

**STREAMING SERVICE SPOTIFY:  
THE MARKETING SECRETS OF SUCCESS  
(СТРИМІНГОВИЙ СЕРВІС SPOTIFY:  
МАРКЕТИНГОВІ СЕКРЕТИ УСПІХУ)**

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*Spotify вважається першим стримінговим сервісом, який дозволяє прослуховувати музику в інтернеті без її завантаження на мобільний пристрій. Заснована у 2006 році, компанія стала світовим брендом завдяки своїй рекламній активності та цілеспрямованим зусиллям керівництва.*

Video streaming is a huge business. In 2020, it's expected to generate revenue of close to \$26 billion, with an annual growth rate of 4.1%. Over the years, as streaming became more popular, Netflix cemented its position as the industry leader and today has 167 million subscribers worldwide.

Founded in 2006, Spotify has quickly risen to become the top music streaming service in the world. How did it accomplish such an impressive feat? How did the company gain so much traction in less than a decade and a half?

The answer can be found in Spotify's marketing techniques. By continually innovating its advertising structure and creating personalized marketing campaigns, the company has seen rapid growth in just a short amount of time.

Here's a breakdown of Spotify's marketing strategy. Let's take a look at how this brand is attempting to break into the competitive streaming market, and how their approach to marketing can guide any brand facing tough competition.

To garner social media attention and attract younger consumers, Spotify's marketing strategy focuses on popular trends. Unlike other companies, which will establish a marketing platform and then use that platform for many years, Spotify's marketing techniques change from year to year.

The lessons from Spotify can benefit your own business, but it's important to start asking questions. How can you begin personalizing a marketing campaign for your customers? How can you deliver content? These are all questions that any marketing team can benefit from answering.