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**PowerPoint -
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PowerPoint - Diagrams/Smart Art

There are times when creating a PowerPoint that the installed clip art and shapes just don't cut it if you need to make a organization chart, show a process, or build a pyramid. By using Diagram (PowerPoint 2000) or Smart Art (PowerPoint 2007 and above) you can quickly achieve the graphic you need.

PowerPoint includes many choices of existing shapes and clip art, but a hidden gem is PowerPoints' Diagram (PowerPoint 2000) or Smart Art (PowerPoint 2007). These options are found in the Insert menu on both versions.

PowerPoint 2000

In the PowerPoint 2000 version click Insert and then choose Diagram. A pop up window (shown below) shows you the following options to use (reading clockwise):

Organization Chart - used to show hierarchical relationships.

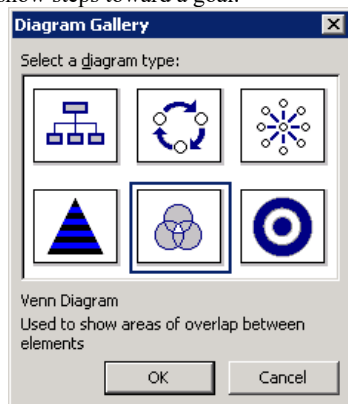
Cycle - a diagram that is used to show a process that has a continuous cycle.

Radial - used to show relationship to a core element.

Pyramid - used to show foundation-based relationships.

Venn (overlapping circles) - used to show areas of overlap between elements.

Target - a diagram that is used to show steps toward a goal.



PowerPoint 2007

In the PowerPoint 2007 the options are called Smart Art. To access, click Insert from the top menu bar and in the ribbon click Smart Art. You'll notice that this version contains a slew of additional choices vs version 2000 (see below). You can choose from:

List - used to show non-sequential information. List

Process - show steps in a process or timeline. Process

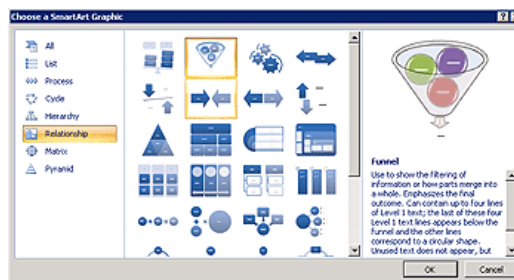
Cycle - used to show a continual process. Cycle

Hierarchy - create an organization chart or a decision tree.

Relationship - use to illustrate connections.

Matrix - show how parts relate to a whole.

Pyramid - used to show proportional relationships with the largest component on the top or bottom.



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- Social Media Marketing
- Creative Marketing Ideas

Once you have made your choice and hit OK, the diagram will appear and you can now change colors, text, layout, lines, etc. Happy diagramming!

If you need help on a project that requires PowerPoint expertise, contact us at info@aapk.com, we can help!

Steps to Social Marketing - Step 1

Last week we talked about driving traffic to your web site. Over the next few weeks we will talk about the steps to take to get a social marketing campaign going – one step at a time; from making a commitment to yourself to start a campaign to creating the plan, researching, setting a calendar, creating content and constant monitoring.

Step 1 – Make yourself a promise to start and stick with a social marketing campaign

Remember that creating a presence in social media outlets can take time, so don't expect fans flooding your site within the first days or weeks. Be realistic, if you aren't you will loss interest early on, get bored and drop the whole thing.

Commit to not getting discouraged and stopping the campaign out of frustration! If you do this you are hurting your business and will have to spend more time and money later re-establishing your social media efforts.

While this step may seem crazy and obvious, it's important to acknowledge and agree with yourself that your business will invest the time, energy and resources into creating a social presence that may take upwards of a year or more to attain. If you have to create a contact with yourself and post on your wall or computer so you remember your commitment to social marketing.

If you need help getting started or at another other phase of your social marketing, contact us at info@aapk.com – we have helped clients start and maintain their campaigns.

You Have To Laugh

Video: Dogs rescuing dogs - http://www.cnn.com/video/?hpt=hp_c2#/video/us/2012/04/16/pkg-moos-loyal-labrador.cnn

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