displays an ad image and a clickable campaign

## DISPLAY

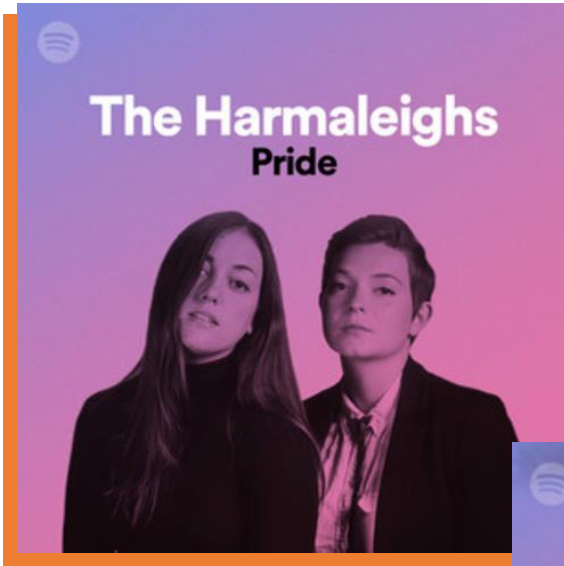
- Clickable images displayed for 30 seconds
- No other display ad will be shown at the same time

## BILLBOARD

- Billboard ads are large screensaver images, displayed 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.



# SPECIALTY CAMPAIGN INCLUSION



Spotify collaborates with artists for special campaign opportunities, single sessions, original content, playlists to celebrate commemorative events, days, and more.

For example, Spotify collaborated with The Harmaleighs and James Droll to create the pride playlists to celebrate pride month in June 2017.



# SPOTIFY OWNED PLAYLISTS



There must be **promotional activity** around the music we pitch to Spotify, and we send artist release information **3-4 weeks before release**.

Discuss your release timeline with your account manager, and ask for our pitch form. In general, it's very helpful to identify the playlists that have similar music to yours.

