



TRIBE 
CASE STUDY



CAMPAIGN OBJECTIVE

Posts of you enjoying Spotify Discover Weekly.

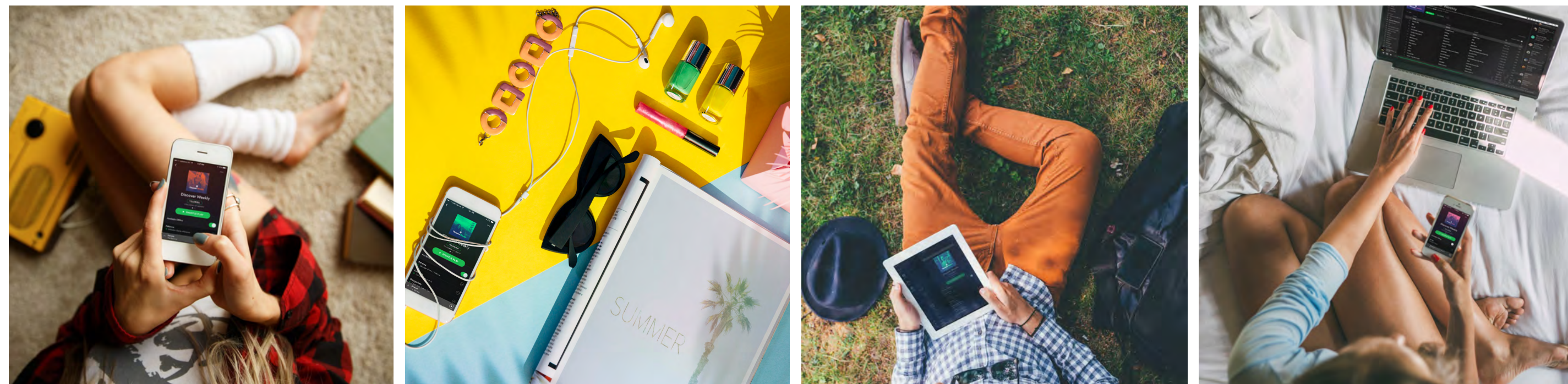
THE BRIEF

We'd love your image to feature your Spotify Discover Weekly in use and in a style and context suitable to your usual Instagram look/feel. Your caption should ignite conversation about Discover Weekly and music.

We'd also like you to get across this KEY MESSAGE but in your own style: "@SPOTIFYaunz makes me a playlist every Monday, if you're a Spotify listener, they make you one too."



