ABSTRACT

This study examines how new bands use Spotify as their main platform for distributing music and growing their business, specifically looking at their views on the effectiveness of Spotify's promotional features. Using interpretive phenomenological analysis (IPA), the research explores the obstacles that up-and-coming artists encounter, such as understanding their audience, increasing recognition, and utilizing the platform's marketing features such as playlists, algorithmic suggestions, and specific advertising. The study also emphasizes the way in which musical groups use Spotify for Artists' analytics to shape their marketing tactics and interact with their fans.

The results show that although Spotify's promotional features are considered beneficial for increasing audience size, new bands encounter major challenges in trying to take advantage of these options. The obstacles consist of the competitive aspect of getting playlist placements, the unclearness in algorithmic recommendations, and the financial constraints in using targeted advertising. Nevertheless, numerous bands utilize tactics like incorporating social media, partnering with fellow artists, and maintaining regular interaction to address these obstacles.

The study suggests that although Spotify provides new bands with effective tools for growing their business, achieving success on the platform demands determination, creativity, and smart utilization of the features provided. Those involved in the industry should back new artists by promoting them on playlists, ensuring fair algorithms, and providing financial support to level the playing field for independent musicians in the digital music sector.