

# Video Viewer Habits, Trends, And Statistics You Need To Know



How to create instructional and informational videos that get watched



# Foreword:

Video has revolutionized the delivery of information and training content. Whether you are teaching people through online content, or training internal coworkers, the use of video to share knowledge is becoming an expectation.

However, many companies struggle with how to create and deliver engaging and effective instructional videos that viewers will actually watch.

TechSmith conducted research to learn more about people's viewing habits and preferences around instructional and informational videos, and what that means for creating videos that get watched.

In this guide, you will find applicable tips on how you can leverage these insights to create video content that helps people learn new skills or gain new knowledge.



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## Introduction

Video has emerged as one of the most powerful and widely used formats for delivering trainings and instructions- regardless of who your audience is. The vast majority of businesses have embraced video as a marketing, training, and communication tool with customers and employees alike. The acceptance and consumption of video continues to grow across most demographics.

This should come as no surprise: As employees, students, and customers increasingly expect information to be available in video format<sup>1</sup>, businesses are embracing video for its benefits, visual appeal, and effectiveness.

The big question is no longer “Should I create a video?” Instead, we need to focus on the question “How do I create videos that are effective and that get watched?”

To understand more about how this medium is most effective, TechSmith conducted research to discover user preferences and consumption habits across six different markets - Australia, Canada, France, UK, the US, and Germany.

The TechSmith Video Viewer research provides unique insights into when, why, and how today’s consumers engage with informational and instructional video content, as well as best practices to ensure your instructional and informational videos are efficient and effective. Discover how you can revamp your own video content to find a better way to connect with your audience.

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<sup>1</sup> [www.techsmith.com/visual-communication-research](http://www.techsmith.com/visual-communication-research)

# Research Methodology

## Research Part 1: Video Viewer Survey

To understand more about how video is most effective, TechSmith conducted research to discover user preferences and video viewing habits.

The main portion of the research consists of a survey that was administered to 924 unique respondents in late December 2018. The recruitment as well as the delivery of the survey were conducted by Qualtrics, an independent research partner.

Similar versions of this survey were previously conducted in 2013 and 2016. For the 2016 study, we surveyed 1,006 participants while the 2013 study involved surveyed 1900 respondents. All studies used the same type of survey methodology, though the questions varied slightly year to year.

This report will focus on the most recent results, but data from previous reports will be referenced for comparative purposes.

## WHO WERE THE SURVEY PARTICIPANTS?



### Markets Included



Australia (17%)  
(n=155)



Canada (17%)  
(n=155)



UK (17%)  
(n=154)



US (17%)  
(n=154)



France (17%)  
(n=155)



Germany (16%)  
(n=151)

### Key Screeners

- From target countries
- Employed/self-employed FT or PT
- Viewed an online video in the past month
- Watched an instructional and/or informational video in the past three months for work-related purposes

### Survey Components

- 16-20 multiple choice questions
- 3-6 open ended questions

### Industries Included

- Healthcare
- Manufacturing
- Retail
- Government
- Software Development
- Banking/Financial
- Education
- Entertainment
- Hospitality

Fig. 1: The 2018 TechSmith survey reached 924 target respondents from six key countries with the goal of understanding video engagement and viewer preferences.

Participants had to answer between 16 and 20 multiple-choice questions, and 3-6 open-ended questions about their attitudes towards technical videos, focusing on two different types of videos:

**Instructional videos:**

A video that teaches a process, such as a step-by-step tutorial or how-to video.

*For example: “How to add a new customer to the database.”*

**Informational videos:**

A video that delivers facts, ideas, or important information.

*For example: “Overview of the new safety regulations” or “Insights from the last departmental meeting”.*

**Research Part 2: Analysis of Video Characteristics**

As part of the survey, respondents were asked to submit examples of what they felt are great instructional and informational videos. The 95 submitted videos were watched and analyzed to identify common attributes and elements, which allowed us to gain further insights into what makes great videos.

An overview of the analysis-findings can be found in the section titled *Be the Best: Lessons from Real-World Videos*.



# The Rise of Video

Video viewing figures are going up across the board: the Cisco Video Networking Index<sup>2</sup> forecasts that video traffic will grow fourfold from 2017 to 2022; and video will make up 82% of Internet traffic by the end of that period, up from 75% in 2017. This growth can partially be attributed to the ever increasing video file size, quality, and the rise of video streaming services, but it also reflects the viewing practices and overall demand for video content.

This trend goes far beyond entertainment content: The latest video marketing statistics from Wyzowl<sup>3</sup> show that 87% of businesses now use video as a marketing tool, up from 63% in 2017 and 81% in 2018.

The TechSmith Video Viewer Research shows that this trend also holds true for instructional and informational videos. In 2018, 55% of people reported watching several (two or more) technical videos each week. This is up from 45% in 2016 and up from 28% in 2013.

## HOW FREQUENTLY DO VIEWERS WATCH INSTRUCTIONAL OR INFORMATIONAL VIDEOS?

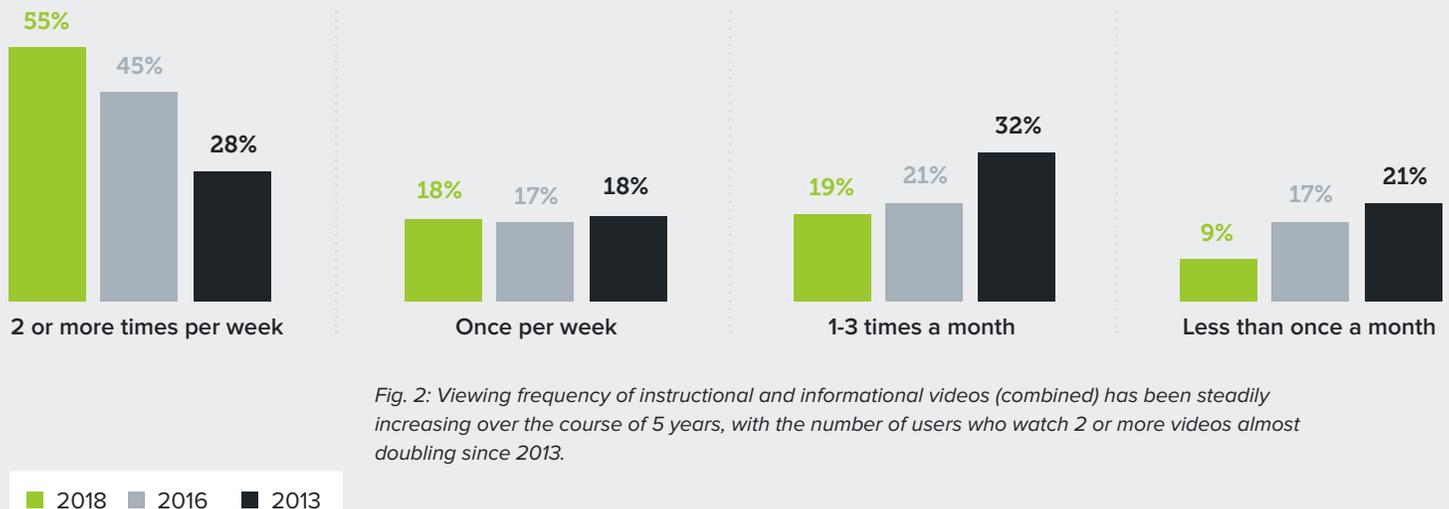


Fig. 2: Viewing frequency of instructional and informational videos (combined) has been steadily increasing over the course of 5 years, with the number of users who watch 2 or more videos almost doubling since 2013.

