

# EMITHA SPOTIFY PROMOTION – FAQ

Welcome! We're excited to be working with you and your music here at **Emitha**. To ensure a smooth onboarding process and clear expectations, we've put together this Frequently Asked Questions document outlining how our campaigns work, what we offer, and how to get the most out of your promotion.

Please read through this document carefully and confirm that you understand the information below.

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## 1. What is included in a typical Emitha promotional campaign?

Every Emitha campaign is designed to build **genre-specific, organic listener growth** that supports long-term algorithmic performance on Spotify.

### Core components include:

- **Targeted listener growth**

We focus on reaching real listeners who are genuinely interested in your genre, helping establish a healthy foundation of engagement for your music.

- **Algorithmic support**

By building this baseline of organic traction, we often see improved performance in algorithmic placements such as Discover Weekly, Release Radar, Radio, and other recommendation-based features.

While these outcomes can be significant, they are driven by Spotify's systems and therefore cannot be guaranteed.

- **One campaign consultation**

Each campaign includes a consultation call to:

- Answer questions
- Review performance
- Align expectations and strategy

- Additional meetings can be scheduled for a consultation fee. If ongoing check-ins are important to you, we're happy to discuss a custom arrangement.

## 2. How will you promote my music?

We use a **three-part promotional approach** to maximize reach and engagement:

### 1. In-network playlist pitching

Your music is pitched to Emitha's own network of genre-specific playlists.

- Placements are at curator discretion
- No specific playlist positions, stream counts, or durations can be guaranteed
- All placements follow Spotify's rules and best practices

### 2. Third-party (out-of-network) playlist pitching

We also pitch to trusted, independent curators outside of our network.

- These playlists are fully controlled by their curators
- Tracks may be added or removed at any time without notice

### 3. Meta (Facebook & Instagram) advertising

This is a key differentiator in our campaigns.

- Ads are used to introduce music and playlists to new, real listeners
- We grow genre-based audiences and playlists rather than relying on isolated artist ads
- This approach creates sustainable, long-term listener ecosystems

Since launch, we've built and expanded custom playlists across many genres to ensure authentic engagement and real streams from listeners who care about the music.

## 3. Are these services offered separately?

No.

All campaigns include **all three components** above. We do not offer individual services à la carte, as the combined approach is what drives the strongest and most organic results.

## 4. Is this promotion safe and compliant with Spotify?

Yes—completely.

- We use **Meta ads, social media, and real audience targeting only**
- No bots, fake accounts, or artificial streaming methods are ever used

- Our campaigns fully comply with Spotify's Terms of Service
- All growth is documented, including ad receipts from Meta

**Important note:**

Emitha does not sell guaranteed streams, playlist placements, or fixed numbers of listeners. We are not a “pay-for-streams” service, and our fees cover strategy, execution, advertising costs, relationships, and expertise—not streaming royalties.

## 5. Do you use bots or fake accounts?

Absolutely not.

This issue is personal to us. Our founding curator, **John Riesen**, was directly harmed by bot-driven promotion in 2020 after hiring a third-party PR company. His music was removed from Spotify as a result.

Emitha's promotional system was built specifically to ensure that **no artist ever experiences that again**. We will never use illicit practices or false data—under any circumstances.

## 6. How long does a promotion campaign run?

Campaigns are flexible and non-binding.

- Minimum commitment: **1 month**
- Common options: **1-month and 3-month trials**
- Average client duration: **~6 months**

You may continue promotion for as long as it makes sense for your goals.

## 7. Is it better to promote more songs?

Yes.

Promoting multiple tracks:

- Improves overall account health
- Helps algorithms recognize consistent listener behavior
- Allows momentum to compound more quickly

More music + more data = faster and stronger algorithmic response.

## 8. Do you provide monthly reports?

Monthly reporting is not included by default.

Our pricing already includes:

- Ad spend
- Team expertise and execution
- Campaign results

Reporting requires additional labor and can be added as an **optional paid add-on** if requested.

## 9. Can I see examples of your Meta ads?

Yes. The easiest way is via Instagram.

Visit [@emithastudios](https://www.instagram.com/emithastudios) and view the “Playlists” highlight on our profile. You’ll see live examples of our ads along with their engagement.

## 10. Are ads run directly to my artist profile?

Generally, no.

We’ve found that **collective genre-based promotion** is more effective and sustainable than isolated artist ads. This allows us to:

- Pool budgets
- Reach larger, more relevant audiences
- Create lasting listener ecosystems

Direct-to-artist ads may be offered as a paid add-on in specific cases.

## 11. Where are ads run from?

All ads are run through **Emitha’s Meta Business Manager**.

In rare cases (e.g., large label partners), we may work through a third-party portal—but we handle all execution.

## 12. Who do the ads target?

Targeting is customized based on:

- Genre

- Vibe
- Artist profile

We continuously test and refine audiences to improve performance and algorithmic outcomes.

