

“Do I Need Snagit or Camtasia?”

It’s a good question with some merit, but it’s sort of like asking whether you want a peanut butter OR a jelly sandwich.

People prefer to use Snagit when...

- They are making documentation and need clear images or examples.
- They need to edit or annotate an image. For example, cropping or scaling a logo for a PowerPoint presentation.
- They are making a “disposable” video. It’s super fast and Snagit now supports webcam. These videos tend to be short and have a short shelf life. When the audience is just a few people who are looking for a quick answer, good enough is good enough.
- Giving feedback to a colleague (image or video). Sending a video is the next best thing to being there. Some people call it a “video voicemail”.



People prefer to use Camtasia when...

- Delivering a polished, high quality video is very important.
- They want to engage their viewers with interactive content and they want to know if their content was effective.
- They know the video will need to be updated in the future.
- They want to add music or outside audio, including system audio from the computer.
- They want to add effects like callouts, clicks, keystrokes, spotlights, and zooms so that the viewer can easily follow along with the instruction.
- They want to bring in outside video content, perhaps from a camcorder, colleague, etc.
- They want to caption videos for social media viewing and/or accessibility.