



*BUGMS

Strategic Marketing Recommendations for **Spotify Boston**
Guerilla Marketing Society of Boston University

KEY FINDINGS

88%

Use Spotify

97%

Not aware of
the Boston
Office.

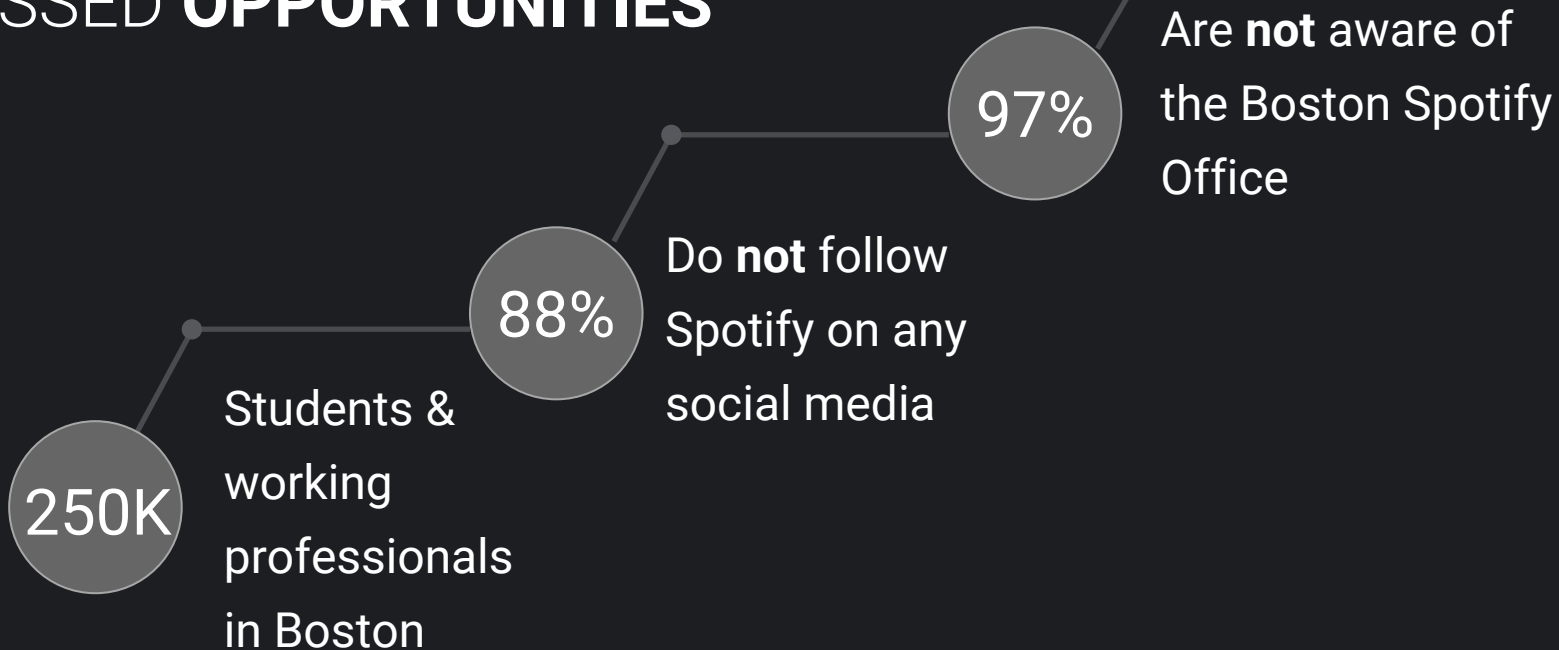
67%

Find job
postings
through
online
resources

96%

Would apply
to a
company if it
offered tours
at its office

MISSED OPPORTUNITIES



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Target Persona:

Connor

Age 21

Studying Computer Science

Music Industry Experience

Plays guitar, likes music.





MISSION

To increase awareness of the **Boston Spotify office** and its **professional opportunities** through effective marketing strategies.



