

The
ULTIMATE GUIDE
to **SPOTIFY &**
SOUNDCLOUD

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made with

Beacon

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Intro: So, You Want To Get On Spotify Playlists? Here's What You Need To Know First...

Every publicist can tell you there are certain questions (actually they show up more as orders) we have dreaded over the years posed by potential clients. When I started 20 years ago it was “get me in Rolling Stone” then for years it was “You are going to service my CD to Letterman and Conan yes?” Then today 100% of the time we are getting asked about Spotify Playlists.

And of course this question happens for good reason. A 2016 study from Loop on musicbiz.org shows data that playlists have surpassed albums in listenership and another on buzzfeed says that 1 out of every 5 plays across all streaming services today happens inside of a playlist.

But, hold your horses. There are a lot of steps to take before you hire a PR firm like mine or a playlist servicing company to get you on playlists. First you need to understand quite a few things.

The First Important Thing to Understand is: A Majority of Spotify is Owned by the Major Labels

and their artists dominate most of the most followed playlists. The reason for this is 3 companies are in control of placing songs on those playlists – so this playing field is NOT even for indies. [A comprehensive article](#) came out on CASH music by Liz Pelly called The Secret Lives Of Playlists that is a must read so that you can fully understand just how little power you have as an indie artist on this

platform when it comes to simply “getting on playlists”

Here are the two parts that sum it up well.

“Not all Spotify playlists are created equally... On other playlists, you’ll occasionally notice different logos: the thick cursive word Filtr, the all-caps logo for Topsify, or simple rounded text reading Digster. These are the playlisting brands owned by the major labels: Filtr by Sony, Topsify by Warner, and Digster by Universal. Very rarely you might see an independent label or brand logo. That majors own their own playlisting companies servicing Spotify, and that these major-owned playlists have prominent placement within the platform, should come as no major surprise: Spotify is largely a collaboration with all three major labels. But for me personally, as I itched to learn more about industry insider backdoors to Spotify playlists, learning about Filtr, Digster, and Topsify was illuminating; the beginning of my journey attempting to unpack this mystified world. As it turns out, these privately owned brands barely scratch the surface of what’s at play.”

“Outside of the Spotify staff-curated playlists, those curated by Filtr, Digster and Topsify have more visibility on the Browse pages than any other playlisting brands, individuals or labels. With these playlists, employees of Filtr, Digster and Topsify can simply log in and add tracks... the majors effectively use these playlists to pump their artists into Spotify-owned algorithmic playlists.”

MONDO



HOW STREAMING PLAYLISTS WORK AND HOW TO GET ON THEM

Now that I got the bad news out of the way, there is hope and with some planning and work you can and will get traction inside this valuable platform. To learn how, I decided to go to a group of music industry veterans who do this every day and in the panel How Streaming Playlists Work and How to Get On Them, that took place at MONDO 2017 in New York, I sat in as Streaming Promotions, Co-Founder, Charles Alexander Sung Cho, Founder and CEO, Chartmetric, Brian Vinikoor, Sr. Director Strategic and Digital Partnerships at mtheory, Brian Popowitz ,General Manager Blackbox, and Jason Jones Director of Sales Mute Records took us through an incredible amount of information. I have broken it down into little “nuggets” and added some links help you along

the way.

The major takeaway was:

Spotify, just like Facebook has algorithms and rewards artists who spend time on their platform and if you want to get included on any type of playlist, start getting to know how to use it at a pro level.

Charles gave some very important context by sharing:

All Artists Need a 360 Plan

You can't only focus on Spotify. If you don't have a plan in place for building your audience and meaningfully engaging with them you won't succeed on Spotify. You also need to understand how to leverage and drive your audience from other platforms to Spotify. This means you need an overall **marketing plan** with multiple elements taken into account – Social Media, Brand, Tone, PR, Fanbase building, live shows, releases, etc.

Figure Out Your Narrative

And your **NARRATIVE** is very important. This means you have to have a signature story and a recognizable brand, tone and content strategy that feeds into the narrative on social media. Keep your narrative and branding consistent across all media.

Charles warned that after he informs artists of these key factors, he often sees that they skip the steps and pay to get on playlists, "You may get 20K or 30K streams but then it falls off the edge of a cliff because you are unable to take advantage of the momentum that you created."

And why? Because you skipped all the steps needed. **You therefore need a comprehensive approach.**

Your Social Media Build Must Be Organic

Your social interaction is key and social #s are very important. Focus on **engaging and connecting** with real fans and building your audience authentically. Fake numbers from click farms will work against you when your engagement ratio on socials is extremely low compared to your follower numbers. You must

build and engaging an audience prior to releasing music.