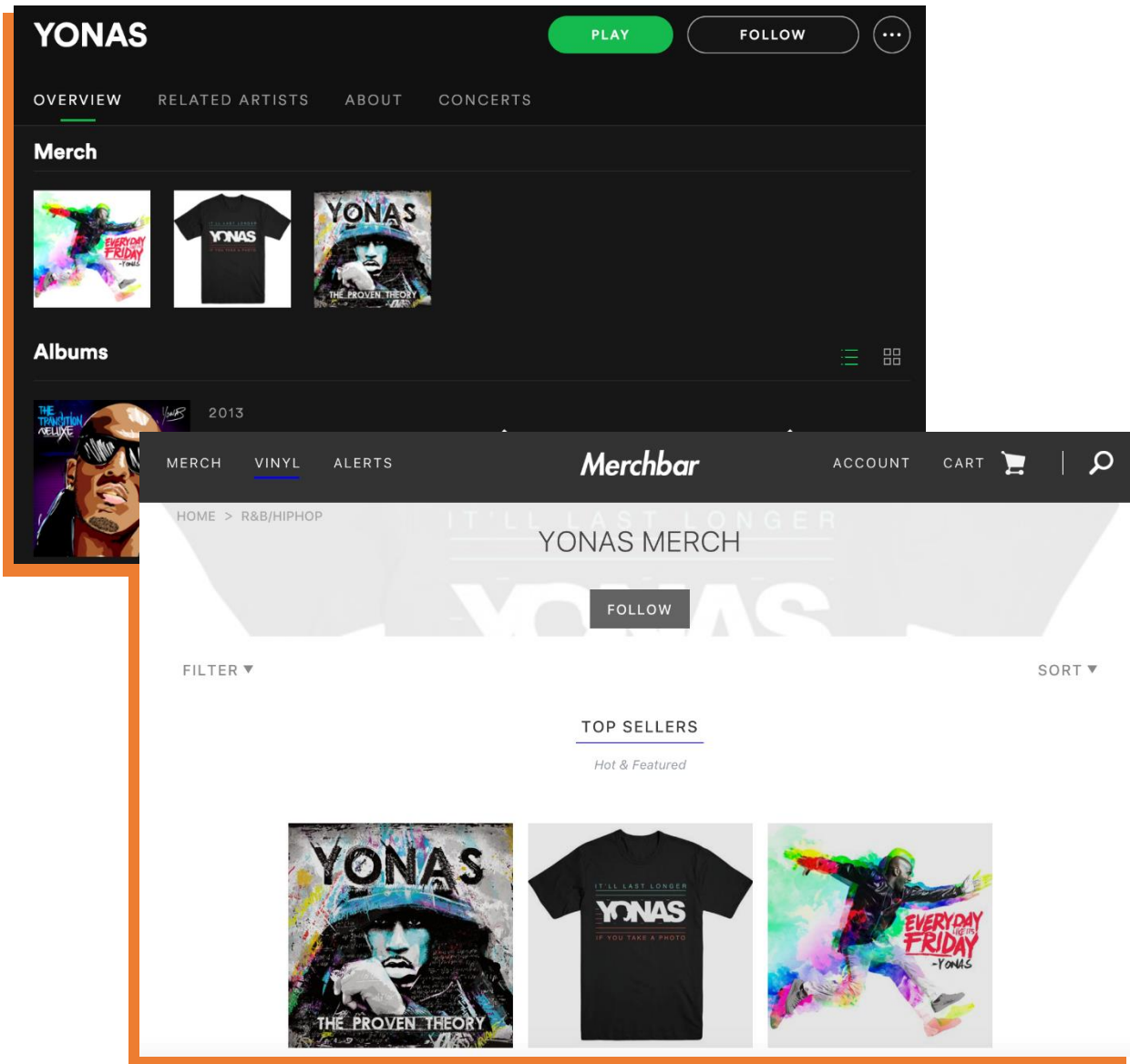


# ONErpm OWNED PLAYLISTS



To get featured on one of [ONErpm's playlists](#), reach out to your account manager. Follow [ONErpm on Spotify](#), a playlist or two, and share when added to one.





# MERCHBAR

Spotify partnered with Merchbar  
to offer artist gear online.

- Once your merchandise is listed there, top selling products will automatically populate on your Spotify artist page.
- To utilize Merchbar, [you can get in touch with their team.](#)
- Merchbar onboards new partners quarterly. You can be put on the list for next partnership by filling out [the attached form.](#)

