

ONErpm Knowledge



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UNDERSTANDING SPOTIFY

An Artist's Guide

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1. UNDERSTANDING SPOTIFY

1.1 INTRODUCTION



Artists can grow their audiences and enhance their brand by using Spotify smartly. This best practices guide introduces you to the fundamental steps for a successful release on Spotify, a global streaming service.

When you make your music available on Spotify, a variety of marketing tools and analytics for audience development are at your disposal.

This guide takes you through how to use each of these tools. It includes step-by-step tutorials on customizing your artist's page, playlists, digital ads, partnered merch and tour services, and friendly widgets.

1.2 WHAT IS SPOTIFY AND WHY DOES MATER?

Spotify is one of the most popular digital streaming services in the world. Launched in 2007, it has more than 100 million users in 79 countries.

Today the company is — along with YouTube, Apple Music and Deezer — a key player in the digital music industry.

Spotify In Numbers*

100M
million users worldwide

200M
active users

40M
tracks available

79
countries

1.3 THE SPOTIFY SERVICE FOR MUSIC FANS

Spotify's unique selling point is its combination of algorithmic systems for music recommendation and the work of editors and playlist curators. With the slogan “music for everyone”, the platform wants to provide the *most relevant music experience* for users based on genres, moods, moments and activities.

1.4 HOW DOES SPOTIFY'S ALGORITHM WORK?

Spotify service has invested in algorithm systems for music recommendation that personalise the music experience for **users**. The algorithm takes into account the user's history, followed artists and favoured playlists and the activities and tastes of their friends.

For **artists**, the algorithm also considers profile optimisations and favours artists who actively engage with the platform. This means that strategies focused on multiple and continuous releases over an extended period of time benefit from the algorithm.

2. AUDIENCE DEVELOPMENT

2.1 AUDIENCE DEVELOPMENT TOOLS

How does Spotify work for the members of ONErpm's community?

ONErpm marketing teams make use of two main analytical tools: *Spotify for Artists* and *Spotify Analytics* (the latter is only available for record companies, music labels and aggregators).

ONErpm also monitors how an artist is performing on other digital streaming services and social media activity, trends, memes, music concerts and press relations strategies.

Learn how to add ONErpm as a manager of your Spotify for Artists page.

Optimization

Rather than a static series of setups, optimization is a working process. This systematic series of technical settings has a positive effect on an album or single release, and more importantly, on the artists' digital career on a particular platform.

2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Spotify for Artists is a marketing feature that allows artists, record labels and ONErpm's account managers to better understand the artist's audience. The feature tells you more about who is consuming your music demographically and where your music is being played.

*New artists must wait until they have at least one track on Spotify before they can apply for access to this feature.

2. AUDIENCE DEVELOPMENT

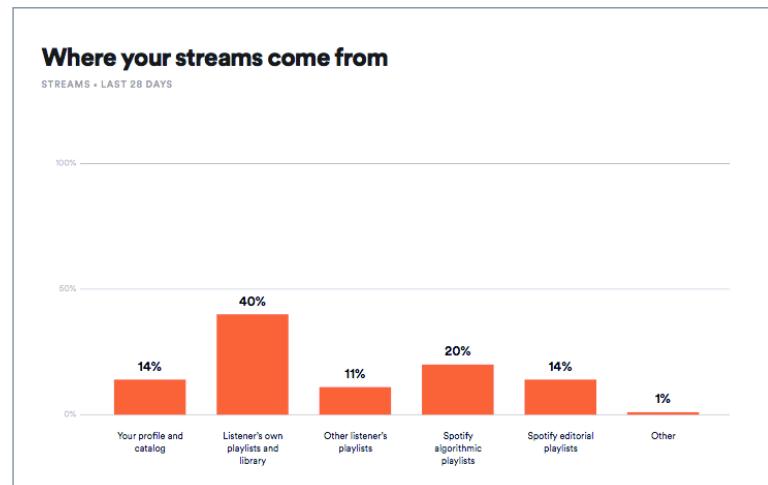
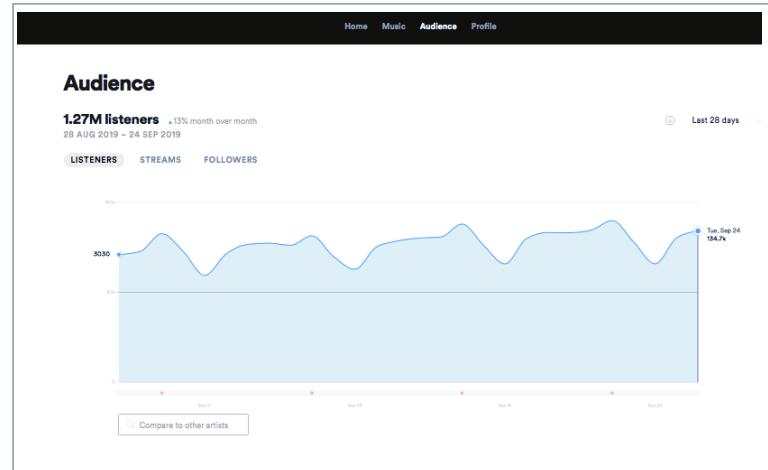
2.2 SPOTIFY FOR ARTISTS

Spotify For Artists allows you to learn more about who is listening to your music

- **Demographics:** Learn about who your listeners are on Spotify — including their age, their gender, and what features they're using to discover and play your music.
- **Location:** See detailed breakdowns of where people are listening to your music. Artists can use this data to route tours and pitch songs to local radio.
- **Similar Artists:** See other artists your fans are listening to so you can find a perfect tourmate or collaborator.
- **Live Listeners:** Your live listeners update in real time, so you know how many people are listening to your music on Spotify.

Source: [Spotify News](#)

[Learn More](#)



2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Get Access To Spotify For Artists*

The screenshot shows the Spotify for Artists website. At the top left is the Spotify logo with the text "Spotify for Artists". To the right are navigation links: Videos, News, Guide, Providers, Events, FAQ, Claim Your Profile, and Log In. The main visual is a photograph of Megan Thee Stallion in a shiny gold outfit. Below the photo, her name "Megan Thee Stallion" and "10.47M Monthly Listeners" are displayed. On the left side, a large white text overlay reads "Make Spotify yours." A subtitle at the bottom left says "Over 200 million fans are waiting for you. Sign up to Spotify for Artists and make the most of your music." A yellow "CLAIM YOUR PROFILE" button is at the bottom right.

2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

STEP 1

Sign up to Spotify For Artists at:

<https://artists.spotify.com> using an email address.

IMPORTANT

Do not log in using your Facebook account! If you do not have an available email account, set up a new one for this end (i.e. yourgreatband@gmail.com). Bear in mind that if your Spotify account was also created using your Facebook account, you will need to create a new Spotify account using a new email address instead.

STEP 2

Gain access to your artist profile.

