



15 USES FOR VIDEO

Paul Middlin
TechSmith Corporation



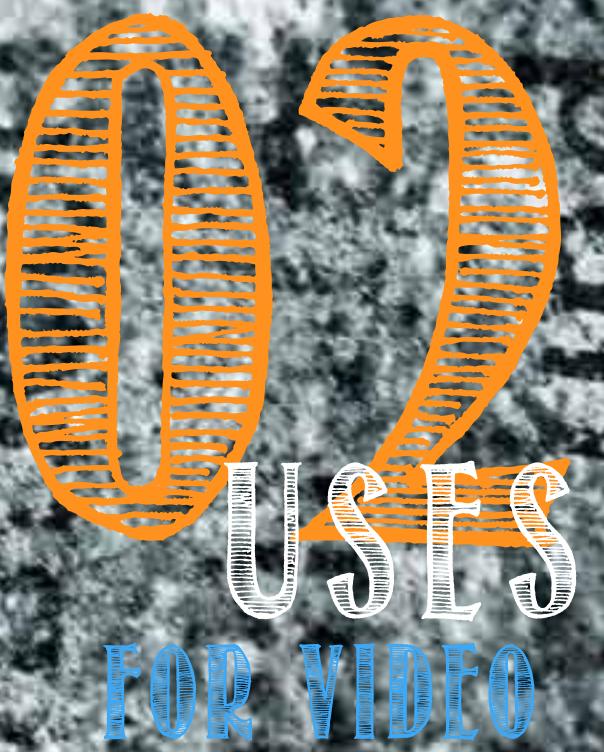
P.MIDDLEIN@TECHSMITH.COM

GIVE AUDIO VISUAL FEEDBACK



01
USES
FOR VIDEO

SUPPLEMENT DOCUMENTATION



CREATE SHORT HOW TO'S



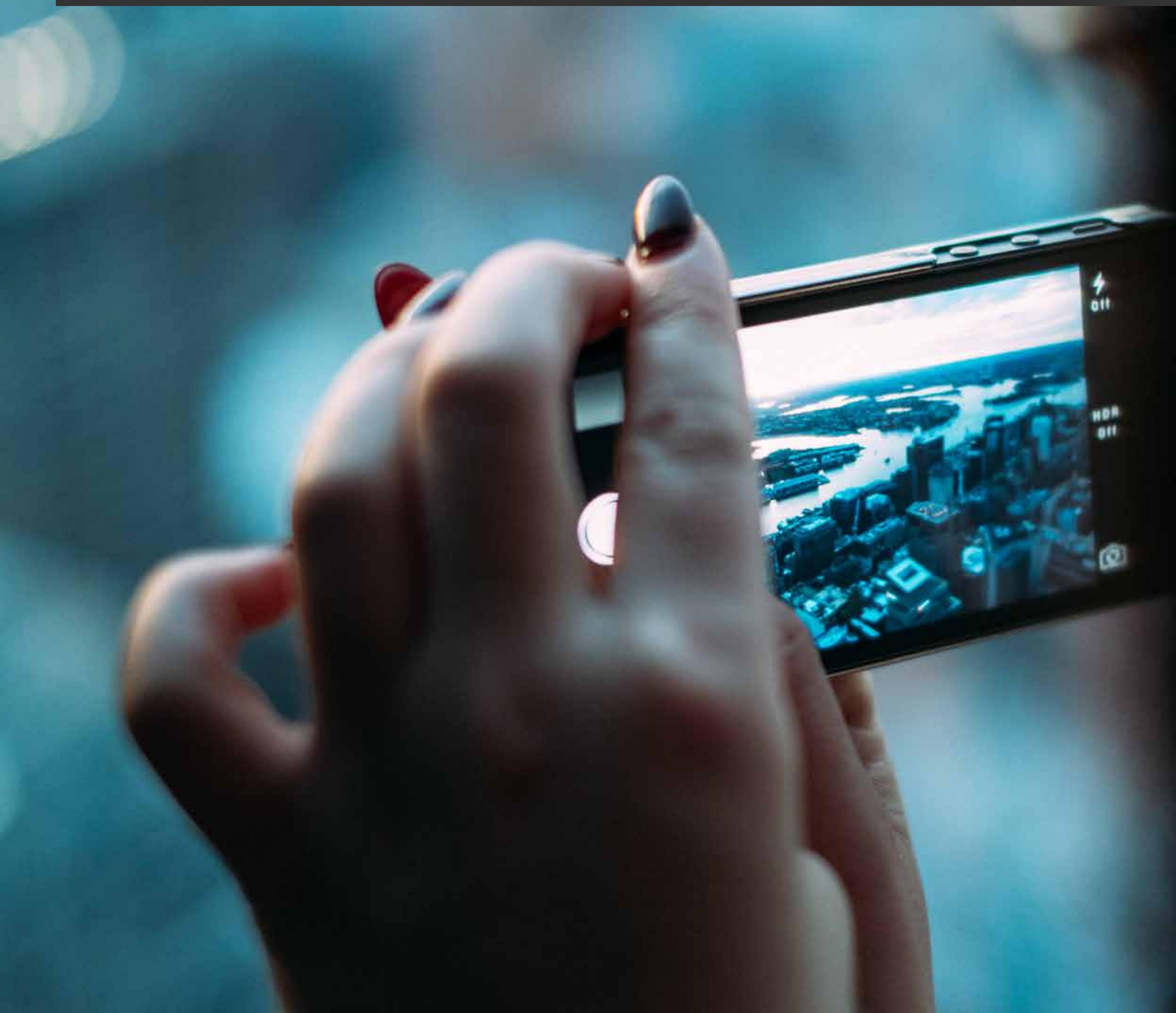
