JR. · 2012–2023 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD · SINGLES

Jr.

From “Cuánto Tiempo” to “La Estrella”

Jr. brought LMP in to promote his music, and from 2012 to 2015 LMP ran a string of campaigns for his releases: “Cuánto Tiempo” from October 2012, his free album “Prologue” that December, “Hush” from March to July 2013, “Hacerte Mía” from January to June 2014, and “Amarte Sin Amarte” in 2015 — which LMP presented with his management, Bisono Ent. and 848 Enterprises, as an LMP bachata release.

Each went up on LMP Radio's SoundCloud or LMP's site with homepage banners — “Prologue”'s seven tracks passed 200,000 plays there within three weeks. LMP also put him on the LMP Summer Fest 2013 bill, promoted his album release party for “Eterno” in October 2015, carried his music on IAMLMP.com and in the LMP Record Pool, where it still is today, and was still announcing his singles in 2023.



The “Prologue” banner — December 2012–January 2013.

Printed from iamlmp.com/advertise/campaigns/jr-lmp-promotions/ on November 14, 2026 at 6:53 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 “Cuánto Tiempo” on LMP Radio's SoundCloud on 26 October 2012 — 44,984 plays and 11,428 downloads in under three weeks, by SoundCloud's own counters — and ran square and tall banners for it on LMP's homepage from 13 November to 17 December, with a slide and a featured box on the site's inner pages (live 16–20 November)

  44,984 SoundCloud plays in under 3 weeks

- Posted his free album “Prologue” — seven tracks — on LMP Radio's SoundCloud on 17 December 2012, pushed its single “Confesión” on LMP's Facebook that afternoon, and ran it on LMP's homepage from 19 December to 22 January 2013 — “Click to download the new album for free now” — with a news post and banners on the site's inner pages (live 18 January)

  200,338 SoundCloud plays in 3 weeks

- Posted “Hush” on LMP Radio's SoundCloud on 13 March 2013 — 37,371 plays and 5,113 downloads in under two and a half days — with a news post, “JR – Hush (Hot New Bachata)”, and the track as an LMP download

  116,530 SoundCloud plays by Jun 2013

- Opened LMP's homepage with a “Hush” pop-up on 13 March 2013 — his banner over a SoundCloud player that started the track on its own, as the pop-up page was archived two days later — beside square and tall banners linking to the track

- Ran a “Download Now” slide for “Hush” in LMP's homepage slider from 26 March to 13 July 2013 and an ad in the homepage's rotating ad box to 10 June, both linking to the track — the slide also ran on the site's inner pages from late March to early May — and pushed its video on LMP's Instagram on 3 July

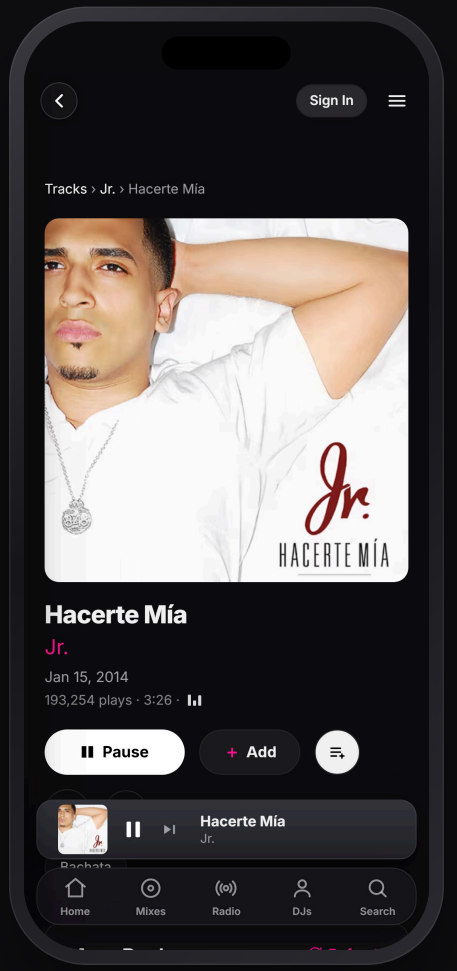
- Put him on the bill of LMP Summer Fest 2013 — Saturday 29 June at La Marina, New York, with J Alvarez as the main event — billing him on LMP's Facebook as “exclusively live” on 2 June and again the week of the show

- Carried news of his August 2013 Miami media tour — Caracol Radio and Acceso Total — and his coming shows in Houston and Chicago on LMP's Facebook

- Posted “Hacerte Mía” on LMP's site on 13 January 2014 as an LMP download, with a second post on the 15th and “New music from Jr.” on LMP's Facebook and Instagram on the 16th

  90,000+ Facebook followers today

  32,000+ Instagram followers today



Download on iPhone

Download on Android

- Ran “Hacerte Mía” — “Available now” — on LMP's homepage from 17 January to 18 June 2014: a slide in the rotating banner across the top of the page until 11 April, a slide in a second slideshow on the page until late February, and a square in the sidebar to the end, linking to LMP's post and, at first, the track