MOODBOARD



TRIBE



13

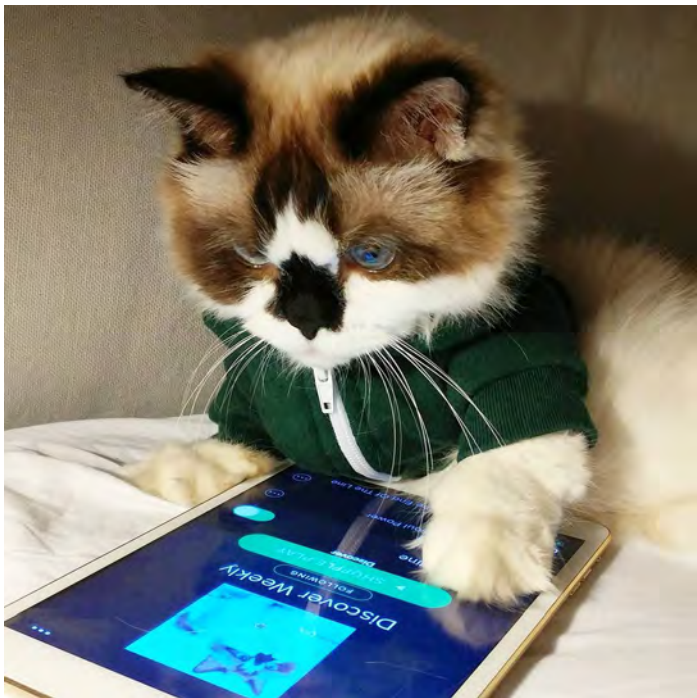
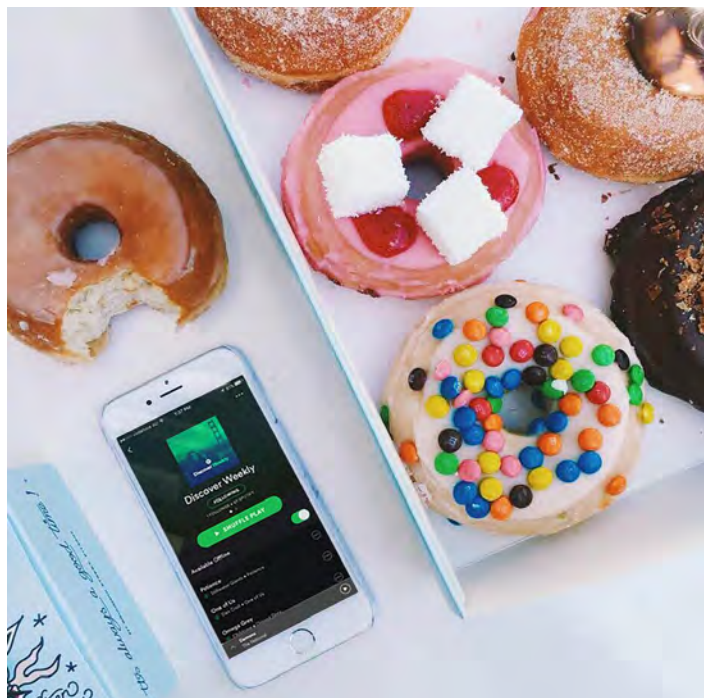
CREATOR
POSTS