03
USES
FOR VIDEO

CAPTURE SME KNOWLEDGE



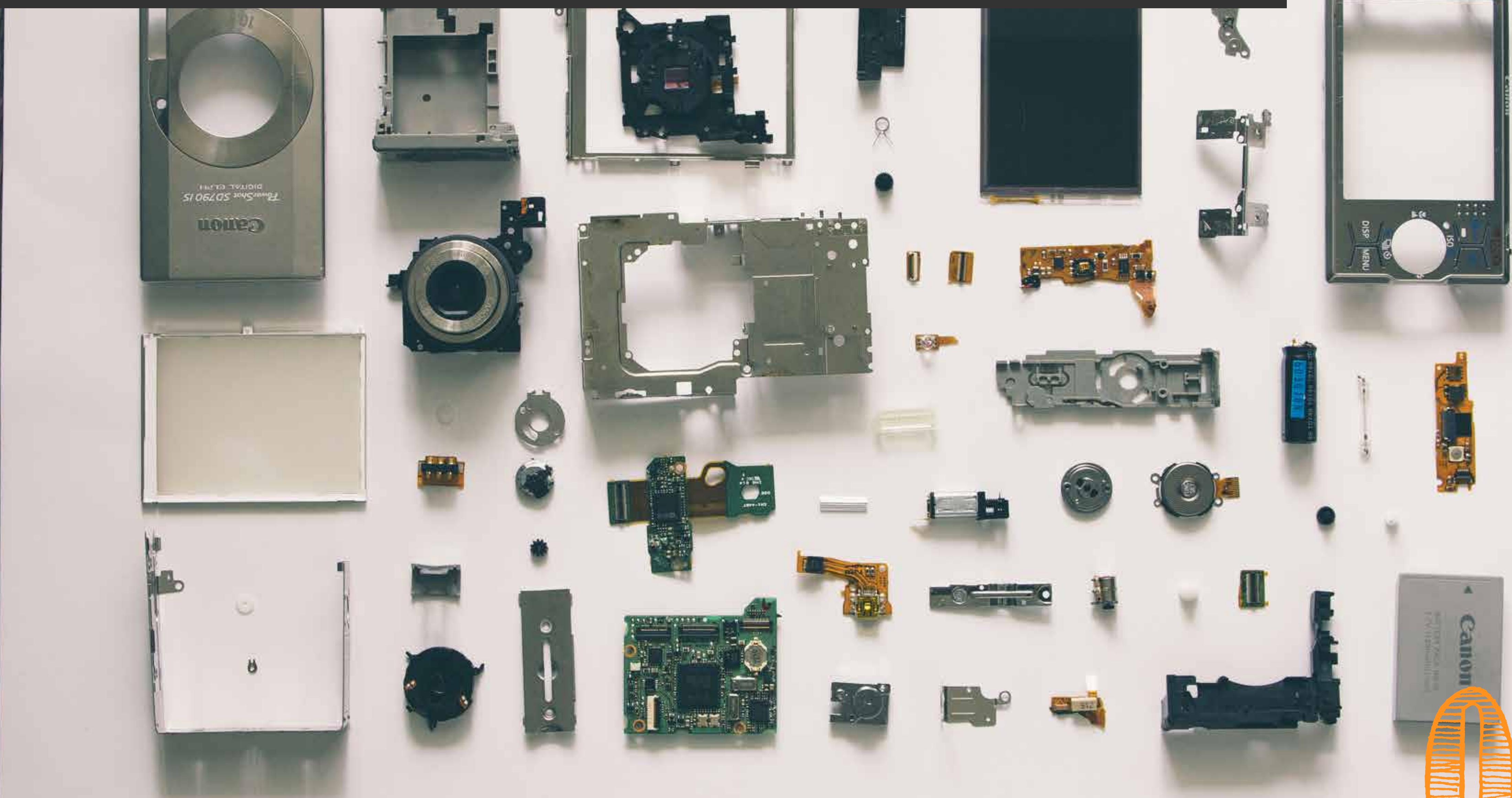
04
USES
FOR VIDEO

USE VIDEO TO GIVE SME OVERVIEW



05
USES
FOR VIDEO

PRODUCT & PROCESS OVERVIEW



006
USES
FOR VIDEO

VIDEO VOICE MAIL

