

EVOLVE YOUR SLIDE DECK

The dark art of presenting
marketing data and strategies

MADE BY FUNNEL



- Start with impact
- Everything has a place
- Getting emotional
- Devils in the details

○ Start with impact



Fake fashion

Digital marketing 2022

Campaign insights & e-commerce reporting

Pitch

VS.

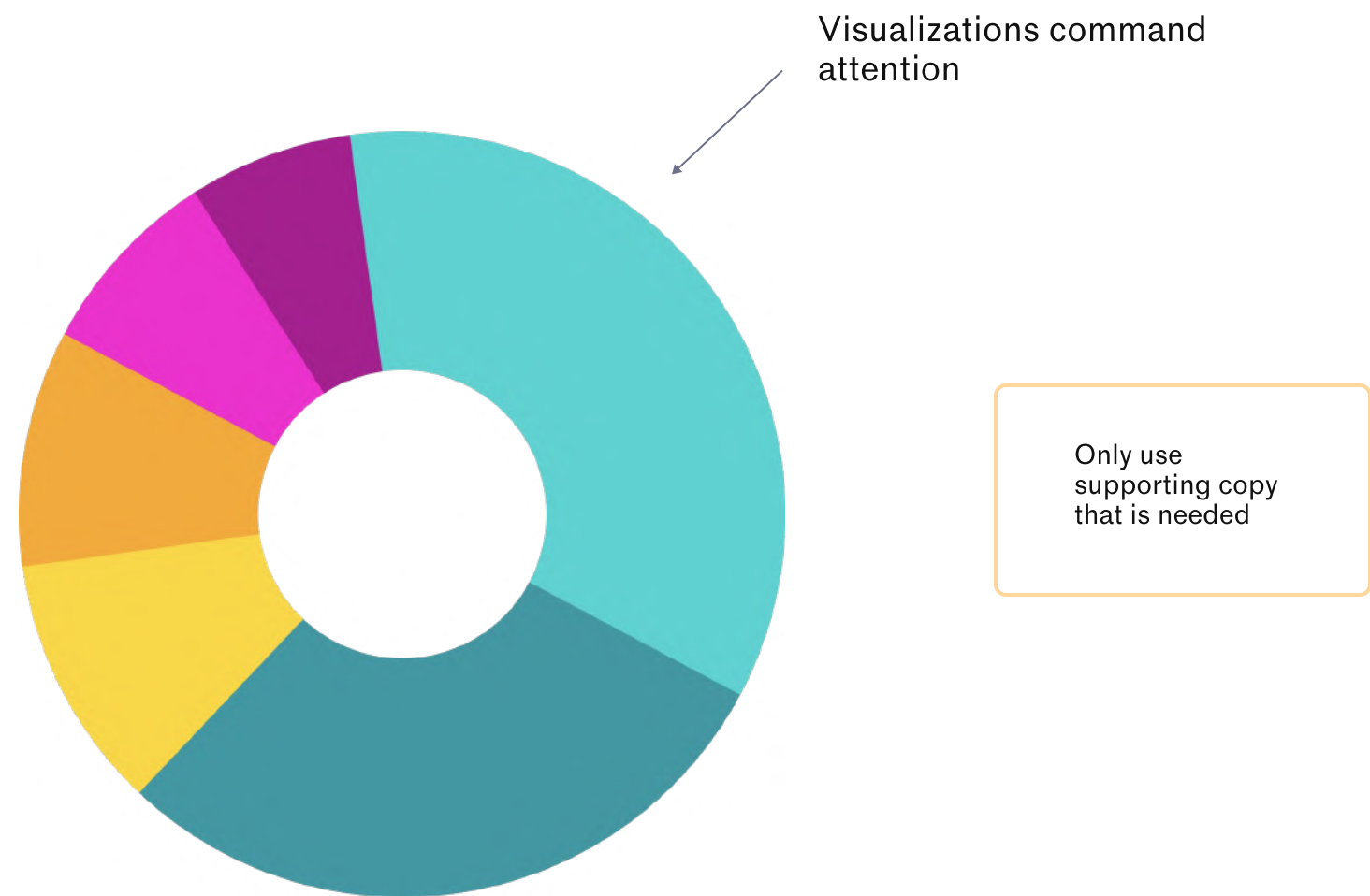
fake fashion

DIGITAL MARKETING 2022