Music Blog PR is Key

Many Spotify playlists are curated by key music bloggers. In order to get considered for these playlists, you need to be featured by these music blogs. Start at Hype Machine and understand that PR is an integral part of your Spotify strategy. Or [read my 3-part series](#) which will walk you through how to effectively handle your own music PR.

Understand What Spotify Actually VALUES

It's a weird tipping point on what Spotify actually values. Influence is important, that means how many people follow you and your playlists on Spotify and consistent streams are also important. But the number of saves a song or album gets is just as or more important than stream counts and follows. The platform values engagement and interaction with the music or artist over casual consumption.

It's Not All About Getting on Major Playlists

Everyone has their sights set on the biggest playlists curated by Spotify but not so fast! Brian Popowitz shared "The data has informed Spotify. We have an artist that is performing well and not on any major playlist – the song is peaking and we are not actively promoting it at all. It gets into people's weekly suggestions and they stream it and it grows on it's own organically in the Spotify ecosystem. This is the "new" music economy. Spotify built an algorithm that is derived from the footprint of an artist. So many things come into play.

Spotify is a Long Game Build Your Own Playlisting Initiatives

Jason Jones added that this is a long-game: "Do not be afraid of slow but consistent growth" don't be impatient. Sometimes you can start off on a branded playlist 'The Sound of' and you have to show growth of performance w/in those and this may take 4-5 months."Look at your historical data and see what causes spikes.

Build Your Own Playlisting Initiatives

Start sharing playlists in which your music is included. You need to build up plays and then, this impacts the current song that you are working and any

forthcoming singles coming down your pipeline. Create playlists of your own

music AND things you love and include yourself and share. You need to create: reach, influence, and non-skip streaming.

Find Your Unique Playlist POV

Brian added “Owning your audience is everything.” Ask yourself: What is your unique POV? The “my favorite” songs right now” gets played and people get tired. Try curating a journey of how you put together playlists – one of our artists made a mix show taking listeners on the journey of how he created an album, Just putting 20 songs on a playlist makes an uphill battle.

Getting Discovered on Spotify is Quite Hard

Sung added that being on the smaller playlists is not the answer to garnering thousands of plays overnight “discovery is quite hard” in Spotify as they create and promote their own playlists within the platform.

The List You Should Be Worried About FIRST is Your Mailing List!

We work with an artist Rob Drabkin, who had a large mailing list and he asked everyone to follow him within Spotify with one email – it worked overnight. Rob connects with an audience in a special way – its not just about his music which is great but he is also amazing at leveraging his tribe. You need an ARMY – every time you ask them to do anything they will! But you need to have great and consistent communication. – Charles Alexander

Success On Spotify Starts With You

“If you don’t have fans, listens and consumption on Spotify (that you have to create) you are dead in the water.” – Brian Vinikoor. This means you need to [understand the Spotify Basics first!](#)

Know Which Streaming Platform is Best for Your Genre of Music

“Each platform has a unique vibe. If you are a Country or Christian artist I would look to Amazon, if you are playing rock look towards iTunes, if you are indie or hip-hop, focus on Spotify.” – Jason Jones



Never Forget Your Newsletter (Yep, The Least Sexy Tool Out There!)

"It goes back to owning your own audience – it all goes back to how many times people listen to your music." – Brian Popowitz If you don't have an **effective newsletter strategy** it's high time you change that.

Everyone Wants To Be on New Music Friday

EVERYONE wants to be on Spotify's New Music Friday playlist. "the chance of me getting you on that are next to none" the independent slots are few and far between and getting smaller."

Charles went on to say: "Let's start with Fresh Finds or something that is appropriate for where you are in your career. This will give you a chance to grow and build your narrative on Spotify. This will let you take full advantage of the momentum and opportunities you create on the platform." Read an inspiring case study about a band who started on a playlist with 10 followers and went on to build quite an impressive amount of plays here.

Always Connect to World 1.0

Steaming is a means to people hearing your songs but it's what happens AFTER That in the real world? What should be happening before, during and AFTER you get on the playlist? What if you get on New Music Friday and you don't know what to do next!

Now that you know what you are up against and what you need to do let's dive in...

Your Spotify Foundation

Mastering Spotify is crucial if you want to build a vibrant fanbase. Spotify is the predominant streaming service with 140 Million use

MUSICIAN'S GUIDE TO SPOTIFY



Every artist wants to be on a Spotify playlist. Unsurprisingly, greater amount of plays comes as a result from being included on a playlist (or on many). However, before you go straight to Spotify Playlists you must understand how the Spotify ecosystem works. It's up to you to optimize your profile.

Let's Start with your Spotify Artist Foundation.

