



The Influencer Advantage

Why posts from real people outperform traditional ads

Executive Summary

Posts from influencers, the everyday creators people follow online, are now one of the most effective ways for a casino and resort to get noticed. At a large Midwest resort’s summer 2026 concert series, creator posts reached about 35 times more people than the resort’s usual posts, with 4.8% of viewers interacting vs. a 3% benchmark for strong Instagram posts.

Our recommendation: make creator content a regular part of the marketing plan, built around events at the property, with ad dollars behind the best performers. Putting paid media behind proven creator content extends its reach beyond organic followers, helping the property connect with targeted audiences. With appropriate usage rights and format adaptations, that content can also support campaigns across paid social, programmatic, CTV, audio, and digital out-of-home. The property approves every post before it goes live.

1. The Attention Problem

Running the same ad over and over no longer earns attention. People scroll past most ads, and spending more doesn’t fix that.

The Number	What It Means	Source
69%	of marketers say creator content beats brand-made content.	Sprout Social, 2025 Influencer Marketing Report
8 in 10	of marketers pay to run creator posts as ads.	Sprout Social, citing Aspire, State of Influencer Marketing 2026
86%	of consumers buy something because of an influencer at least once a year.	Sprout Social, 2025 Influencer Marketing Report

Source: Sprout Social, “32 Influencer Marketing Statistics to Know in 2026,” sproutsocial.com/insights/influencer-marketing-statistics (accessed July 2026). Underlying data from the 2025 Sprout Social Influencer Marketing Report; paid-amplification figure per Aspire, State of Influencer Marketing 2026.

At the resort, a typical organic promotional post got fewer than 300 views. Once creators started posting about the concerts, one post drew nearly 3,000 views and another almost 18,000.



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Branded graphics are easy to scroll past. Creator-led content gets audiences to stop, watch, and engage.

2. Why Influencers Solve the Trust Gap

People tune out ads once they recognize them as ads. A post from a creator they already follow feels like a recommendation from a friend. It's word of mouth, at scale.

Why It Works

- **Relatable beats famous:** People trust creators who feel like them.
- **Real beats polished:** Overly produced content reads as an ad.
- **Advice beats a sales pitch:** People are more open to a recommendation than a promotion.

Younger audiences take this further. 90% of Gen Z say social media influenced a recent purchase, and 87% use it to plan trips, vs. 76% and 69% of all consumers (Sprout Social, 2025).

3. Getting More Out of Every Post

The best creator videos can also run as ads on social media, streaming TV, music apps, and digital billboards. That lets the resort choose who sees them, such as people within driving distance or people similar to past guests. Pixel & Plume helps clients turn the concert footage into short clips to maximize the use of the asset.

In hospitality, paid ads using influencer content have performed 20–50% better than standard ads (Hospitality Social Media Marketing: Trends & Strategy, 2025). Pixel & Plume can A/B test different assets, optimize to the best performing version and measure the impact alongside the rest of the campaign.



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4. Making People Want to Be There

A resort needs people to feel like they're missing out. Creator content does that by showing a real person already there, enjoying the show. At the concert series, creators were planned into the event from the start.

People also responded, not just watched: 4.8% of viewers liked, commented, or shared, vs. 3% for a strong organic Instagram post.

SUMMER 2026 CONCERT SERIES: CREATOR POST PERFORMANCE

10x

First creator post vs. a typical post

60x

Second creator post vs. a typical post

4.8%

Peak share of viewers who interacted (benchmark: 3%)

5. Turn Creator Content Into Business Growth

Pixel & Plume handles the full process: finding the right creators, managing those relationships, turning their content into ads, and measuring the business impact, not just likes and views. The property approves every post before it's published.

To start a conversation, reach P&P at info@pixelandplumeagency.com or +1 (612) 512-8017.