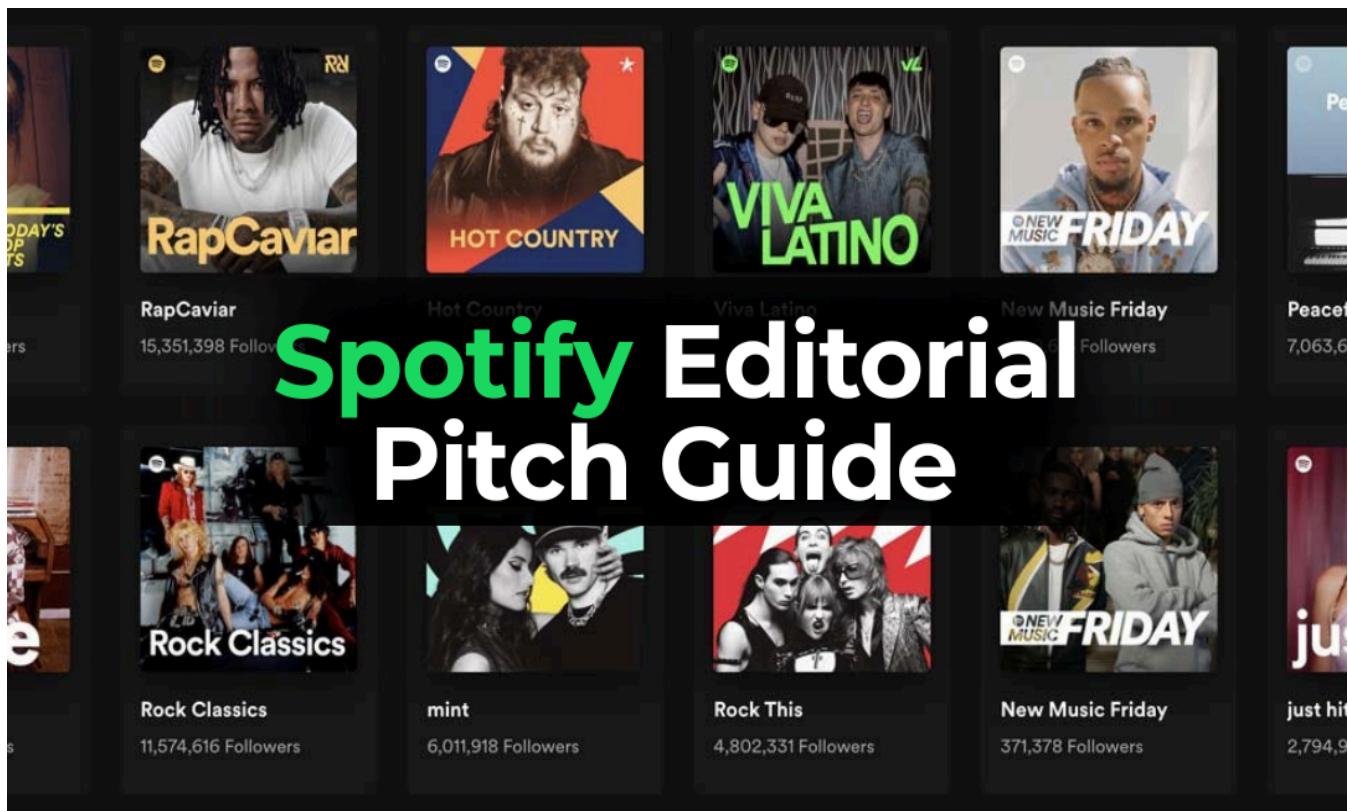


How to write a pitch that actually gets noticed by Spotify's editorial team



Submitting through Spotify for Artists?

You've got 500 characters inside Spotify for Artists. That's your one shot to speak directly to the editors who slot tracks onto Fresh Finds, New Music Friday, All New Indie, and beyond. No label pull. No inside contact. Just you and that tiny text field.

Here's what the suits don't want you to know: we've sat down with Spotify's editorial team...real humans who read every pitch..and uncovered the exact language that hooks them. It isn't about who you know. It's about how you write.

Most artists flood that box with clichés, weak adjectives, or vague "vibes" talk...then wonder why their song caps out at 47 streams and a sad emoji.

We did something about it.

Welcome to the **Spotify Editorial Pitch Guide**: a brutally effective, five-part framework built on insider intel. We'll show you how to turn 500 characters into a backstage pass to editorial playlists....no second chances, no DMs, no "maybe next time."