The first step is you need to get access from "Spotify For Artists". Once you sign up there, Spotify will then confirm who you are and grant you access. Then you'll be ready to go!

(I assume that you are already ON Spotify yes?)

If not: To Get Your Music on Spotify: Spotify does not do direct deals with artists, so you will need to make sure your distributor has enrolled you in distribution to Spotify. Here is the list of distributors who you can work with:

- AWAL
- CD BABY
- DISTROKID*
- EMU BANDS
- RECORD UNION
- SPINNUP
- TUNECORE

*If you're using DistroKid as your music distributor, you have instant access to Spotify for Artists when you request access through DistroKid.

This is straight from the Spotify FAQs – because they explain it best...

What is Verification?

When you get access to Spotify for Artists, you're automatically verified on Spotify and your profile gets a blue verification check mark!

Verification allows you to claim your artist page by merging it with your Spotify

account. Once verified, you'll get

- A blue checkmark to your artist page
- The ability to add your photo & bio (1500 characters)
- The ability to create & post artist playlists
- The ability to brand playlists with images & descriptions
- Select an ARTIST PICK – this is any track you want to feature to the top of your profile – yours or another artist you collaborate with!

You Can Now Update Your Spotify Bio (And You Should Do So Often!)

From Spotify: You can write a bio, save it to your profile, and update it anytime you want. With 1500 characters to share with your fans, you can update this to whatever makes sense for you—whether that's sharing your story as an artist or the inspiration behind your latest release.

Your bio can include links to any artists, songs, albums, or playlists on Spotify. And you can throw in a link to your Wikipedia page for fans who want to dig deeper.

When you have a new single, a tour or a news item you should update this bio as often as possible.

Here Are 5 Ways You Can Grow Your Followers on Spotify

1. Ask Specifically for Spotify Followers on Your Socials



2. Your Spotify account should be connected to any and all social media accounts that you run. This includes, but isn't limited to, all of the following:

Post on Facebook (and BOOST!) If you use your personal profile for your music DM people and ask

Create a post for Instagram and change your bio link to Spotify for a few days and message individually and share

Make a graphic for Twitter asking to follow you- also use DM

Post a short ask on your blog or Tumblr (if you have one)

3. Email your mailing list and make "come follow me on Spotify your Call To Action. If you are unsure about how to structure your email for this [follow my handy newsletter email guide](#).

This is also a good time to send personal emails to friends and family who are not on your newsletter. It may be time consuming, but it's a great way to get people onto your newsletter who you may not have asked already. Plus, this is such a simple ask and it only takes 7 seconds for your friends to do.

TIP: Many of your non music friends probably don't even understand the VALUE for YOU when they follow you – so explain it to them!

4. Create Video Call To Actions – Do It Like ONE DIRECTION!

Include a CTA on your videos asking people to come stream your music on Spotify. Click [HERE](#) for an example of One Direction creating a call to action for their album FOUR on Spotify. One Direction recorded a short video of their member Zayn asking fans to follow them on Spotify by clicking the link provided in the bio.



I know you want to lead people straight to your iTunes store to buy the music but the truth is they probably won't do this – WHY? Because they use Spotify!

So, a **Spotify follow button** is also a good addition to your socials as many people will prefer to go stream your music



5. Create playlists with similar music as yours, so that when fans check them out they are more likely to follow you because you have a similar music vibe.

By connecting yourself with other artists of your type, and pushing this out to the world, you can begin to create a fanbase that appreciates your taste in music.

Click the '+ New Playlist' button on the left hand side.

Name the playlist – make sure it has a theme!

Create unique artwork for your playlist. Like album or single artwork, an interesting graphic can really draw listeners to your playlist.

Once the playlist is made and appears on the left hand side of your screen, right click the playlist and click 'Collaborative Playlist'

Start off the playlist by adding at least 5 songs to the playlist (make one of these songs your own!).

Once again, right click the playlist name on the right hand side and click 'Copy HTTP Link' – this can be used to share your playlist on Twitter and your Facebook Page so you can invite your friends and fans directly to the playlist.

Click [HERE](#) to see an example of a playlist, pop artist, Lauv created called "Lauv Loves" – a collection of his favorite songs. The artwork is simple. It's just a piece of crumpled paper with his handwriting. Lauv was featured on the Spotify "Pop Rising" playlist in June 2017 and this playlist is another way for his audience to feel more connected to him and his music taste.

Spotify wrote a [fantastic blog post](#) that talks about how to research original ideas for playlists and how to promote your playlists to others.

Spotify Insights

Here's How To Get Them

When you're a verified artist on Spotify, you get access to Spotify for Artists. Spotify for Artists allows you to do three things.

