



20 INSPIRATIONAL
Examples of Top-Notch
PowerPoint Presentations

Below the text are three horizontal white lines.



Some SlideShare presentations are better than others.

Some have gorgeous designs. Some have insanely actionable takeaways. Some just give down-to-earth advice. But the best SlideShare presentations represent all three.

And if you're looking to get started making your own SlideShare, why not learn from the best of the best? To help you kick your own SlideShare presentations up a notch, here are 20 awesome SlideShares to check out.

When you're clicking through the presentations, notice how they weave the story through SlideShare format, design their slides, and make their presentations interactive with SlideShare-exclusive features. These are all crucial elements to making an awesome SlideShare -- if you can apply them to your own presentations, you'll be featured on the SlideShare homepage in no time.

Bonus: You may just learn a thing or two about marketing while you're at it.

THE UNDENIABLE AUTHORITY OF THE SOCIAL CUSTOMER

BY: Desk



The internet has completely changed how customers and companies interact.

This SlideShare from Desk to get a better picture of how customers act with much more information and communication at their fingertips. As far as the presentation itself goes, we love the color palette and

how Desk visualized its stats -- these two elements help make Desk's message much more accessible than just a SlideShare of Excel graph after Excel graph.

10 THINGS YOUR CUSTOMERS WISH YOU KNEW ABOUT THEM

BY: *Help Scout*



In the same vein of customer behavior,

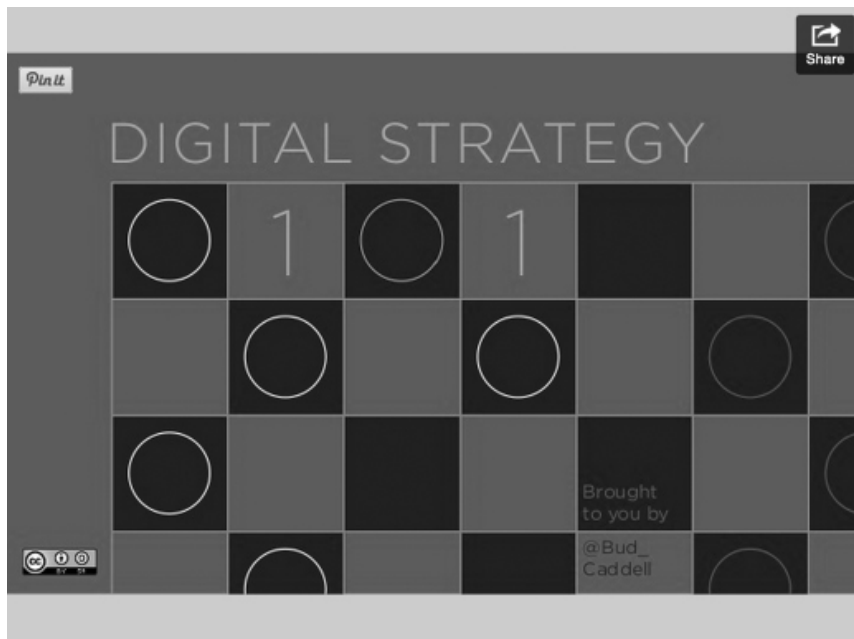
Help Scout had this awesome presentation of the main things your customers wish you knew. While the content of the presentation is extremely valuable, we admire the way Help Scout used typography in its design. Although there is much more text than

we normally recommend for a SlideShare presentation, the way Help Scout uses fonts makes it easy for you to flip through the slides quickly, or stay and dive deeper into any individual slide.

🔑 *10 Things Your Customers Wish You Knew About Them* from *Help Scout*

DIGITAL STRATEGY 101

BY: *Bud Caddell*



Even though this SlideShare is almost 100 slides long, its content is pure gold.

Caddell answers some of the biggest FAQs about digital strategy in a very accessible, almost tangible, way. The reason his slides are so straightforward is

because of the way he's laid them out. He's really adept at making "animated" slides explain his story -- something we all should learn how to do.

RETHINKING THE MOBILE WEB

BY: *Bryan Rieger*



Often when marketers think about the “mobile web,” we think of iPhone vs. Android.

