
SoundCloud Playbook



Part 1 - 4 Cs Framework

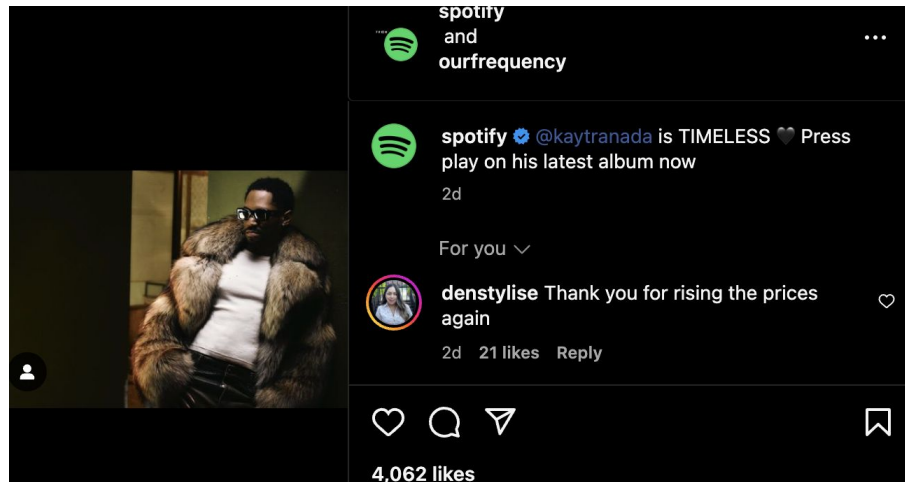
The Consumer

- Almost 27% of SoundCloud users are from the US (Samanta, 2024)
- More than 63.5% of the audience is between 18 and 34 years old (Samanta, 2024)
 - Traffic by location is followed by the UK and Germany
- Most of the music SoundCloud users are interested in is in the rap and R&B genres
 - Future, Big Sean, Wale, Pusha T and Big K.R.I.T as the platform's top-five performing artists in order (Samanta, 2024)
- SoundCloud users frequent platforms such as YouTube, Facebook, Instagram, Twitter and Reddit (Samanta, 2024).



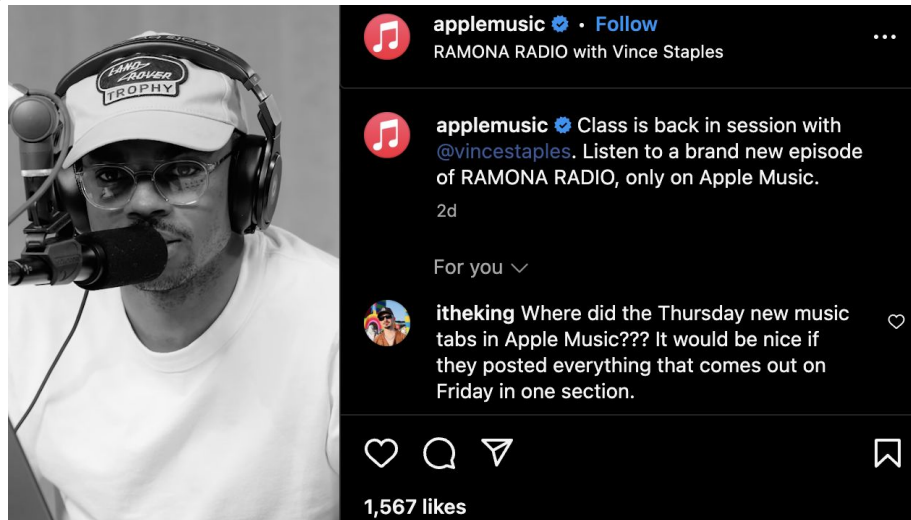
Competitors: Spotify

- 11.4 million followers on Instagram, 2.8 million followers on TikTok and 15.4 million followers on X
- Focus on playlist releases, charts and audiobooks
- Collaborations with artists



