

 x 01 x 18 x 06

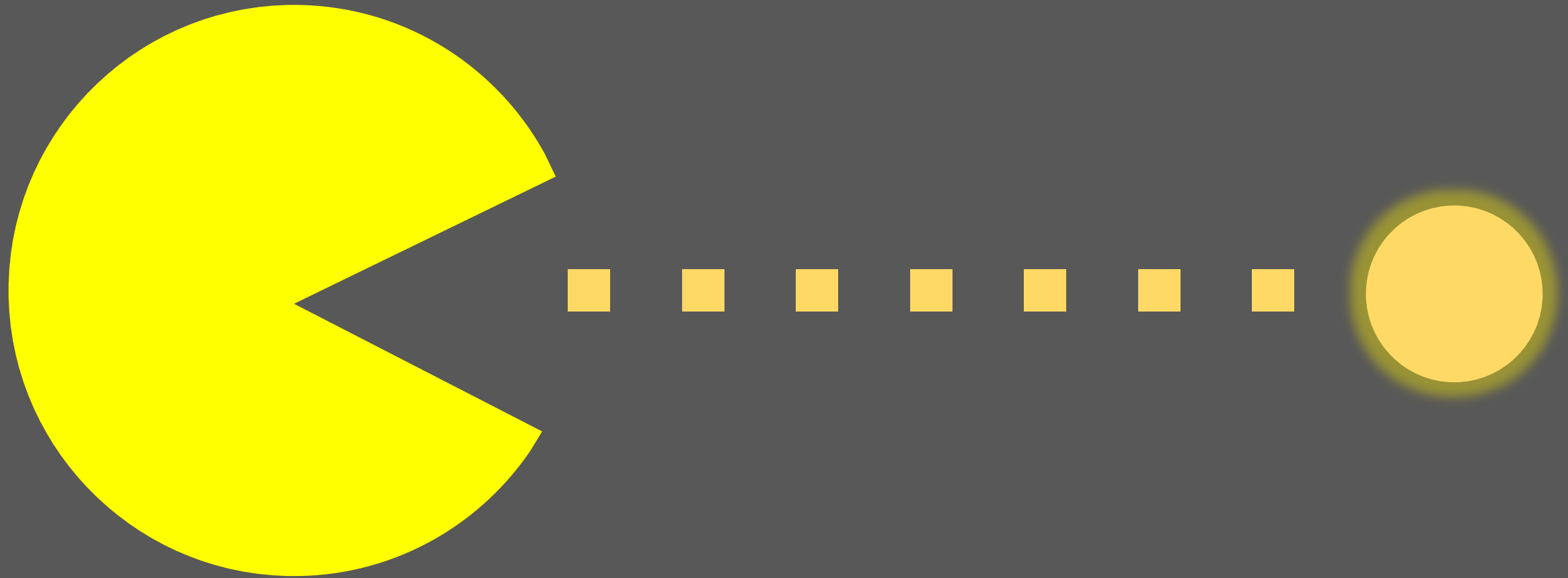
BY  TechSmith®

POWER UP YOUR SCREEN VIDEO

Editing Tips for Engaging and Effective Demos
and Tutorials



THE FIRST POWER-UPS...



BALANCING YOUR STATS...

LEVEL UP!

