HENRY SANTOS · 2009–2017 · ARTIST PROMOTION · SINGLES · LIVE

Henry Santos

From “Por Nada” to “Quédate”

LMP promoted Henry Santos' music for years — its own 2012 advertising page listed him among the artists it had “worked with and promoted”. It posted his recordings from 2009 and his single “Poquito a Poquito” in 2011; in 2012 it ran a full push for “Por Nada” and his album “Introducing Henry Santos” — banners across its site, LMP's SoundCloud, an unplugged set on LMP Radio and an unplugged video — and made him the headliner of LMP's 11th anniversary party at Club Tetté in New York.

It kept carrying his records after that: “Bésame Siempre” and his merengue “La Vida” with Maffio in 2013–14, “Ella Me Dijo” with Gente de Zona and Maffio on IAMLMP.com and the LMP Radio app in December 2014, and “Y Eres Tan Bella”, “Quédate” and “Cuídame” as featured tracks on IAMLMP.com in 2015–16 — “Quédate” a week before it reached stores.



LMP's tall banner for “Por Nada” and the album — March–July 2012.

Printed from iamlmp.com/advertise/campaigns/henry-santos-lmp-singles/ on November 13, 2026 at 6:52 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Posted his recordings on LMP's singles page from 2009 — “Princesita (En Vivo)”, credited “Henry Santos (Aventura)” and marked a “Caliente/Hot Track”, on 30 September 2009, “Dejavu (Albany NY Version)” on 1 December 2009 and “Que Sera De Ti” on 5 October 2010
- Posted “Poquito a Poquito” on LMP's singles page on 2 May 2011 and put it on LMP's Top 10 bachata songs for May 2011

- Posted “Por Nada” on LMP's SoundCloud on 21 March 2012, with a news post carrying its official video by the 27th — 26,832 plays in its first week and 95,388 by 30 June, by SoundCloud's own counters

  95,388 SoundCloud plays by June 2012

- Ran a banner campaign for “Por Nada” and his album “Introducing Henry Santos” from 27 March 2012 — long, mid and tall banners on LMP's homepage, then a square, plus a wide slider on the site's inner pages, all linking to the song on LMP's SoundCloud; the tall banner was on the homepage in every capture to 9 July, the slider still up on 28 July

- Had him perform live and unplugged on LMP Radio on 18 April 2012, with LMP DJ Shy

- Posted an unplugged “Por Nada” video, made with Rec Squad, on LMP's Vimeo and site in July 2012 — again on LMP's site in February 2014, and on LMP's YouTube in March 2015

  283,000+ YouTube subscribers today

- Made him the headliner of LMP's 11th anniversary party at Club Tetté in New York on Saturday 16 June 2012 — “playing his new & past hits”, with Ripiao Kings, Que Swing and LMP's DJs, and Presidente as the official sponsor

- Promoted the night for three weeks — the flyer on LMP's Facebook from 24 May, a pop-up on LMP's homepage, a video of Henry announcing the show as a homepage pop-up, and countdown posts on LMP's Instagram through the day itself

  32,000+ Instagram followers today
  90,000+ Facebook followers today

- Put “Por Nada” on LMP's “Top 50 for 2012” bachata list, posted LMP DJ Cinco's Henry Santos bachata mix in 2012 (still on IAMLMP.com), and added Maffio's “Si Yo Fuera ÉI” featuring Henry Santos to LMP's bachata singles on 15 November 2012

- Put his new single “Bésame Siempre” on LMP Radio's SoundCloud and the LMP Radio app — announced on LMP's Facebook on 31 May 2013 — then in LMP's bachata singles on 11 June

- Carried his merengue “La Vida” featuring Maffio — in LMP's merengue singles on 23 July 2013, its own post on 23 January 2014, a news story on 17 March, re-posted on 25 April, and a square banner to LMP Radio's SoundCloud in every homepage capture from 29 April to 18 June 2014

- Posted “Ella Me Dijo” — Henry Santos with Gente de Zona and Maffio — on IAMLMP.com, LMP Radio's SoundCloud and the LMP Radio app 2.0 on 23 December 2014, announced on LMP's Instagram and Facebook — 60,763 plays and 6,379 downloads on SoundCloud within a week

  60,763 SoundCloud plays in a week
  32,000+ Instagram followers today

90,000+ Facebook followers today

- Put it in the slideshow at the top of LMP's homepage — the first slide on 23 December 2014, and in the rotation in every capture to 21 March 2015 — with a sidebar square to it until at least 23 February; it passed 100,000 plays by 4 February 2015, by LMP's own count

