

SUBJECT LINE: Beware of sketchy music promotion services

BODY:

First-name, we know that our users create music to be able to share it with people. Everyone wants to get their music heard.

But there are many dubious offers by both individuals and companies. One such offer is playlist pitching. Promising users to land their music on popular Spotify playlists.

We want to make sure that you have all the facts before you take somebody up on an offer like this.

Playlist pitching is when a person or a company charges an artist a fee to pitch their music to popular playlist “curators” on Spotify, SoundCloud, and other services. Might sound like a good idea, pay a few hundred bucks, get on a popular playlist, and get heard.

Unfortunately many companies and individuals offering this service are scam artists. The simplest way to verify that you’re dealing with a scammer is to look at their guarantee. If they *guarantee* to land your music on a playlist, they’re scamming you.

There is no way for any company or person to guarantee you that your music will end up on a playlist, they are not in charge of that and don’t have the final say. They can only offer to *pitch* your music to playlists, but that’s all they can guarantee.

What is more, even in the best case scenario playlist pitching is a bad idea. If a company accepts a fee to get your music on a playlist, they are likely using shady tactics to make this happen or could even land you on a playlist that they themselves control while keeping the engagement through bots.

Playlist pitching is extremely problematic and you could find yourself wasting hundreds of dollars to be featured but seeing no real results - the process could easily backfire on you and cost you a lot more than the money you’ve paid the company.

We recommend promoting your music in ethical ways and being cautious when it comes to the “too-good-to-be-true” promotion services. We see the rise of this service and we’re seeing so many artists lose their money or even get banned by Spotify in some cases.

Using bots can get you banned on platforms like Spotify and you can also lose access to music distribution services such as Novecore.

You should also keep in mind that there are many Spotify marketing agencies which ask you for a “donation” in exchange for delivering a certain number of streams, downloads or followers. These agencies typically operate on a network-basis and get you placement in one of their or their partners’ playlists. This is strictly prohibited by Spotify, requesting a bribe for playlist placement is not allowed.

You'll also find out that it's really not worth it to pursue these tactics because they won't get you the engagement rates that you need for Spotify to push your song through the algorithm. Our advice is to stay away from agencies that break the rules and that promote music through shady tactics.

Be careful and make sure you're vetting the companies or promoters you're working with. Stay cautious.

We'll be right here if you need any help or have any questions!

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