

FACE

WebQuest 1

March 2024

IDEC S.A.



FOSTERING AWARENESS
CULTURAL

ON YOUTH
ENTREPRENEURSHIP

Digital Marketing Plan through the lens of Spotify



[Download the Webquest in a pdf](#)



SKILLS

Planning and management, Spotting opportunities, Learning through experience



MODULE

Digital transformation in cultural entrepreneurship



TIME FRAME

Up to 60 minutes



FACILITATION LEVEL

Intermediate

Explore digital marketing strategies in cultural entrepreneurship through Spotify's innovative approaches. Craft your own plan leveraging insights on data analytics, content marketing, and audience engagement.



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Introduction



The integration and implementation of digital technology, methods, and processes to improve and innovate within the cultural and creative sectors is referred to as "digital transformation" in cultural entrepreneurship. We can discover a plethora of new opportunities for our businesses if we truly welcome digitalization in culture, although we should always be aware of the challenges and threats that may occur. Leveraging new platforms and creating a digital marketing strategy seem imperative nowadays for a cultural business to flourish.

Learning objectives

By completing this quest, you will be able to:

- Evaluate and analyze the digital marketing tactics that a business uses.
- Assess the role that data analytics and customization play in digital marketing.
- Improve marketing plans for cultural enterprises by using data analytics and customization concepts.
- Create a thorough digital marketing strategy for a cultural initiative.
- Consider how digitalization affects cultural entrepreneurship more broadly.



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Task



To understand fully and be able to create a digital marketing strategic plan you have to get a grasp of what a successful and established company has done on the past. Your **task** is to dive into the world of Spotify's digital marketing. Afterwards, apply your knowledge by creating a digital marketing plan for a hypothetical cultural venture.

Process

In the resources section you can find every resource that you have to use to complete your task. There will be detailed instructions on what you need to know and how you can use them.

Taking into consideration the document “Spotify: Strategic Plan and Analysis” analyze the different approaches the company has taken to engage viewers, advance cultural material, and produce original experiences. It is important to check out as well Spotify’s official page and press releases for a point of view from the company itself.

Examine how Spotify uses data analytics, content marketing, and social media in their campaigns. Examine how Spotify targets particular audience segments and improves user experience through customization and data analytics. In your research, the articles “Analysing Privacy Policies and Terms of Use to understand algorithmic recommendations: the case studies of Tinder and Spotify” and “The Benefits of Personalization in Digital Marketing” will be helpful. Recognize the effects of gathering and using user data in cultural entrepreneurship and the ways in which it might result in more specialized advertising efforts.

After acknowledging Spotify’s innovations, incorporate lessons learned from their strategy and **write your own digital marketing plan**. You can check out the template and consider how you can leverage digital tools to enhance visibility, engage audiences, and promote cultural content. The article “What is a digital marketing plan?” has a few key elements to consider when writing your plan. You should check out the template that’s included in the article.



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Conclusion

You have successfully completed your task and made your own digital marketing strategic plan. Make sure to use as a guide your insights into Spotify's digital marketing journey, as you explore innovative ways to transform and elevate your cultural entrepreneurship efforts in the digital age.

Self - Evaluation

- What are the key digital marketing strategies employed by Spotify?
 - a) User-generated content campaigns only
 - b) Social media engagement
 - c) Paid advertising on search engines
 - d) Email marketing strategy
- 2. How can cultural entrepreneurs apply similar strategies to Spotify in their ventures?
 - a) By focusing solely on free advertising methods
 - b) By creating engaging content and utilizing social media platforms
 - c) By targeting a broad audience and try to engage as many as they can
 - d) By reducing the overall marketing budget
- What is the importance of data analytics and customization in digital marketing?
 - a) They help improve user experience
 - b) They allow for more specialized advertising efforts
 - c) They help target particular audience segments
 - d) All of the above

Right answers: B, B, D



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Resources

Click each section below to see all resources available

Websites

- What is a digital marketing plan?" by teamgantt
<https://www.teamgantt.com/marketing-templates/digital-marketing-plan-template>
- Spotify's press releases
<https://investors.spotify.com/news/default.aspx>
- The Benefits of Personalization in Digital Marketing – by Jason Miller
<https://www.linkedin.com/pulse/benefits-personalization-digital-marketing-jason-miller/>

Documents

- Spotify: Strategic Plan and Analysis by Riley T. Sletten
<https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1346&context=utpp>
- Analysing Privacy Policies and Terms of Use to understand algorithmic recommendations: the case studies of Tinder and Spotify
<https://www.tandfonline.com/doi/abs/10.1080/03036758.2022.2064517>



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