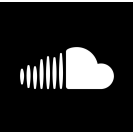
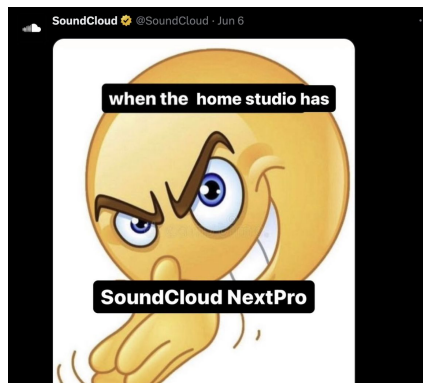
Competitors: Apple Music

- 4.9 million followers on Instagram, 1.4 million followers on TikTok and 10.3 million followers on X.
- Focus on products and new launches
- Collaborations with artists



White Space and Unique Qualities

- Positioning SoundCloud as a resource for new, undiscovered music
 - Competitors take greater focus on popular artists and products rather than creativity
- SoundCloud can capitalize on its artist-based community
- Upkeep artist stories and humorous tone that sets SoundCloud apart from digital streaming giants



Trend Watch

- Popular artists and music trends will impact who is listening and the type of music they are searching for
- As production trends develop, artists will look for different resources to promote their music
- Maintaining in touch with meme culture and music trends will allow SoundCloud to remain a stable resource for both fans and artists across all platforms



North Star: Innovation is our Key

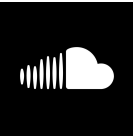
- Competitors are not tapped into production trends and the wants and needs of *artists*
- Storytelling through the lens of *artist development* sets SoundCloud apart as a tastemaker and resource
- **We're not where you listen to the US Top 50. We're where you find the next big thing before anyone else.**



Part 2 - Brand and Personas

Brand Persona: Tyler, the Creator

- Witty, informal and friendly
- Appeals to younger American audience
- Artist and producer who has created a vast community through inside jokes, changing fashion and a consistent rebrand with each project
- Speaks to fans like friends
- Uses new music and artists in his projects
- Creative path finder in the music community





Ashley Silver

Age: 23

Occupation: Speech Pathologist

Location: Westchester, NY

Income Range: \$40,000-\$65,000

GOALS

- To discover new artists
- To support her favorite local bands

HOBBIES

- Playing guitar
- Traveling
- Pop culture
- Music

Audience Persona

Ashley is an elementary school speech pathologist who is looking for a way to support her favorite local bands and expand her music taste. She needs a platform that will offer her access to creatives she can't find on her current streaming platforms.

MOTIVATIONS

- Creativity
- Convenience
- Price



QUOTE

- "I'm getting sick of my Spotify playlists. I wish I could listen to that local band I like to go see on the weekends."

Part 3 - Content Framework

Leveraging UGC and Content Ideas

- Artist stories using SoundCloud tools
 - #SoundCloudStories
 - Focus on artists who got their start from SoundCloud (Billie Eilish, Big Sean...)
- Fan covers and remixes
- Behind-the-scenes production content
- Q&As
- Live streaming performances



Content Pillars/ Summary

Content Pillar: My Artists

Awareness (Copy: Support local artists with SoundCloud. Click here to make an account.)

Consideration (Copy: We're the first to know. Are you? Be a cool kid and join SoundCloud with the link in our bio.)

Content Pillar: My Music Taste

Preference (Copy: We know what's cool before you do. Come check it out.)

Purchase (Copy: Did someone say unreleased Diplo only on SoundCloud??? Oh yeah that was us. Go take a listen with the link in our bio.)

Content Pillar: My Life

Loyalty (Copy: Join us tonight to hear about Big Sean's start with SoundCloud! Register in our bio.)

Advocacy (Copy: You're part of the family. Listen with us.)



