ONGOING PROMOTION

SONY MUSIC LATIN · STARTED 17 SEPTEMBER 2026 · SINGLE RELEASE

Elvis Crespo & Beéle

Pa bailar



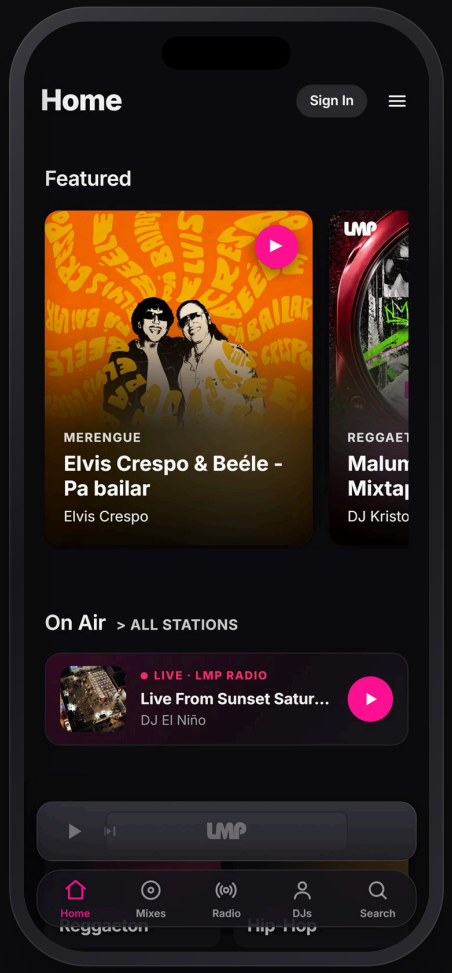
Sony Music Latin brought LMP in to promote “Pa bailar”, Elvis Crespo and Beéle's merengue single. The promotion started on 17 September 2026, the day the track went up on IAMLMP.com.

We put it in front of listeners and the DJs who play to them at the same time: on the homepage and in the app, in the record pool, and across the network's Instagram.

Printed from iamlmp.com/advertise/campaigns/elvis-crespo-beele-pa-bailar/ on November 12, 2026 at 12:08 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Featured “Pa bailar” on the IAMLMP.com homepage and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network — the single plus three DJ-ready intro/outro edits
  - Serving DJs since 2003
- Sent it as an exclusive to LMP's DJ Discord, IAMLMP DJs, on 17 September 2026 — the artwork and the MP3, to every member
  - 665 members
- A social media blast: over 50 LMP DJs posted it on Instagram
  - 140 DJs on the roster
- Released it as a reel on LMP's Instagram and Facebook — and Elvis Crespo shared it to his story
  - 32,000+ Instagram followers
  - 90,000+ Facebook followers
- Posted it as a YouTube Short on the LMP channel
  - 283,000+ YouTube subscribers
- Featured it in an LMP email blast on 28 October 2026 — the cover and a Play button, sent to the whole LMP mailing list
  - 28,315 email subscribers



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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.

79,201

plays of “Pa bailar” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

16

countries where people listened to it — led by the US, with New York City the top city

People who listened for at least 30 seconds, measured by Google Analytics.

17–24 SEPT 2026

400,000

estimated combined Instagram followers of the 50+ DJs who posted it

About 55 DJs × 7,165 followers, the median for LMP's active DJs.

