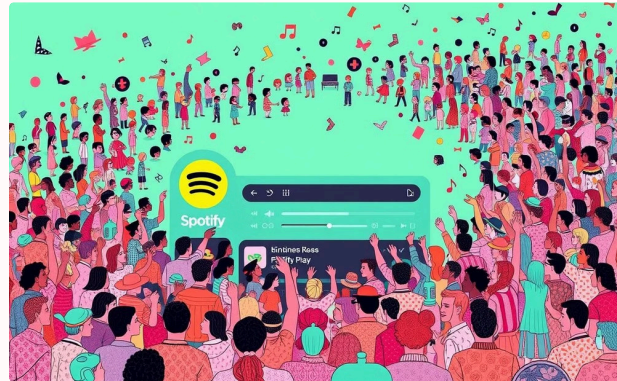


Email Pitching Templates for Spotify Playlists



Crafting Your Pitch for Increased Response

Learn how to write compelling emails.



Steps to Pitching Via Spotify for Artists

Identify the right playlist curators.



Sending Emails to Independent Curators

Best practices for email delivery.

Email Pitching Templates for Independent Playlist Curators

Template 1

Subject: Fresh Afropop & Highlife Sound for Your Playlist

Hi [Curator's Name],

I'm [Artist Name], an emerging [Afropop/Highlife] artist from [Location]. My new single, **[Song Name]**, blends [genre elements like Highlife rhythms, Afrofusion melodies, and modern production], creating a unique vibe for your playlist, **[Playlist Name]**.

The song has received great feedback and is already featured on [Mention Small Playlist or Blog].

I've also attached my **Electronic Press Kit (EPK)**, which includes more information about me, high-quality images, and links to previous features.

Here's the Spotify link: [Spotify Song Link]. I'd love to know how we can improve our chances of being featured on your playlist.

Best regards,

[Your Full Name] [Social Media Handle(s)]

Template 2

Subject: 🚀 Alte Sound for Your Playlist – Discover [Song Name]

Hi [Curator's Name],

My name is [Artist Name], and I'm excited to share my new **Alte-inspired** single, **[Song Name]**. The track combines dreamy vocals with lo-fi beats and lush African rhythms, capturing the raw essence of [Describe a brief inspiration behind the song].

Here's the Spotify link: [Spotify Song Link].

I've attached my **Electronic Press Kit (EPK)**, which has additional details about my music, promotional plans, and press coverage so far.

I'd love to know how we can improve our chances of being featured and welcome your feedback.

Thanks for your time!

Best,

[Your Full Name] [Social Media Handle(s)]

Template 3

Subject: New Afrofusion Banger for [Playlist Name]

Hi [Curator's Name],

I'm [Artist Name], an Afrofusion artist blending Afrobeat grooves with R&B and reggae influences. My latest single, **[Song Name]**, has been featured on [Mention Co-signs or Small Playlist Names]. It's a feel-good track with captivating rhythms, perfect for your playlist.

Here's the Spotify link: [Spotify Song Link].

I've attached my **EPK**, which contains a full bio, press coverage, high-resolution images, and promotional plans.

We'd love your advice on how we can improve our chances of being featured on your playlist.

