

THE A - TO - Z GUIDE TO SLIDESHARE

YOUR CHEAT SHEET FOR MASTERING THE WORLD'S LARGEST BUSINESS CONTENT COMMUNITY

A



ANALYTICS

A SIMPLE DASHBOARD PRESENTS ROBUST ANALYTICS OPTIONS. REPORTS REVEAL INSIGHTS INTO CONTENT VIEWS, TRAFFIC SOURCES, VIEWER ACTIONS AND MORE.

B



BRAND

BUILD A BRANDED SLIDESHARE PAGE BY SELECTING A THEME, CUSTOMIZING THE COLORS, BACKGROUND AND BANNER IMAGE.

C



CALLS TO ACTION

CREATE CALL TO ACTIONS BY EMBEDDING A LINK TO YOUR WEBSITE, BLOG OR SPECIFIC LANDING PAGES DESIGNED TO CAPTURE LEADS.

D



DOCUMENTS

INCREASE THE REACH OF STRATEGIC MARKETING DOCUMENTS BY UPLOADING PDFS OR OFFICE FILES.

E



EXPLORE

CLICK 'MORE TOPICS' FOR AN 'EXPLORE' PAGE WHERE SLIDESHARES ARE ORGANIZED BY TOPICS, MOST POPULAR AND EDITOR'S PICKS.

F



FORMS

YOU CAN COLLECT LEADS BY PLACING LEAD FORMS AT VARIOUS PLACES IN YOUR DOCUMENT OR HAVE THEM APPEAR WHEN A USER REQUESTS A DOWNLOAD.

G



GRAPHICS

STRIVE TO CREATE VISUAL IMPACT WITH STRIKING LAYOUTS AND GRAPHICALLY PLEASING COLORS, IMAGES, AND FONTS.

H



HAIKU DECK

HAIKU DECK IS A FREE APP OFFERED VIA SLIDESHARE WHICH MAKES IT EASY TO CREATE SIMPLE AND BEAUTIFUL PRESENTATIONS.

I



INFOGRAPHICS

POST INFOGRAPHICS ON SLIDESHARE AND EMBE THEM WHEREVER YOU PUBLISH.

J



JOURNALISM

JOURNALISTS CAPITALIZE ON SLIDESHARE BY USING IT AS A RESEARCH TOOL AND A PLATFORM TO EXTEND THEIR MEDIA PRESENCE.

K



KEYNOTE AUTHORS

KEYNOTE AUTHORS IS AN INVITATION-ONLY PROGRAM SLIDESHARE CREATED TO SHOWCASE THE WORK OF INDUSTRY EXPERTS WHO CREATE QUALITY DECKS.

L



LINKEDIN

LINKEDIN AND SLIDESHARE ARE UNITED BRANDS, CLOSELY COUPLED TO MAKE IT EASY TO PUBLISH SLIDESHARE CONTENT ON LINKEDIN PROFILE PAGES AND BLOG POSTS.

M



MOBILE

SMART PHONE USERS SEE A MOBILE-OPTIMIZED VERSION OF SLIDESHARE AND A PLATFORM APP IS AVAILABLE FOR ANDROID AND IOS.

N



NAVIGATION

SLIDESHARE CAN BE NAVIGATED BY SEARCH AND WITHIN POPULAR TOPIC SECTIONS, WHICH FEATURE NUMEROUS FILTERING OPTIONS.

O



ON THE HOME PAGE

MUCH OF THE BEST CONTENT EARNS INCREASED EXPOSURE WHEN SELECTED BY SLIDESHARE EDITORS AND PRESENTED ATOP THE HOME PAGE OR IN A "FEATURED ON SLIDESHARE" SECTION.

P



PRESENTATION

PRESENTATIONS MAKE-UP THE MAJORITY OF SLIDESHARE CONTENT AND TEND TO PERFORM THE BEST.

Q



QUESTION

THE SUPPORT PAGES OF SLIDESHARE ARE A COLLECTION OF FREQUENTLY ASKED QUESTIONS AND ARE UPDATED FREQUENTLY WHEN FEATURES CHANGE.

R



REACH

SLIDESHARE REACHES AN ENORMOUS AUDIENCE ESTIMATED AT 60-MILLION UNIQUE VISITORS PER MONTH.

S



SEARCH

SLIDESHARE CONTENT OFTEN RANKS HIGH IN SEARCH ENGINE RESULTS SO USE KEYWORDS AND TAGS WISELY WHEN YOU UPLOAD NEW MATERIAL.

T



TRANSCRIPTIONS

TRANSCRIPTS OF YOUR SLIDESHOW ARE AUTOMATICALLY EXTRACTED AND PUBLISHED TO HELP BOOST VISIBILITY TO SEARCH ENGINES.

U



UPLOAD

SLIDESHARE MAKES IT SIMPLE TO UPLOAD CONTENT FROM YOUR COMPUTER, DROPBOX, GOOGLE DRIVE OR GMAIL WITH A DRAG-AND-DROP INTERFACE.

V



VIDEO

SLIDESHARE OFFERS THE OPTION TO UPLOAD VIDEO CONTENT OR EMBED YOUTUBE CONTENT IN PRESENTATIONS.

W



WEBSITES

SLIDESHARES CAN BE EMBEDDED INTO WEBSITES AND BLOGS AND ARE EASILY SHAREABLE ON THE POPULAR SOCIAL MEDIA PLATFORMS.

X



EXTRAS

YOU CAN USE BADGES TO PROVIDE A LINK FROM YOUR WEBSITE TO YOUR SLIDESHARE PROFILE AS WELL AS EMBED "SLIDESHARE" ON YOUR WEBSITE.

Y

YES

YES, YOU SHOULD MAKE SLIDESHARE A STAPLE IN YOUR CONTENT MARKETING PUBLISHING PLAN.

Z

ZERO

WHILE SLIDESHARE IS IMMENSELY VALUABLE THE COST OF USING IT IS ZERO.

WRITTEN BY

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Infobrandz Quality Premium Graphics

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