

## Driving fans to Spotify

In today's music industry, Spotify has become much more than a streaming service. They are a tastemaker with their curated playlists and for better or worse where many people in the industry go to judge whether an artist is relevant or has a fan base.

With clear metrics like monthly listeners, followers, and total spins on songs visible to anyone on the front facing side of the service, it's an easy place to grab a quick snapshot of an artist's relevance. For some genres this hurts because some demographics have not fully moved over or committed to streaming services.

Like it or not, however, this is the new music industry. Booking agents, venue owners and labels will all be using the quickly accessible and fairly real numbers for the foreseeable future.

If you're looking at your year end recap from Spotify and seeing dismal numbers, it may be daunting to think about jumping whole heartedly into Spotify. The honest truth is you are behind and need to give much more effort to

- A.** Driving what fans you already have to the platform and to
- B.** Finding new listeners there.

The approaches to these two segments- your current base and new listeners- overlap but still require separate execution.

### Current Listeners

We all ultimately want the new listeners but it seems like current social media followers are often overlooked. When we look at artists that have 10s of thousands of social media followers and aren't able to break the first 1k spins in the first couple of weeks after release date, the current fanbase clearly isn't being properly mobilized.

### Reach New People

After we have completed the steps to reach our fanbase, we need to focus on outreach. Our tools here are video, touring, Facebook ads, radio airplay, and Spotify playlists. These are all proven methods for gathering a new audience and can be essential in boosting Spotify plays.