Spotify Leverages Seed Development’s Cloud Expertise to Redefine Their Business-Facing Content Marketing Capabilities

BACKGROUND AND BUSINESS CHALLENGE
Spotify For Brands is a marketing website that drives the core of the Spotify B2B brand. The marketing team is constantly updating their messaging and running new campaigns, and as a tech-focused company they need a very compelling front-end website presentation. The website was previously run through WordPress with a few extensions installed. However, this quickly grew to be cumbersome because the WordPress backend tools lacked the capability to quickly add the richness and interactivity the team desired.

DELIVERY SOLUTION
Seed Development is the Google Cloud Partner that worked with Spotify on this initiative. Through our solution, Spotify now has rich controls to easily modify pages to support new additions, layouts, and interactive modules. When they publish content, a build system set up in Google Cloud generates static assets for the site, and then serves them for a front-end website. This frees Spotify from worrying about WordPress servers and scaling, and allows the non-technical marketing team to focus less on infrastructure and more on creating compelling content to drive sales.