



# *Can a Bear Make a Video in The Woods?*

**The Marketer's Ultimate Guide to Video**

---

By Jay Baer and  TechSmith®





## Introduction



As a content marketer, you know you're in the video revolution. More than half of you say that when it comes to content, video has the best ROI. It's more likely to be consumed and shared on social media than other content. The vast majority of your customers say video helps them make purchase decisions. Companies that utilize video get more web traffic.

More Web Traffic



**More than nine out of ten consumers remember information communicated through video, while only 10% retain information from text.**



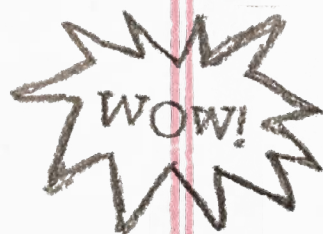
Source: WebFX



Video's potential doesn't end there. Through our own research, we uncovered a business case that points to using video beyond your external audiences. It can have a real effect on your internal audiences, too.

**Two out of three employees carry out tasks better when they're communicated to visually, and they absorb information 7% faster.**

Source: WebFX



Our interpretation of what video is and how to apply it to business continues to grow. Often, as marketers, we are on our own to prove the power of video within our companies, and figure out ways to harness that power. Like a bear in the woods, we need to gather the tools we need to create and promote video. That's why we created this ebook: **We want to help expand the way you look at and think about video.**

To do this, we've interviewed some of the most successful content and video marketers online today to provide you with tips and an inside look into how they use video to propel and grow their own brands and businesses, plus tools and strategies to create video yourself.







# Video & Visual Communications:

External & Internal Application



We tend to first think about the ways we can apply video to our external audiences because it allows us to break through and connect with them, but its value is broader than that. It applies to your internal audiences, too.

Thanks to tools like Facebook, Pinterest, Instagram, and Snapchat, it has never been easier to create, share, and consume visual content. **Every day, nearly two billion emojis are shared on Facebook, two billion GIFS are sent through Giphy, and one billion hours of videos are watched on YouTube.**

one billion  
hours of  
videos!!!



**Businesses  
Could Unlock  
More than  
\$167 Billion in  
Productivity**



The way we consume information and communicate has fundamentally changed. The expectations of this transformation may have been influenced by the way we consume information online, but they are finding their way into office spaces and boardrooms.

Through our own research, we found that by using more visual content — screenshots, screencasts, images, videos, and GIFs — in employee communications, **businesses could unlock billions in productivity across the eight countries we studied.**



In an eight-hour day, communicating with employees using effective visuals, such as videos and screenshots vs. plain-text email, **could save each affected employee six minutes and 43 seconds.**



Over a 40-hour week, that equals 33 minutes and 36 seconds. When calculated for a year (230 working days), it comes to over **25 days of added productivity.**

+ \$1,200



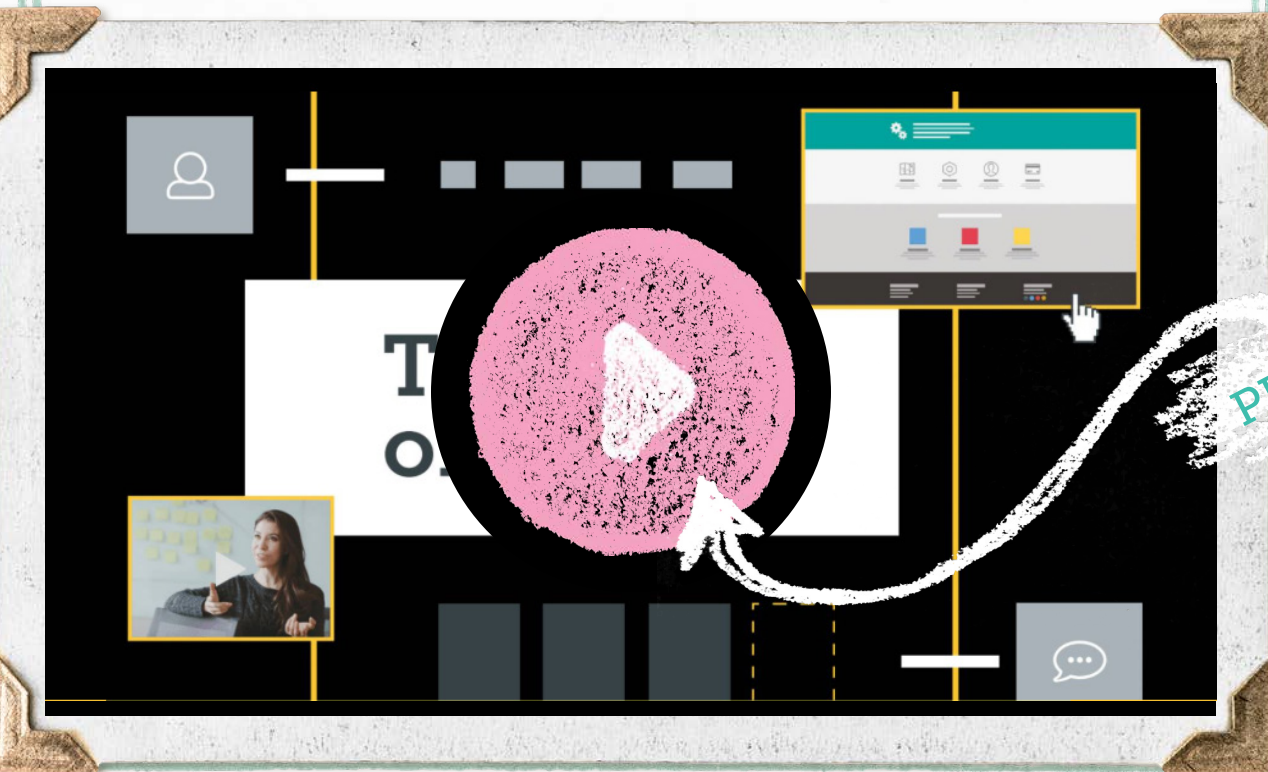
Businesses could **gain up to \$1,200 in productivity per year** for every employee who consumes content as part of their jobs.