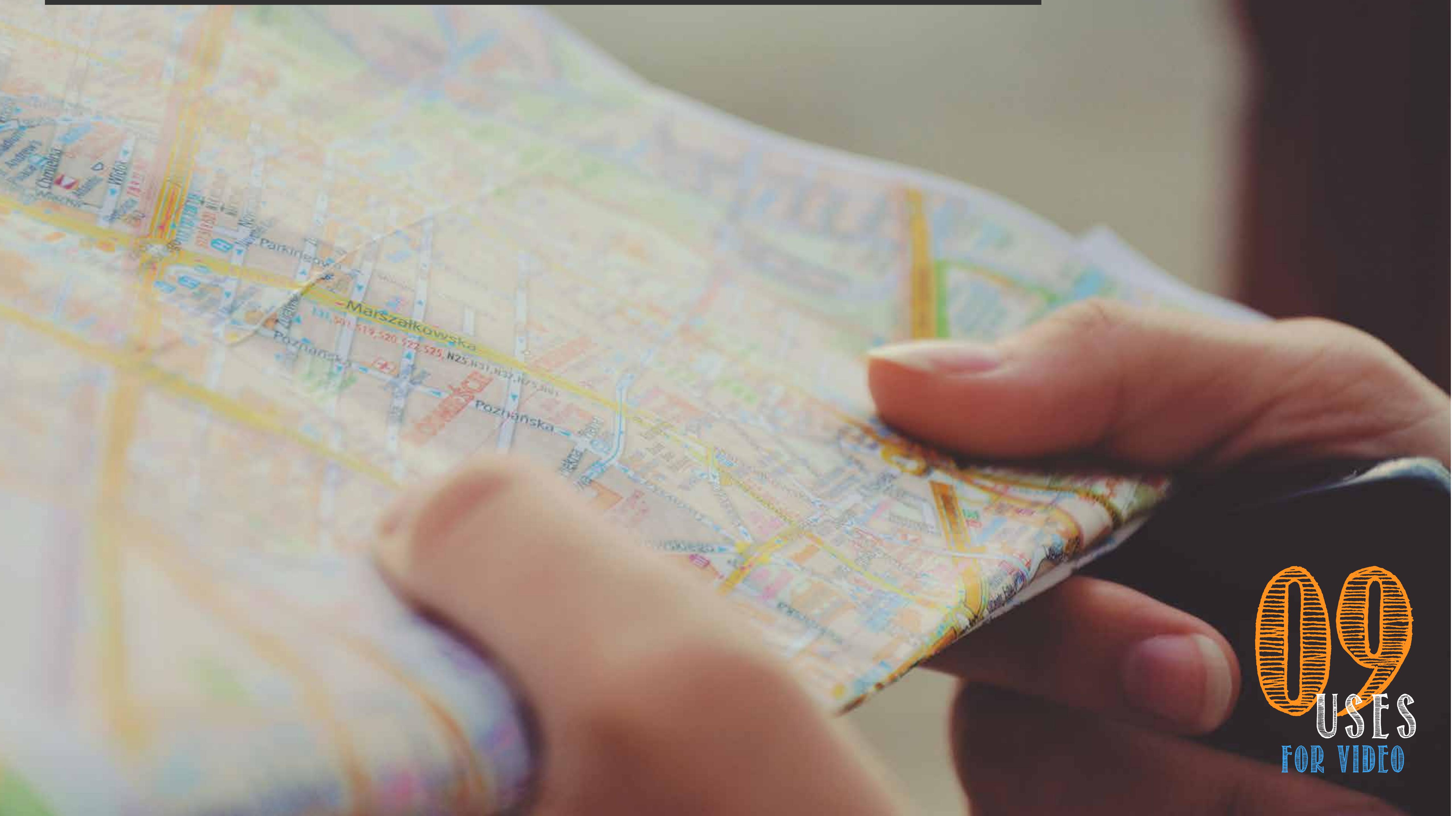
07
USES
FOR VIDEO

ANSWER QUESTIONS IN ADVANCE



08
USES
FOR VIDEO

GET CUSTOMERS TO FIND YOU



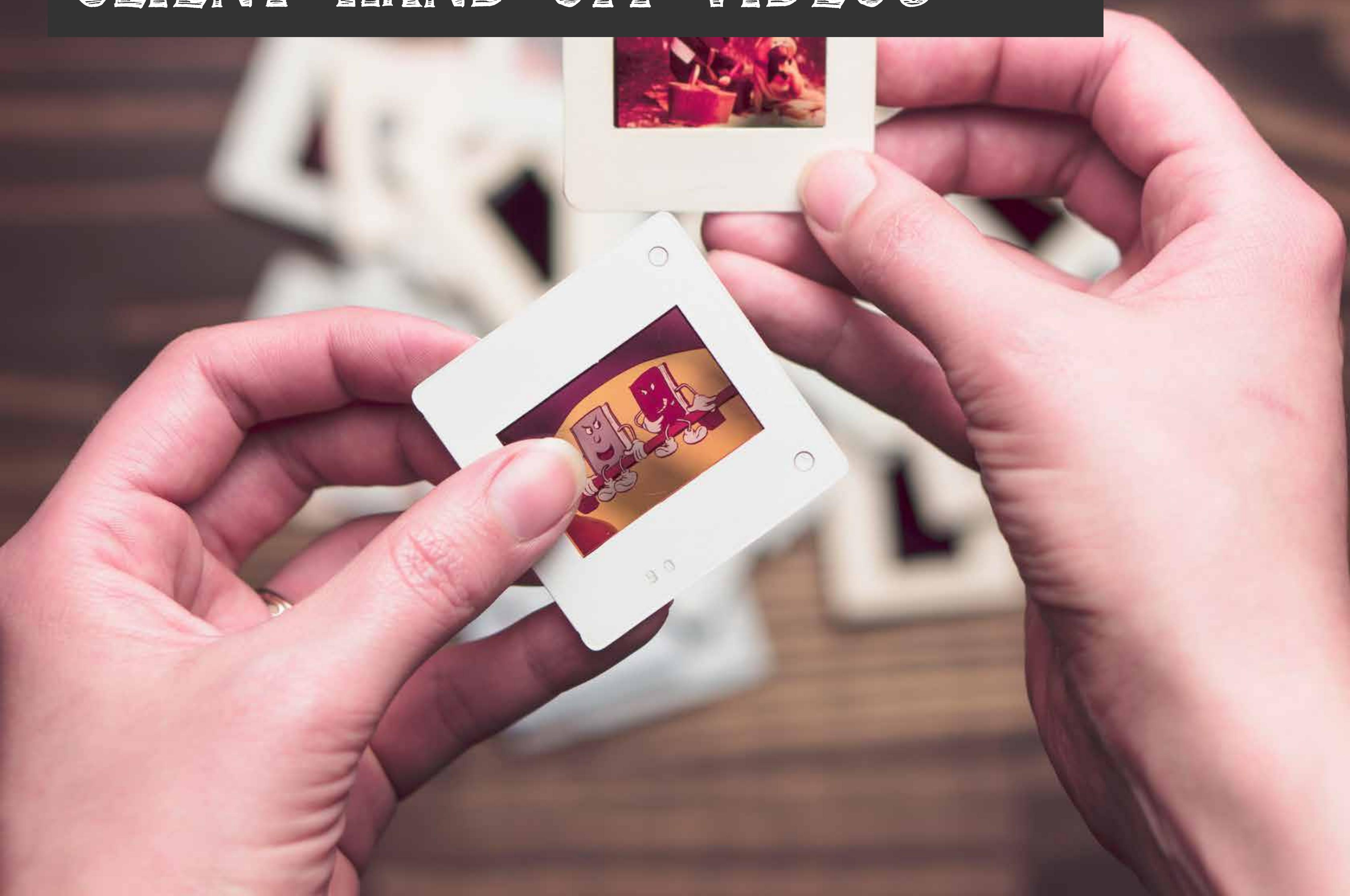
09
USES
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DOCUMENT EASILY FORGOT PROCESSES



