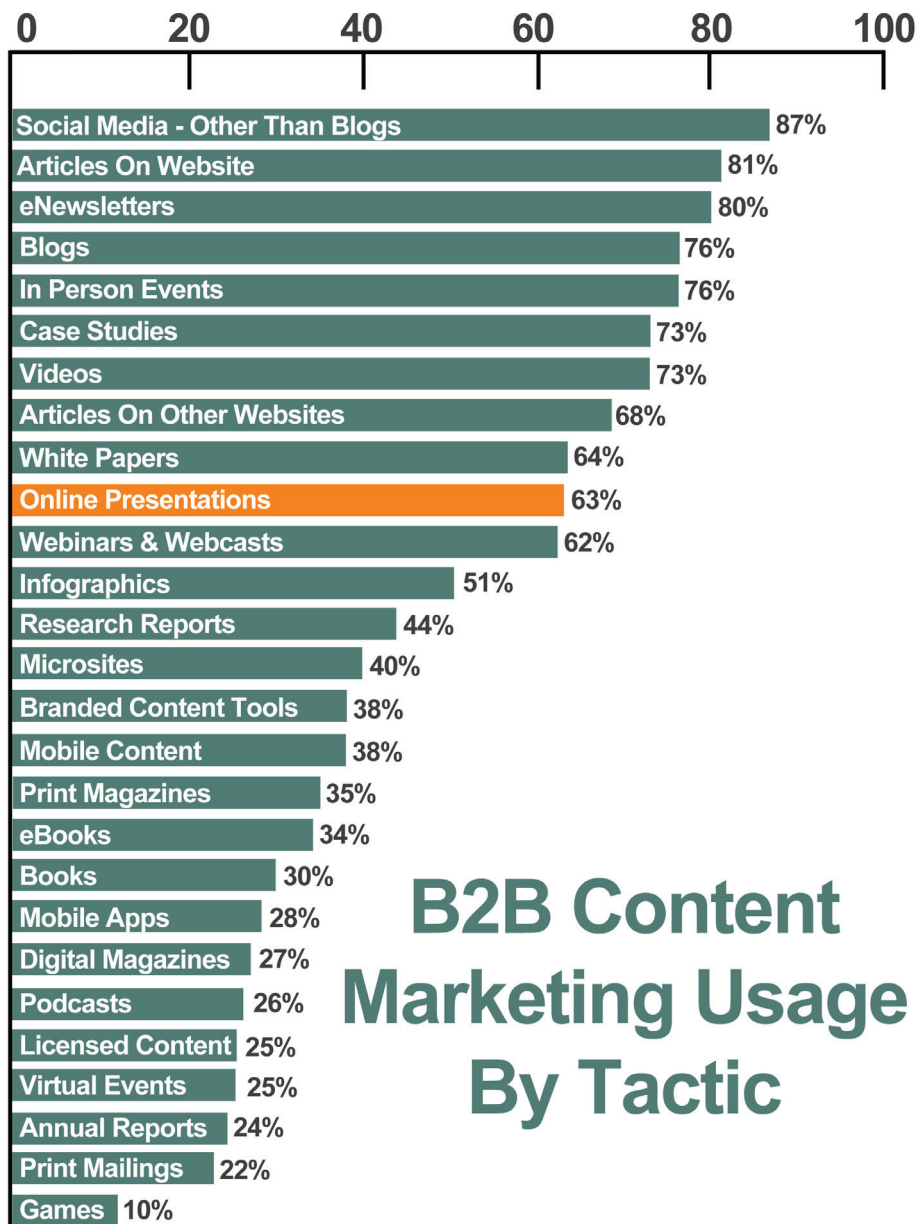


ONLINE PRESENTATIONS: THE CONTENT MARKETER'S NEW BEST FRIEND

Online Presentations Are Now
A Top Ten Marketing Tactic





B2B Content Marketing Usage By Tactic

2014 B2B Content Marketing Trends - North America.
Content Marketing Institute / MarketingProfs

Online Presentations:

The Content Marketer's New Best Friend

While it's no surprise that social media, website articles and blogs are among the most-favored distribution channels content marketers use, the recent appearance of online presentations near the top of that list caught many by surprise.