For a company of 500 workers, this could **gain the equivalent of seven full-time employees** — without hiring a single person.

Source: TechSmith

PLAY VIDEO!







We've always known visuals are essential to the effectiveness of communication and, therefore, essential to instruct and inspire content marketers to use more often and inventively than ever before. At the same time, we believe content marketers are at their best when they have established a consistent and reproducible video production process. **While creative thinking is paramount, improving upon the fundamentals of video creation is equally important.**

For many of us without a dedicated video production team, we are frequently tasked to create video ourselves, left in the wilderness with little help and minimal equipment. Following are practical strategies to **get out of the woods and create engaging, powerful video content on your own that reaches your audience.**







## Set a Goal & Plan Ahead

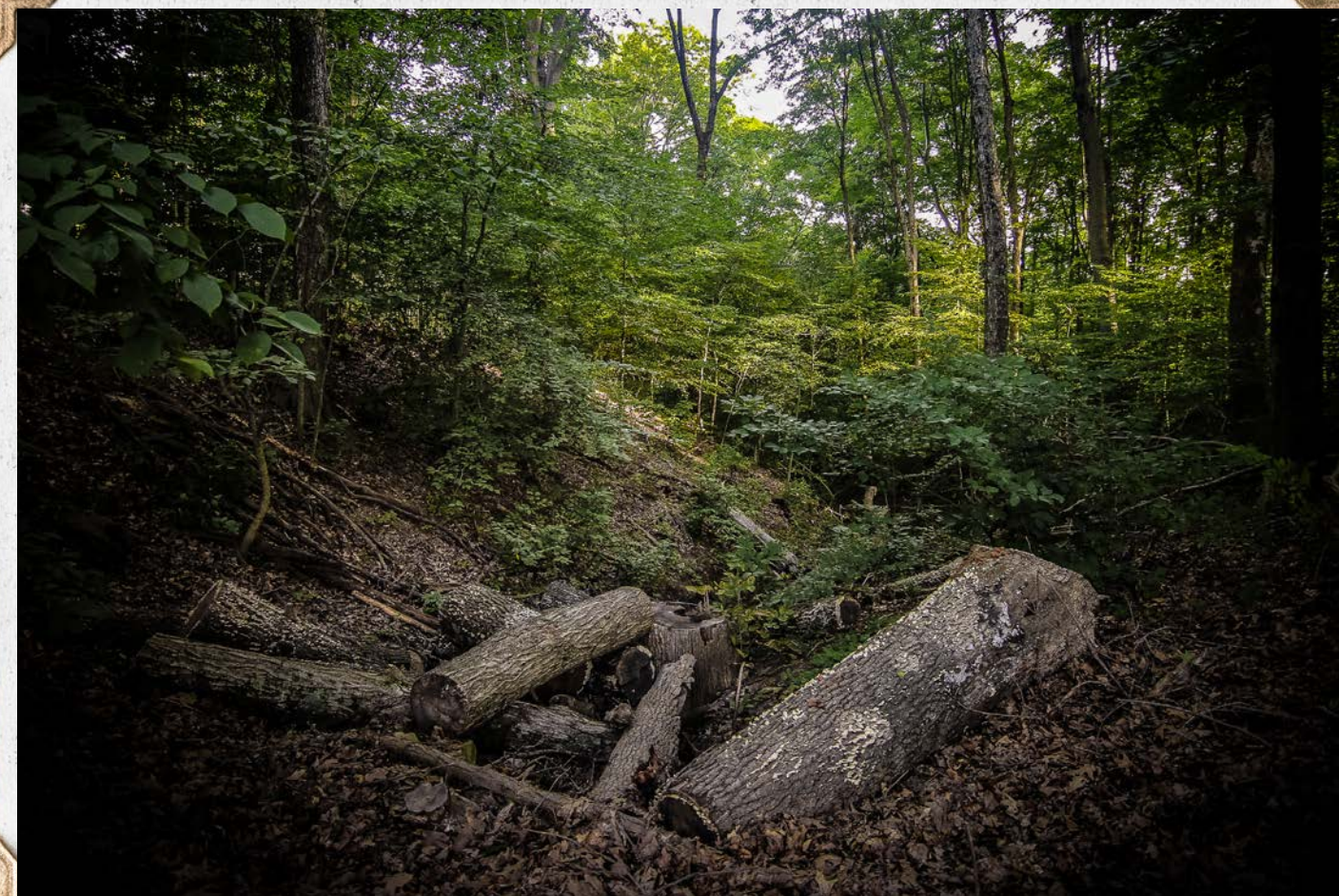


iewers connect with videos on an emotional level that other types of content can't replicate, and these emotions impact loyalty and decision-making.