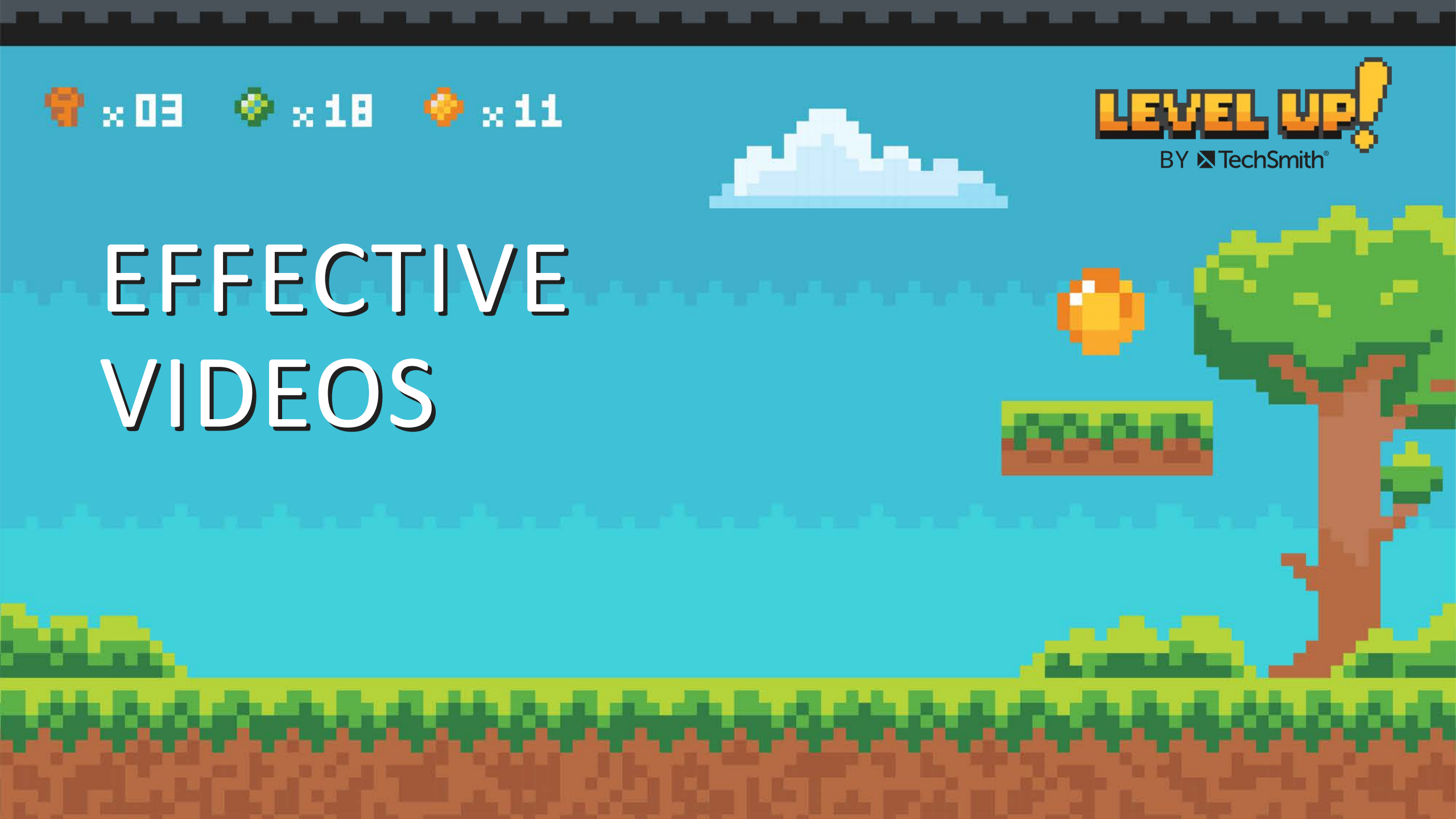
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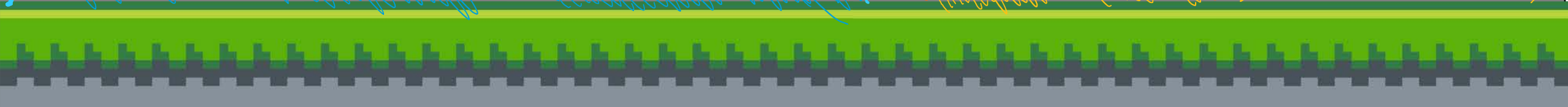
🍄 × 03 🍄 × 18 🍄 × 11