Let's make your next release impossible to ignore.



What Spotify Editors Want

Editorial curators aren't scrolling your socials or watching your TikToks. They're moving fast, reviewing hundreds of pitches a day, and they want to know:

- What the song *sounds* and *feels* like
- Why it matters or what inspired it
- Where it might fit on Spotify
- Whether you're actually promoting it

You've got 500 characters to answer all that without sounding generic. Here's how.



The 5-Part Editorial Pitch Framework

Use this formula inside Spotify for Artists when pitching your song (ideally **28+ days** before release):

1. Start with a compelling hook or lyric

Grab interest fast. Use a lyric, a moment from the writing process, or a short story to create emotional context. Make them *feel* something.

"I wrote this the night I realized some people leave before you're ready. The title lyric came out in one take."

2. Paint the songs sound and emotion

Don't just say the genre. Describe the mood, vibe, or sonic elements creatively...make it feel alive.

Be specific and creative...this is where most artists go vague.

It blends indie folk with ambient textures and layered harmonies, giving it a warm, reflective tone for late-night drives or rainy Sunday mornings.

3. Name-drop collaborators (if it adds weight)

If you worked with a respected producer, mixer, studio, or artist, mention it. It shows credibility. If not, skip it and keep the focus on story.

Produced by [Name], known for work with [other artist] or [studio]. Mixed by [Name] at [Studio].

4. Suggest playlist fits (be specific)

Help curators visualize where your track belongs. Name actual Spotify editorial playlists (use Spotify's search to find them), or describe the vibe in a way that mirrors playlist themes.

Perfect for playlists like “Chilled Vibes”, “Sad Indie”, or “Fresh Finds Indie”.

5. List your promotion plan

Spotify curators want to see that you're backing the release with real effort. Be honest but thorough. Mention anything from ad campaigns to blog pitching to shows.

Promo includes a music video, Instagram/TikTok rollout, Blog & Playlist outreach with MusicBoost & Groover, Meta Ads and a release show in Brooklyn.



The 3-word trap isn't a phrase - it's a formula.

It's "Genre + Vibes + Adjective."

Think: "chill lofi vibes" or "energetic pop rock."

These are the phrases that get you instantly skipped. They're what every other artist uses. They tell a curator you put zero thought into your pitch and that your music probably sounds like everything else.

Your goal is to break the formula.

Swap "chill lofi vibes" for "the sound of rainy Sunday mornings spent producing in your bedroom."

Swap "energetic pop rock" for "if The 1975 and Paramore made a song for a coming-of-age movie chase scene."

That's the language that makes a tired editor sit up and actually listen. It's not a description; it's an experience.

Fill-in-the-Blank Template

Spotify Editorial Pitch Template (Based on Real Pitches That Landed)

“[Lyric or emotional hook from the song]”

[Song Title] is a [mood description] [genre] track written [context: when or why you wrote it].

The song blends [sonic details: instruments, production choices, energy] and [emotional tone or imagery - what it feels like to hear it].

Mixed/produced by [collaborator(s)] and mastered by [name, studio, or independently].

It's a strong fit for playlists like [Playlist Name], [Playlist Name], or [Playlist Name].

Promo includes [channels: Meta Ads, music video, shows, MusicBoost, Groover, TikTok series, etc.].

Don't Do This

- Don't say it's a "banger" or "sure to go viral"
- Don't exaggerate your fanbase or promo plans
- Don't be vague - phrases like "chill vibe" or "relatable song" get ignored
- Don't wait until the minimum 7 days before your release

Pro Tips

- Submit 28+ days out for editorial eligibility

- **Update your metadata** (genre, moods, location) so it matches your pitch
- **Keep a log of your past pitches** to track what works
- **Test your description with friends**...does it make them want to listen?

Real-World Examples: Editorial Pitches That Worked

These are actual Spotify editorial pitches written by an independent artist and band that successfully landed placements on *Fresh Finds Folk*, *Indie Go*, *Chilled Vibes*, *New Music Friday South Africa*, *Indie Halloween*, and more. Each one follows a clear structure: it opens with emotional context or a lyric, gives a vivid description of the song's vibe, credits collaborators, suggests playlist fit, and closes with real promotional plans.

Use these as swipe-worthy reference points when writing your own.

