

PLAYLISTGROW

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THE INS & OUTS OF THE PLAYLIST INDUSTRY



# FAKE PLAYLISTS

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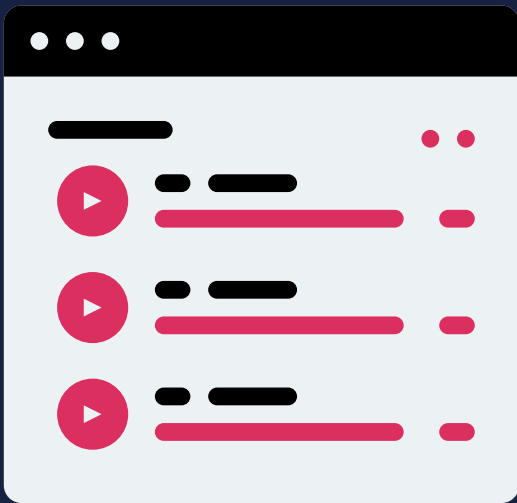
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## CHAPTER 1

# UNDERSTANDING THE SPOTIFY PLAYLIST ECOSYSTEM

In today's **digital music landscape**, playlists have become an essential tool for music discovery and promotion. Spotify, one of the leading music streaming platforms, boasts millions of curated playlists catering to a wide range of genres, moods, and activities.

These playlists have the power to expose artists to a vast audience, generate streams, increase visibility, and potentially open doors to **new opportunities**.



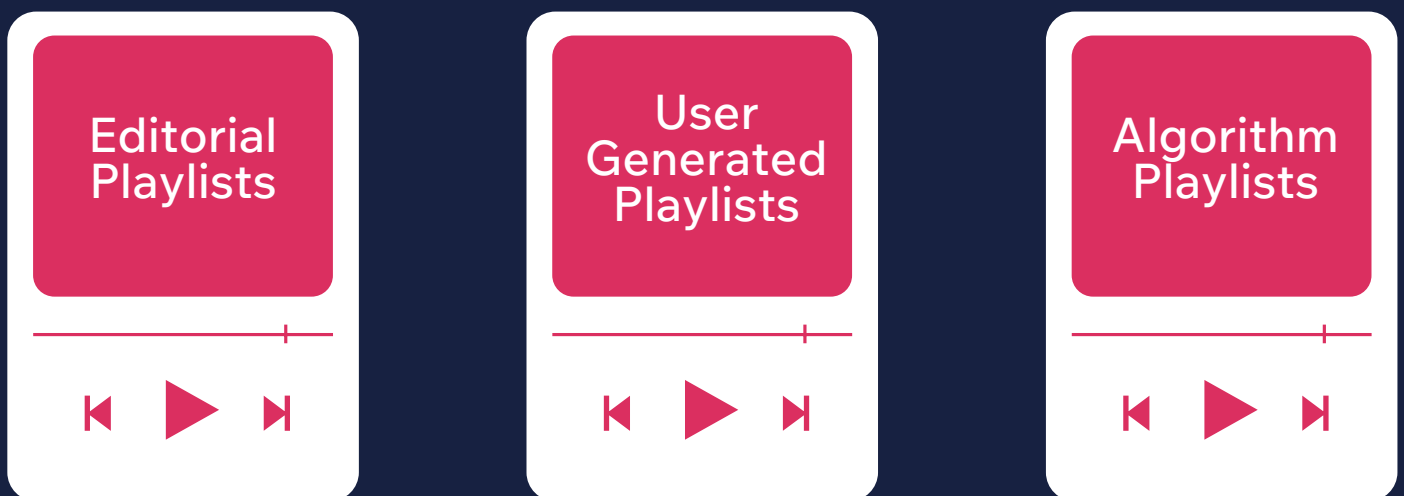
Being featured on a **popular** Spotify playlist can provide a significant boost to an artist's career. It can result in increased followers, more **engagement**, higher streaming numbers, and even catch the attention of industry professionals.

Moreover, playlist placements can lead to organic growth, as listeners who enjoy your music may save your tracks, follow your artist profile, and explore your **discography**.

Understanding the different types of playlists on Spotify is crucial for navigating the playlist ecosystem effectively.

Here are some common playlist categories:

- **Editorial Playlists:** **Editorial** playlists are curated by Spotify's in-house team. These playlists, such as "Today's Top Hits" or "RapCaviar"
- **User-generated Playlists:** User-generated playlists are created by Spotify users and can range from personal collections to popular playlists with substantial followings. These playlists are often more **niche-specific** and cater to specific genres, moods, or themes.
- **Algorithmic Playlists:** Spotify's algorithmic playlists, such as "Discover Weekly" and "Release Radar," are **generated** based on a user's listening habits, preferences, and music discovery patterns.



