



Read about how we help artists find playlists for their music.

[To work with us, click here.](#)

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1. How many playlists should I expect when we work together?

There are an overwhelming amount of risky bot-driven playlists on Spotify and we would never want to risk jeopardizing your music career with a bad placement.

So with our campaigns we shoot for quality over quantity.

It's better to have one dynamite playlist than to have 10 "not so great playlists" that might have bot activity so we try to reach your campaign goal with as few placements as possible.

This might be different from what you might have experienced with other playlisting companies, but they do not vet playlists with the same scrutiny that we do. We follow a rigorous "[Playlist Legitimacy Checklist](#)" that actually disqualifies many playlists from our usage.

But we do this on purpose to protect you the artist, so you can be 100% certain that you will not endanger your career by working with us.

We wholeheartedly stand by this "less-is more" approach and will continue to pitch your song until the guaranteed number of streams is reached for your campaign.

2. How long until I see results?

Our process is very manual and is executed by our small team in Nashville and Los Angeles.

Real humans handle all the listening, planning, and pitching for our clients, so as you can imagine, the process is not instantaneous.

Our influencers take the time they need to make sure your song finds the best placement so typically this takes 10 business days, (that's Monday to Friday) sometimes when we have a high volume of placements to make it may take longer, don't be alarmed we are going to find your song a home.

I know it can be scary paying for something and then a week later there are no visible results. But rest assured, our 100% money back guarantee has no expiration date and if we can't hit your campaign goal, you are covered and completely safe.

3. How do refunds work?

Our refund policy is clear, simple, and fair. Best of all, it never expires.

If we can't place your song for any reason, we will give you a 100% refund. Even if we try to pitch your song for a year and we can't get an influencer to back your track, you will still get a 100% refund because we could not deliver on our "guaranteed streams" promise.

See how we place the risk completely on our end? Either we deliver, or you don't pay.

If we deliver equal to or greater than the number of streams for your package type, there will be no refunds since we completed our job in its entirety.

In the off-chance that we were only able to partially complete your campaign goal, we will then offer a partial refund equal to the percentage of streams we were able to acquire for you.

For example, if you purchase a 10,000 stream campaign and we can only find influencers that provide 5,000 streams, we will give you a 50% refund.

But here's the great thing, our "stream guarantee" means that we will continue pitching your song as long as it takes to hit your campaign goal—even if this means months or years. So in most cases, a partial refund is not necessary—we will just continue to work harder and longer to get you the streams you need.

We want to place all the risk on our shoulders so that you don't need to worry about whether or not you'll get your money's worth. You're in good hands with us! If you have any questions don't hesitate to reach out anytime by emailing support@indiemusicacademy.com.

4. I need to be certain there will be no bots. How do you choose your playlists?

Great question! When working with us, you'll notice one big difference compared to other playlisting companies—we go for quality over quantity.

You might expect from a playlisting company to get you 10-15 placements on playlists with names like "Viral Pop" or "Rap Hits Today" that imitate the names of what you'd *think* would be a popular playlist by straight up copying the Spotify Curated Playlist names. But those playlists are highly suspect and we take a different approach. We don't shoot for a variety of placements because it's way too risky. Far too many playlists have bot activity and do not meet our [Playlist Legitimacy Checklist](#).

Instead we target a few high-value & high-traffic playlists that rank high in the Spotify search.

If a Spotify Playlist can't be "discovered" by an average user, then there is no way to validate that the traffic is high-quality and beneficial. This is why we place a heavy emphasis on Spotify Search Engine (SEO).

We only pitch to influencers who have playlists that Organically Rank in the Spotify Search Engine for validated keywords.

Playlists that do not rank in the Spotify Search Engine could have bot activity, low-quality Facebook traffic, or other types of risky and unethical practices.

To get a behind the scenes look at our process, click here to read our in-depth [Playlist Pitching Procedure](#).

5. Why do you guarantee streams for your campaigns? Isn't this a sign of a bot service?

This is correct, “guaranteed streams” have a bad reputation because it usually indicates that you’ll just have your song thrown into the “bot machine” until you get the guaranteed number you pay for.