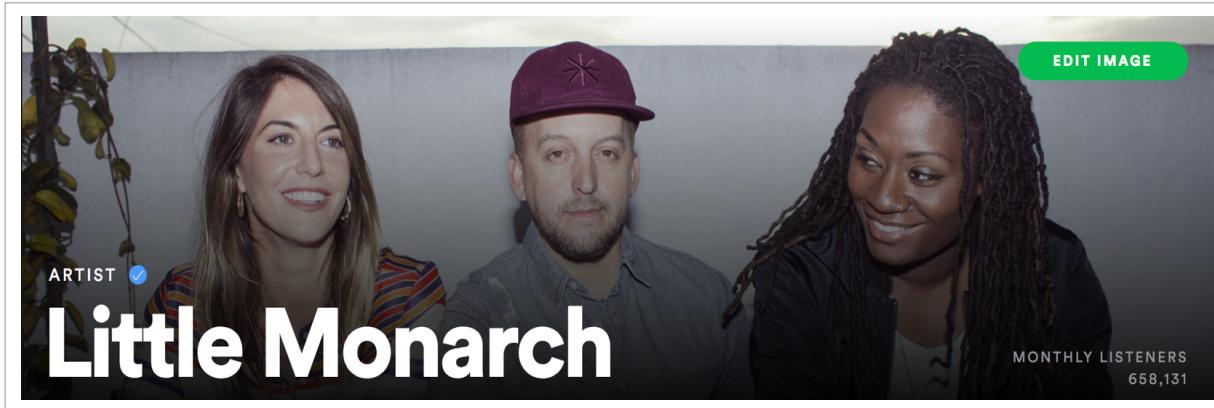
STEP 3

Add ONErpm as a team member.

2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Profile Banner



To look your best on Spotify:

- Your picture should reflect your personality or artistic self.
- Your face should be centralised in the centre of the box.
- Use bright backgrounds that help your face to stand out.
- Have the correct file format (.jpeg, .gif, or .png).
- Use high resolution pictures to avoid pixelation.
Be at least 2660px x 1140px, but preferably 6000px x 4000px
(do not exceed 20MB).

[Click here to learn more.](#)

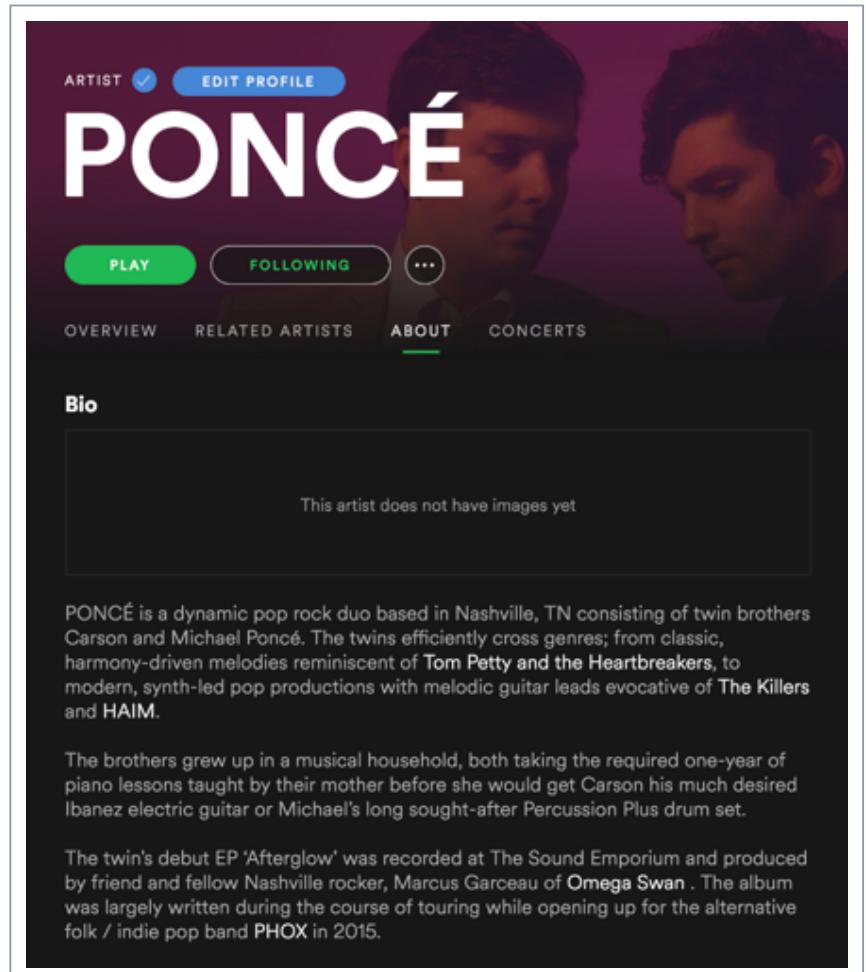
2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Artist Bio

You can now edit your Spotify bio and add links to your socials. Take the opportunity to give your fans an up close and personal view of your inspirations and achievements. The text might also contain excerpts of critic reviews and interviews.

Don't forget to include a call-to-action inviting your fans to listen to your most recent releases and your personal playlists.



2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

How to edit your bio:

1. Open Spotify for Artists, go to Profile and scroll down to the text field under “Artist Bio.”
2. Write or paste your bio (1,500 characters maximum)
3. Input links to anything on Spotify. You can paste Spotify links directly into the text field or just use the @ symbol to link to whatever you want to — artists or albums that inspire you, playlists you are featured on or other artists you have collaborated with.
4. Hit “Save”

2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Artist Bio: Basic Rules

Spotify has some basic rules that should be followed when writing your artist bio.

1. “Don’t violate anyone’s copyrights. That means no copying unless you have permission.
2. Hate speech and discrimination of any kind is strictly prohibited and will be removed immediately.
3. Bullying, threats of violence, or harassing individuals or groups are not permitted anywhere on Spotify. That type of content will be removed.”

[Read the full article.](#)

2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

Playlists

On top of ONErpm's work to place songs on editorial playlists, artists can create and promote their own playlists. This adds another level of connection with fans.

We encourage you to place new music at the top of playlists, add custom artwork and descriptions, and keep them updated regularly.

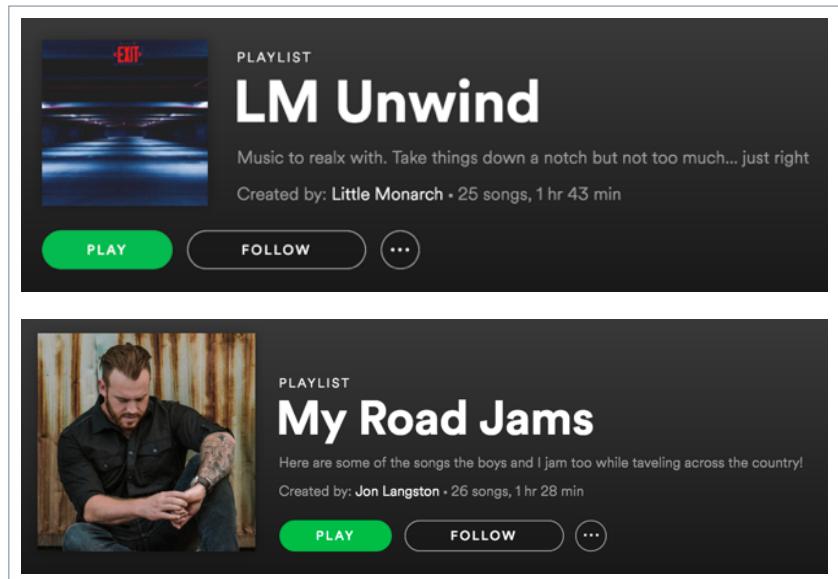
Playlist ideas:

inspiration, influences, music from your hometown, music by era, bands you have toured with, themes, setlists, favourite songs for a specific activity or hobby (for example, the best music for working out).

Playlist cover designs should be built off templates that are visually rich, distinct and have a clear identity.