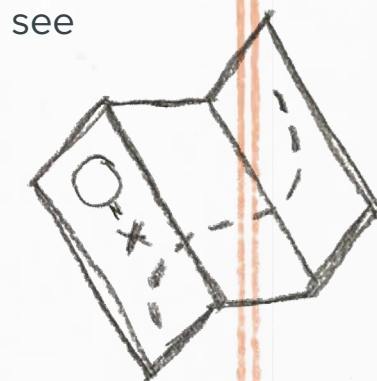
**According to a 2016 study from the Tempkin Group, when people have a positive emotional association with a brand, they are more likely to trust the company, purchase from the company, and forgive the company's mistakes.**

In order to do this, however, your video must have a purpose.

TRUST = PURCHASE



A video without a purpose is like wandering in the forest with no trail. In order to get somewhere, you need to define your target. Video content needs a goal and structure to help its viewers see what you want them to see.





The best video production processes, regardless of the size of the video, start by asking a simple question:

**What do you want the viewer to do or understand after viewing your video?**





The more tangible your answer, the better. By zeroing in on a single objective, you will avoid getting bogged down with too many ideas, which will help you produce a more focused video. Once you've established the purpose of your video, think about how you are going to use and distribute the video. Will it be posted on YouTube, Facebook, and Twitter? Does it belong on Instagram? Is it part of an email campaign? Determine all the potential and probable uses for your video before you shoot. This allows you to plan for the clips, shots, and images you will need to tailor your video for each distribution platform rather than chase after them in post-production.






As you know, social media platforms don't offer a one-size-fits-all option for your content. User preferences and platform variations create bewildering lists of best practices for each platform.

When it comes to video, here's what you need to keep in mind:

Platform	Maximum Length	Maximum File Size	Ideal Format
 Instagram	60 seconds	4GB	Square (1080x1080)
 Twitter	2 minutes, 20 seconds	512MB	Square or vertical (1080x1080 or 1080x1920)
 Facebook	120 minutes	4GB	Square or landscape (1080x1080 or 1920x1080)
 YouTube	15 minutes*	128GB	Landscape (1920x1080)

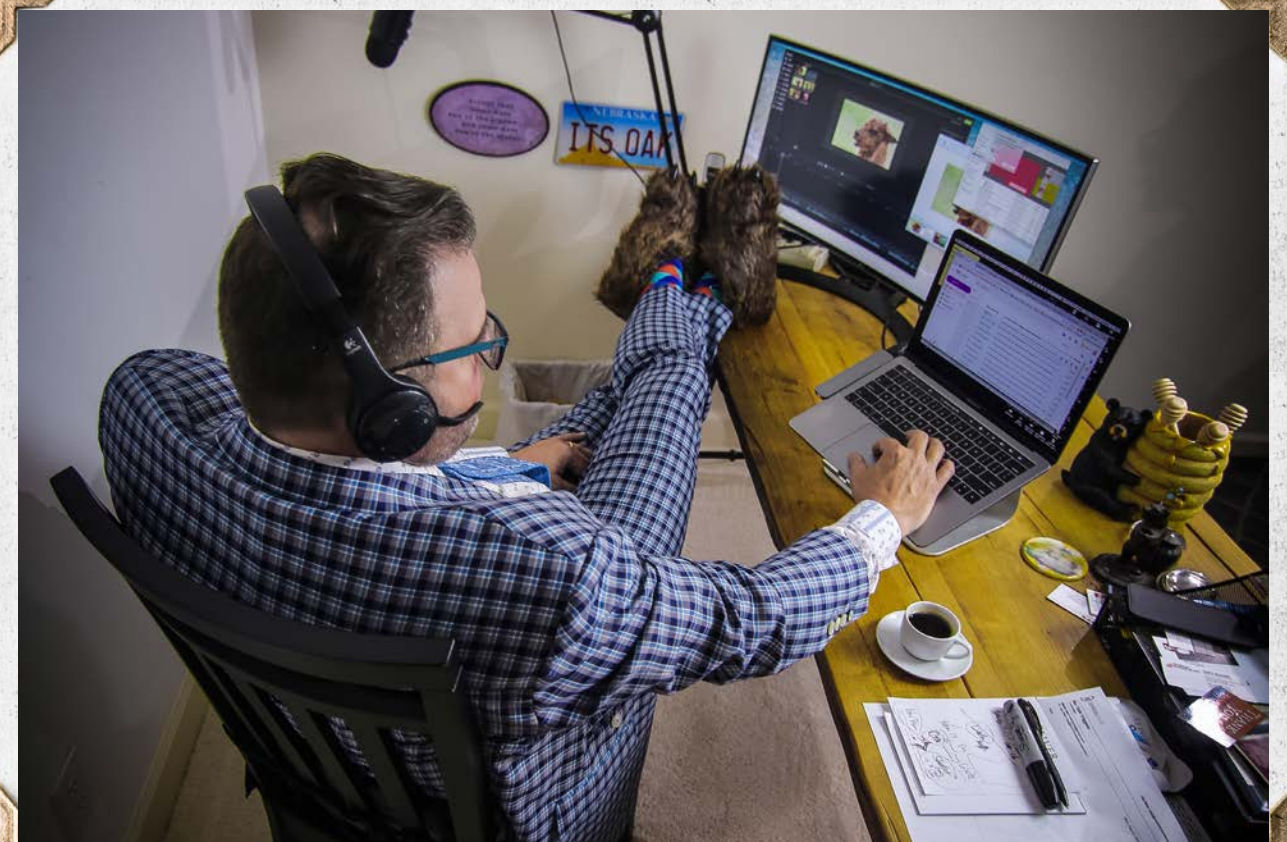

*\*On YouTube, fifteen minutes is the default max length, but that can be extended with a verified channel.*