However, that's exactly what the "[B2B Content Marketing: 2014 Benchmarks, Budgets, and Trends—North America](#)" report revealed when it was released late last year. Right there between white papers and webinars/webcasts, online presentations were a tactic employed by 63 percent of the more than 1,200 content marketers surveyed. Well ahead, it should be noted, of more widely known methods like research reports (44 percent), eBooks (34 percent), and podcasts (26 percent).

If the popularity of online presentations surprises you as well, it may be worth your while to spend a few moments learning more about what that term actually means these days, and the boost this tactic could provide for your content marketing efforts.

With many marketers pressed for time, challenged to produce enough material and working within tight budgets, a fresh approach may be just what's needed. Done properly, online presentations address all of these concerns while providing exactly the kind of content audiences crave.

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What's an online presentation?

Ask five people what an online presentation is and you'll likely get five different answers. More than almost any other channel content marketers use, online presentations lack a standard definition. To remedy that, think of online presentations as a type of content that brings the traditional business presentation (typically Microsoft PowerPoint) to an anytime, anywhere environment online.

This content can take a number of forms. In many online presentations, slides are just the start. Marketers can add audio or video, Web pages, links, documents, transcripts and social media feeds into a single interactive presentation experience. In fact, if you refer back to the B2B content marketing report, the most advanced online presentations bring together many of the most popular tactics cited by the sur-

vey (articles, videos, webinars and webcasts, even important elements of in-person events) in one package.

The three types of online presentations in wide use today are:

1 Online slide decks. The most common but least sophisticated medium, online slide decks, such as those found on SlideShare, are simply PowerPoint presentations uploaded to a website and placed in a viewer – think “YouTube for presentation decks”.

2 Narrated audio presentations. Put simply, these are audio narrations synched with presentation slides. They're a step up from online slide decks and much more audience-friendly, which is borne out by the fact that they are the principal format for most webinars.

3 Interactive video presentations. With all of the presenter's communication skills on display, these are online presentations at their highest level. They're more visually interesting and engaging, and convey authority, expertise and personal connection in a way the first two methods can't.

While each of these presentation styles has its strengths and benefits, the rich media experience that interactive video presentations provide is unparalleled and it's this medium that offers content marketers the most creative possibilities.

Evergreen content everywhere

Let's return to three of the biggest challenges content marketers face each and every day: time, budget and content creation. As it turns out, finding the raw materials for online marketing presentations is easier than you think.

It's been estimated that 30 million PowerPoint presentations are given somewhere in the world each day. You've probably put one together yourself. If not, you certainly work with many others who have.

In large organizations, hundreds of new presentations are written and delivered daily. In smaller businesses the number is fewer, but still considerable. These presentations share new ideas, propose strategies, brief sales teams, educate customers, train employees and intrigue sales prospects.

Most are confidential or not suited to a wider audience – but what about those that are intended for public eyes? Many of these presentations are on exactly the kinds of topics that would make great marketing content for your customers and prospects. Every time an executive speaks at a conference, a techie gives a chalk talk to a user group or a product manager briefs customers, it is potential content for an online presentation.

PowerPoint or a similar platform is usually the preferred medium for these presentations. From there, it's a small step to put that content to work on the Internet. The best marketers are always alert to the presentations being given around them. In fact, fresh marketing content can be created simply by supplementing that information with the enhanced capabilities online presentations now provide.



1 Billion

*Number of **installations** of PowerPoint on computers worldwide*

120 Million

Number of PowerPoint users creating content

30 Million

*Number of PowerPoint presentations delivered **daily***

21,000

*Number of PowerPoint presentations delivered every **minute** somewhere in the world*

Getting started – a primer

The most basic approach to turning presentations into marketing content is the PDF format. While this creates a user-friendly file viewable on almost any desktop or mobile device, PDF presentations are lifeless, and lack the context and persuasive energy that a good storyteller provides.

A variation of this approach is to use SlideShare, which provides an easy way to upload presentations so they're discoverable by an audience of 60 million visitors per month. Once again though, SlideShare presentations suffer from lack of narrative and color that a presenter can bring.

If you're interested in moving beyond slides to provide that additional context, the next step is to add audio and even video tracks to the presentation.

The most sophisticated tools for doing this come from KnowledgeVision, which has consistently pushed the state of the art in multimedia online presentations.

