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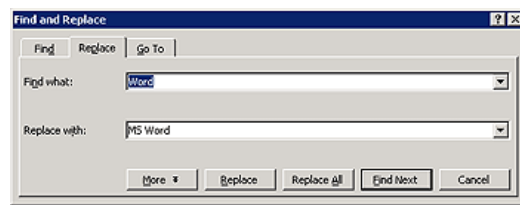
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## Word - Using Find / Replace

One of my favorite tricks in Word (as well as in Excel and PowerPoint) is the Find/Replace command. It's easy to use and can save you a ton of time.

I am always amazed at how many people don't know this trick. The other day I was working with a friend and she was showing me a set of labels in Word that she produces weekly for her employee's time cards. Each week she has to change the date on the label and I noticed she was changing each label by hand! I immediately jumped in and told her this simple trick.

Click Edit and choose Find (or using the keyboard Ctrl F) or Replace (Ctrl H).



- Find gives you the ability to type in a word, phrase or set of characters and have Word find it in your document. Use Find Next to see more occurrences of the desired string.
- Replace works the same, but you can enter in a replacement word, phrase or characters to replace one or all occurrences of that string.
- If you want to get more specific in your find/replace click on the "More" button to narrow your requirements for what Word finds and replaces.
- I often use this command in Excel to remove characters I don't want to appear in a column or row – in "Replace with" I simply put in a space.

If you have questions on how to use this command or need assistance with a future project, please contact us at [info@aapk.com](mailto:info@aapk.com)

## Why Content Marketing is Important

Most business owners know that having a web site is key to their business. But where a lot of them miss out is by not offering useful content on their web site that will drive SEO, social marketing and email campaigns – and ultimately sales. By useful content we don't mean what the business offers, how to contact them, etc. We mean providing information that will help the business' target audience make their daily work-life easier, make them look better to their boss/colleagues or improve their quality of life.

Let's look at this idea in a simple way – why do you surf the web? Most people search to find an answer to a question. And how does that question get answered? By finding useful/relevant information. You aren't necessarily searching for a company or product, but if a site offers you the information you need, are you more apt to bookmark and revisit that site in the future – or sign up for their newsletter? Yes! So, if this is the case doesn't it make sense that your web site offers useful information to your target audience? Again the answer is yes!

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Providing useful information on your web site is referred to as “Content Marketing”. This is becoming a growing trend among small to large companies. In the 2012 Media Usage Forecast, 62 percent of the participants said they were going to increase spending on content marketing. These companies realize that they need to give their audience a reason to visit their site beyond just advertising to them.

The other reason to provide useful content (especially if you are a small business owner) is to establish yourself as an expert in your field (or choose of useful content). This can go along way as you continue to build your business and will bring you customers/sales.

Now, the question is how do you take advantage of this and provide useful content to your viewers. It’s really not as difficult as you might think – it takes some planning, research and consistency to accomplish. Here are a few things to think about to help guide you through the process of creating useful content:

**Let’s take this newsletter for example** – we know our target audience consists of small to large companies and their employees, we know most of them use MS Office products, they may have an interest in making their job easier, and we know that by providing this information that is related to the services we offer – that when they have a question or project that is related they contact us!

1. Who is your target audience?
2. What are they interested in?
3. What useful information would they rely on your site for?
4. How do you convert this information into future sales?
5. How does this information relate to your product/service?

Once you have identified these factors, the next step is to do your research on the subject(s) you want to provide:

- Do a [Dogpile](#) or Google search for what others are writing about the subject
- Find articles that are related
- Create a folder in your Bookmarks to keep track of the articles you find
- Come up with 6 ideas for articles (to get you started)

Don’t worry if you aren’t the best writer in the world – remember MS Word does a great job of spell and grammar checking, or find someone that can review and edit your content. If you really fear writing then you could also just provide a quick one liner and the link to an existing article that your viewers might find of interest.

Here’s a great article of how Hewlett Packard is using content marketing and how they come up with it - <http://www.targetmarketingmag.com/article/content-marketing-how-hp-generates-articles-its-e-newsletters/1?e=pottsy%40optonline.net#>

If you are interested in starting a content marketing campaign and need help creating it or writing content, contact us at [info@aapk.com](mailto:info@aapk.com).

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## You Have To Laugh

Video: How to wake up a kid! [http://www.youtube.com/watch?v=LV\\_odoYUdnE](http://www.youtube.com/watch?v=LV_odoYUdnE)

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