ISWING · 2010–2016 · ARTIST PROMOTION · BANNERS · FESTIVAL

iSwing

From “Bésame” to “La Propiedad”

LMP promoted “Bésame” by the típico group iSwing (International Swing) in spring 2010 with a banner in the rotating header of its website, pointing visitors to a download of the single.

It kept working iSwing's music for years after: a live set with “Bésame” in 2011, their singles on LMP's site and SoundCloud, a spot on the LMP Summer Fest 2013 bill, a homepage slider for “La Propiedad” that summer and their “Indetenible” U.S. tour on LMP's Facebook. LMP's own client list in 2012–13 named “iSwing Tipico” among the artists it had worked with and promoted.



LMP's “La Propiedad” slider — July–August 2013.

Printed from iamlmp.com/advertise/campaigns/iswing-besame/ 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

- Ran a download banner for “Bésame” across LMP's website in spring 2010 — one of the long banners rotating in the header of its intro and inner pages, linking to a download of the single — live by 24 March and still up on 29 April 2010, and put the track in LMP's record pool
- Kept iSwing on LMP's site through 2010–11 — “El Canto De Hacha” in the homepage's download spots under the headline “Iswing dope song!” (live on 5 December 2010), “Sentimental” (June 2011) and “La Gallinita Josefina” (July–August 2011) in the “What's Hot” spot, and three of their songs in LMP's July 2011 típico top list
- Posted a live recording of iSwing in Orlando — eight songs, “Bésame” among them — in LMP's “Fiesta En Vivos” section and the homepage's Top Headlines in September 2011

- Posted their “Promise” on LMP's Facebook on 8 February 2012, with a link to it on LMP's SoundCloud

  90,000+ Facebook followers today

- Posted their singles on LMP's site from May 2012 to March 2013 — “Te Borré” (also live), “Infiel”, “La Rubia Y Yo” and “Louis” — and DJ Ronsta's “Iswing Tipico Mix” among LMP's DJ mixes (by April 2013)

- Put iSwing on the bill of LMP Summer Fest 2013 at La Marina, New York, on 29 June 2013 — named in LMP's Facebook and Instagram announcements from 10 May, with a post of their own on 2 June billing them “exclusively live” for the festival

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

- Ran “La Propiedad” in LMP's homepage slider — a “Download Now” banner with their “Indetenible” art, linking to LMP Radio's SoundCloud — live on 4 July and still up on 6 August 2013; DJ intro edits of it went into LMP's mixes (April 2013) and its remix shop (by January 2014)

- Announced their “Indetenible” U.S. tour, from 19 September, on LMP's Facebook on 28 July 2013, and posted “I Swing Promo Tour”, a video, on LMP's site on 19 August

  90,000+ Facebook followers today

- Kept carrying them afterwards — “Infiel” in LMP's Top Típico of 2013 (January 2014), Ruddy iSwing's “Coqueta” as a single (April 2014), DJ Ronsta's iSwing mix in a post of its own on IAMLMP.com (July 2015), an iSwing track in DJ Mate's típico mix on IAMLMP.com (September 2015) and Ruddy iSwing's “Me Enamore” on IAMLMP.com (June 2016)

- Has carried iSwing's records in LMP's record pool since August 2016 — 12 versions by 2024, DJ edits and live recordings of “Infiel”, “La Rubia Y Yo”, “Canto De Hacha”, “La Pava” and “La Propiedad” among them

  12 iSwing versions in the record pool, 2016–2024 · Serving DJs since 2003

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

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↗ LMP's site with the “Bésame” banner, Apr 2010 (archived) ↗

↗ “Iswing dope song!” on LMP's homepage, Dec 2010 (archived) ↗

↗ iSwing live in Orlando on LMP's site, Sep 2011 (archived) ↗

“Promise” on LMP's Facebook · Feb 2012 ↗

LMP's client list with iSwing, Oct 2012 (archived)

DJ Ronsta's iSwing mix on LMP's site, Apr 2013 (archived)

iSwing on the LMP Summer Fest bill · Jun 2013

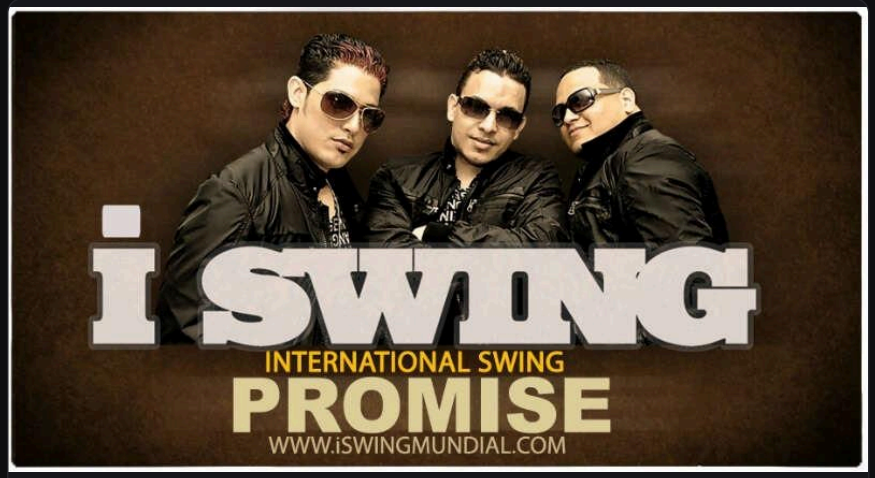
LMP's homepage with the "La Propiedad" slider, Jul 2013 (archived)

The "Indetenible" U.S. tour · Jul 2013

DJ Mate's Tipico Mix on IAMLMP.com · Sep 2015

LMP Summer Fest 2013 with J Alvarez

From the campaign



"Promise", as LMP posted it on Facebook — February 2012.



iSwing on the LMP Summer Fest bill — 29 June 2013 (the contact line removed).



The "Indetenible" U.S. tour, as LMP posted it — 28 July 2013.

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