MAFFIO · 2009–2016 · ARTIST PROMOTION · RADIO · SINGLES

Maffio

From “Si Yo Fuera Él” to the “1-800-Amor” promo tour

LMP's work with the Dominican producer and artist Maffio goes back years before the R.D.L.D. dinner: it posted his singles and remixes from 2009, ran a banner campaign for “Si Yo Fuera Él” with Joey Montana in late 2011, put “No Te Dejaré de Amar” on LMP's SoundCloud in 2012, had him on LMP's radio takeover in Chicago in 2013, carried Henry Santos' “Ella Me Dijo” with Gente de Zona and Maffio on IAMLMP.com in 2014, and was part of his New York promo tour for “1-800-Amor” in December 2016.



“No Te Dejaré de Amar” on LMP's SoundCloud — August 2012.

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What we did

- Posted his singles and remixes on LMP's site and SoundCloud from 2009 — among them “Mi Sonido” (2009), “Adicto” with Davon (2010) and his merengue remix of Maroon 5's “Moves Like Jagger” (2011)
- Ran a banner campaign for “Si Yo Fuera Él” featuring Joey Montana in November–December 2011 — long, mid and tall banners on LMP's homepage, a news post, and the track on LMP's SoundCloud with 15,330 plays in its first five days

  15,330 SoundCloud plays in 5 days
- Posted his single “No Te Dejaré de Amar” on LMP's SoundCloud in August 2012 — 10,165 plays within about a week

- Had him as a special guest on LMP's radio takeover in Chicago — LMP DJ Dee Niro on MzBeebe Radio Tropical (Morton College Radio, via TuneIn), 27 November 2013, with merengue's Mala Fe
- Posted Henry Santos' "Ella Me Dijo" featuring Gente de Zona and Maffio on IAMLMP.com and the LMP Radio app in December 2014 — past 100,000 plays by February 2015, by LMP's own count
- Was part of his New York promo tour for "1-800-Amor" in December 2016, and had him on LMP Radio's Section 8 show that same month — with a thank-you from Maffio to LMP's team

  32,000+ Instagram followers today
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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↗ "Si Yo Fuera Él" on LMP's SoundCloud, Dec 2011 (archived) ↗

↗ LMP's homepage with the Maffio banners, 6 Dec 2011 (archived) ↗

"No Te Dejaré de Amar" · Aug 2012 ↗

LMP's Chicago radio takeover · Nov 2013 ↗

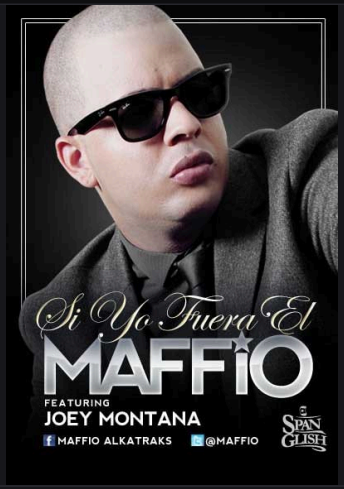
"Ella Me Dijo" past 100,000 plays · Feb 2015 ↗

The "1-800-Amor" promo tour · Dec 2016 ↗

Maffio's thank-you to LMP · Dec 2016 ↗

Maffio's R.D.L.D. dinner with LMP · 2025

From the campaign



LMP's "Si Yo Fuera Él" banner — November–December 2011.



LMP's Chicago radio takeover — 27 November 2013 (the studio phone line removed).



"Ella Me Dijo" on IAMLMP.com — December 2014.

Run one with us

Talk to us