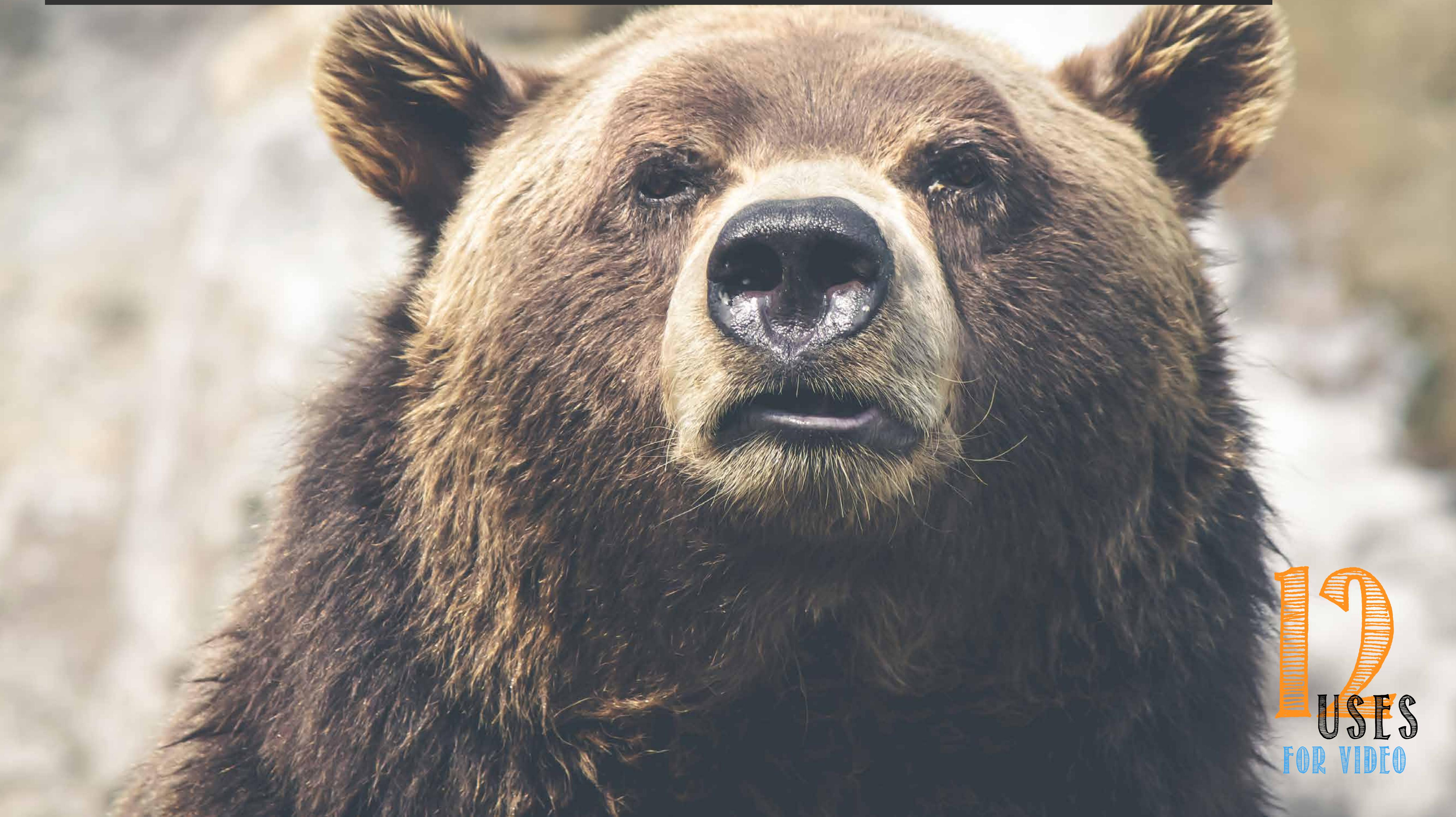
10
USES
FOR VIDEO

CLIENT HAND OFF VIDEOS



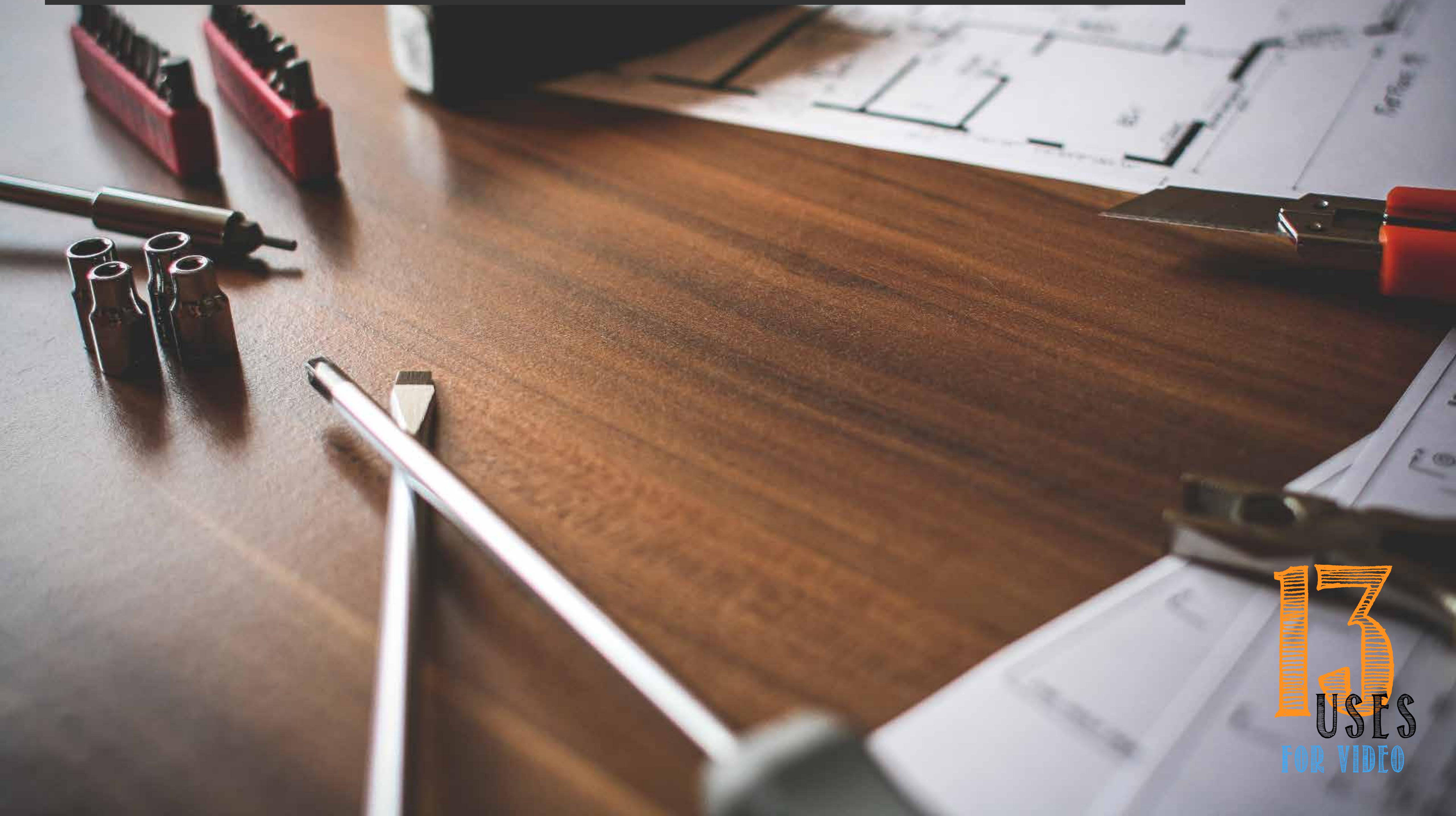
11
USES
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INTRODUCE