EMITHA SPOTIFY PROMOTION FAQS

Welcome! We are overjoyed to be working on your music, here at Emitha. In order to help onboard you seamlessly and to avoid future confusion, we've compiled a helpful document of Frequently asked questions as well as a more detailed approach to what we offer.

Please read the following carefully, and confirm that you've read and understand it.

1. What comes as part of a typical promotional campaign with Emitha?

First and foremost, we will be providing genre-specific listener growth to help elevate and foster healthy algorithms and to expand the fan base of the client at hand.

We will also offer <u>one single hour consultation per campaign</u> to answer questions, go over results, and/or foster a personal relationship with the client. After this first introductory meeting, further meetings will be considered a consultation request and will be subject to a consultation fee. We do this so that artists are respectful of our time and understand that we have not budgeted for extra meetings in the pricings in order to help keep the costs as low as possible for the client. If consistent check-in meetings are important to a particular client, we can negotiate a system that works for both parties.

NOTE: The above is being enforced as of Sept. 2024.

2. How will you promote my music?

We have a 3-step approach to all our promotional campaigns to garner the best results possible.

1. Playlist pitching within our own network of genre specific playlists.

   a. This is entirely up to our curators discretion, and no placements, particular slots in the playlists, or stream counts are guaranteed, as that is against the rules and regulations of Spotify. However, it is our goal to get you the most (genre-specific) organic exposure possible!

2. Playlist pitching to our 3rd party out of network genre specific playlists

a. This is entirely up to the outside curators discretion. These playlists are outside of our control, and the curators may add or remove at their behest with no warning.

3. Meta ads to bring in new audiences and grow more playlists based on the artists we are working with. This is our "special sauce" that makes our campaigns unique and so successful.

a. We also use our META business manager to promote artists' music as well as our Emitha ecosystem of playlists to continue to expand the listener base for all artists and genres that we work with. Since our inaugural day, we have made custom playlists to help include more and more genres. This way, we get music exposure and REAL plays/streams by people who are genuinely interested.

Even though results may vary based on different factors, you'll surely notice the improvement.

3. Do you offer these services separately or all-in-one?

We do ALL of these services in each campaign to get the significant and organic results that we pride ourselves in.

4. Is it really 100% safe?

YES! We only use META ads and social media influencers to promote our artists and playlists to real people. This is 100% organic, and our goal for any artist working with us is for genre-specific, algorithmically friendly growth. To that note, our services fully comply with Spotify's terms of service. We also have receipts from META for all our growth.

NOTE: Emitha LLC as an Artist & Label Services company, is unable to 'guarantee 'or 'fix' in advance, specific numbers of streams or numbers of playlists, to 'order'. This is not something we are obliged to do, nor a service we provide. Nor do we operate our services on a 'pay for streams', 'buying streams' basis, or as a means to generate streaming royalties for clients, to counteract (stream by stream) our marketing fees. **We are hired for our overarching service and these funds pay us for our ongoing time, our direct contacts, the advertising expenses we incur, our expertise, and for our glowing track record in the industry.**

5. What about the use of "bots" or "false accounts"?

This is an industry hot-spot, and we want to address it head on. At Emitha LLC we will never, and have never, used illicit means to promote our playlists or artists. This very issue is why we

launched our promotional department. Our founding curator, John Riesen, was a victim of bot traffic in 2020. After paying a "legitimate" PR company $4500 upfront for playlisting, he had his music removed from Spotify, with penalties for their use of bots to artificially inflate listener counts. He was hurt, furious, and embarrassed.

Our promotion system was built specifically to avoid ever creating this experience for our artists. We would never, under any circumstance, use any illicit means to use false listeners or create false data for our clients.

6. How long does my promotion run?

Each promotional campaign is individualized to the needs of the client. Our agreement is non-binding and so the promotion will run for as little as the agreed upon first month, or for as long as the client desires continued promotion. Our average client length to date is 6 months, but we happily offer 1 and 3 month trials!