Number 1 & 3 are hard to get into, its best to focus on number 2: **User-generated Playlists**. These playlists are owned by individual curators & labels. When you get into active user-generated playlists, the algorithm can pick your song up and you will later be able to get into **Algorithmic** Playlists and maybe even **Editorial** Playlists if Spotify picks up your music!

## CHAPTER 2

# IDENTIFYING FAKE SPOTIFY PLAYLISTS

Unfortunately, with the increasing popularity and influence of Spotify playlists, there has been a surge in **fake playlists** filled with bot-generated streams.

These playlists are created with the intention of deceiving artists and **manipulating** streaming numbers. They often employ illegitimate tactics, such as using bot accounts to stream tracks, artificially inflating play counts, and offering fraudulent promotion services.

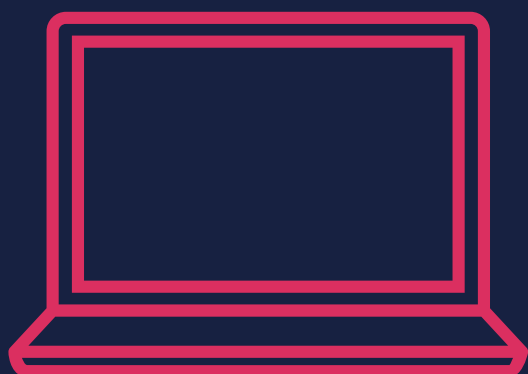


The motives behind these fake playlists vary. Some playlist creators seek **financial gain** by charging artists for playlist placements or streaming services. Others may engage in these practices to boost their own follower counts or falsely claim expertise in playlist curation.

Regardless of the motives, these fake playlists can harm artists by providing false hope, wasting valuable resources, and damaging their **credibility**.

As an artist, it is crucial to be aware of the existence of fake playlists and be able to identify them to avoid falling victim to their deceptive practices.

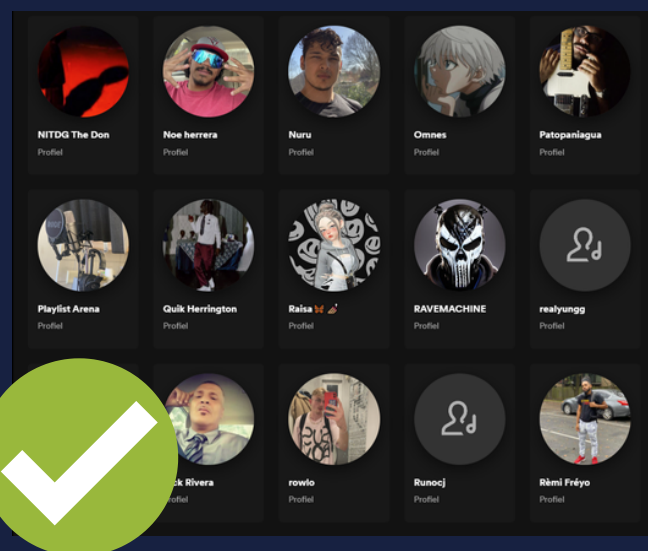
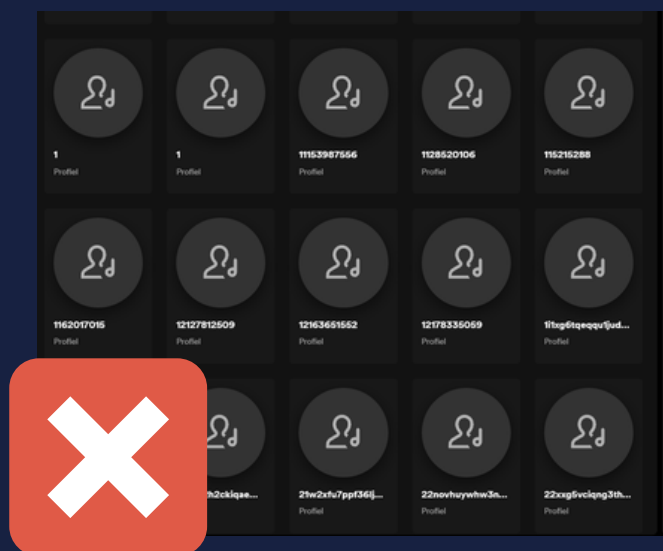
In the following part, we will delve deeper into the signs of suspicious playlists, strategies to verify playlist curators, and techniques to promote your music organically while sidestepping the pitfalls of **fake playlist promotions**.