LEVEL UP!
BY TechSmith®

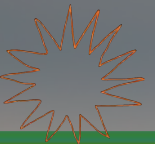
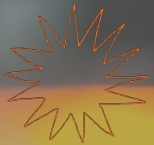
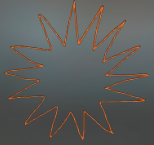
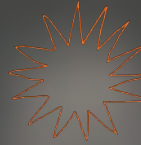
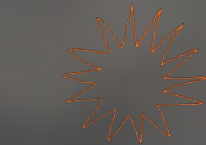
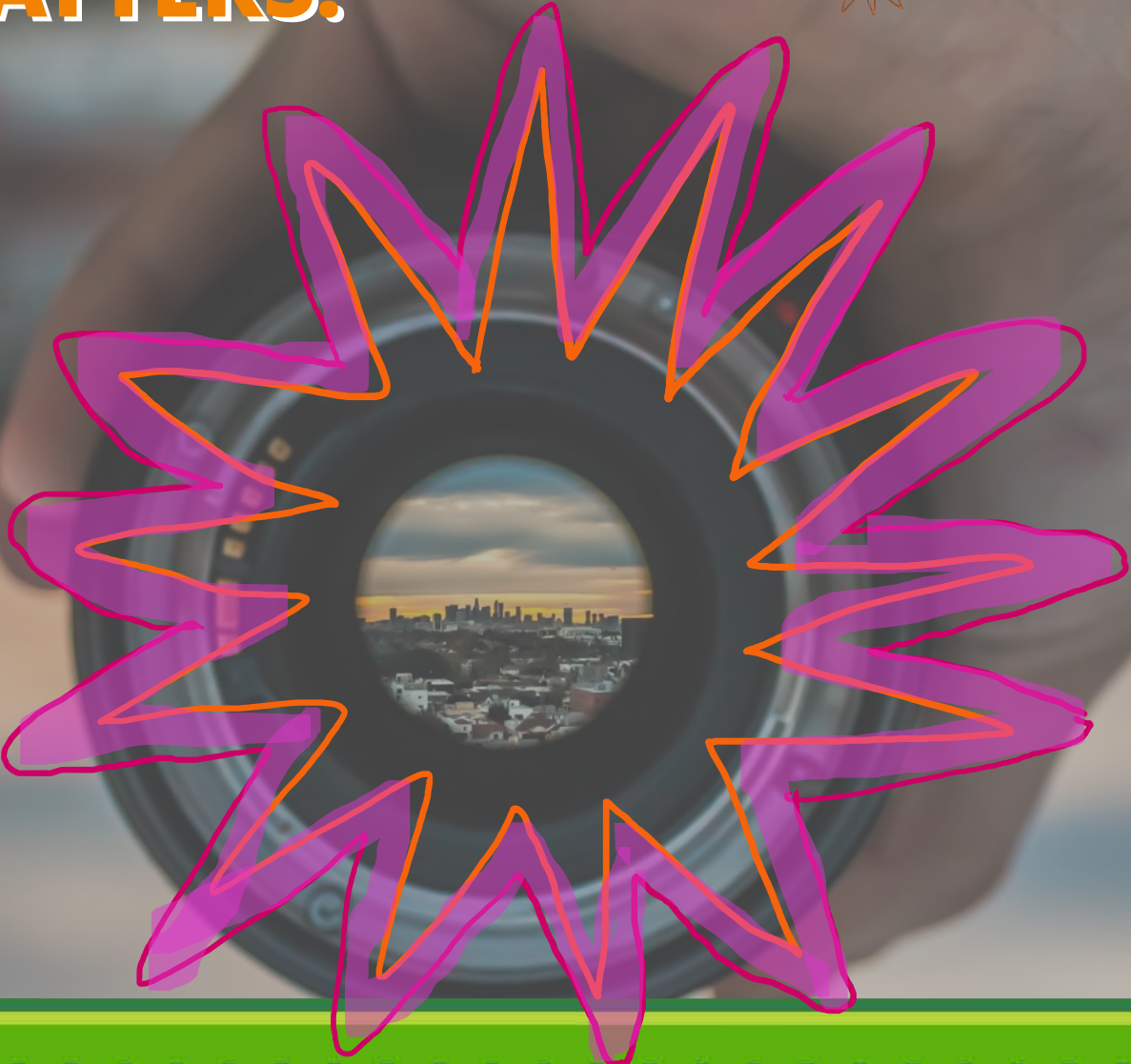
EFFECTIVE VIDEOS



SHOW DON'T TELL...



CONTEXT MATTERS!



BASELINE QUALITY

IS IT GOOD
ENOUGH?