7. Is it better to have more songs overall being promoted for the campaign?

100% yes! It is much better to have more songs for the overall campaign health and growth. The more songs and funds we have to work with the faster we can affect change within the account and the faster the algorithms will change and start promoting the artist internally helping to create compounded growth.

8. Do you offer monthly reports for the campaigns?

At this time, we do not offer monthly reporting for our campaigns. The pricing of our campaigns is inclusive of the ad spend, the time/knowledge of our staff, and the results that our team can garner. Adding monthly reporting would be an additional cost for us, due to the additional work our team would have to do each month, and we feel it is not worth the additional costs for an artist for the same growth per month. However, if it is requested, that can be added on to a campaign.

9. How can I see examples of these "targeted meta ads" being run?

We've found that the easiest, fastest way for someone to view examples of our targeted ads is to view them (and their high engagement) directly on instagram. If you go to: https://www.instagram.com/emithastudios and click on the "playlists" highlight reel directly on that main page, you'll see a plethora of ads that we are running to centralize different genres, and can see the tens of thousands of responses to those ads.

10. Are the ads run directly to my music?

We found that promoting collectively was a far more effective and efficient way to get significant growth for an individual artist that was long lasting, and so we have moved away from running direct ads. Our system is built around centralizing listenership for the genres we are working in, and so we have a "collective budget" to work with as compared to the limitations of a singular artist. However, in specific cases we will offer direct as an add-on service for additional costs.

11. Where are the ads run?

The ads are run directly from our Emitha META business portal. In specific cases (as with a larger label partner on retainer) we will work via a 3rd party META portal, but to save time, cost, and confusion, we do ALL the work on our end.

12. Who do the ads target?

This is based entirely on the genre, vibe, and artist's music. Thanks to the incredible targeting software available through META and Google Ads, we can be as niche or broad as is beneficial to each client, and are constantly adjusting for better and more specific targets. The more genre-specific data we bring through ad targeting, the better for algorithmic growth.

13. Where do the ads target?

As a general rule, we at Emitha target TIER 1 and TIER 2 countries with our advertisements. We usually run at least 2 separate ad sets, to ensure both categories get targeted, without overlapping results between tiers.

TIER 1: United States, Canada, United Kingdom, and some parts of Europe (e.g. Italy, Germany, France, and Spain)
TIER 2: Mexico, South America, and the remainder of European nations

With this combination of ad sets for each and every genre we work with, we can maximize the reach of each artist.

14. How do I properly track my progress?

To view how many streams and listeners your account has generated and grown, you can **visit your Spotify Artist account.** We **highly encourage you to look at this data** and begin to understand its ebbs and flows instead of viewing the "monthly listener number" that refreshes on

the Spotify app itself. That front-facing number is often backdated, and offers no explanation or data for the changes being seen, and can be the results of changes in the account from over a month prior. In our experience this causes much confusion.

You are also encouraged to look at the actual sources of the growth, which can be found on the playlist page, and watch which genre-specific playlists, algorithmic playlists, and editorial playlists you may be a part of thanks to our work. Often, in longer campaigns, this metric is the best way to add together the growth as the data becomes hard to track due to constant growth in the account.

15. What do I do if I see numbers going down?

If you are noticing a downwards trend in your promotion day to day at any point in the process, please consider these 3 things:

     1. Ask yourself, "Am I still well above the estimates discussed with the team?" If so, it may be worth waiting to see what happens next, as there are plateaus and strategic "pauses" that occur in any campaign.

     2. Are the numbers actually going down, or did they dip for a day or two, matching organic listenership and the life patterns of real people? This matters, because true downward trajectory would mean something is amiss in the account, however daily and weekly dips are to be expected

     3. If you're still nervous, just alert one of our curators, as it is possible one of our playlisting partners removed a track or some other similar issue has come up that can be easily fixed!

