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 Presentations tools And multimedia

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 SLIDESHARE PRESENTATION TOOL

At present, there are over hundred presentation tools in the market some of which are optimised for a purpose and a unique type of user. However, what makes a presentation tool stand out is the ease of use, the customisation and the final result. A presentation made using an excellent presentation tool should be able to offer an engaging visual and animations that can grab the audience attention and make them remember the information passed across even in future. Although a lot of people knows Microsoft PowerPoint as the most popular presentation tools, there are still a whole lot of them that can be used for a well-designed presentation.   
HISTORY OF THE SLIDESHARE   
 Launched on October 4th, 2006, LinkedIn Slideshare is a Web 2.0–based slide hosting service with an estimated number of 70 million unique visitors monthly and 38 million registered users. Rashmi Sinha founded Slideshare which was acquired by LinkedIn in a deal that was worth over $118.75 million. Some of the well-known users of SlideShare include Hewlett Packard, IBM, The White House, World Economic Forum, amongst others.  
 SlideShare is an online portal that allows the download and sharing of presentations, videos and documents. It enables users to upload their PowerPoint presentations, document and video to the portal to reach a wider audience and also allows the user to make use of its social networking features. Also Slideshare presentations can be shared privately with students or colleagues and publicly with the general audience.  
 At present, SlideShare presentation is one of the most influential internet marketing tools; it is one of the proven ways to get your clients impressed and generate more web traffic to your business. Due to the competitive nature of many businesses today, companies are looking for the best marketing method to grab a customer’s attention. According to research, Slideshare receives more than 500 percent traffic more from business owners than Facebook, Twitter and LinkedIn. It is beneficial to corporate organizations that want to present their brand to the public. The presentation tool yields detailed data and optimizes organization online campaign.  
 What makes Slideshare standout from other types of presentation tools is the number of presentations that can be uploaded by users all over the world. A user can also access the presentation by searching for the author's name. The user can also have access to other presentations on the same topics that have been developed by other users.  
FEATURES  
 Some of the distinguishing features of SlideShare includes the following  
• It supports the most standard presentation file format: Slideshare support other standard presentation file formats such as Apple Keynote Files, Microsoft PowerPoint amongst others. A user is free to upload a document, PDF file, videos and Microsoft Files. Presenters can also create a narrated lecture by synchronising their presentation slides with the recorded audio.  
• It has social networking features that allow user to post updates to their profile: Slideshare, social networking features, gives users the opportunity to post an update to their profile, keep track of their favorite presentation and also network with other users. Users can also link their SlideShare account to their social media pages such as LinkedIn, Facebook and others; this will allow their Facebook friends also have access to their presentations.   
• It allows users set up events or groups: Another distinguishing feature of SlideShare is that it allows users set up groups or event pages to collect presentations to be delivered at a workshop or seminar. The group feature on SlideShare enables users to obtain presentations on similar topics, debate and discuss such topics and also compile a useful content for future use. Also, students can use the group feature to view other team’s presentations and also make comments on them.  
• It is an excellent tool for conferences: A Presenters at a conference or seminar no longer need to carry their USB drives or presentation files, they only need to upload the presentation on SlideShare, and it would be accessible to users all over the world.  
  
WHY USE SLIDE SHARE  
Some of the benefits of using this presentation tool includes the following   
• It helps you build your knowledge: With Slideshare, students can learn faster and smarter. You can simply flip through Slideshare deck and get all information you need quickly.   
• Find information on the topic: On Slideshare, you can find information on any topic from experts all around the globe.   
• You can also share your insights and get noticed by people: With Slideshare, users can show to the world what information they know. When you upload your presentation to SlideShare, you reach over 80 million visitors who might be interested in your presentation. This can help build your reputation and open doors of professional opportunities.  
• Slideshare directs traffic to your business: Through SlideShare people can direct traffic to their business, this is possible because prospective customers get to know about a business or brand and its products through PowerPoint presentation.  
• Slideshare helps business perform better on a search engine: Slideshare also helps in boosting the SEO of business, by doing this it helps the business rank better on Google.   
• PowerPoint presentation increases email subscribers: Another benefit of using Slideshare is that it helps to expand your business email subscribers list. A business that has a good call to action on its slides and a link to the landing page will have more people subscribing to it.  
  
 PLACES WHERE SLIDESHARE HAS BEEN USED ON THE INTERNET  
 Slideshare has been used severally on the internet. Some of the places where it was used include  
• Complete Guide To The Best Times To Post On Social Media by Track Maven  
• 6 Questions to Lead You to a Social Media Strategy by Mark Schaefer  
• Go Viral on the Social Web: The Definitive How-To guide by XPLAIN  
• Why Content Marketing Fails by Rand Fishkin  
   
 Finally, Slideshare remains that most powerful portal in the B2B space. One of the best ways to make excellent use of SlideShare is to create presentations based on your blog post, also ensure that the presentations are visually appealing and also optimized for search engine. Remember that every business just has few minutes to make a lasting impression on its potential clients, therefore creating a unique presentation can help you reach the right clients.

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