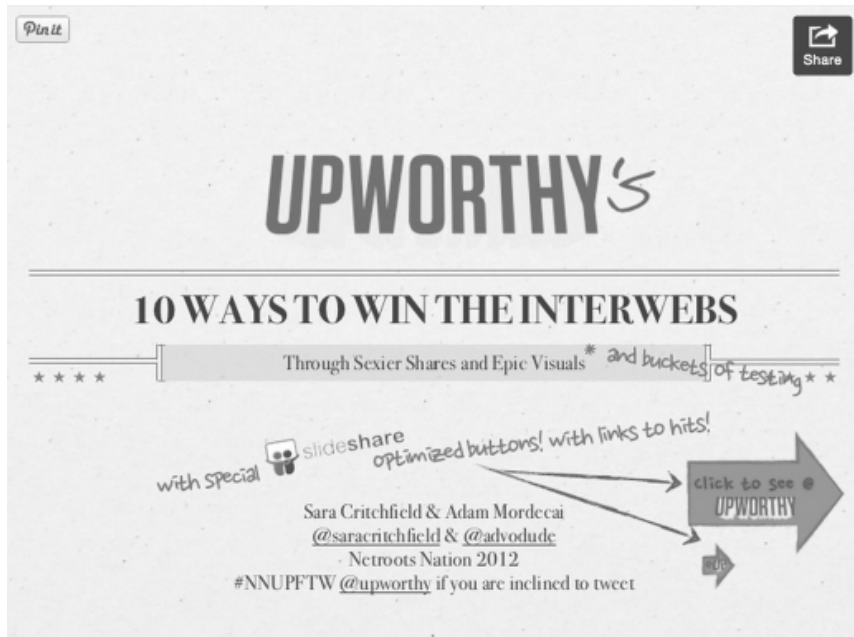
According to this presentation by Bryan Rieger, that’s only a small fraction of the mobile web story. This is another example of awesomely displayed data --

instead of being a jumble of stats, the presentation actually weaves them throughout the story in a meaningful way.

🔑 *Rethinking the Mobile Web* from *Bryan Rieger*

10 WAYS TO WIN THE INTERNETS

BY: Upworthy



In case anyone isn't familiar with them,

Upworthy is a BuzzFeed-esque website that revolves around circulating viral videos ... so it's kind of perfect that it has a SlideShare about how to go viral. Besides

having great advice about going viral, Upworthy does a great job of making its presentation interactive using clickable links.

CRAP. THE CONTENT MARKETING DELUGE

BY: *Velocity Partners*



Back in January, Doug Kessler from Velocity Partners shared this SlideShare with us --

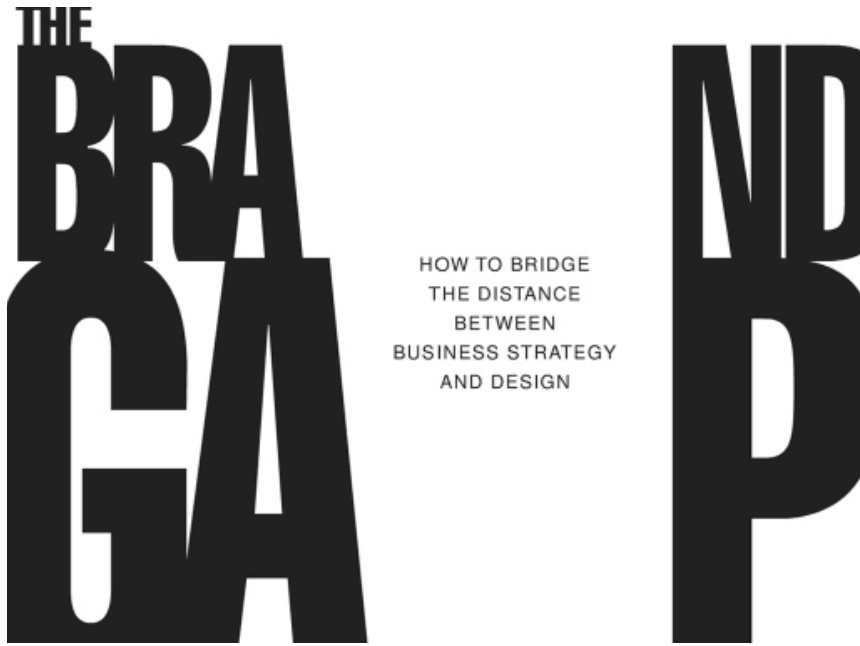
the response was so awesome, we had to share it again. The reason we love it so much is because the message -- and delivery of that message -- is pretty much

flawless. Definitely take a second to flip through the presentation, as you'll learn a great lesson while also soaking up a great piece of SlideShare content.

