

Camtasia Contest Brief

Client Company: TechSmith

Proposal

The idea is called *The TechSmith Awards*. It is to start a video submission contest using our technology, partnering with Michigan State University to roll out the idea. The hope is that students, professors, and employees at the school will be encouraged to “show what they know” in a short video using Camtasia technology, as everyone that attends the university has access to TechSmith’s products. In return for submissions there would be prizes offered and recognition to those who exceed expectations. Optimally, if the financials can be figured out, it would be awesome to offer scholarships to students and research grants to professors and faculty.

This would address some key areas that the company is hoping to grow in, with a few **goals** in mind:

1. It would *increase website traffic and sales* as more people would be intrigued to figure more out about our software. Getting people to the website page is crucial.
2. This would *increase the existing MSU site license usage by 20%*. I want to make more MSU attendees aware that they have our product and encourage the use of Camtasia in an educational setting as soon as possible since we’ve had the site license for some time now. If we offer a prize incentive to students, staff, and faculty, they will be inspired to learn, use, and master our product.
3. A major return on investment will be *marketing content and publicity* to drive sales and awareness for both internal and external use.

Considerations

A few aspects of that are open to debate are sponsorships, criteria, and logistics. Firstly, some examples of video submissions that we might expect could be from a professor teaching to underprivileged students abroad, to a musician demonstrating their talent in a video lesson. One idea that can drastically enhance interest is to sponsor an MSU athlete, targeted to a program like women's basketball - an underrepresented sport with large social media buzz. We are in contact with athletes already across many different categories of sports so that we can team up to make a “show what you know” video using their unique skills. In doing so, we can partner with the arenas they play in and can utilize their social media platform as another method of communicating the contest.

When discussing the criteria and logistics of running a contest, we have already gained support from Michigan State University. We have a team of professors that are able to do judging and a system already in place that is being recycled from a previous contest. This means that TechSmith doesn’t need to take on the legal obligations that contests can incur since the university will be choosing the winner. The criteria will be simple, from a 1-10 rating based on production and creativity.

In order to get our idea to our target audience we are going to need to do three things:

1. Run a social media campaign across our platforms.
2. Get print advertisements up at the school and passed around - an elevator pitch so that those who are interested can get information.

3. Consider the customer's journey for the use of our technology and the entering of our contest in general.

Below I've included an **audit** of all of our social media accounts. This piece is important because it outlines every mode of social media that we have and resources that are available to help us to achieve our goals:

Audit

Tools/Messaging:

Network:

The community engagement department network is vast with influencers and business professionals. TechSmith has hosted non-profits in the office for events and has given tours to many that have direct ties to MSU. There are often events hosted alongside the *MSU Research Foundation*, and success has been found when collaborating with them and others in organized efforts. The company has aided coach Tom Izzo and his wife to record videos for their 5k race free of charge and also regularly communicate with other MSU athletic figures such as the athletic director, Alan Haller, and former university athletes. It is also worth noting that there are many sponsored organizations in the area that can help to spread the word such as the Wharton Center and Lansing 5:01.

Because of the headquarters' unique location on campus, it can help to position the contest in a positive light. There's a great relationship with *MSU Urban Planning* as the office is located by Spartan Village. If scholarship money was awarded to students or research grants to professors, then these professionals will feel comfortable and encouraged to advertise this opportunity.

Social Media:

Across all of TechSmith's social media accounts the company posts virtually the same content. Aside from minor differences in their video descriptions, some social media channels are utilized more frequently than others. For example, the platform that Techsmith posts most frequently on is LinkedIn, with the least amount of posts coming from their Instagram.

Their strategy seems to be messy and sporadic, as some areas are more well-managed than others. In creating a series of posts for this endeavor I think the company can align their accounts effectively to communicate this opportunity.

LinkedIn:

14,437 followers

The LinkedIn page is popular with followers, but receives relatively low engagement. There are rarely comments and in the last 10 posts there was an average of 11 likes received. On the other hand, the LinkedIn page provides a lot of networking resources. The senior leadership team has plenty of followers as well as many employees too. A repost from employees and leadership can have a huge effect.

