

**Be a subject matter expert
using Slideshare**



slideshare

Linked **in**.



**What is
SlideShare for?**

**SlideShare has ONE simple goal:
to share knowledge online.**

What is



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In Other Words:

1 Think 'YouTube for PowerPoint'

Documents You Can Upload:

2 PowerPoint, Keynote, PDF's, Infographics, Open Documents

Can Also Support

3 Documents, PDF's, Video

- **Launched** in 2006 – originally intended to share slides with employees but, quickly became popular for: entertainment, marketing, and research.
- **Purchased** in 2012 by LinkedIn.
- **Awards:** Voted among world's top 10 tools for education and e-learning in 2010.

Source: Wikipedia

Why use SlideShare?



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SlideShare has 60 million unique visitors a month and 215 million page views.

Find Content:

- Research
- Competition
- Trends
- Opportunities



Upload & Share Insights:

- Website
- Blogs
- Social networks

Source: Slideshare.net

Why is SlideShare a powerful tool?



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- Share your content across multiple platforms.
 1. **UPLOAD AND SHARE** – Your information, product or insights online.
 2. **MARKET** – Your content and business.
 3. **DISCOVER** – Interesting content about your competitors, industry, subjects you are passionate about.

The benefits are endless.



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SEO and Web Traffic - Embed links to drive traffic back to your website or social networks, which is beneficial for engagement and analytics.

Missed Opportunities - Direct event traffic to your SlideShare to download the presentation and follow up on information they found helpful.

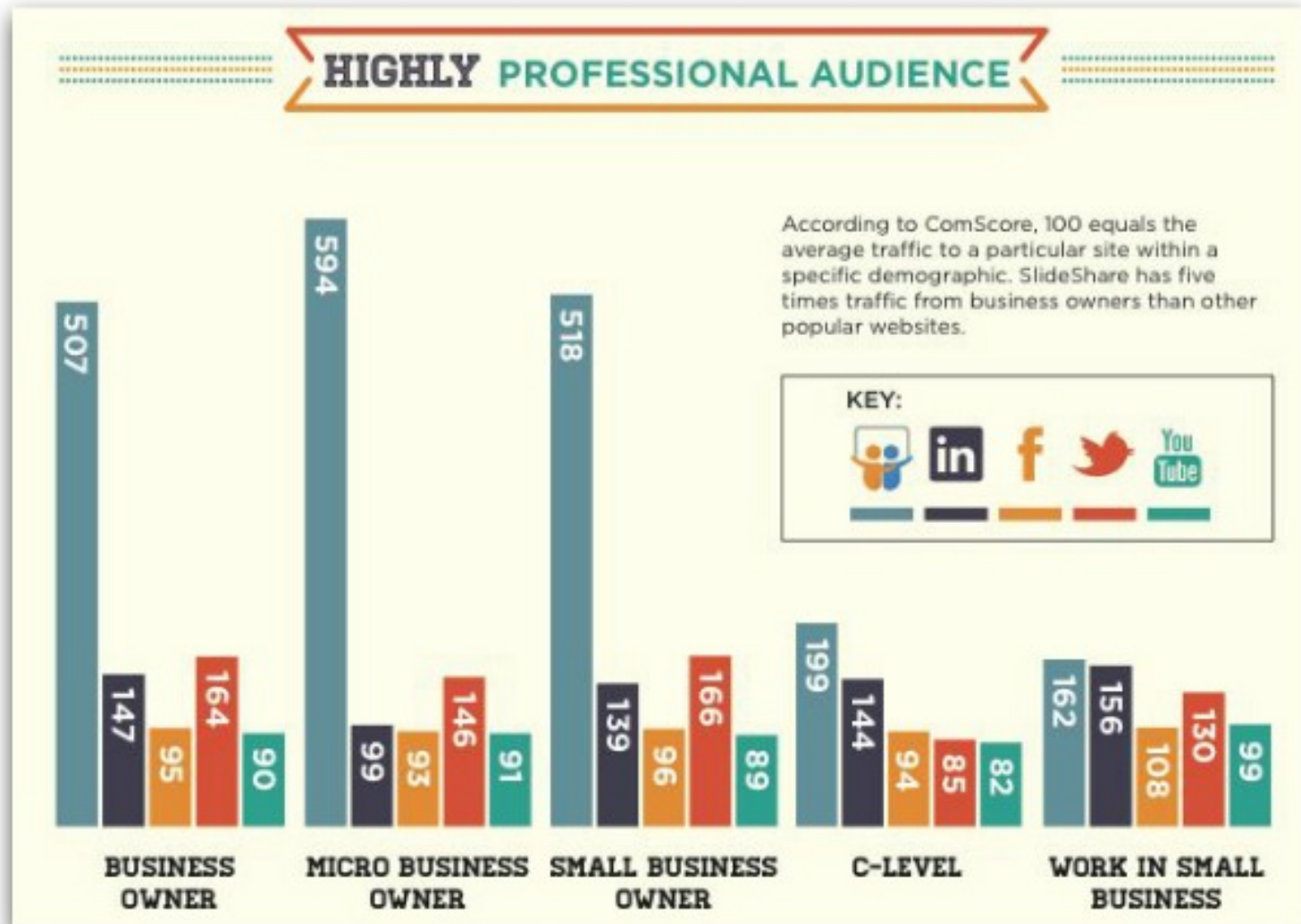
Stay Informed - Follow industry experts, competitors and friends' content shares.