Here is a link to a guideline on how to create the best custom playlist image.

[Read the full article.](#)



2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

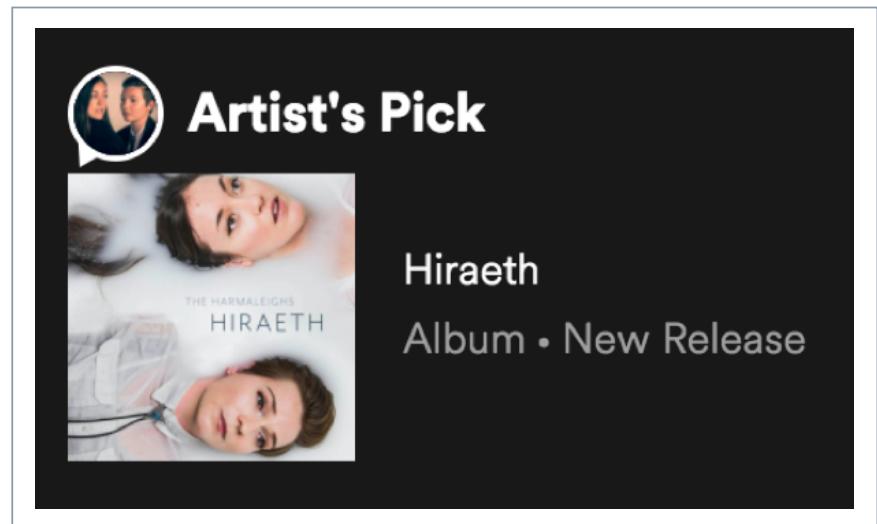
Artist's Pick

From your Spotify for Artists page, you can feature different things that you love. These are called your 'picks'. You can also add a short text saying why you love your picks.

Here are some examples that you can add:

- Track
- Album
- Playlist
- Pictures

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



2. AUDIENCE DEVELOPMENT

2.2 SPOTIFY FOR ARTISTS

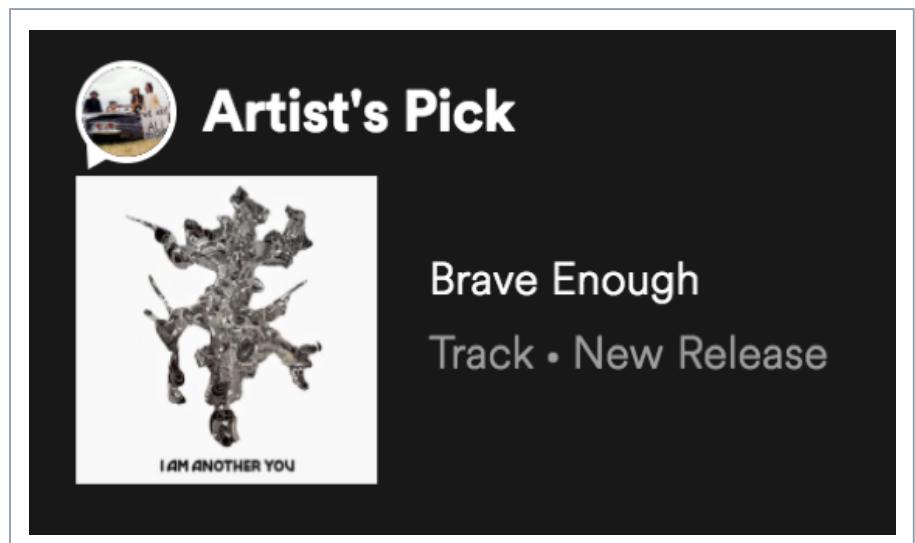
Artist's Pick: Images

Add a picture that matches the mood of your most recent album, single or playlist. You can upload a picture of your latest recording session while you are still working on it. You can also add a distinctive image related to your branding, like a logo, illustration or design sketches.

How to add a picture to your artist's pick:

1. Open up your Spotify for Artists account from your app (for iOS and Android) or on your computer
2. Go to Profile.

The image that will be displayed on your fans' phones will be about the size of an Instagram photo.



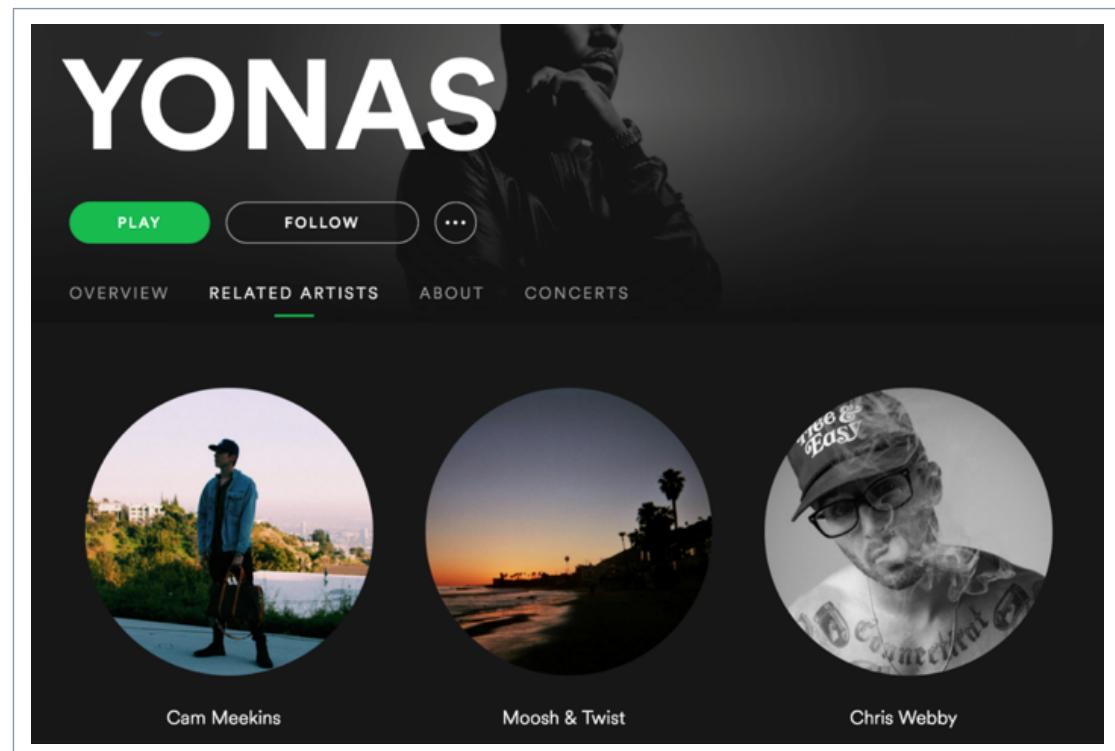
2. AUDIENCE DEVELOPMENT

2.3 RELATED ARTISTS

Spotify selects similar artists based on user's searches; they are featured on the Related Artists session. This selection cannot be changed by the artists or label managers. To create the Related Artists list, the algorithm system aggregates and processes additional data such as when and how many times songs are streamed.

