



How to Get Music on Spotify Playlists

Once **Spotify for Artists** is joined and the band's profile is claimed and confirmed, songs can be submitted to editors to be considered for playlists.

Submitting Songs to Playlist Editors

Prior to releasing a song, submit it to the playlist editors via **Spotify for Artists**. It is **best to submit the song at least 7 days prior to the release date**. Songs that are already released, cannot be submitted for playlist consideration.

Once submitted, the song will be included on a list from which playlist editors select songs to be added to playlists. It will also be added to your followers' **Release Radar** playlist.

Once a song is added to a playlist, in order for it to appear on your **Playlists** page in **Spotify for Artists**, you need at least 2 listeners from that playlist.

NOTE: You **CANNOT** submit for playlist consideration from the mobile app. Instead, use **Spotify for Artists** on desktop or via a browser on a mobile device.

Build Your Followers

It is important to build your followers by promoting your Spotify profile on social media sites. Encourage fans to "follow" your Spotify profile. The more followers you have, the more playlists your will be on.

Embed a "Follow" button on profile.

Go to your artist profile.

1. Click (...) to the right of the **FOLLOW** button.
2. Click **Share**, then **Copy Embed Code**.
3. Paste the code in your website. It works with any website that supports HTML editing. For more info, check out [Spotify for Developers](#).

Those who click the follow button are instantly added as a follower of both your music and artist profile. We'll let them know when you release new music or play concerts near them, and you get more exposure and streams.

The best way to get already released music on playlists is to encourage your fans to listen to your music on Spotify, add your music to their own playlists, and Follow you on Spotify. Editors and algorithms are constantly looking at this data to find music to add to playlists.

Spotify playlists analyze data, including plays, finishes, skips, and listen duration. Playlist curators use this data to track songs that are already "getting" love.

Important to promote songs via social media by including links to personal social media accounts as followed:

- Include links on website
- Send out emails to encourage fans to follow Spotify account
- Key is to be as active as possible on Spotify

Create Your Own Spotify Playlists to Promote Your Music and Gain Exposure

- Create Spotify playlists featuring other musicians and bands you like, along with some of your songs
- Share links to your Spotify playlists with fans via social media
- Collaborate with other musicians on a playlist
 - Come of with a theme
 - Add some of your songs
 - Add songs by other artists

Pitch Songs to Independent Spotify Playlist Owners

Research what playlists to target by searching with keywords that fit your musical style and genre. **Add data to a spreadsheet to keep track of: playlist name, a link, follower count, owner, contact information.**

Form relationships with Spotify playlist owners prior to beginning the pitch process. Perhaps suggest a song by another artist to be added to the playlist. Target playlist owners with a smaller amount of listeners.

Target music bloggers that have Spotify playlists.

Promote New Releases With Tailored Audio Ads

Use Spotify Ad Studio to create and manage audio campaigns. Simply submit a script and pick a background track, and we produce the ad complete with recorded voiceover. Not sure of the cost.

While it is difficult for indie artists to get added to Spotify playlists, there are several steps that can be taken to increase the chance of songs landing on playlists.

Types of Playlists

There are three types of playlists:

Spotify Curated Playlists:

- Playlists that are at the top of the Spotify “pyramid”
 - Smaller curated playlists with tens of thousands of followers
 - Larger curated playlist with millions of followers

Major Label-Curated playlists:

- Playlists owned by labels
 - Difficult to get indie songs on

Individual-Curated Playlists:

- Playlists curated by independent Spotify playlist curators
 - Examples of individual-curated playlists:
 - Indie labels
 - Big radio stations
 - Big-time music bloggers
 - Average “Joes”

