

# FROM TEASER TO TOP CHARTS

## How TikTok Is Making Music Go Viral Before It Even Drops

You're scrolling through TikTok and suddenly a catchy tune hits your ears. It's not available on Spotify yet, and there's no official release date, but it's already stuck in your head. You're humming it. People are making dance videos to it. And by the time the track does release, it's already a chart-topper. Welcome to the era of the TikTok music teaser.

Musicians around the world are now turning to TikTok not just to promote their music, but to test, tease, and trend it before it even drops. It's the ultimate digital soft launch, and it's changing the way hits are born.

### TIKTOK AS THE NEW MUSIC INDUSTRY GATEKEEPER

TikTok is no longer just a platform for dances, trends, or viral recipes. It has become one of the most influential tools in the music industry today. Artists post short clips of unreleased tracks to gain audience response and build hype organically. If users respond positively - creating videos, commenting and asking "When does this drop?" - then the artist knows they're onto something.

It's free A/B testing, built-in virality, and fan-generated marketing all in one. And unlike traditional music marketing campaigns, which take months to plan, this method is fast, direct, and personal.

### THE ROXY DEKKER EFFECT

Take Roxy Dekker, for example. The Dutch music artist recently exploded onto the scene with her debut album, and she didn't do it through traditional radio play or label-funded billboards. She did it on TikTok.

Even before releasing a full album, Roxy had already built a name for herself with several hit singles that gained massive traction online. Her catchy, self-aware lyrics and confident aesthetic made her a standout in the Dutch music scene, and her success only grew through multiple collaborations with other well-known Dutch artists, each one helping to expand her fanbase and deepen her musical footprint.



Before her tracks were officially out, snippets were making the rounds across TikTok, often paired with humorous or ironic content, a reflection of her music's playful, relatable, and catchy tone. With her unique blend of self-deprecating lyrics, strong hooks, and polished sound, Roxy managed to dominate Spotify's charts and landed multiple tracks in the Dutch Top 10 right after her album's release.

Her approach? Share teasers that feel personal, relatable, and just "homemade" enough to blend in on the FYP. Combine that with a bold visual style and interactive fan responses, and suddenly, she wasn't just another new artist, she was a movement. Thanks to this strategy, her songs were already being streamed millions of times by the time her songs were officially released, proving that TikTok had essentially done the marketing work for her. Her debut album performed exceptionally well, and with each new teaser, her audience only continues to grow.

## WHY IT WORKS

Just like @upfront's TikTok marketing strategy (as discussed in our last [blog](#)), the key here is organic integration. Teasers aren't being pushed, they're being played with. Fans stitch the audio, remix it, add their own take, and essentially do the PR work themselves.

The magic lies in how familiar and native it feels. A TikTok with a music teaser doesn't scream "ad," and yet it builds buzz like one. By the time the song officially drops, everyone already knows it. Everyone's already singing it.

In fact, artists who use TikTok this way don't just generate awareness, they cultivate demand.

## THE FUTURE OF MUSIC MARKETING?

The traditional route of music marketing, press tours, radio plugs, and planned campaigns, isn't gone, but it's getting some serious competition. TikTok allows artists to bypass the gatekeepers and speak directly to their audience. It rewards creativity, authenticity, and timing. What Roxy Dekker achieved is no fluke, it's a blueprint. And many artists, big and small, are following it.

Major record labels have caught on, too. Many are now factoring in TikTok performance as a key indicator of whether a song will receive full promotional backing. Some labels even sign artists based on TikTok traction alone. This has led to a shift in power dynamics within the industry—giving independent artists a shot at virality without the need for massive promotional budgets.

So next time you hear a catchy sound bite floating around on your For You Page, don't be surprised if it turns into the next big hit. Chances are, you're watching a song being born, and TikTok is its cradle.