 *Crap. The Content Marketing Deluge* from *Velocity Partners*

THE BRAND GAP

BY: Marty Neumeier



If you're interested in brand strategy and design, this presentation is for you.

Although it's kind of meta, I included this presentation because it has an awesome -- yet very simple -- design. Notice how the slides are only black and white

-- so Marty Neumeier only has typography, symbols, and spacing at his disposal.

WHAT WOULD STEVE DO?

BY: HubSpot



WHAT WOULD STEVE DO?

10 lessons from the world's
most captivating presenters



Not to toot our own horn, but this presentation has been one of our most successful SlideShares, so we wanted to share it with you.

I personally love how actionable tips are provided in a visual way. For example, in slides 47 through 49, the author explains the difference between “showing” and “telling” by putting the word “circle” next to a

picture of a circle. Although showing, not telling, is a key storytelling technique in writing, it’s especially effective in presentations.

YOU SUCK AT POWERPOINT!

BY: *Jesse Desjardins*



Okay, maybe you don't suck at PowerPoint,

but this presentation has some awesome takeaways
-- and design aesthetics. I love how Jesse Desjardins

uses neon versions of primary colors plus black and
white photos to make his presentation pop.

 *You Suck at Powerpoint* from *Jesse Desjardins*

7 TIPS FOR GETTING FEATURED ON SLIDESHARE

BY: SlideShare



If you are a SlideShare fanatic like we are, you've probably wondered

how SlideShare chooses the "Featured Presentations" on its homepage every day. Well wonder no more -- just click through this SlideShare! The presentation

itself is also really awesome because of its extremely concise copy. In just 17 slides, you get all the information you need to know!

POWERFUL BODY LANGUAGE TIPS FOR YOUR NEXT PRESENTATION

BY: Soap Presentations



This presentation is inspirational

from a design perspective -- we especially love the color scheme. Using complementary colors (colors opposite each other on the color wheel) can be overwhelming at times, but because Soap Presentations

uses them with lots of white space in the background, the colors draw your attention to the content of the slides.

🔑 *Powerful Body Language Tips for Your Next Presentation* from Soap Presentations

HOW TO BECOME A BETTER SPEAKER

BY: *The Presentation Designer*



This presentation is awesome because of how it uses stock photos in a non-cheesy way.

There are some truly terrible stock photos out there, so it can be easy to go wrong with them. But, this presentation's stock photos integrate seamlessly with

the design of the slides, and they add to the overall message instead of taking away from it.

🔑 *How to Become a Better Speaker* from *The Presentation Designer*

DISPLAYING DATA

BY: *Bipul Deb Nath*



In this post, we've already admired some presentations

for their exceptional display of data -- now this post will explain how to do it in your own presentations. I also love how this presentation is very concise and

minimal, as it helps communicate a fairly advanced topic in an easy-to-understand way.

 *Displaying Data* from *Bipul Deb Nath*

DESIGN YOUR CAREER 2013

BY: *Slides That Rock*



Although this presentation also uses black and white photos, it's a bit more minimal than the last.

The whole black and white color scheme really makes the salmon accent color pop -- and the SlideShare creatively combines these elements for different slide

layouts. Definitely bookmark this presentation as an example of a great SlideShare design.

WHY MANAGING SUCKS AND HOW TO FIX IT

BY: *Achievers*



Even though this presentation was originally a webinar,

it doesn't feel like one. Using bold colors, fonts, and photos, this presentation leaves viewers with action-

able and accessible tips to improving their managing skills -- a pretty lofty topic for a 36-slide presentation.

 *Why Managing Sucks and How to Fix It* from *Achievers*

HOW TO BUILD SEO INTO CONTENT STRATEGY

BY: Jonathan Colman



Although the design of this SlideShare isn't out-of-this-world awesome,

I had to include it in this list because of the content inside the presentation. In 109 slides, Jonathon Colman breaks down a ton of myths that many people

have about search engine optimization professionals without tiring out viewers.