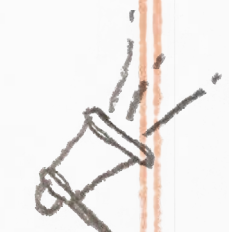
Now that you've defined the purpose of your video, it's time to plan your video with a script, storyboard, or outline.

**01 Scripting.** A script is the most formal of these planning tools. Use a script if you are creating a video where your subjects are being directed on exactly what to say and won't be permitted to improvise. Get specific and plan out the visuals (shots, angles, graphics, etc.) that will accompany each line of dialogue.



**Pro Tip:**

*Just because your dialogue sounds good on paper doesn't mean it will convey in your video. Do a timed read-through before you shoot. A read-through will let you hear areas that aren't as strong as they appear on paper. Timing the read-through will let you see if you've written a script that is too long for your distribution platforms.*





**02 Outline.** An outline is the least formal of these planning tools. Use a video outline when you are creating a video where the subject has flexibility to speak. We find outlines to be the most helpful with interview or vlog-style videos. At the top of the outline, state the purpose of your video. If it's an interview-style video, write the questions you will ask your subject, prompting answers to achieve your purpose. If it's a vlog-style video, write the points your subject will make.



State the  
PURPOSE!!

### Pro Tip:

*If you're creating an interview-style video, talk to your subject ahead of the shoot about the questions you will ask so they can plan answers. Provide your subject with ideas on what to say in response to your questions. Doing this preparation won't mean your end result will feel staged. Your subject will be better prepared, which will make your shoot more efficient.*

Warm  
Up!

**03 Storyboard.** A storyboard can be used as a middle-ground between a script and outline. To create a storyboard, draw your video out frame by frame and include notes for each. Those notes can include specific dialogue, cuts, shots, questions, or graphics you'll use to tell your story. Remember, don't start to storyboard until you've defined the purpose of your video. Every frame needs to tie back into that purpose or play a role in telling that story.



IMPORTANT!

### Pro Tip:

*Creating a storyboard can help you think through your ideas in detail and put them down on paper. The benefit of a storyboard over an outline is that it requires you to think through each frame, which will encourage you to do more planning.*





“

When I was first getting started creating video content, I selected topics I was passionate about that contributed to the areas of expertise that I wanted to be known for, and that I wanted to share with the world. Today this is still true, but I also look to my audience to get specific on what video topics they want to see.”

— AMY LANDINO

*Co-founder of Aftermarq,  
and Best-Selling author of Vlog Like a Boss*



“

The #1 way I decide what video content to create is by thinking like my customer. I focus on answering client FAQs with my videos.”

— SUNNY LENARDUZZI

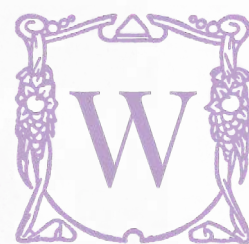
*Founder of YouTube for Bosses,  
and Video Branding Expert*







# Studio Considerations/Shoot Your Footage



Whether you use a traditional studio, in-house or are shooting an interview video with your laptop, you can do this! Even if you're going it alone, the following tips will help you navigate the woods successfully, so you can create engaging video. Let's take a moment to address the scene around you and the people you've selected to be part of it.



## Studio Considerations

- **Address the Mess.** Often times, content marketers shoot in an office space or business setting. With all due respect to business settings, they aren't the most interesting to view. They also aren't set up for video shoots. Even though they may look clean to your eye, papers, desktop items, stacks of folders, wires, and docking stations are unbearable to see in a video. Find a place to shoot with a quiet background and foreground. Clean it up if you need to and plan your camera angles to crop out excessive items that create unwanted noise and distractions. If your scene is boring, add an interesting, natural prop.





➤ **Considerations When Shooting at Your Desk.**

It's not uncommon to see video of a subject matter expert from Company A interviewing another subject matter expert from Company B. Both subjects sit at their desk and gaze into their webcams with a pair of white earbuds. There's nothing wrong with this per se, but a few simple changes can make this video much cleaner. If you are shooting from your laptop, reserve a conference room or find a quiet space. Get an external USB microphone to improve the quality of your audio and move earbuds out of your shot.



**Pro Tip:**

*Use an external webcam mounted behind your laptop, or—even better—turn a DSLR camera into your webcam for superior video quality. To do this, you need to connect your DSLR camera to your laptop through an HDMI Capture (like the AJA U-TAP HDMI Capture).*







➤ **Selecting and Using Props.** We use props to make a scene more interesting, but they can get in the way and distract, too. Always be mindful of your props. Provide enough space between your prop and your subject so it doesn't become a distraction during a shoot. Don't ask your subject to interact with a prop too much, either. Define a specific way to use the prop, use it in that way and then move on with the scene. With video, we find that less is more. Be willing to cut the prop out of your scene if it's making the shoot awkward or confusing. Trust us, there's another creative way to convey your idea.

