

DIGITAL CASE STUDY

How to Build Buzz Around Your New Development Grand Opening

In April 2025, Mocerri Companies partnered with Resident360 to strengthen brand awareness and engagement for Mystic Cove, a luxury lakefront apartment community in Lake Orion, Michigan. Through a strategic social media approach focused on storytelling, visual consistency, and audience engagement, Resident360 successfully elevated Mystic Cove's digital presence—growing the community's Instagram following to 237 followers and achieving over 344,000 total views in just six months.

RESULTS

▲ 237 INCREASED FOLLOWERS

▲ 344K INCREASED VIEWS

▲ 1400 INCREASED ENGAGEMENTS

FACEBOOK AND INSTAGRAM

THE DETAILS



Followers

195 +650%

Engagement

1.2K +715.6%

See section

Impressions

297K +16440.3%

See section

Mentions

11 +1000%

See section

Followers

42 +1300%

Engagement

232 +2800%

See section

Views

47K +8372.3%

See section

Mentions

11 No data

See section

Mystic Cove Lakefront Apartments

September 18 at 2:59 PM

The heart of the home is a work of art. The Aquavista townhome kitchen features sleek stainless steel appliances, designer finishes, and a layout perfect for both daily life and entertaining. With ample space and an elegant design, cooking becomes an absolute breeze.

#DesignerKitchen #AquavistaFloorPlan #LuxuryLiving #MysticCove

442 Mystic Cove Ln, Lake Orion, MI 48362

Built by Mocer, Michigan's Legendary Dream Builder!

http://mysticcoveorion.com/?utm_source=facebook&utm_medium=social&utm_content=ap_ts2gnoa4rj

248-897-0375

Follow us for more insider looks at this exclusive lakeside community.

#MysticCove #MysticCoveApartments #MysticCoveTownhomes #MysticCoveRanchHomes #ApartmentsOnLakeOrion #TownhomesOnLakeOrion #ApartmentsNearLakeOrion #TownhomesNearLakeOrion #LakefrontApartments #LakeOrion #LakefrontRentals #VillageOfLakeOrion



1

COMMUNITY OVERVIEW

Mystic Cove is a luxury lakefront community of townhomes and ranch-style residences in Lake Orion, Michigan. The premium, maintenance-free property features private entrances, attached garages, and walkable access to downtown dining alongside private boat slips on an all-sports lake.

2

THE CHALLENGE

With a Grand Opening just around the corner, Resident360 needed to quickly build the social media presence and generate excitement around this brand new community starting from scratch.

3

STRATEGIC SOLUTION

Most lease-ups lose months of momentum because they wait until a building is finished to start posting. Resident360 solved this by focusing on local lifestyle storytelling long before the grand opening. Our team created a consistent monthly calendar featuring video walk-throughs of the townhomes, waterfront views, and downtown dining spots that house-hunters actually care about. Instead of relying on generic graphics, we interacted directly with local businesses and neighborhood pages to put Mystic Cove on the map, proving that consistency and local targeting can drive massive visibility for a brand-new property.

mysticcovelakefrontapartments

May 16, 2025 at 02:00 pm

Join us on June 26th for the Grand Opening of Mystic Cove! 🎉

This lakeside retreat combines modern design with breathtaking waterfront views. With private boat slips, spacious townhomes, and ranch-style apartments, you'll find the perfect home right on the water. Enjoy peaceful sunset views, easy access to downtown Lake Orion, and the convenience of urban living with a touch of serenity. Your new lifestyle begins here—schedule your tour today!

#GrandOpening #LakefrontLiving ... see more



Want to see what Resident360
can do for your properties?

Contact us for a complimentary
digital marketing audit.

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