Part 4 - Channel Strategies


Instagram

- Primary organic + paid*
- 90% of users follow at least one business account (Newblom, 2023)
- Posts generate 23% more interactions than those on Facebook (Newblom, 2023)
- UGC, stay connected with fans and artists
- Visual storytelling, engaging copy
- Instagram Lives, Q&A sessions, current events, new releases*
- Connect with younger users

Best practices: Relevant hashtags, searchable text, recommendable content, message buttons to turn prospects into leads, UGC, repost and remix options (Sonnenberg, 2023)



SoundCloud Spotlight



Sean Morales
CREATIVE DIRECTOR



Join Sean today at the office! DM us your most burning questions for a chance to be featured.

Learn more about who we are and what we do



THIS OR THAT

PARENTAL ADVISORY EXPLICIT CONTENT



Happy Birthday
SoundCloud

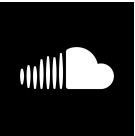
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Reddit

- Primary organic + paid*
- Dive into interests
- Become part of communities
- Custom audiences and interest group targeting
- Subreddits (r/Music, r/ListenToThis, r/Rap)**
- Informal, young conversations
- Start SoundCloud subreddit, spark
- Best practices:** Emphasis on engagement, social listening, dive into interests, engagement prompts, interest group targeting or setting custom audiences (Page, 2024)

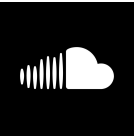


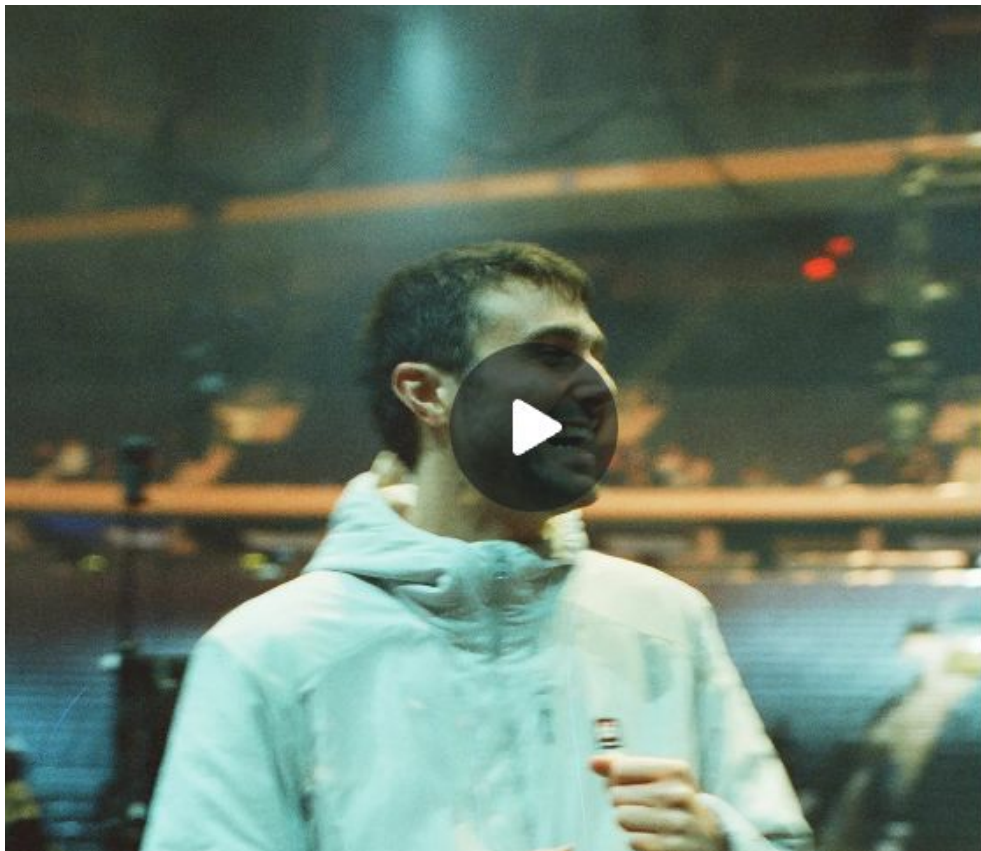


YouTube

- Primary organic + paid*
- Video-based
- Variety of ad formats
- Search tool
- Giveaways, comments, live videos, YouTube shorts**
- Optimization: searchability, tags, video descriptions, channel description

Best Practices: Consistent voice, personable content, focus on: searchability, titles, tags, video descriptions, metadata, channel description (Page, 2024)





You can do
it too.



