SONY MUSIC LATIN · 2022 · SINGLE RELEASE

Manuel Turizo

La Bachata

Sony Music Latin brought LMP in to promote “La Bachata”, Manuel Turizo's single, during its run in the fall of 2022.

Part of LMP's team joined Manuel Turizo's private listening session at Sony Music Latin's offices on 6 October 2022, and “La Bachata” went up on IAMLMP.com six days later.



Printed from iamlmp.com/advertise/campaigns/manuel-turizo-la-bachata/ on November 17, 2026 at 6:54 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Joined Manuel Turizo's private listening session at Sony Music Latin's offices, 6 October 2022, and posted it on LMP's Instagram and Facebook
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Published it on IAMLMP.com on 12 October 2022 — it streams on the site and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Carried it in the LMP Record Pool for the DJ network — the single plus DJ edits, remixes and mashups
  - 98 versions
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 671 members today



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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.

2,163,857

plays of “La Bachata” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

98

versions of “La Bachata” in the LMP Record Pool

The single plus DJ edits, remixes and mashups, May 2022 – June 2026; 57 of them by the end of 2022.

RECORD POOL CATALOG, OCT 2026

Hear “La Bachata” on IAMLMP.com

The listening session on Instagram ↗

From the campaign



Manuel Turizo with part of LMP's team at his private listening session at Sony Music Latin, 6 October 2022. Photo: @therealdjstacks.

Run one with us

Talk to us