<sup>2</sup> [www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html](http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html)

<sup>3</sup> [www.wyzowl.com/video-marketing-statistics-2019/](http://www.wyzowl.com/video-marketing-statistics-2019/)

## A Rising Star: Instructional Videos

The increase in viewing frequency is particularly noticeable in the field of instructional video content. YouTube reported that searches related to “how to” are growing 70% year over year<sup>4</sup> and that hundreds of millions of hours of how-to content are being watched every year.

The TechSmith Video Viewer Research also shows this strong increase in consumption of instructional video content:

- In 2016, only 28% of respondents reported watching 2 or more instructional videos per week. By 2018, this number grew to 53%.

### VIEWERS WHO WATCH 2 OR MORE INSTRUCTIONAL VIDEOS PER WEEK

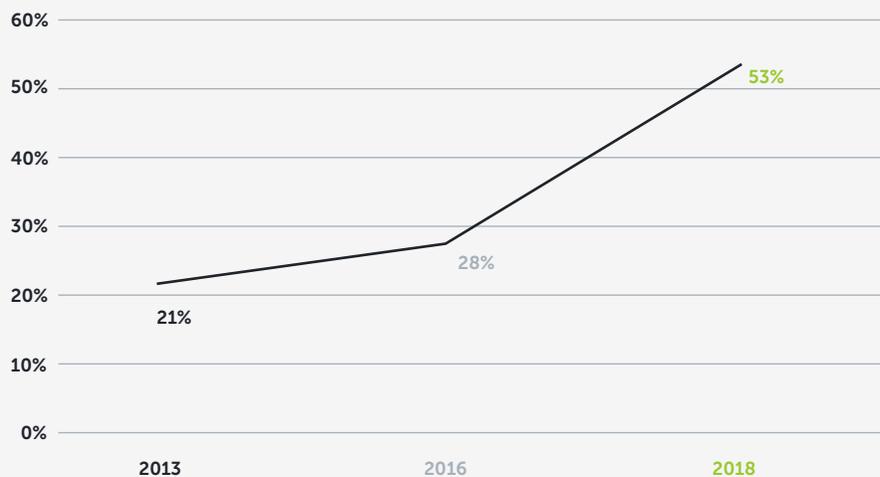


Fig 3: Consumption of instructional video content is increasing particularly fast.

N=924

**Take Away:** Video is rapidly becoming the favored format for learning new skills and providing instructions. Learners are embracing this new format, and watching instructional content has become a regular task for most. Organizations that effectively embrace video for training and educating customers and employees are at a clear advantage.

<sup>2</sup> <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/i-want-to-do-micro-moments/>

## Anytime is the right time for watching videos

While respondents showed no preference for watching instructional and informational videos on a particular day of the week, there is a notable spike in watching these types of videos in the early to mid-evening hours.

This highlights one of the key advantages of video—it's usually easy to access whenever and wherever the information is needed, and learners appreciate this flexibility. Technical advances such as mobile devices, fast home internet connections, and public video platforms like YouTube and Vimeo contribute greatly to this development.

In comparison, other types of trainings usually have more rigid time and access restraints— interactive eLearning courses contained within an LMS are often not as accessible from home, and in-person trainings are entirely dependent on another person's time.

It also shows that people actively consume this kind of content to learn more about tasks and skills around the house. If people use it at home, it's reasonable to suggest they value learning from this type of content and would welcome it in the workplace as well.

### TIME OF THE DAY PREFERENCE & DAY OF THE WEEK PREFERENCE

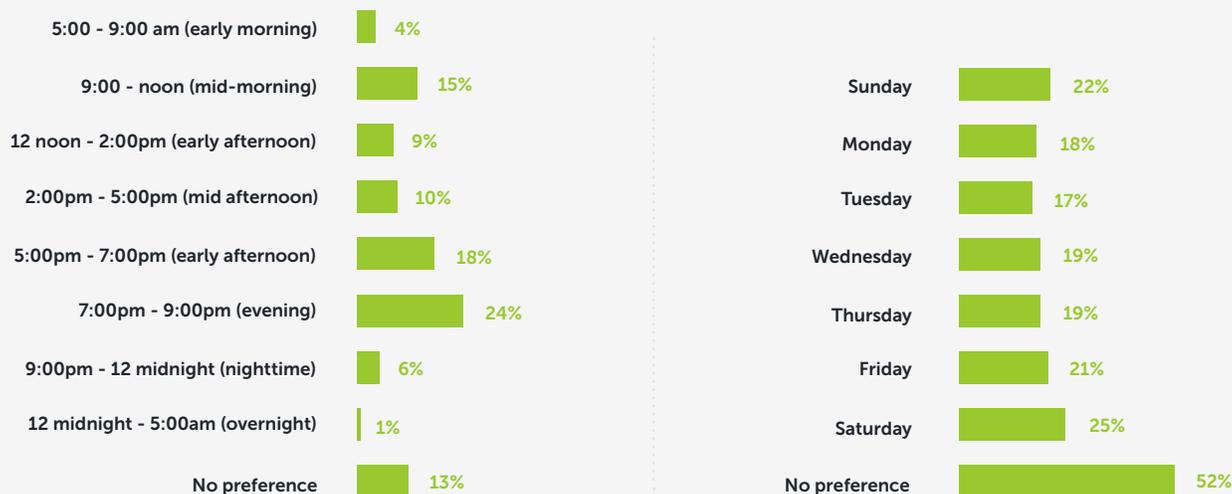


Fig 4. There is clear preference when to watch instructional and informational videos; viewers want to consume the content on-demand and at time of need.

2018 N=924



## Know Your Audience

When you create videos, it is important to define and understand the audience and their needs. At 60%, the majority of people **choose to watch a video** because they are genuinely interested in the topic (Fig. 10). Further, the main reason that people **continue watching a video** is that they're genuinely interested in the topic. This is the case for an average of 83% of viewers we surveyed (Fig. 13).

Before you start creating a video, determine who you're targeting by asking yourself questions like:

- Who is my audience?
- What problem are they trying to solve?
- What goals are they pursuing?
- What will they need to accomplish their goals?
- What is their skill level? Do they have previous experience with the topic?
- Where and how will they likely find or access the video?
- What related topics should they also be learning?

Carefully consider these factors when you are planning and creating your video content to ensure it will be helpful for your audience.

Consider cultural differences, as well. If your audience is international, keep in mind that some types of humor or cultural references may not work across multiple regions. Even simple hand gestures may be innocent in one culture and offensive in another.

# How To Grab Their Attention — And Make Them Stay

We know that video viewing is on the rise, and while younger audiences watch videos more frequently, it's a medium that's reaching everyone of all ages. But the ubiquity of video also means that viewers are more discriminating. Video creators need to think carefully about the style, structure, and format of their videos in order to meet viewers' needs and expectations.