TEAM TO ORGANIZATION



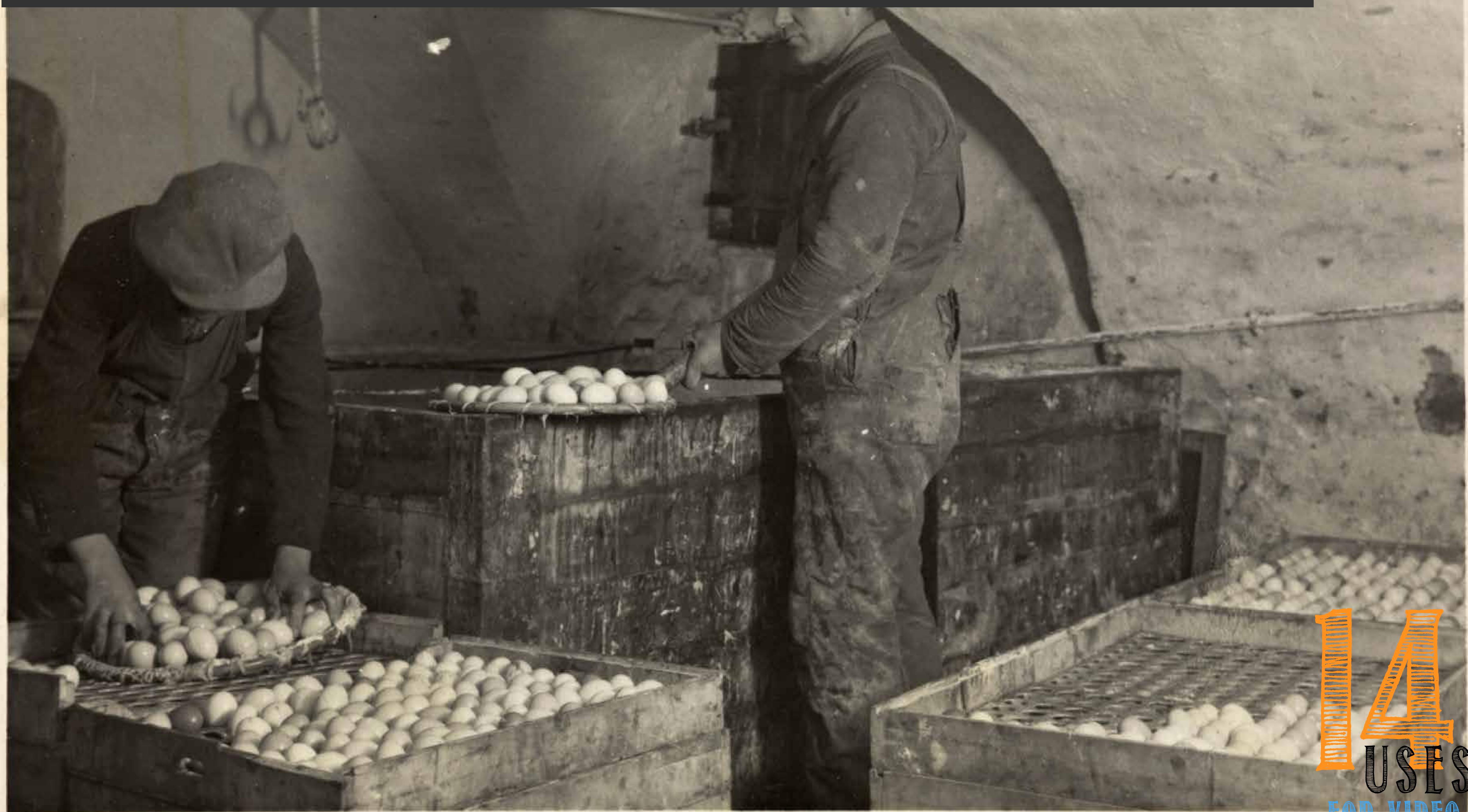
12
USES
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BETTER TECH SUPPORT ANSWERS



