

Increasing your PowerPoint's lifespan with SlideShare

If you have never used [SlideShare](#), I urge you to check out the site. It's a great way to repurpose presentations you have delivered in the past and distribute them to a wider audience. After all, who wouldn't want to get extra mileage out of a PowerPoint that you invested a significant amount of time into putting together?



Jaffe Staff

Guest blogger Sheenika Shah, Business Development website & CRM coordinator at [Knobbe Martens](#), penned an extraordinarily useful piece on [the power of SlideShare](#) for the main [Jaffe PR Blog](#). Take some time, when you get a chance, to read it in its entirety. In the meantime, here are Shah's main takeaways from the original post:

1. **SlideShare provides an embed code:** If you have a website or blog, this is the ideal way to share your presentation(s). You can also customize the display by choosing the width/height dimensions you need to fit within your space.
2. **Social media-friendly:** You can "Like," "Tweet," "Share," "+1," "Pin" and even use a shortcode for WordPress.com blogs for your presentation(s). This is an excellent way to share a presentation with attendees as a follow-up after an event or seminar.
3. **Search engine optimization:** SlideShare uses a variety of ways to make sure search engines pick up the text within PowerPoint. In addition to automatically creating a presentation transcript, a user also can insert a title and description, and assign a category. A keyword-rich presentation is essential!
4. **Tags:** SlideShare also allows up to 20 tags, so users can filter based on these tags, similarly to a blog post.
5. **Email option:** If you are looking for a way to send current or potential clients a presentation that they might find useful, the "Email" button lets you send a standard email template, which will have a link to the presentation on SlideShare. This way, they can also stumble upon any other presentations that are available to view.
6. **Search field:** If you are looking for ideas while drafting a presentation, SlideShare can work in reverse, letting you thoroughly search and download presentations that are similar to your topic.

I think one of the overarching points to keep in mind is that marketing has become a digital and social domain – one that is constantly in a state of flux as new platforms and cloud-based offerings come into being. Keep an ear to the ground for new sites like SlideShare, and take some time to familiarize yourself with the tech's functionality and use cases. It might not always serve an applicable marketing purpose, but sometimes it might be just the tool you need to drive traffic to your site, enhance brand recognition and achieve your business goals.

If you're interested in learning more about web tools that can help enhance your company's marketing efforts, contact Terry M. Isner at tisner@jaffepr.com.