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Capture Video on Screen - How to Screen Capture Video and Increase Affiliate Marketing Success

Top notch, full motion and streaming screen-captured videos are surely attracting the attention of your visitors. Basically this is what Camtasia (or any other screen capture video solution) does in action.

The best part of it is that you don't need to special trainings and education to use these systems; they are pretty simple indeed. Anyone can create videos, from multimedia tutorials and step-by-step presentations available online.

A typical screen capture video tool is doing the following:

Records your desktop activity.

Edit the recorded materials (add some texts or cut off useless stuff).

Upload videos to your pages. Publish them through blogs, RSS feed and podcasts.

Surely for an affiliate marketer this is a great way to:

Create multimedia presentations that are proven to increase sales.

Reduce refunds by demonstrating visually how to use your product and use it properly.

Promote affiliate products and services. You can see the [sample of affiliate promo](#) that is "hidden" behind educational materials in video. This is nothing but a screen capture in video.

Publish valuable infoproducts for a much higher price. Full colored graphics menu and templates and video tutorials make that price increase logical.

Minimize miscommunication with your customers.

As you can see, affiliate marketing + video screen capturing solutions are a perfect combination for success.

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