Check out our
mixing lessons
today.

Watch First Video

Welcome to
Tune in



Artist interviews:
BILLIE EILISH

From SoundCloud to Coachella

Watch Now

Strategy

Instagram

Reels, lives, Q&As, active commenting, current events, playlisting, new releases

YouTube

Longform interviews, producing sessions, YouTube shorts

Reddit

Comment engagement, subreddits

Remember...

We are a *friend* in the music community.

Voice: Informal, humorous, part of the conversation



Secondary channels

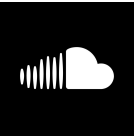
Not our main focus, but opportunity to expand community + reach

Linkedin

- More professional
- Outreach for industry members and artists
- Recruit for team

Facebook

- Repurpose Instagram content for older audiences








Find your people
Get connected
with the music
world

Download SoundCloud









**WHAT'S YOUR
CREATIVITY
GOAL THIS
2024?**

Download Now

Behind the DJ Booth With Diplo



Live session July 15, 7:00 PST
Only on in the SoundCloud app

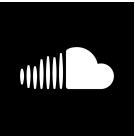


Get connected
Explore your DJ potential

[Download Now](#)

Primary Channel Matrix

	Instagram	Reddit	YouTube
<i>Mindset for audience persona</i>	Informative, news, updates, <i>the latest in the music industry</i>	Breaking down music updates, new releases, debating the charts	Deeper look at the artists people know and love, new perspectives
<i>Role of content (brand persona/ content pillars)</i>	“One stop shop” for everything music	Friend to music lovers, facilitating and participating in conversation	Insider scoop on entertainment industry from record labels to production
<i>Role for brand (business objectives/ white space)</i>	Merging business and entertainment	Entering at ground level, rounding out to be more than a streaming service	Pulling back the curtain for more than album releases



Part 5 - Ad Budget Calculator

Overview

Budget Total: \$60,000

Instagram: \$30,000

YouTube: \$20,000

Reddit: \$10,000

Rationale:

- Spotify (leading competitor) spends most of its social marketing budget on Instagram (Guitierrez, 2022)
- Insufficient data in advertising on Reddit



Scenario 1: Awareness with Instagram

INPUTS	AMOUNTS	RESULTS	AMOUNTS	YOUR BUDGET
Your click/results goal	55,500	Your cost per click/install (CPC)	\$0.54	\$30,000.00
Your cost per 1,000 impressions (CPM)	\$2.00	You'll need this many impressions to get the results required to reach your goal	15,000,000	
Your click through rate (CTR)	0.37%			



Scenario 2: Awareness With YouTube

Industry Reach: 31.9% (Mega Digital, 2023)

SC Reach: 15%

Industry CTR: 30% (Sweatt, 2021)

SC CTR: 15%

Industry Conversion Rates: 12%

SC Conversion Rates: 6% (Upbeat)



Scenario 3: Awareness with Reddit

No fixed industry average Reach, CTR or conversion rates

Available Data:

- r/SoundCloud: 77k members
- r/Music: 34m members
- r/Musicians: 88k members

Insufficient data to draw insights, stronger focus on Instagram and YouTube



Scenario Choice: Instagram for Reach

- Highest budget with highest yield
- Variety of content formats to appeal to different user bases
- Mirrors competitor strategy
- Reach and awareness spreads our brand message and introduces us to new artists
- High shareability and engagement potential



Part 6 - KPI Framework

Awareness

Objectives:

Increase Instagram impressions by 25% by June 30, 2025.

Increase YouTube views by 20% by June 30, 2025.

Increase Instagram Reels views by 15% by June 30, 2025.

