

The Tunes Club Launches Fall Spotify Discovery Campaign for Independent Artists

The Tunes Club launches its Fall Spotify Discovery Campaign, available September 15–23, 2026, for independent artists planning Spotify promotion.

THE TUNES CLUB

Fall SPOTIFY Discovery Week

Discount
15%

YAMAHA

SPOTIFY PROMOTION SERVICES

15th – 23rd SEPTEMBER 2026

Spotify Discovery Campaign, a seasonal initiative for independent artists seeking structured promotional support for their music on Spotify.

Running from **September 15 through September 23, 2026**, the campaign provides a [15% price reduction on eligible Spotify promotion services](#). The initiative is intended for independent singers, rappers, DJs, producers, and music creators who are preparing releases or building awareness around existing tracks during the fall music season.

The campaign focuses on promotional planning tailored to an artist's music, audience, budget, release stage, and broader marketing objectives. Services may include audience-discovery planning, **content marketing**, **social media promotion**, release-focused outreach, and campaign reporting.

The Tunes Club said the campaign was developed in response to the need for clearer promotional planning among independent artists navigating a competitive digital music environment. Artists can select from multiple service packages according to their promotional requirements and available budget.

"Independent artists often have to make careful decisions about where to focus their promotional resources," said a spokesperson for The Tunes Club. "This campaign is intended to help artists explore a structured promotional approach that fits their music, release timeline, and audience goals."

The company clarified that promotional activity does not guarantee specific streaming, follower, playlist, revenue, or career outcomes. Campaign performance can vary based on factors such as the quality and genre of the music, audience interest, timing of the release, selected service scope, platform conditions, and market competition.

The Tunes Club does not represent Spotify and does not control Spotify's editorial playlist selections. Any outreach connected with independent curators or promotional channels remains subject to the independent criteria and policies of those parties.

Artists interested in the Fall Spotify Discovery Campaign can review package details, service descriptions, eligibility information, and campaign pricing through The Tunes Club's official website. The seasonal pricing period will remain available through September 23, 2026.

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