



WRITING PRESENTATIONS THAT DELIVER

THE MARKETER'S TOOLKIT



More than 30 million PowerPoint presentations are created every day.

(And that's a conservative estimate.)

WHY ARE THEY POPULAR?

- They're **flexible**, **portable** and easily **reconfigurable**.
- They bring content into **focus**.
- They help teams deliver the same **messages consistently**.

HOW ARE THEY USED?

Organizations of all kinds, in all sectors, use presentations to share information, drive projects, train people, win buy-in, get aligned on priorities and keep teams in the know.

MARKETERS USE THEM TO...

...promote products, explain ideas, spotlight successes, generate excitement, share plans and more — at every stage of the buyer's journey.



NOT “ONE SIZE FITS ALL”

There are many ways to create a great presentation. The key is to **build to your purpose.**

But there are some common fundamentals — because in every case you’re **telling a story.**

Tell me a fact and I'll learn.
Tell me a truth and I'll believe.
Tell me a story and it will live
in my heart forever.

~ Indian proverb

GREAT STORYTELLING IS...

- Clear
- Engaging
- Memorable

So what does that look like in a presentation?

Clarity counts

because it helps your audience grasp your point faster.

HOW TO BE CLEAR

- **Outline first.** Pin down your key takeaways.
- **Be selective.** Think content highlight reel, not every last detail.
- **Keep it lean.** Fewer slides with a few choice words is best.

Engagement is essential

to keep your audience focused on the messages you have to deliver.

HOW TO BE ENGAGING

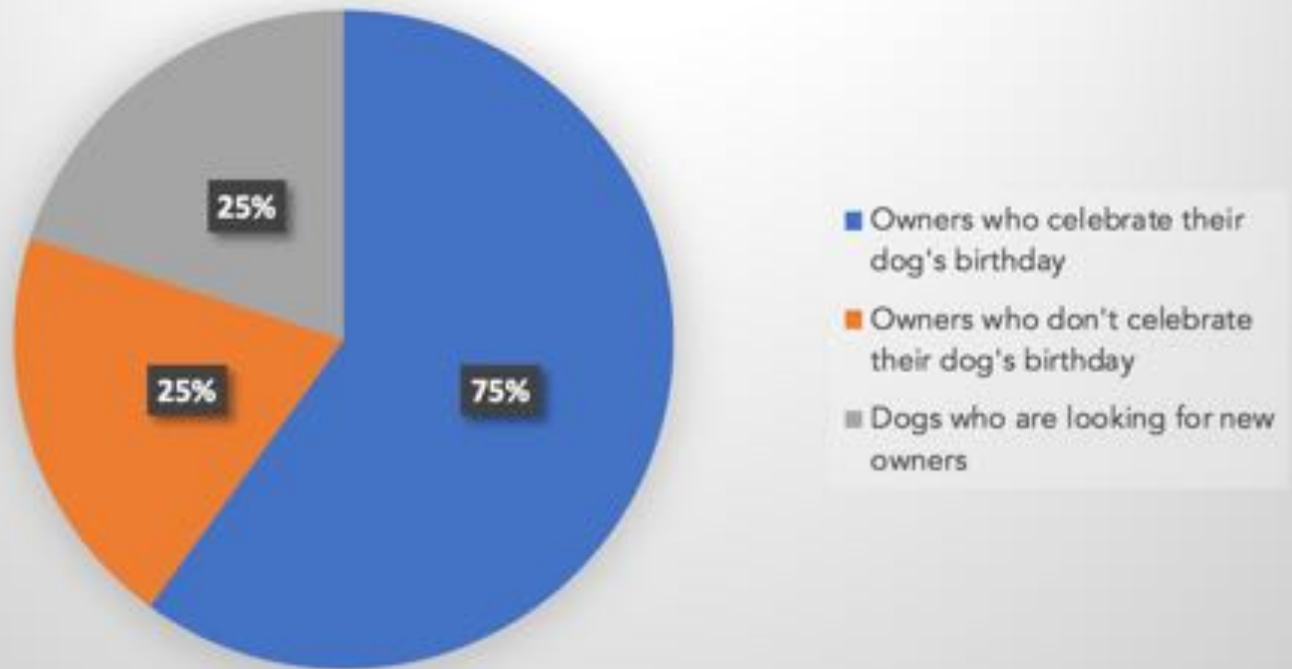
- **Make it scannable.** Mix short copy and bullet lists — max three per slide.
- **Use meaningful headings.** They should tell your story at a glance.
- **Make it easy to read.** Use a clean font, and animations and graphics sparingly.

HOW TO BE ENGAGING

Include only graphs and charts that can be understood at a glance and prove a point.

Make sure captions and titles clarify for readers exactly what's being shown.

Dog birthdays are a big deal



SOURCE: UK Daily Mail, May 2017

*NOTE: Proportion of dogs seeking owners is estimated.

Memorability matters

so the audience can
internalize your
content and carry it
forward into action.

HOW TO BE MEMORABLE

- **Have good structure.** Give it a clear beginning, middle and end.
- **Use examples.** Make your messages concrete.
- **Reinforce your takeaways.**
Presentations need conclusions.



A few final tips

Some further thoughts on how to make your presentation pop.

MORE THAN A SPEECH AID

Sometimes speaking notes are a must but, created right, a presentation should **stand on its own** without needing someone to deliver it.

CHOOSE A FORMAT

There are many presentation apps: choose based on your purpose and skills.

- PowerPoint
- Keynote
- OpenDocument Presentation
- Google Slides
- LibreOffice Impress
- Prezi
- emaze
- PowToon

You can share presentations on LinkedIn SlideShare, SlideBoom, SlideServe, Slideworld and other platforms.

KEY TAKEAWAYS

Tell a **story**.

Make your presentation **clear**,
memorable and **engaging**.

Choose the **format** that suits your
purpose best.

THAT'S A WRAP!

Putting together a presentation? We can help.
Email dale@ascribeinc.ca.

You can read more about our work at www.ascribeinc.ca/our-work.



PLAN SMART, ADAPT ALWAYS
FOCUS ON THE CLIENTS NEEDS