## THE PREFERRED LENGTH OF VIDEOS

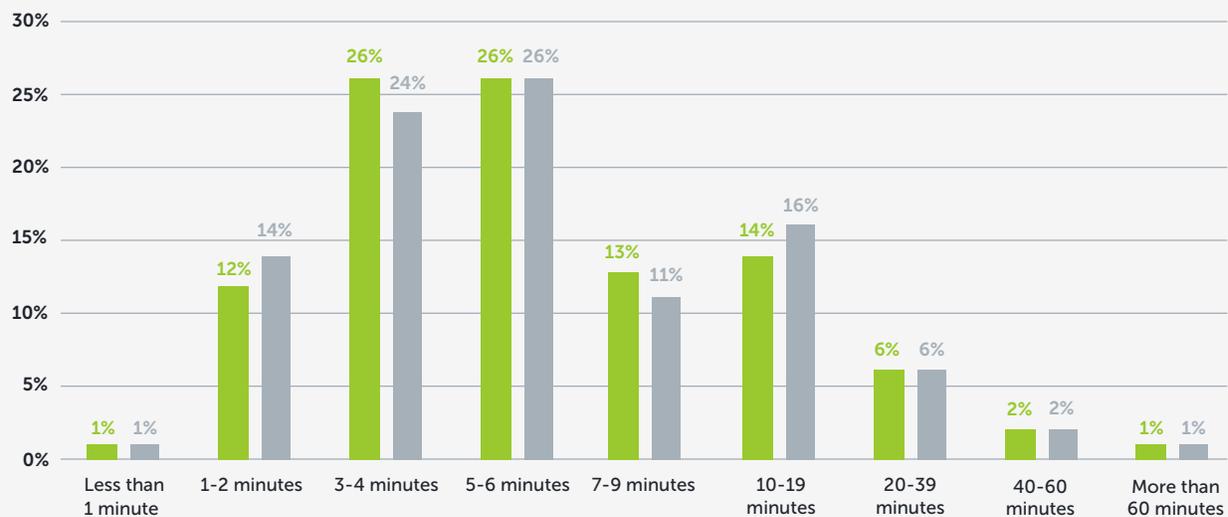


Fig 5. The majority of users prefer instructional and informational videos to be less than 20 minutes, with an emphasis on the 3-4 and 5-6 minute ranges.

■ Instructional ■ Informational

2018 N=924

When it comes to video length preferences, it seems that there's a "Goldilocks length"—not too short, and not too long. Across all countries in our most recent study, the majority of viewers prefer instructional and informational videos in the ranges of 3-4 and 5-6 minutes. Content over 20 minutes in length was only preferred by less than 10% of all participants.

So, just like Goldilocks' porridge, you need to make sure that your video length is just right for its purpose. While some videos can be longer, make

sure that you're not overloading your viewer with information, especially if that information isn't relevant or you are trying to cover too much in one video. In other words, **make your video content as short as possible, yet as long as necessary.**

**Pro tips:** These tips will help you to keep your video succinct and concise, while including all of the points you want to make:

- Write a script or storyboard to plan your content and keep your video focused and short.
- Focus your video on a single topic with a single objective.
- Consider organizing your topic into a video-series or creating “microlearning” units, which deliver short units of information.
- For longer videos, create a table of contents to enable viewers to easily navigate the video and quickly access relevant sections.



## Right-size your video

As an additional part of the most recent research project, close to 100 examples of “great videos” were analyzed. The majority of these videos (92%) came in below the 20 minute mark as seen in Figure 6, confirming the claim that most instructional or informational video content should be less than 20 minutes.

That said, a wider distribution of lengths is noticeable when compared to the preferred lengths shown in Figure 5; and a surprisingly large percentage (25%) of the analyzed videos were between 10 and 19 minutes in length. This suggests that users are willing to watch a longer video if the content is valuable and engaging.

### VIDEO LENGTH: ANALYSIS OF VIDEO EXAMPLES



How long were the submitted video examples?

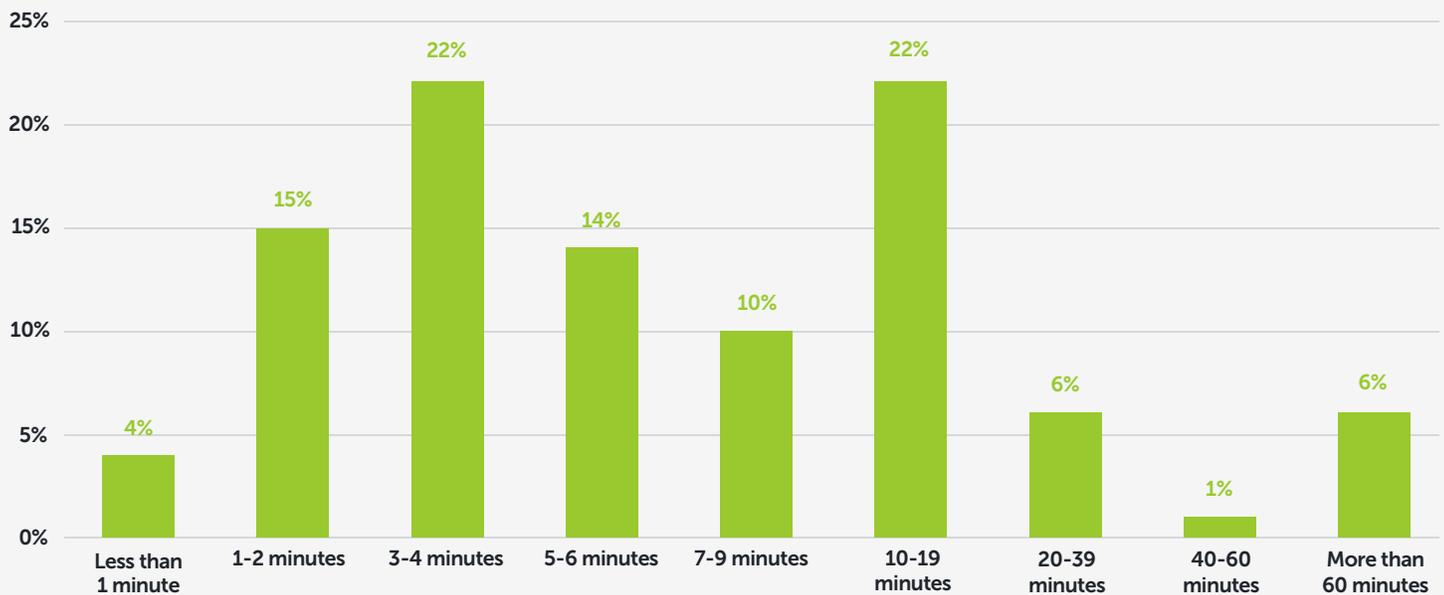


Fig 6. The 2018 analyzed video examples show a preference towards shorter video formats with a viewer willingness to watch content that is up to 20 minutes long.

2018 N=95

# The Power Of Search

TechSmith's research revealed that online search continues to be the most common way (45%) for users to find instructional and information video content.