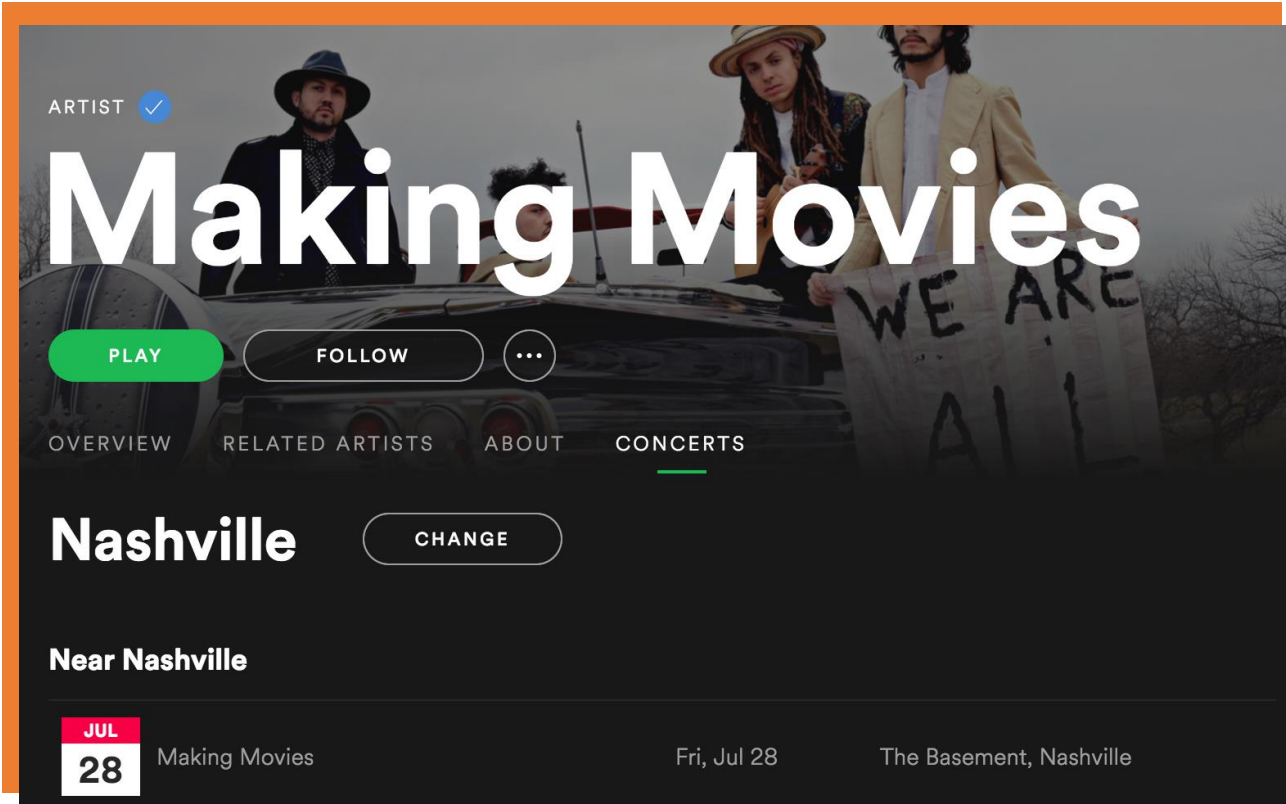
Merchbar





# TOUR DATES

(via SONGKICK)



The screenshot shows the Spotify artist page for 'Making Movies'. At the top, there's a header with 'ARTIST' and a checkmark. The artist's name 'Making Movies' is prominently displayed in large white letters. Below the name are buttons for 'PLAY', 'FOLLOW', and a menu icon. A navigation bar includes 'OVERVIEW', 'RELATED ARTISTS', 'ABOUT', and 'CONCERTS', with 'CONCERTS' being the active tab. Below this, the location 'Nashville' is shown with a 'CHANGE' button. A section titled 'Near Nashville' features a calendar view for July, highlighting the 28th. The tour details for that date are: 'Making Movies' on 'Fri, Jul 28' at 'The Basement, Nashville'.

ARTIST ✓

# Making Movies

PLAY FOLLOW ...

OVERVIEW RELATED ARTISTS ABOUT CONCERTS

**Nashville** CHANGE

**Near Nashville**

JUL  
28 Making Movies Fri, Jul 28 The Basement, Nashville

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.