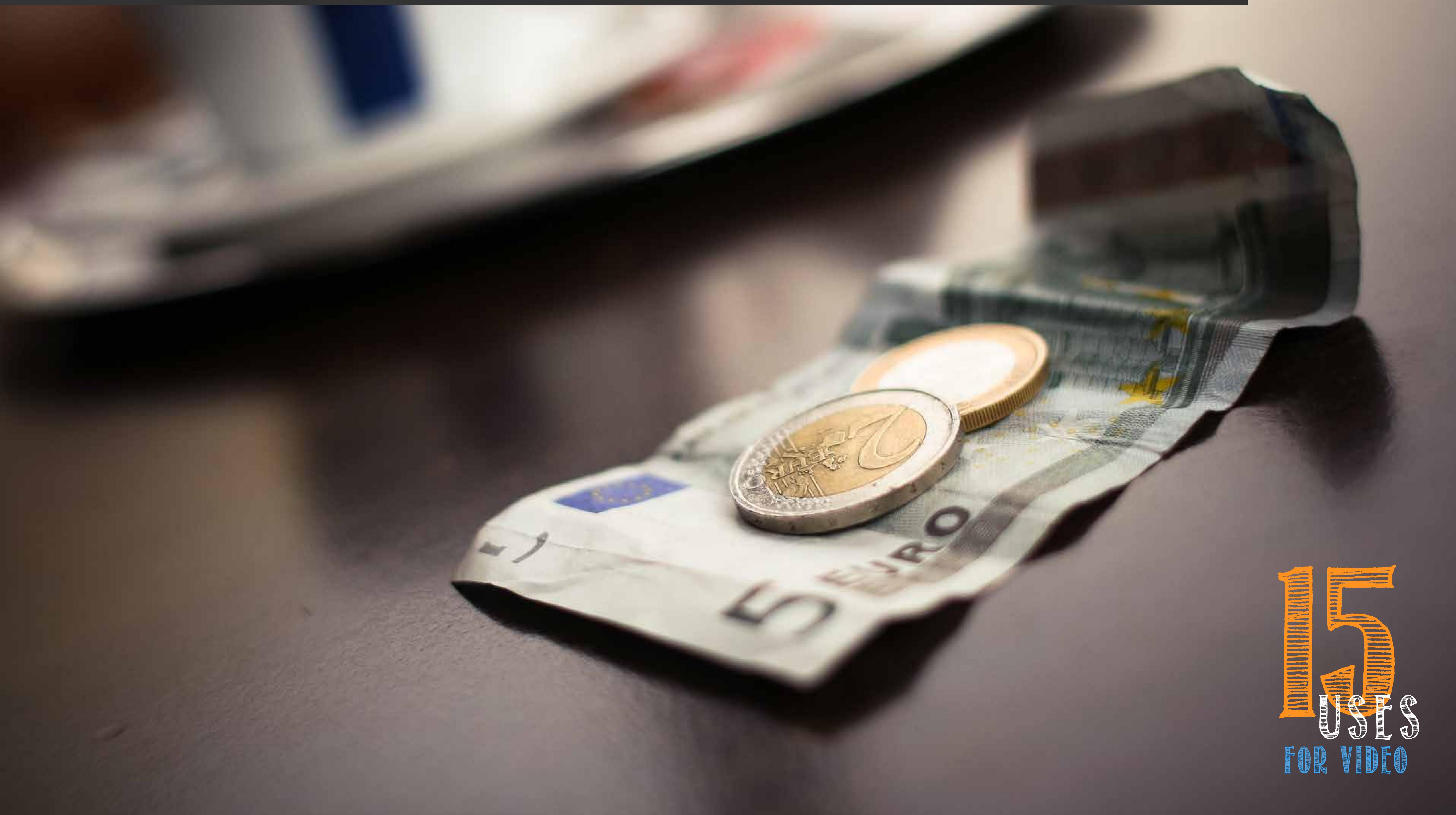
13
USES
FOR VIDEO

INTERACTION PREVIEWS OR REVIEWS



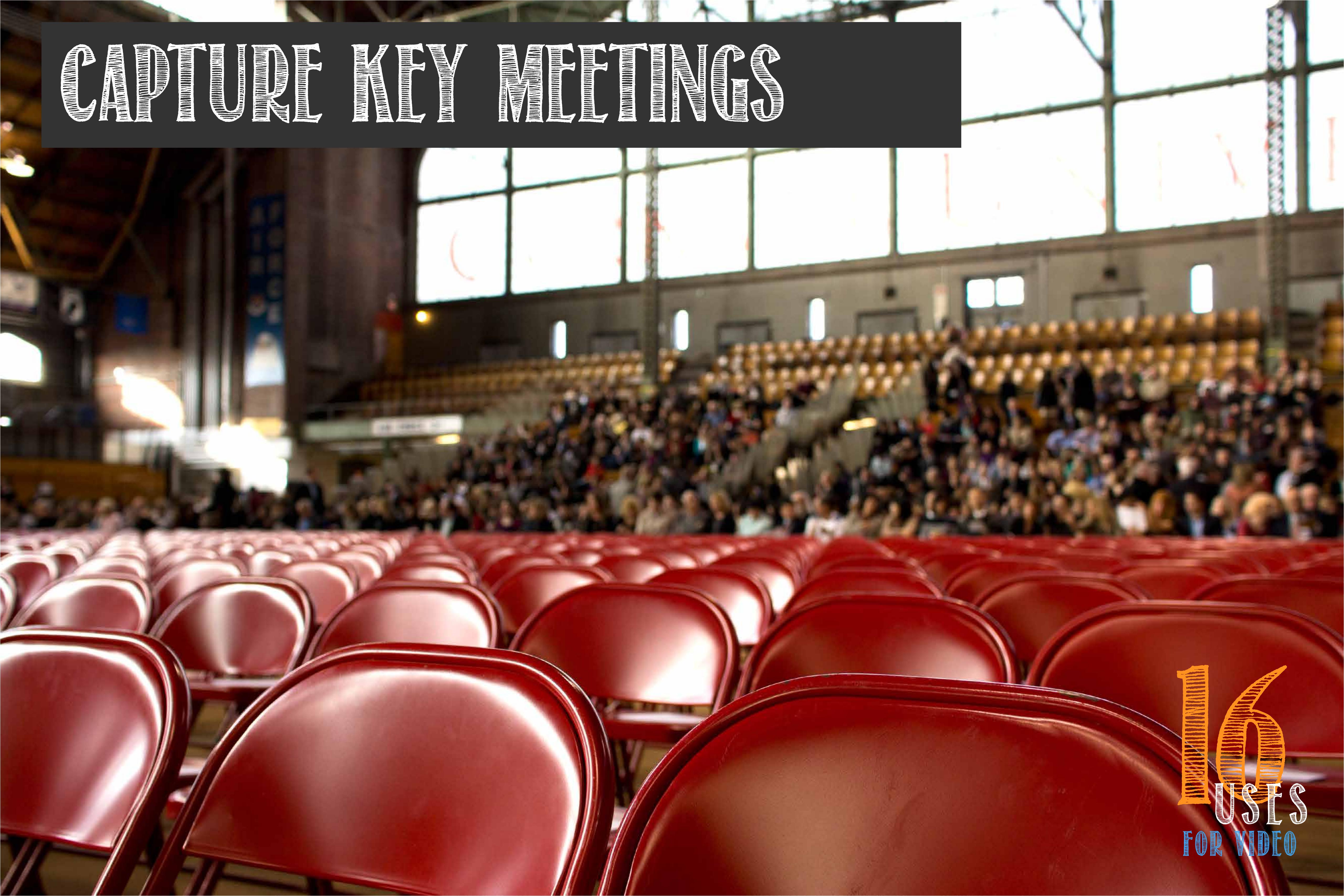
14
USES
FOR VIDEO

USABILITY TESTING ON THE CHEAP



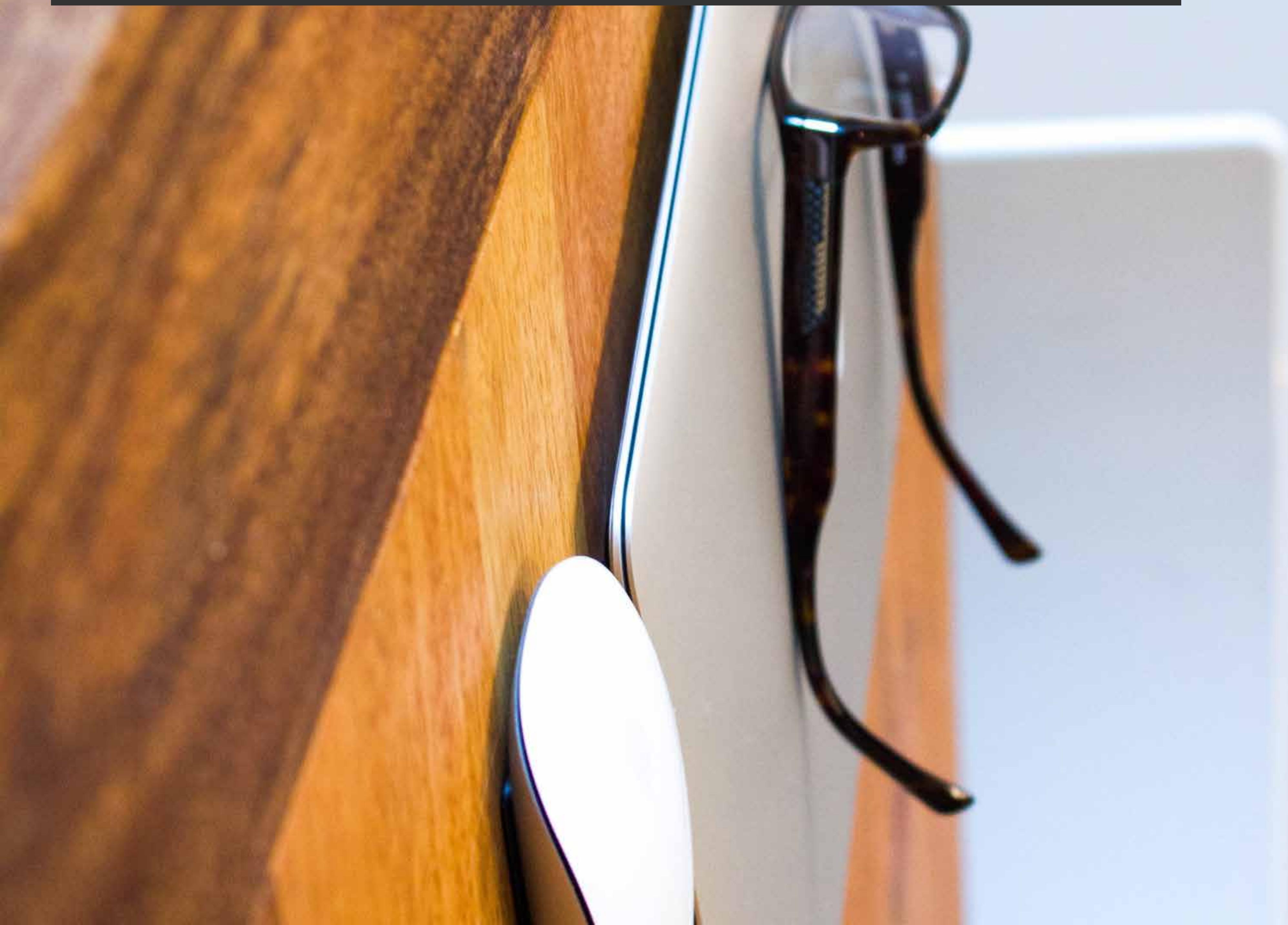
15
USES
FOR VIDEO

CAPTURE KEY MEETINGS



16
USES
FOR VIDEO

FLIP YOUR MEETINGS



17
USES