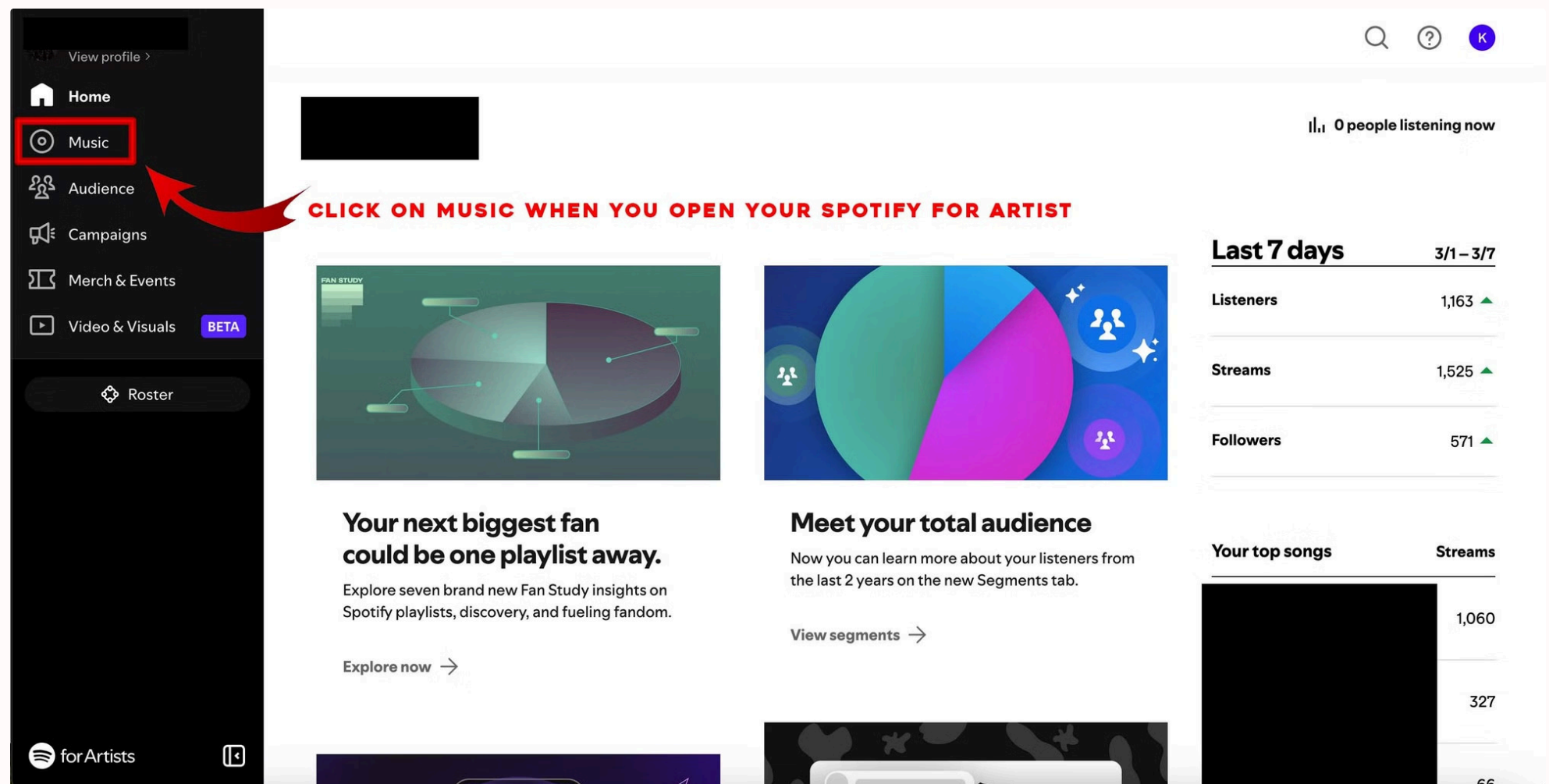
Thank you!