The [Songkick toolbox](#) is the best place to start this process

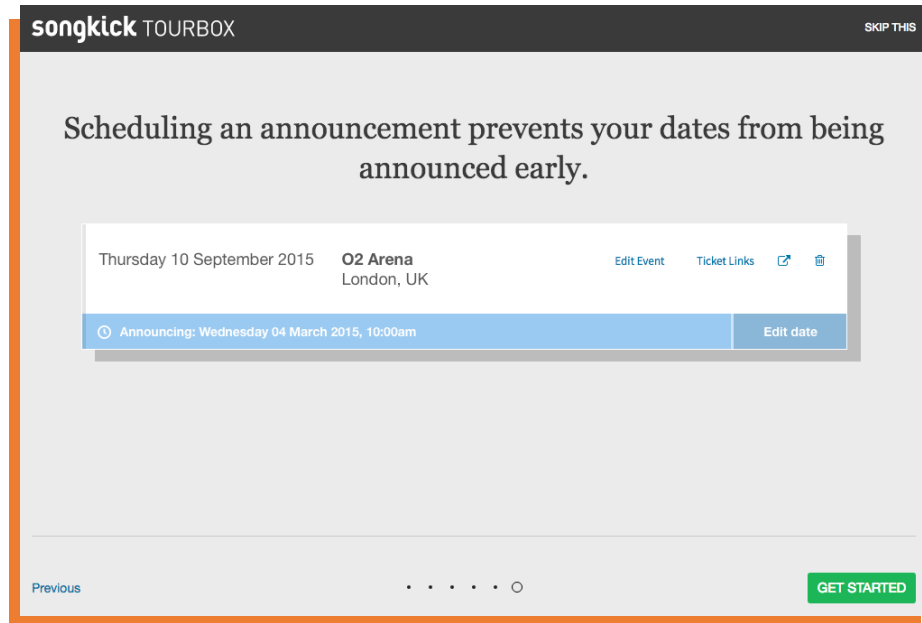


# TOUR DATES

(via SONGKICK)

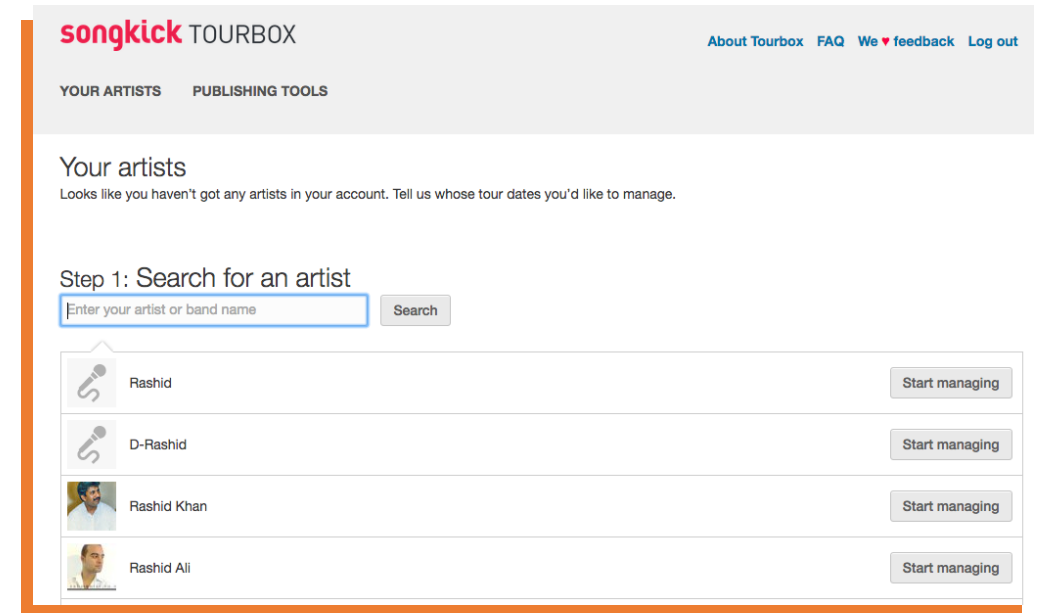
## SONGKICK - step by step

1) Click on link, then **"Sign Up For Free"**;



The screenshot shows the 'songkick TOURBOX' interface. At the top, it says 'Scheduling an announcement prevents your dates from being announced early.' Below this, there is a card for an event: 'Thursday 10 September 2015' at 'O2 Arena London, UK'. To the right of the event name are links for 'Edit Event', 'Ticket Links', and a share icon. Below the event name, there is a blue bar with a clock icon and the text 'Announcing: Wednesday 04 March 2015, 10:00am', followed by an 'Edit date' button. At the bottom left, there is a 'Previous' link and a series of dots indicating the current step. At the bottom right, there is a green 'GET STARTED' button.

