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PowerPoint - Working with Guidelines

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PowerPoint - Working with Guidelines

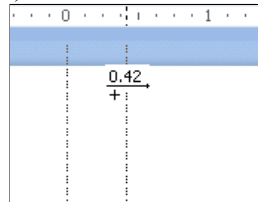
When working in PowerPoint there are many times when you need an item to line up in a consistent fashion from page to page. You could use the grid system, but the best way to do this is by using Guidelines.

PowerPoint provides two default guidelines (one horizontal and one vertical) that intersect the middle of a slide. You can use these guides to measure the distance between objects and to position things accurately.

The following applies to both 2003 and 2007 and above versions of PowerPoint:

If guidelines are not visible, simply right-click in a blank area of the slide, choose Grid And Guidelines from the menu, check the Display Drawing Guide On Screen, and then click OK.

To move the existing guidelines – put your cursor over the line and drag it. You will notice that as you drag a measurement is displayed that shows you the position of the guideline.



To add more guidelines put your cursor over an existing guideline and press Ctrl – now drag – you will see a + sign and a new guideline – just drag it until it is where you need it placed.

To remove a guideline – just drag it off the slide.

If you have any questions or projects that you need help with that require PowerPoint or another MS Office product, contact us at info@aapk.com.

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- [Excel, Word and PowerPoint](#)
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- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

Steps to Social Marketing - Step 13

Tweak Your Plan

Previous Steps: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#)

After analyzing the web results of your campaigns you should also look at other sources to determine how to adjust your campaigns for success.

We suggest using the following resources:

- Check what your competitors are doing – both right and wrong
- Read relevant newsletters for your industry and social marketing
 - Some of my favorites are: Target Marketing (<http://www.targetmarketingmag.com/newsletter/today/>), Social Media Examiner (<http://www.socialmediaexaminer.com/>) and Web Marketing Today (<http://webmarketingtoday.com>).
- Talk to your clients/customers – ask them their opinion on the campaign – did they see it, was it relevant, was it timely, etc.
- Ask your staff what they have heard from customers about the campaigns or if they have noticed any impact from it
- Talk to an expert in the field to give you an unbiased, professional opinion on other options to consider.

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- Here's an article that has some added suggestions - [Top 10 Blunders of Lead Generation Marketers](#) (from Target Marketing).

After these reviews you will inevitably (unless you are a marketing genius) have to change, add or scrap one or more of your campaigns. Don't panic – it's ok – this is a learning process to determine what is the best way to reach your customers.

If you have questions, or need help with your social marketing – contact us today at info@aapk.com to find out more.

You Have To Laugh

Funny Video: Gangnam Style Halloween Light Show - http://www.dailymotion.com/video/xuki36_gangnam-style-halloween-light-show_fun

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