\$5K-\$7K

BUDGET

2.28M

COMBINED
FOLLOWERS



29,540

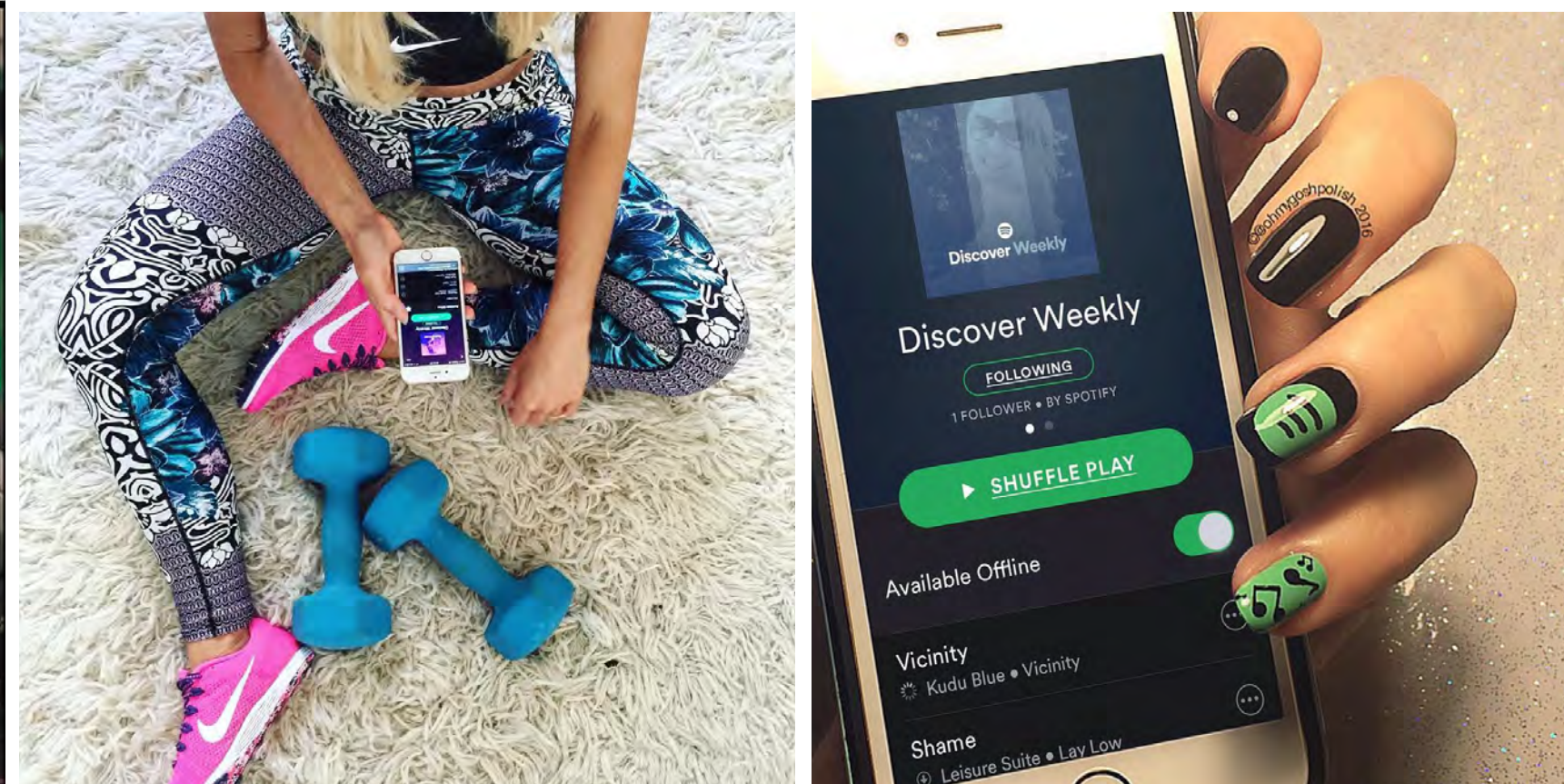
