

Anexo I. Registro del Título del Trabajo Fin de Grado (TFG)

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PROGRAMA: E2 Inglés

GRUPO:

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Título provisional del TFG:

Spotify: Innovation and Strategy in Music Streaming Digital Marketing

ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)

PRELIMINARY INDEX

- 1. Introduction**
 - 1.1 About the music streaming industry**
 - 1.2 Spotify's context, history and position in the market**
- 2. Spotify's Digital Marketing evolution**
- 3. Marketing analytics: use of data and personalization**
- 4. Tools and strategies to connect with users**
- 5. Conclusion**

INTRODUCTION

Several studies have shown that music produces happiness and has positive effects on people's health: it helps release dopamine, reduce blood pressure “...and might therefore be effective for rectification of symptoms in various diseases”. (Sutoo & Akiyama, 2004)

As a music lover and Spotify user, I want to analyze how this platform, through digital marketing among other things, has managed to remain a leader in the music streaming market, bringing happiness to all users, not only through the provision of music itself, but also thanks to its personalized experience of the application, which make the overall experience of listening to music much more complete and satisfying for users.

OBJECTIVE

The objective of this thesis is to analyze and comprehend Spotify's digital marketing strategy, examining how the company has successfully reinvented and differentiated itself, and competed in the music streaming market against bigger companies like *Apple* or *Amazon*. The study will focus on the marketing tools and tactics used by Spotify to connect with users, its use of data analysis to personalize the user experience, and how these strategies have contributed to its leadership position in the industry.

As for the specific objectives to achieve the general objective, different analyses will be made on how Spotify has been introducing and innovating in the different functions of the application, maintaining its leading position in the market and adapting to the needs of users. It will also analyze the users' perception of these features, as well as Spotify marketing strategies from the consumer's perspective, such as email marketing, Spotify Wrapped, Jams and suggested playlists. Another goal is to find out what impact Spotify has had on the music industry, and how Spotify's marketing strategies benefit (or harm) artists, and whether those artists are promoted in a specific way by the platform, depending on the musical genre they perform.

METHODOLOGY

As for the methodology to be carried out for the analysis of Spotify's digital marketing strategy, this will include documentary research: Spotify case studies, academic papers related to the music and streaming industry and digital marketing.

In addition, a quantitative analysis will be carried out through a survey, in which the objective is to find out how many people use Spotify, compared to other platforms within a within a sample size, the image that Spotify users have of the application and the marketing it carries out, as well as the differences in preferences with respect to users of other applications such as *Apple Music*. People will be asked about how often they listen to music, preferred genres, factors that are most valued in a music streaming platform, etc.

As for the qualitative analysis, this will be focused on analyzing the content of Spotify's digital marketing strategies, comparing them with the strategies of its competitors. I will use different strategic analysis tools, such as Porter's 5 competitive forces, SWOT analysis, PESTEL or competitive positioning map: focusing the analysis from a marketing perspective.

This comprehensive methodology will provide a complete and detailed view of Spotify's digital marketing strategy, combining quantitative and qualitative data with strategic analysis from a marketing perspective.

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