AKA these other guys guarantee that you'll get "results"

Our guarantee works in the opposite way, let me explain:

- Our process involves real humans. We contact influencers and pitch your song onto highly active playlists. (Influencers are people who own popular playlists on Spotify)
- Since musical taste varies from person to person, each campaign will have a very different outcome depending on the song that you submit with us. We have no clue how many streams you’ll actually get, and sometimes songs get flat out rejected resulting in NO placement.

So why have a guarantee for an exact number of streams?

Well, for us “guaranteed streams” for us is more of a money-back policy rather than a guarantee of results.

Real organic promotion can NEVER guarantee "results"— but we CAN protect you and your money.

Since there is a chance that your song might get rejected by some influencers, we don’t want you to pay for something and come away empty handed. Every song is different and we will continue to pitch your song until the guarantee is met.

But here’s the great thing about it—if for some reason we can never get your song placed or hit the guarantee, then we refund you the difference.

That way you never take on any risk when deciding to work with us.

6. How come you don’t listen to songs first? Do you just accept anyone who pays?

Great question! Any artist can purchase a promotion package but low-quality submissions that we can’t work with are usually refunded shortly after purchase.

Here’s the reason behind why we work this way:

Although we are the best Spotify Promotion company available, we are not a Spotify Promotion Agency first and foremost. Education is our main focus, so we don’t advertise that we can look at hundreds of submissions every day. It would take bandwidth and time away from the students we have here at the academy.

So it's our practice to ask for payment first as a filter and give our attention solely to paying promotion clients. I know that's probably not typical but your purchase is always completely covered with our 100% refund guarantee.

7. What if my song isn't out yet? Can I submit and purchase in advance?

Yes! We love scheduling promotion campaigns in advance. If your song is not yet released, you can still complete the checkout process by placing a "Preview Link" (SoundCloud, Dropbox, Google Drive, or other) rather than a Spotify link.

This will complete your order and get the process started with our team.

The next step happens the night before the release date. Most distributors provide a Spotify URL the day before your release. When you have that Spotify Song URL, simply email us your Spotify link to the song and we will have everything we need to begin!

8. Why did my song get declined?

The biggest reason is most likely: timing. If your song gets declined it doesn't mean your music is bad, it just means that there's no fit for your song *right now*.

Our goal in promoting music is getting it in front of a real and as targeted audience as we can. Sometimes we are unable to get it in front of an audience that your song will resonate with, resulting in us refunding, opposed to just putting it wherever we can. Our goal is for our artists to grow, with audience retention included.

Over time, our networks/playlists change. Some of our influencers start new playlists with more popular SEO titles, or playlists that match the current season or times we are in.

For example: We've had a lot of success with organic traffic with our "Snowboarding Tunes" playlist. This list does not work when it's not winter because the traffic dies down as no one is looking to snowboard. Right now we are a month after 4th of July, and we are in the middle of summer, so our "BBQ Vibes" playlist is performing extremely well with a lot of traffic and searches every single day!

Throughout time, whether it be a week, a month, or a few months, we will always have new networks shifting through our influencers, so it's important to keep consistency in mind.

Also, spots are limited. These lists either get filled up quickly or the curators who accepted to listen to these tracks do not accept to place it. The solution with this is consistency. Keep

making music, keep improving, and keep submitting! Something will stick and we'll take care of the rest!

Also be sure to keep a balanced perspective. Playlists are helpful towards building a fanbase, but they are not the “end-all-be-all.” Artists should still be working on releasing 1-2 tracks per month, running campaigns as much as possible to wind up on a “New Music Friday” or some other editorial Spotify playlist, etc.

There's a method to the madness, so don't be disappointed if one song gets declined by our influencers. There is always another song and another opportunity—even for a declined song later in the year.

9. Will my song be placed among songs of the same genre?

We will always place your song in a playlist that is a good “fit.” However, genre is a very non-specific term on Spotify. (Just think of how many songs fall into the category of “Pop”).

So we approach things a bit differently and find placements based more on vibe, sound, & feel so your song will feel right among other songs that all appeal to the same type of listener—this gets you heard by the RIGHT AUDIENCE.

Remember, playlists are curated EXPERIENCES. And not all experiences are sorted by genre.

In fact, there is a misconception that has developed online that “you should only be in playlists that are an exact genre match.”

While this is a good general rule, it has given birth to playlist scam artists creating bot driven playlists with titles like “Viral Rap Hits” and “Pop 2020” claiming that these playlists are what you need to “trigger the algorithm.”

