



DIGITAL MARKETING CAMPAIGN RECOMMENDATIONS

Recommendations made by Zack Stevens

BRAND

THE COMPANY

Overview

- **Founded in 2006 in Sweden by Daniel Ek and Martin Lorentzon**
- **Audio streaming platform that offers personalized music and podcast experiences, powered by industry-leading recommendation algorithms**
- **Driven by a mission to unlock human creativity, with core values of innovation, transparency, and passion for audio**
- **Positioned as the global leader in music streaming with over 600M users and 200M+ Premium subscribers**
- **Competitive edge through first-mover advantage, exclusive content, and industry-leading personalization algorithms**

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**THE COMPANY
BUSINESS
MODEL**

**Free
Version**

- **Ads**
- **Limited Skips**
- **Shuffle only** for many **mobile playlists**
- **Lower audio quality** (up to 160 kbps)
- **No offline** mode, requires **internet connection**

**Premium
Version
\$10.99
per month**

- **No ads**
- **Unlimited Skips**
- **Plan any song** (no shuffle only)
- **Higher audio quality** (up to 320 kbps)
- **Downloadable songs** (offline listening)

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GOAL

AND PURPOSE

Gain More Users

Purpose of Goal

- **Scale drives profitability** as more users equates to more potential ad revenue, impressions , and premium conversions
- **More users equates to more customer data** which can be used to leverage and improve recommendation algorithm and overall product
- **Larger audiences attract more artists and podcasters,** strengthening the platform's content supply and exclusivity potential of the product
- **User growth can increase Spotify's domination** in audio streaming amongst strong competition in the industry from **Apple, Amazon,** and **TikTok**

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CHALLENGES

Cultural Differences

- Spotify's global marketing often favors centralized messaging
- What resonates with users in one region may not translate in another, and without deeper localization, campaigns risk falling flat with users in culturally diverse markets like Southeast Asia or Latin America

Lack of Differentiation

- New users often struggle to see what makes Spotify unique
- Most mobile streaming apps offer similar interfaces and features, making it hard for users to see what sets Spotify apart in the early moments of interaction

Algorithm Visibility

- Spotify's personalization algorithm is its core strength but is invisible at the first touchpoint
- New users don't experience its value until after engagement, making it harder to convert cold audiences in a crowded digital space

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**DIGITAL
ANALYSIS**

Presence

Dominates annual cultural moments with Spotify Wrapped, showcasing its personalization strength and driving massive earned media

Absence

Spotify lacks native spaces for user to user or fan to artist interaction, unlike platforms like YouTube or SoundCloud, limiting community building and deeper engagement

Available Spaces

Untapped potential in localized creator collaborations and influencer-driven content, especially in underpenetrated global markets

Saturated Spaces

Playlist-driven campaigns like “study mode” and “daily vibes” have become a generic formula across streaming, making it hard to stand out in a saturated digital landscape

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SOLUTIONS



**MY 2
RECOMMENDATIONS**

LAUNCH A “WHY I SWITCHED TO SPOTIFY” CAMPAIGN

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RECOMMENDATION

#1/2

EXPLANATIONS

- **Spotify** implements **digital marketing campaign** featuring **real users explaining why they switched** from **other platforms**, **highlighting key differentiators** such as **personalization**, **Spotify Wrapped**, and **ease of use**
- **Using real faces instead of polished ads** will **make the message** feel **more personal, credible**, and **shareable** across **TikTok**, **YouTube Shorts**, and **Instagram Reels**

WHAT TO EXPECT?

- **Increased user acquisition** from **competing services** such as **Apple Music** and **YouTube Music**
- **Higher engagement** and **reach** through **relatable, human-centered content** that **builds trust** and **emotional relevance**

HOW TO MEASURE THE PERFORMANCE?

- **KPI#1: Growth** in **new user sign-ups** due to **competitive conquest campaigns**
- **KPI#2: Engagement** and **conversion rates** on **testimonial** and **comparison-based ad creatives**

CULTURALLY ADAPTED INFLUENCER CAMPAIGNS

EXPLANATIONS

- To **grow its user base globally**, Spotify must **better connect with regional audiences** such as the **Southeast Asian** and **Latin American** markets
- **Influencer-led campaigns** on **platforms** such as **TikTok**, **Instagram**, and **X** **tailored to Southeast Asian** and **Latin American cultures** can **build stronger relevance** and **trust** in **markets** where **Spotify's global branding** feels **distant**

WHAT TO EXPECT?

- **Increased user sign-ups** in **culturally diverse** and **underpenetrated markets** such as **Southeast Asia** and **Latin America**
- **Higher conversion** in **Southeast Asia** and **Latin America** through authentic, **creator-led storytelling** at the **local level**

HOW TO MEASURE THE PERFORMANCE?

- **KPI#1: Growth** in **new user acquisition** and **app downloads** in **Southeast Asia** and **Latin America**
- **KPI#2: Engagement rate** and **conversion** from **influencer content** to **Spotify sign-ups**

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RECOMMENDATION

#2/2

THANK YOU



Feel free to email questions to:

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