LESS  
=  
MORE

Don't be  
Afraid to



Not everyone in your office is going to have a strong presence in front of the camera. But there are times when you have to use someone in a video because they are the best suited for the job. Let's discuss some considerations for your in-office talent and techniques you can use to coach even the most unwilling, stiff subject to greatness.





➤ **Choosing Office Talent.** If you can choose anyone—absolutely anyone in your office—to participate in your video, first recruit people who are comfortable speaking in front of audiences. Look for colleagues who present often at meetings or talk at conferences. If you can't find this person, look for those who perform in some capacity. Perhaps they are in a choir or coach their kid's soccer team. These experiences improve on the skill of speaking more concisely and with precision.

➤ **To Teleprompter or Not to Teleprompter.** The Teleprompter is one of the most loved and hated pieces of equipment. When used well, subjects appear highly-polished, reputable and credible on the topic they are discussing. When that doesn't happen, subjects look the opposite: stiff, unsure, and uncomfortable. Using a teleprompter with comfort is a skill, and your video subjects will be better at it if they've practiced. When you use a teleprompter, it opens up who can participate in your video. Give them a chance to get comfortable with the teleprompter ahead of time.



Give them a chance to get comfortable



### Pro Tip:

*These days you can turn just about any device into a teleprompter. There are a number of teleprompter apps available. Download one onto a desktop, laptop or iPad, and find a way to mount your device in view of your subject but out of view of your camera (this is the tricky part).*







➤ **Coaching Office Talent.** Before you put your subject in front of a camera, tell him or her what you want the viewer to understand when they view the video. Tell your subject specifically what to expect. If you have a chance to provide interview questions ahead of time, do it. Remember, for most of us, it is remarkably easier to be positioned behind the camera than it is in front of the camera. Help your subject become as comfortable as possible before you shoot.

➤ **Talent Wardrobe & Appearance.** Part of helping your subject become camera-ready is to coach them on what to wear, how to look, and how to carry themselves. Advise your subject to dress professionally and to wear specific, solid colors that stand out from your backdrop. Talk to your female subjects about jewelry preferences. Talk to your male and female subjects about their level of comfort removing glasses for a shoot. If you are shooting someone who is fidgeting or speaks with their hands, give them something to hold to subdue this tendency.

Dress  
Professionally

## The Gear We Love

*We've all experienced the excitement of a new piece of gear. We've also all experienced disappointment when we realize a piece of gear isn't everything we thought it would be. So what do you need?*







To easily improve the quality of your video, use an external microphone. I use my Yeti podcasting microphone and move it out of the video frame. You could also use a lavalliere microphone. And be aware of ambient noise. It's amazing how often you get an air-conditioning hum or some other background sound when in an office environment, which can be noticeable and distracting in your video.”

— JAY BAER

*Founder of Convince & Convert and New York Times best-selling author of six books*



My dad called me the other day and he goes, ‘What's a good digital camera that I should get?’ I said, ‘Your phone,’ and we just had a little bit of a laugh because I think sometimes people forget how powerful our phones can really be.”

— MADALYN SKLAR

*Live Video Strategist, and Creator of Video Like a Rockstar Program*



I’m a big believer in starting with what you have and getting crafty as a creator. Before upgrading my gear, I grew my YouTube channel from scratch to 50,000 subscribers by recording in front of a window, using a webcam, and placing my computer on a stack of books as a makeshift tripod. My biggest recommendation is to always face the light source, so people can see your face clearly, and I’m a big fan of natural light.”

— SUNNY LENARDUZZI



Being aware of good audio quality will set you up for great success. Look into external microphone options on Amazon or B&H Photo that are compatible with your camera (there are lots of smartphone-friendly options that just plug into your microphone jack). If you’re not diligent with your audio and post a video that is tough to listen to, it’s not likely many people will stick around for the first 30 seconds, much less the whole thing.”

— AMY LANDINO





# Edit Your Footage



Editing is the process of rearranging and refining what we've shot to clearly and creatively convey our ideas. It can be straightforward, but it can become a bear of a process with no apparent end in sight. Most content marketers don't have the luxury of time, so let's review some common editing techniques available to help you define your own unique style.



## Cuts

- **The Hard Cut.** The standard or hard cut is the cut you use when you cut from the end of one clip to the beginning of the other. It is the most basic cut, and is the easiest to do. But it also has the least amount of visual meaning if you are trying to be creative.





➤ **The Jump Cut.** The jump cut is a technique that allows you to jump forward in time, without changing your camera angle. Jump cuts work well if you're trying to speed up your story without worrying about adding in more footage. They can feel abrupt, however. To smooth out jump cuts, use b-roll footage over the cut. B-roll is any supplemental footage used to cover up the main shot (A-roll). It is especially effective in hiding jump cuts, or other edits. Shooting multiple camera angles is another way to avoid jump cuts, but you have to plan for this before filming. Jump cuts used to be considered an unprofessional technique, but formats like screencasts and vlogs, along with platforms for regular content-creators such as YouTube, have modernized this previously-disliked style.



