

slideshare

Marketing Strategies

PROFILE

- 1 Use company name for SEO
- 2 Use a headshot for photo
- 3 Craft a compelling, detailed bio
- 4 Use SEO keywords in bio
- 5 Link to your website/blog
- 6 Avoid using logo for photo
- 7 Local biz add address & phone

RESEARCH

- 8 Find prez in your industry
- 9 Use relevant search terms
- 10 Evaluate prez on content
- 11 How is prez slide design?
- 12 Can prez stand alone?
- 13 Is contact info easy to find?
- 14 Does prez include links?
- 15 How many slides in deck?

INTEGRATE

- 16 Link to Slideshare profile from blog
- 17 Add Slideshare app to Facebook
- 18 Add Slideshare app to LinkedIn Profile
- 19 Add Slideshare link to Google+ profile
- 20 Post link on Twitter, ask for RT
- 21 Link to prez in email marketing
- 22 Post to StumbleUpon, Delicious, reddit
- 23 Link to social networks in slide deck

TALKS

- 24 Use light backgrounds for slide text
- 25 Use large font size for readability
- 26 Embed QR code in deck for download
- 27 Carry slide files on USB, just in case
- 28 Save deck in multiple file formats
- 29 Limit slide text: rock your delivery
- 30 Make slides available before talk
- 31 Offer sign-up sheet for free consult



DESIGN

- 32 Keep slide design simple, elegant
- 33 Place text & images consistently
- 34 Balance text with good images
- 35 Use color to guide the eye
- 36 Stick to Times & Arial fonts for readability
- 37 Less is more for text & images
- 38 Use title & summary slides
- 39 Design a master slide deck & duplicate

SLIDE SEO

- 40 Slideshare transcript = SEO
- 41 Include keywords in title
- 42 Add keywords to description
- 43 Use keywords in slide text
- 44 Embed prez multiple places
- 45 Ask for +1's, Likes, RTs
- 46 Link to prez in email sig
- 47 Upload video, .pdf to profile
- 48 Post prez link to networks

LEADS

- 49 Link to sales page
- 50 Appeal to emotions
- 51 Use compelling testimonials
- 52 Include outstanding images
- 53 Get email to deliver freebie
- 54 Follow up w/ autoresponder
- 55 Network within Slideshare
- 56 Be personable, not stuffy

COLLABORATE

- 57 Joint presentations with colleagues
- 58 All participants embed prez on blog
- 59 Join w/ vendors for catalog prez
- 60 Crowdsource slide content
- 61 Hold contest for slide content
- 62 Multiple presenters equals more views
- 63 Presenters add prez to social networks
- 64 Add presenter bios for SEO