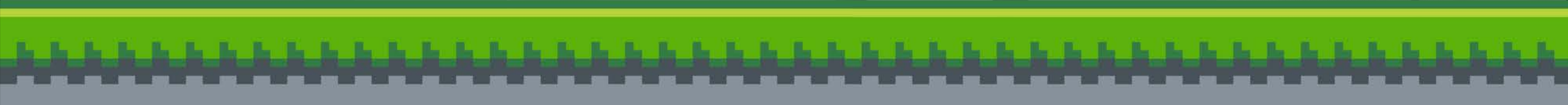


VISUAL CLARITY

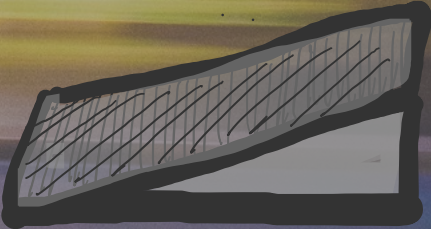


CLEAR AUDIO

CLARITY



EASE OF CONSUMPTION



CONVERSATIONAL

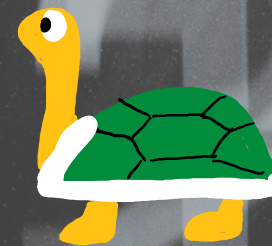
WHAT?

HUH?

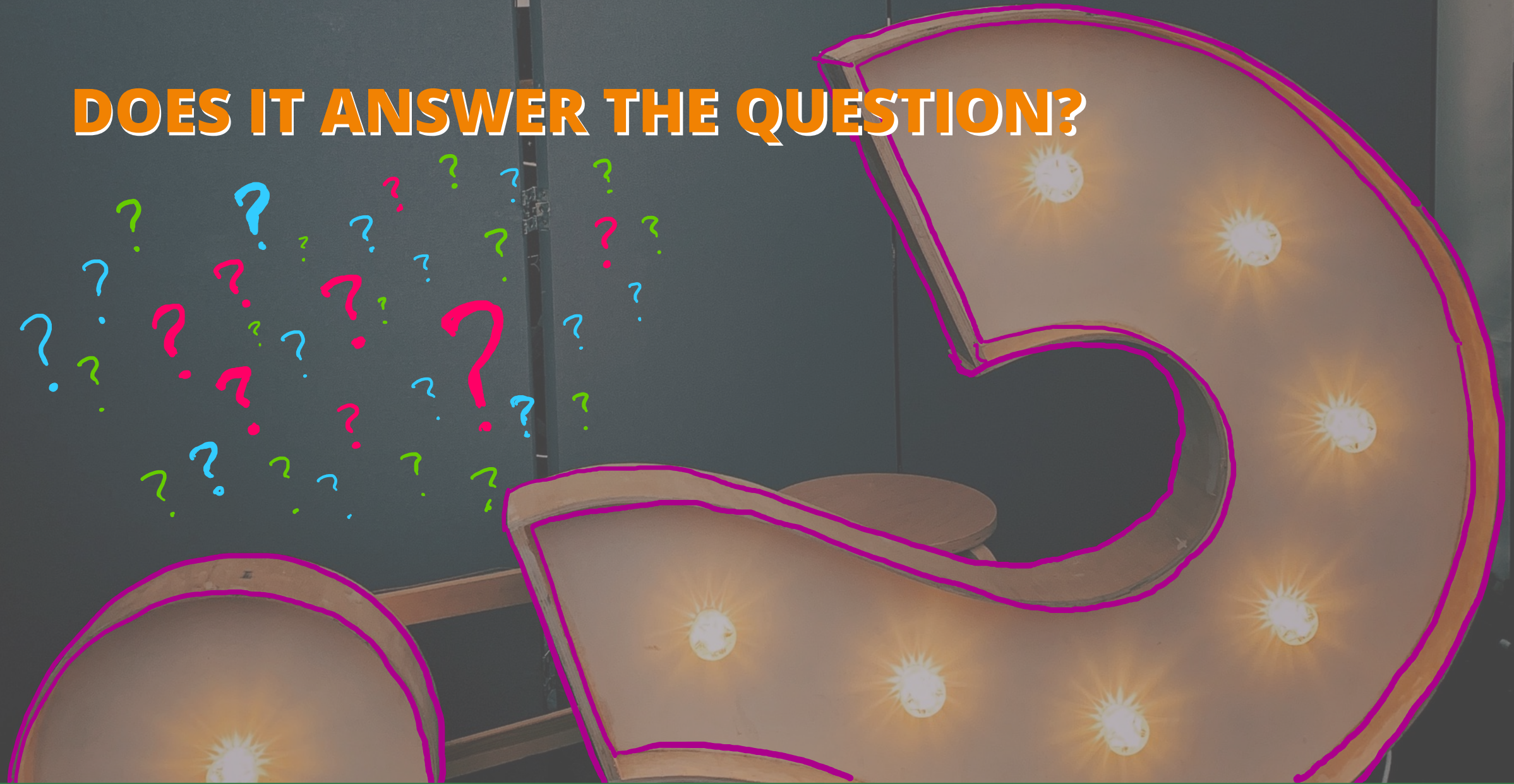
LOL... LET US
OPTIMIZE THIS
SYNERGISTIC ASYNC
LEVERAGE POINT
TO NINJA THE NEW
NORMAL