- Presented “Amarte Sin Amarte” with his management — “@iamLMP and @BisonoEnt @848enterprises present”, tagged #LMPBachataRelease — posting it on IAMLMP.com on 31 March 2015 with the track on LMP Radio's SoundCloud, making it the first slide of the homepage slider by 7 April, and announcing it on LMP's Instagram and Facebook through 15 June

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

- Congratulated him on LMP's Instagram and Facebook on 9 July 2015 as “Amarte Sin Amarte” passed “over 100,000 plays and downloads”, as the post put it — then pushed its official video in July 2016 and, that October, asked fans to vote for it in HTV's Hot Ranking

- Posted “Otro Te Besa” on IAMLMP.com on 11 September 2015 — the day his artist page went up there — announcing it on LMP's Instagram: “album coming in October”

- Promoted his album release party for “Eterno” — Thursday 22 October 2015 at Stage 48 in New York, LMP's logo on the flyer, music by DJ Jucrazy, Standaman and Gaby Fusion — with his invitation, the flyer and the album's press release on LMP's Instagram, then reposts from the night

  32,000+ Instagram followers today

- Reposted the flyer for his Long Island debut — Saturday 27 February 2016, Dominican Independence Day, with music by LMP's own DJ A2 and DJ More9 — and, in June and July 2017, Bachata United's introductions of him

- Posted “Desnúdate” on IAMLMP.com on 20 May 2017 and its video on LMP's Instagram that month, and “La Estrella” with eight more of his tracks in January 2020 — the singles LMP promoted for him, “Hacerte Mía”, “Amarte Sin Amarte”, “Hush”, “Confesión”, “Residuos”, “Otro Te Besa”, “Desnúdate” and “La Estrella”, stream on IAMLMP.com and in the LMP DJ app today

  144,000+ page views across IAMLMP.com in the last 28 days · 21,000+ app downloads

- Delivered his tracks to the LMP Record Pool for the DJ network — the nine January 2020 tracks on 2 January 2020, then DJ intros and edits of “La Estrella”, “Infinito” and “Sentir” that spring; DJ edits of “Amarte Sin Amarte”, “Hacerte Mía”, “Otro Te Besa” and “Salvaje” (2016–2023) are in its catalog too

  9 tracks, January 2020 · Serving DJs since 2003

- Announced his single “Salvaje” on LMP's Instagram on the eve of its release, 5 January 2023

  32,000+ Instagram followers today

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

  668 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.

225,537

plays of his free album “Prologue” on LMP Radio's SoundCloud by 9 March 2013

Its seven tracks added up — 200,338 within three weeks of LMP's 17 December 2012 upload; “Confesión” alone had 104,990. SoundCloud's own counters, as archived on 6 January (New York time) and 9 March 2013.

SOUNDCLOUD · MAR 2013

See the archived page ↗

116,530

plays of “Hush” on LMP Radio's SoundCloud by 29 June 2013

With 13,370 downloads — 37,371 plays came in under two and a half days. SoundCloud's own counters, as archived on 15 March and 29 June 2013.

SOUNDCLOUD · JUN 2013

See the archived page ↗

51,590

plays of “Cuánto Tiempo” on LMP Radio's SoundCloud by 23 December 2012

With 12,071 downloads — 44,984 plays and 11,428 downloads within 19 days of upload. SoundCloud's own counters, as archived on 14 November and 23 December 2012.

SOUNDCLOUD · DEC 2012

See the archived page ↗

Hear “Hacerte Mía” on IAMLMP.com

His singles on IAMLMP.com

“Cuánto Tiempo” on LMP Radio's SoundCloud (archived)

LMP's homepage with the “Prologue” banners, Dec 2012 (archived)

“Prologue” on LMP Radio's SoundCloud (archived)

The “Hush” pop-up on LMP's homepage, Mar 2013 (archived)

LMP's homepage with the “Hush” slide, Apr 2013 (archived)

LMP Summer Fest 2013

LMP's homepage with “Hacerte Mía”, Jan 2014 (archived)

“Amarte Sin Amarte” on LMP's Instagram · Mar 2015

IAMLMP.com's homepage with “Amarte Sin Amarte”, Apr 2015 (archived)

The “Eterno” release party · Oct 2015

From the campaign



LMP's “Cuánto Tiempo” banner — November–December 2012 (the contact lines removed).



The “Hush” slide on LMP's homepage — March–July 2013 (the contact line removed).



The “Hacerte Mía” slide in the banner at the top of LMP's homepage — January–April 2014 (the contact lines removed).



“Amarte Sin Amarte”, the first slide on IAMLMP.com's homepage — April 2015.



His “Eterno” release party flyer, on LMP's Instagram — October 2015.

Run one with us

Talk to us