Related artists are based on the following identifiers:

- Editorial Tagging
- Audio Analytics
- Metadata
- Language Processing



2. AUDIENCE DEVELOPMENT

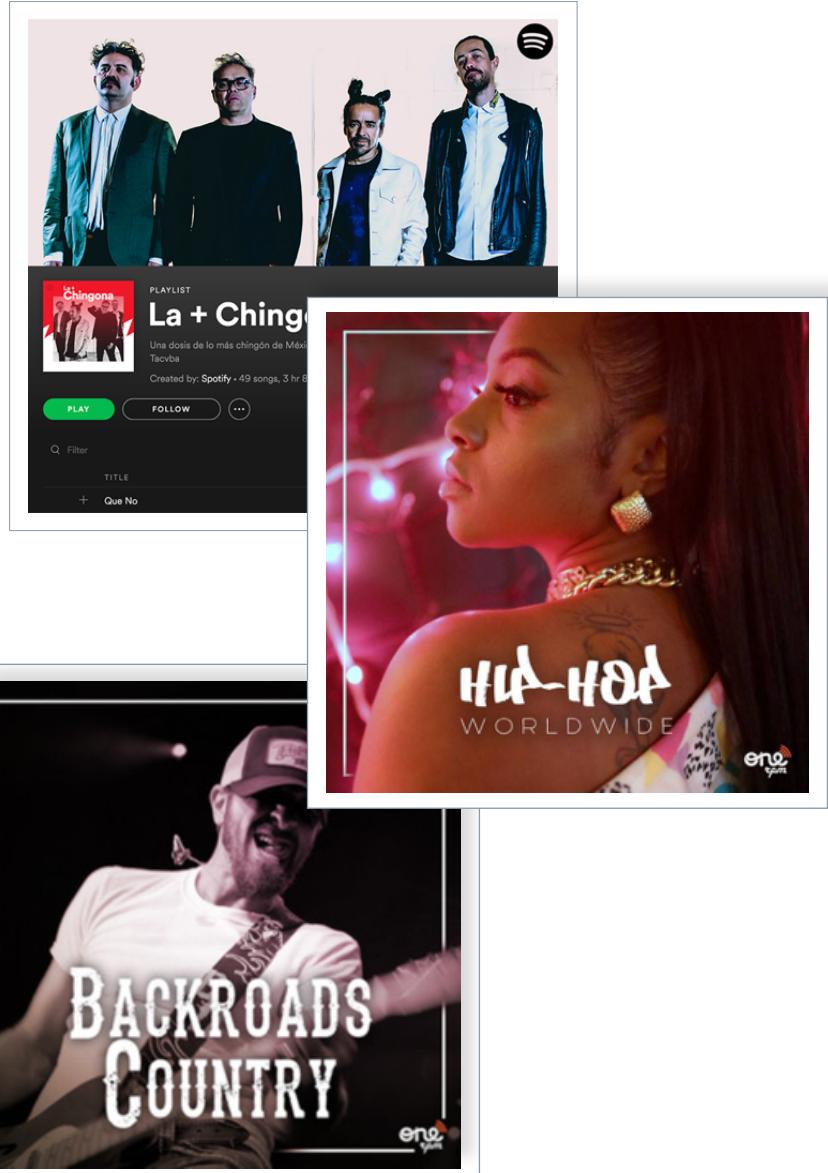
2.4 SPOTIFY-OWNED PLAYLISTS

Artists who want their music to feature on Spotify's editorial playlists:

- Should have already started their pre-release campaign.
- Must have uploaded audio tracks and have sent information about their work (press release, promotional picture in high resolution, etc) to ONErpm at least 3 weeks before the release date.

ONErpm Owned Playlists

To be featured on ONErpm playlists, artists should reach out to their account managers.



2. AUDIENCE DEVELOPMENT

2.5 PROMOTE PLAYLIST PLACEMENTS

Share the news when your music has been added on curated or automatically recommended playlists. This is a great way to engage fans and even curators from other digital music platforms, radio stations and influencers.

Be sure to share playlist additions and tag the playlist owner or Spotify.

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! #Spotify

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. ❤️❤️❤️

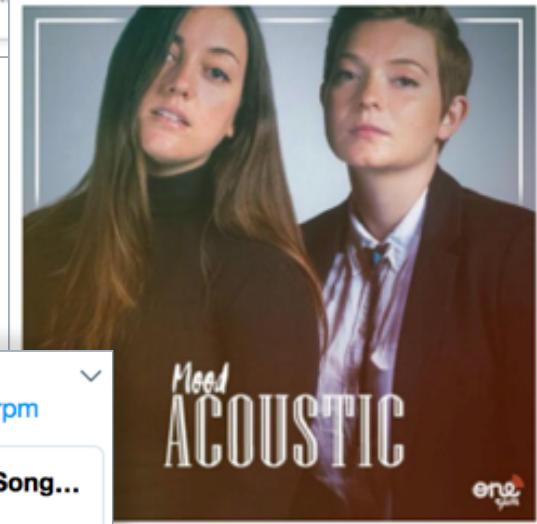
TAYLS @thisistayls · Jun 15

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



2. AUDIENCE DEVELOPMENT

2.6 ARTISTS CAMPAIGNS

Spotify offers long-term artist campaigns every quarter along with regular Artist Promos.

Artists can measure the impact of ad campaigns via Spotify Ad Studio. With streaming conversion metrics, music marketers can understand how their audio ads on Spotify impacted listeners.

Learn more about this tool on Spotify's Ad Studio page.

2. AUDIENCE DEVELOPMENT

2.6 ARTISTS CAMPAIGNS

Fan First Campaign

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

These free email campaigns target the most avid listeners (subscribers or free service users), giving them a chance to access content, exclusive merchandise, gig tickets, special events and more.



Thanks for being a fan

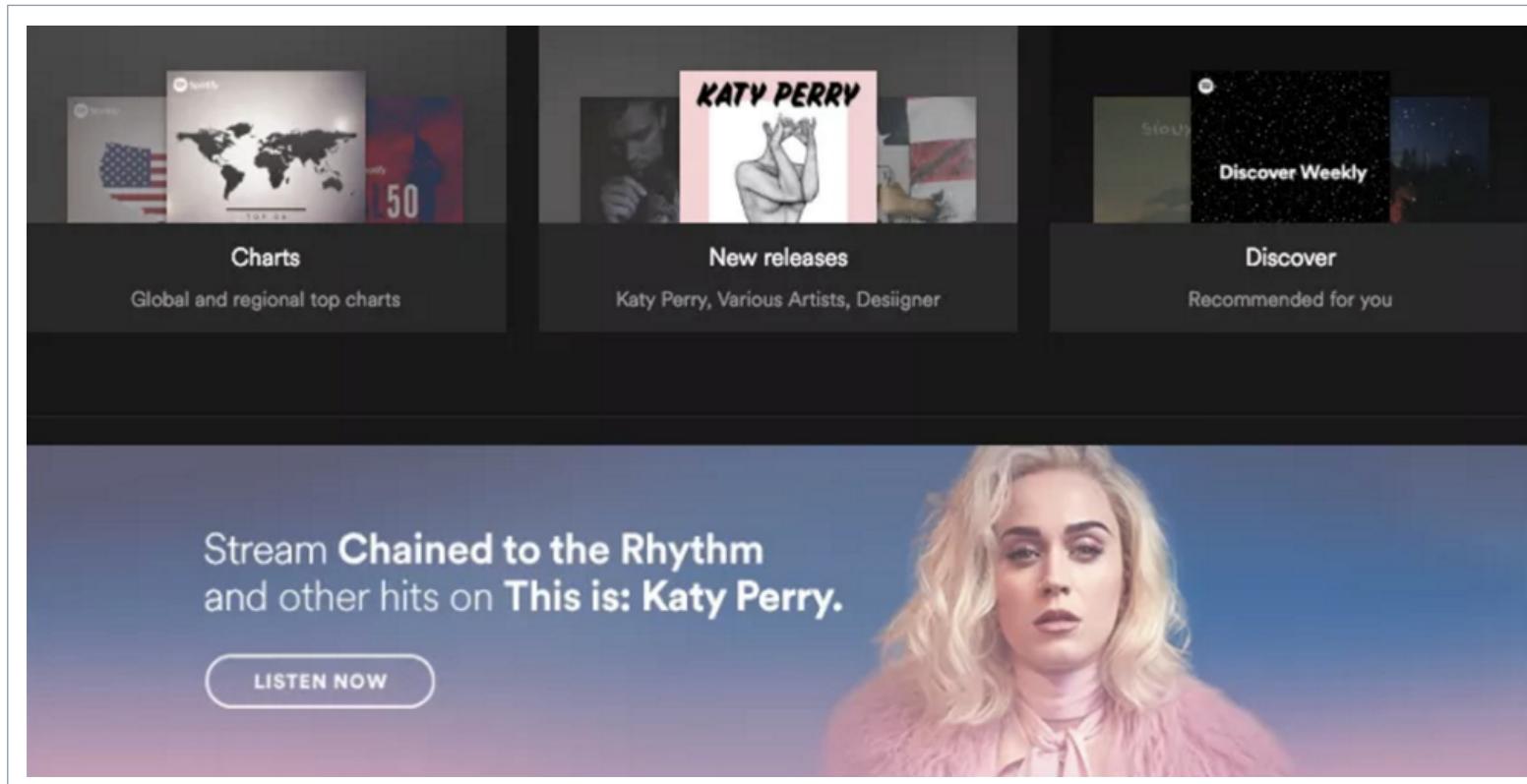
Queens of the Stone Age are giving you early access to tickets for their upcoming tour. Get yours before everyone else.