Youtube:

Camtasia - 95,200 followers - 696 videos

Snagit - 1,510 followers - 20 videos

The Visual Lounge - 1,820 followers - 106 videos

TechSmith Support - 2,080 followers - 126 videos

The Youtube channel is split into different categories that correlate to different products and tasks. The most popular channel is for Camtasia, the same product that this project revolves around. In the past month, the Camtasia account page has posted 11 times. In the last 10 posts there was an average of 3.5k views per post and 134.9 likes per post.

Facebook:

28,073 followers - 26,567 likes on page

The Facebook page is relatively active, but receives extremely low engagement once again. Thousands of followers view it but each post only gets around 5 likes and rarely receive comments. Nonetheless, the presence is massive and many would share a beneficial post to those who can win regarding the campaign.

Other Social Media:

Instagram:

3,309 followers - 776 posts

Has a low follower count and receives low engagement.

Twitter:

32,500 followers

Has a high follower count and receives low engagement.

This audit includes some key pieces of evidence that can be used. With different levels of engagement TechSmith should send out frequent posts on all modes of media to inform those of the contest. There should also be giveaways in return for likes and shares on the highest engagement platforms to spread the word. For the lowest engagement platforms they should be running giveaways already in return for likes, shares, and tags to quickly increase engagement. In adding to this, the company can start using more relevant hashtags to increase click traffic.

Overview:

TechSmith's webpage <https://www.techsmith.com/> has plenty of resources to help customers understand their products better. There is a blog, training, and support that is easily accessible. With the tools equipped to customers this project can be a success with some guidance. There already exist newsletters that are sent out frequently and updates to the software constantly. There is a deep connection to MSU as both share the same home. This project is low cost, and offers a high return - and this would give me the experience I'm looking for in the Marketing and Advertising field, especially in content creation.

The next thing that I've decided to write up is an elevator pitch. In doing this, I am hoping that those with interest can view a short and simple version of the contest, a more detailed paragraph, and then a page handout as well to clear any confusion. This page-long elevator pitch can be handed out in classrooms and posted on bulletin boards. These variations can be posted on social media accounts and on our main website if we want to utilize them in those areas.

Elevator Pitch:

One-liner

Nobody should struggle to produce videos, pictures, and audio content in an increasingly digital world, so we're offering a chance at financial support to Michigan State University students and faculty who chose to create using our cutting-edge software.

One Paragraph

In an increasingly digital world, it is essential that we equip ourselves with the skills to create digital videos, pictures, and audio content. For this reason, TechSmith is partnering with Michigan State University to host a video submission contest utilizing our Camtasia software, which is open to all students and faculty at MSU. By submitting a Camtasia video that exemplifies our talented community and empowers you to “show what you know” as a member of the Michigan State family, you have the opportunity to compete for scholarship funds or research grants that can support your own professional journey. We challenge you to demonstrate your unique skills in an innovative or creative manner, and we eagerly await your submissions!

One Page

Who: Students and faculty at Michigan State University

What: TechSmith is partnering with Michigan State University to host a video submission contest utilizing our Camtasia software, which is open to all students and faculty at MSU. We are challenging you to submit a Camtasia video that exemplifies our talented community and empowers you to “show what you know” as a member of the Michigan State family. We are offering scholarship money and research grants to the most creative and well rounded content, and will be highlighting your work on our platforms to live as a testament of your achievement.

Where: Finalized video submissions can be entered through our submissions page that lives on our main TechSmith website.

When: Submissions will begin in the fall semester of the 2023 academic year and will close on November 31st.

Why: In an increasingly digital world, it is essential that we equip ourselves with the necessary skills to create digital videos, pictures, and audio content. Although it sometimes seems daunting to try something new, our Camtasia technology is user-friendly and easily accessible to all in the MSU community. It is our hope that through this competition, we empower and challenge those who are eager to create by awarding them to do so.