Campaign insights & e-commerce reporting

- Everything has a place

PAGE NAME



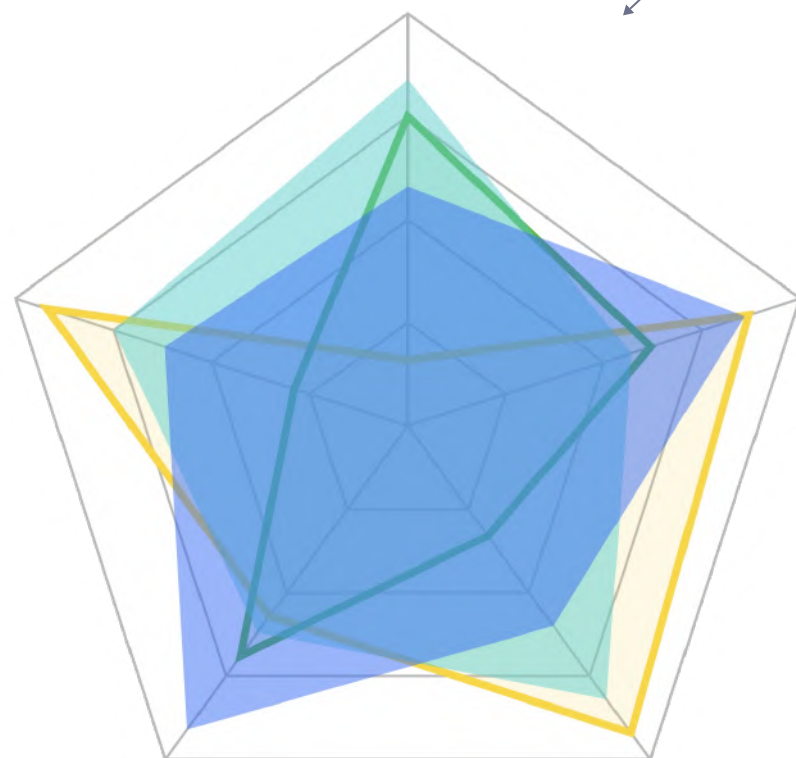
CITATIONS AND SOURCES DOWN HERE

COMMAND ATTENTION

Your data visualizations have the power to tell a great story. Let them deliver that information cleanly and simply.

PAGE NAME

Give your graphics space



Explanations should be delivered verbally whenever possible.

