

Exercise 4

- ❖ **Create a Presentation**
- ❖ **Create Speaker Notes**
- ❖ **Save a Presentation** ❖ **Print a Presentation**

Notes

You need to keep slides concise, but you may need to provide additional information when you give your presentation. Presentation graphics programs enable you to enter and print notes for each slide to use while you're speaking.

Vocabulary

speaker notes

Directions

1. Create a new presentation, choosing a presentation design.
2. Make the first slide a title slide.
3. Switch to the outline view.
4. Enter the outline for the four slides shown on this page.
5. Switch to the **speaker notes** view.
6. Display slide 2 and enter the notes shown on the following page.
7. Display slide 3 and enter the notes shown on the following page.
8. Spell check the presentation.
9. Save the presentation file as **MARKET**.
10. Print the slides with the speaker notes.
11. Close the presentation file.

1 Marketing Products on the Internet

Proven Formulas for Success

2 Getting Started

- Define your goals
- Develop a plan
- Develop a budget
- Hire a manager or consulting firm

3 Implementing Your Plan

- Create your site
- Publicize your site
 - Use traditional media
 - Register with search engines
 - Post on newsgroups
 - Mailing list
- Develop evaluation tools

4 Maintaining Your Site

- Update pages on a regular basis
- Test with new browser releases
- Verify external links

Getting Started

- Define your goals
- Develop a plan
- Develop a budget
- Hire a manager or consulting firm

Plan on 2-3 months design and implementation time, at a minimum.
Plan to spend \$50,000 for internal staffing; perhaps less for consultants.

Implementing Your Plan

- Create your site
- Publicize your site
 - Use traditional media
 - Register with search engines
 - Post on newsgroups
 - Mailing list
- Develop evaluation tools

Adding a contest or special offer can make your site more popular.
Freebies or neat downloads attract an audience.
Consider a referral program to generate traffic and sales.