



A glance into Spotify's marketing tactics



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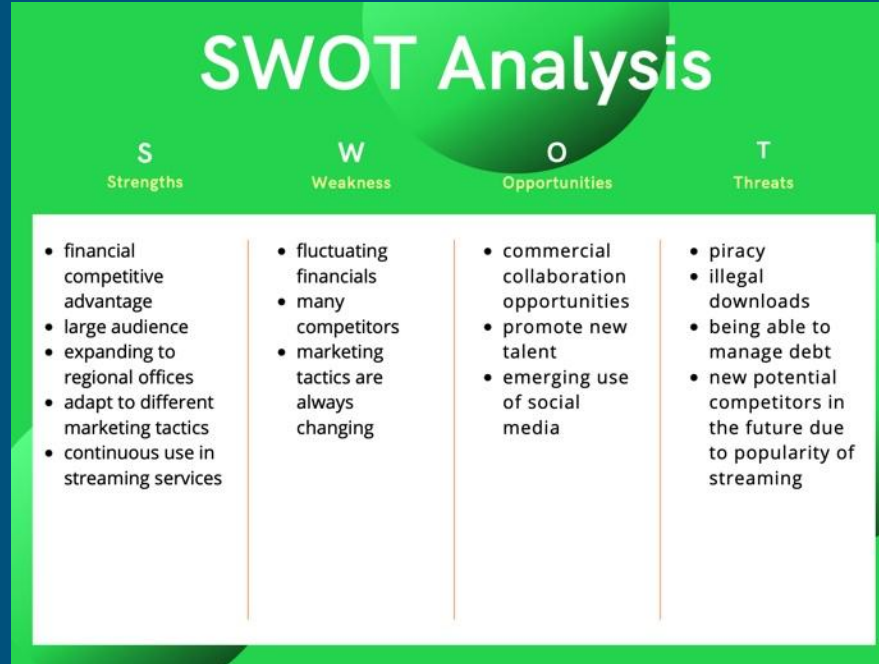


Company Info

- Developed in 2006
- Located globally in New York City (headquarters), Belgium, Spain, France and Canada
- Purpose for artist to creatively express themselves

VISION: to be able to be a platform culturally where artists will not have artistic constraints and everyone will be immersed into the artwork of these professionals and allows individuals to feel they are a part of a “greater whole” (Spotify, 2021)

SWOT Analysis



4 P's (product, place, price, promotion)

Product: Spotify Premium to College Students

Place: Located all across the globe

Price: \$10/month for regular users, \$5/month for students

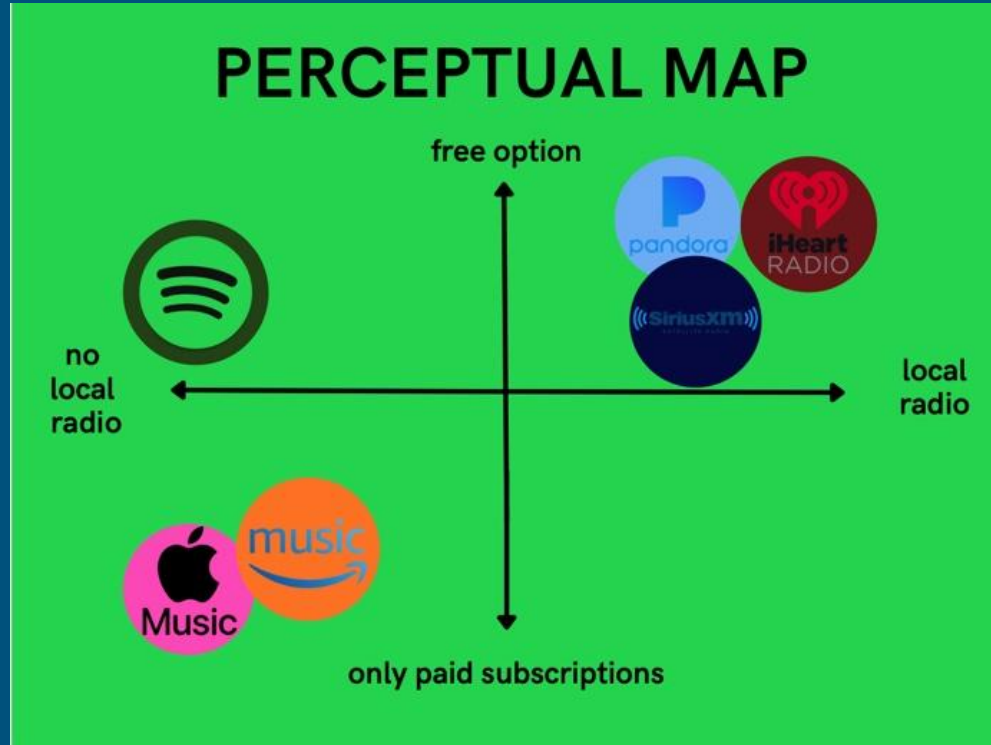
Promotion: radio, magazine advertisements, television commercials, and then through social media (Pedrero-Esteban, Barrios-Rubio, & Medina-Ávila, 2019).

Situation/Environment Analysis

- Pandemic increased numbers of users on the platform
- Multiple competitors internally and externally
- Offer music from live events (Kennedy, 2021)



Positioning Strategy



Customer Analysis

- Main segment is ages 18-25 (Hansen, 1998)
- Multiple levels of education (Hansen, 1998)
- Average household income is \$68,000 (Census Bureau, 2021)
- Hedonic consumption (Hansen, 1998)
- Brand loyal (Hansen, 1998)

Customer Analysis - AIO

- Attitudes

- “Every student needs to subscribe to at least one music streaming platform”
- “I prefer to spend a lot of time alone rather than with other people” (Beard, 2003).

- Interests

- listening to music
- hanging out with peers on occasion
- participating in extracurricular activities (Beard, 2003).

- Opinions

- “I do not like to listen to the radio”
- “Pop music is the best genre” (Beard, 2003).

Proposed Marketing Mix

- Social media posts
- Television commercials
- Billboards
- Magazine advertisements (Salameh & Bass, 2021)



Consumer Behavior Implications

- College students are marketed to differently than older demographics (Hansen, 1998)
- Digital media marketing is highly effective (Cuadrado, Montoro, & Miquel, 2015)
- Proverbs 12:22 - being honest (Bible Gateway, NIV)

Conclusion

- Marketing to college students is effective because they are always looking for ways to save money
- Spotify is always adapting to the latest trends
- Multiple segments have continued to use their services due to their consistent marketing tactics

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