2. AUDIENCE DEVELOPMENT

2.6 ARTISTS CAMPAIGNS

Digital Ad Campaign

Spotify offers different advertising options for its freemium service. Speak to your ONErpm account manager if you would like to explore this option.



2. AUDIENCE DEVELOPMENT

2.6 ARTISTS CAMPAIGNS

Common Ad Formats

Audio Advertising

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

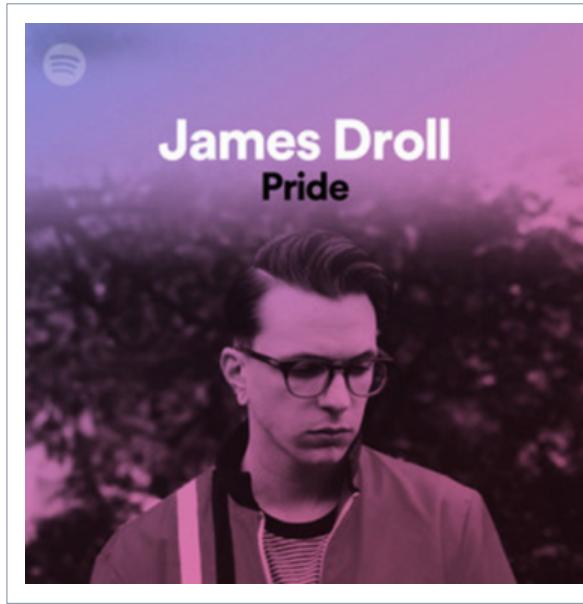
Billboard ads are large screensaver images. They display after 5 minutes of user inactivity. When the user returns, Billboard remains on a user's screen for 30 seconds. During the 30 seconds, the unit can be re-expanded for a full screen. The user can click on all assets, at all stages.

2. AUDIENCE DEVELOPMENT

2.6 ARTISTS CAMPAIGNS

Special Campaigns

Spotify collaborates with artists for special branding campaign ads, recording sessions, commemorative playlists, events, talks and more.



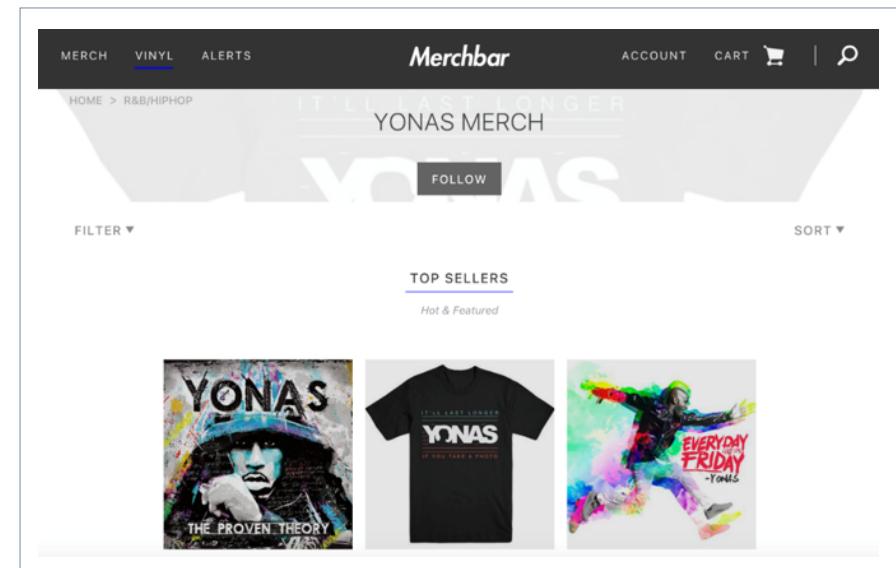
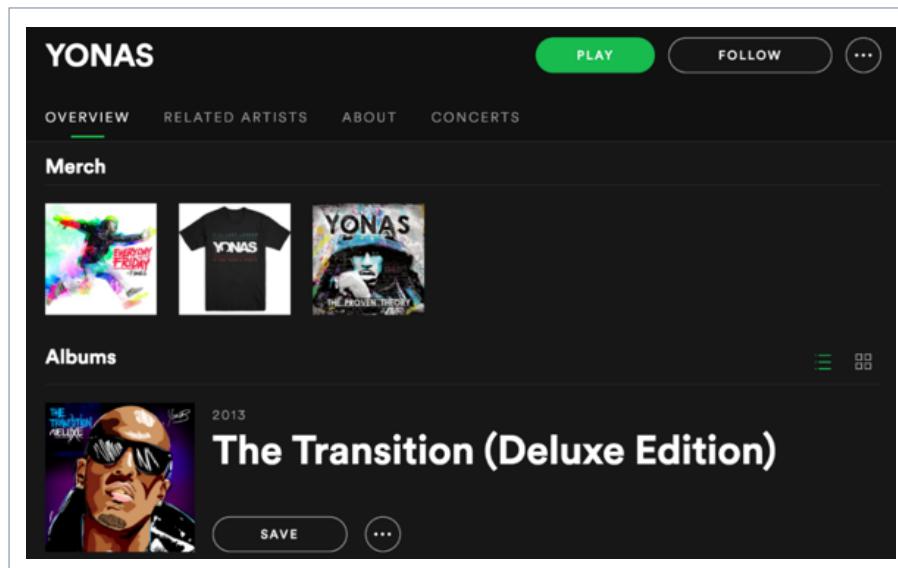
For example, Spotify collaborated with ONErpm artists The Harmaleighs and James Droll in the creation of Spotify's Pride playlist to celebrate the LGBTQI*'s pride month.