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OUR PLAN

1

**Targeted Online
Campaigns**

2

Instagram Initiative

3

DiscoverTunes

4

Meet the Band

5

THE GARAGE @ Spotify



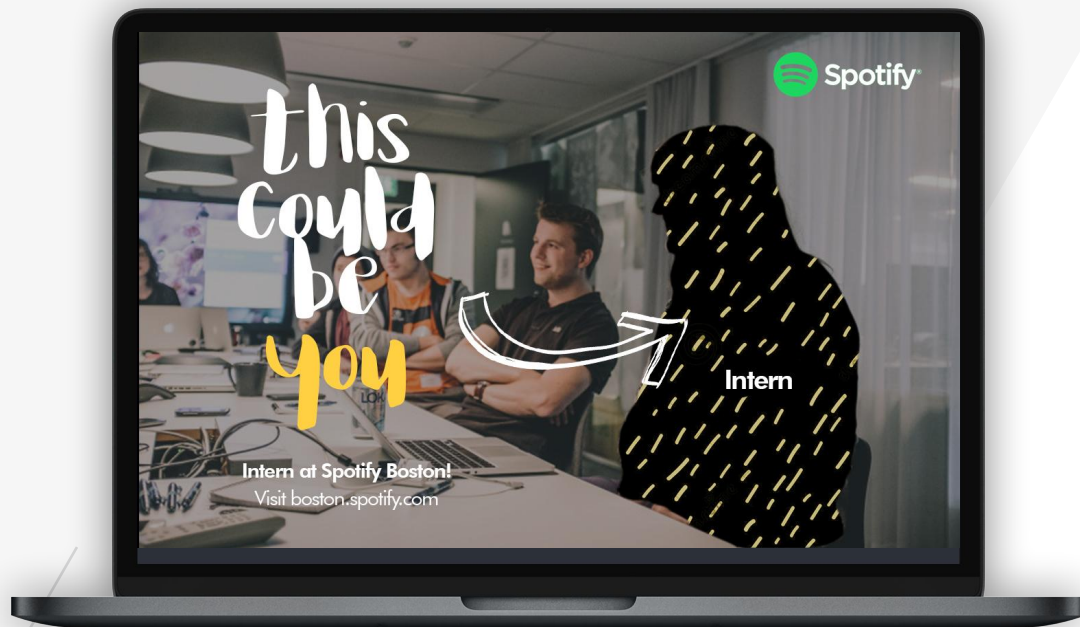
this
could
be
you



Intern

Intern at Spotify Boston!

Visit boston.spotify.com



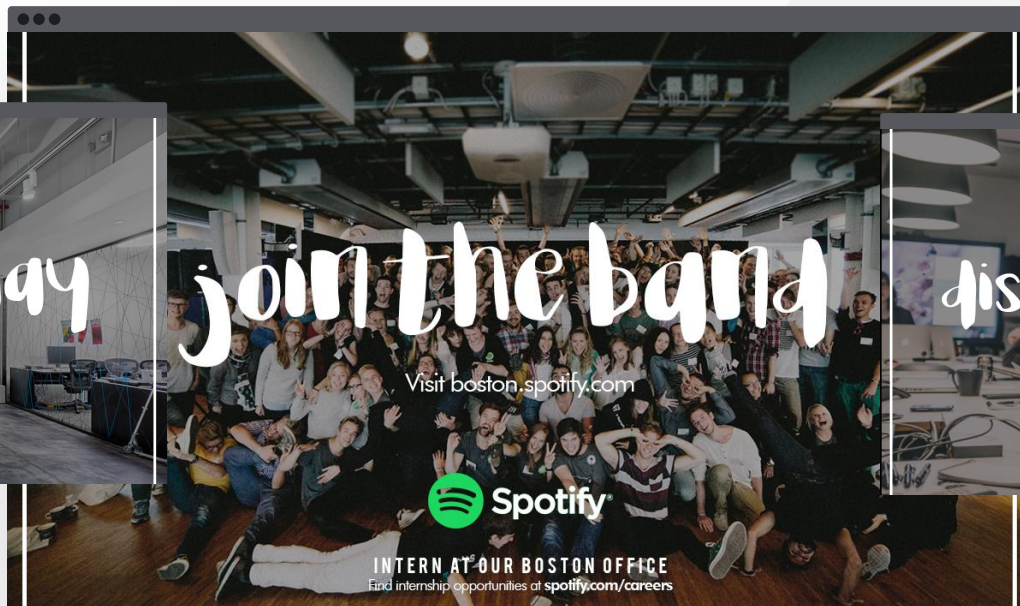
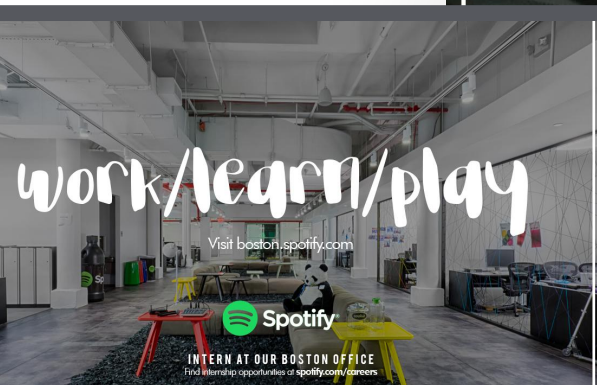
We want you! Campaign

Boston-specific
internship campaign.

Targeted towards key
demographic.

