

## Basics of the project

The new product I plan to create for Spotify is an IoT device that manages music and podcasts: Spotify Pod.

Objective: Promote the convenience and versatility of the device both online and offline, and position it as the ultimate companion for music and podcast lovers.

Purpose: The purpose of this campaign is to increase awareness and generate interest in the Spotify Pod among music and podcast enthusiasts who are looking for a quick and easy way to manage and play their music and podcast libraries. The campaign will highlight the device's features and benefits, such as its ability to store and stream music and podcasts offline, its user-friendly interface, and its compatibility with existing Spotify accounts.

Social media campaign: The social media campaign will focus on engaging with the target audience through platforms such as Instagram, Facebook, and Twitter. The campaign will highlight Pod's main features, such as the ability to download and play music and podcasts offline, as well as how it integrates seamlessly with streaming platforms. The campaign will encourage users to share their music and podcast playlists and tag the brand's social media handles for a chance to win the device.

Influencer partnerships: Partnering with music and podcast influencers that are already featured on Spotify's social media accounts can help to promote the Pod to a wider audience. The influencers will share their experience using the device, and how it has helped them manage their music and podcast libraries with ease. They can also share their playlists and recommend the device to their followers.

Email marketing: The email marketing campaign will be targeted towards existing customers and those who have shown interest in the Pod. It will showcase the device's features and benefits, and offer promotions and discounts to encourage customers to make a purchase. The email campaign will also include helpful tips and tutorials on how to use the device to manage their music and podcast libraries.

Competitors: Offline streaming, for convenience and personal privacy, will be a big selling point that many competitors won't offer. Additionally, integration with current Spotify accounts will ensure a smooth introduction process once the consumer starts using it. Design, aesthetics, and customer support are also important ways of differentiating this product from others like it.

Overall, the campaign will emphasize Pod's versatility and ease of use for managing and playing music and podcasts both online and offline. Spotify will highlight how the device can seamlessly integrate with existing accounts, making it the ultimate music and podcast companion.

## Communicating with consumers and Spotify's social media voice

To effectively communicate the benefits of the new product to the target audience, it's important to craft a simple and clear message that highlights the product's unique selling points.

Convenience: Emphasize how Spotify Pod makes it easy to manage content online and offline.

Personalization: Highlight how it offers personalized recommendations based on the user's listening habits and preferences, making it easy to discover new music and podcasts tailored to their tastes through Spotify's newest product: the AI DJ.

Design: Highlight the device's sleek and modern design that never looks out of place in any home, which will be a key selling point for users who prioritize aesthetics.

Voice:

### 3 C's by MARTECH

Culture	Spotify is an open and trusting platform and workplace. It stands for the creativity, discovery, and sharing of new audio content from creators all around the world.
Community	Followers on Spotify's existing social platforms have varied reactions to posts depending on what creator is in them. The posts about new products and features of existing products have been consistently well received, so it's important to use that to our advantage, without overwhelming the community with ads and promotional content.
Conversation	Utilizing the community as a way to get feedback on the product will create a sense of transparency with followers as well as insight on how to improve.

### 4-part formula by Stephanie Schwab

Character/Persona	Open and creative. Spotify is focused on the creative aspects of content production and being open about that process.
Tone	Enthusiastic and informative. Communicating with followers in a casual and helpful way creates a genuine sense of community on Spotify's social media accounts.
Language	Maintaining slightly casual language will develop a trusting relationship between Spotify and its community. Staying up to date with current trends and slang will also help.
Purpose	Spotify's social media accounts exist to notify followers of updates from popular creators. This is a one-dimensional approach, and based on the success that posts about its own products have had, this new product campaign will be the start of a more informative relationship between followers and the brand.

Baekdal:

Active over passive marketing: Rather than relying on outlandish ideas and imagination to communicate the product; ads will simply show off what the product can do in a no-nonsense way and give the consumer a chance to make a purchase. Of course, some narrative and aesthetics will be useful, but only to enhance the engagement of the ads, not to rely on them.

