Conversion Guide

Converting Markdown Presentations to PowerPoint, PDF & More

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Overview

This guide explains how to convert the MarketingPlatform investor presentation markdown files (especially SLIDES.md) into various formats: PowerPoint, PDF, HTML, and more.

Quick Start

Recommended Tool: Marp (Markdown Presentation Ecosystem)

Install Marp CLI:

```
npm install -g @marp-team/marp-cli
```

Convert to PowerPoint:

```
marp SLIDES.md --pptx -o MarketingPlatform-Investor-Deck.pptx
```

Convert to PDF:

```
marp SLIDES.md --pdf -o MarketingPlatform-Investor-Deck.pdf
```

Tool Comparison

Tool	Best For	Formats	Difficulty
Marp	Presentations (our markdown)	PPTX, PDF, HTML	Easy
Pandoc	Documents, versatile	PPTX, PDF, DOCX, HTML	Medium
reveal.js	Interactive web presentations	HTML	Medium
mdpdf	Simple PDF documents	PDF	Easy
Typora	WYSIWYG editing	PDF, DOCX, HTML	Easy

Recommendation: Use Marp for SLIDES.md. Use Pandoc for other documents.

Option 1: Marp (Recommended for Presentations)

Installation

Via npm (requires Node.js):

```
npm install -g @marp-team/marp-cli
```

Verify Installation:

```
marp --version
```

Basic Conversion

PowerPoint:

```
marp SLIDES.md --pptx -o output.pptx
```

PDF:

```
marp SLIDES.md --pdf -o output.pdf
```

HTML:

```
marp SLIDES.md --html -o presentation.html
```

Advanced Options

With Custom Theme:

```
marp SLIDES.md --theme custom-theme.css --pptx -o output.pptx
```

Watch Mode (auto-rebuild on save):

```
marp SLIDES.md --watch
```

All Formats at Once:

```
marp SLIDES.md --pptx --pdf --html -o presentation
# Creates: presentation.pptx, presentation.pdf, presentation.html
```

Customization

Custom CSS Theme (create `custom-theme.css`):

```css
/* @theme custom */
section {
  background-color: #1a1a2e;
  color: #ffffff;
  font-family: 'Arial', sans-serif;
}

h1 {
  color: #00d9ff;
  font-size: 48px;
}

h2 {
  color: #ff6b6b;
  font-size: 36px;
}
```

Apply Theme:

```
marp SLIDES.md --theme custom-theme.css --pptx
```

Option 2: Pandoc (Universal Converter)

Installation

Windows: Download installer from https://pandoc.org/installing.html

Mac:

```
brew install pandoc
```

Linux (Ubuntu/Debian):

```
sudo apt-get update
sudo apt-get install pandoc
```

Verify:

```
pandoc --version
```

Basic Conversion

Markdown to PowerPoint:

```
pandoc SLIDES.md -o output.pptx
```

Markdown to PDF (requires LaTeX):

```
pandoc SLIDES.md -o output.pdf --pdf-engine=xelatex
```

Markdown to Word:

```
pandoc FEATURE_SUMMARY.md -o feature-summary.docx
```

Markdown to HTML:

```
pandoc FAQ.md -o faq.html --standalone
```

Advanced Options

With Custom Reference PPTX (for branding):

```
pandoc SLIDES.md -o output.pptx --reference-doc=template.pptx
```

Create `template.pptx` with your branding, fonts, colors in PowerPoint first.

PDF with Table of Contents:

```
pandoc FEATURE_SUMMARY.md -o feature-summary.pdf --toc --toc-depth=2
```

HTML with CSS Styling:

```
pandoc FAQ.md -o faq.html --standalone --css=styles.css
```

Troubleshooting

PDF Errors ("pdflatex not found"): Install LaTeX:

- Windows: MiKTeX (https://miktex.org/)
- Mac: MacTeX (`brew install --cask mactex`)
- Linux: `sudo apt-get install texlive-xetex`

Image Issues: Use absolute paths or copy images to same directory as markdown.

Option 3: reveal.js (Interactive Web Presentations)

Installation

Via npm:

```
npm install -g reveal-md
```

Usage

Start Presentation Server:

```
reveal-md SLIDES.md --theme white
```

Opens browser at http://localhost:1948 with interactive presentation.

Navigation:

- Arrow keys: Next/previous slide
- ESC: Slide overview
- S: Speaker notes
- F: Fullscreen

Export to PDF:

```
reveal-md SLIDES.md --print output.pdf
```

Export to Static HTML:

```
reveal-md SLIDES.md --static _site
```

Creates directory with self-contained HTML presentation.

