TechSmith®

A Message From The Editor

Welcome to the August newsletter! **Check out my video letter from the editor** for a summary of what's in this edition. Then, keep scrolling to enjoy the full newsletter. And if you're not already following us on Facebook, make sure to follow **Snagit** and **Camtasia** for product updates and tips. See you next month!

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TechSmith News

Boring Email? Show Your Results with a Screencast!

Humans are visual learners, which makes visual communication so important. In fact, visuals increase retention by 50 percent and also improve comprehension by 50 percent. That's precisely why your company should be using video, and why

you should consider using video to report on projects.

Learn more

Three Ways to Level-Up Your Video Marketing

There's no way around it: Video marketing is an essential part of the marketing toolkit. But not just any old video will do. More and more, people look for video content that is both engaging and informative. But don't take our word for it. Experts believe that 79 percent of internet traffic will be video by 2018 and people are 85 percent more likely to buy a product after viewing a product video. Social media posts with videos attract three-times more links than text-only posts.

The numbers speak for themselves. Video in marketing is vital.

Read more

The Virtual Summit on Creating Software Demonstrations and Simulations - August 30, 2017

This **3-part, free event** will address the differences between video software demonstrations and software simulations as well as how to craft them. You'll learn what works—and what doesn't—and you'll leave with practical tips and tricks from experienced professionals you can put to work immediately.

The recordings will be sent out to all registrants after the event, so please sign up even if you can't make it to the live webinars on August 30.

Sign up

TechSmith Blog

Get the latest news, discover helpful tips and how tos, see inside TechSmith, and read stories about people like you.

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TechSmith YouTube Channel

Subscribe to Channel TechSmith to stay up to date on the latest and greatest in image and video capture.

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Tutorials

Snagit for Windows

Access to basic capture options and presets are only a click away with Snagit's OneClick. Turn OneClick on to pin these options to the top of your screen.

Learn how »

Snagit for Mac

Words alone don't always capture what we need to say. Recording and sharing a video with colleagues can be a great way to fill gaps. **Learn more »**

Camtasia for Windows

Creating an animated countdown engages your audience and gets people excited about you message. In this video tutorial, we'll walk through how you can create an animated countdown in Camtasia. **View the tutorial »**

Camtasia for Mac

Learn the Camtasia recording process, complete basic video edits, and successfully share a video by watching this tutorial. We'll give you a quick overview of Camtasia. **Check it out »**

TechSmith Relay

Signing up for TechSmith Relay is quick and easy. In this video, we'll show you how to sign up for a TechSmith Relay account if your site requires an email address from a specific domain. **Watch now »**

Screencast.com

Screencast.com is a media hosting service that makes content created with TechSmith products simple and easy. A great way to get started with Screencast.com is to create a free account. **Learn more »**

Coach's Eye

New to Coach's Eye and looking to get started? Check out this step-by-step tutorial to learn how to record a video in the Coach's Eye app. **Read more »**

Jing

The first time you record a video, you are prompted to select an audio input device. Our recommendation is to use a USB microphone, if possible, for best results. **Read more »**

Morae

If your recordings have some loud parts and some quiet parts or vary between clips on the Storyboard, enable Normalize audio to even out the volume of the entire highlight video. **Learn how »**