PRINCE ROYCE & 2STRONG ENT. · 2009–2010 · BREAKING A RECORD · DJS, CLUBS & STREET MARKETING

Prince Royce

Stand By Me



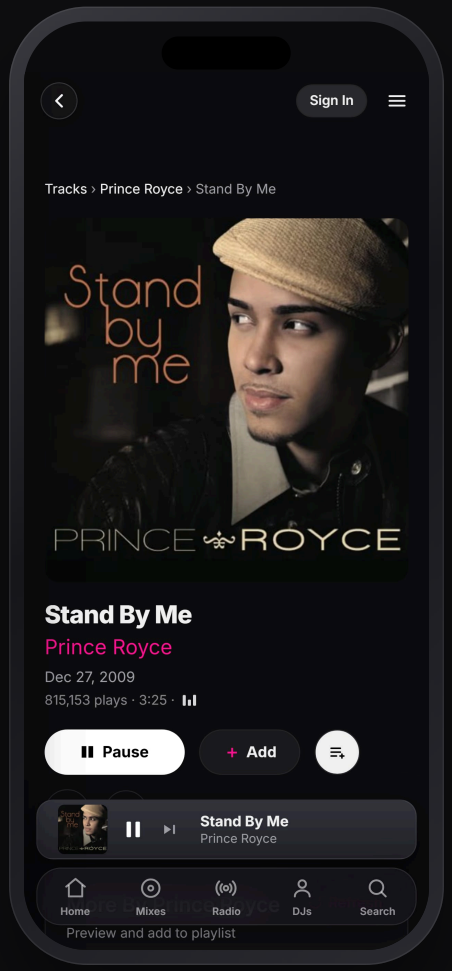
At the start of its work marketing artists, LMP took on “Stand By Me” — Prince Royce's bachata version of Ben E. King's 1961 classic, released as his debut single on 19 January 2010 and the opening track of his first album on Top Stop Music.

Working with Royce and 2Strong Ent., LMP had the record on its website and SoundCloud from 19 November 2009, ran a “Download now” push for him across the site, put the record in its DJs' mixes, ran guerrilla marketing across New York City and had its DJs playing it in the clubs — helping break it. It was one of LMP's first big breaks.

Printed from iamlmp.com/advertise/campaigns/prince-royce-stand-by-me/ on November 12, 2026 at 12:13 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 it on LMP's website and SoundCloud on 19 November 2009 — two months before its release as a single — and put it in the site's "Lo Más Caliente" list on 5 December
  - 72,014 SoundCloud plays by May 2010
- Ran a "Download now — Prince Royce" promotion across LMP's website from December 2009 to February 2010: a header banner and a sidebar ad for "Stand By Me" and "Corazón sin cara"
- Put out a live recording of Royce's set from 22 January 2010, recorded by LMP's sound crew — "Stand By Me" among its eight songs
- Put the record in LMP DJs' mixes as it broke
- Ran guerrilla marketing for it across New York City
- Had LMP's DJs playing it in the clubs
- Delivered it to the LMP Record Pool for the DJ network
- Shared it with the LMP DJ network on Basecamp, its home before the Discord
- Still in LMP DJs' mixes years later — mixes on IAMLMP.com carry it from 2016 to 2026, DJ Tumbao's Prince Royce tribute and DJ Santana's Bachata Unlimited among them
  - 140 DJs on the roster today
- It streams on IAMLMP.com and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads



Download on iPhone | Download on Android

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.

815,155

plays of “Stand By Me” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

72,014

plays of LMP's SoundCloud upload of “Stand By Me” by 16 May 2010

With 14,302 downloads. SoundCloud's own counters, as archived by the Wayback Machine — up from 41,431 plays on 31 January 2010.

SOUNDCLOUD · MAY 2010

See the archived page ↗

Hear “Stand By Me” on IAMLMP.com

↗ LMP's singles page, 2009 (archived) ↗

↗ LMP's SoundCloud upload (archived) ↗

↗ The live set, 22 Jan 2010 (archived) ↗

DJ Tumbao's Prince Royce tribute mix

DJ Santana's Bachata Unlimited

DJ Alex Viva's Prince Royce Best Of

From the campaign



LMP's website banner, December 2009 – February 2010.



LMP's sidebar ad for “Stand By Me” and “Corazón sin cara”, 2009–10.

Run one with us

Talk to us