

# MASTER MUSIC DISCOVERY

## CREATE YOUR OWN PLAYLIST & BOOST YOUR STREAMING SUCCESS

### Step 1: Define Your Theme

You'll build the entire playlist off whatever vibe you select. If you aren't sure how to define this theme, identify a niche and find holes that the editorial playlists don't fill. Once you've defined your theme, you'll need to come up with a unique name for your playlist, create cover art, and write a short description.

### Step 2: Build Your Tracklist

Look for the latest music from similar artists. Use platforms like [SubmitHub](#) or [Groover](#) to take submissions. Follow independent artists on social media (Hello, [TikTok For You Page!](#)). [Spotify](#) even offers similar songs in its playlist builder. Once your playlist starts to grow, you'll even have artists reaching out to you to consider their songs.

### Step 3: Update Regularly

Keep it consistent and keep it updated. Don't stray from your theme too much or too often. The music should flow together and not distract from one another. Decide on an updating schedule and style and stick to it.

#### UPDATING STYLES

##### FIXED-LENGTH

Fixed-length playlists always retain the same number of songs. The newest songs are added to the top, and older songs are rotated off. Best for music discovery.

##### OPEN-ENDED

Open-ended playlists can grow to have thousands of songs and typically does not feature the newest tracks at the top. Best for presenting catalog.

### Step 4: Make It Available Everywhere

Your playlist should be available on any streaming service that allows you to create and share public playlists. There are playlist-synching platforms like [Soundiiz](#) that allow you to update multiple playlists based on your original.

### Step 5: Share and Grow It

#### HOW DO YOU GROW YOUR PLAYLIST?

- 1 PROMOTE ON SOCIAL MEDIA.**  
Make posts each time you update, tagging the top artists. Ask the artists that you feature to share.
- 2 COLLABORATE WITH OTHER CURATORS.**  
Build connections with other playlist curators and artists. Exchange tracks with other artists. Plan takeovers with featured artists.
- 3 ENGAGE WITH YOUR AUDIENCE.**  
Find ways to interact. Ask for song suggestions and feedback. Respond to their comments. Build a community surrounding the music.
- 4 LEVERAGE STREAMING PLATFORM TOOLS.**  
Feature the playlist on your Spotify profile. This allows the fans who visit your profile to see the playlist that you've worked so hard on.
- 5 MAKE IT ACCESSIBLE.**  
Ensure that the link to your playlist(s) is available everywhere possible. Give numerous ways to access the playlist.
- 6 OPTIMIZE FOR SEARCH.**  
Use relevant keywords in your playlist title and description to improve its visibility in search results. This can help more listeners find your playlist organically.