

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

Getting Your Music On Popular Playlists

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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**

Who To Follow

- **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 playlist**

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**



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Thanks For Watching!

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