We highly recommend that you don't fall for this tactic because most of those playlists are widely unknown to the core Spotify user base and are artificially pumped full of fake streams and low-quality Facebook ads.

We believe that the most important qualifier for a “worthwhile” playlist is whether it ranks in the Spotify Search Engine because those are the most active and engaged listeners on the platform, period.

So our order of operations goes:

1. Playlist Ranks in the Spotify Search
2. Good match with your song as far as vibe, sound, & feel
3. Then genre takes a back seat

Hope that helps you understand our process. To learn more about how exactly we choose playlists, read our in-depth [Playlist Pitching Procedure](#).

10. What if it takes longer than 10 business days (two weeks)? How should I contact you?

If it's been 2 weeks since you purchased, [reach out to us](#) and we can get to the bottom of the delay for you no problem.

Just as a reminder, there are a lot of shady "quick fix" schemes out there where you can see activity on your Spotify in as little as one day.

That's not what will happen with us.

Because we offer a "no bot" and "real-listener" guarantee, this might take patience on your part. We use the most advanced analytical tools like Chartmetric and Spot On Track to ensure you are getting the high-quality placement your song deserves

Even once you are on a playlist, since the traffic is 100% organic, it could be weeks to months before the campaign goal is hit. Never fear, we have your back and sometimes the solution is as easy as adding you to one more playlist.

We are fighting for your success and will push your song until we fulfill our stream promise. So thank you in advance for your patience since we do realize that our high-quality process does take more time than other companies.

Every song is different.

Some campaigns can last for months to get the streams you requested.

Others are over within a few days to a week.

No matter what, we've got your song covered and if we don't deliver and you're not willing to give us more time to pitch on your behalf, you are always covered by our never-expiring refund policy. (See above for details on our Refund Policy).

11. My Spotify Algorithm // Artist Radio // Algorithmic Playlists went away after purchasing a promotion package. Is this normal? Will it ever come back?

Don't worry, this is completely normal and not permanent at all. In fact it has nothing to do with the quality promotion that you purchased from us. This is not an indicator of bot activity or a "bad" playlist.

This happens from time to time whenever the Spotify algorithm needs to “recalculate,” let me explain:

We find this happens most often with artists who are just starting to promote their music for the first time, or an artist purchases an extremely large package. If there hasn't been much activity on your Spotify profile and you suddenly go from under 100 monthly listeners to over 5,000+ monthly listeners, then that sudden increase in traffic is enough for Spotify to want to re-analyze the listening habits of your fans.

It simply comes down to the amount of data points that Spotify has regarding your listener base. If all you had in the past were 100 listeners, that small dataset is 100% of how Spotify “knows” you and your sound.

Contrast that to purchasing Spotify Promotion and increasing your data set to over 5,000 listeners, the first 100 listeners is now only 0.2% percent of Spotify's data set of how people are reacting to your music. 0.2% is nowhere near a complete “understanding” so Spotify will re-analyze your music and listener patterns. This will oftentimes result in your Artist Radio temporarily disappearing while it re-calculates and rebuilds the playlist. Sometimes you will see a decrease in streams from Algorithmic Playlists.

The Solution? Well, there really isn't a solution because this isn't necessarily a problem. Your artist radio and algorithm will recalculate and reappear in time if you keep a steady flow of listeners coming to your Spotify Profile.

It's the big and sudden jump that Spotify Algorithm can't “understand” because the new listeners are outlier data compared to your past streaming history. Our best suggestion is to try and be consistent with your promotional habits and to make sure that you are diversifying your promotion tactics within your larger Music Promotion Strategy. Spotify Playlists are just one piece of the bigger picture.

If you need help, reach out to support@indiemusicacademy.com and we can help you diversify your marketing efforts for a well-rounded strategy.

12. Does this go against Spotify's Terms of Service (TOS)?

We are proud to state that our playlisting practices fall 100% in line with Spotify's Terms of Service.

The Spotify Terms of Service (TOS) state that no artist can pay for their song to be put on a specific playlist.

This is why it's dangerous to use non-established & sketchy companies who are more than willing to break this iron-clad rule, and risk your music getting taken down off of Spotify.

