Promotion / Photo / 10-15 min

The Playlist Trojan Horse

The idea

Instead of posting "stream my new song," curate a 15-song Spotify/Apple Music playlist of famous artists that fit the exact vibe of your new release. Sneak your new track right into the middle of the playlist.

Objective

Market your work indirectly by offering high-value curation to the audience.

Why this works

It provides actual value. People ignore self-promotion, but they love discovering new curated playlists. Framing your song alongside established artists subconsciously elevates its perceived value.

Hook bank

Direct / I made the perfect playlist for late-night drives.
Curiosity / If you like [Famous Artist 1] and [Famous Artist 2], you need this playlist...
Personality / I made the playlist I wanted this song to live inside.
Sarcastic / A playlist that very casually contains the song I definitely want you to hear.

How to execute

1. Build the playlist

Pick a specific listening mood and collect 15 tracks that fit it. Place your song near the middle, between two tracks that make the transition feel natural.

2. Capture the visual

Screenshot the playlist cover and the first few recognizable tracks. Crop the image for your feed and check that the playlist name reads at phone size.

3. Write the caption

Lead with the situation the playlist fits, such as a late-night drive. Invite listeners to recommend a track that belongs in the mix.

4. Check and publish

Put the playlist link in your bio and open it from a second device to verify it works. After publishing, use the comments to find tracks for your next update.

Suggested sequence

The Vibe Hook > The Playlist Reveal > Bio Link.

Call to action

"Link in bio. What song did I miss?"

What to avoid

Choose songs that genuinely share a mood and identify your own track clearly. Do not imply famous artists endorsed the playlist or your release.

Make it yours

1. Producers: A playlist of the best sample-flips of the decade, featuring your new beat tape.
2. Creatives: A Pinterest board of major inspiration, slipping your own art in.
3. Name a listening situation, such as the walk home after a late shift, and curate every track around that scene.

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Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.