

How SiteCompli is able to easily create videos that educate customers and persuade prospects



Situation

Very little technology has been used to improve how real estate properties are operated and maintained. That's why the founders of SiteCompli developed a software platform that helps overworked property managers run better properties. From onsite inspections to preventive maintenance routines, InCheck by SiteCompli uses automation for faster work assignment, better performance, and maximum oversight across a property portfolio.

As the Product Evangelist at SiteCompli, Kristen Hariton is always thinking of new ways to educate the company's customer base. That education might be walking customers through a new feature or showing prospects how InCheck can provide value to their organizations.

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Having used QuickTime to create videos in the past, Kristen has enjoyed using TechSmith's Camtasia for more than six years to help her with educating both clients and prospects. “Camtasia has been instrumental in helping us communicate the value that we bring to the table,” she said.

So, when a prospect asked SiteCompli to create a short demo recording that it could share with its internal team, Kristen knew that she had the right tool for the job.

“Because we are a small team without a video editor on staff, we didn't have the resources to go out and retain an editor,” said Kristen. “Of course, we relied on Camtasia.”



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For someone who wants direct tangible results that equate to immediate value,
Camtasia is the platform I would recommend time after time.

Kristen Hariton
Product Evangelist, *SiteCompli*

Solution

Using Camtasia, Kristen put together a concise two-minute video and sent it to the prospect.

“Not only was I able to use Camtasia to share screen recordings from our product, but I was also able to use annotations inside Camtasia to highlight what we believe to be the biggest values our product offers,” said Kristen. “I was able to write, produce, and edit the video just inside of a week, and I did it all without having to read a single help article. Camtasia has helped us get the benefits of video content without spending a lot of time and resources investing in that content.”

“Knowing that I can quickly produce a video with a high production quality is extremely important to our team.”

After Kristen sent the video to the prospect, she received a response almost immediately.

“The prospect told us that the video was ‘fantastic,’ and exactly what it was looking for,” said Kristen. “We hope the video helps strengthen our relationship with the prospect. But regardless of the outcome, it’s exciting to know that we can easily modify that video and send it out to other prospects.”



Results

✓ **Saved time with video production**

Kristen’s team previously used the underpowered QuickTime and the overpowered Final Cut Pro, and neither was a good option. “Knowing that I can quickly produce a video with a high production quality in Camtasia is extremely important to our team,” said Kristen.

✓ **Wowed a new prospect**

After delivering a short video demo created in Camtasia, Kristen got an almost immediate response that the prospect was happy with the video and got “exactly” what it was looking for.

✓ **Became a valued interdepartmental resource**

“Since we’ve gotten so good at making short videos, we are starting to get a lot of requests from the sales and HR for videos,” said Kristen. “It’s cool to be known as a producer of high-quality video content.”