Nic van Graan – “Summer’s Our Forever Now”

Playlists landed: *Fresh Finds Folk*, *New Music Friday South Africa*

If summer's softest moments could be captured, it's in this song. Written in celebration of my mother's remarriage, the chorus echoes with hope toward the future: “Every hour from here on out, summer's our forever now.” Playing it at Sofar Sounds Amsterdam and open mics, I've received such warmth in response. Back home, I'm the frontman of the indie act Year of Dogs. Self-produced, mixed by Kloudink, and mastered by PHFAT. Promo will include a music video, Meta ads, SubmitHub, and social posts.

Year of Dogs – “My Lover’s On The Run”

Playlists landed: *Indie Halloween*, *New Music Friday South Africa*, *SA Rock*, *Indie Songs from 2024 You May Have Missed*

“Love is her weapon and you’re in danger!” *My Lover’s On The Run* is an energetic indie-rock return for Year of Dogs. The band treads heavier territory than usual with a song about a lover gone missing. Mixed by Josh Berry (HONEYMOAN) and mastered by Rufus van Baardwijk (Hidden Gem Studios), the track suits road trip-style indie rock, psychedelic, and indie pop playlists. Promotion includes Meta ads, SubmitHub, Groover, and social media campaigns.

Nic van Graan & LNDE – “May I Please Rest My Head Upon Your Shoulder”

Playlists landed: *Indie Brandneu, Indie Go, New Music Friday South Africa*

“May I Please Rest My Head Upon Your Shoulder” is both the opening line and title of this collaboration between artists from South Africa and the Netherlands. With heartfelt lyrics, buzzing harmonies, and a soft, tender nature, it feels like a caring partner at the end of a long week. Self-produced and mixed by Themba Bosch (Year of Dogs), it’s a great fit for a playlist like *Chilled Vibes*. Promo includes Groover, SubmitHub, Meta Ads, and a release show in SA.

Adriel Rivera – “Losing My Mind”

Playlists landed: *Fresh Finds Indie*

“With lyrics such as ‘decent que felicidad no se puede comprad andrealidad,’ ‘Losing My Mind’ is a Latin bedroom pop single of modern financial stress. Rivera has been featured on editorial playlists ‘Bedroom Pop’ and ‘Young and Free,’ making ‘Losing My Mind’ a perfect candidate for the ‘Latin Bedroom Pop’ playlist. Dreamy promotion is as follows: Facebook/Instagram ads, Marky campaign, IG Reels, TikTok content, performance music video, SubmitHub campaign, email.”

Victor Mechanick – “Superficial”

Playlists Landed: *Feel Good, New Music Friday France, Made In France, Nouveautés Fr – QUB Musique*

A blue sky, the sun, the desert, and the road. The speed! "Superficial" is like a road trip in South Texas between El Paso and Marfa. From the very first seconds, Victor Mechanick takes you into this sunny and liberating universe, far from being superficial. A little uptempo indie pop gem produced by Adan Jodorowsky, this new song will not leave you indifferent and will even make you want to know more.

Storm Orchestra – “Criminal”

Playlists Landed: Top of the Rock, New Music Friday France, VOLUME FRANCE, All New Rock

In the tradition of conscious rap, Storm Orchestra aims to create a new fashion: the conscious moshpit. The band chose a profound and audacious track to unveil their first album ironically called "What A Time To Be Alive". "Criminal" evokes the despair of witnessing the criminal madness that humans are both guilty and victim of. The languid verses give way to explosive, desperate choruses, before a declamatory finale that ends in an exhausted heartbeat.

Yuhei miura & Kazuki Isogai – “Hope”

“Emerge from the blues of 2020 with this mellow lofi piece that blossoms like a flower — from melancholy to enlightening hopefulness. Japanese producer yuhei miura and renowned Tokyo guitarist Kazuki Isogai team up again for a 6-track EP, Better Days — to bring warmth and assurance for a brighter future. The first single Hope envelops captivating guitars and smooth beats — a sound they've proven to be dear to the audience of the Spotify Editorial playlists. A perfect addition to Lo-Fi Beats.”

Handbook – “Ritual Two”

“Meet the newly born, nature-inspired electronic side of producer Handbook. After growing his beat moniker for 10 years, the UK artist goes beyond the confines of hip hop music in order to heavily emphasize imagery and mood by exploring the depths of deep house, chill techno, and downtempo music. Ritual Two is the first single from his debut EP with Stereofox Records. Dark and captivating electronica for those late night drives. Perfect fit for your Electronic Rising or Lowkey Tech playlists.”