



## How One Video Generated Over \$200,000 In New Resident Move-Ins

*By Wendy D'Alessandro*

In an industry where resources are limited, staff is overworked, and budgets are tight, imagine if there was one product that could serve multiple purposes across your organization. A product that could:

- Help residents maintain strong social ties
- Preserve residents' life stories as a gift for families and future generations
- Build trust and improve relationships with family members
- Create powerful online marketing videos that increase awareness and result in new inquiries and move-ins

[HeartLegacy®](#), the newest Senior Housing Forum Partner, offers a product that makes these benefits a reality.

Through its family of apps, HeartLegacy helps senior communities leverage the power of video—the internet’s leading form of communication.

HeartLegacy’s video solution and smartphone apps let you capture and preserve the heart of your community and the stories of the people who live and work there. Its team of professional video editors brings the content to life, showcasing your community’s unique culture.

- Residents can record their life stories and exchange messages with family members
- Staff members can capture resident life, programs, and activities to keep families informed
- Marketing teams can obtain authentic footage to create powerful video marketing content

Wait. Before you say, “There’s no way our activities coordinator has time to film residents” or “Our residents aren’t tech savvy” or “We don’t have the expertise or budget to create a video”, read on.

- HeartLegacy’s video solution is so simple to use and easy to access that residents can log in using facial recognition at a kiosk or desktop
- Family members and team members can click on a smartphone app to record or access videos
- HeartLegacy’s professional editors serve as an extension of your marketing team, transforming shaky, poorly lit footage into crisp, engaging video content in 24-48 hours

Over the next few months, we’re taking a closer look at HeartLegacy. Until then, [take a look at this fun video created for The Claiborne at Adelaide](#).

Even if you are a Green Bay Packers fan, you can’t help but appreciate how this online video captured the heart of a community. Even better, the video generated over 70,000 views and 1,700 shares, not to mention dozens of new inquiries and seven new move-ins that totaled more than \$200,000 in annual revenue.



This article has been brought to you by [HeartLegacy](#) in partnership with [Senior Housing Forum](#).

