## Social Media Promotion for Musicians and Engineers With Bobby Owsinski

# Workshop 3 Getting Your Music On Popular Playlists

#### Why Playlists Are Important

- Streams spike when a song is added to a popular playlist
- Playlists even watched by radio programmers
- Streaming is song driven rather than artist driven
- Songs and artist come and go faster
- There's always a spot open on a playlist ocial Media Promotion

# Getting Your Music On Popular Playlists

#### How To Crack A Playlist

- Verify your profiles with Spotify and Apple Music For Artists
- Get as many of your fans as possible to follow you
- Get your digital house in order
- Find some playlists that you love and follow them

#### MIOTO FOILOW

- Music bloggers
- Music news websites
- Magazines and weeklies
- Political figures
- Authors and poets

- Radio stations
- Other bands and artists
- Brands
- Music fans
- Spotify Curators
- YOUR OWN playlistledia Promotion for Musicians and Engineers

#### Pitching To Playlist Owners

- Follow the owner or curator on social media and make comments
- Make sure that the list owner is aware of you first
- Send a personalized email
- Be brief and to the point
- Be specific

#### Pitching To Playlist Owners

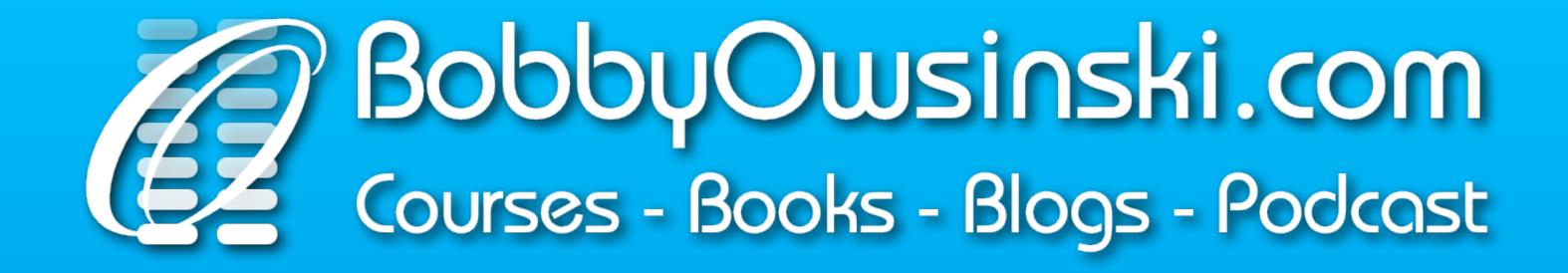
- Follow the curator's submission policy
- Some curators won't take pitches

#### Playlists Marketing

- "Playola" is paying to get playlist placement
- \$100 for a small music blog
- \$10,000 for a six week campaign aimed at major playlists

#### Personalized Playlists

- Customized to the taste of the Spotify user
- Your songs might not appear on everyone's playlist
- Copy the unique link and send it to your fans
- Your song will be #1 on their playlists for 24 hrs



### Thanks for Watching!

Bobby Owsinski: questions@bobbyowsinski.com

BobbyOwsinski.com

BobbyOwsinskiCourses.com