In addition to nurturing digital advancement across the area, we believe strongly in giving back to our roots at Michigan State University. TechSmith’s founder Bill Hamilton raised his daughter Wendy Hamilton, our current CEO, in Spartan Village following his return from the army. He then earned his bachelor’s degree from MSU and went on to reach new heights in achievements, co-founding our company that stands today. Our current global office headquarters are now located on MSU’s campus right next to the original Spartan Village home of Bill and Wendy, and was built with the help of MSU Urban Planning.

How: You can access our software through MSU’s free academic technology tools, as long as you are an enrolled student or current faculty member.

We challenge you to demonstrate your unique skills in an innovative or creative manner, and we eagerly await your submissions!

Including a who, where, what, why, when analysis of the contest for those who are interested should give them a good understanding of what to expect. It is important that we are able to communicate our ideas in a concise manner, and also in a way that makes sense. I included our

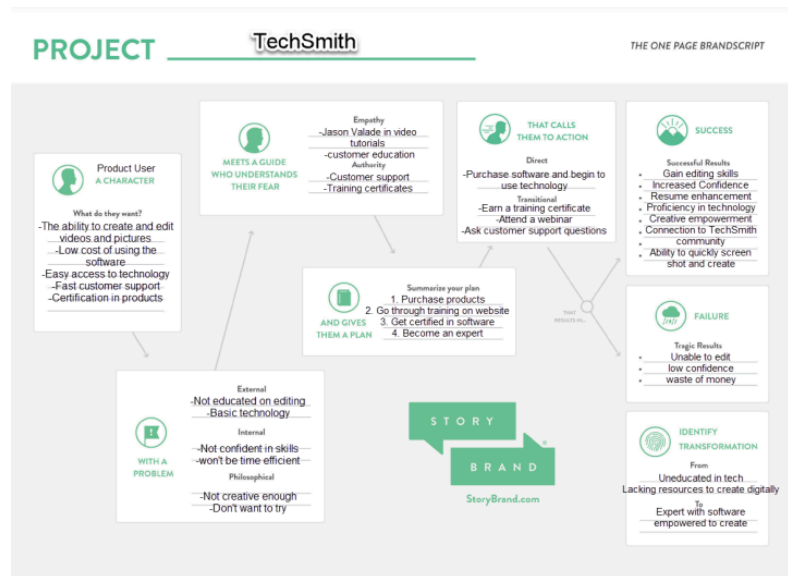
connection to the university in the why section, to establish our long lasting relationship with MSU.

Some infographics and content that could be attached to the elevator pitch, through school bulletin boards or social media are below along with a brandscript:



The infographic that I've made, which appears on the left, gives steps to turning in your submission. This outlines information which could potentially include links when it lives in a digital space such as on the company website. I've used the Camtasia green and included our logos for the product and the company as well.

It ties directly into the customer journey which I've visualized in a **brandscript**, meant to outline the customer journey for both TechSmith and this contest which appears below:



BrandScript

A Character

The character of my Camtasia Video Submission Project is one of two scenarios, a professor looking for a research grant or a student seeking scholarship money. This character is looking for a quick-to-learn software that they can master in a short period of time for a quality video submission. They also might seek tutorials and guides on how to use the product, but would be more interested in creating within a timeframe, with less interest in certification and long-term learning.

With A Problem

External

The target customer probably runs into problems when technology is too advanced. Sometimes it can be daunting to try a new software with no prior knowledge of its configuration. They are seeking to solve this issue with simple technology.

Internal

Internally, this person likely lacks confidence to use our products. With three different categories: picture, video, and audio editing, they might think it is too difficult. In order to master something it takes a massive amount of time. They may worry that they aren't qualified enough to learn everything in a reasonable period of time.

Philosophical

Sometimes people like to put themselves in a box. Maybe they feel as though this is only something that requires advanced creative proficiency or a unique mindset. They might also not want to try because of this lack of motivation.

Meets a Guide Who Understands Their Fear

TechSmith completely understands the hesitation of embarking on a journey to master all of three of our intentionally synchronous technologies. It is also understood that you don't need to be an expert to use one of the programs to create something professional-grade and unique. This is why there are countless resources across our website and social media accounts, and even a department that is dedicated to customer education.