3. MERCHBAR

Spotify has partnered with Merchbar to offer artist merchandise online.

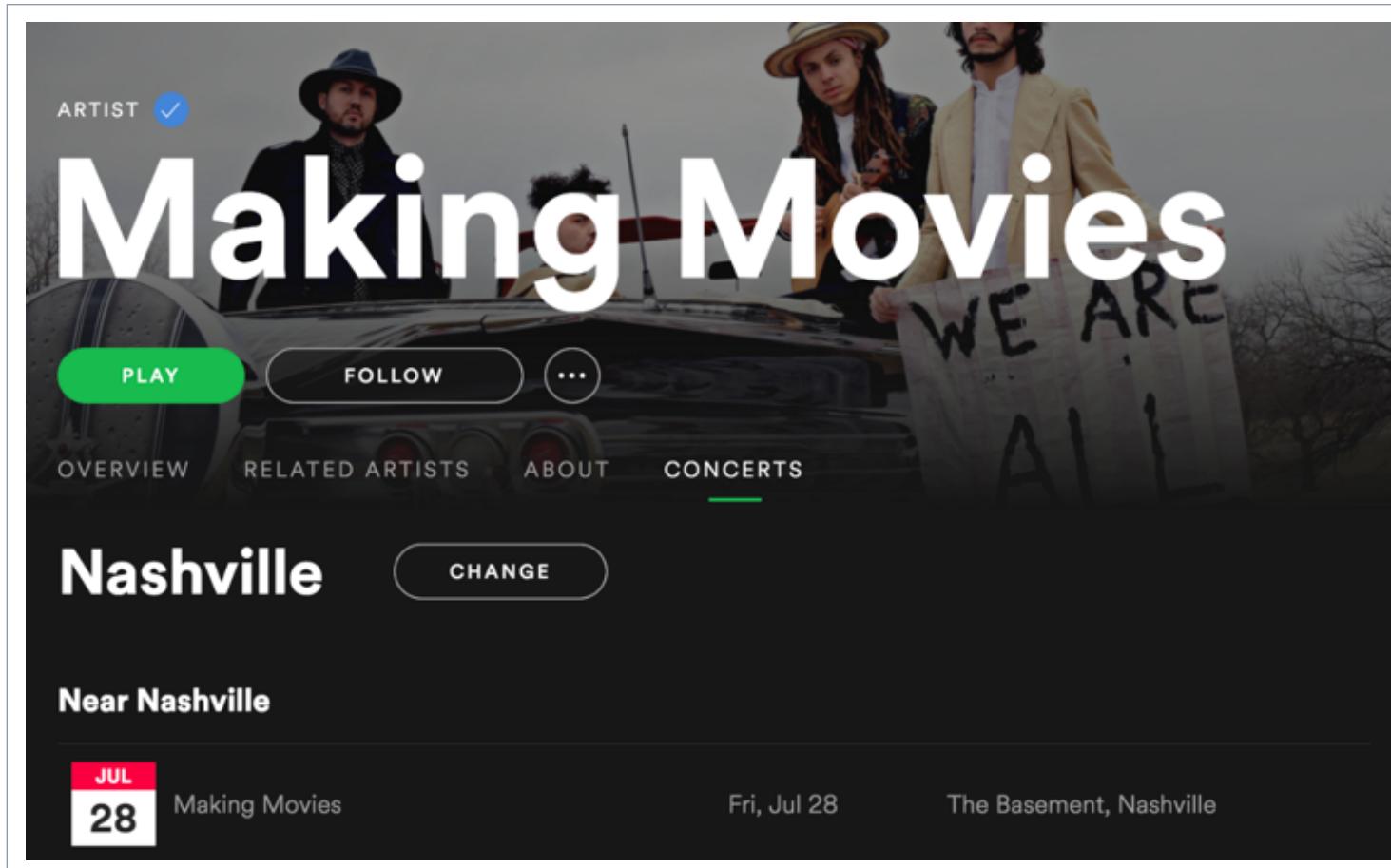
Once your merch is listed, top selling products will automatically appear on your Spotify artist page.

To use Merchbar get in touch with their team. Merchbar onboards new partners quarterly.



4. TOUR DATES

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.



4. TOUR DATES

Basic Rules

- It can take 24-48 hours for tour dates to show on Spotify once they are added to Songkick
- All events must have a specified venue, not just a city or town. Events without a venue will not show up on Spotify
- Spotify will only display events happening within the next 12 months.

The Songkick toolbox is the best place to start this process.

4. TOUR DATES

Songkick Step-By-Step

1. Click **here**, then “Sign Up For Free”

The screenshot shows the Songkick Tourbox interface. At the top, there's a dark header bar with the "songkick TOURBOX" logo on the left and a "SKIP THIS" button on the right. Below the header, a large text box contains the message: "Scheduling an announcement prevents your dates from being announced early." Underneath this message is a card-like interface for a tour date. The card displays the date "Thursday 10 September 2015" and the location "O2 Arena, London, UK". To the right of the location are links for "Edit Event", "Ticket Links", and two small icons. Below the date information is a blue bar containing the text "Announcing: Wednesday 04 March 2015, 10:00am" followed by a "Edit date" button. At the bottom of the card, there are navigation arrows and a "GET STARTED" button.