16. After a few weeks, I am seeing a plateau in my data. Should I be worried?

No! After the initial burst of change in an account, there will always be an inevitable plateau while the data settles. Naturally, this plateau is greatly heightened from where the artist began, but many artists get nervous or worried when they experience this for the first time. It is expected and part of the organic process of reaching REAL people. After some time, the algorithms begin to respond to the performance data being generated by the account and yet another boost will come, pushing it toward another higher plateau. That process will repeat itself for as long as we work together, and our goal is to achieve higher and higher plateaus :).

17. How do I help on my end to get the best results possible?

Most of what we do requires no further involvement from the artist at hand, but there are many easy things that an artist can do to supplement our work via their social media and email lists! Sharing playlists hosting your music, or even listening to the playlists can add organic data to the

algorithms that help to push the music further. Even if it's just incremental, it all stacks and helps in the long run.

18. How do I stop promotion?

Just let us know at least 7 days in advance of your next invoice that you do not wish to continue with Emitha promotion. If you do not let us know, we will expect on time payment and will continue to work hard to provide growth and exposure to your music!

19. What happens to my music once our campaign ends?

If you choose to end your campaign for any reason, we are no longer obligated to promote your music by actively spending funds on advertisements or social media posts, but we are very loyal to our customers. Our hope with every campaign is to make sure that the artist's algorithms grow to a point where there is lasting change in their account, driving audiences to their music long after our work is done.

20. How are streams counted for a release?

Streams are counted for a release by adding up the individual counts for each song on the release. To be counted as a stream, an individual listener must hear a full 30 seconds of the song. If they do not, and they skip, it will not count as a stream. Statistically speaking people tend to skip within the first 15 seconds, if they are going to skip a song.

21. Are these streams eligible for royalties?

Yes! All of the streams we achieve are qualified for royalties. With the new rules at Spotify, however, a track must achieve the minimum 1000 streams to release the funds to distribution for an artist.

22. What is a monthly listener vs a follower?

This can be a very confusing point for many artists. Unlike social media, where it is common to follow someone after the first introduction to their page, streaming has shown to NOT use this pattern. In fact, they've shown, much like with product marketing, that it can take MANY iterations of introduction to an artist before a listener will consider following. This is why the monthly listener number exists. A monthly listener is a listener who has not only listened to an artist's music, but has returned to their music AGAIN. This is as close as we are going to get to a "follower" in reality.

23. Will my music be placed in Editorial playlists because of your service?

While it is not actually a part of what we offer, nor should it be expected, it is possible, yes! We've already had clients placed successfully into "Classical New Releases," "Classical Crossover," "Golden Instrumental," and "Novedades Navidenas," among others. This can be accomplished several ways, including submission prior to release via Spotify for Artists.

24. How do I get access on Spotify for Artists:

1. **Get access to Spotify for Artists**

2. At the top right is a button that says "Get Access" - click it.

The next page will have two buttons. Click the left button which says: Artist or Manager.

3. Next, sign into your normal listener spotify The next page will say "Continue" and go ahead and click that button.

4. You'll be asked which account and press next.

Then the search bar for the Artist Name OR if you're new to Spotify, paste the Artist URI code.

5. You'll be asked which account and press next.

Click it and claim. You'll be asked to prove it's you via instagram/twitter and "other" website proof.

Once you do, submit the form and we should hear in the next 1-3 days with the access. We highly suggest that you include **your website** or **an email address that is publicly displayed on your website** for ease of claiming. They may reject the first time if they do not see something proving you are you. It is also possible they will ask you, via email, to show the UPC code for your upcoming release to prove you are who you say you are. It is always worthwhile to have that information readily available.

25. How to add team member on Spotify for Artists:

Go to www.artists.spotify.com on a computer

1. Log in to your Spotify for Artists account (often it is connected to your Spotify account).

2. Click on your artist picture in the upper left hand side of the screen and it will open a menu on the left side (some computers have this on the right side, now).

3. Go down to "Your Teams" and click.

4. It will show a small list including "(Your Artist Name)" and click on that artist.

5. On the right side there will be an "Invite" button.

6. From there, use the name, email, and settings you desire.