THE A-TO-ZGUIDE TO SLIDESHARE

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



ANALYTICS

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



BRAND

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



CALLS TO ACTION

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



INCREASE THE REACH OF

DOCUMENTS

STRATEGIC MARKETING DOCUMENTS BY UPLOADING PDFS OR OFFICE FILES.



"EXPLORE" PAGE WHERE SLIDE-SHARES ARE ORGANIZED BY TOPICS, MOST POPULAR AND EDITOR'S PICKS.



YOU CAN COLLECT LEADS BY PLACING LEAD FORMS AT VARIOUS

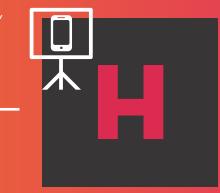
PLACES IN YOUR DOCUMENT OR HAVE THEM APPEAR WHEN A USER REQUESTS A DOWNLOAD.



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

AND FONTS.

GRAPHICS



HAIKU DECK IS A FREE APP OFFERED VIA SLIDESHARE WHICH

HAIKU DECK

MAKES IT EASY TO CREATE SIMPLE AND BEAUTIFUL PRESENTATIONS.



WHEREVER YOU PUBLISH.

INFOGRAPHICS

POST INFOGRAPHICS ON

SLIDESHARE AND EMBED THEM



in

JOURNALISTS CAPITALIZE ON SLIDESHARE BY USING IT AS A

JOURNALISM

RESEARCH TOOL AND A PLATFORM TO EXTEND THEIR MEDIA PRESENCE.



KEYNOTE AUTHORS IS AN

KEYNOTE AUTHORS

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



LINKEDIN

COUPLED TO MAKE IT EASY TO **PUBLISH SLIDESHARE CONTENT** ON LINKEDIN PROFILE PAGES AND BLOG POSTS.

LINKEDIN AND SLIDESHARE ARE UNITED BRANDS, CLOSELY





VERSION OF SLIDESHARE AND A MOBILE APP IS AVAILABLE FOR ANDROID AND iOS.

MOBILE

NAVIGATION SLIDESHARE CAN BE NAVIGATED BY SEARCH

AND WITHIN POPUAR TOPIC SECTIONS, WHICH FEATURE NUMEROUS FILTERING OPTIONS.

SMART PHONE USERS SEE A MOBILE-OPTIMIZED



ON SLIDESHARE" SECTION.

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

PERFORM THE BEST.





QUESTION

OF FREQUENTLY ASKED QUESTIONS AND ARE UPDATED FREQUENTLY WHEN FEATURES CHANGE.

THE SUPPORT PAGES OF SLIDESHARE ARE A COLLECTION



SEARCH

REACH

WHEN YOU UPLOAD NEW MATERIAL.

SLIDESHARE REACHES AN ENORMOUS AUDIENCE ESTIMATED AT 60-MILLION

UNIQUE VISITORS PER MONTH.

TRANSCRIPTIONS TRANSCRIPTS OF YOUR SLIDESHOW ARE AUTOMATI-CALLY EXTRACTED AND PUBLISHED TO HELP BOOST

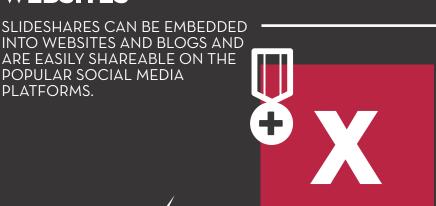
SLIDESHARE CONTENT OFTEN RANKS HIGH IN SEARCH ENGINE RESULTS SO USE KEYWORDS AND TAGS WISELY



VISIBILITY TO SEARCH ENGINES.



INTO WEBSITES AND BLOGS AND ARE EASILY SHAREABLE ON THE POPULAR SOCIAL MEDIA



EXTRAS

VIDEO

SLIDESHARE OFFERS THE OPTION TO UPLOAD VIDEO

CONTENT OR EMBED YOUTUBE CONTENT IN

PRESENTATIONS.

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



WRITTEN BY

WEBSITES

PLATFORMS.

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



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