## HOW DID USERS FIND THE MOST RECENT VIDEO THEY WATCHED?

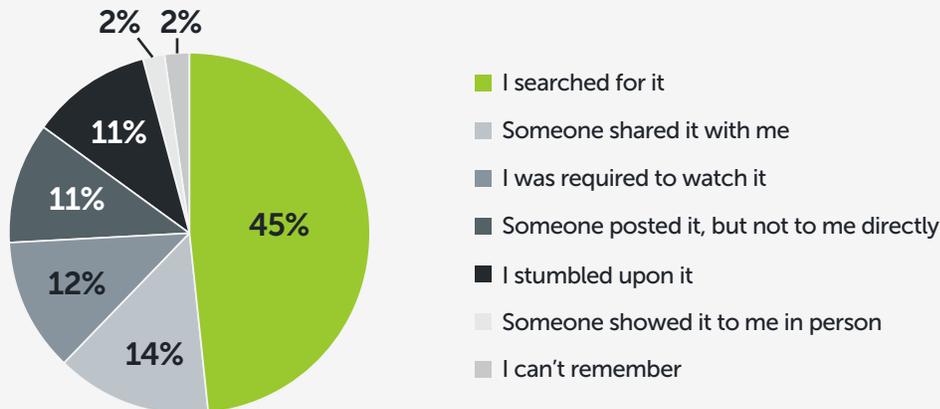


Fig 7: In almost half (49%) of all cases, viewers specifically search for instructional and informational video content.

2018 N=924

YouTube is not the only place where users are searching for video content online. 44% of survey participants reported that they used a normal search engine site like Google, Bing, or Yahoo to find the last video they watched.

## WHERE DID USERS SEARCH FOR THE VIDEO?

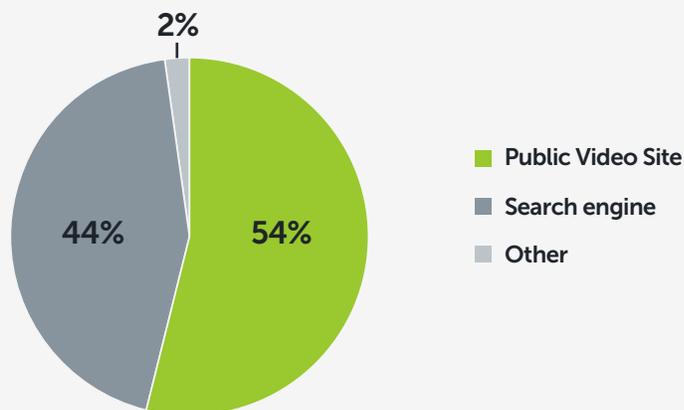


Fig 8: Normal search sites are playing an increasingly important role of exposing and delivering video content to viewers.

## Finders Keepers: Optimizing Video for Search

The fact that most people find a video via a specific search means that it's crucial for content creators to make content easily findable and identifiable.

Your options may vary based on where you host your video content, but the goal is to provide enough context around your video so search engines and viewers can find it.

This involves good naming practices, a clear description and a grasp of basic search engine optimization (SEO) for videos.

Always ask yourself: **What else could I do to make my video more findable?**

**Pro tips:** The following tips will help you optimize your videos and make sure your users can easily find the right content.

- *Clear video title:* Your title should clearly state the problem that your video is solving, how it is presented, and the product it applies to. Make your video title at least five words long and include your primary keyword.
- *Detailed description:* Craft a description that carefully outlines the content and key learning points of your video. Aim for a minimum of 200 characters and include keywords and alternative wording.
- *Conduct keyword research:* Incorporate alternative terms and wordings into your description and video tags. A good way to find alternative phrases is to type the original term into YouTube's search bar and look at the search suggestions.
- *Tag your video:* Pick your target keyword as a tag, and then choose other tags related to your primary keyword. Don't add dozens of tags—stick to around 10.
- *Add captions:* Captions will make your content more accessible, and they are additionally used by video sites like YouTube for content-indexing to improve search results. Most video platforms support captions in the standard .SRT or .VTT formats, and some sites like YouTube will even auto-generate a caption-transcript for your video.

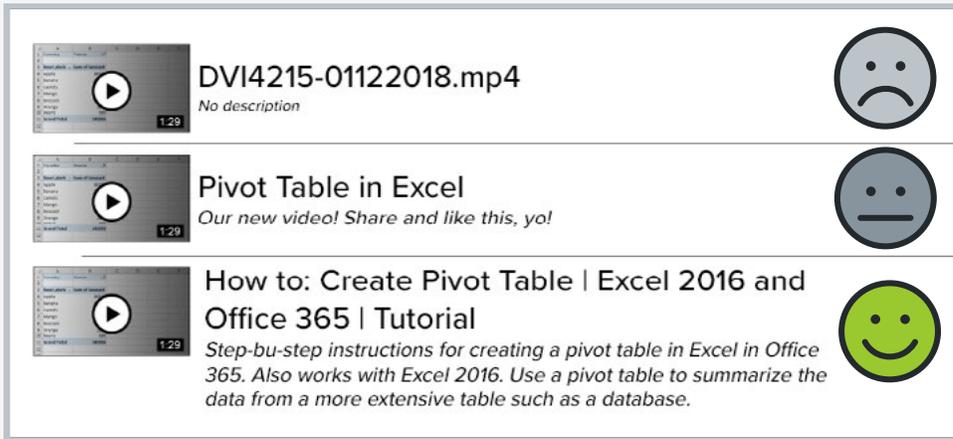


Fig 9: A clear title and description are essential for managing video viewers' expectations. The third example makes it clear what the video is about, what it is for, and how it is presented.

A good title and description will also make people more likely to click on your video when they find it. When we asked viewers what made them watch a video, the most popular reason across all countries was “the title and description were interesting/intriguing” (Figure 10).

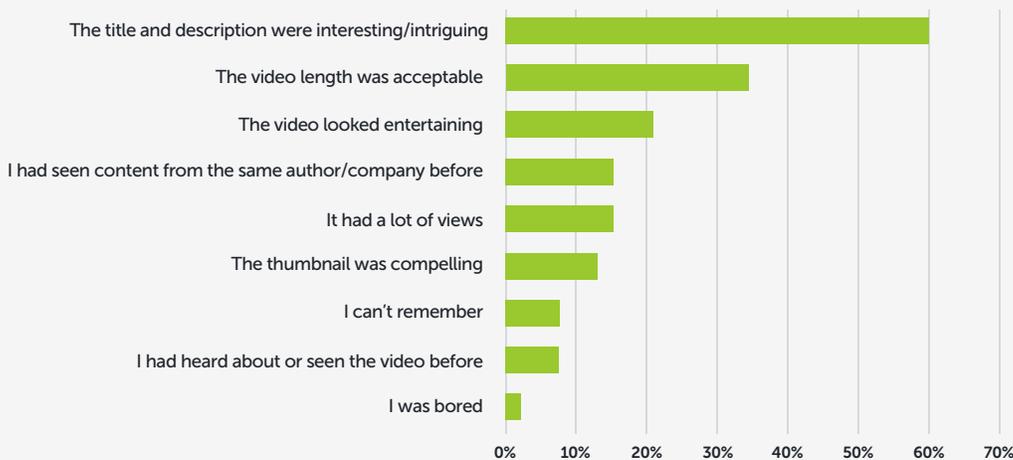


Fig 10. Video title and description are the most common factors when choosing a video to watch; but video length, perceived entertainment value, and social validation (number of views) are also considered by many.

2018 N=552

Video thumbnails are often part of the first visual impression a viewer will have of a video, and they can provide a lot of important context and information to the viewer.

