ANDY ANDY · 2007–2018 · ARTIST PROMOTION · CONCERTS · RADIO · SINGLES

Andy Andy

From “Él o Yo” to “Un Hombre Nuevo”

LMP promoted the bachata singer Andy Andy for a decade: it carried his songs on its site from 2007, put his New York concerts on its homepage and Facebook in 2011 and 2012, ran a campaign for “Soy De Llorar” in 2013 — 98,542 plays on LMP Radio's SoundCloud in its first 12 weeks — billed him at LMP Summer Fest 2013, had him as a guest on a radio show it presented in 2013 and live on LMP Radio in 2014, and in November 2017 put his single “Un Hombre Nuevo” on IAMLMP.com and in the LMP Record Pool.

LMP's own advertising page named him in July 2013 among the established artists it helps promote, and his name was on the wall of “clients and artists we have worked with” on LMP's site in every archived capture from March 2014 to March 2015.



LMP's homepage slide, linked to the download on SoundCloud — March–June 2013.

Printed from iamlmp.com/advertise/campaigns/andy-andy-lmp/ on November 13, 2026 at 6:50 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Carried his music on LMP's site from 2007 — “Él o Yo” in LMP's own bachata Top 15 downloads for December 2007 and three of his songs in its bachata Top 100 of 2007, then “Agua Pasada” (May 2009) and “El Cariño Es Como Una Flor” with Alex Matos (July 2012) as downloads, and DJ Gaby Fusion's bachata intro of “Mi Alma Loca” in LMP's remix shop by January 2014

- Ran the flyer for “Bachateame Mi Amor” — Andy Andy, Kiko Rodríguez, Alex Wayne and Luis Miguel del Amargue, hosted by Alex Sensation of Mega 97.9, at B.B. King Blues Club in Times Square on Sunday 13 February 2011 — on LMP's homepage, live on 7 February, with a one-minute promo, “Bachateame Mi Amor This Sunday @ BB King”, on LMP's SoundCloud by the eve of the show

- Posted six live tracks from his 2 April 2011 show in Orlando, Florida — “En Vivo con Jimmy Sound” — on LMP's live-sets page by August 2011

- Promoted his show with Toño Rosario at Umbrella in New York on Friday 25 May 2012 — LMP's logo on the flyer, and the flyer on LMP's Facebook the night before

- Put his single “Soy De Llorar” on LMP Radio's SoundCloud on 15 March 2013 — 98,542 plays and 16,695 downloads by 7 June, by SoundCloud's own counters

  98,542 SoundCloud plays in 12 weeks

- Ran a banner campaign for “Soy De Llorar” on LMP's site — a news post with its tall banner, an inner-page slider, and a “Download Now” slide on the homepage in every archived capture from 26 March to 10 June 2013

- Put it in LMP's bachata singles downloads in March and again in July 2013, with the track in LMP's record pool, and posted its official webclip on 29 July

- Billed him at LMP Summer Fest 2013 at La Marina, New York, on 29 June — beside J Alvarez, N'klabe and iSwing — in lineup posts on LMP's Facebook and Instagram from 10 May, and in a post about him alone on 2 June: “exclusively live … singing all his hits”

- Had him as a special guest on MzBeebe Radio Tropical, which LMP presented with TuneIn and Morton College Radio, beats by LMP's DJ Anthony, on 18 December 2013 — DJ Anthony's “Andy Andy vs Bachata Heightz” mix followed on LMP's site on 29 December, and on IAMLMP.com and the LMP Radio app in June 2015

- Had him live on LMP Radio with Pakole on the DJ Flavormix Show — hosted by MC Nelson, produced by LMP's DJ Anthony and DJ Smurf — on 1 December 2014, announced on LMP's Instagram from 25 November

  32,000+ Instagram followers today

- Posted his single “Un Hombre Nuevo” on IAMLMP.com and LMP's Facebook on 21 November 2017 and announced his US tour, from 5 January 2018, on LMP's Instagram the same night — then reposted his thanks to the DJs and fans for the single, which tagged LMP, on 20 December, and still listed it among the new tracks in the site's “Caliente” section on 9 January 2018

  149,000+ page views across IAMLMP.com in the last 28 days
  32,000+ Instagram followers today

- Delivered “Un Hombre Nuevo” to the LMP Record Pool for the DJ network — a DJ intro/outro edit on 22 November, then the single in December

  2 versions in its first 6 weeks · Serving DJs since 2003

- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

  667 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

98,542

plays of “Soy De Llorar” on LMP Radio's SoundCloud by 7 June 2013

With 16,695 downloads, 12 weeks after upload. SoundCloud's own counters, as archived by the Wayback Machine.

SOUNDCLOUD · JUN 2013

See the archived page ↗

38,148

plays of LMP DJ Anthony's “Andy Andy vs Bachata Heightz” mix on IAMLMP.com

On IAMLMP.com since June 2015.

LIVE

Hear it on IAMLMP.com →

Hear DJ Anthony's “Andy Andy vs Bachata Heightz” mix on IAMLMP.com

LMP's homepage with “Él o Yo” in its Top 15, Jan 2008 (archived) ↗

The “Bachateame Mi Amor” flyer on LMP's homepage, Feb 2011 (archived) ↗

His Orlando live set on LMP's live-sets page (archived) ↗

The Umbrella show with Toño Rosario · May 2012 ↗

“Soy De Llorar” on LMP Radio's SoundCloud, Jun 2013 (archived) ↗

LMP's “Soy De Llorar” post, Mar 2013 (archived) ↗

LMP's homepage with the “Soy De Llorar” slide, Apr 2013 (archived) ↗

Billed for LMP Summer Fest · Jun 2013 ↗

MzBeebe Radio Tropical · Dec 2013 ↗

Announcing his LMP Radio show · Nov 2014 ↗

“Un Hombre Nuevo” on LMP's Facebook · Nov 2017 ↗

LMP's clients and artists wall, 2014 (archived) ↗

LMP Summer Fest 2013 — the J Alvarez page

From the campaign



The flyer on LMP's homepage — February 2011 (the contact lines removed).



Toño Rosario & Andy Andy at Umbrella, on LMP's Facebook — May 2012 (the contact lines removed).



MzBeebe Radio Tropical — 18 December 2013 (the call-in phone line removed).



Live on LMP Radio — 1 December 2014.



The cover LMP posted with “Un Hombre Nuevo” — November 2017.

Run one with us

Talk to us