



# Strategic Growth Proposal for Enlightened Home Care

Authentic Brand Storytelling &  
Patient Acquisition Strategy

**“Transforming how families and referral sources perceive Enlightened Home Care by replacing sterile, AI-generated imagery with real, human connection.”**



**Capture Your “Why”:** Answer “Why Enlightened?” in your own words, directly on camera.



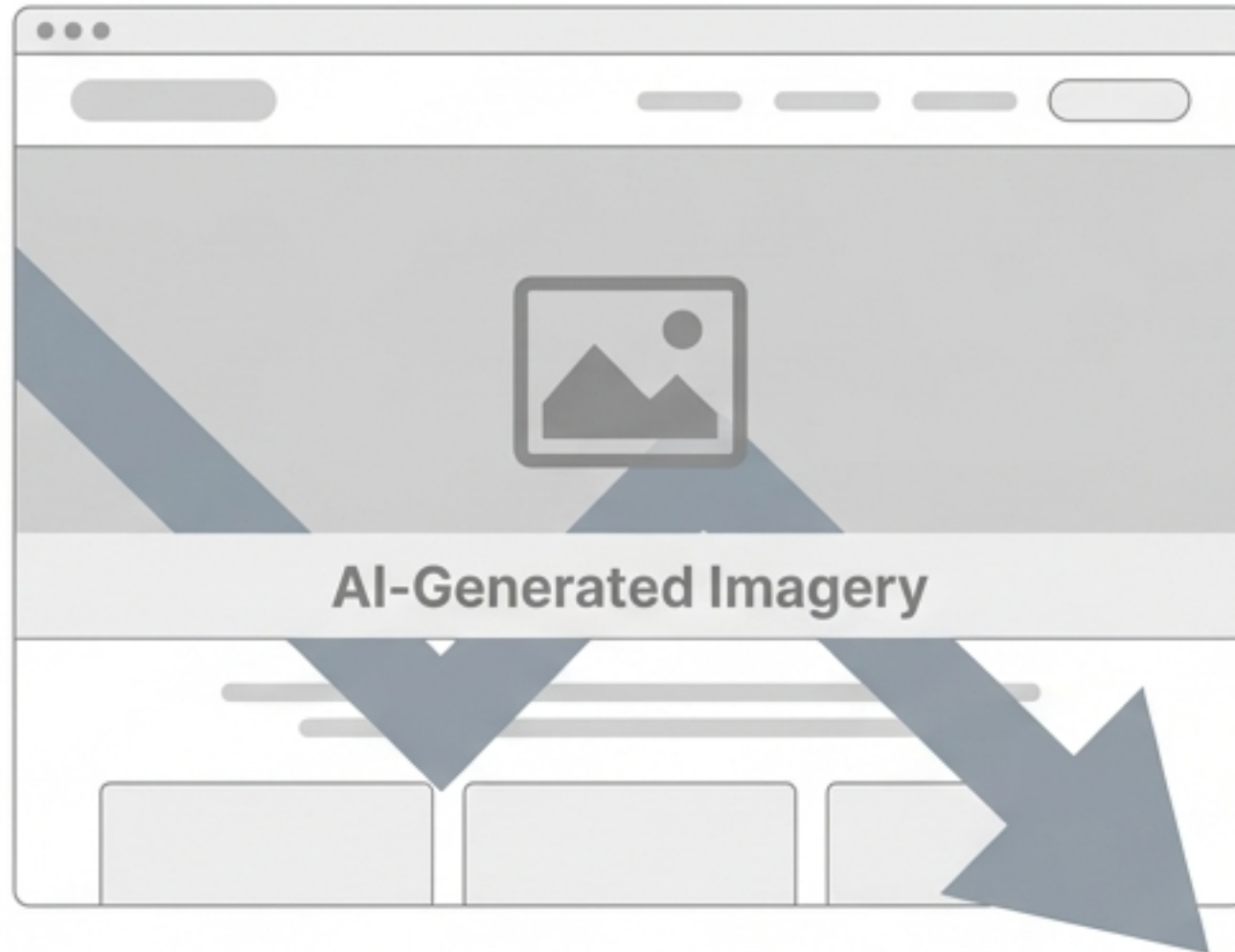
**Showcase Real Impact:** Highlight the full, authentic range of the people you serve, featuring real caregivers and clients.



**Omnichannel Deployment:** Generate purpose-built video assets designed to anchor the website home page, drive Facebook/Instagram engagement, and fuel local ads.