Let's compare the following video thumbnails taken from various YouTube channels of major tech companies. The difference in information, context, and professionalism between the images becomes quite clear:

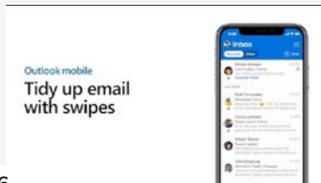
## HOW TO DESIGN EFFECTIVE THUMBNAILS



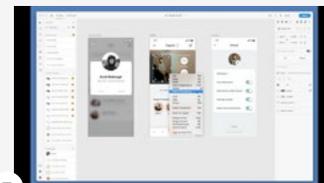
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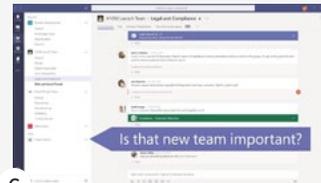
5



6



5



6



6

### Thumbnails provide a lot of context about the video:

- ✓ Topics clearly stated
- ✓ Product recognizable due to logos and colors
- ✓ Consistent design used across all videos in a series
- ✓ Visually appealing and professional look
- ✓ Showing author adds personality and expertise
- ✓ Corporate branding

### Thumbnails don't provide much context about the video:

- ✗ Topic not visible
- ✗ Product not visible or not clear
- ✗ No consistency
- ✗ Unprofessional feel
- ✗ No corporate branding

<sup>5</sup> Thumbnail sources: Adobe Creative Cloud YouTube Channel: <https://www.youtube.com/channel/UCL0iAkpqV5YaIVG7xkDtS4Q> (accessed in August 2019)

<sup>6</sup> Thumbnail sources: Microsoft Office 365 YouTube Channel: <https://www.youtube.com/channel/UCC3pNIRzIz8ynI38GO6H01Q> (accessed in August 2019)

# Why People Stop Watching Videos – And How You Can Avoid It

Viewers don't watch every video until the very end—that is a known and common behavior across all audiences. That said, content creators can gain a lot of value by exploring why. Why did viewers stop watching their last video?

## TOP REASONS WHY VIEWERS STOP A VIDEO

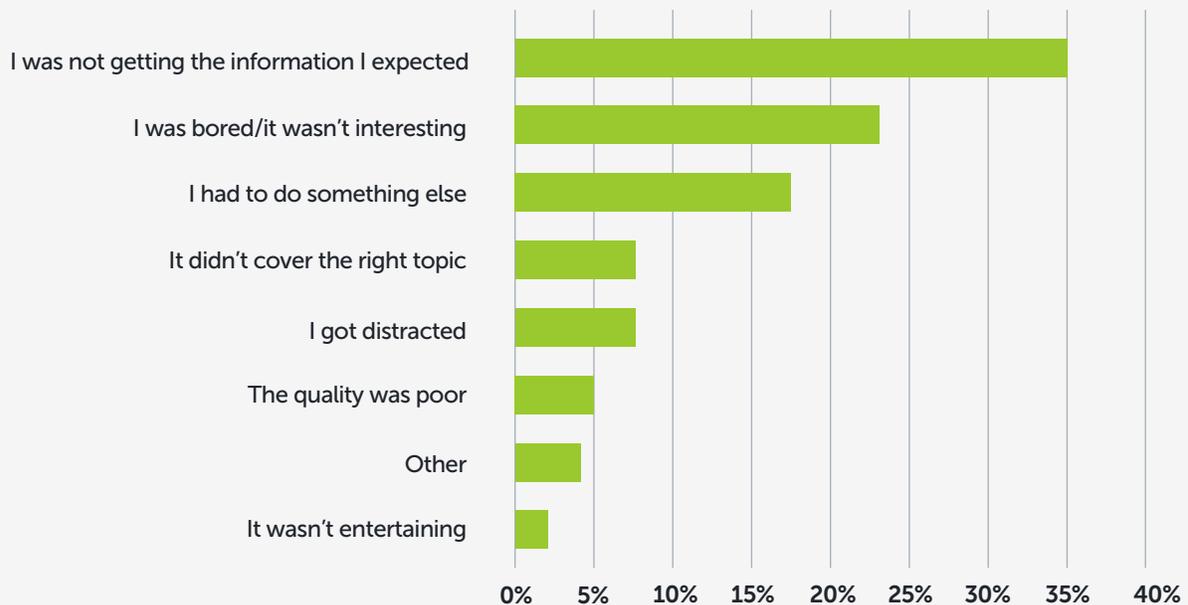


Fig 12. Participant answers to “Why did you stop watching the last instructional or informational video?”

2018 N=696

The most common reason for a viewer stopping an instructional or informational video before the end was that they were not getting the information they were expecting. The second most common reason was that the video wasn't interesting.

Armed with this knowledge, content creators can optimize their content to meet viewers' expectations and reduce video drop-offs.



# How to Keep Viewers Watching

## ▶ The video needs to match viewers' needs and expectations

Content creators can help to set expectations for viewers by controlling the initial experience with the content. This is primarily done by using a clear title and accurate description that conveys the video topic as well as the style of the video.

The actual video needs to match the description and product, it needs to be detailed enough, and should be easy to follow along (especially important for instructional videos).

The thumbnail, if applicable, can also relay upfront information for the viewers.

And if the video is embedded on a website or part of a course, you also need to provide enough context around the video (i. e. website text, course title) to let the viewer know what they should expect.

## ▶ Make your video interesting to keep viewers engaged

Some topics and information may simply be dry and uninspiring, but an engaging presentation can keep viewers from getting bored and tuning out while also improving the understanding and promoting knowledge retention.

“Some topics and information may simply be dry and uninspiring, but an engaging presentation can keep viewers from getting bored.”

**Pro tips:** Follow these tips to make your content engaging to keep your viewers watching until the end:

- 1.** Use storytelling techniques, incorporating characters and a storyline that provokes emotion.
- 2.** Use an engaging speaker or voiceover to present the topic with passion and excitement.
- 3.** A visible speaker can also serve as an authentic ‘expert voice’ in your video, and you can leverage the existing experts within your company. Their knowledge of the subject will allow them to present information accurately and authentically.
- 4.** Include practical, real-life examples that your viewers can easily apply to their own lives.
- 5.** Make extensive use of good visuals, like images and icons to illustrate your concepts.





6. Be particular about when you repeat information, or when you slow down: Both can be effective techniques, but can cause people to stop watching if overused.
7. Humor can be a great asset to keep viewers engaged when executed well, assuming it's appropriate to use with your topic and for your audience.
8. Use familiar, everyday language in your script. Avoid overly formal expressions or jargon. Carefully consider your technical terms—while sometimes a bit dry, they may be critical to understanding and following the content.
9. Prompt viewers to actively follow along with your video, post thought-provoking questions and ask for comments, feedback, and other engagement.

When you create video, be sure to create content that's relevant, engaging, and useful. Regardless of where, when, or how people view your videos, focus on making your learning content as accessible as possible, so that it can be viewed anywhere, any time.



### Video quality isn't a game changer

It may be surprising to learn that the video quality was not a common reason for viewers to stop watching a video. In fact, across all six countries, only 5% of viewers listed poor video quality as the main reason they stopped watching (Fig. 12). This provides another useful lesson for video creators: **good content trumps perfect production.**

This also reinforces genuine interest in the topic (83%) as well as relatable content (66%) being the overwhelming factors for getting users interested in and watching a video- not visual effects or video quality.