🔑 *How to Build SEO into Content Strategy* from Jonathan Colman

25 MIND BLOWING EMAIL MARKETING STATS

BY: *Salesforce*



This SlideShare design isn't mind blowing --

in fact, it's just one slide design over and over -- but the substance of the presentation is pretty awesome. I included this presentation in this roundup because I

thought it was a great example of curated content in a SlideShare.

 *25 Mind Blowing Email Marketing Stats from Salesforce*

THE SEVEN DEADLY SOCIAL MEDIA SINS

BY: XPLAIN



Besides having some great takeaways for any inbound marketer,

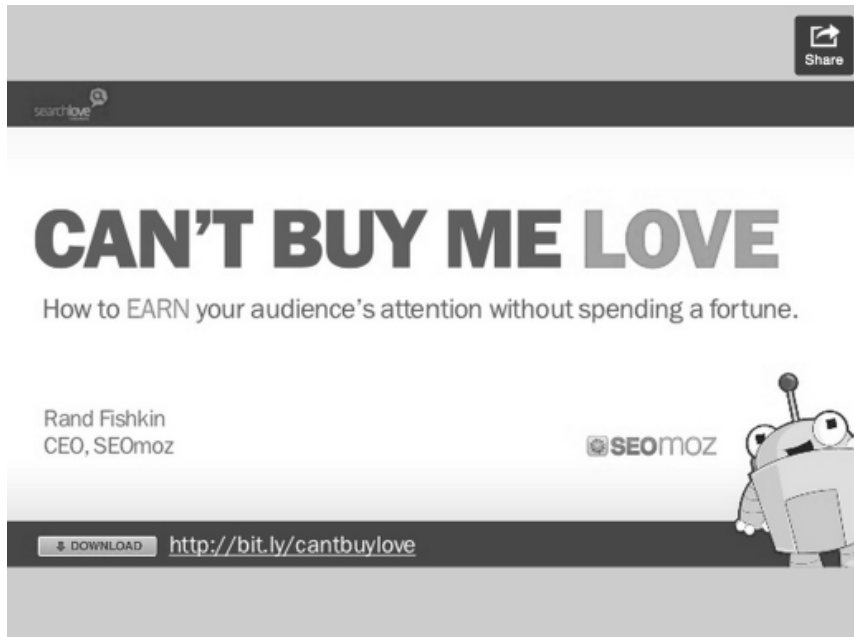
I love how the presentation successfully uses Creative Commons images in almost every slide. It's pretty in-

spirational -- even if you don't have a huge budget for stock photos, you can have an engaging presentation.

🔑 *The Seven Deadly Social Media Sins* from XPLAIN

CAN'T BUY ME LOVE

BY: *Rand Fishkin*



Originally created for a SearchLove conference,

this presentation by Rand Fishkin translates perfectly to SlideShare because he balances concise text with vibrant visuals. I also love how he unobtrusively

includes clickable resource links so you can learn more about what he's presenting if you want.

 *Can't Buy Me Love* from *Rand Fishkin*

THE BEST DIGITAL CAMPAIGNS OF 2012

BY: Gregory Pouy



Last but not least, this presentation includes all the components of an awesome SlideShare.

The design is sleek, the information is easily digestible, and the slides include interactive components -- including an embedded YouTube video. Bonus: It has

some great marketing campaign examples to learn from at the same time.

HOW TO CREATE YOUR OWN TOP-NOTCH SLIDESHARE

Now that you've been hit with some SlideShare inspiration, you're probably chomping at the bit to create your own lovely presentation. But you may find when you open up PowerPoint, you're not sure where to begin. This section will walk you through the basics of SlideShare creation so you can put all that inspiration

you just soaked up to practical use.

(We also have [free PowerPoint templates](#) for you to use if you're really struggling to create something from scratch.)

STEP 1

Get Your Story Straight

In your bare-bones standard PowerPoint template, start sketching out the general layout of your SlideShare. Establish the three or four main takeaways from your presentations, and create a section for each one. Then, you can elaborate on those sections with a few main points -- and create slides for those, too. Put

slide placeholders for the intro, call-to-action, and conclusion slides, too.

STEP 2

Decide on Fonts and a Color Scheme

After you've established your storyline, figure out which fonts and color scheme you'll use. This will help you establish a design outline for the rest of your PowerPoint, so you don't have to figure it out with each additional slide.