FOR VIDEO

ENHANCE OUTWARD FACING COMMS



18
USES
FOR VIDEO

SOCIAL MEDIA BONUS

19
USES
FOR VIDEO

CATS!

20
USES
FOR VIDEO

RICK ROLLING



21
USES
FOR VIDEO

PRODUCT DEMOS



22
USES
FOR VIDEO

STAFF UPDATES



27
USES
FOR VIDEO

CUSTOMER STORIES



24
USES
FOR VIDEO

RECORD WEBINARS

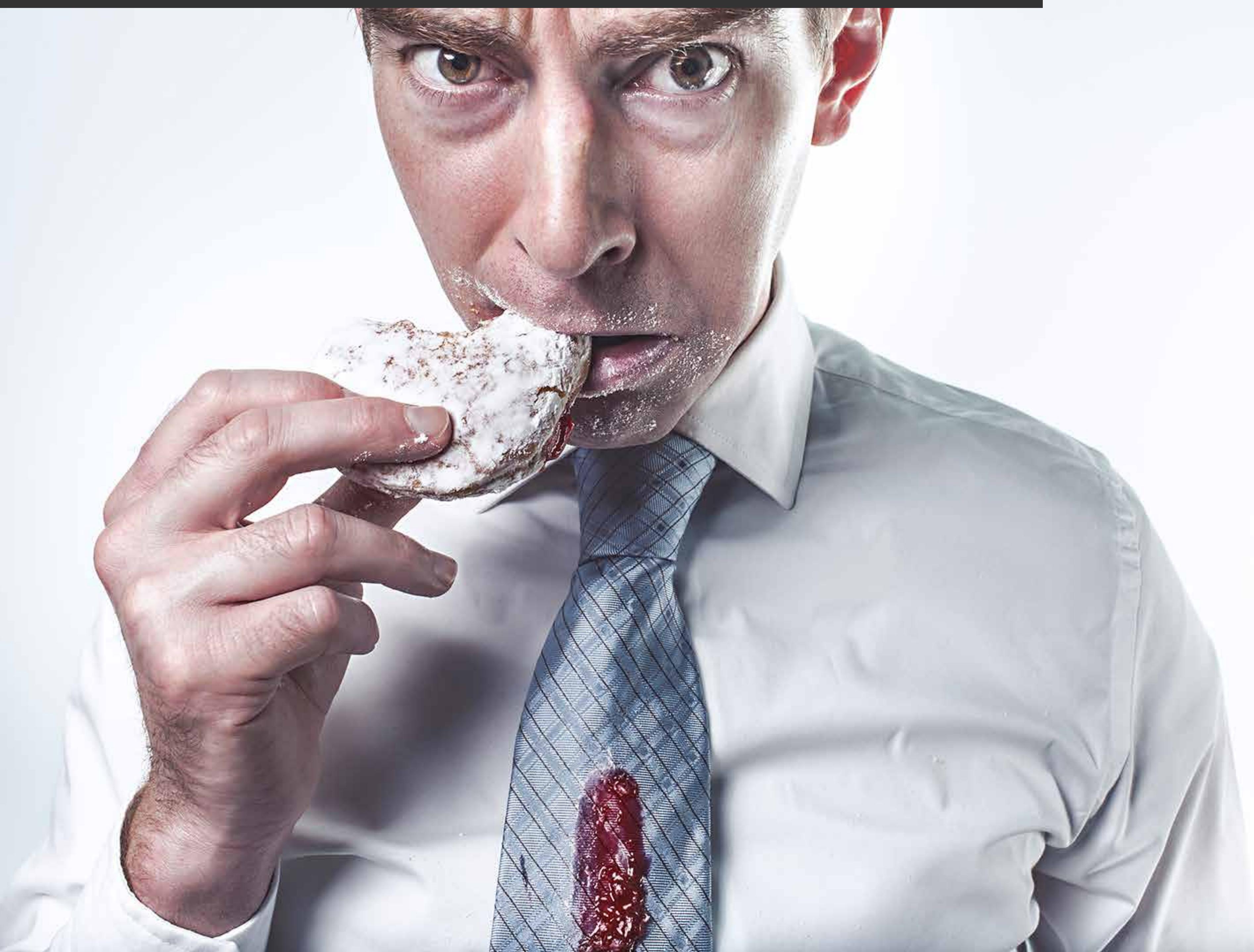
25
USES
FOR VIDEO

SPICE UP PRESENTATIONS



26
USES
FOR VIDEO

EMPHASIZE A POINT



27
USES
FOR VIDEO

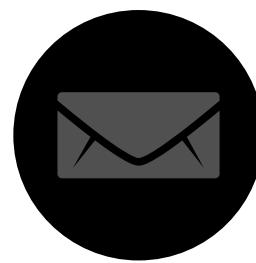
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TIPS
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QUESTIONS?

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