➤ **The L Cut/J Cut.** These cuts are slightly different; some people already use them without knowing it. Let's start with the L Cut: This is a cut where the viewer is hearing the audio from the previous shot (clip A) but seeing a visual from your next shot (clip B). It's used as a way to contextualize your audio or to provide more meaning to it. The J Cut is the opposite. With a J Cut, your viewer hears the audio from the next clip (Clip B) before they see the video that goes with that audio.



Contextualize your audio

➤ **The Cross Dissolve.** A cross dissolve is a transition between two clips where both are on-screen for a portion of the dissolve. As the first clip fades out, the second clip fades in. They can create a dramatic effect and, as a result, are often overused. Included sparingly, they can be effective.

Include Sparingly





- **Fade-In/Fade-Out.** A fade-in or fade-out is a gradual transition from one image to another. A fade-in/fade-out is usually a transition from a blank screen or image to a blank screen (image to black), and indicates a scene is beginning or ending.

### Pro Tip:

*Wipes, fades, and dissolves all belong in the video editor's toolbox because they are great tools to have at your disposal. They can create desired effects or provide an interesting transition. If used in excess or in the wrong place, they can be distracting. When using these effects, get feedback to see if they're being interpreted the way you intended. When in doubt, hard cuts can be just as effective.*



Long shots  
= emphasize place and location

## Cropping, Zooming & Panning

➤ **Long Shots**—commonly called wide shots—show your subject from a distance and emphasize place and location, whereas close shots reveal details of your subject and highlight emotion or personality. Medium shots fall in between. Sometimes we plan for a shot that doesn't quite work in editing.

Close shots  
= highlight emotion

During editing, you can make some modifications to your shot through the use of cropping, zooming, or panning effects. Keep in mind that these modifications aren't a replacement for planning for the 'right' shot during a shoot, and you may sacrifice quality when changing the resolution of an image. Use cropping to cut out unwanted elements in a video. Use a zoom to include a dramatic effect or draw attention toward a specific object. Use a pan to move the viewer's focus from one component of your scene to another.







## Animations/Effects

- **Slow Down/Speed Up.** You can slow down or speed up video for a number of reasons. Perhaps you are showing a long process and don't want to bore your viewer, so you speed it up. Or there could be a dramatic or funny moment that is easily missed, so you slow the clip down. These are instances where you would speed-shift your footage. Remember if you change the speed of your visual, its audio will become pitched. This effect is easier to use on b-roll or footage where the sound is immaterial.



- **Titles and Lower-Thirds.** Titles and lower-thirds should be added to your video if you want to provide contextual information to your viewer. A title can be placed anywhere on your picture as it is likely the priority visual for your viewer, and sometimes giving it a graphic instead of placing

Need to provide contextual information?

it over your video can really grab attention. A lower-third is placed on the lower ⅓ portion (to the right or left) of the screen. It doesn't cover up your visual and is meant to be complimentary to your primary subject.

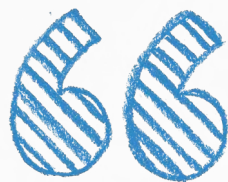


- **Color Editing.** At its most basic, color editing can make your video clips appear to be in the same color space. Oftentimes, we shoot on multiple days; lighting and other variances give us video that appears visually different. Warming and cooling tones in your clips gives the appearance they were shot on the same day.

Editing gives you an incredible amount of freedom to test new approaches and techniques. Much like voice in writing, editing is about style and personal preference. The possibilities in video editing are so vast we can't fit them all into this ebook, but we'd love for you to hear from some of the best editors we know. We asked advanced editors in the TechSmith community to share some of their most treasured techniques with you.

Possibilities in video editing are so VAST





Three of my go-to video editing tips would include: Be consistent with the style and length of your transitions across your video. This is a simple way to make your video more polished. Second, create breathing room for your viewers to absorb your message and digest what they just heard with b-roll and natural sound. And third, just start. Your first video isn't going to be as good as your second video. And your third video will be better than your first two because you will learn new things with each video. You'll learn your own style over time."

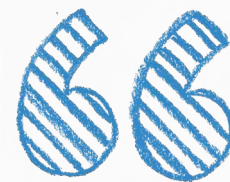
- BARRET BAXTER

*Video Production Specialist - TechSmith*



When I edit my videos, I like to deliver as much value as possible in the shortest amount of time. So my editing style is very much a speedy coaching session. I cut out a lot of dead air or pauses."

— AMY LANDINO



My editing style has always been to keep our content as concise as possible. I want people to get what they need from my videos as fast as possible. And to keep our videos on brand, we always use the same font, brand colours and tone of music - which creates consistency and familiarity."