To protect yourself from fake Spotify playlists, it is important to be able to recognize the signs that indicate their illegitimacy. Here are some key indicators to watch out for:

- **Abnormally High Follower Growth:** Fake playlists often exhibit sudden and **significant** spikes in follower counts. While organic playlist growth is possible, an unusually rapid increase in followers may suggest the use of bots or other **artificial** methods to inflate the playlist's popularity. You can check this using [chartmetric.com](https://chartmetric.com).
- **Irrelevant or Unrelated Tracks:** Authentic playlists typically have a clear theme, genre, or mood. If you come across a playlist that includes tracks that are **unrelated** or don't fit a specific theme, it could be a red flag. Pay attention to the cohesion and relevance of the songs featured on the playlist.

- Suspicious profile followers: You can click on the spotify profile that manages the playlist. Click on the followers of the profile and look out for **suspicious** profile followers. Here is an example of good profile followers, and a bad example:



- Lack of Playlist Updates: Legitimate playlist curators regularly update their playlists with fresh content to keep them relevant and **engaging**. If a playlist hasn't been updated for an extended period or shows repetitive tracks without any new additions, it may be a sign of a **fake** playlist.

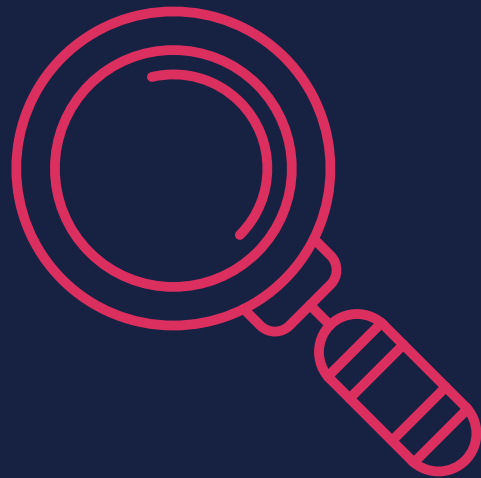


## CHAPTER 3

# ENGAGING WITH LEGITIMATE SPOTIFY PLAYLIST CURATORS

When considering playlist placements, it is essential to research and evaluate the credibility of playlist curators. Here are some steps to help you assess their legitimacy:

- **Review Curator's Background:** Look for information about the curator's background, experience, and involvement in the music industry. Check if they have an online presence, such as a website, **engaging** social media accounts, or interviews, which can provide **insights** into their expertise and authenticity.



- **Assess Curator's Playlist Curation Style:** Analyze the curator's curation style and playlist themes. **Legitimate** curators often have a **consistent** approach and focus on specific genres, moods, or niche interests. Assess whether their curation aligns with your music and target audience.



- **Seek Recommendations and Testimonials:** Reach out to other artists who have been featured on the curator's playlists and ask for their feedback. Recommendations and **testimonials** from trusted sources can help verify the curator's credibility and the **effectiveness** of their playlist promotion.



- **Analyze Past Playlist Updates:** Review the curator's playlist history to determine if they consistently update their playlists with new tracks. **Authentic** curators show ongoing activity, regularly adding fresh content to keep their playlists relevant and engaging.

## UPDATE...



- **Evaluate Responsiveness and Professionalism:** Assess the curator's response to your inquiry. Legitimate curators who are genuinely interested in supporting artists will respond promptly and **professionally**. Pay attention to their tone, willingness to engage, and willingness to listen to your music.

## CHAPTER 4

### CONCLUSION & RECOMMENDATIONS

To effectively promote your music, focus on seeking legitimate promotion opportunities that prioritize organic growth and real engagement. Consider the following approaches:

- Find **trusted** playlisting company's who are willing to help you.
- Find independent curators with a **good** reputation.
- **NEVER** try to buy streams, bottled streams will work against the algorithm and will make it harder to reach real fans.

We from PlaylistGrow can help you with this. We try to be as **transparent** about our services as possible. With positive reviews from our artists & competitive pricing we are trying to make playlist pitching available for all artists!

We also write weekly blog posts at [playlistgrow.com/blog](https://playlistgrow.com/blog) check this out if you want to learn more about playlisting & growing as an **independent** artist.

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