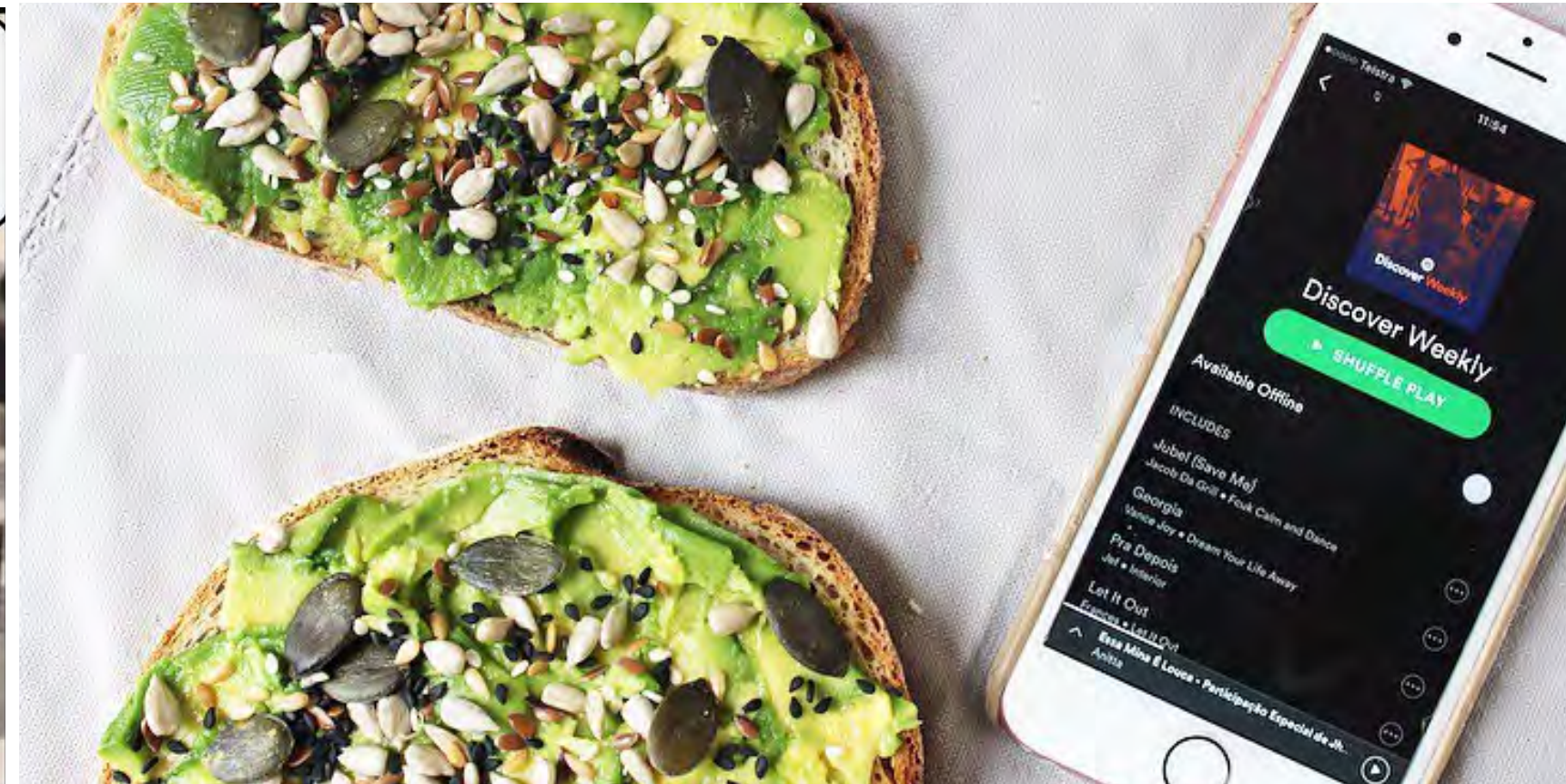
LIKES &
COMMENTS