2) Login with your Facebook profile or your email address, and enter artist information



The screenshot shows the 'songkick TOURBOX' interface. At the top, it says 'songkick TOURBOX' and has links for 'About Tourbox', 'FAQ', 'We ♥ feedback', and 'Log out'. Below this, there are two tabs: 'YOUR ARTISTS' and 'PUBLISHING TOOLS'. The 'Your artists' section has a sub-header 'Your artists' and a message: 'Looks like you haven't got any artists in your account. Tell us whose tour dates you'd like to manage.' Below this, there is a section titled 'Step 1: Search for an artist' with a search bar containing the placeholder text 'Enter your artist or band name' and a 'Search' button. Below the search bar, there is a list of artists with their profile pictures and names: 'Rashid', 'D-Rashid', 'Rashid Khan', and 'Rashid Ali'. Each artist has a 'Start managing' button next to their name.



# TOUR DATES

(via SONGKICK)

## SONGKICK - step by step

3) Enter the custom URL for your ticket link;

The screenshot shows the 'songkick TOURBOX' interface. At the top, it says 'Welcome marciocruz!' and 'Here's a quick look at how to get the most out of Tourbox.' Below this, the instruction 'Link fans directly to the ticket URL of your choice.' is displayed. A form titled 'Ticket link' contains two radio buttons: 'Link to ticket listings on Songkick (recommended)' and 'Use custom URL'. The 'Use custom URL' option is selected. Below the radio buttons is a text input field containing the URL 'http://example.com/tickets/123'. At the bottom right, there is a green 'NEXT' button. A 'SKIP THIS' link is visible in the top right corner of the header.

4) Create link for merchandise

The screenshot shows the 'songkick TOURBOX' interface for the 'VIP Tickets' step. The instruction 'Add a second, fully-customizable button linking to merch, VIP tickets, presales, you name it. Literally.' is displayed. A form titled 'Button label:' has a text input field with 'Meet & Greet' and a note 'Max 15 characters'. Below it, the 'Ticket link:' field contains 'http://bit.ly/1rjIKqh'. To the right, a preview shows a blue button labeled 'Meet & Greet' with 'by songkick' text above it. Below the preview, a blue box contains the text 'SAT 13 SEPTEMBER Live Rock Festival 2014' and 'Siena, Italy'. At the bottom right, there is a green 'NEXT' button. A 'Previous' link is visible in the bottom left corner. A 'SKIP THIS' link is visible in the top right corner of the header.



# TOUR DATES

(via SONGKICK)

## SONGKICK – step by step

### 5) Enter show information

The screenshot shows the Songkick TOURBOX interface. At the top, there's a header with "songkick TOURBOX" and a "SKIP THIS" link. The main heading reads: "List whole festival date ranges, or show the actual day you're playing." Below this, there's a form for "End of the Road Festival 2015" at "Larmer Tree Gardens, Dorset, UK". The date range "Friday 4 September 2015 - Sunday 6 September 2015" is circled in red. To the right of the date are links for "Edit Event", "Ticket Links", and social media icons. Below the date range, there's a section with a calendar icon and the text "Pick which day of the festival Ryan Adams is playing to display to your fans." followed by a "Pick day" button. At the bottom, there's a "Previous" link, a progress indicator with five dots (the second is active), and a green "NEXT" button.

### 6) Manage artist approval settings,

The screenshot shows the Songkick TOURBOX interface for step 6. The header is the same as in step 5. The main heading reads: "Setup your artist to manually approve or reject dates before publishing to your sites." Below this, there's a form for "Friday 11 September 2015" at "Hoxton Square Bar & Kitchen, London, UK". To the right of the date are links for "Edit Event", "Ticket Links", and social media icons. Below the date, there's a section with a warning icon and the text "Show this on your website / Facebook widget?" followed by "Approve" and "Reject" buttons. At the bottom, there's a "Previous" link, a progress indicator with five dots (the third is active), and a green "NEXT" button.



# TOUR DATES

(via SONGKICK)

## SONGKICK - step by step

7) Schedule show announcements, or announce immediately!

songkick TOURBOX

SKIP THIS

No more last-minute date entry: draft-and-schedule show announcements as soon as they're confirmed.