## WHAT KEEPS VIEWERS WATCHING : VIDEO INTEREST REASONS

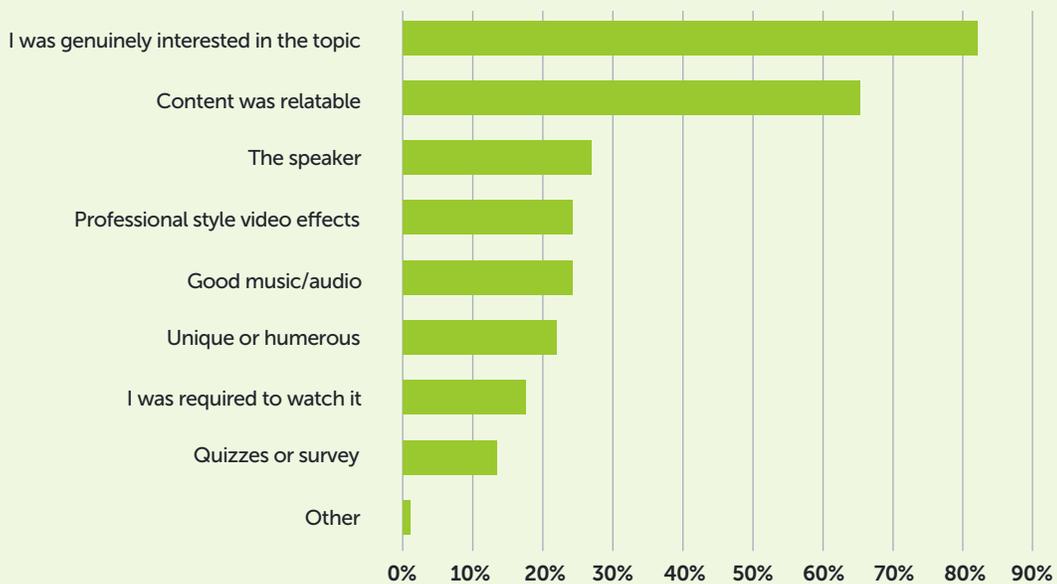


Fig 13. Interest in the topic and relatable content are the most common reasons that keep viewers interested and watching an instructional or informational video.

2018 N=924

**Good content trumps perfect production.**

High-end equipment and super-fancy video effects aren't necessarily a recipe for success. Concentrate on writing accurate supporting copy and creating an interesting video, rather than trying to create a Hollywood-quality blockbuster. Create content that keeps users interested and engaged, even if it's a simple screen recording or video from an iPhone.

# Caption Your Content: Compliance And Reaching International Audiences

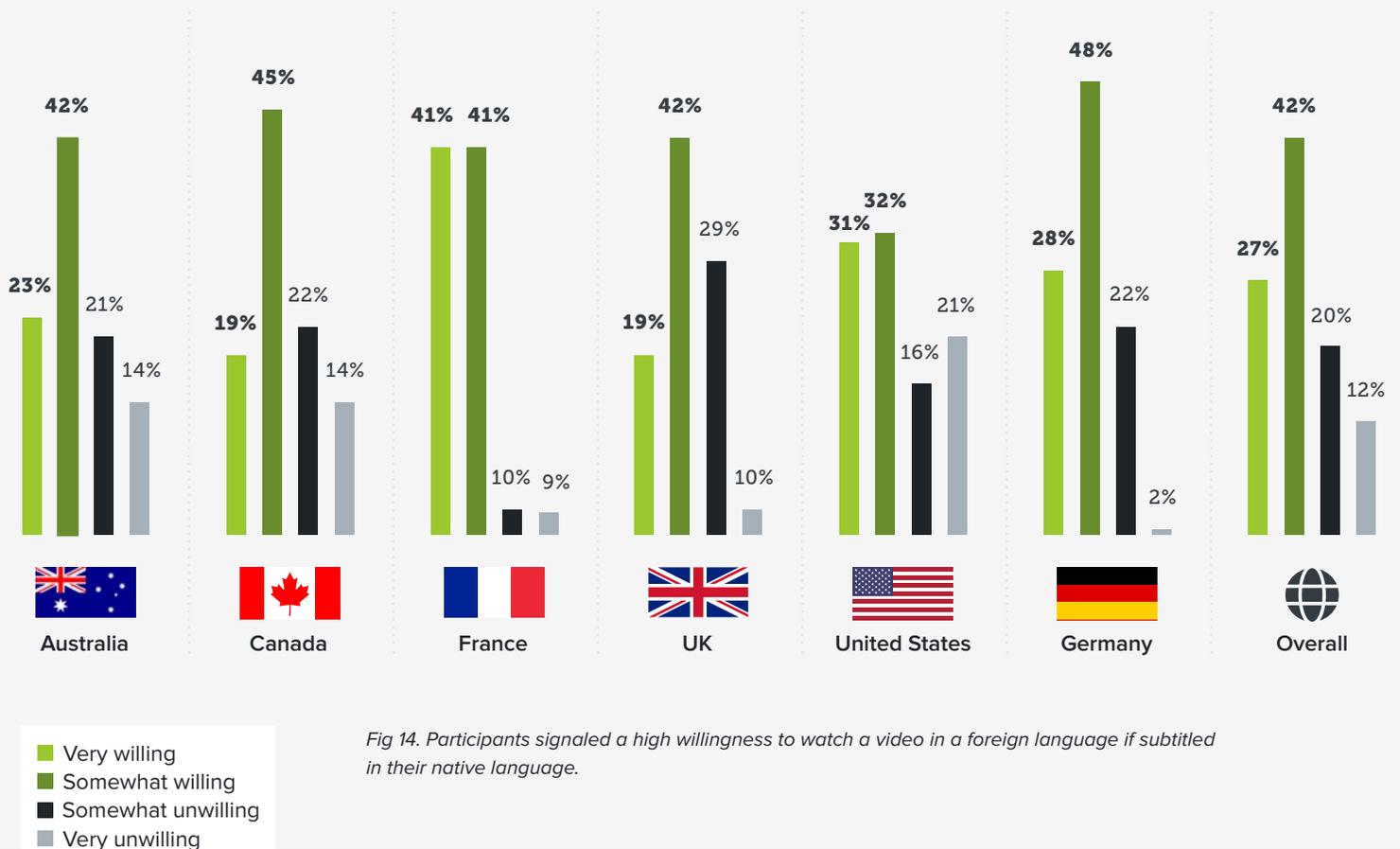
Do you caption your videos? Captioning is a powerful yet underused tool to reach a broader audience. Our research shows that most viewers (69%) across all six countries are prepared to watch a video in a foreign language, subtitled in their native language (Fig 14).

However, less than 10% of the videos we analyzed currently contain multi-lingual captions- a missed opportunity for this content to excel further.

## CAPTIONS: VIEWERS WILLINGNESS TO WATCH CAPTIONED VIDEOS



**Q:** How willing are you to watch an instructional or informational video in a foreign language, with only subtitles in your own native language?



There are a few other reasons why you should include captions in your videos:

- **Accessibility:** Captions allow people with hearing impairments to follow along with the content. For that reason, video captions are required by the American Disability Act and comparable international legislation.
- **Noisy Situations:** Captioned videos can be watched in noisy environments or in situations where headphones or loudspeakers are unavailable or undesired.
- **Multilingual Audiences:** Caption text can easily and cost-effectively be translated, and several caption languages can be included in a single video (see Fig. 15). This makes the video more accessible to an international audience.
- **Search:** Captions also provide SEO benefits by making your video more likely to be found. Depending on the platform, captions can even allow for in-video search.