68% said they find job postings online

64% said they would be likely to apply
for a position at a company that
showcased their work culture on social
media





Liked by whalesarenice, justceej and 497 others
spotifyjobs Our Boston office has got so strong cupcake game!
 #Repost @caitlin.m.tan with @repostapp
 . . .
 Yes, we have cupcakes. #lifeatspotify



Liked by justceej and 378 others
spotifyjobs Boston office looking dapper!
 #Repost @justceej with @repostapp
 . . .
 Thanks @Uber we won 6 of their elf sweaters during their giveaway! #lifeatspotify #SpotifyBoston



240 likes
spotifyjobs Wednesdays means waffles!
 #wafflewednesday in our Boston office!
 #Repost @vivimissamericanpie
 . . .
 Fruity pebble waffles for the win 🌈@dylanbochman
 #wafflewednesday #lifeatspotify #yabbadabbadoo

Boston Featured On @SpotifyJobs

Boston Instagram Takeover

What:

Highlighting Boston band members, their roles and responsibilities, and unique talents/hobbies

When:

Recruiting season.

How:

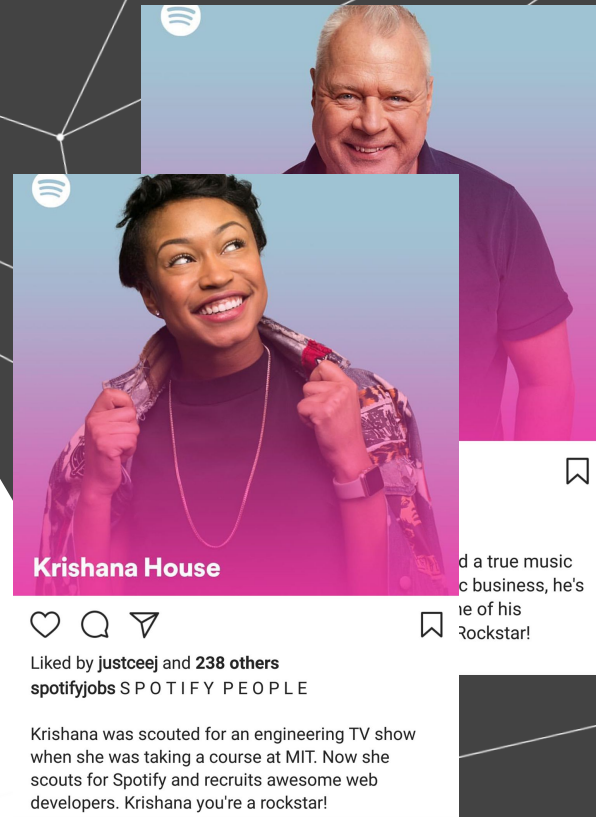
Utilize @spotifyjobs account, use Boston-related hashtags.

Adverts could also be utilized.

Benefits:

Educates applicants on the opportunities at the Boston office.

“Humanize” the brand.



Meet The Band

Get a chance to get to know Spotify team members and win Spotify gear!

Experience the ultimate networking event with food, music, and games!

Mingle with the band members and play trivia.



A photograph of a band performing in a dimly lit garage. A man on the left plays an acoustic guitar, wearing a beanie and a dark sweater. A woman on the right plays a double bass, wearing a black t-shirt. In the background, a drummer is partially visible. The scene is lit with warm, low-key lighting, and string lights are visible on the left. In the foreground, the backs of several audience members' heads are visible. The title 'the Garage' is written in a large, white, cursive font across the center of the image.

the Garage



“Hey, are you going to
The Garage? I heard
Evan’s playing with his
jazz band tonight.”



the Garage

THE GARAGE @ SPOTIFY

54% of participants are very likely to attend social events hosted by a company

Provide space for monthly concerts for up and coming local bands in the community.


Connect and become a part of the local music scene.

Providing an open space for musicians to create awareness for bands and Spotify office alike.

Can showcase what Spotify and employees support, create value for brand.

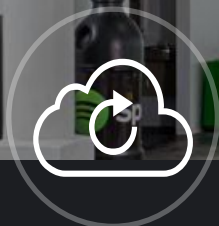
Boston Breakthrough Playlist.





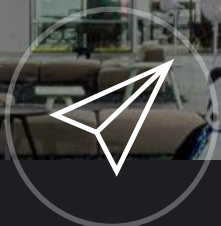
*Become a **key** part of the
local music scene.
Give value to our **brand**.*

WHAT'S THE IMPACT?



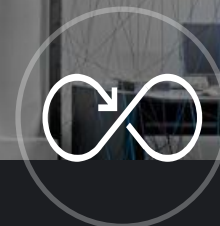
Raise awareness of the Boston Office

More people will know the
location of the Boston
Spotify Office in Somerville



Increase # of Applicant

Educate interested
applicants about the roles
responsibilities of band
members, and share work
culture



Music Community

Bring together music
enthusiasts to form a
community in Boston