

New Listeners

1. Video. The top way we put more eyes and ears on new music is video content. It's an asset you can use not only on social media but also can get a premier and write up in an industry magazine or blog. These outlets are one of the biggest ways to get new listeners and also have something newsworthy to talk about if the publication has enough clout.

2. Embrace Facebook Advertising. Facebook ultimately wants you to spend money with them, so show some love to their algorithm and reach some people outside of your normal fanbase. The key here is **targeting your audience**. Facebook advertising is scary with how accurately you can target an audience by demographic, likes, geography, and even from their actions. The obvious target is larger artists that you feel like you are most like. A secondary ad can target people who you reached with your first ad. You could choose to advertise to people who watched 30 seconds or more of the video with an offer or simply with the link to listen to the song on Spotify. It's money well spent to capture these people because you know they already showed interest in your music.

3. Radio Air Play. Each of these subjects could be their own full topic but maybe this one more than the others. Simply put, getting AirPlay can drive people to seek you out, build your fanbase, and ultimately boost your Spotify numbers.

4. Tour- get out in the real world and make real fans in person. A lot of times this is assumed and then overlooked. The people who have the most voracious fans are usually playing live in front of the most people too.

5. Contests. Excite them in to action. Giveaway a chance to win something that people would actually want in exchange for following your artist profile on Spotify. Services are out there that can do this for you like toneden.io.

6. Playlists. Getting on one of the three possible types of playlists has become king.

- A. Editorial- In House, Made by Spotify
- B. Algorithm- Release Radar
- C. User Generated- Generated by individual Spotify Users.

Do not be tempted to hire companies to boost your plays. At first glance you might fool someone but you aren't fooling people in the know or Spotify. When you're a band in the Southern US and the majority of your listens are in Brazil and Europe, you're either doing something amazing but most likely using a company that is using bots to get you listens. It hurts you in the long run by knocking you out of contention for real playlists because people are smart and can see through the fake numbers.

One company that I can recommend is **Playlist Push**. We've had success getting artists on legitimate playlists through this company and at a relatively low cost.

The other option is to **Reach out to Playlist Curators Directly**. If you have a label, they are most likely already doing this but if you are independent, it's still possible for you to make your own database of curators and pitch directly to them when you release new music.