CONVERSATIONAL SPEED



DOES IT ANSWER THE QUESTION?



🔥 × 02 🌱 × 06 🍊 × 11

ENGAGING VIDEOS

LEVEL UP!

BY TechSmith®



DEFINING ENGAGEMENT



I HOPE HE CAN JUMP



WHAT IS YOUR DESIRED OUTCOME?



IF I WANT VIEWER TO X THIS

WILL THEY BE SUCCESSFUL:

IF THEY DON'T VIEW AT ALL?

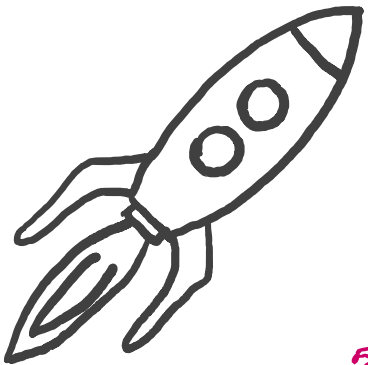
IF THEY DON'T VIEW MOST OF THE VIDEO?





IF THEY DON'T CLICK THROUGH?



DEMO VS TUTORIAL

**COOL STUFF YOUR
TOOL/SERVICE
CAN DO**



1. 
2. 
3. 
4. 
5. Profit!