For a new user of products there are a few key guides. Firstly, there's a wide variety of training videos, from beginner level to expert. On the website, there appears a dropdown labeled *TechSmith Academy*, which includes tons of free videos that can be done in order or in any preferred sequence. On an adjacent page, there is a blog which publicizes tips and tricks that to learn along the way. All of this information is also available in a newsletter that has over 200,00 subscribers.

Next, is social media. On Camtasia's specific account there are 697 videos that can serve as reference points and consistent posts across all modes of media. Hosted webinars with tech experts where they field questions and explain updates are also easy to access. In each webinar there is a team of trained employees that work to ensure all inquiries get an answer.

One unique perk that is offered in order to encourage our users to immerse themselves into the world of digital creation, is certification. Anyone with access has the ability to go through a set training to earn a TechSmith certificate of success in each of the platforms. Upon completion this can serve as a great morale boost and resume enhancement, but more importantly a personal victory.

And Gives Them a Plan

The first step of the process is to access the technology. Whether that means purchasing the whole bundle or only what is relevant, the initial installation needs to occur. Free trials are offered to those who are hesitant in spending such a large sum of money. Next, would be to go through training. This can be defined in any way that the user prefers, whether it be browsing through videos, getting certified, or going through our TechSmith Academy program. The last step to the process is becoming an expert. It's easy to quit and call it a day once the process is partially learned, as many of us often are okay with settling for proficiency, not extending our practice to achieve greatness. For the most advanced users webinars help to connect Camtasia, Snagit, and Audiate to produce the highest value content in the most time efficient way.

That Calls Them to Action

Direct

Users are encouraged to make the investment and put in the work. Over time, learning will become easier as all of the lessons build upon one another. Eventually the cumulative time spent playing around with the tools and experiencing trial and error will result in success. Even beginning a free trial subscription to test the usefulness is a great way to start the journey.

Transitional

Setting goals as a user is the best recipe for an easy and effective path to mastery. The call to action would be to earn a certificate in one or all products. If the goal is less ambitious, maybe it's just to attend a webinar or to ask customer support questions. TechSmith is always interested in customers' opinions, thoughts, and questions; there will rarely ever be a time where customer service doesn't have the resources to provide an inquiry with any tools or information that a question might seek. It's always a good idea to ask questions and set goals or checkpoints that those answers can help to achieve.

Success

Success in the TechSmith learning journey can be seen in the digital creations that are made. After spending enough time with the tools, one will gain editing skills, be proficient in technology, and have the ability to screenshot and create. By claiming these skills, it acts as an excellent resume enhancer and will surely boost confidence. By joining the TechSmith community, empower yourself to take on new challenges and impress with your newly mastered talent.

Failure

Failure looks like a waste of time and money. If a customer decides to quit after the free trial, then there is little downside aside from a loss in confidence; but if they've already purchased all of our software, then it would be a financial hit. At the end of the day, some just don't need the ability to edit and will not put in the effort.

Identity transformation

Going from an digitally uneducated creator who lacks resources to an expert with our software inspires creation. Go from novice to master through our designed programs or simply learn independently. TechSmith's technology allows the customer to become a reliable and impressive content producer.

Goals:

At the end of the day my main goals are to increase website traffic, drive sales, and make our brand more well known in the MSU and surrounding area. By having this competition rollout, more and more people will head to our company's website with an interest in our product. If students are looking for scholarship money or professors are hoping to earn a research grant, then they would probably at least take the first step in clicking the link and learning the basics of what our products are. From there I hope to increase the amount of people that are actually purchasing our software. With word-of-mouth advertising, social media pressure, and publicity which all come from hosting such a contest, more people will be buying our software. I hope to increase website traffic by 20% and increase sales by at least 5%.

Thirdly, we see an extreme gap in the number of students that use our products, compared to the 100% of them who have access to them. If at the end of this we can integrate the Camtasia and Snagit brand into an education setting then we will have more active users. This will stand as a testament to other colleges that our technology has use and value for potential new clients and expansions. I hope to increase the number of students and professors using our technology by 20% as well.