4. TOUR DATES

Songkick Step-By-Step

2. Login with your email address and enter artist information

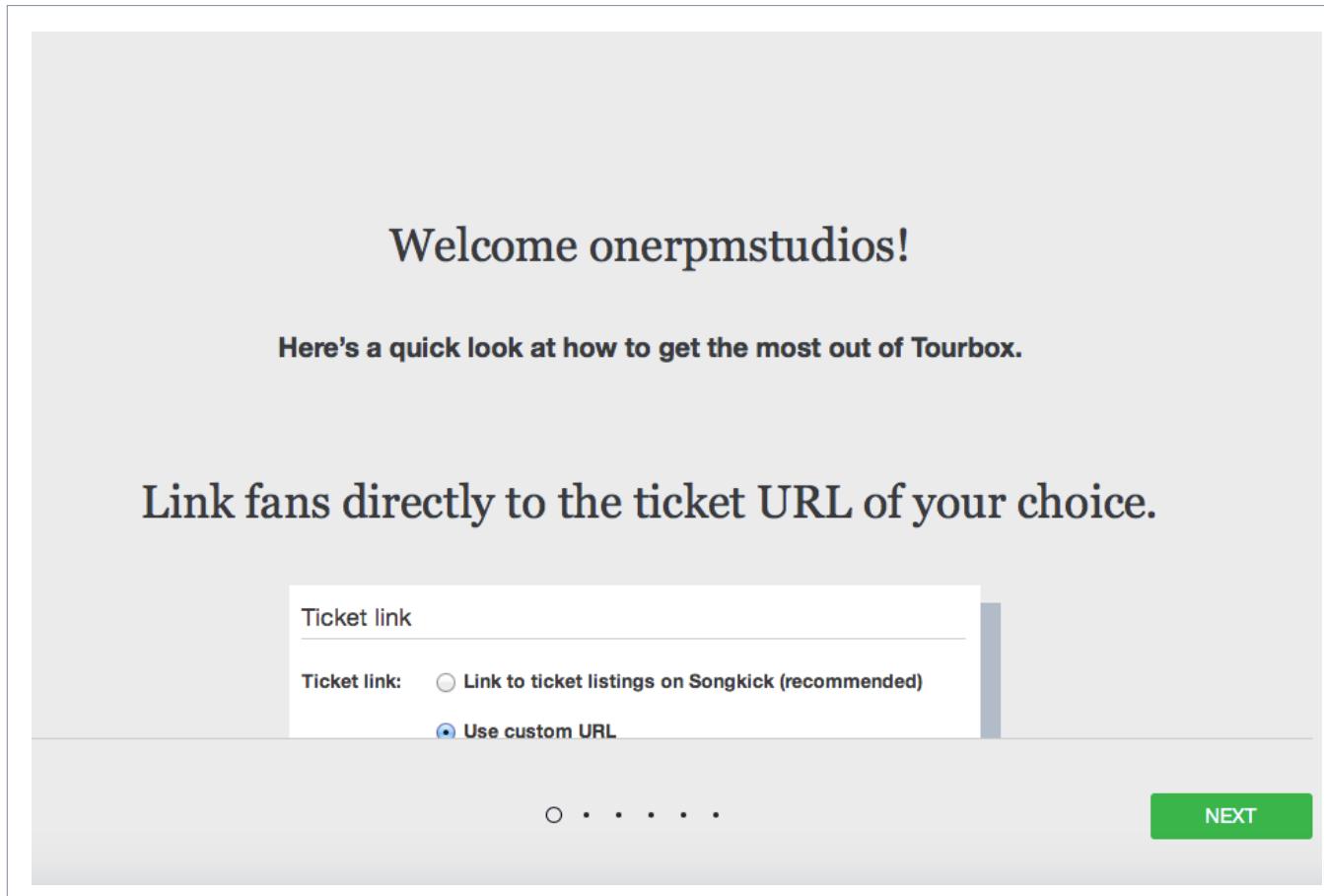
The screenshot shows the Songkick Tourbox homepage. At the top, there's a navigation bar with the Songkick logo, 'TOURBOX', and links for 'About Tourbox', 'FAQ', 'We ❤ feedback', and 'Log out'. Below the navigation, there are two buttons: 'YOUR ARTISTS' and 'PUBLISHING TOOLS'. The main content area is titled 'Your artists' and contains the message: 'Looks like you haven't got any artists in your account. Tell us whose tour dates you'd like to manage.' Below this, a section titled 'Step 1: Search for an artist' features a search input field with the placeholder 'Enter your artist or band name' and a 'Search' button. The search results for 'Rashid' are displayed in a grid:

Result	Action
Rashid	<button>Start managing</button>
D-Rashid	<button>Start managing</button>
Rashid Khan	<button>Start managing</button>
Rashid Ali	<button>Start managing</button>

4. TOUR DATES

Songkick Step-By-Step

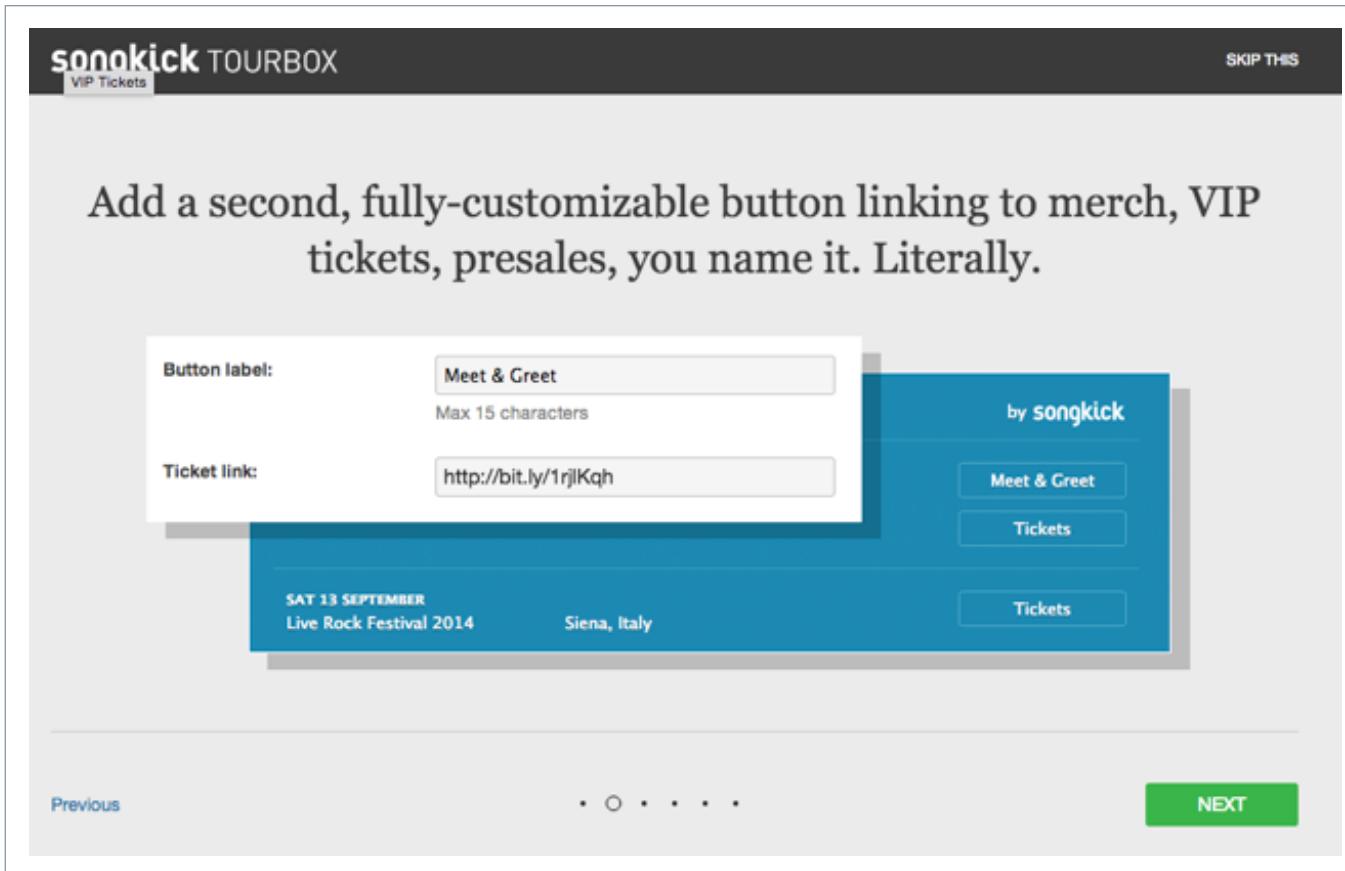
3. Enter the custom URL for your ticket link



4. TOUR DATES

Songkick Step-By-Step

4. Create link for merchandise



The screenshot shows the Songkick TOURBOX interface for creating a merch button. At the top, it says "sonkick TOURBOX" and "VIP Tickets". On the right, there's a "SKIP THIS" button. Below that, a large text area says: "Add a second, fully-customizable button linking to merch, VIP tickets, presales, you name it. Literally." A modal window is displayed, showing a preview of the button. The "Button label" field contains "Meet & Greet" and "Max 15 characters". The "Ticket link" field contains "http://bit.ly/1rjIKqh". The preview shows a teal button labeled "Meet & Greet" and "Tickets". At the bottom of the modal, it says "SAT 13 SEPTEMBER Live Rock Festival 2014 Siena, Italy". At the very bottom of the interface, there are "Previous" and "NEXT" buttons, along with a series of five small dots.