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. Use your insights to refine promotion or secure new partnerships.

Location: See detailed breakdowns of where people are listening to your music. Artists are using 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 — or use it to better target your marketing.
Live listeners: Your live listeners update in real time, so you know how many people are listening to your music on Spotify.

Customize your profile picture with images of your choice

Decide which song will be your "Artist Pick" (this can be your favorite song of yours, a favorite song of another artist, etc)

Playlist data: Playlists are key to reaching new listeners on Spotify. See who's adding your music to their playlists and how that's helping you get discovered.

Playlist notifications: Getting added to a Spotify playlist is a moment to celebrate — so we'll let you know when we add you to one of our 4,500 curated playlists.

Make Informed Marketing Decisions

Choose your which singles to promote and how to market your music overall using Spotify insights. If you know which song is performing best, you can focus your effort towards pushing the piece of music out that will reach the most fans.



Customize your Spotify Page:

Your branding is essential. A sharp looking artist homepage will make more people likely to check your music out, ultimately becoming your fans. Consistency shows that you are a serious artist.

Case Studies:

Here are some examples of artists who used Spotify Insights to their advantage and how you can too!

(information from: [Spotify for Artists Blog](#))

Lucy Rose: Lucy is a British singer/songwriter who used Spotify insights to find out that many of her fans live in South America. By focusing on booking shows in South America as part of her tour, she was able to play to shows that were packed with crowds who loved her music.

Jake Udell: Jake, founder of TH3RD BRAIN (an artist management company that represents artists like Zhu, Gallant, Krewella, and Grace Vanderwaal), used Spotify insights to recognize when Zhu and Skrillex song “Working For it” spiked in streams. He used this data to focus on marketing and booking headlining tours for Zhu.

The opportunities don't stop here!

Artists have also used Spotify insights to figure out which artists to collaborate with, which artists to tour with and to connect fans who have added their music on their playlists.

There is endless potential.

Getting On Spotify Playlists

How To Get On Spotify Playlists

Have Your Spotify Verified:

Spotify playlist curators are more inclined to add you to their playlist if

you are a verified ARTIST!! Follow the steps from this ebook to ensure you become verified.



The More Followers the Merrier:

The more followers you have, the more likely playlist curators will pay attention to you. Get all your friends, family, and fans to follow you on Spotify ASAP. Share your tracks across each social media platform.

There's no formal submission process for Spotify playlists. Instead they use a combination of taste, data, research, and trends to create playlists for listener. So the best way to be considered for Spotify playlists is to make your music as visible as possible. This means, maintaining an active presence on Spotify.

For more information, we highly recommend [Lucie Watson's article](#) on the Medium that answers so many aspects of the question "How Can I Get My Song On Spotify Playlists?"

If you want to get even more in-depth with Spotify playlists, check out the full [CD Baby's Spotify Playlisting Guide](#). It's packed with 14 pages of information about the ins and outs of Spotify playlists.

Make Sure Your Music Wins the Numbers Game:

Every action on Spotify is monitored. Whenever someone saves a song to their library, listens to the entire song, adds a song to their own playlist and so forth, the data is recorded.

The numbers don't lie. A track that gets skipped often after a few seconds is probably not going to be featured in a playlist.

"Every piece of data that is used on Spotify is driven by audience consumption. We're not leading the algorithm, the algorithm is being led by the consumer."
- Austin Deboh, senior editor at Spotify.

Be Featured on Music Blogs that Fit Your Music and Your Story:

Are you a runner? Does your track have an energetic beat that could

push someone to finish their last mile? Consider pitching your songs to running blogs that feature playlists for runners. People discover new music in

so many different ways. Finding different avenues that fit your music will lead your listeners to check out your stuff.

Follow the [Cyber PR 3 Part Guide to Music PR](#) if you need help here!

Share All Playlists You're Featured On:

If you are included on a Spotify playlist, make sure you share it to increase streams and show "thanks" to the curator.

I know you have your heart set on the New Music Friday playlist. But understand that unless you are as established as Justin Bieber or Katy Perry, the odds are against you.

Understand that starting small is OK!

The good news is, however, according to the latest statistic on [ExpandedRamblings.com](#) states that there are over 2 billion playlists on Spotify (as of 2016). We can only imagine how much that number grown in the past year. This means, there are over 2 billion opportunities for you to be featured on a playlist.



Moon Taxi – Starting Small Works

Let's take a look at the journey of [Moon Taxi](#). Moon Taxi currently has over 5 million listeners on Spotify. Recently, they were added on top one of Spotify's most coveted playlists [Pop Rising](#). Pop Rising claims to pick pop songs that are predicted to be "the next big thing" before they become big.