Stick to 2-3 fonts to use throughout your presentation. One font should be for header text, one for body text, and a third, optional font can be used for

callouts or to emphasize certain words over others. Contrasting elements like these make it easier for readers to follow your storyline. For your color scheme, select a scheme that will have enough contrast between colors to make similar emphases.

STEP 3

Fill In the Body Slides

Now, fill in the meat of the content. Make sure you're using a balance of text and different types of visual content to keep the presentation compelling and easy to consume. Keep switching up your format from slide to slide. For example, you could try doing

a checklist slide followed by, say, a visually oriented statistic slide.

STEP 4

Add Introduction Slides

After you've created the majority of your SlideShare content, head back to the start. Wonder why we didn't begin here? Many people find it easier to tee up the bulk of your content if you already know what that content is. But if not, feel free to fill this out before your main body content.

It doesn't have to be drastic -- switch up which color you emphasize or use a certain font size. You simply want your introduction slides to be different so that viewers know when they're transitioning into the meat of your SlideShare.

Your introduction slides should be designed slightly different from your section headers and body slides.

STEP 5

Add Your Conclusion and Call-to-Action

Head to the end of your SlideShare and wrap it up in a slide or two in a way that naturally tees up the CTA that will appear after it. Then, of course, add a final CTA -- download an ebook, attend an event, whatever works for your goals.

STEP 6

Add Final Touches

Though it's easy to create a presentation in PowerPoint and upload it to SlideShare, not all of the same features will appear in both programs. Two things you'll need to specially add are links that can be clicked and "animated slides."

As far as slide animation goes, it's easy to manually introduce one new element on the next slide to make it seem like it's "animated." [Download our template to get a thorough walkthrough of making "animated" slides.](#)

We have a blog post with an [extensive walkthrough on how to make clickable links](#) if you need help there.

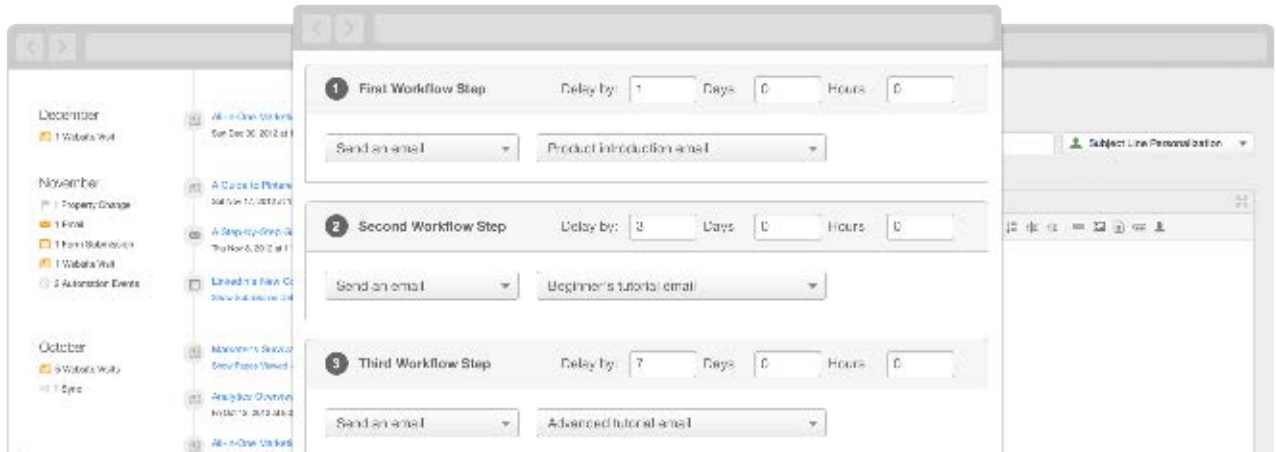
STEP 7

Export Slides to a PDF and Upload to SlideShare

Last, but certainly not least, export your presentation to PDF (if you've added clickable links, you can skip this step). This way, your slides' fonts and design will be preserved when you upload it to SlideShare!

Learn More About HubSpot's All-in-One Marketing Platform

HubSpot brings together all of the tools you need to attract, convert, close and delight customers, including marketing automation. See all of our tools, learn more about inbound marketing, or talk to a specialist today.



Landing Pages



Forms



Lead
Management



Email



Marketing
Automation



Analytics



Salesforce
Sync



Social Inbox



Blogging

Learn more about
inbound marketing

See the software

Talk to a specialist