— SUNNY LENARDUZZI



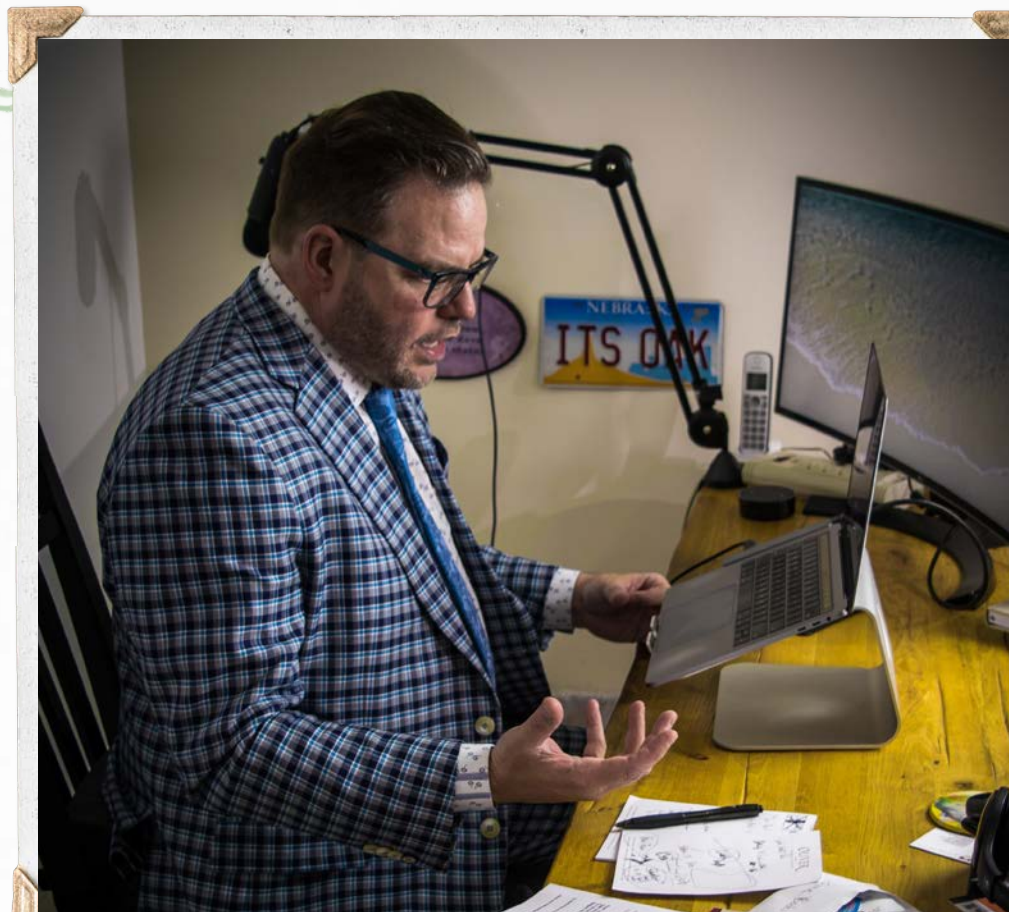
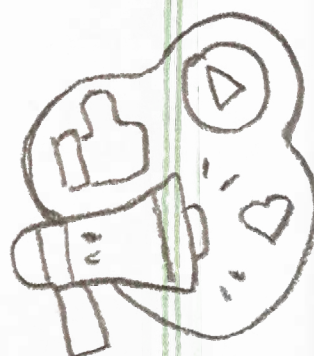




# Distribute Your Video



If creating a video is the first half of the battle, distributing it is the second. The way you approach the distribution of your video depends on a number of variables: your audience, what you're trying to achieve, and the platforms where you have a strong digital footprint. While we can't write your distribution plan for you, we can review some important considerations and provide ideas from our experts on how it's done.



## Video Hosting

If you've created a video and want to distribute it on your website, you'll need to consider hosting. Choosing the right hosting platform is easier to do if you understand your needs. Video hosting platforms offer similar but different features making some more suitable for certain situations than others.





## YouTube

- ✓ It's free
- ✓ Unlimited bandwidth and file size
- ✓ It's the second-largest search engine behind Google
- ✓ Permits product demo and tutorial content

- ✗ Displays third-party ads
- ✗ Deletes original video and replaces with a lower resolution file

**No Cost**

## Vimeo (Free Plan)

- ✓ Ad-free
- ✓ Has a reputation for higher-quality, more professional content
- ✓ Unlimited bandwidth

- ✗ Smaller audience than YouTube
- ✗ Limits how much you can upload: 500 MB a week/25 GB a year
- ✗ The free plan displays third-party ads
- ✗ Does not permit commercial content
- ✗ Deletes original video and replaces with a lower resolution file

**No Cost**

## Vimeo (Pro Plan)

- ✓ Customizable video player can be branded
- ✓ Advanced analytics
- ✓ Ad-free
- ✓ Can upload up to 20 GB of video per week (1,000 GB per year)

- ✗ Somewhat limited features
- ✗ Smaller audience than YouTube

**\$**

## Vidyard

- ✓ Ad-free
- ✓ Customizable player
- ✓ A/B Testing & Advanced Analytics
- ✓ CRM Integrations
- ✓ Creates a transcript once a video is uploaded
- ✓ Social sharing and easy embedding
- ✓ Advanced SEO tools
- ✓ Audience customization tools (can weave simple customizations into videos)
- ✓ Supports custom hubs/channels

- ✗ Better positioned for enterprises or large teams
- ✗ Costs are high (typically start at \$1,000 a month) but can vary. Some plans let you pay when you use features rather than pay as a package.