2.37%

ENGAGEMENT

\$0.20

COST PER
ENGAGEMENT





ayesirally Did not know that! Fancy tips! 😊😊

nylon_threads I didn't realise this either, I never listen to the playlists, maybe I should...!

simply_hannah.joy Love this shot! And what a cool app. I need to get Spotify back on my phone and listen to music again.

ivysavanah I couldn't live without my Spotify! 💚

browneyedtoast What a fun way to get the week started!! I really need to upgrade spotify! 😊😊💙💙

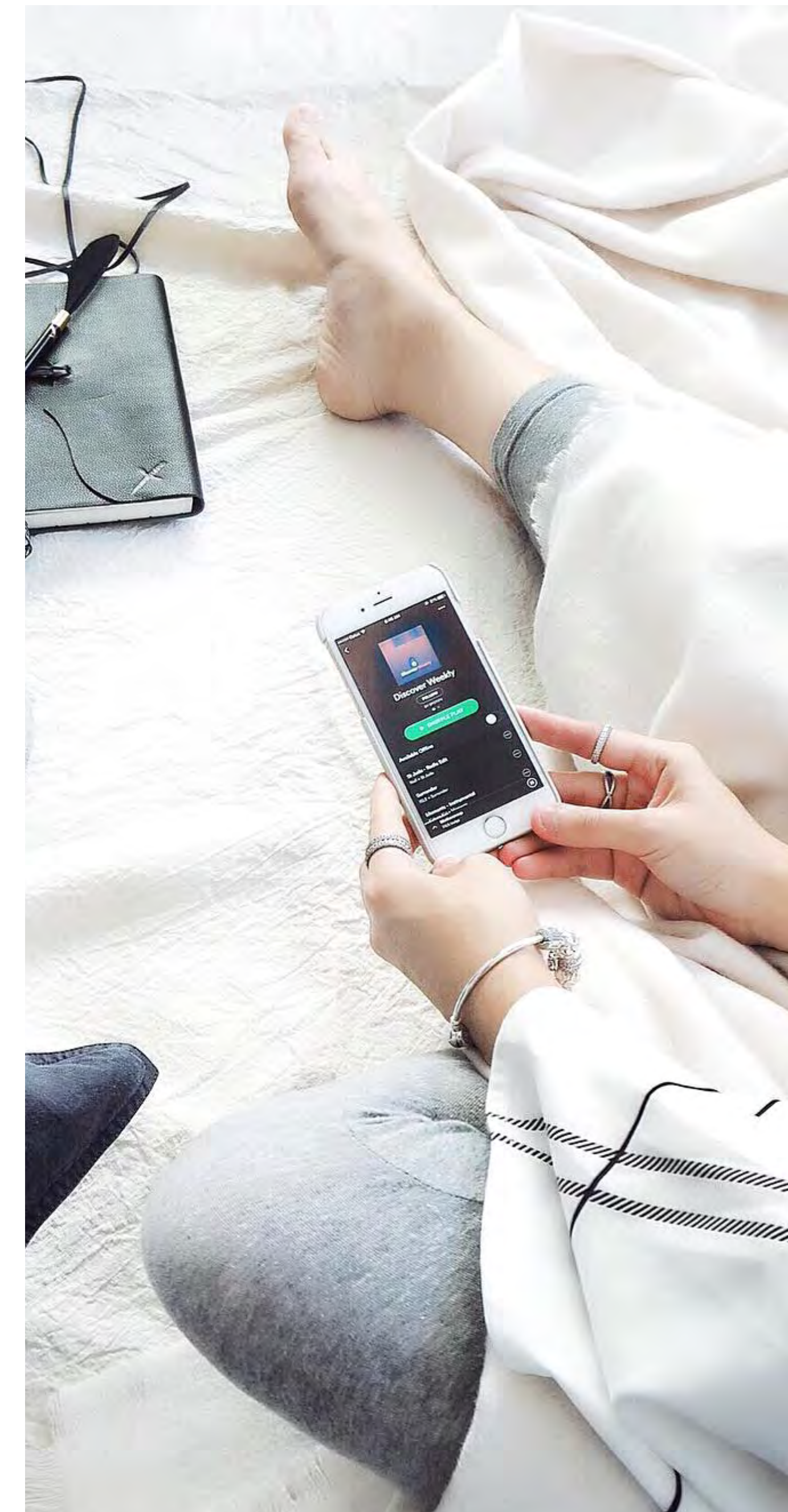
thecharmingolive Whaaaat I had no idea!!! I'm on Spotify alllll daayyyy 🙌🙌🙌🙌✔️❤️❤️❤️

thegirlwholivedforclothes That's so smart I need to use this

jennifer__chong I love the discover weekly function! 😍

theshannonsabelline Yes! Listening to my Discover Weekly right now on Spotify 🙌🙌🙌

dayinmydreams love Spotify!





