VENA · 2012–2015 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD · LMP RADIO

Vena

From “Corazón De Hierro” to “Dile A Él”

LMP promoted the bachata group Vena — Aventura's Lenny and Max Santos with lead singer Steve Styles, formerly of Xtreme — from 2012 to 2015.

The main push began in November 2013: LMP put “Corazón De Hierro”, featuring Frank Reyes and Teodoro Reyes, and “Sangre De Mis Venas” on LMP Radio's SoundCloud and ran them across its homepage — “Corazón De Hierro” into May 2014 — then streamed the group's unplugged Valentine's Day set on LMP Radio, and carried “It Won't Stop” with Aileen and “Dile A Él” on IAMLMP.com in late 2014. LMP's DJs followed with whole Vena mixes in 2015.



The “Corazón De Hierro” banner on LMP's homepage — November 2013 to March 2014.

Printed from iamlmp.com/advertise/campaigns/vena-lmp-promotions/ on November 12, 2026 at 11:56 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 Vena's singles on LMP's site from 2012 — “Sangre” among LMP's promotional bachata singles in August 2012, “Ya No” in LMP's Top 50 bachatas of 2012, then Lerry Hernandez's “A Escondidas” featuring Vena (January 2013) and “Por Mentiras” (July 2013)
- Gave away Vena's CD in August 2012, alongside LMP's own Dominican Day Parade 2012 mixtape — “Giving away tons of CD”, as LMP's Facebook put it
- Put “Corazón De Hierro” featuring Frank Reyes and Teodoro Reyes, and “Sangre De Mis Venas”, on LMP Radio's SoundCloud on 11 November 2013, with the group's press release on LMP's site — it set the song's worldwide premiere for the 12th

254,871 SoundCloud plays by Oct 2014

- Ran both on LMP's homepage — “Corazón De Hierro” in every archived capture from 18 November 2013 to 7 May 2014 (a wide slide in the homepage slideshow, square slides and a sidebar square linking to LMP Radio's SoundCloud, then new animated banners from late March), and “Sangre De Mis Venas” beside it to 26 February

- Pushed the two songs on LMP's Facebook and Instagram from 11 November 2013 into January 2014

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

- Streamed the group's unplugged Valentine's Day set live on LMP Radio — lmpradio.com, the LMP app and TuneIn — on Friday 14 February 2014, promoted from 5 February with a homepage flyer and posts on LMP's Facebook and Instagram

- Put “It Won't Stop” featuring Aileen on IAMLMP.com and LMP Radio's SoundCloud on 3 October 2014, featured on LMP's homepage into November — 29,873 plays and 3,757 downloads in under six days, by SoundCloud's own counters

  29,873 SoundCloud plays in under 6 days

- Posted LMP's screenshot of the upload on SoundCloud's Latin explore page — “Hear what's up and coming in Latin” — to Instagram and Facebook on 6 October 2014

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

- Put “Dile A Él” up for download on IAMLMP.com on 27 November 2014 — reposting Vena's own “exclusive download at www.iamlmp.com” — and on LMP Radio's SoundCloud by the 30th, then ran it in the slideshow at the top of LMP's homepage, with a sidebar square, from 29 November 2014 to 23 February 2015, by the archived captures

- Carried whole Vena mixes by LMP's DJs — DJ Negrito's Grupo Vena Mix (January 2015) and DJ Santana's “Vena Mix En Vivo” (October 2015), both still streaming on IAMLMP.com and in the LMP DJ app

  149,000+ page views across IAMLMP.com in the last 28 days · 21,000+ app downloads

- Posted the group's news on LMP's site and Instagram — its live dates in New Jersey and Connecticut (January 2014), its spring tour dates, Virginia and North Carolina among them (March–April 2014), its live release on iTunes the day it came out, 18 September 2015, and its 2015 holiday tour with Karlos Rosé that November

  32,000+ Instagram followers today

- Kept Vena's songs in LMP DJs' mixes on IAMLMP.com — “Corazón De Hierro” opening DJ Reymi's July 2015 bachata mix and “Dile A Él” in DJ Ronsta's Controlando La Calle Vol. 10

that summer, through DJ Santana's Bachata Unlimited (2023) and DJ Chris' Bachatas Olvidadas (2025)

140 DJs on the roster today

- Put the singles in LMP's record pool for its DJs — and LMP DJ Negro's intro edit of “Corazón De Hierro” in the DJ store on LMP's site by January 2014
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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.

254,871

plays of “Corazón De Hierro” on LMP Radio's SoundCloud by 7 October 2014

With 29,827 downloads, 711 likes and 36 comments, just under eleven months after upload. SoundCloud's own counters, as archived by the Wayback Machine.

SOUNDCLOUD · OCT 2014

See the archived page ↗

145,173

plays of “Sangre De Mis Venas” on LMP Radio's SoundCloud by 16 October 2014

With 23,617 downloads and 1,096 likes. SoundCloud's own counters, as archived by the Wayback Machine.

SOUNDCLOUD · OCT 2014

See the archived page ↗

29,873

plays of “It Won't Stop” on LMP Radio's SoundCloud in under six days

With 3,757 downloads, by 9 October 2014 — up from 15,479 plays on 6 October. SoundCloud's own counters, as archived by the Wayback Machine.

SOUNDCLOUD · OCT 2014

See the archived page ↗

49,299

plays of LMP DJs' two Vena mixes on IAMLMP.com

DJ Negrito's Grupo Vena Mix (January 2015) and DJ Santana's Vena Mix En Vivo (October 2015).

LIVE

↗ “Corazón De Hierro” on LMP Radio's SoundCloud (archived) ↗

↗ LMP's post with the press release, Nov 2013 (archived) ↗

↗ LMP's homepage with the Vena campaign, 18 Nov 2013 (archived) ↗

Vena's CD among LMP's giveaways · Aug 2012 ↗

“Corazón De Hierro” on LMP's Facebook · Nov 2013 ↗

Vena going live on LMP Radio · 14 Feb 2014 ↗

“It Won't Stop” on SoundCloud's Latin page · Oct 2014 ↗

↗ LMP's homepage with “Dile A Él”, Dec 2014 (archived) ↗

DJ Negrito's Grupo Vena Mix

DJ Santana's Vena Mix En Vivo

DJ Reymi's Bachata Mix, July 2015

From the campaign



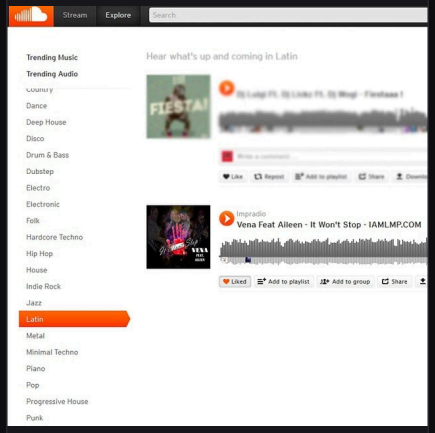
"Sangre De Mis Venas" on LMP's homepage — November 2013 to February 2014.



The flyer for the Valentine's Day set on LMP Radio, on LMP's homepage — February 2014.



"It Won't Stop", featured on LMP's homepage — October–November 2014.



On SoundCloud's Latin page — LMP's screenshot, 6 October 2014.



The "Dile A Él" banner on LMP's homepage — November 2014 to February 2015 (the contact line removed).

Run one with us

Talk to us