



The Organic Multiplier

Why everyday social posts make every gaming marketing dollar work harder

Executive Summary

Organic social means the regular, unpaid posts a casino property shares on its own social accounts. Many properties treat these posts and their paid ads as two separate budgets competing for attention. In practice, they work best as one system.

Ads put the property in front of new people quickly. Organic posts build an audience that already knows and trusts the property, so those ads convert for less and the property stays top of mind after an ad campaign ends.

Our recommendation: use the property's own social accounts as the place to test ideas and grow a loyal audience, then put ad dollars behind what's already proven to work. The property approves every post before it goes live.

1. Guests Start Their Trip on Social Media

People decide where to go weeks before they arrive. Before booking, they scroll the property's feed, watch short videos, read the comments, and look for real guests enjoying the place.

The Number	What It Means	Source
92%	of consumers trust recommendations from real people more than traditional ads.	Nielsen, Trust in Advertising
90%	of Gen Z say social content influenced a leisure or travel purchase in the past six months (vs. 76% of all consumers).	Sprout Social, Influencer & Social Trends
67% / 62%	of Gen Z use Instagram and TikTok to search and discover, about as often as Google-style search (61%).	Forbes / GWI Research
1 in 4	Gen Z mainly use social media to find local spots and plan weekend road trips.	BrightLocal Consumer Discovery Research

Full source list on the last page.

For a gaming property, the social profile is its front porch. It's often the first real look a guest gets before deciding to visit.



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2. Why Ads on Their Own Get Expensive

Ads are still the fastest way to reach people across key markets. But ads shown only to people who have never heard of the property, with nothing behind them to build trust, mean every booking costs more to win.

When someone clicks an ad and lands on a feed full of flyers, jackpot graphics with no comments, and announcements, the property looks quiet and transactional. They scroll away, and the platforms show the account to fewer people. An active feed does the opposite:

- **It warms people up.** Guests see real experiences at the property before they ever see an offer.
- **It builds confidence.** A lively feed shows the property is vibrant, safe, and worth the trip.
- **It keeps people connected.** When an ad campaign ends, the property's own posts keep reaching past and future guests at no extra ad cost.

Organic doesn't replace ad spend. It makes sure ad dollars land on fertile ground.

3. How Organic Posts Make Ads Work Harder

The payoff comes when the property's posts and its ads are connected, not run by separate teams. Pixel & Plume uses organic social in three ways:

1 Test for free Post short videos and see which ones people stop to watch and share. No ad budget spent.	2 Reach warm audiences Show offers to people who already liked, watched, saved, or messaged.	3 Scale what works Put ad money behind proven videos on social, streaming TV, and digital billboards.
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Test before you spend

Making polished video for ads is costly, and there's no guarantee it will work. Posting short, natural videos on the property's own accounts shows which ideas actually grab attention, based on how many people stop scrolling, how long they watch, and how often they share. The strongest performers become the safest bets for paid ads.

Re-reach people who already showed interest

Every like, view, save, profile visit, and message is a sign of interest. At Pixel & Plume, we group these people into audiences covering the last 30, 90, and 180 days, then show them casino offers, concert announcements, and hotel packages. People who already know the property convert at a much lower cost than strangers.



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Find more people like your biggest fans

The top 1–2% of followers, the ones who share, save, and engage again and again, become a model for finding new people who behave the same way. That means ads reach likely visitors instead of casual scrollers.

4. Built for the Rules of Gaming

Gaming is one of the most closely watched industries in North America. Running a casino resort's social accounts takes care that a general social agency may miss:

- **Age-aware content.** Unlike ads, regular posts can't be limited to people 21 and over, so content leads with the full resort experience, not just the casino floor.
- **Responsible Gaming built in.** Required helplines and disclaimers are worked into captions and bios without hurting the look of the feed.
- **Wins shown the right way.** Real jackpot moments and floor energy are shared within the property's photography and payout rules.
- **Nothing goes live without approval.** Every post and caption goes through property review first.

5. Why This Matters Now

Free, easy reach on social media is gone. Posting flyers and schedule banners on a regular calendar no longer gets seen. The platforms now favor vertical video, interactive stories, and shareable lifestyle content.

WHAT CASINO PROPERTIES ARE UP AGAINST

0.45–0.48%

Average Instagram engagement rate
for brand accounts

~18%

Year-over-year drop in engagement
on static promo images

50%+

of video views that come from people
who don't follow the account yet

Sources: Socialinsider Benchmark Report (engagement rate, static images); Meta Platform Business Benchmarks (non-follower views).

The upside: properties that get this right build something they own, a warm audience that helps protect them as ad prices keep rising.

6. How We Get Started

Pixel & Plume rolls this out in three steps:

- **Step 1: Review what's working.** Compare the property's current engagement and reach to casino and luxury resort standards, check every post for compliance, and confirm the social accounts are properly connected to the ad accounts.



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- **Step 2: Shift to video and set up approvals.** Plan short videos around dining, entertainment, and amenities. Set up a sign-off process with the property's legal and marketing leads, and respond quickly to guest comments and messages.
- **Step 3: Connect organic to paid.** Move the best-performing videos into ad tests, build warm audiences for retargeting, and track results against ticket sales, room bookings, and loyalty sign-ups.

If guest attention drops to zero the moment ads stop, the property is renting its growth instead of owning it.

Pixel & Plume builds and runs organic social for gaming and resort properties, turning everyday engagement into an audience that lowers costs across every paid channel.

To start a conversation or schedule a creative audit, connect with Pixel & Plume at info@pixelandplumeagency.com or +1 (612) 512-8017.

Sources

- Nielsen Global Trust in Advertising Study
- Sprout Social, Influencer & Social Trends
- Forbes & GWI Research
- BrightLocal Consumer Discovery Research
- Socialinsider Multi-Platform Benchmark Studies
- Meta Platform Business Benchmarks