



Intel® Easy Steps

Create a Presentation on Marketing

Creating a Marketing Presentation

When you start a business you need to use different strategies to ensure that you sell your products and services and make a profit. You will need to form a strategy to attract customers and inform them about your products and services. A business has to come up with plans that will help in identifying, planning and organizing the tasks required to achieve the business goals. These plans often have to be shared with other people. How will you find an easy way to organize and share such information with others? You can use multimedia skills to communicate your goals and plans to others. Even if you do not start or operate a business, these skills will help you in presenting ideas in your personal and professional life.

A marketing plan defines your goals for marketing, and the steps you will take to achieve those goals. While defining a marketing plan, you will have to consider how you will highlight the qualities and benefits of your product or business, the pricing of the product, how you want to make the product available to the customers and how you want to promote and advertise the product.

Let us look at making a presentation describing various methods used for marketing products of the organization "Sona Handicraft".

Sona Handicraft



Marketing plan
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MARKETING

- *Word of mouth*
- *Exhibitions*
- *Website / online*
- *Banners and Hoardings*
- *Brochure*



Word of Mouth

- *Sales will grow due to word of Mouth.*



Exhibitions

- *Exhibitions at the time of Village Panchayat General house*
- *Exhibitions will be organized in trade Fairs.*
- *Exhibitions will be organized in big Factories/ Office premises.*



Website

Development of website to expand our business globally.

Features:

- Booking orders Online.
- Payments online.
- Fast order Delivery



Banners and Brochure

- Fixing banners at all Important Places.
- Regular Distribution of brochure in leading newspaper.

- Contact us:
- Ph:6475856485
- E mail: sonahandicraft@gmail.com
- Website: www.sonah.com

Planning the presentation:

Before getting down to actually making the presentation, it is better to plan the presentation first. Given below are a few tips for planning your presentation.

- Determine the purpose of the presentation.
- Determine the presentation's audience.
- Gather your Information for the various slides. The word/text and the visuals (images/pictures) that you would want in each of the slides. Remember the KISS principle (*Keep it Short and Simple*) while designing the presentation.
- Sketch out the slides on paper.
- Determine the order of your slides.

Once you have got all the major focus points, you can start working on our Presentation.

Before you begin using the computer to create your mind map, take a moment to get familiar with the **Intel® Education Help Guide**. The Help Guide provides handy step-by-step instructions for common applications right as you work.

Please refer the card - **How to Use the Help Guide**.

A. Steps to create a presentation

1. Start the multimedia software, and open a new, blank presentation. (See Help Guide, Multimedia Skill 1.1: To start multimedia software).
2. Insert a Title slide and type a title for the presentation. For example, here it is "Sona Handicrafts". Then in the box below, write for what and by whom is the presentation. (See Help Guide, Multimedia Skill 5.2: To type titles and other words in a slide).
3. Create a folder for the presentation and save your work in that folder. Make sure you save your work after every couple of steps you complete. (For saving a file, See Help Guide, Multimedia Skill 1.9: To save a presentation. For creating a folder, See Help Guide, Essential Course Skill 2.1: To create folders for the unit portfolio OR Operating Environment Skill 2.1: To create a folder on the desktop).

B. Insert new slide

1. Open the presentation and click on select "New Slide" to insert a new slide in the presentation (See Help Guide, Multimedia Skill 3.1: To add or insert a new slide).
2. Change the layout of a slide to pick a slide with title and a bulleted list (See Help Guide, Multimedia Skill 4.4: To change a slide's current layout).
3. Type a title on the slide and the points related to the title. (See Help Guide, Multimedia Skill 5.2: To type titles and other words in a slide).
4. Repeat steps 1 to 3 to add more slides. You will need to move between slides while adding new slides. (See Help Guide, Multimedia Skill 2.5: To move between slides).

C. Change the appearance of text (font, size, style and colour)

1. Change the font of the text in a slide. (See Help Guide, Multimedia Skill 5.6: To change a design or font of words in a slide).
2. Change the size of text in a slide. (See Help Guide, Multimedia Skill 5.7: To make the words in a slide bigger or smaller).
3. Change the style of text in a slide e.g. italics. (See Help Guide, Multimedia Skill 5.8: To change the style of words in a slide).
4. Change colour of text in a slide. (See Help Guide, Multimedia Skill 5.9: To change the colour of words in a slide).
5. Use of slide master to make changes: To make text in all your slides look the same, change the look of the title text style in the top box and the other text styles in the large box below. (See Help Guide, Multimedia Skill 5.14: To use the slide master to change the look of the words in all slides).
6. Save Your Work.

Note: Step No.5 can be used if you want words in all your slides to look the same. After using the Slide Master you should return to the Normal View to be able to edit the slides. (See Help Guide, Multimedia Skill 2.1: To switch to and work in Normal view).

D. Adding Picture to Slides

When you have made the changes in words by Slide master, return to normal view. Go to the first slide and add pictures that support the words on the slide.

1. You can add a clip art or picture to your slide (See Help Guide, Multimedia Skill 6.1: To add premade computer pictures, or clip art, to a slide).
2. You can add a picture saved in your computer to a slide (See Help Guide, Multimedia Skill 6.2: To add a picture saved on your computer).
3. You can even use the drawing tools to make a picture on the slide. (See Help Guide, Graphic Skill Group 5: Using the Drawing Tools).
4. Save your work.

E. Pick Design and colour for Slides

1. Select design for your slide (See Help Guide, Multimedia Skill 4.1: To pick and use a design template).
2. Select text and background colour (See Help Guide, Multimedia Skill 4.2: To pick and use a colour scheme).
3. Save your work.

F. Add custom animation effects to presentation

1. To add animations to an object (shapes, pictures etc.) (See Help Guide, Multimedia Skill 8.3: To add animation or movement to an object).
2. To add animation to words (See Help Guide, Multimedia Skill 8.4: To add animation effect to words or to add an animation scheme).
3. Pick a sound effect if you wish to (See Help Guide, Multimedia Skill 8.10: To add an action button that plays sound or music when clicked).
4. Set the timing for when and how to start the animation (See Help Guide, Multimedia Skill 8.11: To make changes to action button settings, and 8.13: To set the order and timings on a slide with many special effects).
5. Save your work.

Repeat steps 1 to 5 to add custom animation to objects and words on other slides and save.

G. Add transition between Slides:

Transitions are added in the slides to apply effects when you move from one slide to next.

1. First arrange the slides. (See Help Guide, Multimedia Skill 3.4: To put slides in order).

2. Add transition between slides. (See Help Guide, Multimedia Skill 8.1: To add a special effect that plays between slides, or a slide transition).
3. Save your work.

H. Setup your Presentation:

Presentation can be set differently for different purposes (Presented by speaker, for individual use or slide presentation manually).

1. Select the way you want to use your presentation (See Help Guide, Multimedia Skill 9.2: To setup the way presentation will play).
2. Setup the timing of your presentation (See Help Guide, Multimedia Skill 9.3: To rehearse and set the timings of slides in a presentation).
3. Play your presentation (See Help Guide, Multimedia Skill 9.4: To play a presentation).

I. Review your work

If any elements are missing, add them to the presentation. Make the desired changes. Remember to save your work when you are finished.

J. Optional: Print your presentation

1. Select what you want to print from your presentation. (See Help Guide, Multimedia Skill 9.1: To print your presentation).
2. To print your presentation, click File -> Print from the menu. A Print window pops up. Select the printer you want to use. To print more than one copy, click the up arrow in the Number of copies list.