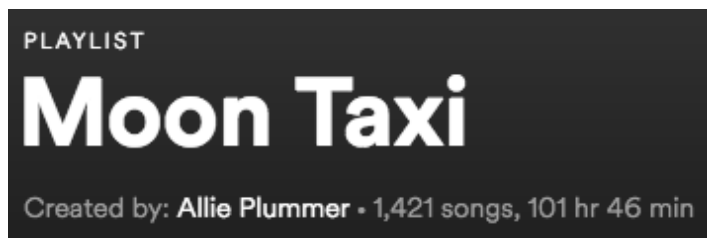
This description makes listeners think that these artists are probably fresh and new. Moon Taxi, however has been on Spotify since 2012. That's right. One of Spotify's "on the rise" artists have been around on the platform for 5 years.

What playlists were Moon Taxi featured on before Pop Rising?

1. Allie Plummer's Playlist in 2013

Number of followers: 10

10 followers. Count 'em.

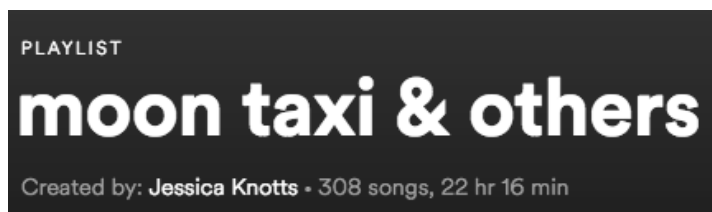


2. Jessica Knotts' Playlist in 2016

Number of followers: 112

Sometimes a fan of your music could put your music on their own personal playlist. It's not a million followers...but that's where they started.

Before Jessica's playlist? They were in their OWN playlist



3. Moon Taxi's Daybreaker Mix in 2015

Number of followers: 1,210

PLAYLIST

Moon Taxi's Daybreaker Mix

Our new album Daybreaker is out now. Catch us on tour this fall! Tickets are on sale now:
RideTheMoonTaxi.com

Created by: **Moon Taxi** • 40 songs, 2 hr 38 min

Moon Taxi is enjoying quite a bit of success these days, but it didn't happen overnight. Sometimes the best way to guarantee your placement on an official Spotify playlist in the future is to focus on the NOW.

Focus on your own playlists that YOU create as well as the playlists that your FANS create.

Getting Established On SoundCloud



Ah, the internet. When it's not busy being a mass dumping ground for political

commentary, selfies and Kermit memes, it can be an independent artists best friend and most powerful ally

While mainstream social networks allow you to shape your voice and personal brand, music streaming networks are where the real heavy lifting comes into play.

While you might be tempted to hop right on services like Spotify and Pandora, and **start gunning to get on playlists** all of us here at Cyber PR Music respectfully request that you slow your roll.

Before ANYTHING, you need to be on SoundCloud. Not only is it the industry standard when posting music to blogs, but also, your SoundCloud presence can be a key deciding factor to having your music posted on blogs.

"I know what I like, but I also know mine isn't the ultimate word on taste. If I hear a pitch that I like but don't fully get or isn't exactly in my wheelhouse, seeing that an artist has followers or tracks with a ton of plays let's me know that I'm on to something. That can absolutely push me off the fence if I'm teetering and onto the side that gives an artist or song a chance."

*– Ben Kaye // News Editor, **Consequence of Sound***

There's no possibility of ruining your chances to get through to legitimate music bloggers if you are on SoundCloud.

Creating Your SoundCloud Account:

Creating an account is simple. Enter an email and password, or sign in through Google or your Facebook Page. Either way is fine.



or



[Need help?](#)

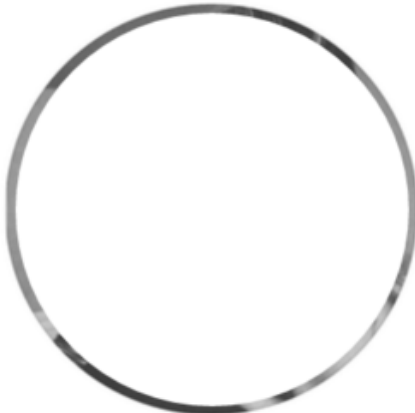
Plugging Social Media Links & Bio:

Make sure your SoundCloud page has links to all of your other social networks, along with a short bio. Do this by clicking "edit" on the right hand side of the page, directly above where your followers, following and tracks are listed.




After clicking "edit," a pop-up window should appear that says "Edit your Profile." Plug in all necessary links, along with your bio, profile photo and location.