That's why it's our #1 priority to operate 100% within Spotify's Terms of Service. For two reasons: to protect you as an artist, and secondly so we can uphold our reputation as the best boutique Spotify Playlisting option anywhere in the world.

Here's how we ethically work on your behalf to promote your music:

We are structured as a Spotify Promotion Agency and when you check out, you are hiring our services, expertise, and friendly team to reach the desired campaign goal. Your money is NOT sent to ANY playlister once you hit the checkout button.

The type of campaign we run is simply an influencer marketing campaign which is not against Spotify's Terms of Service because it's a legitimate form of marketing.

On the other hand, paying a playlister directly in exchange for a spot is considered "Streaming Manipulation" in Spotify's TOS. We do not do this and we NEVER recommend paying a playlister directly for a spot on a playlist.

When promoting your song, we don't solicit any particular playlist or give any guarantee that you'll get a placement upon payment. Instead what we do is reach out to influencers who (independently from our desires) decide if they want to push the song to their audience. Once we share a song, it is completely up to them if they want to include it in a playlist they own (they can reject any song we show and often do). It's the same exact process as Submithub & Playlist push who also operate within Spotify's TOS with a similar "agency structure."

We don't guarantee streams for any artist simply through purchasing a package. There is an approval process once you checkout and we refund artists who supply poor quality songs and recordings.

However, what we do guarantee is that if we feel we can meet the "guaranteed number of streams," we will continue to pitch to influencers until we've hit the desired goal.

So the guarantee is a satisfaction guarantee on our end once you're approved, not a guarantee of results on your end as an artist.

More general questions below....

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13. How is your Service Different from other Spotify Promotion Companies?

We work with 3rd party influencers and are currently one of the only promotion services to offer real / authentic plays through a network of SEO-grown (marketing) playlists. Other playlist networks are over run by computer generated results or "bots" as they are typically referred to.

These other companies sell you on “reach,” rather than a guarantee. Our team guarantees the minimum amount of streams you purchased by leaving your track in our most active playlists until the campaign goal is achieved.

When a service offers “reach,” they simply are referring to impressions. This does not mean that people are actually listening to your song. That service may sell you a package with one million listener reach, but only one thousand of them may actually click on your song to listen.

With our minimum guarantee, you are able to secure your goal while having a great chance to exceed it by putting your music in front of real and engaged fans.

14. What genres of music do you cover?

Any and all of them! If your genre is extremely unique, we will do our very best to place it alongside similar music for best results. For example, if you have a Goth song, perhaps there is a movie or video game soundtrack with a similar style that would be the best fit for your song’s campaign success. Being placed in a ‘Goth’ playlist may not be likely in the campaign.

15. What’s the difference between the different campaign pricing levels?

The various campaigns we offer all receive the same level of professional attention and expertise from our team. The difference is simply in the amount of streams you would like to purchase or how you are looking to boost your submitted track.

For example, larger/more established artists might choose our best valued package of 20,000 guaranteed streams, however for smaller, first time artists unsure of the path of their career the 5,000 guaranteed streams package tends to be a better fit.

If you are trying to determine what will work best for your goals, our team is available 24/7 to answer your questions and guide you to the best campaign for your track.

16. What is a “Bot” and why should I care about it?

A “bot” refers to automated software which results in computer generated numbers instead of genuine REAL audiences or streams. Bots will not provide you with the realistic fan activity that you and Spotify are both looking for. Platforms like Spotify will penalize you for using bots – and potentially even ban you permanently for usage of such software.

17. How do I know these streams from you are real?

Our team has carefully vetted a massive network of independent playlisters and we constantly reevaluate to assure that all of our campaigns are 100% real. Our campaigns have regular

listening patterns, saves, and plays from around the world which we track in order to ensure you are getting the best audience for your music. Any plays from the playlists we get you will be directly shown in the back-end on “Spotify for Artists,” your distributor analytics, and advanced analytic tools like Chartmetric.

18. How will I know the difference between real and fake streams?

We recommend that you always track progress on your Spotify Artist account to monitor your success—however with more advanced tools you can see a more detailed picture of what’s happening.

For example, some distributors have “device” analytics where you will see that the devices they populate on are mostly “Desktop” and/or “Mobile.” This is a sign of real user activity on Spotify so you can conclude that the streams are real and authentic.