## 13. Where are ads targeted geographically?

We primarily target **Tier 1 and Tier 2 countries**, often using separate ad sets to avoid overlap.

**Tier 1:**

- United States
- Canada
- United Kingdom
- Major European markets (e.g., Germany, France, Italy, Spain)

**Tier 2:**

- Mexico
- South America
- Remaining European regions

This mix helps maximize reach and engagement quality.

## 14. How should I track my progress?

Use **Spotify for Artists**, not the public “monthly listeners” number in the Spotify app.

Key tips:

- Review listener and stream trends over time
- Track traffic sources (playlists, algorithmic, editorial)
- Expect daily and weekly fluctuations

Spotify for Artists provides the most accurate and actionable data.

## 15. What level of success should I expect?

While we cannot guarantee results, most campaigns fall within the following range:

**~5,000 to 60,000 monthly listeners**, depending on:

- Budget
- Genre

- Timing
- Audience response

## 16. What is the baseline success threshold for a 4-song plan?

For a basic 4-song plan:

- **5,000 monthly listeners in one month** is considered a successful baseline

Our aim is always to exceed this and build meaningful, engaged listenership—not vanity metrics.

## 17. What if I see numbers going down?

Fluctuations are normal. Consider the following:

1. Are you still above the expected range discussed?
2. Is it a short-term dip rather than a sustained decline?
3. Could a playlist placement have changed?

If you're concerned, simply contact one of our curators—we're happy to review and adjust if needed.

## 18. What if my growth plateaus?

Plateaus are expected.

Campaigns typically move in stages:

- Initial growth surge
- Plateau while data stabilizes
- Algorithmic re-engagement and another lift

This cycle repeats over time as momentum builds.

## 19. How should I personally define success?

Success should be measured against:

- The agreed-upon expectations
- Sustained engagement and growth
- Long-term algorithmic health

Numbers will rise and fall. As long as performance remains within or above the expected range, the campaign is working as intended.

## 20. How can I help maximize results?

While not required, you can amplify results by:

- Sharing playlists that include your music
- Engaging with those playlists
- Promoting your Spotify links on social media or email

Even small actions contribute to stronger organic signals.

## 21. How do I stop promotion?

Please notify us **at least 7 days before your next invoice date** if you wish to end promotion. Without notice, campaigns and billing will continue as scheduled.

## 22. What happens after my campaign ends?

Once a campaign ends:

- We stop active advertising and promotion
- Your music may continue benefiting from improved algorithmic positioning

Our goal is lasting impact, not short-term spikes.

## 23. How are streams counted?

- A stream counts after **30 seconds of listening**
- Skips before 30 seconds do not count
- Total release streams = sum of all tracks on the release

## 24. Are streams eligible for royalties?

Yes.

Note: Spotify currently requires **1,000 streams per track** before royalties are paid out to distributors.

## 25. Monthly listeners vs followers — what's the difference?

- **Monthly listeners:** people who listened and returned within a 28-day window
- **Followers:** users who chose to follow your profile

Monthly listeners often better reflect real engagement.

## 26. Will this get me editorial playlist placements?

Editorial placement is not guaranteed or included—but it is possible.

Some clients have landed on playlists such as:

- Classical New Releases
- Classical Crossover
- Golden Instrumental
- Novedades Navideñas

Submitting via Spotify for Artists is still recommended.

## 27. How do I get access to Spotify for Artists?

1. Go to [artists.spotify.com](https://artists.spotify.com)
2. Click **Get Access**
3. Choose **Artist or Manager**
4. Log in with your Spotify account
5. Search for your artist name or paste your Artist URI
6. Claim your profile and verify identity

Approval usually takes 1–3 days.

## 28. How do I add a team member on Spotify for Artists?

1. Log in at [artists.spotify.com](https://artists.spotify.com)
2. Click your artist image → **Your Teams**
3. Select your artist profile
4. Click **Invite**
5. Enter the team member's details and permissions

## 29. What is “algorithmic growth”?

Algorithmic growth occurs when Spotify's recommendation systems begin surfacing your music due to positive listener behavior—not paid promotion alone.

## 30. What metrics drive algorithmic growth?

Key signals include:

- Saves and playlist adds
- Repeat listens
- Low skip rates and strong retention
- Organic playlist placements
- Follower and profile engagement
- External traffic (social links, ads)

## 31. Why can algorithmic growth slow or reverse?

Common reasons include:

- Declining engagement signals
- Audience saturation
- Platform algorithm updates
- Increased competition
- Listener fatigue
- Metadata or classification shifts

Algorithmic growth is dynamic—not linear.

## 32. How can artists smooth ebbs and flows?

Best practices include:

- Prioritizing real engagement over raw streams
- Optimizing song intros to reduce skips
- Driving external traffic thoughtfully
- Re-engaging catalog tracks
- Monitoring metrics and adapting quickly
- Diversifying discovery channels