

50 TIPS FOR MARKETING AND EDUCATING YOUR AUDIENCE WITH SLIDE SHOWS.

PowerPoint is a powerful tool for creating slide shows. Slide shows, when used in your business, can be great marketing and educating material. But only if they are done right. Here are 50 tweet size tips to help you create, market and educate with slide shows.

1. SlideShare slideshow presentations index very quickly in Google Search!
2. Keep colors and fonts consistent in slide shows. Focus on the message. Everything must have a reason.
3. Your presentation slides should have plenty of “white space” or “negative space. The less clutter, the better your message shows up.
4. Use high-quality graphics and images in your slide shows.
5. Cool colors, like blue, work best for backgrounds in slide shows, while warm colors like red work best for text.
6. Place your keyword phrase in the title and description of your slide show presentation. And in the tags as well.
7. Appeal to viewers by giving them complete steps on how to do something in a slide show format. It's easy for them to go at their own pace.
8. Make sure your slide show script is conversational and easy to read.
9. Liven up your slide show presentation with graphics and stock photography.
10. Get creative! Create high quality transparent graphics that can be layered with text and shapes in PowerPoint.
11. Create master slides to use as a branded template for your slide show presentation.
12. Your slide headline should deliver a strong message. Write what you want your audience to know.
13. Why use slide shows in your content marketing plan? They're easy to create and understand.
14. Don't forget to add relevant links throughout your slide show. On the first, last and in the middle are good places.
15. Don't forget to add links to your Twitter page, Facebook page, blog or YouTube channel in your slide show.

16. Share a product demonstration slide show on social media. It'll get noticed.
17. Be logical. There must to be a beginning, middle, and an end to your slide show presentation.
18. Include slides in your presentation that answer questions your audience may ask. Use them to promote your knowledge of the subject.
19. Structure your PowerPoint in a story framework to help hold your audience's attention.
20. How-to and tutorial training slide shows can be used to educate your audience.
21. Promote your services with a PowerPoint slide detailing what you can do for your clients.
22. Monetize your slide show with links to your products and services as well as your social media channels and website.
23. Include slide shows in your products. A slide show of how to use your software program, for example.
24. Slide shows are great for charity organizations to show what they are doing and who they are serving.
25. Post a question and answer slide show on your customer service page.
26. Add a slide show to your book marketing plan. Include blurbs about the book, images and links.
27. Educate your audience with a slide share on how to do something you get asked about. For example, how to add graphics to a website.
28. Market your business with slide shows. Add them to SlideShare. Turn them into YouTube videos. Share them on Pinterest.
29. Have a wedding photography business? Use slide show videos to showcase your portfolio.
30. Create a same-day wedding slide show from photos you took throughout the wedding day. You'll get a ton of new bookings.
31. Don't get carried away with animations and transitions in your slide show -- too much is distracting.
32. The must-have slides for every presentation: Title slide, Content Introduction, About you, Section slides, Recap, Call to action slide.
33. The Notes view in PowerPoint shows a completed slide with blank space underneath; Print out the slide and jot your presenter notes.

34. Turn your slide show into a PDF file to use as a free giveaway for your list.
35. 37. Bundle your slide show PDF and Webinar audio to sell or give to those who couldn't attend the live presentation.
36. 38. Reuse your branded slide show layout for future presentations. Designing the slides is half the work, so reuse what you've already created.
37. 39. Print out single slides from your slide show to include in your offline marketing materials such as brochures and print newsletters.
38. 40. Use Guy Kawasaki's 10-20-30 Rule for Presentations: 10 slides, 20 minutes, 30 point font.
39. 41. Determine how many slides you need in your slide show by making an outline of your material and dividing it into individual slides.
40. 42. A good estimate of how long each slide show screen should be visible is two to five minutes per slide.
41. 43. Add individual shapes to charts or on top of a SmartArt graphic to customize them your slide show presentation.
42. 44. Make sure your slide show presentation can run on any computer.
43. 45. Create a custom PowerPoint show that allows you to present information to who you are targeting.
44. 46. Rehearse and learn to pace your slide show presentation. Basically, you should spend about one minute per slide.
45. 47. The PowerPoint Viewer is a small add-in program allows for a PowerPoint presentation to be played on any computer.
46. 48. Embed your slide show presentation across your company blog, a specific landing page and social platforms.
47. 49. Repurpose your existing content into slide show presentations.
48. Think about repurposing your slide show presentations into other forms of content like white papers or ebooks.



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