Edit your Profile




Display name *



Profile URL
soundcloud.com/ 



First name Last name

City Country

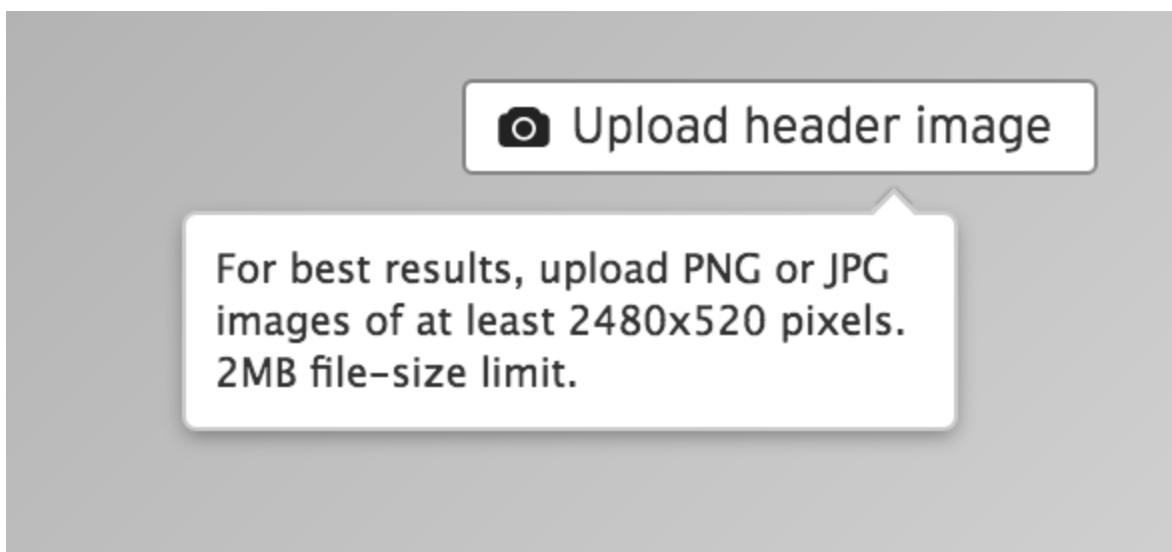
Bio

Your links 

After clicking "save," be sure to upload a header photo as well by clicking "Upload header image" in the top right hand corner. We suggest matching this to your Facebook and Twitter cover photo.



Uploading Your Music:

On the top right of the page, click "UPLOAD."

Upload to SoundCloud

Choose a file to upload

Start new recording

Make a playlist when multiple files are selected

While waiting for your track to upload:

Click "Update Image" and insert your cover art – we will be talking about visuals in part 2 as cover art is important! Title your track (do not include your artist name) Choose your genre (if multiple genres, choose the primary one) Enter other genres in the "Additional Tags" section. Also include noteworthy producers or collaborators. Write out a short description of your track. This could (but is not limited to) include: Release info on other streaming services Physical release or accompanying merchandise links A sentence or two about the inspiration for the track

Ready. Click Save to post this track.

Basic info Metadata Permissions



Title *

Name your track

Enter a title.

soundcloud.com/



Genre

None

Additional tags

Add tags to describe the genre and mood of your track

Description

Describe your track

Track will be private public

Share on    

* Required fields

Cancel

Save

IMPORTANT: Before clicking “save,” be sure you know if the track should be on private or public. If you are premiering your song, it should be set to private until the official release date. For releases that aren’t premiering anywhere, press public and get to promoting!

Wondering what your page should look like when it’s all been put together properly? Check out some of these artists that have it figured out:



Big Wild ★

Jackson
California

BIG WILD
// INVINCIBLE (FEAT. IDA HAWK)
FFC012

All Tracks Albums Playlists Reposts

Station Follow



Big Wild
Gallant - Talking To Myself (Big Wild Remix) 5 hours # Electronic

732 259 Share More Buy/Stream ▶ 4,248 18



Big Wild
Big Wild - Invincible (feat. IDA HAWK) 7 days # Electronic

1 Foreign Family Collective - Big Wild - Invincible (feat. IDA HAWK) ▶ 639K
2 Manila Killa - Big Wild - Invincible (feat. IDA HAWK) [Manila Killa Remix] ▶ 110K
3 Point Point - Big Wild - Invincible (feat. IDA HAWK) (Point Point Remix) ▶ 39K
4 j.phlip - Big Wild - Invincible (feat. IDA HAWK) [j.Philip Remix] ▶ 6,437

Followers 61.1K Following 558 Tracks 50

Seeing how far the horizon goes.