**\$\$\$\$\$**



## Wistia

- ✓ Ad-free
- ✓ Customizable player (change colors, add calls-to-action)
- ✓ CRM Integrations
- ✓ Social sharing and easy embedding
- ✓ Lead generation tools
- ✓ Advanced analytics stand out as best-in-class

✗ If you exceed your plan's bandwidth, you pay per GB exceeded, which can add up

**Plans vary:**  
\$\$ (Pro Plan)  
\$\$\$ (Enterprises)

## BrightCove

- ✓ Ad-free
- ✓ Customizable player
- ✓ Advanced analytics
- ✓ Social sharing
- ✓ CRM Integrations
- ✓ Offers monetization and advertising functionality for publishers
- ✓ Lead generation tools
- ✓ Live streaming
- ✓ Can grow with a marketing team as video ambitions grow

✗ A more expensive option

\$\$\$ (Marketer Plan)  
\$\$\$\$ (Enterprises)

## TechSmith Screencast

- ✓ Ad-free
- ✓ Permits commercial content
- ✓ Permits product demo and tutorial content
- ✓ Distributes original quality/source video
- ✓ Integrates with Google Analytics
- ✓ Free plan offers 2GB of storage and 2GB of monthly bandwidth. More available in paid plan

✗ Does not have access to a large audience  
✗ Limited analytics

**Free**  
\$ (Paid Plan)



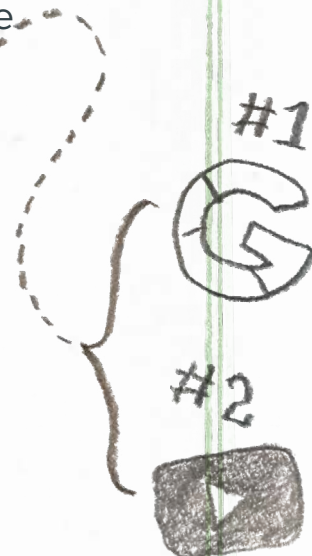


## Search Engine Optimization

Organizations who are using video in their marketing efforts receive 41% more web traffic from search than those who aren't. It's critical you give thought to your video titles and follow SEO best practices. Most people end up distributing a video on YouTube (even if they don't use YouTube to host that same video on a website) because YouTube is the second most-used search engine behind Google. Here are some SEO highlights to remember for YouTube:

- **Titles should be** seventy characters or less.
- **While descriptions can be** up to 5,000 characters, only the first 157 characters will appear in search results.
- **Link to social media platforms** and pertinent webpages at the end of your YouTube description.
- **Generate captions** so people understand your video's message even with the sound off.

Source: Small Business Trends



### Pro Tip:

*Make a transcript of your video to help write video titles, descriptions, and tags. Not only will a transcript give you a foundation for your description, but it will also help you see keywords that come up frequently in your video.*

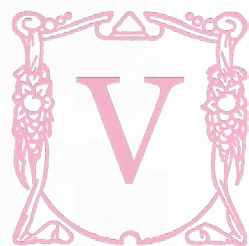
*These are basic tips. If improving SEO is your primary aim, selecting a professional hosting platform with built-in SEO tools may be a priority for you.*





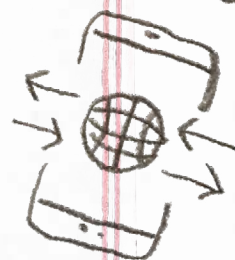


## Wrap-Up: Business Opportunities & Video

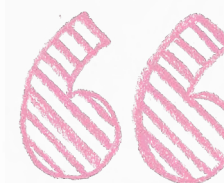


Video content has the best ROI, drives decisions, is a better tool for conveying information and is more effective at creating an emotional response from viewers. According to a study conducted by Cisco, online video will be responsible for **80 percent of the world's internet traffic** by 2019. Not only do we want to encourage you to think about new ways to apply video to your business, but we want to help equip you with what you need to share the power of visuals with other people in your company, and deliver effective video to your audience.

video will be 80%  
of the world's internet  
traffic by 2019



Even if you're the only one at your organization rooting for video, we hope you'll keep moving forward in the video revolution. You may feel like a lone bear in the woods, but you're not. We hope this ebook helps you get what you need to establish a video production practice that incorporates best practices and the tools and techniques that work for you.



**When it comes to video marketing, the biggest opportunity for business is leveraging video marketing to make a personal connection. Be relatable and know who you're talking to and video marketing will convert sales in a big way."**

— AMY LANDINO



**With video for business, the biggest opportunity is that the opportunity is big. What I mean by that is video works at all stages of the buyers' journey. Whatever you're making content for, you can/should make video content, too."**

— JAY BAER





**Not surprisingly, I see YouTube as a massive missed opportunity for a lot of business. It's owned by the largest search engine in the world, and your customers and clients are searching for answers to their questions right now! All you have to do is show up and answer them, and you'll be discovered by brand new clients and customers every single day, in your sleep."**

**- SUNNY LENARDUZZI**



**One of the biggest opportunities with video is that you do not have to be a video professional to create it. We can all easily create really nice videos that showcase who we are, what our business is all about, and use it to build community."**

**- MADALYN SKLAR**



**Video offers an unparalleled way to engage and excite customers about a product or service while also providing a more personal emotional connection to your brand. More and more, companies are looking to video to help them articulate their product or service offerings on social media and wherever content is consumed. Businesses that fail to embrace video will soon find themselves far behind their competitors."**

**-WENDY HAMILTON**

*TechSmith CEO*





**We help you make awesome videos and images.**



Learn more about creating videos at  
[TechSmith Blog](#) and [TechSmith Academy](#)