Customization

Custom Theme:

```
reveal-md SLIDES.md --theme solarized
```

Themes: black, white, league, sky, beige, simple, serif, blood, night, moon, solarized

Custom CSS:

```
reveal-md SLIDES.md --css custom.css
```

Option 4: mdpdf (Simple PDF Conversion)

Installation

```
npm install -g mdpdf
```

Usage

Basic PDF:

```
mdpdf FEATURE_SUMMARY.md
```

With Custom CSS:

```
mdpdf FEATURE_SUMMARY.md --style=custom.css
```

All Markdown Files in Directory:

```
mdpdf *.md
```

Pros: Simple, fast
Cons: Less control than Pandoc

Option 5: Typora (GUI Editor)

Installation

Download from https://typora.io/ (Windows, Mac, Linux)

Usage

1. Open markdown file in Typora
2. File → Export → PDF / Word / HTML
3. Configure options
4. Click Export

Pros: WYSIWYG editor, easy for non-technical users
Cons: Not free ($15 one-time purchase)

Batch Conversion Scripts

Convert All Files to PDF (Bash)

```bash
#!/bin/bash
# convert-all-pdf.sh

for file in *.md; do
  echo "Converting $file..."
  marp "$file" --pdf -o "${file%.md}.pdf"
done

echo "All files converted!"
```

Usage:

```
chmod +x convert-all-pdf.sh
./convert-all-pdf.sh
```

Convert Specific Files (PowerShell - Windows)

```
# convert-slides.ps1

$files = @(
  "SLIDES.md",
  "FEATURE_SUMMARY.md",
  "FAQ.md"
)

foreach ($file in $files) {
  $output = $file -replace '\.md$', '.pdf'
  Write-Host "Converting $file to $output..."
  pandoc $file -o $output --pdf-engine=xelatex
}

Write-Host "Conversion complete!"
```

Usage:

```
.\convert-slides.ps1
```

Styling & Branding

Custom PowerPoint Template

1. **Create Template**:
   - Open PowerPoint

- Design master slides with your branding (logo, colors, fonts)
- Save as `template.pptx`

2. **Apply Template**:

```
pandoc SLIDES.md -o output.pptx --reference-doc=template.pptx
```

Custom PDF Styles

Create LaTeX Template (`custom-template.tex`):

```
\documentclass{article}
\usepackage{graphicx}
\usepackage[margin=1in]{geometry}
\usepackage{hyperref}

% Custom colors
\definecolor{brandblue}{RGB}{26, 26, 46}

\begin{document}
$body$
\end{document}
```

Apply Template:

```
pandoc FEATURE_SUMMARY.md -o output.pdf --template=custom-template.tex
```

Custom HTML/CSS

Create Stylesheet (`styles.css`):

```
body {
  font-family: 'Helvetica Neue', Arial, sans-serif;
  max-width: 900px;
  margin: 0 auto;
```

```css
    padding: 20px;
    background-color: #f5f5f5;
}

h1 {
    color: #1a1a2e;
    border-bottom: 3px solid #00d9ff;
    padding-bottom: 10px;
}

h2 {
    color: #333;
    margin-top: 30px;
}

code {
    background-color: #e8e8e8;
    padding: 2px 6px;
    border-radius: 3px;
    font-family: 'Courier New', monospace;
}

table {
    width: 100%;
    border-collapse: collapse;
    margin: 20px 0;
}

th, td {
    border: 1px solid #ddd;
    padding: 12px;
    text-align: left;
}

th {
    background-color: #1a1a2e;
```

```
  color: white;
}


tr:nth-child(even) {
  background-color: #f9f9f9;
}
```

Apply Styles:

```
pandoc FAQ.md -o faq.html --standalone --css=styles.css
```

Common Workflows

Workflow 1: Investor Pitch Deck

Goal: Professional PowerPoint for investor meetings

Steps:

1. Customize SLIDES.md (update metrics, add company logo)
2. Create branded PowerPoint template
3. Convert with Marp or Pandoc
4. Fine-tune in PowerPoint (add animations if needed)
5. Export to PDF for email distribution

Commands:

```
# Convert to PPTX
marp SLIDES.md --pptx -o MarketingPlatform-Pitch-Deck.pptx


# Or with custom template
pandoc SLIDES.md -o MarketingPlatform-Pitch-Deck.pptx --reference-doc=template.pptx
```

```
# Convert to PDF
marp SLIDES.md --pdf -o MarketingPlatform-Pitch-Deck.pdf
```

Workflow 2: Leave-Behind Document

Goal: PDF feature summary for investors

Steps:

1. Use FEATURE_SUMMARY.md
2. Convert to professionally styled PDF
3. Include table of contents

Commands:

```
pandoc FEATURE_SUMMARY.md -o MarketingPlatform-Features.pdf \
  --pdf-engine=xelatex \
  --toc \
  --toc-depth=2 \
  --variable colorlinks=true \
  --variable linkcolor=blue
```

Workflow 3: Interactive Web Demo

Goal: Share presentation as website

Steps:

1. Convert SLIDES.md to reveal.js presentation
2. Host on GitHub Pages or Netlify
3. Share link with investors

Commands:

```
# Create static site
reveal-md SLIDES.md --static _site --theme white

# Deploy to GitHub Pages
cd _site
git init
git add .
git commit -m "Add investor presentation"
git remote add origin https://github.com/yourcompany/investor-presentation
git push -u origin main
```

Enable GitHub Pages in repo settings → Pages → Deploy from main branch.

Troubleshooting

Marp Not Rendering Mermaid Diagrams

Solution: Marp doesn't support Mermaid by default. Options:

1. Convert Mermaid to images first (use mermaid-cli)
2. Use reveal.js which supports Mermaid
3. Replace Mermaid with static images in slides

Pandoc Missing Fonts

Error: "Font X not found"

Solution:

```
# List available fonts
fc-list

# Install missing fonts (Linux)
sudo apt-get install fonts-liberation
```

```
# macOS - install via Font Book
# Windows - install .ttf/.otf files
```

PDF Images Not Showing

Issue: Relative image paths broken

Solutions:

1. Use absolute paths: `/full/path/to/image.png`
2. Copy images to same directory as markdown
3. Use online images: `https://example.com/image.png`

PowerPoint Formatting Issues

Issue: Slides don't match markdown preview

Solutions:

1. Use `--reference-doc` with pre-formatted template
2. Manual cleanup in PowerPoint after conversion
3. Try different conversion tool (Marp vs. Pandoc)

Recommended Setup

For Best Results:

1. **Install All Tools**:

   ```
   npm install -g @marp-team/marp-cli reveal-md mdpdf
   # Also install Pandoc from website
   ```

2. **Create Conversion Script** (`build.sh`):

```bash
#!/bin/bash
echo "Building presentation materials..."

# Slide deck
marp SLIDES.md --pptx -o output/slides.pptx
marp SLIDES.md --pdf -o output/slides.pdf

# Documents
pandoc FEATURE_SUMMARY.md -o output/features.pdf --toc
pandoc FAQ.md -o output/faq.pdf --toc
pandoc TECHNICAL_DEEP_DIVE.md -o output/tech-deep-dive.pdf --toc

# Web versions
pandoc README.md -o output/readme.html --standalone --css=styles.css

echo "Build complete! Check output/ directory"
```

3. **Run Build**:

```bash
chmod +x build.sh
./build.sh
```

Platform-Specific Tips

Windows

Install Chocolatey (package manager):

```
Set-ExecutionPolicy Bypass -Scope Process -Force
iex ((New-Object System.Net.WebClient).DownloadString('https://chocolatey.org/install.p
```

Install Tools:

```
choco install pandoc nodejs
npm install -g @marp-team/marp-cli
```

macOS

Install Homebrew (if not installed):

```
/bin/bash -c "$(curl -fsSL https://raw.githubusercontent.com/Homebrew/install/HEAD/inst
```

Install Tools:

```
brew install pandoc node
npm install -g @marp-team/marp-cli reveal-md
```

Linux (Ubuntu/Debian)

```
# Install Node.js
curl -fsSL https://deb.nodesource.com/setup_18.x | sudo -E bash -
sudo apt-get install -y nodejs

# Install Pandoc
sudo apt-get install pandoc

# Install Marp
sudo npm install -g @marp-team/marp-cli reveal-md
```

Final Checklist

Before Sending to Investors:

- ☐
  Update all placeholders (company name, metrics, founder names)

- ☐
  Add high-quality logo and images
- ☐
  Spell-check all documents
- ☐
  Convert to PDF and PowerPoint
- ☐
  Test presentations on different devices
- ☐
  Add password protection if needed (PowerPoint: File → Info → Protect
  Presentation)
- ☐
  Compress files if large (use ZIP)
- ☐
  Create compelling email subject and body

Resources

Official Documentation:

- Marp: https://marp.app/
- Pandoc: https://pandoc.org/
- reveal.js: https://revealjs.com/

Tutorials:

- Marp Tutorial: https://marpit.marp.app/markdown
- Pandoc User Guide: https://pandoc.org/MANUAL.html

Templates & Themes:

- Marp Themes: https://github.com/marp-team/marp-core/tree/main/themes
- reveal.js Themes: https://revealjs.com/themes/

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Questions? contact@marketingplatform.com