**HOW THEY CAN
DO COOL STUFF
WITH YOUR
TOOL/SERVICE**



GIVE REASONS TO WATCH

CAN I
GIVE THEM
WHAT THEY
NEED

ENTERTAINMENT

GROWTH

FAME

SKILLS

\$\$\$\$

KNOWLEDGE

TIME

ANSWERS

POWER

Job
SECURITY



METRICS & ENGAGEMENT: VIEWS

Overview Reach Engagement Audience Revenue

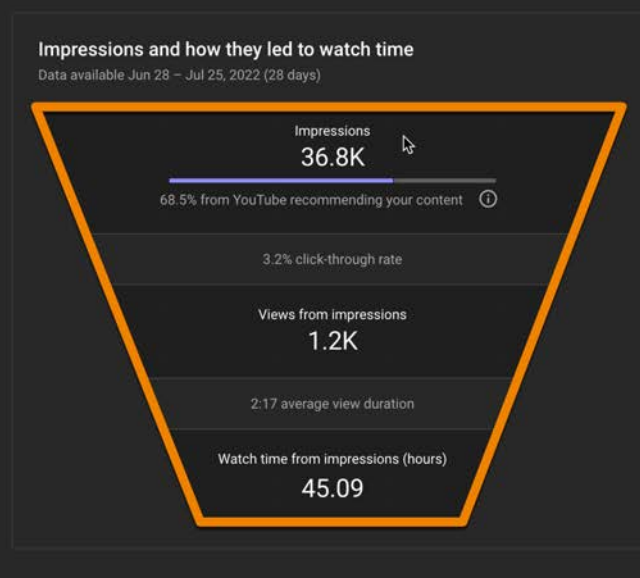
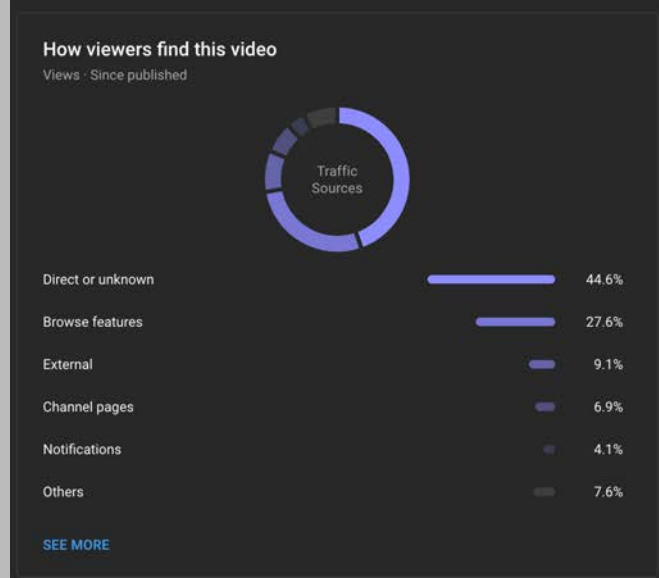
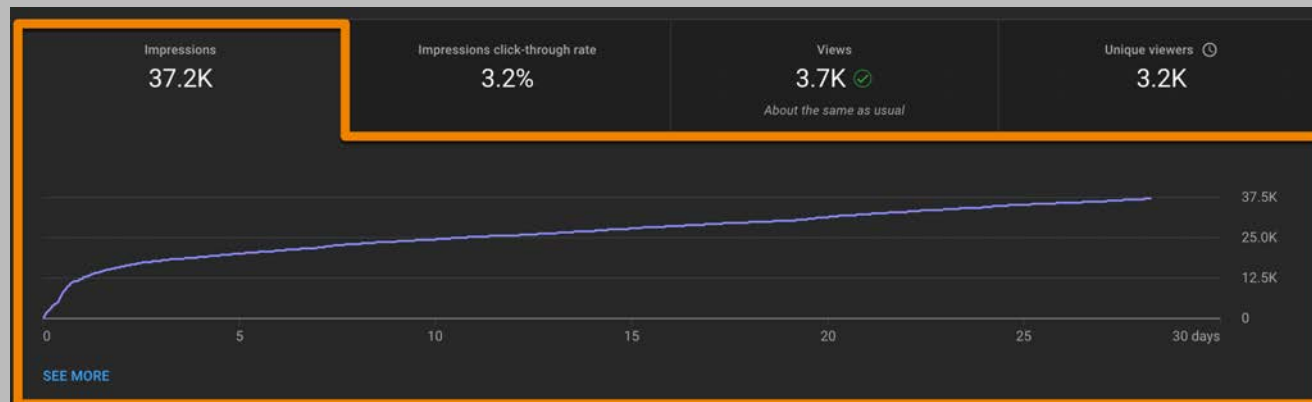
This video has gotten 3,713 views since it was published

Views 3.7K ✓ <i>About the same as usual</i>	Watch time (hours) 171.0 ↑ <i>51.0 more than usual</i>	Subscribers +57	Your estimated revenue 🕒 —
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● This video ● Typical performance