Increase avg. view time on Instagram Reels by 30% by June 30, 2025.

KPIs: Impressions, reach, view time, listen rate, web traffic, lead generation



Consideration

Objectives:

Increase page views by 25% by June 30, 2025.

Increase Instagram CTR by 50% by June 30, 2025.

Reach 100k r/SoundCloud members by June 30, 2025.

Increase share rate Instagram posts by 10% by June 30, 2025.

KPIs: CTR, share rate, view time, web traffic, membership rate



Purchase

Objectives:

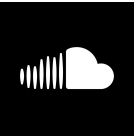
Increase SoundCloud downloads by 20% by June 30, 2025.

Increase Go+ members by 10% by June 30, 2025.

Increase influencer team by 10 members by June 30, 2025.

Increase YouTube subscribers by 10% by June 30, 2025.

KPIs: Download rate, subscription rate, follow rate, engagement rate, conversion/upgrade rate



Retention

Objectives:

Increase share rate on Instagram by 30% by June 30, 2025.

Increase share rate on YouTube by 20% by June 30, 2025.

Increase story reply rate on Instagram by 10% by June 30, 2025.

Increase UGC by 10% by June 30, 2025.

KPIs: UGC rate, share rate, download rate, reply rate, subscription rate, follow rate, engagement rate, listen rate



Advocacy

Objectives:

Increase referral rate 10% by June 30, 2025.

Increase share rate on Reddit posts by 20% by June 30, 2025.

Increase replies on Reddit by 10% by June 30, 2025.

Increase livestream attendance by 10% by June 30, 2025.

KPIs: Referral rate, comment rate, listen rate, download rate



Part 7 - Brand Community Management Strategy

Overview

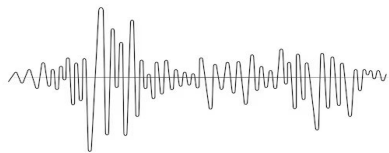
- Accessible, respectful, current, engaging interactions and content
 - Like and respond to comments
 - Repost UGC
 - Active Listening
- “Friend to all music lovers”
- Humorous tone, tap into meme and pop culture
- Jump on opportunities to join the conversation
 - Ex. Will Smith slap at the Oscars
 - Ex. Chappel Roan performance at Coachella
- #ConnectwithSoundCloud, #PassTheAux
- Focus on connection and a love for music
 - Holidays, international (Christmas, Halloween) and topical -Grammy Music Awards (February), World Music Day (June)
- *We’re just as excited as everyone else*
 - Reflected in all copy and content



Content Moodboard

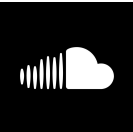


me vibing to my own playlist knowing
it's a masterpiece

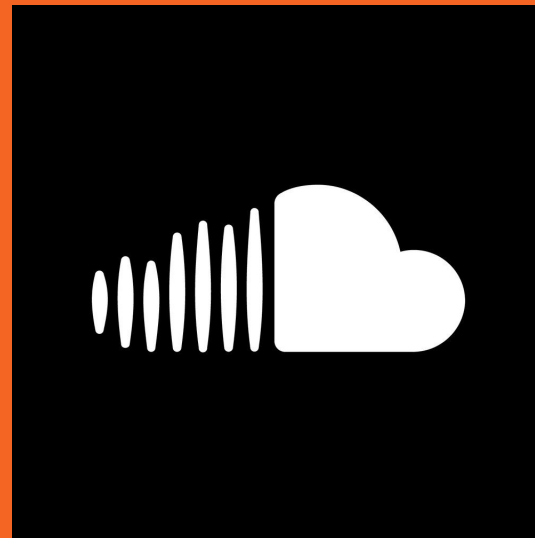


Conclusion

- Harness our young, humorous tone
- Connect with artists and fans through music and creativity
- Unlock conversations and insert ourselves at every step of the process
- Use Instagram, YouTube and Reddit to navigate a variety of content options
- Consistent return to being a friend and a resource



Thank you!



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