Defining the purpose and appeal of the product before making it: Similar to active marketing, the product should already be great without any fancy marketing to help it. The ads should accurately represent the product, not idealize it.

Gilbreath:

Hierarchy of meaningful marketing as it relates to Spotify's new product

Achievement marketing	getting new content recommendations, the product's ease of use in daily life that feeds into the futuristic aesthetic of the "smart home"
Connection marketing	the ability to listen to enjoyable content, sharing it with friends
Solution marketing	helpful offers and price comparisons of other IoT devices

Big ideas to keep in mind:

1. Never push. Spotify should entice prospective customers by developing marketing that addresses the most pressing unmet needs in their lives.
2. Recognize that the majority of consumers' basic needs are met by the products and services they already purchase.
3. Marketing must enhance consumers' lives and achieve something of intrinsic worth, regardless of whether the product or service being sold is ever purchased.
4. The more significance the marketing has, the greater the opportunity for profit

Display Advertising:

As a music and podcast streaming service, Spotify may use online display advertising to reach potential new users and encourage them to purchase the device. The campaign will include:

Banner ads: rectangular ads that appear at the top, bottom, or side of a webpage.

Pop-up ads: ads that appear in a separate window or tab when a user visits a website.

Video ads: ads that play before, during, or after a video that a user is watching.

Native ads: ads that are designed to look like the content on a webpage, making them less intrusive and more engaging.

To ensure the effectiveness of their online display advertising, Spotify will use tactics like retargeting, which displays ads to users who have previously interacted with the brand or visited the Spotify website.

## Interaction and social engagement goals

Metrics to look out for on promotional posts:

click-through rate	the percentage of clicks relative to the total amount of times the ad was displayed
conversion rate	the percentage of visitors who make a purchase after visiting the site
click-to-conversion rate	the percentage of clicks on an ad that resulted in a purchase
return on ad spend	the revenue generated from an advertising campaign in relation to the cost of the campaign
engagement	comments and likes on ads related to other non-promotional posts

Overall engagement goals on Instagram:

	Followers	likes per post	comments per post
Spotify during the making of my social media audit	9.3 million	5,241	96
Goal for new product campaign	+250k	20k	600

Spotify usually gains 100k new followers every 2 weeks. A month into the new campaign (considering that promotional posts should get more likes as usual), 250k is a realistic increase in the new follower rate.

In Spotify's past promotional posts, the average likes per post are around 18k, and comments around 500. For the new campaign, 20k likes and 600 comments per post is a good increase.

For additional engagement, responding to comments and tagged posts is a way to interact with the community and form a transparent/human relationship.

## ComBlu:

Spotify's community classification is a ghost town with a bit of experimentation. They have a lot of followers but low engagement, and rely on others' music/podcast content in their posts. A goal for this campaign is to begin to shift Spotify's community classification to implement more experimentation and cohesive strategy.

### 3 pillars of engagement: advocacy, feedback, and support

Spotify should look to become mostly an advocacy community with this campaign in order to:

- Capture attention and provide "snackable", shareable content
- Share features of the product
- Increase social networking to spark group conversations
- Build continuous engagement and brand involvement
- Highlight user reviews and capture the post-purchase voice of the customer

Implementing aspects of a feedback community

- Polling/feedback: to gain consensus around emerging ideas
- Forums: to facilitate further discussion and collaboration among followers

Implementing aspects of a support community

- Content tagging: organizing different types of content so followers don't have to sift through tons of it to find what they want
- Rewards and recognition: reinforcing community participation

Of ComBlu's 33 best practices for the technology industry, Spotify currently uses 11, which isn't outstanding or terrible in relation to other brands. Some additional practices that would be beneficial in the campaign of the new product are: introducing comments, content tagging, forums, and offline engagement

### Lithium's social engagement scorecard:

Community engagement	Responding to posts, comments, retweeting, etc.
Personalization	Ads that allow the user to interact with a digital version of the device will allow them to explore it before buying it.
Storytelling	Having no-nonsense, real customer stories is a way to visualize how the product can be used without getting too imaginative as Baekdal discusses.
Collaboration with influencers	Spotify already has an extensive list of connections of musicians and podcasters that they can tap into for this.
Use of video	Videos are tied to the storytelling aspect of engagement.