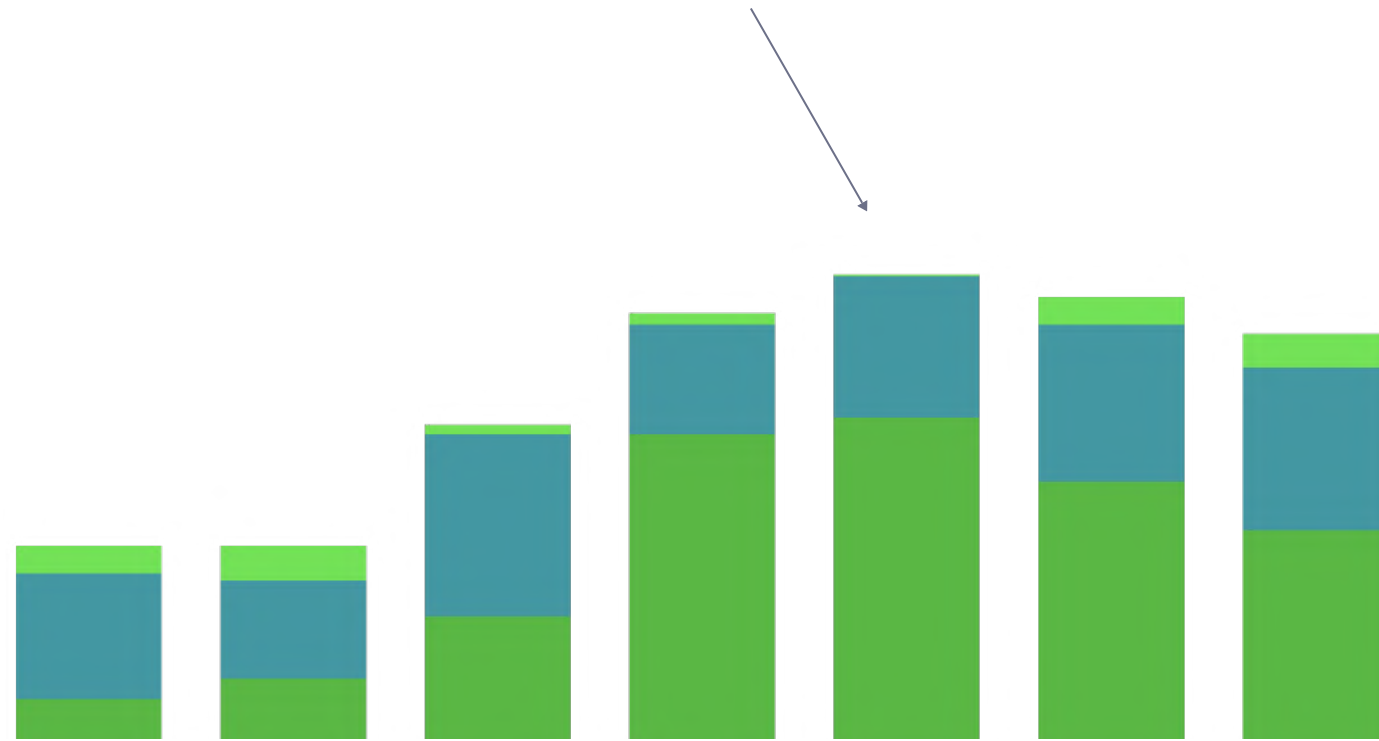
LEGAL STATEMENTS AND DISCLAIMERS GO DOWN HERE, TOO

ENJOY OPEN SPACE

If a graphic is worth including in a deck, give it the space to stand on its own - without clutter.

