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**Word - Adding Drop Caps**

**[Steps to Social Marketing - Step 2](#)**

**You Have To Laugh**

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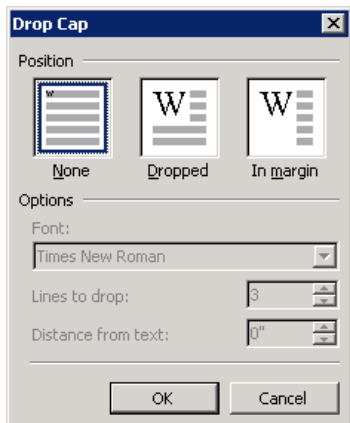
## Word - Adding Drop Caps

Do you need to recreate the look of a novel using a drop cap (the first letter in a paragraph is enlarged)? Word makes this really easy. A drop cap is the first letter of a paragraph is enlarged to "drop" down two or more lines either inline (Dropped) or In Margin (appear to the left of the paragraph's margins).

Here's how easy it is to do:

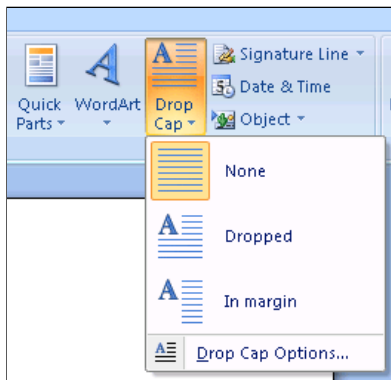
### PowerPoint 2000

- Highlight the paragraph you want the drop cap applied to
- Click Format
- Choose Drop Cap and the position for the drop cap.



### PowerPoint 2007

- Highlight the paragraph where you want to begin the drop cap,
- Click the Insert tab
- Go to the Text group and click Drop Cap to pick the position.



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Remember you can add these (just to test) and then just undo it if you don't like it.

If you need help on a project that requires Word expertise, contact us at [info@aapk.com](mailto:info@aapk.com), we can help!

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## Steps to Social Marketing - Step 2 - Create a Plan!

Like any other marketing effort you need to determine your plan.

Here are some important things to determine:

- **Who is your customer base?** (e.g. age, location, education, technical skills, social media use, profession)
- **What is your objective?** To sell a product, further branding, establish self as an expert, provide useful information, start discussions with customers, provide customer or technical service, garner clients, create contests, collect donations, etc.

- **Who are the key players** you need to help you fulfill this plan? We suggest you include them in this planning process.
- **How much time** are you (and your staff) willing to give towards this effort? Think about initially and on an ongoing basis.
- **How often** are you going to be contributing to your social media platforms (daily, bi-weekly, weekly, etc)?
- **Who will be doing** the writing, updating and monitoring of your activities?
- **How much money/resources** do you have to execute your plan or buy Google Adwords or additional advertising?
- **How does all this fit into your web strategy?** Are you going to create specific pages that relate to this effort, is it going to drive people to your site or specific areas of your site, how much time/money will be required to achieve this synergy?
- **Will you be complimenting these efforts** with any other marketing campaigns?
- **How often are you going to review this plan?** (we suggest monthly for the first few months – so that if it needs to be adjusted you do it before wasting too much time and or money).

Once you've ironed these issues out – write down your plan in Word or PowerPoint so that you can refer to it often and make changes as necessary.

The next step in this discussion covers doing research to find out where your customers “hang out” in social media and the web.

If you have any questions on this, need help with planning your social media efforts, or need to out-source your efforts, contact us at [info@aapk.com](mailto:info@aapk.com) we can definitely help you!

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## You Have To Laugh

Video: Boston Terrier dog likes his belly tickled - [http://www.youtube.com/watch?v=OgrZ5Dtsi-E&feature=youtube\\_gdata\\_player](http://www.youtube.com/watch?v=OgrZ5Dtsi-E&feature=youtube_gdata_player)

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