4. TOUR DATES

Songkick Step-By-Step

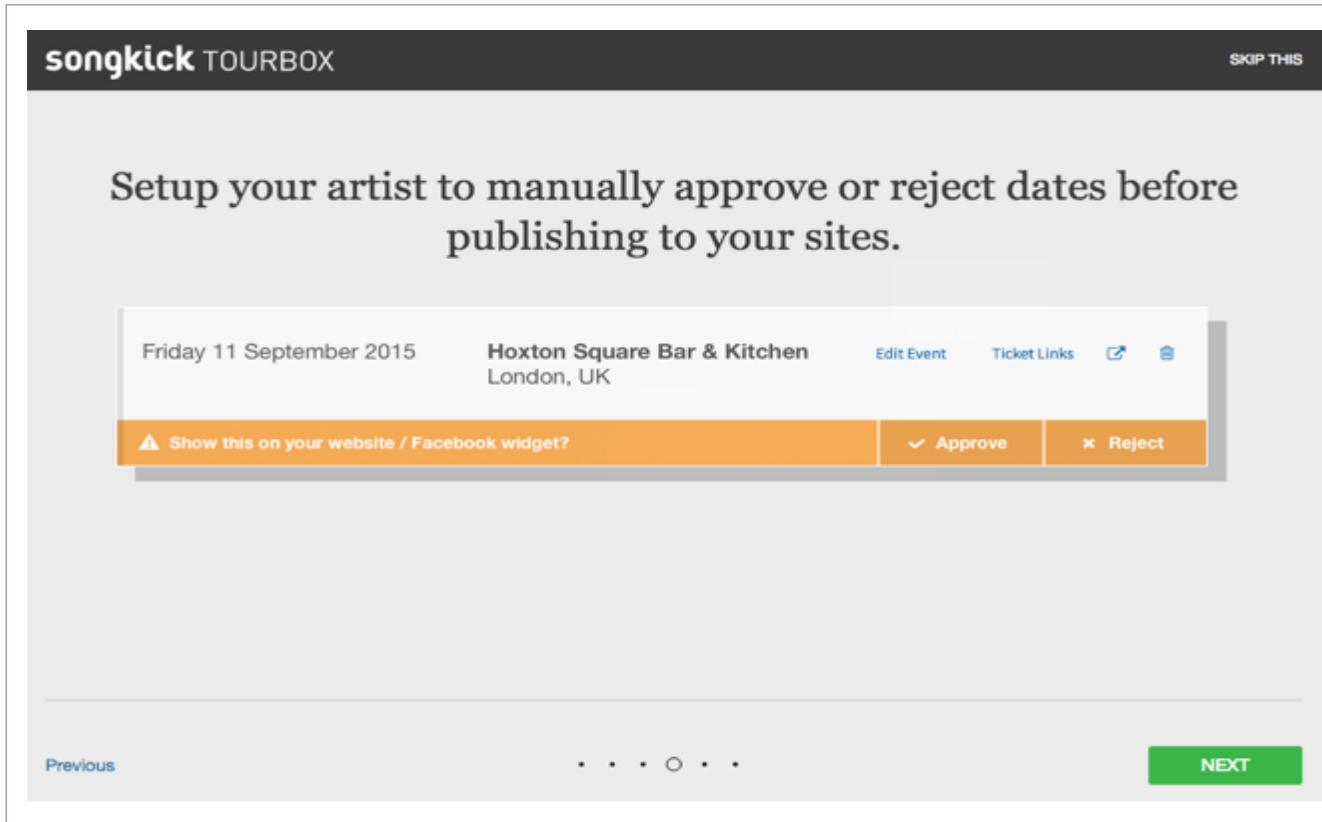
5. Enter show information

The screenshot shows the Songkick TOURBOX interface. At the top, it says "songkick TOURBOX" and "SKIP THIS". Below that, a large text area says "List whole festival date ranges, or show the actual day you're playing." A red oval highlights the date range "Friday 4 September 2015 - Sunday 6 September 2015". To the right of the date range, it says "End of the Road Festival 2015 Larmer Tree Gardens, Dorset, UK". There are "Edit Event" and "Ticket Links" buttons, along with a checkbox and a link. Below the date range, there's a button with a calendar icon and the text "Pick which day of the festival Ryan Adams is playing to display to your fans." To the right of this button is another button labeled "Pick day". At the bottom left is a "Previous" button, and at the bottom right is a green "NEXT" button.

4. TOUR DATES

Songkick Step-By-Step

6. Manage artist approval settings



The screenshot shows a step-by-step guide titled "Songkick TOURBOX". At the top, there's a "SKIP THIS" button. The main text reads: "Setup your artist to manually approve or reject dates before publishing to your sites." Below this, a specific event is displayed: "Friday 11 September 2015" at "Hoxton Square Bar & Kitchen, London, UK". There are "Edit Event" and "Ticket Links" buttons, along with sharing icons. A prominent orange bar at the bottom contains three buttons: "Show this on your website / Facebook widget?", "Approve" (with a checkmark icon), and "Reject" (with a cross icon). At the very bottom, there are "Previous" and "NEXT" buttons, with five small circular navigation dots between them.

4. TOUR DATES

Songkick Step-By-Step

7. Schedule show announcements or announce immediately!

The screenshot shows a step-by-step guide for scheduling tour dates on Songkick. At the top, it says "No more last-minute date entry: draft-and-schedule show announcements as soon as they're confirmed." Below this, there's a section for setting the event status:

Event status: This event has not been announced.

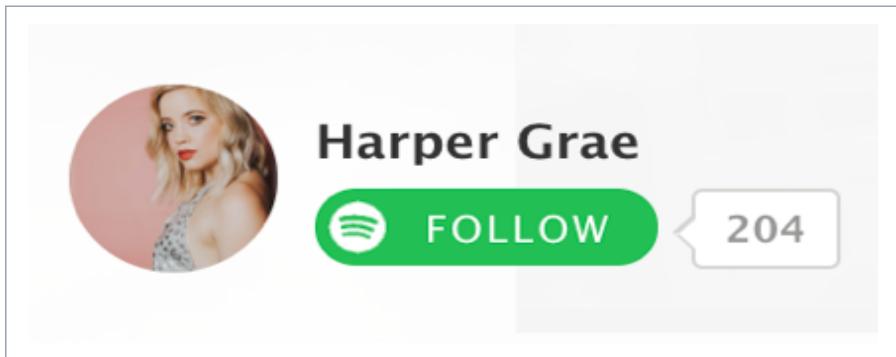
Announce immediately
 Schedule announcement 02/11/2015 09:00

A date picker calendar for February 2015 is displayed, showing the days from 1 to 28. The 11th is highlighted in green, indicating it's the selected date. The days 12 through 14 are also highlighted in light blue, likely representing a range of days for the announcement.

At the bottom, there are navigation buttons: "Previous", a series of dots, and "NEXT".

5. FOLLOW CAMPAIGN

Getting Spotify followers is an important way to engage and get visibility with fans.



Here is a link to a guidelines on how to create a “Follow” button for your website.

People who follow you will be notified about your new music, which will also likely be featured in their weekly algorithmic personal playlists like ‘Release Radar’ and ‘Discover Weekly.’

It is a great idea to encourage fans to follow you on Spotify through your socials.

try / learn / share



UNDERSTANDING SPOTIFY

An Artist's Guide