SEE MORE

METRICS & ENGAGEMENT: IMPRESSIONS

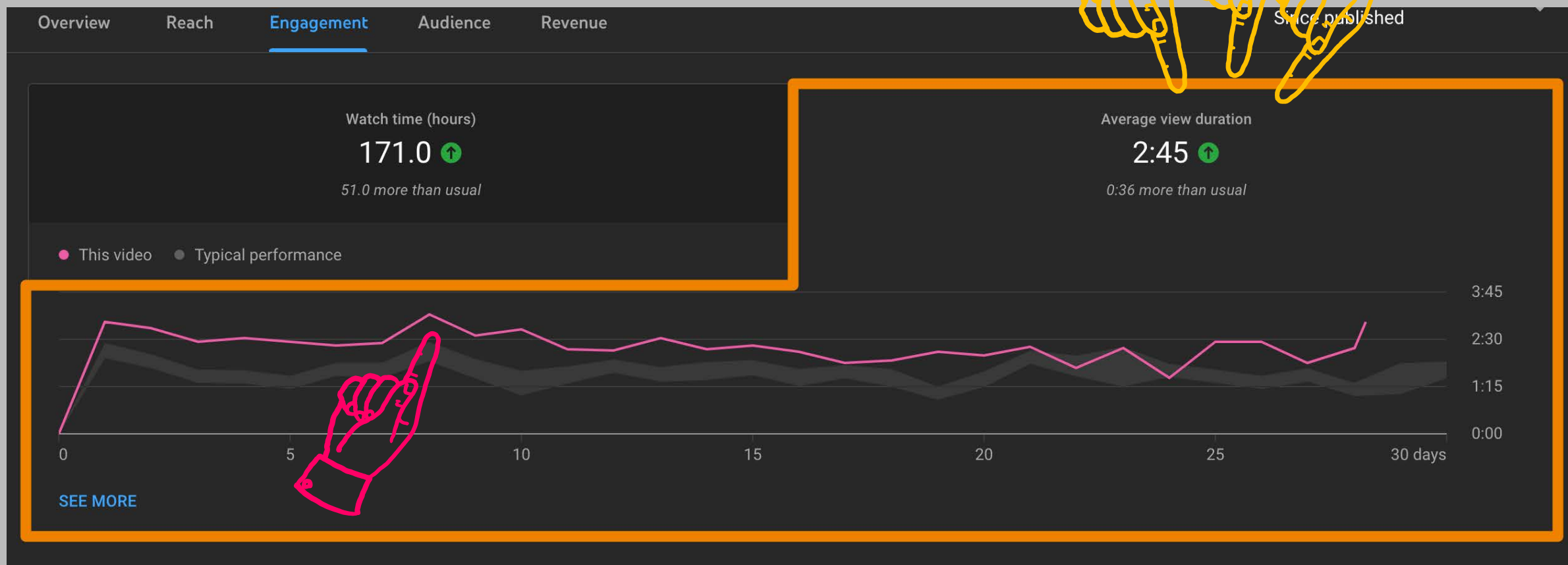
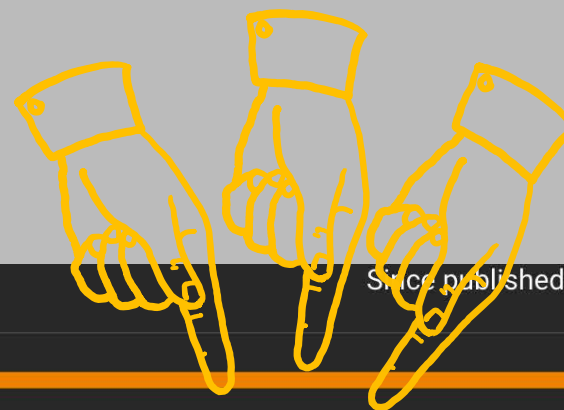