Online communities	Outside of social media, Spotify has no online community. Integrating best practices from ComBlu's report such as comments can help this.
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## The impact and role users will have

The ultimate goal of this product, like any other, is to provide value and solve a problem for its users. As a result, the impact or role we want users to have with the product's message is to understand how it can improve their music and podcast listening experience, making their lives easier and more enjoyable.

We want users to feel empowered and in control of their music and podcast libraries, and to see the device as a tool for discovering new content, managing playlists, and streaming their favorite music and podcasts both online and offline.

Additionally, we want users to become advocates for the device and share their positive experiences with others. Word-of-mouth marketing can be a powerful tool for increasing brand awareness and loyalty, so users have to be satisfied and confident in recommending the device to their friends and family.

Overall, we want customers to see the product as an indispensable tool that makes their music and podcast listening experience more convenient, personalized, and enjoyable, and to share their positive experiences with others to help grow the user base and build brand loyalty.

## Social currency and the influence of customers

This product's target customer is likely to be tech-savvy music and podcast fans who value convenience, personalization, and versatility in their listening experience. This demographic is likely to have a high level of social currency within their social circles, as they may be early adopters of new technology and active on social media platforms where they can share their experiences and recommendations with their followers.

Users sharing their brand experiences as part of their daily lives is an important component of brand awareness and loyalty. This can include sharing posts about the Spotify Pod on social media, recommending it to friends and family, and leaving positive reviews on websites like Amazon or Best Buy.

Influencers prominent in the music and podcast communities will be key targets for this campaign. Popular podcast hosts, music artists, and bloggers who have a large following can help spread awareness of the device to their audience. Furthermore, tech-focused influencers who specialize in reviewing and recommending new gadgets and devices can be a good target.

Smartphones play a crucial role in this campaign, as they are likely to be the primary device used by customers to manage their music and podcast. The product will pair seamlessly with them, making it a convenient addition to users' current streaming method. Additionally, social media platforms and other marketing channels can be accessed via smartphones, making it easy for users to share their experiences with the brand and engage with the campaign.

### **How will we measure the effectiveness of the creative? How can we measure successful engagement with influential consumers about the brand?**

Measuring the effectiveness of the creative is important for understanding the impact of the marketing campaign and identifying areas for improvement. As mentioned in the “Interaction and Engagement” section, there are several metrics Spotify will use:

- Impressions: The number of times the creative was viewed by users.
- Click-through rate (CTR): The percentage of users who clicked on the creative after viewing it.
- Conversion rate: The percentage of users who took a desired action, such as making a purchase, after interacting with the creative.
- Engagement rate: The level of user engagement with the creative, such as likes, comments, shares, and retweets.
- Return on investment (ROI): The financial return generated by the campaign compared to the cost of the campaign.

Measuring successful engagement with influential consumers is also important for understanding the impact of the campaign and identifying areas for improvement. Metrics that Spotify will use to measure successful engagement with influential consumers are:

- Reach: The total number of people who saw the influencer's post about the brand.
- Sentiment: The overall sentiment of the engagement with the influencer's post: positive, negative, or neutral.
- Referral traffic: The number of users who clicked through to the brand's website or social media page from the influencer's post.
- Sales: The number of sales generated as a result of the influencer's post.

By tracking these metrics, we can gain insight into the effectiveness of the campaign and make data-driven decisions to optimize future campaigns.