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PR: Patrick.PitchPerfectPR@gmail.com

bigwildmusic.com

Show less -

- Twitter
- Instagram
- Facebook
- Spotify
- SongKick
- Hype Machine
- bigwildmusic.com



MEMBA ★
New York City

All Tracks Albums Playlists Reposts

Station Following

Spotlight



MEMBA
Warrior 2 days # Dance & EDM

1,353 397 Share More Download ▶ 15.6K 42



MEMBA
Pluto x Ye - Feel The Fire (MEMBA Remix) 16 days # Dance & EDM

2,198 506 Share More FREE DL ▶ 48.5K 53

Followers 4,060 Following 207 Tracks 6



Dynamic, world-influenced exploration of rhythm, contrast and reality.

memba.music@gmail.com

Show less -

- FB
- TW
- IG
- WEBSITE
- SPOTIFY



All Tracks Albums Playlists Reposts


Station Following


Spotlight

 **Floduxe**
Touch ft. Jackie Pember [Original Mix] 2 months #Dance & EDM



1,138 262 Share More Free Download ▶ 27.3K 61

 **Floduxe**
The Moment ft. Ben Fagan [Original Mix] 8 months #The Moment



1,714 587 Share More Free Download ▶ 60.9K 48


Followers 2,947 Following 20 Tracks 6

California based producer & songwriter

Contact:
Floduxe@yahoo.com

- Instagram
- Facebook
- Twitter
- Youtube

63 likes [View all](#)

 **MrSuicideSheep**
Synchronise - Find You
▶ 127K ♥ 4,701 ↻ 777 64

 **San Holo**
San Holo - Light

Building A Following On SoundCloud

Now that you have your brand-spankin'-new page a

Plug Your Page On Socials

The first thing you want to do is promote your SoundCloud page on your other social media pages. Rounding up people who are already fans of yours is always going to be easier than recruiting completely new fans, so it's best to start where you already have a following.

Plug your SoundCloud page in a status on your Facebook, Twitter and Instagram.

Like So:

"We are now on SoundCloud! Click the link to stream our entire catalogue of releases. Every follow is appreciated!"

"Have you checked out our SoundCloud page?"

You can also link to your SoundCloud page to multiple sections on each social network for people who might have missed the status updates.

Facebook: Link to your SoundCloud in the "about" section of your profile.

Twitter: Put a link in your bio, or link to it in the "website" section of your profile.

Instagram: Take a screenshot of your page and put a link in your bio. If a

screenshot doesn't fit your aesthetic, try a funny graphic, if funny isn't your thing try any graphic



Follow And Interact With Other Independent Artists

In a lot of ways, SoundCloud is like any other social network. People like you are looking to build a following, and are more than happy to return the favor if you give them a follow and some positive feedback.

When you are first starting out, stay away from celebrities or large accounts that have a slim chance of following you back.

Like So:

Follow other independent artists similar to yourself with comparable followings to your own.

Give them a follow

Heart their tracks,

Leave positive comments.

Not only will it make their day, but also they will more than likely be happy to return the favor.

Follow Small And Medium Sized Music Blogs

Just like with steering clear of huge celebrity accounts, do the same when

following blogs. There is a huge community on SoundCloud of small music blogs and websites who are more than happy to plug independent artists.

Some will repost your music or include you on a playlist even if they don't feature you on their blog if they like the music enough.

Additionally, don't be afraid to give a follow to an account that isn't linked to an external site.

Some people just like to feature good music, and have a super-loyal following who trust their taste and their curation skills.

Every like, comment, follow and play counts, and you never know who is going to come across your music thanks to a passionate music lover and a placement.

Follow these steps and you'll have a solid, loyal SoundCloud following in no time.

Getting On SoundCloud Playlists

While there are countless factors that determine whether or not you are featured, there are three major ones that you should be aware of:

1. Genre

2. Branding

3. Play Count

1. Genre

Perhaps the most important factor on this entire list, but surprisingly the most often overlooked. While there is plenty of phenomenal music out there, the bottom line is that you have to fit a SoundCloud page's taste to make it on one; it's a lot like getting on a blog. You may be an incredible country artist, but no electronic playlist worth their salt is going to post you because they will lose followers.

While there are always exceptions to the rule (a trap remix of a pop song might be posted on an EDM playlist), the majority of the time you will be turned down. It may even offend some curators, who will write you off for wasting their time in the first place.



Don't be "that guy." Do your research and respect people's personal tastes.

2. Branding:

What is your color scheme? Does it align with other colors used in the cover art of artists featured?

For example, take [Run the Trap](#)'s page. Notice anything? Very few artists in their genre are actually featured on cover art. It's mostly graphics, and a lot of severe color schemes.