Warm regards,

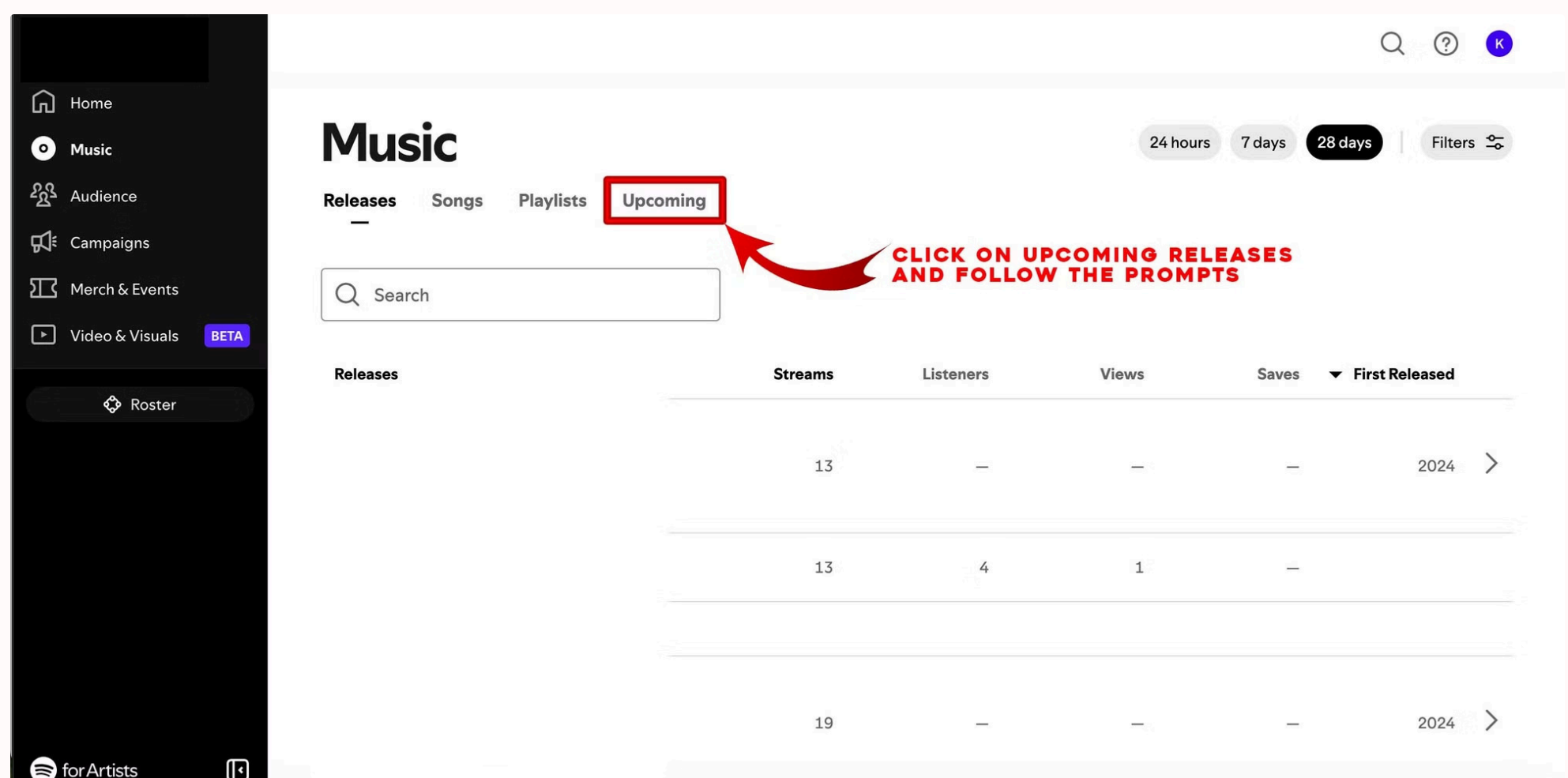
[Your Full Name] [Social Media Handle(s)]

Step-by-Step Guide to Navigating Spotify for Artists to Submit Your Pitch

1. **Log in to Spotify for Artists** Go to <https://artists.spotify.com> and sign in using your account credentials.
2. **Click on the 'Music' Tab** Once logged in, click on the **'Music'** tab in the menu on the left-hand side.



3. **Select 'Upcoming'** Under the 'Music' section, click **'Upcoming'** to see your scheduled releases.



4. **Choose the Song to Pitch** Click on the song you want to pitch. Note: You can only pitch unreleased songs.
5. **Fill in the Pitching Form**
 - **Genre:** Choose **Afrobeats** or related genres (Afropop, African Heat, etc.).
 - **Mood and Song Style:** Select two moods and two styles that describe your song accurately.
 - **Language and Culture:** Choose your song's language and culture if relevant.
 - **Location:** Choose your city or region to target local playlists.
6. **Write Your Pitch (500 Characters Max)** Keep your pitch clear and engaging. Follow these steps:
 - Start with a strong opening that highlights what makes your song special.
 - Mention any notable achievements or co-signs.
 - Describe your sound using genre-specific terms.
 - Optional: Add a promotional plan (e.g., "We're releasing a video and running a press campaign").
7. **Example Pitch:** "Upbeat Street anthem blending modern production with traditional African rhythms. Featured on [Small Playlist Name] and receiving great support from [Blog Name]. Perfect for fans of Burna Boy and Wizkid. Full press campaign and music video launch planned."
8. **Review and Submit** Double-check your details and pitch. Once satisfied, click **Submit**.
9. **Monitor Your Submission** Keep an eye on your Spotify for Artists dashboard for updates. Whether or not you get selected, keep pitching future releases and building momentum.

Spotify Editorial Playlist Pitches Templates

Pitch 1:

"An uplifting Afropop track with elements of Highlife and modern production. The song tells a story of joy and self-discovery, blending rich guitar melodies with danceable beats. Featured on [Small Playlist] and set to launch with a full press campaign and music video."

Pitch 2:

"A laid-back yet soulful Alte track combining lo-fi beats with smooth Afro-fusion vocals. Perfect for playlists like Fresh Finds and African Heat. The song explores themes of love and independence. We've got a social media promo and live performance plan in motion."

Pitch 3:

"This song mixes Afrofusion with reggae and Afrobeat elements, creating a mellow but groovy sound. Perfect for fans of Burna Boy and Tems. We're running a targeted social media campaign and partnering with influencers to boost the track's reach."