METRICS & ENGAGEMENT: WATCH TIME

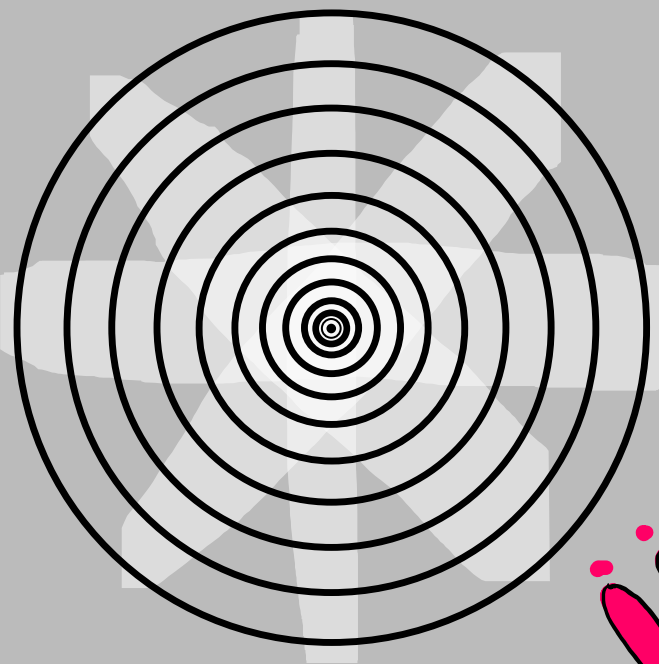




METRICS & ENGAGEMENT: AVG. VIEW DURATION



METRICS & ENGAGEMENT: AUDIENCE RETENTION



HYPNOTIZE

The video player shows a man with a beard wearing a black t-shirt with the 'Camtasia' logo. He is sitting in front of a desk with a microphone and a computer monitor. The monitor displays the text 'MAKE BETTER VIDEOS'. The video progress bar shows 0:01 / 4:25.

Below the video player, there are two radio buttons: 'This video' (selected) and 'Typical retention not available'. To the right is a 'Chart guide' link with a question mark icon.

The audience retention chart shows a pink line representing viewer retention over time. The y-axis ranges from 0% to 100% in increments of 33%. The x-axis shows time from 0:00 to 4:25. The retention starts at 100% at 0:00 and gradually declines to approximately 33% at 4:25. A vertical dashed line is positioned at the 2:13 mark.

Below the chart, there is a text box with a star icon: '74% of viewers are still watching at around the 0:30 mark, which is above typical. Learn more by comparing to your other videos. [Go to channel analytics.](#)'

At the bottom left of the video player area, there is a 'SEE MORE' link.

REASONS TO KEEP WATCHING: FACES

LOOK AT
MY FACE



REASONS TO KEEP WATCHING: QUESTIONS & INTERACTIONS

NEXT

INTERACT

CLICK ME





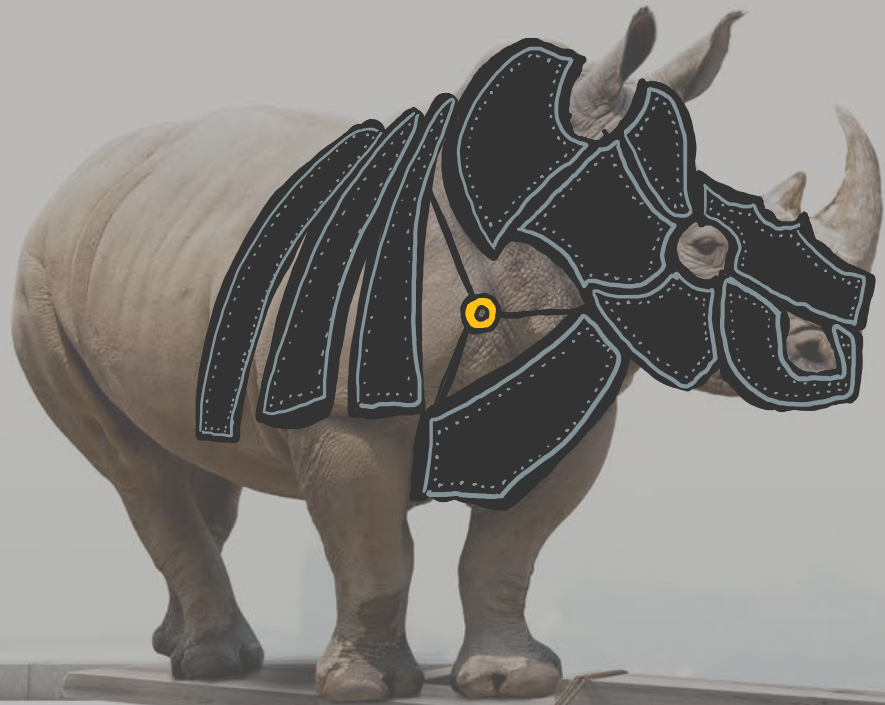
REASONS TO KEEP WATCHING: MUSIC



MAKE & KEEP IT RELEVANT & MEMORABLE



**REASONS TO KEEP WATCHING:
FUNNY | WEIRD |
FASCINATING |
UNEXPECTED |
CONVINCING**



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