



Take Your Marketing to New Heights

JOOMCONNECT MARKETING WEBINAR SERIES WORKBOOK

Presentation Building

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Develop an Outline

Developing an outline will help you further organize your thoughts. At this phase, it will give a rough outline of how the presentation will be arranged. It also helps you determine whether you are ready to begin compiling your slideshow, or if you need to research/gather more information.

Example Outline

- A. Introduction of Speaker/Company
- B. Real Life-Story/Scenario
- C. What is your audience there for? Main Point Questions/Answer Overview.
- D. Detailed Introduction of the Topic
- E. Detailed Questions w/ Answers
- F. Education/Prevention of Topic Worst Case Scenario
- G. Best/Ideal Solutions or Prevention Method
- H. Alternates to Solutions you Offer
- I. Short Detail of Your Solution
- J. Conclusion
- K. Q&A
- L. Contact Info of Speaker

Audience

It's almost time for you to begin building a Before building presentation, consider if the topic you've selected, as well as the information contained within the presentation. is going to be valuable and audience appropriate.

Presentation Creation

Once the presentation has been thoroughly researched and outlined, you'll want to begin building the slides of the presentation. Whether you're using Google Docs, Microsoft PowerPoint, or any other presentation building application, you'll have slide content, as well as notes to help guide the presenter.

Recommended Slides

Of course, no two presentations are the same. The length and content will vary by your target audience and the purpose of the presentation. When it comes to educational campaigns, there is some basic formatting and slide templates that the majority of presentations will include.

Introduction

This slide is used to introduce the listeners to the main presenter. It talks about who the presenter is, what is their position with the company, and how they are able to contact them.

Slide Content

- Name
- Title
- Email
- Social Media Info
 - Facebook
 - Twitter
 - LinkedIn

Note Content

- Greeting/Welcome
- Thanks for Joining
- Detailed introduction of Presenter
- What makes them qualified to present on this topic.
- Before they break into the presentation, talk about the company -- move to next slide.

About Us

This slide talks about business or company, used to highlight the business itself and a foundation of why the target should consider purchasing their goods or services.

Slide Content

- Company Information
- Logo
- Company Website
- Social Media
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - YouTube
 - Others

Note Content

- Brief Company History
- Area Served and Duration Serving
- When and how it was founded.
- Why you decided to form your business
- Types of services you offer.
- Awards/Certifications.
- Segue to the Main Presentation.
 - Example: But enough about us, let's dig into the reason you're here today.

Real Life Scenario

This slide is, ideally, a real life scenario that relates to the topic. It should be something that the audience can relate to. The client should update this slide once it has been turned over to them. ****Allow a few moments for your guest to speak to the audience.****

Slide Content

- Real Life Scenario
- Insert Information about the Case Study/Story

Note Content

- For this slide we highly recommend discussing your example story / case study of a disaster recovery instance. Ideally if it's the story of your guest that would be great.
- Use image with one consistent with their story or use their company logo.

Reason Why They're Attending

What is the purpose of this presentation? This slide lays out the questions and direction of the presentation but doesn't actually answer them.

Slide Content

- Thesis Questions/Statements

Note Content

- Read questions aloud. (Optional.)
- What makes these questions so important to an SMB? What might happen if they ignore or fail to take action?

Body of Presentation

The slides for the body of a presentation are going to vary in content and size. The following are slides that will be in every presentation but how the information is displayed will be depending on the topic at hand. Should be between 4 - 7 slides total.

- *Detailed Introduction of the Broad Topic*
- *Detailed Questions with Completion Answers*
- *Methods of Education/Prevention/Proactivity*

Ideal Scenario

This slide is how the topic of the presentation would play out in an ideal world where everyone did what they were supposed to.

Slide Content

- Outline or use images to demonstrate this situation.

Notes Content

- Walk them through this ideal scenario, step-by-step. Use a real story when possible.

Detail of your Solution

Even though your primary goal is educating the audience, odds are you offer a service or solution that relates to the topic and that you'd like to sell as a result of this educational session.

Slide Content

- Name of your service with brief bullet points.

Notes Content

- Talk about how your service can help with each of the main thesis questions. Explain the value that your solution offers - doesn't have to be just money, either.

Conclusion/Promotion

This is where you summarize the presentation and offer a promotion or discount to attendees when applicable.

Slide Content

- Very little text. Can be simple as just the word 'Conclusion'.

Notes Content

- Summarize your presentation, repeat certain points, discuss a promotion, if necessary.
- Also, consider how the promotion will be delivered. Will you email all attendees?

Open Question & Answer Session and Contact Info of Speaker

The speaker should open the floor to questions and also inform them how they are able to get a hold of the speaker or sales team, etc.

Slide Content (Left Up for Remainder of Session)

- Contact information of the Speaker
- Promo/Landing Page Left Up

Notes

- Open the floor for questions.
- Remind audience of contact information
- Thank Audience for Attending



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