SlideShare

What is SlideShare?

SlideShare is an online content hosting service where users can upload and share presentations, documents, and videos. It has been described as the YouTube of slide presentations. Once a presentation is uploaded to SlideShare, users can rate, comment on, and share these via social media. As with other popular social networking sites, users can also stay in touch by "following" each other, and participate in groups.

Quick SlideShare Facts

- Launched in October 2006
- Over 25 million monthly visitors (as of January 2011)
- Business model: supported through online advertising, selling featured presentation spots on their homepage, and selling PRO packages to businesses which give them additional features

Leveraging SlideShare Content

One of the most powerful features of SlideShare is the ability to post presentations in other mediums. For example, bloggers can easily embed a presentation in a post to support their content.

LinkedIn has a SlideShare app (go to http://learn.linkedin.com/apps/SlideShare/) which allows you to automatically showcase your presentations in your LinkedIn profile.

Facebook also has SlideShare integration, where users can upload SlideShare presentations to Facebook. It's also possible to sync your SlideShare account with Facebook, which means all of your SlideShare presentations will automatically be visible via your Facebook profile page. See http://apps.facebook.com/SlideShare/slideshows for more info.

Web Conferencing with ZipCast

In February 2011, SlideShare added a simple yet effective webcasting feature which it dubbed ZipCast. ZipCasts can be public or private, and allow a user to present an audio and video feed in conjunction with a given slide presentation, right from Slideshare.com. Additionally, a live stream chat function allows the presenter and viewers to communicate via text.

ZipCast does lack some of the higher end features such as screen sharing, which you will find in paid services such as WebEx and GoToMeeting. Presenters aren't able to control the flow of a presentation as viewers can navigate back and forth through the slides themselves. But the advantages of an easy meeting set-up, and the social nature of ZipCasts, make them an appealing addition to the online marketer's toolkit.

Glossary Terms

Slidecast – An audio file combined with a slide show. SlideShare allows users to add an audio file to a slide deck that they have uploaded, and then synchronize the two

SlideShare Channel – With Channels, companies can create a branded channel for sharing professional content including presentations, white papers and webinars

PowerPoint – Widely used presentation software from Microsoft

Keynote – Presentation software developed for the Mac

SlideShare Video – Introduced in mid-2010, this feature allows users to upload and share videos in SlideShare

Embed Code – A piece of web code, specific to a given SlideShare presentation, which can be copied and pasted into a web page. This makes the SlideShare presentation "portable", and is an effective strategy for adding multimedia content to a blog post for example

Really Simple Syndication (RSS) - It's the most popular news feed syndication format. The RSS feed for a SlideShare channel can be found via the RSS icon on a profile page, and at http://www.SlideShare.net/rss/user/username. SlideShare also offers RSS feeds for their "Latest', 'Most Viewed', 'Featured', and 'Most Favorited' slideshows

Featured Presentations – Available for a one-time fee, users can have their presentation featured on SlideShare's homepage

Blog Sidebar Widget – Embed a feed of presentations on a blog or website. The feed can include all of your presentations, or be specific to certain tags, or favorites

SlideShare Playlist – A widget allowing you to embed a playlist of presentations on your blog or website

Company (a.k.a. Expert) Networks – A way for businesses to curate content from all of their employees and partners on one branded page

LeadShare – a paid lead-capture service offered by SlideShare. This is separate from PRO accounts, which also offer lead capture, but with less targeting options. For more information on Lead-Share, visit: http://www.slideshare.net/business/leadshare/tips

PRO Account – A paid service, offered at different feature/price levels, allowing for channel customization, removal of advertising, and lead capture

Slide2Lead – A free application that can be installed on the SalesForce App Exchange which allows for synchronization of data between SlideShare and SalesForce. This is especially useful for automated lead management campaigns

ZipCast – A simple, fast social web conferencing system where the experience is entirely browser-based

" *Somehow, these presentations have left the dimly lit confines of conference rooms and trade shows to take their place as new forms of art and expression. Business has become entertainment. Every middle manager, every developer, is expected to act and perform with the charisma of a seasoned showman. And their "slides," their PowerPoints, are the key ingredient in their ability to dazzle us.* "

– Chris O'Brien, SiliconBeat

## Optimizing Content for Search on Slideshare

Search is one of the primary methods of finding SlideShare presentations. With that in mind, decide on a set of keywords which both represent what you want to get found for, and which accurately describe your content. Then consider these keywords when creating the presentation title, description, and choosing the category. Remember that SlideShare is also able to read and display the text from your presentation, which will affect its ability to be found.

Posting Content to SlideShare

SlideShare currently accepts PowerPoint, Word, OpenOffice, Keynote, PDF, and video files. Presentation information, e.g. the names, keyword tags, and description can be added during the upload process. Users wishing to upload multiple presentations at once can do so using SlideShare's 'bulk upload' feature. Note that SlideShare isn't able to convert slide transitions or animations. Before posting SlideShare content, consider the different privacy options available, e.g. Pubic, or Private, and whether the presentation should be downloadable.

Building Your Network

The social aspect of SlideShare is based upon the ability to follow others and participate in groups. As a best practice, find content publishers similar to your company and engage with their content. Besides following them, read their content and participate in conversations.
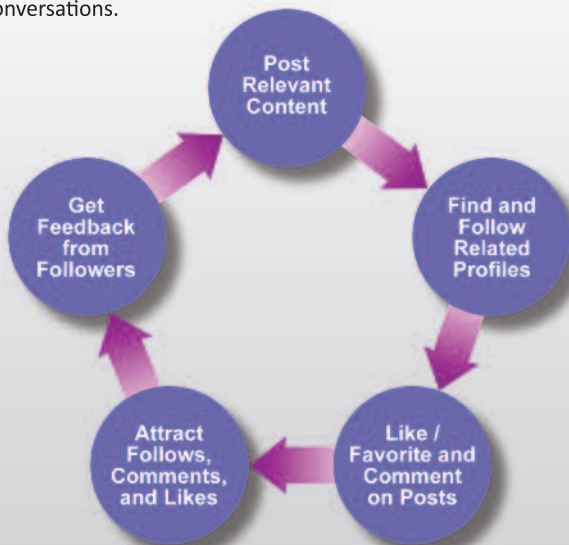
SlideShare and Lead Generation

SlideShare PRO packages offer features above and beyond the free version, including analytics, more control over branding, removal of advertising, and lead generation campaigns. With the lead gen feature, leads are captured by adding a form to your slide presentations. The form appears every few slides, and can be skipped by the user if desired.

Have a plan for importing leads into your marketing automation or CRM platform in order to track the leads and follow up with them accordingly.

Example of SlideShare Homepage

Setting Up Your SlideShare

As a business, it is important to make your SlideShare homepage as effective as possible. Even with the basic free account, you are able to customize the page by adding your logo, location, industry, website address, phone number, and an 'About' description. While creating these, keep in mind the same SEO tactics when posting content. In the 'About' section, use the opportunity to also reference where people can find you on other social networks, e.g. Twitter, Facebook, and YouTube.

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