

Using Video to Showcase the Dining Experience

Blake Management Group (BMG)

Case Study



About Blake Management Group

Blake Management Group, LLC (BMG) is a privately held senior living operator formed in 2007 with the goal of providing outstanding senior living services that are meaningful, compassionate and innovative. BMG currently operates twenty-five communities across the Southeastern United States, with further expansion ongoing.

HeartLegacy customer since

2016

Partners with HeartLegacy for

Marketing Videos, SalesMail®, Life Story Program™, Family App

There are few things more central to the senior living experience than dining and food options. Surveys across the board indicate dining as a key criterion in a prospective resident's decision-making process.

For Blake Management Group, showcasing the dining experience plays an important role in their marketing and social media strategy. Executive Chef Darin Leonardson leads BMG in this area, using video to feature:

- Community menus and food options
- Popular recipes
- Cooking tutorials
- Team leaders and dining staff
- Community dinners and events

These videos are a staple of BMG's content strategy.

Using HeartLegacy's RemyGo® app, BMG community leaders capture video footage and still photos to be used in their dining videos. The HeartLegacy editing team reviews all content uploaded through the app, and then creates professional videos for BMG's social media and websites.

These videos are enhanced with community branding, custom intros, music, and closing cards with calls-to-action and contact information. To ensure high-quality content that best represents BMG's brand, HeartLegacy also professionally edits for audio, stabilization, color corrections, and more.

Benefits of these videos include:

- Addressing important decision-making criteria for prospects
- Showcasing community personalities
- Highlighting community culture and events
- Diversifying social media and web content with brand-standard video

Watch Chef Darin talk about BMG's approach [here](#).



*Love the company.
Love the people.
Love the service!*

- Chef Darin Leonardson