RUN THE TRAP

- Sober Rob** RUN THE TRAP
Lost w/ Oshi
21 hours
#Electronic
9,008 likes, 1,809 reposts, 140K plays, 196 comments
- Andrew Luce** RUN THE TRAP
Andrew Luce - What You Need
1 day
#Electronic
4,461 likes, 1,448 reposts, 40.6K plays, 69 comments
- Young Gods** RUN THE TRAP
Ed Sheeran - Shape of You (BKAYE Remix)
1 day
#Electronic
7,192 likes, 2,012 reposts, 97.3K plays, 79 comments
- BIJOU (Official)** RUN THE TRAP
The Count
1 day
#House
1,828 likes, 590 reposts, 38.5K plays, 201 comments

While branding admittedly is not a “make or break” factor in determining placement, it’s the first thing people see, and that leaves a lasting impression.

3. Play Count:

If you are an artist that is just starting out, it’s best not to expect huge placements from the get-go. This entire industry is a build, and [baby steps](#) are often part of the journey. Take a look at other things posted when submitting – do all tracks miraculously have over 100,000 plays each, while you’re stuck at 50? If so, you probably aren’t ready for that account. Rally your fans to help grow your engagement, or get some key press placements to help.

There are also a TON of mid-tier SoundCloud playlists run by individuals who just like good music, and will be more than happy to help you out.

Slow and steady often wins the race, and there’s no shame in that.



Do You Have A Plan?

Do YOU Have a P-L-A-N?

Remember waaay back in the introduction of this very guide I mentioned that there are a lot of steps to take before you dive straight in to getting on playlists by hiring a PR firm like mine or a playlist servicing company and I went through some key points including:

All Artists Need a 360 Plan

Figure Out Your Narrative

Your Social Media Build Must Be Organic

Music Blog PR is Key

The List You Should Be Worried About FIRST is Your Mailing List!

Always Connect to World 1.0

Imagine If you had a **SOLID PLAN** in place that outlined exactly what to do for the next 6, 12, and 18 months?

Wouldn't you feel empowered and prepared vs. overwhelmed and reacting to the next thing?

Our 3-Part Musician's Guide to Marketing Plans blog series is our most popular series to date and it is here to help you!



Part 1: Album/EP Release Preparation There are 5 important areas you need to focus on when releasing anything new. In Part 1, you'll learn about conquering Distribution, Website, Social Media, Newsletter, and Press. Ignoring any of these will set you back, so if you're serious about your music, you'll need to be educated on the best ways to pre-prep!



Part 2: Releasing Music As life has shown us, timing is everything- and the same goes for PR. The period between finishing up a video, song, EP, or album, and the actual release date can be chaotic. So, we've outlined 5 more steps to take control so you don't get stressed out during a time when you should be celebrating. Those 5 steps are, Timeline, Release, Social Media, Press and Promotion, Shows.



Part 3: Post Release Strategies The final part explains “The Constant 5”, Release More Music, Live Shows, Ongoing Social Media, Merchandise, and Making Money, aka your go-to guide on how to strengthen your relationship with your fans and potential fans, and continuing your journey.

To help it all sink in, I created a [checklist](#) for you to download and work through as it lays out all of the steps you should be completing which you can find at the bottom of each post.

CYBER PR
 MUSICIAN'S
 MARKETING PLAN/
 TOTAL TUNEUP
CHECKSHEET

DOWNLOAD AND START TODAY

About The Author



Ariel Hyatt has been a fierce entrepreneur for more than 20 years and runs Cyber PR, a digital PR, social media & marketing strategy firm based in New York City. Her agency places clients on music blogs, podcasts, and playlists, establishes their brands, and advises on long-term strategy.

Ariel is the author of four books on PR, new media, and crowdfunding. *Music Success in 9 Weeks* (now out in its 3rd edition) *Musician's Roadmap to Facebook & Twitter*, and *Cyber PR For Musicians*. These offer step-by-step plans to create profitable and sustainable businesses. Her latest book *Crowdstart: The Ultimate Guide to a Powerful and Profitable Crowdfunding Campaign* went

to #1 on Amazon on both the investing and entrepreneurship categories.

“Sound Advice,” the newsletter she launched in 1998 has over 20,000 subscribers, and she has written hundreds of articles to date which are all available for you at [CyberPRMusic](#).

She loves to travel for work and has spoken in 12 countries to over 100,000 creative entrepreneurs. She is a born and raised New Yorker with a deep nostalgia for all things from the 80's that still exist in NYC. She's an enthusiastic foodie, a chocolate chip cookie baker, and a vintage lunchbox collector. She lives in Park Slope, Brooklyn with her gray tabby Hunter C. Thompson (the C. stands for cat).

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