PAGE NAME

Even standard graphics
can be impactful

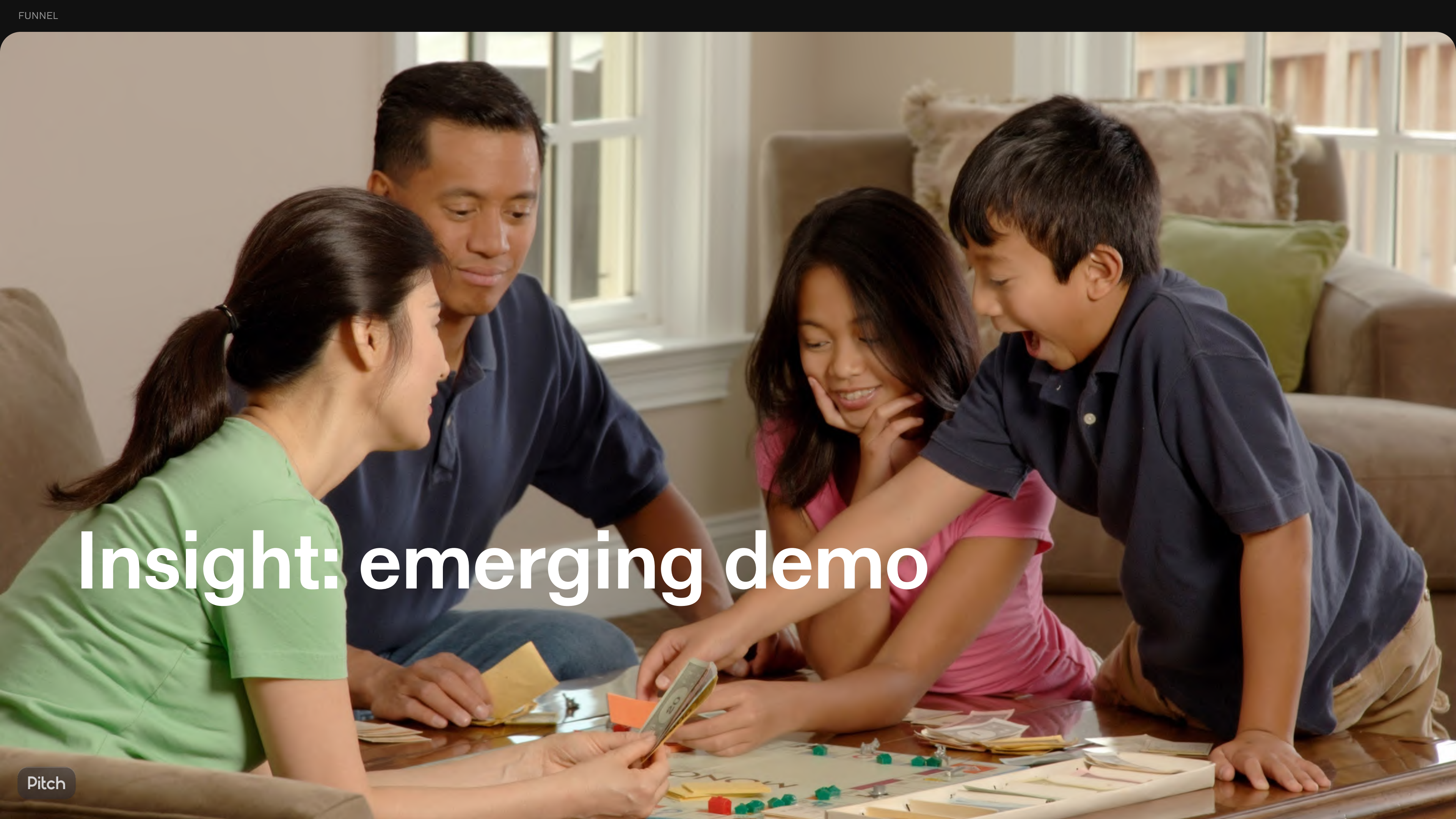


THIS INFORMATION IS AT THE BOTTOM OF THE VISUAL HIERARCHY

AN OPPORTUNITY TO TELL A STORY

By letting your graphics shine, even the most typical charts and graphs can deliver visual impact.

- Getting emotional



Insight: emerging demo

VS.



Insight: emerging demo

- Devils in the details

YouTube pre-roll 0:15

Open on a young family clearing the table after a fun and delicious dinner. Lighting is medium to low in order to signify the feeling of an intimate family evening. Dad is washing dishes while mom sets up the table for family board game time. The two kids run off laughing into the distance as they grab their favorite game.

DAD: What are we playing tonight everyone?

Mom smiles as she looks over her shoulder toward dad. She knows the answer, and she knows that dad knows the answer. She cracks a small and loving smile as she replies to him.

MOM: Our favorite game, of course!

We next see a series of quick cuts of the family setting up the board game, assembling all of the pieces and accessories. Pans across their faces show warm smiles, surprised faces, and victory celebrations. Shots of the family are interlaid with macro shots of their hands interacting dynamically with the game.

DAUGHTER: That's two in a row! Oh yeah, oh yeah!

The daughter begins jumping and dancing throughout the room. Mom and dad look at each other with a semi-sarcastic look of disbelief. The shot of the family blurs out to obscure the imagery to merely shapes and soft colors.

END CARD: Transform your next family game night.

Logo appears with website underneath.



Typesetting your copy can do wonders to help your audience read your slides. While this example isn't totally illegible, there is certainly room for improvement.

Launch campaign

Pitch

VS.

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See the difference?

LAUNCH CAMPAIGN >>

Pitch

○ funnel.io

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