KnowledgeVision's creation tools range from the simple to the sublime:

- **Knovio** offers free and inexpensive ways to narrate multimedia presentations using a webcam or the microphone on your laptop or tablet computer.
- **KVStudio** is a power tool for professional content creators, and includes the ability to use uploaded video, add searchable transcripts and connect the presentations to CRM and marketing automation systems.



Fully interactive presentations – the state of the art

While slides alone, or slides enhanced with audio and video, are strong basic building blocks for content marketing programs, something more is required to truly deliver on the marketers goals: to engage an audience, generate demand, leave a lasting impression, and prompt an action.

A good story is the backbone of an effective marketing presentation. Charts and illustrations can help organize the message and drive it home, but they aren't sufficient. Good business presentations are built on a narrative and a logic that the slides illustrate but a real live person delivers. An audience doesn't just want images, it wants to connect with the mind behind those images.

The best online presentations are multi-layered experiences that offer the viewer a choice: they can be swept along by the story teller, or they can customize their own path through the material.

Great online presentations provide chapter

lists, allowing viewers to find and quickly navigate to the subject matter that interests them most rather than futilely searching for a three-minute snippet in an hour-long presentation or, worse yet, giving up and searching somewhere else. Footnotes and calls-to-action beckon them to drill more deeply into the subject matter.

Since its inception, KnowledgeVision has adopted the mission of defining, and advancing the state of the art of online presentations. Whether for large enterprises or smaller content marketing shops, KnowledgeVision brings interactive online presentations to the hands of content marketers everywhere.

Now, marketers can deliver content packages that include audio, video, footnotes, links, virtual handouts and much more, easily delivered in a well-organized, streamlined fashion that engages viewers in a way other mediums can't.

State Of The Art Presentations Include:



Taking the next steps

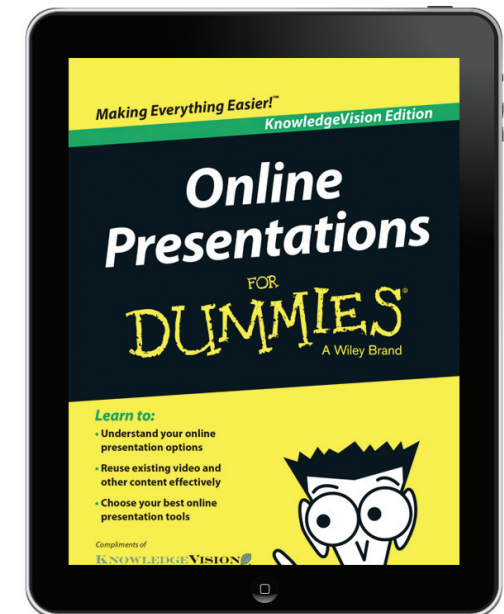
Good content marketing evolves with its audience. As technology marches on, staying relevant means staying up to date. Online presentations give content marketers an important new tool that not only helps them present information in a cutting-edge manner, it helps them continually generate new content that's relevant and fresh.

1 You will want to visit and follow [OnlinePresentations](http://OnlinePresentations.com). This will help keep you current about your options and help you choose the best tools for your needs as this new medium evolves.

2 Visit the [KnowledgeVision](http://KnowledgeVision.com) website. You will learn how to use online presentations, and see examples of how to enhance your content marketing efforts and engage your audience in exciting new ways.

3 Watch the video presentation that will demonstrate the state of the art in online presentations. [Click here to watch.](#)

4 Download the free eBook “[Online Presentations for Dummies](#),” and get up to speed quickly with tips and tricks to ramp up your online presentations.



The state of the art in online presentation platforms is advancing quickly. You want to make sure that any platform you invest in can grow with your needs. Here is a checklist of some things you should be looking for:

- Does the online presentation platform allow for both video and audio narration?
- Does it support clickable chapters for navigation?
- Can you add footnotes and reference links, synchronized to the slides?
- Can you put live web pages in the image window?
- Can the presentation players be configured and designed into just about any layout imaginable?
- Can it be used for live video presentation webcasts?
- Can the platform track interactions and analytics at the individual viewer level?
- Can presentations be stored both in the cloud and on your own local servers?
- Do presentations automatically reconfigure to fit the display dimensions on a variety of devices?
- Can you record presentations using just a webcam?
- Can you connect your presentations to corporate systems like your CRM, LMS, and marketing automation systems?
- Can presentations on this platform display quizzes, surveys, and assessments from any thirdparty system?



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