



As the PM launching Spotify's Podcast product, how would you acquire users?

# Business Goal

"unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."

# Product Goal

"be the world's leading audio platform for podcast creators and audiences"

# About Spotify

Spotify is a leading music streaming and podcast platform known for its extensive library, personalized playlists, and exclusive content. Users can enjoy free, ad-supported access or opt for premium, ad-free subscriptions. Spotify also offers offline listening and social features

Spotify has one of the largest music catalogs globally, with millions of songs across various genres.

Spotify has made significant investments in the podcasting space, securing exclusive podcast deals with high-profile creators and companies.

# Spotify User Segments

---

**Free Tier Users:** Access Spotify for free with ads, price-sensitive, open to ad-supported experience.

---

**Premium Subscribers:** Pay for ad-free, offline listening, higher quality, premium features.

---

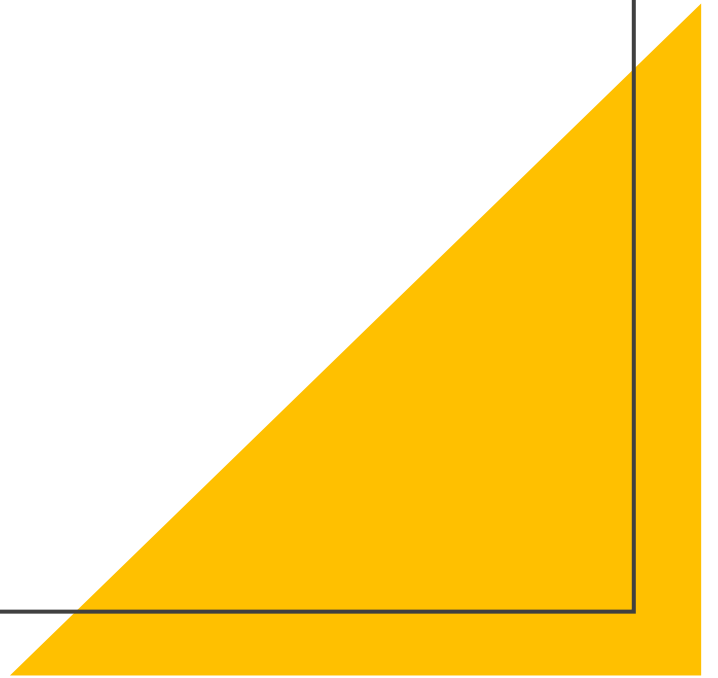
**Family Plan Subscribers:** Premium users with family plans for discounted individual accounts.

---

**Student Subscribers:** Students with discounted Premium subscriptions, ad-free music and podcasts.

# Spotify Podcast's North Star Metric

- total number of hours listened to podcasts on Spotify's platform



# Spotify's Competitors

- Spotify's competitors in the podcasting space include Apple Podcasts, Google Podcasts, Anchor (by Spotify), Luminary, and Audible (by Amazon).
- When choosing a podcast provider, users consider factors such as content library, exclusive content, user-friendliness, personalization, offline listening, cross-platform availability, ad-free options, cost and community features.

## Goal

- Convert exist Spotify's Free users to Premium Subscribers
- Acquire new members from other platform

# Go to Market Strategy



---

## EXISTING SPOTIFY FREE USERS

---

Identify existing Spotify Free users who frequently engage with podcasts

---

Promote the new podcast feature within the app prominently via notifications, banners, and emails

---

Offer a limited-time free trial of Spotify Premium bundled with the enhanced podcast experience, ad-free and offline listening experience.

---

## PODCAST USERS FROM OTHER PLATFORM

---

Target podcast enthusiasts from other podcast platforms like Apple Podcasts, Google Podcasts

---

Highlight Spotify's exclusive podcast content through ads on social media

---

Partner with popular podcast creators from other platforms to share Spotify-exclusive content on their social media.

---

Leverage Spotify's recommendation algorithms to suggest podcasts similar to what users listen to on other platforms.

---

Provide ad-free Spotify Premium trial for users who switch to Spotify for podcasts.