



How To Get Your First 10,000 Plays

A Short Intro..

For artists, musicians, DJs, labels and other key players in the music industry, being on SoundCloud is a must. However, you can't just sign up, upload a new track and wait for the magic to happen. You must work hard on your SoundCloud account in order to acquire more followers, get more plays and convert visitors into some of your most loyal fans.

SoundCloud has evolved over the years, it introduced new features and modified existing ones. In order to get more plays on SoundCloud and increase your chances on making it big in this industry, you must perform a couple of tricks in your SoundCloud activities to be one step ahead of this game.

Build a Positive, Professional Image on SoundCloud

Before you go ahead and click “upload,” you must first lay down the foundation of your profile: a brand that represents you and what you do. People are not going to come to your account and begin clicking “play.” Instead, they will look at your profile and from that build an impression of you.

The SoundCloud Bible also acknowledges that this should be the first step that you should take, stating that “every visitor to your profile is going to form an impression of you as an artist

in a number of seconds. About how famous you are, how productive you are, whether you’re organized or chaotic, your style, your branding, whether you’re cool or not - everything.” If a visitor isn’t impressed by what he sees on the first few seconds in your account, there’s a good chance that he will not click play on any of your tracks.

In order to catch a visitor’s attention and build a positive, professional image on SoundCloud, you must take note of the following:

Upload an image of yourself or your brand logo. These are your online brand presentations and they must be perfect and polished. Use a profile image that’s 300x300 pixels so that it will still look good, decent and professional when uploaded. Also pick a great profile image that will instantly build recognition – a recent album artwork or a professional image of you.

1. Write a concise and intriguing bio. Use this space wisely by telling people who you are. Choose your words wisely so that your bio will instantly intrigue and capture the visitor’s attention. Also place your contact details, email address and link to your other social networks so that followers can easily reach or check you out on these sites as well.
2. Pick a great URL. Ideally, your URL should contain your DJ or brand name. It’s also good to have matching URL and usernames with your other social networking accounts like in Youtube and Twitter to foster better recognition and uniformity.

Make it Uniform and Consistent across all Platforms

There’s a good chance that you’re not just in SoundCloud, but in Facebook, Twitter, Instagram and Youtube as well. You want to make all your profiles uniform across all these platforms to appear professional, organized and that you’re serious with what you do. Also, it prevents confusion and breeds faster recognition among your visitors should they

come across your profile image or artwork at one of these sites.

Also, take advantage of the embedding features so you can easily post new tracks, get their embed codes and be able to post them into your blog and other sites. You can generate more traffic this way, more followers, more exposure and your ultimate goal, more plays.

Invest in a Premium Account

You might already be happy with your free account and that’s all fine and good. However, the premium account unlocks more opportunities into attracting more plays. First of all, the Premium account allows for more followers and number of uploads. Furthermore, you get better analytics with the premium

account which can be a useful tool for you in analyzing trends in your profile. The better you can customize your profile and be able to meet the needs of your listeners through better features, the more your brand becomes attractive.

Connect and Network

If there's two action words you must focus on when attracting more plays, those would be to connect and network. You must remember that SoundCloud is more than just an audio platform, it is also intentionally equipped with networking features so you can interact with others effectively. And as far as getting more

1. Find people whose music interests you.
2. Follow, like, repost and provide meaningful comments.
3. Connect with them through their other social networks.

You must come across as someone who has genuine interest in their music and not just someone who's commenting to get noticed. You must provide real and sincere value when you do this. When these people come to notice you, the table will turn and they will be the one to do the things you previously did for them.

plays are concerned, here are some moves that you must consider:

They will like your music, follow you and repost your tracks. They could even mention or tag you via Twitter and Facebook. This will help widen your exposure and ultimately attract more plays.

Become Interactive and Proactive

You don't want to just leave a newly-uploaded track like that in your SoundCloud profile. Once people begin to notice it and leave comments or mention it in other platforms, become proactive and interactive. Show appreciation to people who like and play your music by voicing it out online. Also make sure to leave meaningful comments and do not degrade

other artists by leaving know-it-all, rude comments on their streams. When people see that you're always commenting sensible statements, this will pique their interests and they'll check your profile out. Don't spam comments and messages as SoundCloud is programmed to detect this and might result to getting your account suspended.

Make Your Tracks Searchable

Just like Google and other web engines, SoundCloud operates in a way that keywords play a central role. You need to make sure that when you tag or write descriptions, they are easily search engine-friendly. Begin with the genre, and make sure to pick the appropriate

ones from the explore section. This will allow your tracks to show up in the list of results when SoundCloud is searched. Aside from the genre, you can consider adding important keywords like the similar style, artist's names and the descriptions of the mood of track.

Use the Spotlight

The spotlight is a feature that comes with Premium users that put tracks your pick into well, the spotlight. What the spotlight does is to allow you to pick a great and highly "favored" track into the "landing page" of your account so that once visitors go to your site, they'll see said tracks right away. The SoundCloud Bible advises that "when considering what content to

add to your spotlight, you should think of it as the first musical impression you want to give a listener."

You don't want to crowd your spotlight too much as that will just clutter the space. Instead, focus on one to three of your best tracks to keep the interest going and prompt visitors to keep playing your tracks.

Leverage Your Stats

SoundCloud allows you to see your stats so make sure you make full use of them to your advantage. Some of the stats that you can see are traffic sources, number of reposts, comments and likes as well as tracking followers. If you play it right, it will be easier to

dissect which contents are most important to your followers and be able to provide them with contents of value in the future. Leveraging your stats will not just help you gain more plays, but it might even win you gigs and more exposure from the industry.

Take Advantage of Groups

Just like in Facebook, SoundCloud groups allow you to post content other than from your immediate circle of followers. This increases the exposure and potential of your tracks getting played significantly. While there are numerous groups in SoundCloud, you can only join 75 of them so you must pick the appropriate groups carefully to make your effort and time worthwhile.

According to The SoundCloud Bible, “the trick to doing this with large impact, is to join groups

that are very related to the style of the track that you’re pushing and that they must have a significant amount of members.” Join groups under the same or similar genre or niche of the track you created and post your content there. “When uploading a new sound, use the ‘share to groups’ trick after switching it to public, to quickly attract more traffic to the upload. Any reposting that you can arrange via partners or other accounts you host can also help create that initial kick,” The SoundCloud Bible added.

Engage and Collaborate with Other Artists

Collaboration is not just a good way to learn more skills and techniques from someone while working on a track, it also provides your finished product and you more exposure from the other artists’ followers. You don’t have to

follow all of his followers just to expand your circle, the collaboration will make it sensible for the other artist to upload and interact about your new track. The benefits are two ways and numerous and the drawbacks? Zero.

Leverage Repost Channels

Last, but definitely not least, use repost channels such as EDMLead and EDMTunes in order to get massive exposure. By leveraging these channels and developing relationships with them those first 10k plays are not going to be an issue at all. We managed to achieve an average of 40,000 plays by using this strategy for unknown artists. SoundCloud is one of the best platforms there is for any musician and if you strategize your moves effectively and intelligently, getting your first 10,000 plays shouldn’t be all that challenging. Especially not if you have amazing production skills!

I Really hope You found this e-book useful and wish you the best of luck with your online music. Feel FREE to share this with others through the <http://sickpromo.net> website and stay tuned more Useful stuff in the future.