SEPT 2026

See the DJs' posts on Instagram ↗

643

members of LMP's DJ Discord, who got it as an exclusive

SEPT 2026

Visit the DJ Discord ↗

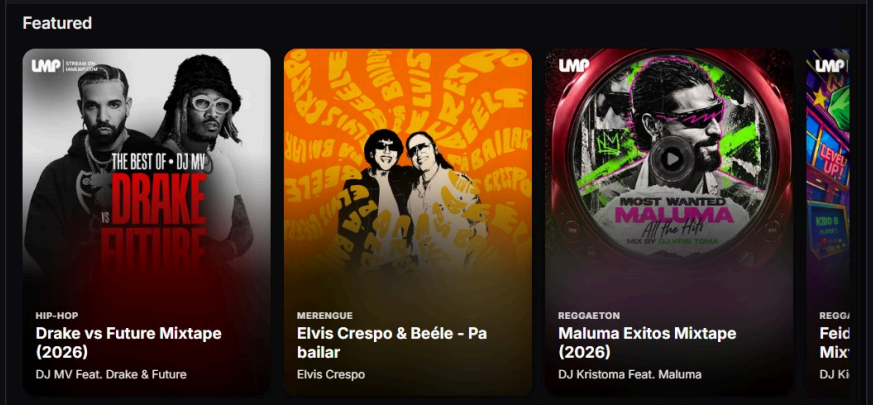
Hear “Pa bailar” on IAMLMP.com

See the reel on Instagram ↗

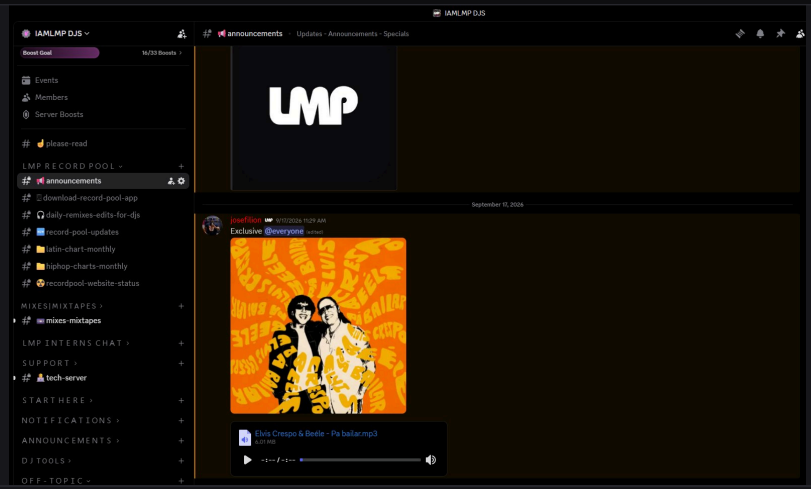
Watch it on Facebook ↗

Watch the YouTube Short ↗

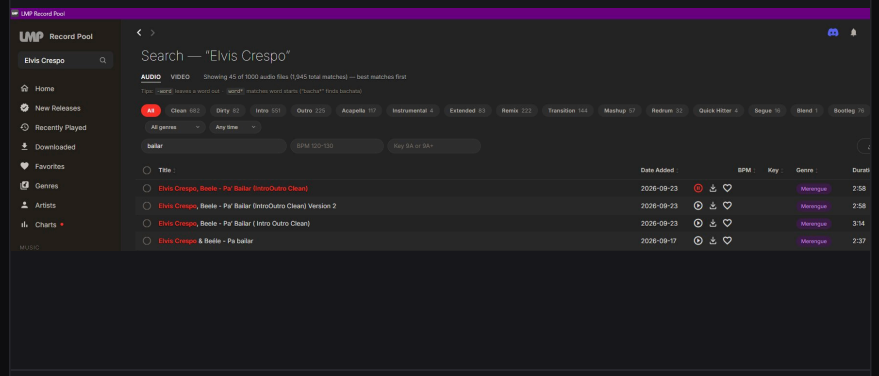
From the campaign



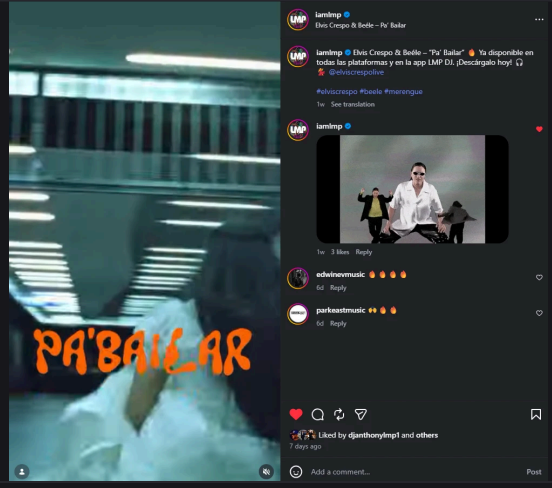
Featured on the IAMLMP.com homepage.



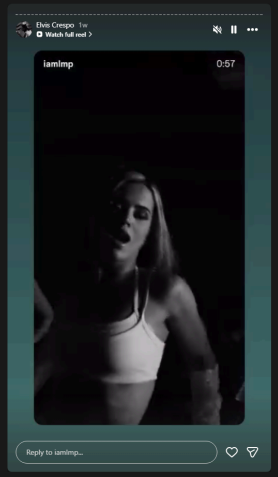
The exclusive in LMP's DJ Discord, IAMLMP DJs — 17 September 2026.



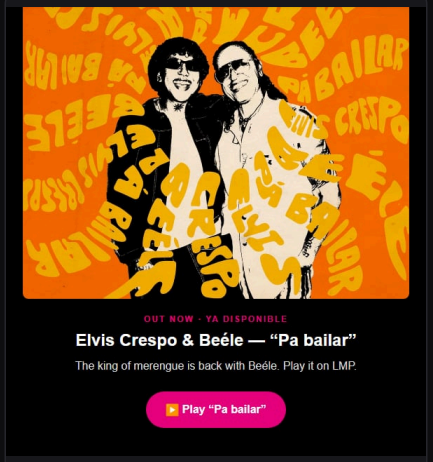
In the LMP Record Pool, with three DJ-ready edits.



The reel on LMP's own Instagram, @iamlmp.



Elvis Crespo shared LMP's reel to his Instagram story.



In the LMP email blast to 28,315 subscribers — 28 October 2026.

Run one with us

Talk to us