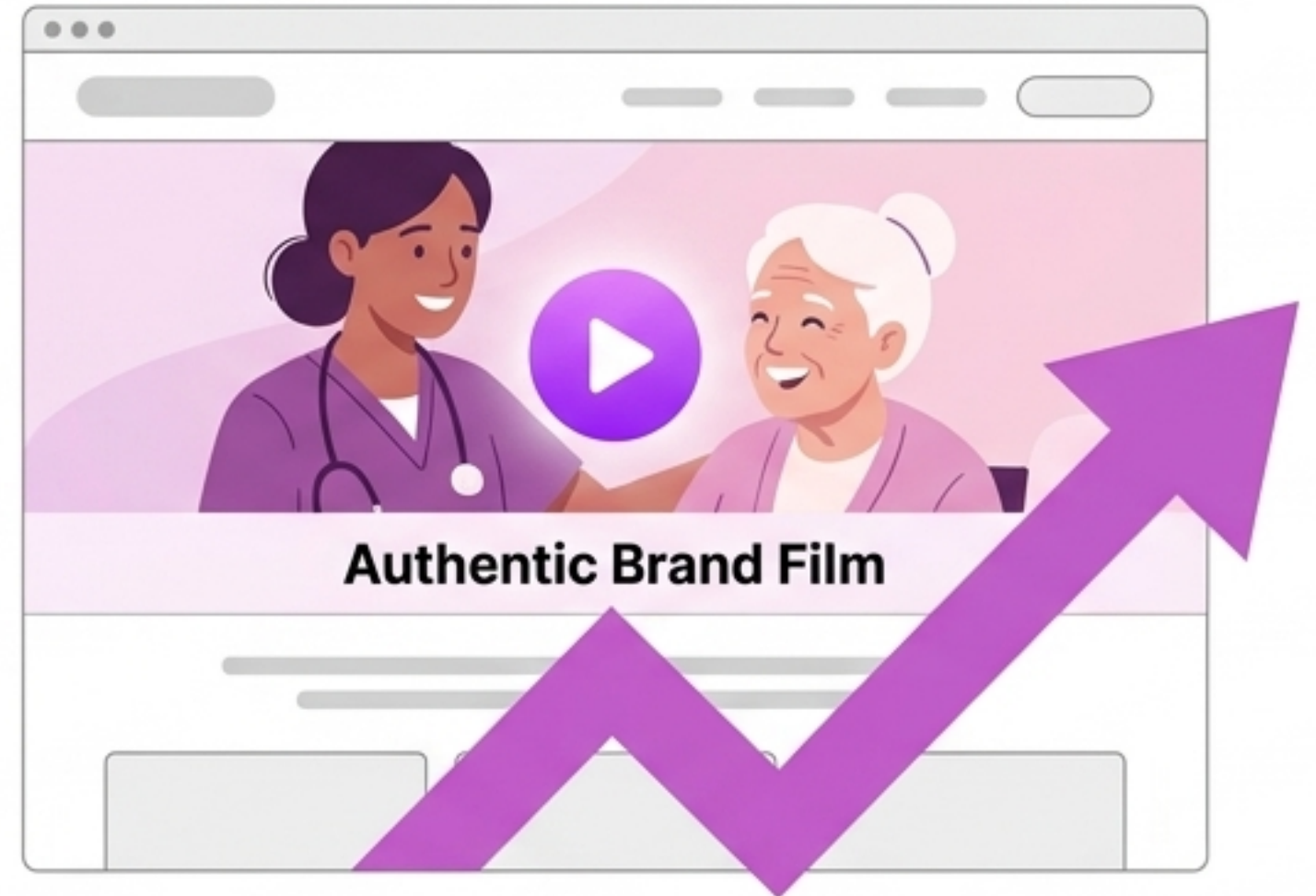
**A focused two-hour video session that gives Enlightened Home Care a real, human brand film.**

## The Current Bottleneck



Generic or AI-generated imagery fails to build the immediate trust required by families making critical home care decisions.

