

4 Secrets to Increase Your Exposure On SoundCloud

With over 200 million tracks uploaded by artists from all around the world, SoundCloud has become a great place for audiophiles to listen to music they wouldn't find anywhere else. As an artist, you have an opportunity to reach out to users, promote your music, and grow your career with only a few clicks.

Even though the competition on SoundCloud is harsh, and every artist is doing everything to catch the listener's attention, there are ways to break through the noise and succeed.

Our team took a closer look at methods to consistently create and build SoundCloud strategies to gain exposure.

Don't miss out on the opportunity to build your audience of loyal listeners, and check out our tips!

**TIP
1**

Neat Uploading

There are days when SoundCloud users are the most active, and according to research, Sunday is the best day to upload new music. Try to avoid releasing your tracks during the weekdays, and hours when most users are at work and don't spend time on SoundCloud looking for new music.

Once you upload your track, add in the title or description phrases like "free" and "quick download". Do it especially when you are a beginner artist, who wants to rapidly grow a fanbase. SoundCloud users love free downloads of fresh music!

Always keep your uploads clean: from tracks, albums, playlists, all titles and data should be neat and organized. Add relevant tags from your genre, sub-genres, as well as a tag of the mood that makes sense for your song. Tidy metadata help fans find you to know exactly what they're listening to.

Don't forget to add a beautiful artwork to your uploads! It will look professional and it can help catch the attention of listeners.

**TIP
2****Playlist Grouping**

This simple method allows you to boost your plays based on finding popular songs from within your genre, and pairing your tracks with it. Stay updated with new releases by following music agencies or top magazines.

Once a top track comes out, add it to your playlist. You can create a new playlist, or just add it to an existing one. Place your song just underneath the new track. Name the playlist by using a keyword that is connected to the popular track you featured.

This method works most efficiently right after the top song in your genre comes out. Create your playlist as soon as it is released, and name your playlist according to the title of the track, so more users can find it.

Listeners who will search for this song will end up on your playlist, listen to the track, and then to yours that is placed just after the popular one. This is a great way to get the attention of mainstream fans.

**TIP
3****Social Media Promotion**

As easy as it sounds, as challenging it is. Music promotion on social media can bring plenty of benefits including increasing exposure, increased numbers of followers, and drive traffic to your SoundCloud account. So where to start? Firstly, make sure you have a long-term strategy and an idea of how you want to use each platform.

Do you have a blue verification badge on Instagram and Facebook? If not, try to get it! It's an effective way to gain followers' trust and build a loyal community. Share links to your music as much as possible (as posts, and in stories), and encourage your audience to follow you on SoundCloud and share tracks on their profiles.

There are over 1.7 billion users on Facebook, and you can find more listeners among them by joining groups of musicians or fans of your genre. Don't start with posting your songs all over each discussion! It's recommended to start with a bit of activity like commenting and reviewing, and later on (when it's relevant) promoting your music.

**TIP
4****Build, don't buy**

Last but not least: don't buy SoundCloud plays, likes or shares from any websites that promise you thousands of plays in a few days. Numbers don't matter if you can't gain a loyal community of followers and listeners.

Instead of spending money on such shortcuts, invest in ads or a customized digital marketing strategy. It will help you grow your targeted audience and gain the exposure you deserve.