YOUNG SOSA · 2010–2016 · ARTIST PROMOTION · SOUNDCLOUD · RADIO

Young Sosa

From “Mentirosa” to LMP Radio

LMP promoted the dembow artist Young Sosa, “El Sofoke”, from 2010 to 2016: it posted his singles and features on its site, pushed “Mentirosa”, “Burlao” and “Matamos La Competencia” on LMP's SoundCloud, its homepage and its featured boxes in 2011 and 2012, and billed him on the LMP Summer Fest 2013 lineup.

From 2014 it carried his new records on IAMLMP.com — among them “Sentimiento Torito”, Macotea's “Como Michael Jackson” featuring him and his “Netflix” with Golden Boy, the last two worked into LMP DJs' mixes — booked him for live interviews on LMP Radio in 2015 and 2016, and posted the announcement of his “Sagittarius EP” on LMP's Instagram in December 2016.



LMP Radio's flyer for his live interview — 20 July 2016.

Printed from iamlmp.com/advertise/campaigns/young-sosa-lmp/ on November 12, 2026 at 11:57 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 his singles and features on LMP's site from March 2010 — among them “Vamos Ase Un Menol”, K.O.'s “Vamo A Vaciano”, Lyon's “Tuti Fruti” and K.O. El Mas Completo's “Lick Lick Lick” (2010), and “Mentira” (2011)
- Pushed “Mentirosa” in spring 2011 — posted on LMP's site on 6 April, on LMP's SoundCloud by 7 May and in the site's “What's Hot / Caliente” boxes in May. That month LMP's homepage also ran a tall “Young Sosa — Download Now” flyer (live on 11 and 30 May)
- Put “Burlao” on LMP's SoundCloud on 11 September 2011 and ran a tall flyer linking to it on LMP's homepage, live from 23 to 29 September — 34,331 plays and 2,075 downloads by 24

September, by SoundCloud's own counters

34,331 SoundCloud plays in under two weeks

- Put “Matamos La Competencia” on LMP's SoundCloud on 3 April 2012, featured it that day in a news post fronted by his picture, “Hits You need in Rotation Part 1”, and ran it in the site's “What's Hot / Caliente” sidebar, live from 9 April to 10 May — 37,072 plays and 2,331 downloads by 30 June

  37,072 SoundCloud plays by June 2012

- Carried the flyer for LMP DJ Negrito's official birthday bash and mixtape release — ER Lounge in the Bronx, 12 May 2012, with over 10 LMP DJs on rotation and Young Sosa as the guest artist — on LMP's homepage (live on 14 May)

- Kept posting his singles on LMP's site — “Tienen Miedo” and “Happy Happy Dembow” with Danny Punto Rojo (2012), “Swagger A Million” with Kazz Flow and “La Serenata Urbana” (2013), then “Sentimiento Torito” (8 August 2014), “All Night Freestyle” (27 August) and “La Perra Vica” (2 October), each of those three on LMP's homepage in turn

- Billed him among the live acts at LMP Summer Fest 2013 — Saturday 29 June at La Marina in New York, with J Alvarez as the main event — in lineup posts on LMP's Facebook and Instagram from 17 May to 20 June, one of them announcing him alone, “exclusively live” for the festival (2 June)

- Posted “Como Michael Jackson”, Macotea's single featuring Young Sosa, on IAMLMP.com in October 2015 — 16,351 plays there by 21 November, by IAMLMP.com's own counter — then his “Netflix” with Golden Boy “El Malo”, presented by LMP DJ PrinceOne, in March 2016

  16,351 IAMLMP.com plays in about a month

  149,000+ page views across IAMLMP.com in the last 28 days

- His records in LMP DJs' mixes on IAMLMP.com — eight mixes from October 2015 to May 2016 carry “Como Michael Jackson”, “Bomba” or “Netflix”, and DJ Negrito's Dembow Activo 18, DJ Distrakshun's Dembow Mix March 2016 and DJ Sanone's Reggaeton Mix April 2016 open with them

  140 DJs on the roster today

- Booked him as a guest on LMP Radio four times — La Presión Show on 2 November 2015, The Table Manners Show with Macotea on 15 November 2015, La Presión again with Chimbala on 16 May 2016, and a live interview on 20 July 2016 — each announced on LMP's Instagram

  32,000+ Instagram followers today

- Posted the announcement of his “Sagittarius EP” on LMP's Instagram on 8 December 2016 — four tracks, “Netflix” with Golden Boy among them, out 16 December

- Delivered his singles to the LMP Record Pool for the DJ network — DJ Pito Flo's dembow intro of “Bomba”, with Macotea, went into the pool on 31 January 2016

  Serving DJs since 2003

- 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.

34,331

plays of “Burlao” on LMP's SoundCloud in under two weeks

With 2,075 downloads, about 12 days after its 11 September upload. SoundCloud's own counters, as archived on 24 September 2011.

SOUNDCLOUD · SEP 2011

See the archived page ↗

37,072

plays of “Matamos La Competencia” on LMP's SoundCloud by 30 June 2012

With 2,331 downloads, about three months after its 3 April upload. SoundCloud's own counters, as archived on 30 June 2012.

SOUNDCLOUD · JUN 2012

See the archived page ↗

16,351

plays of “Como Michael Jackson” (Macotea feat. Young Sosa) on IAMLMP.com by 21 November 2015

About a month after LMP posted it (announced on LMP's Facebook on 20 October 2015). IAMLMP.com's own counter, as archived on 21 November 2015.

IAMLMP.COM · NOV 2015

See the archived page ↗

↗ “Mentirosa” on LMP's singles page, Jun 2011 (archived) ↗

↗ “Burlao” on LMP's SoundCloud, Sep 2011 (archived) ↗

↗ LMP's homepage with the “Burlao” flyer, 23 Sep 2011 (archived) ↗

↗ “Matamos La Competencia” on LMP's SoundCloud (archived) ↗

↗ LMP's “Hits You need in Rotation” post, Apr 2012 (archived) ↗

↗ LMP's homepage with DJ Negrito's flyer, 14 May 2012 (archived) ↗

“Exclusively live” at LMP Summer Fest · Jun 2013 ↗

LMP Summer Fest 2013 — the J Alvarez campaign

↗ “Sentimiento Torito” on LMP's site, Aug 2014 (archived) ↗

“Netflix” going up on IAMLMP.com, on LMP's Facebook · Mar 2016 ↗

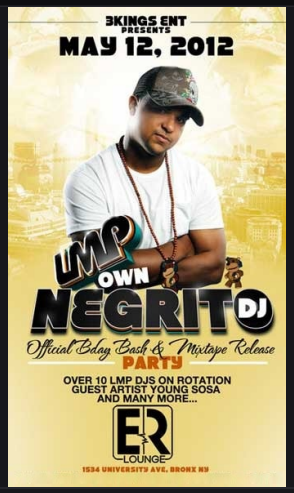
La Presión Show · Nov 2015 ↗

La Presión Show with Chimbala · May 2016 ↗

His “Sagittarius EP” on LMP's Instagram · Dec 2016 ↗

DJ Sanone's Reggaeton Mix April 2016

From the campaign



On LMP's homepage: DJ Negrito's birthday bash, guest artist Young Sosa — 12 May 2012 (the contact line removed).



Young Sosa on the LMP Summer Fest lineup — 29 June 2013 (the contact line removed).



"Sentimiento Torito" on LMP's site — August 2014.



La Presión Show on LMP Radio — 2 November 2015.



La Presión Show with Chimbala on LMP Radio — 16 May 2016.

Run one with us

Talk to us