Serena Leith

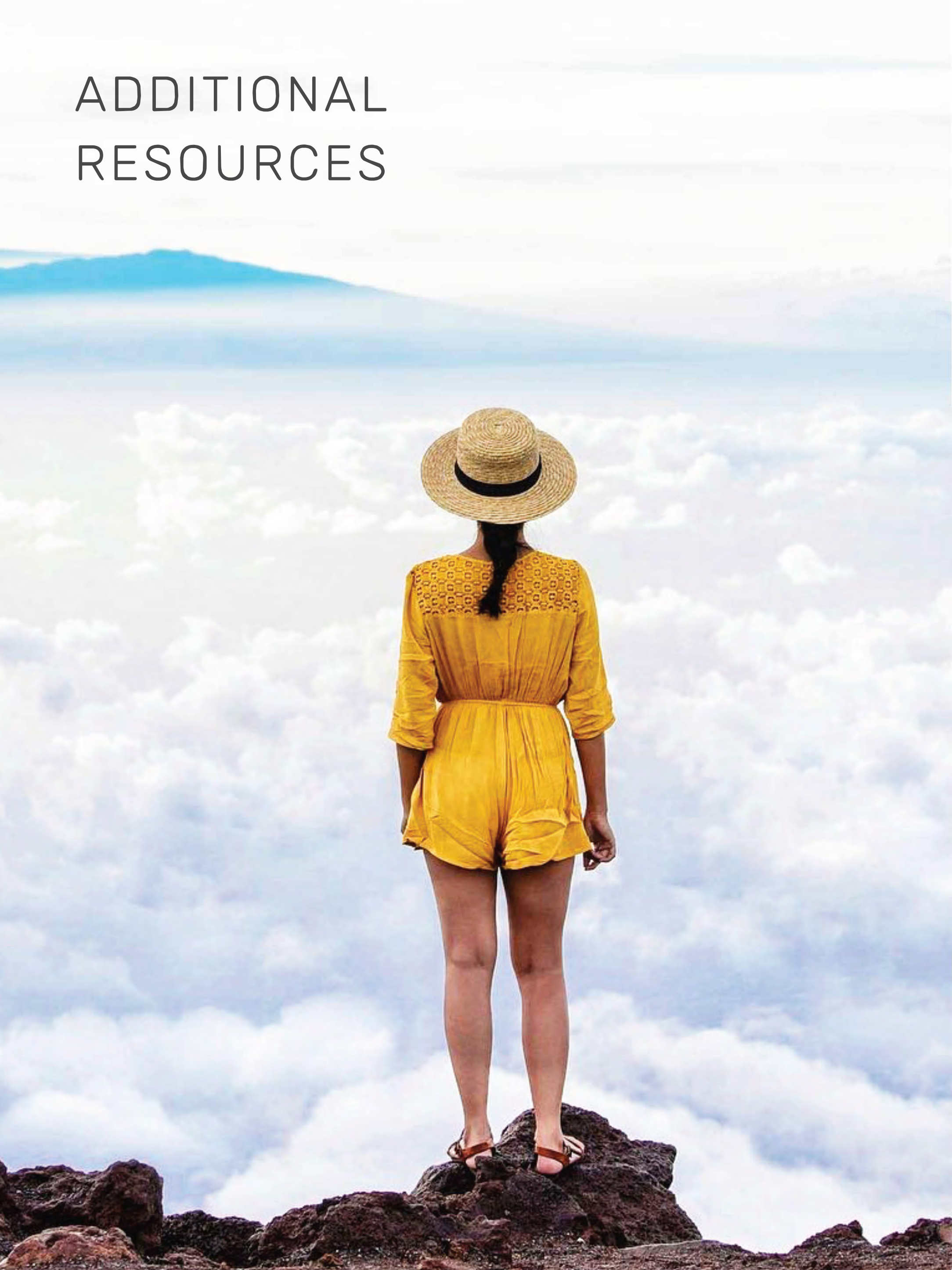
DIRECTOR OF MARKETING,
SPOTIFY ASIA PACIFIC

“One of the biggest challenges for us in the Australian market is finding assets that really work. Spotify needed a solution to solve the eternal challenge of getting really great content, really fast. We had a brief with TRIBE to find hyperlocal content that was suitable to showcase the discover weekly features.

For our Instagram paid campaign, we chose creative we felt was most authentic to what Discover Weekly meant and the user experience of Spotify, so it needed to feel funny, on-brand, authentic and truly Australian.

For the first time ever we were able to really clearly see what success looked like through traffic and click-throughs. It’s a great way to visually showcase our product and to get artists engaged with us.”

ADDITIONAL RESOURCES



GLOSSARY

COST PER ENGAGEMENT:

The cost of the post divided by the number of comments, likes and shares. A lower CPE is better value.

POST ENGAGEMENT%:

The total comments, likes and shares divided by the number of followers.