Event status

This event has not been announced.

☐ Announce immediately

☒ Schedule announcement

02/11/2015

09:00

February 2015

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Previous

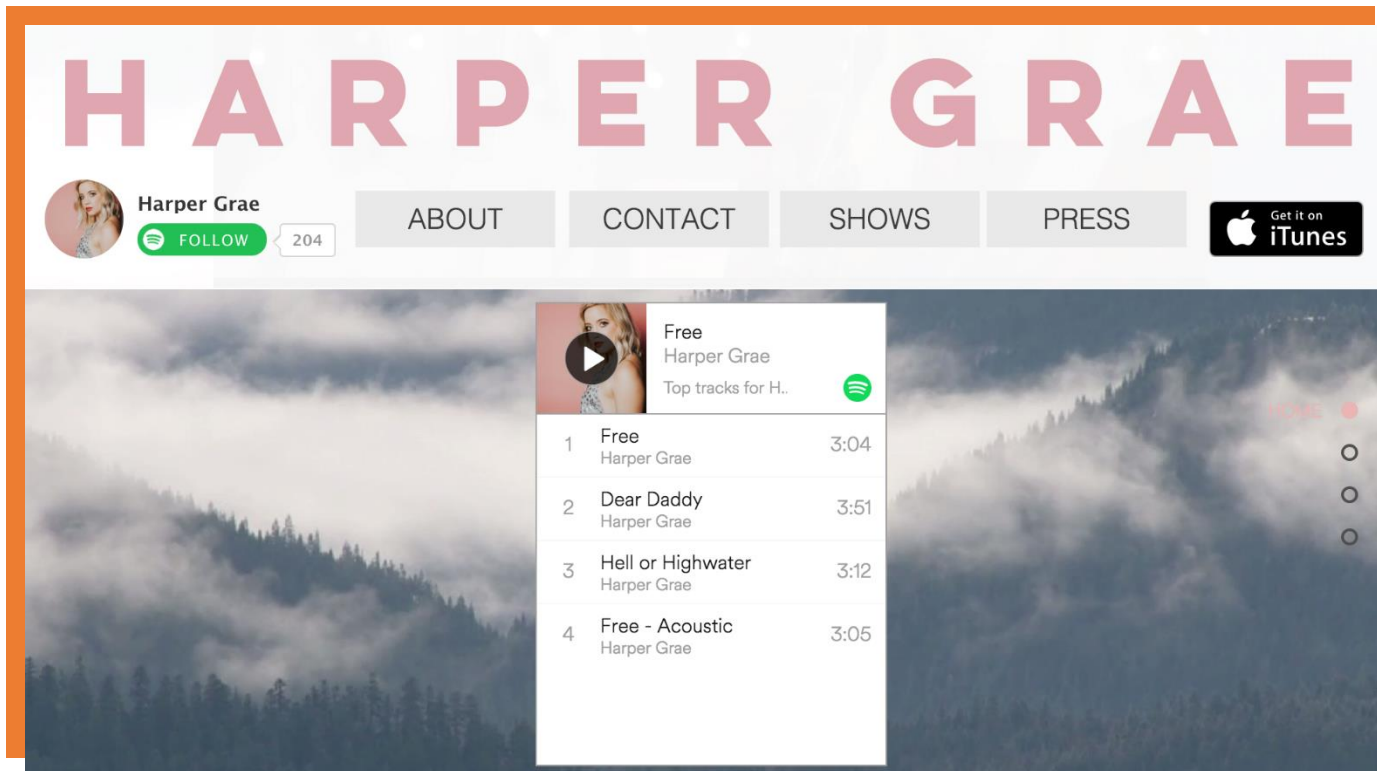
• • • • ○ •

NEXT





# EMBED A WEB PLAYER FOR PREMIERES AND BLOG FEATURES



It's possible to embed a Spotify player on websites or blogs, driving traffic to your music on the platform.

Here's a [link](#) with instructions.



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