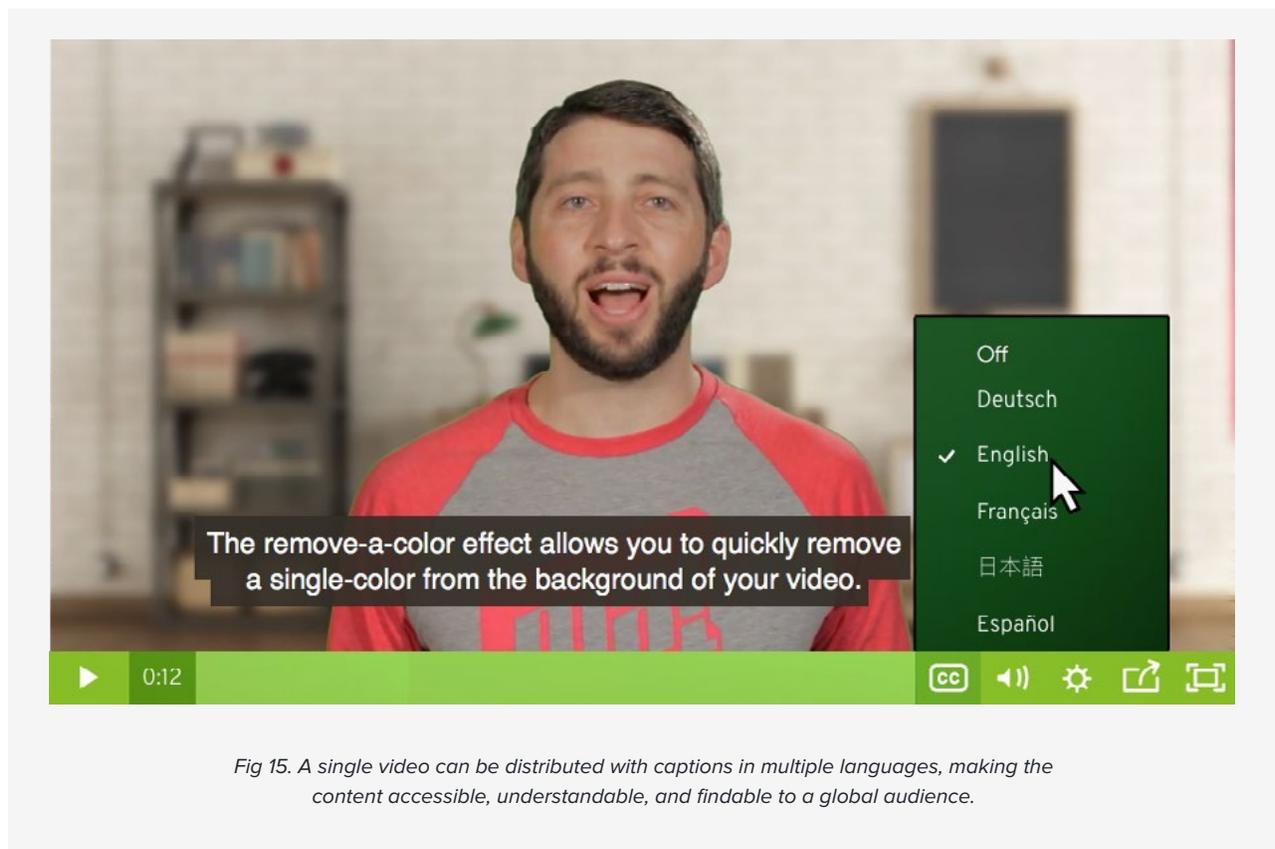


Fig 15. A single video can be distributed with captions in multiple languages, making the content accessible, understandable, and findable to a global audience.

# Be The Best: Lessons Learned From Real-World Videos.

There are plenty of good tools, solutions, and techniques that you can use to dramatically improve video communication and impact, and reduce the complexity of your technical or instructional videos. But how do we know what elements are most valuable for engagement and for keeping viewers' attention?

When conducting our Video Viewer Research, we also asked respondents to submit videos they had watched that they felt were examples of great instructional and informational videos. We received 95 submissions! We

## COMMON ELEMENTS OF ANALYZED VIDEO EXAMPLES

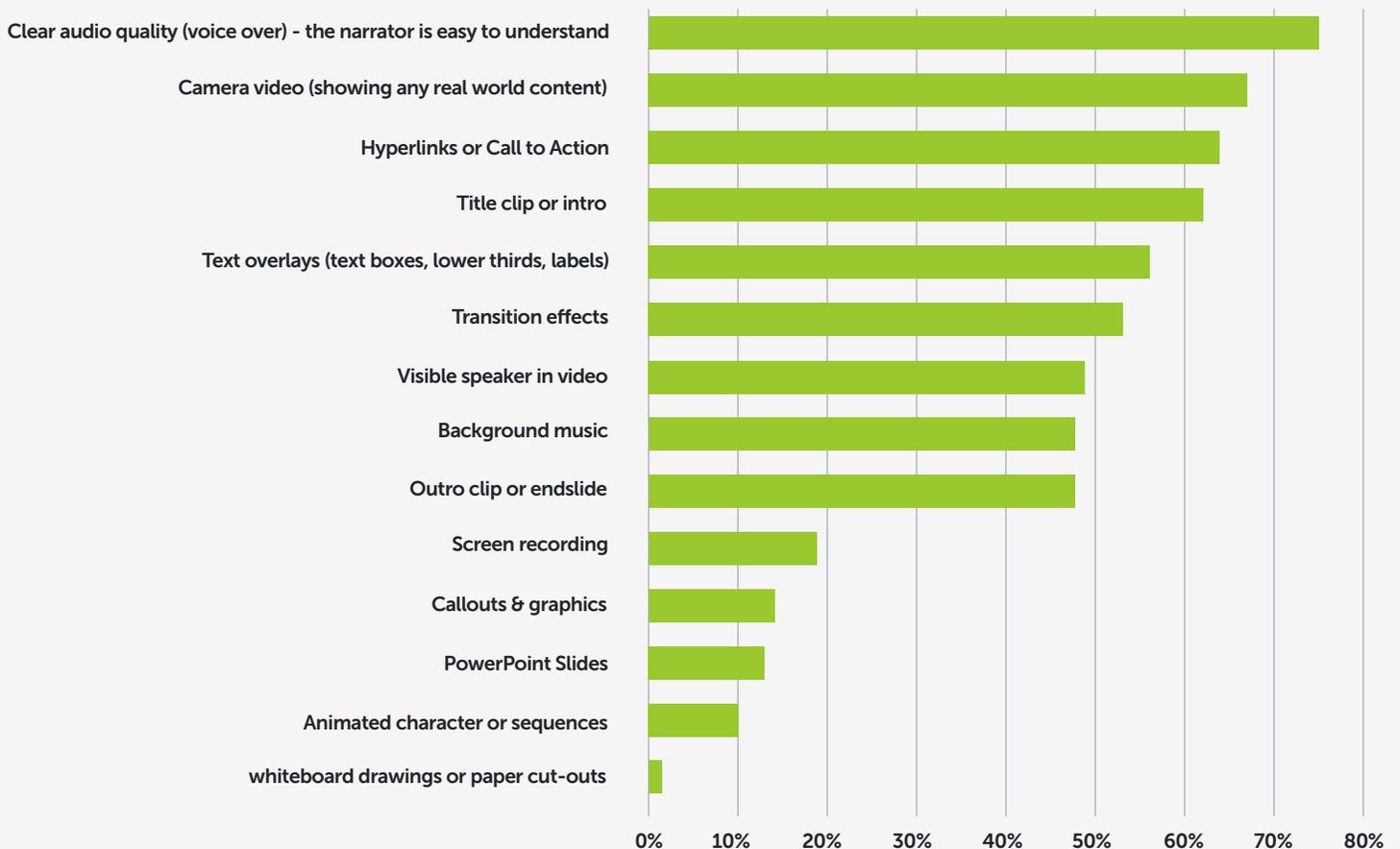


Fig 16. Common traits and elements found throughout the submitted examples for great instructional or informational videos.