INDUSTRY BENCHMARKS

.05%

Avg Engagement
Linkedin ¹

.06%

Avg click through
rate on display ad ²

0.9%

Avg click through
rate on Facebook
(all industries) ³

3.02%

Avg eng. on TRIBE
Influencer post on
Instagram

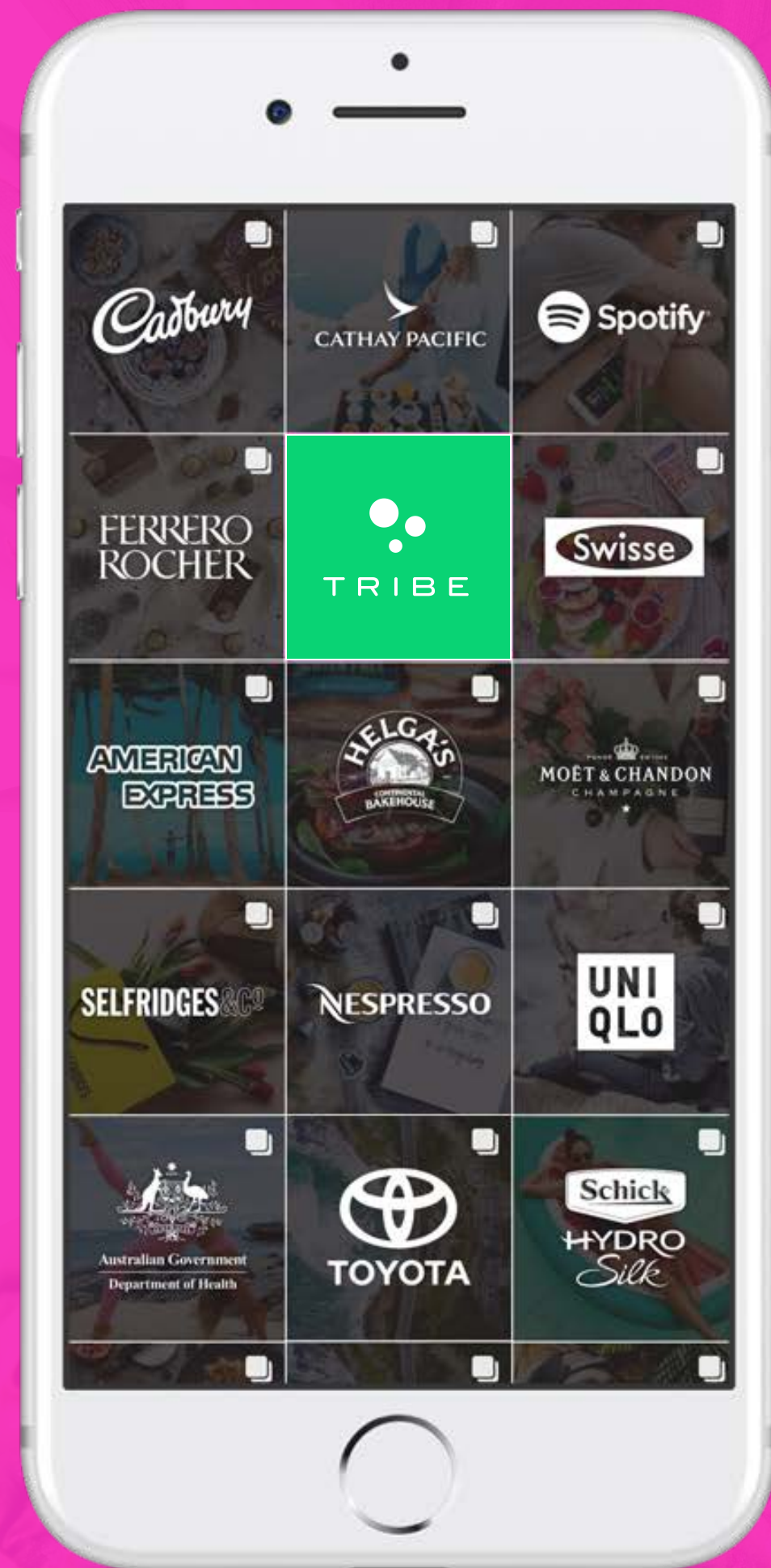
RATE CARD PER POST:

FOLLOWERS	BALLPARK
3 - 10 K	\$ 75 - \$ 150
10 - 25 K	\$ 150 - \$ 220
25 - 50 K	\$ 220 - \$ 350
50 - 100 K	\$ 350 - \$ 500
100 K +	\$ 500 +



Due to a high ROI achieved through Instagram, it's uncommon for brands to request organic Facebook and Twitter posts from influencers. Therefore data from these platforms vary too much to derive benchmarks.

1. Forrester
2. ThinkwithGoogle
3. Wordstream



 @tribe.content

BROWSE MORE CASE STUDIES

TRIBE

START YOUR NEW CAMPAIGN TODAY

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