

Various Presentation Tools

If you work, you need to know how to create captivating presentations. Whether you're trying to persuade your manager to support a new campaign, talk to the prospect of a deal, or build a new piece of marketing collateral, you need to know how to craft a presentation that people won't sleep.

The spread of PowerPoint made company presentations very routine. It can be difficult to get the audience's attention and grab their attention with regular slides full of dots. It may be a powerful tool in some scenarios, but there are plenty of other presentation solutions that can help you interact with your audience and communicate key ideas.

While all the traditional tools like PowerPoint, Google Slides and Keynote can be used to create presentations, you can break the traditional method - basic points on simple slides - by embedding images and creating animation and limiting each slide or section to just two key points left.

Tools for Designing and Creating Presentations

1. Canva

Canva makes design easy -- even for marketers and salespeople who feel like they're design-challenged. The platform gives you a bunch of presentation templates to use right away, and it's very easy to customize them to your organization and presentation objective.

2. Powtoon

The difference is often what attracts potential customers, and PowToon can help you do that in your presentations. PowToon's Animation software allows you to easily create animations using props, characters and more - that can help you differentiate your company when talking to potential clients.

3. Powerpoint

For years, PowerPoint has been the standard in presentation software, but it hasn't remained static. PowerPoint is full of features to make sales and marketing presentations dynamic and engaging.

4. Keynote

Apple's Keynote allows users to work between their Mac and iOS devices, as well as with people who use Microsoft PowerPoint. With easy-to-use visual tools, drag-and-drop functionality, interactive charts, and more, Keynote is a popular choice among sales and marketing professionals.

5. Slide bureau

Sometimes sales and marketing professionals need help creating presentations. Enter, Slide Bureau. With templates designed for different professions, a template boutique with ample designs, the ability to create on your iPad and then present it in any browser or on any device, Slide Bureau is an ideal choice.

6. Haiku deck

Haiku Deck became available for the web or iPad, and became a favorite of sales and marketing professionals. With Haiku Deck, professionals can quickly create presentations that "can be easily viewed, shared, published, embedded on a website or blog, or viewed on any device enabled on the web." Although it's another tool that helps you create presentations from scratch, it's easy to use that sets them apart from the rest.

7. Projqt

Projqt promotes "dynamic presentations for a real-time world", because it allows you to pull feeds and create shortcuts to your favorite services, link and connect to presentations on any device using a modern browser, and embed your presentation everywhere.

8. Emaze

Busy sales and marketing professionals choose emaze because it makes creating amazing quick presentations quick and easy. Options abound with emaze: choose a professionally designed template and then create a slide show, video show, or 3D view.

9. Camtasia

Camtasia from TechSmith is a great tool that helps you create professional videos. You can record screen movements, import HD video from another source, customize and edit the video, then share the completed video presentation on almost any device.

Tools for Developing and Delivering Presentations

1. Slideshare

SlideShare is a popular choice for sales and marketing professionals looking for a way to share their content publicly. Since there is already a built-in audience, you can easily distribute your presentation to many people - these people can embed SlideShares on websites and blogs, or share them on LinkedIn, Twitter, Facebook, etc.

2. Slidedog

Sometimes sales and marketing professionals need the ability to switch between presentation tools, but this is not always possible due to their technical limitations. SlideDog is the solution, because it enables users to switch between PowerPoint, Prezi, PDF, web pages and more.

3. Presentation assistant

Presentation Assistant reaches the level of their name: It helps professionals by enabling them to annotate, zoom in and out more during the presentation. Sales and marketing professionals can clarify and emphasize points more clearly to their audiences with the Presentation Assistant.

4. Prezi

Sales and marketing professionals love Prezi because it is cloud-based. Prezi makes creating, editing, and presenting from your browser, desktop, iPad, or iPhone possible anywhere, any time.

5. Brainshark

Sales reps and marketers often choose Brainshark, a cloud-based presentation tool, because it allows them to create and deliver presentations live or on-demand (even using their iPad or iPhone), use on-demand video content, polls, or surveys for increased engagement, and embed presentations in websites and blogs.

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