Fake streams on the other hand show an unrealistic amount of plays from the “Other” section of “Devices.” This “Other” area is one that Spotify and other platforms pay direct attention to because of their fictitious nature.

19. Why do you only guarantee “Streams” and not “Monthly Listeners?”

I’d love to explain this to you. As you know, monthly listeners is a rolling 30-day metric that can also be described as “30 day audience volume.”

The basic principle is this: You can add more and more streams every day, but that doesn’t increase your monthly listeners if your monthly volume remains constant.

With repeat campaigns, sometimes there is overlap which drastically increases the perceived volume. Imagine on your analytics chart a mountain at the beginning of the 30 days and a mountain at the end of the 30 days. This would result in a couple days of an extremely high monthly listener count.

But in as little as a few days to a week, time moves forward and the first peak will pass out of the 30 day window (even when the new promotion is going strong and the second peak is still higher than ever).

So the reason you would experience a drop in monthly listeners even with more promotion is because you’re seeing the rolling 30 analytics window move from a period of overlap (from your last campaign) to a new window of no overlap as time progresses.

This is why monthly listeners can sometimes take a dip even when you engage in constant promotion and it's not a perfect additive system and monthly listeners will stay the same or drop because of the skewed nature of only viewing your Spotify traffic through this one volatile metric.

This is why we guarantee that we will deliver a certain number of streams and not a correlative increase in monthly listeners— monthly listeners mean nothing because it's contextual to so many other time-bound (and temporary) factors.

20. Is this safe or will I get penalized by Spotify?

We never use bots, click farms, or fake plays. Our goal is to connect you with genuine listeners. All playlists we use generate traffic for your music using SEO marketing strategies, ads, and clever marketing tactics to create traction. We are completely compliant with Spotify's terms of service.

21. I am just starting out with my music career, should I use your services?

To get a customized answer to your unique situation, hit us up via email and we'd love to help you decide. We work with all levels of artists – new and established. Selecting a smaller campaign as you start your music journey will help give you the initial boost that you need to carve out a path to your future goals.

22. My song is not in English, can you work with that?

Our team loves working with a diverse variety of music and artists, no matter the language. If we think there might be any issues at all, we will contact you to discuss.

23. How does it all work and what playlists will I get on?

First you will select your campaign type, then you will submit your track and our team goes to work identifying the most successful playlists for your song! We have hundreds of playlists in our network and can assure that wherever we place your song will be the best possible fit. Our network is growing larger each day and we are always on the forefront of new playlists to give our clients the very best. Some of the many playlists we have include genre-based, movie and TV soundtracks, Tik Tok, festivals, workout, and more.

24. How long will my song be on the playlist(s)?

Your song will remain in the playlist(s) in the range of three (3) to eight (8) weeks depending on the campaign size you select. However it will remain within our network until it has reached its minimum campaign goal in full.

25. Will these campaigns help me get saves and followers on Spotify?

The short answer is, YES! People who listen to your track will engage if they enjoy it. We provide the opportunity for your music to be in front of a much larger, genuine audience than is possible on your own. Engagement is, as always, based on the caliber of your track. The decision a listener makes to follow or save your song, will always be a subjective choice they make. No matter how you promote, your music following will be built by winning one listener at a time. We give your music the influx of new listeners, it's ultimately up to your song and them to see if a campaign results in followers and/or saves.

26. Can you geo-target on Spotify? Like Facebook Ads let's you do?

Hey!

Spotify campaigns are not like Facebook ads. Spotify reaches listeners internationally but no one can control who listens in what part of the world.

We will gain you real listeners, no bots and gain you an audience who listens and celebrates the similar sound your song offers.

That's so valuable in today's craziness of fake streams.

If you want to specifically target only Australians, that would be a geo-targeting feature that Facebook Ads offers.

For any playlist campaign it's important to note that the streams should be coming from all over the world as opposed to just 1 region. If streams are only coming from 1 region/ country that typically means the playlist is botted. With all of our campaigns you will notice the listeners/followers from the playlists are from all over the world since they are all organically grown.

27. Any discounts?

So, discounts for Spotify aren't happening because Ryan negotiated the very best price he could, to get our artists the best value.

The prices reflected are the best ones we could pull off without sacrificing the quality of service we provide, I hope that makes sense!