## The Strategic Opportunity

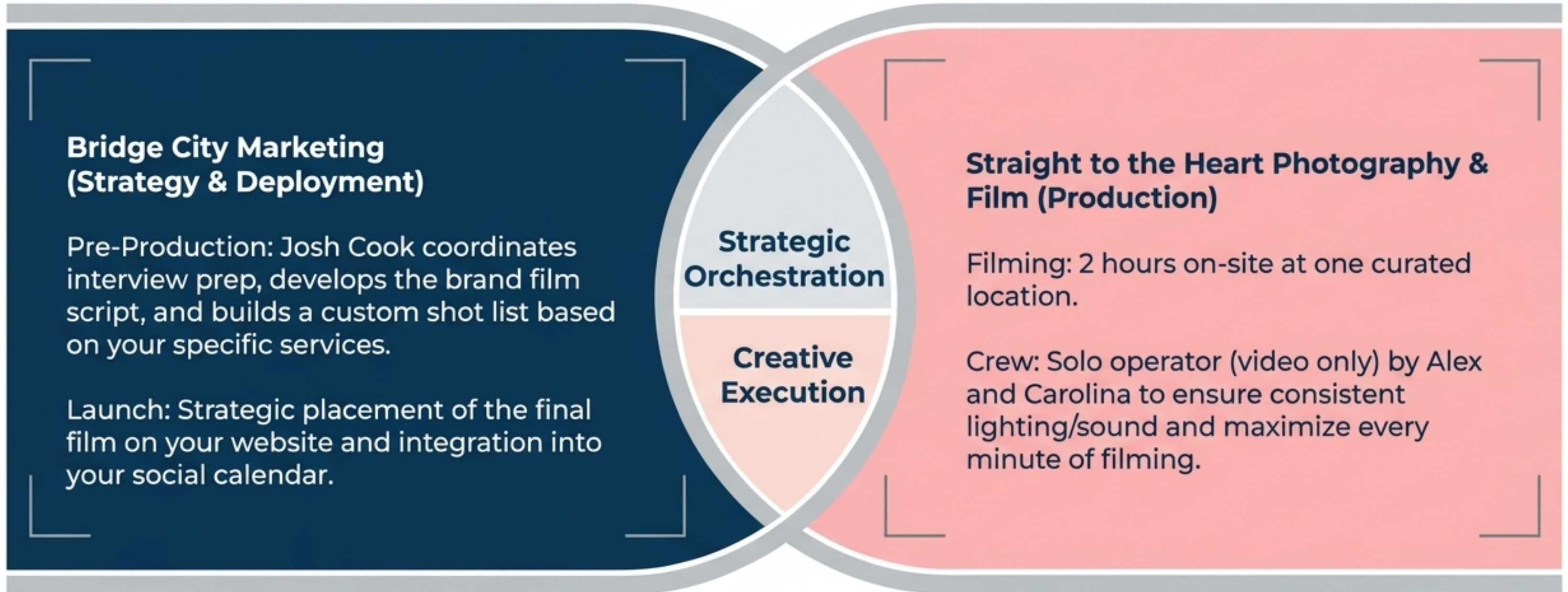


**Trust Through Transparency:** Real client homes and caregivers visually prove the quality of companionship and daily-living support.

**Social Proof:** Authentic content pinned to social profiles dramatically increases referral conversions.

**The Solution:** A rapid, high-impact video capture session designed to immediately upgrade your digital footprint without disrupting daily operations.

# The Starter Video Package: A Collaborative Execution Model



*\*Note: Photography, filmed testimonials, B-roll libraries, and drone footage are excluded from this Starter tier, but become available in future Growth (\$1,400) or Premium packages.*

## Core Deliverables (From a single 2-hour session)

### Main Brand Film (1x)

45–60 second edited film  
introducing your team and mission.  
(Format: Horizontal | Placement:  
Website, Pinned FB/IG, YouTube)



### Short Social Videos (2x)

15–30 second message-specific edits.  
Cutdowns from the main shoot.

(Format: Vertical | Placement: Reels, FB, IG Stories)



15–30 second message-specific edits.  
Cutdowns from the main shoot.

(Format: Vertical | Placement: Reels, FB, IG Stories)



## Implementation Roadmap

### 1. Approval:

Select location &  
secure retainer.

### 2. Pre-Production:

Scripting,  
participant  
selection &  
releases.

### 3. Shoot Day:

2 efficient hours  
on location.

### 4. Editing & Delivery:

Full review and  
final cuts by  
Amber.

### 5. Launch:

Bridge City  
Marketing  
deploys assets.

## Starter Video Package: \$750

Includes script, 2-hr shoot, 1 main film, 2 social cutdowns.

*Terms: 50% retainer reserves the shoot date; balance due on delivery.*

### Location Rental Matrix - Choose One (Billed separately; Peerspace fees apply)



#### Option A: Wade Hampton (Bright Ranch)

*Vibe:* Porch swing, creek, warm living room (perfect for companionship scenes).

*Specs:* 1,750 sq ft |  
**Capacity:** 20

*Cost:* **\$260–\$280** (4-hr min)



#### Option B: City View (Modern Open-Layout)

*Vibe:* Kitchen island (meal-prep scenes), fenced yard, minimalist bedrooms (daily living support).

*Specs:* 1,555 sq ft |  
**Capacity:** 12

*Cost:* **\$160** (2-hr min)



#### Option C: Taylors (Mid-Century)

*Vibe:* Plant-filled sunroom with flattering natural light for Amber's interview.

*Specs:* 1,200 sq ft |  
**Capacity:** 15

*Cost:* **\$170** (2-hr min.  
**Note:** resident cats)

# Healthcare-First Production Standards



## Comfort Over Coverage

Clients can take breaks or step out at any time. We focus on companionship—never personal care tasks like bathing or dressing.



## Strict Privacy Protocols

No names, diagnoses, or health details appear on screen unless explicitly requested by the family.



## Total Client Control

Amber reviews every deliverable and holds the power to remove any shot or person before publication.



## Ironclad Compliance

No participant appears without a signed photo/video release (signed by a guardian/representative for minors or those with legal representation).

## Ready to elevate your digital presence? Here are your immediate next steps:

- 1 Select Location:** Reply with your choice of Option A, B, or C.
- 2 Identify Participants:** Name 2-4 clients and their caregivers willing to travel to the location.
- 3 Secure Signatures:** Confirm photo/video releases for every participant (forms provided by us).
- 4 Provide Brand Assets:** Send your logo, brand colors, and style preferences.
- 5 Kickoff:** Book a 20-minute planning call with Josh to finalize the script.

\*Questions? Contact Josh Cook | Bridge City Marketing



**BRIDGE  
CITY**  
MARKETING



### Authorization Signatures:

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Joshua Cook, Bridge City Marketing

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Amber Littman, Enlightened Home Care