2018 N=94

then watched all submitted videos and analyzed them to identify common elements they shared.

While Figure 16 is not an exhaustive list of what your video needs to be successful, using what we learned and including as many of these elements as possible can go a long way to ensuring your viewers both enjoy your videos, and come away with the knowledge and/or skills you intended.

### Video length

Typical video wisdom says that shorter is better. And, for the most part, that's right. The vast majority of the videos submitted for analysis (92%) were less than 20 minutes in length (Fig. 6).

Again, the majority of viewers prefer videos of 1-6 minutes in length. However, there was also an appetite for longer videos of up to 20 minutes. Depending on your topic and audience, a longer video may be more successful.

Remember though, you only want to make your video as long as necessary.





### **Don't forget the audio!**

While audio clarity did not appear to be an important reason people stopped watching videos, 75% of the videos we analyzed and identified as good or great had clear voice-over audio, ensuring the narrator was easy to understand.

But that's not all. Videos that received a four or five star rating for "how accurately did the video achieve its goal" and "how did you personally rate the video" had even higher percentages of clear audio at 89%.

So, while people may not stop watching a video because the audio is bad, good audio does appear to be an important factor in how well a video achieves its goal.

Luckily, you don't need a professional recording studio to achieve good voice-over audio. A low-cost microphone and a quiet place to record can make a huge difference.

While background music wasn't as pervasive as overall audio clarity, 50% of the videos we analyzed had a musical soundtrack to accompany the narration or the onscreen visuals.

The right background music can help set the tone for your video and offers a friendly, non-intrusive way to add interest to your video.

You don't need to create your own music. There are a number of websites that offer royalty-free music tracks that you can add to your video projects.



## Benefits of SUI graphics



boost content effectiveness



future-proof content



cut localization costs



comply with privacy regs

*Displaying text within the video will help to provide context and key information*

### Camera video adds interest and engagement

While a screen recording is a great way to enrich software demos and some training videos, other types of training may benefit from the addition of camera video that actually demonstrates how the product is used. In our analysis, more than 70% of the videos submitted included camera video.

But even if there's no actual product to show, adding a more personal touch by the speaker during your video can help with engagement. In fact, close to half (49%) of the videos we analyzed had a visible speaker at some point in the video.

**Adding a more personal touch by the speaker during your video can help with engagement.**

Don't panic, though. That visible speaker doesn't necessarily have to be you. Bring a subject matter expert to highlight a key takeaway to make your video more personal.

### Give them context before (and while) they watch

Overall, 62% of the videos we analyzed had a title card or intro clip.

An intro clip or even a simple title card can provide important information for anyone watching a video gain a better understanding quickly of what to expect. They also provide a touch of professionalism, branding, and



## How to Make Tutorial Videos



**TechSmith** ✓  
51.3K subscribers

Learn how to create great tutorial videos by following along as we take you through the entire process. We start with planning and scripting, then walk through recording, editing and producing your video, while sharing tips, tricks and advice along the way.

Download Storyboard Template

[www.techsmith.com/academy](http://www.techsmith.com/academy)

Download Camtasia Trial Version

[www.techsmith.com/camtasia](http://www.techsmith.com/camtasia)

*Successful content creators provide a call-to-action, or links to additional resources, within the video itself and/or in the video description.*

consistency. Not all videos need an intro, but many can benefit from it. Be careful to keep the intro very short and compact, or you risk losing your audience before they get to your real content. 1-3 seconds is often long enough.

Viewers also benefit from further context and information during the video. Text overlays, including information such as warning signs, part numbers, instructions, and the name of a speaker can add interest and provide valuable information to help viewers learn the most from the content.

56% of the videos we analyzed included such text overlays to provide more details. Graphical callouts, including arrows, icons, and highlights that are placed within the video, are also an effective tool to direct attention and provide context to viewers and learners.

### **Provide next steps, additional information, or a call to action**

Once viewers finish watching your video, what do you want them to do next? How should the learning experience continue? It may not be clear unless you tell them. Add a call-to-action to instruct the viewer to watch a related video, take a quiz, fill out a worksheet, download related resources, or actively apply the knowledge in the real world.

More than two-thirds of the videos (64%) we analyzed included such a call to action, giving viewers clear direction on next steps or where they can learn more.

**Pro tips:** Depending on where you host the video, you may not be able to link to other content from within the video. In that case, place your resource links in the video description and refer to it within your actual video.

# What Did We Learn?

Analyzing the submitted videos taught us a lot about video creation best practices: Users always need context, and we can provide within, and outside, the video. Clear audio and proper video length are important. Adding bits of interest and personality, such as camera video, text overlays and background music can also make videos more engaging, more memorable, and—ultimately—more successful.

But remember, you don't have to use them all. Choose the ones that support your message and see your audience react.



## Time To Make Some Videos

It's no secret that people increasingly look to video when they want to learn a new skill or information. Whether you need to share knowledge with one person or 100,000, video offers a unique way to engage and enlighten viewers beyond the capabilities of written content.

This guide offers insights into real people's video preferences and habits, as well as analysis of great videos—shining a light on how YOU can create better, more successful instructional and informational video content for your audience.

But ultimately, don't be overwhelmed by the details. Get out there and start creating videos. Learn as you go and find out what works best for you.

# Tools of the Trade

## TechSmith Camtasia - Screen Recorder and Video Editor

TechSmith Camtasia makes it easy to create informational videos for teaching, training, and explaining concepts. Record your screen and add content you already have by importing slide decks, webinar recordings, video clips, images, and audio files. With Camtasia, you can...

- Add transitions, annotations, callouts, and effects with drag-and-drop ease to focus viewers' attention and highlight key information.
- Add pre-built motion graphics, music tracks, and other assets to capture your viewers' attention and add professional polish.
- Create quizzes, interactivity, and captions to improve viewer engagement.
- Produce MP4 files or upload your video to YouTube, Vimeo, Screencast, or LMS for easy sharing.

It's time for you to make some videos! Get started with a **free trial** of TechSmith Camtasia by visiting the [TechSmith website](#).





## Show What You Know

TechSmith screen capture and recording software and solutions are perfect for anyone who wants to create images and videos for better training, tutorials, lessons, and everyday communication.

### Our TechSmith offerings include:



**Snagit**  
Screen Capture &  
Screen Recorder



**Camtasia**  
Screen Recorder &  
Video Editor



**Relay**  
Educational Video  
Platform



**Screencast**  
Video & Content  
Hosting



**Video Review**  
Collaborative  
Feedback Tool



**Assets**  
Stock Video  
& Assets

Join more than 50 million TechSmith users worldwide who have created billions of images and videos. Learn more at [www.techsmith.com](http://www.techsmith.com)

Questions? Contact us at [marketing@techsmith.com](mailto:marketing@techsmith.com)