Generate Business – Find out how to use the paid 'Lead Generation Service'

[Source: SlideShare](#)

Who else is using SlideShare?

Fact:
SlideShare
has 5x the
traffic from
business
owners vs
other
platforms.



SlideShare shares demographics with LinkedIn.



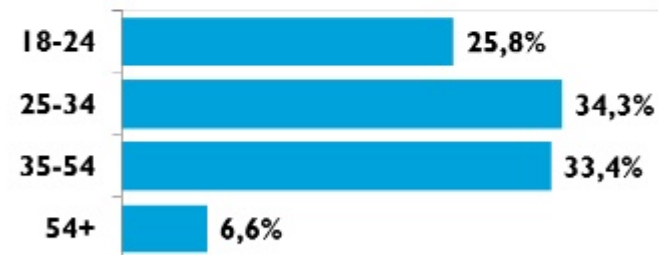
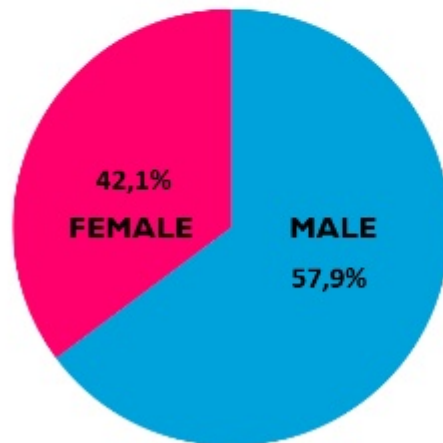
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LINKEDIN DEMOGRAPHICS & STATISTICS – JAN 2012

ABOUT

147 MILLION*

LINKEDIN MEMBERS WORLDWIDE



* This number is an approximation of total member registrations

Credits: Amodiovalerio Verde



If you thought the list of advantages for using SlideShare was over, here are some more:



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Little to no technical prowess is required to make a SlideShare presentation:

- Use PowerPoint presentations.
- Easily build, arrange, and modify slides.
- Access from any computer that supports Microsoft Office.
- Add clickable hyperlinks to include, videos, infographics and more.

[Source: Allison, Friedmann, Nonlinear Thinkinge](#)

SlideShare content is easy to share too

Create slides with visual impact and include as many as you want.

Embed a presentation in your blog, wikis, or company web pages.

Easily display SlideShare presentations on your LinkedIn profile.

Your audience will be left hungry for more!

Your audience can:



- View your SlideShare presentation on their mobile device.
- Share your presentations with their network by email, embedding, and social media.
- Retain your information at a higher rate than text or email.
- Use SlideShare as a searchable directory of information.

Bottom line – your audience will feel more informed with your information and ideas at their fingertips.

[Source: The Marketing Agents](#)

Your boss will be happy with you too.

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SlideShare:

- Provides analytics like view counts.
- Can boost SEO as Google and Bing give it a good ranking.
- Can increase traffic to your website.



[Source: Christina Milanowski, Maccabee](#)

Wait. There's a catch.



- **Basic SlideShare account is free.**
- However a [silver or gold account with a premium](#) is required for features like:
 - Access to analytics.
 - Private uploads.
 - Lead generation.
 - Theme for your channel.
 - Customized branding for your channel.

Budget



- **You will need:**
 - Desktop publishing skills or design skills.
 - High resolution images and photo editing software.
 - Writing skills to create readable, engaging content.
 - Microsoft PowerPoint.
 - Access to the internet.

Resources



SlideShare is still more information-rich and cost-effective relative to traditional ways of reaching your audience.

There are some disadvantages of using SlideShare too.

- You will not be able to interact with your audience so your content must be engaging.

- PowerPoint presentations are linear – you must advance from slide to slide.

- You can consider using [Prezi](#) to share ideas and information if you are a non-linear thinker.
- However, Prezi has its [pros and cons](#) too.