

Emerald Isle Realty + Orange 142: Creating Revenue Impact Through Organic Social Storytelling

Emerald Isle Realty partnered with Orange 142 to elevate organic social media presence and drive meaningful, full-funnel impact through authentic, engagement-led content. The collaboration earned the 2025 **PLATINUM MarCom Award** for Organic Social Media Strategy – “Organic Impact,” recognizing a data-driven approach that delivered measurable business results.

About Emerald Isle Realty

For more than 64 years, Emerald Isle Realty has approached southern hospitality by providing beach-loving guests with the most delightful island homes for friends and family. With over 700 island homes from Emerald Isle to Indian Beach, up the island to Pine Knoll Shores and even Atlantic Beach, you're sure to find the perfect destination to make life-long memories with your loved ones. Emerald Isle Realty prides itself in providing excellent customer service and helping families find the perfect place to spend time with their loved ones, whether it's for a week or for a lifetime. Come see the unique experience of the Crystal Coast.



Orange 142 Organic Social Media Strategy Results

+131%

Lift in Facebook engagement

+283%

Follower growth

+50%

Instagram views

+62%

Direct bookings from organic social

+81%

Increase in direct revenue from organic social

By combining strategic agility with authentic engagement, Emerald Isle Realty transformed its social presence into a powerful driver of conversions and brand loyalty.

To learn more please visit orange142.com

Organic Social Media Strategy: Organic Impact

Goals

- Strengthen organic presence on Meta platforms
- Increase direct bookings and revenue
- Adapt to algorithm changes while maintaining authentic brand voice

Approach

- **Algorithm Adaptation:** Weekly monitoring and agile content adjustments
- **Feature Adoption:** Leveraged Reels, Stories, and interactive tools
- **Community Building:** Authentic storytelling and user-generated content
- **Visual-First Strategy:** Optimized creative formats for engagement

Why It Matters

This partnership demonstrates the power of a well executed organic social strategy grounded in authenticity, agility, and platform native storytelling. By adapting to algorithm shifts, embracing high engagement features, and building community through meaningful content, Emerald Isle Realty turned its social channels into a scalable driver of revenue, loyalty, and long term brand equity. For destination marketing organizations, the takeaway is clear: investing in strong organic social foundations can generate measurable, sustainable growth—without relying solely on paid media.

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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