- Pushed “Y Eres Tan Bella” on IAMLMP.com from 25 August 2015, the release date LMP's post gave — the lead of the homepage's featured tracks in every capture from 26 August to 8 September, with posts on LMP's Instagram and Facebook into October — and it reached 104,917 plays on IAMLMP.com by 18 November, by the site's own counter

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

- Had “Quédate” on IAMLMP.com by 12 February 2016 — a week before it reached iTunes and the other stores on the 19th, by LMP's own posts — and made it the lead of the homepage's featured tracks in every capture from 17 February to 5 May, with its lyric video and release-day posts on LMP's Instagram

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

- Carried the release of his third album on LMP's Instagram in April 2016, posted “Cuídame” on IAMLMP.com that October — the lead of the homepage's featured tracks on 23 December — and the pre-order of his live album on LMP's Instagram on 17 February 2017

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

- Delivered his singles to the LMP Record Pool — among them three DJ versions of “Quédate” and LMP's own long and short intro edits of “Cuídame” by DJ Leo (February 2017)

  Serving DJs since 2003

- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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.

95,388

plays of “Por Nada” on LMP's SoundCloud by 30 June 2012

26,832 in its first week. SoundCloud's own counters, as archived on 28 March and 30 June 2012.

SOUNDCLOUD · JUN 2012

See the archived page ↗

235,765

plays of “Ella Me Dijo” on LMP Radio's SoundCloud by 10 August 2015

With 24,780 downloads — 60,763 plays and 6,379 downloads in its first week. SoundCloud's own counters, as archived on 29 December 2014 and 10 August 2015.

SOUNDCLOUD · AUG 2015

See the archived page ↗

104,917

plays of “Y Eres Tan Bella” on IAMLMP.com by 18 November 2015

20,662 on 26 August, the day after its release date. IAMLMP.com's own counter, as archived on 26 August and 18 November 2015.

IAMLMP.COM · NOV 2015

See the archived page ↗

11,053

views of the unplugged “Por Nada” on LMP's YouTube

LIVE

Watch it ↗

Henry Santos on IAMLMP.com

LMP DJ Cinco's Henry Santos bachata mix

LMP's singles page with “Poquito a Poquito”, May 2011 (archived) ↗

“Por Nada” on LMP's SoundCloud, Jun 2012 (archived) ↗

LMP's homepage with the “Por Nada” banners, Mar 2012 (archived) ↗

Live and unplugged on LMP Radio · Apr 2012 ↗

The unplugged “Por Nada” on LMP's YouTube ↗

The 11th anniversary flyer · May 2012 ↗

LMP's list of artists it worked with and promoted, 2012 (archived) ↗

“Bésame Siempre” · May 2013 ↗

“La Vida” in LMP's merengue singles, Jul 2013 (archived) ↗

“Ella Me Dijo” on LMP Radio's SoundCloud, Dec 2014 (archived) ↗

“Ella Me Dijo” past 100,000 plays · Feb 2015 ↗

“Y Eres Tan Bella” on IAMLMP.com · Sep 2015 ↗

“Quédate” on IAMLMP.com a week early · Feb 2016 ↗

IAMLMP.com's homepage with “Quédate”, Feb 2016 (archived) ↗

“Cuídame” on IAMLMP.com · Oct 2016 ↗

Maffio's campaigns with LMP

From the campaign



Live and unplugged on LMP Radio — April 2012.



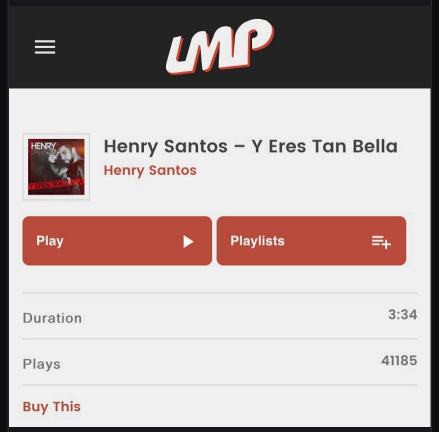
LMP's 11th anniversary with Henry Santos, Club Tetté — 16 June 2012 (the contact line removed).



With LMP's team — "always supporting his new records", April 2014.



The "Ella Me Dijo" slide on LMP's homepage — December 2014 to March 2015.



"Y Eres Tan Bella" on IAMLMP.com, as LMP posted it on Instagram — 1 September 2015.

Run one with us

Talk to us