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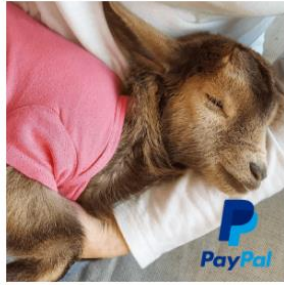
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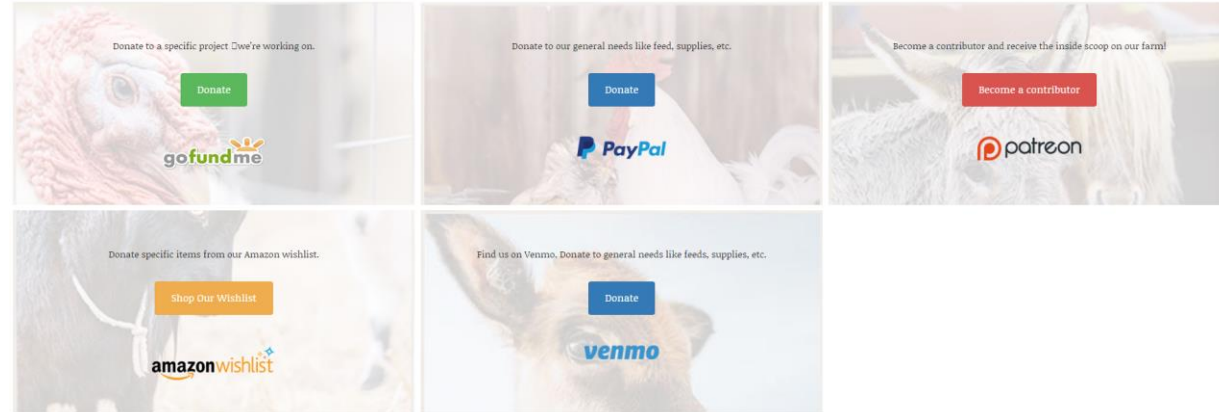


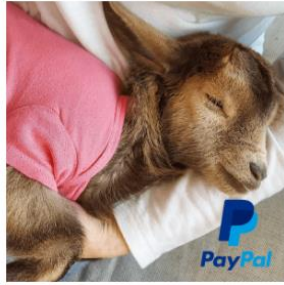
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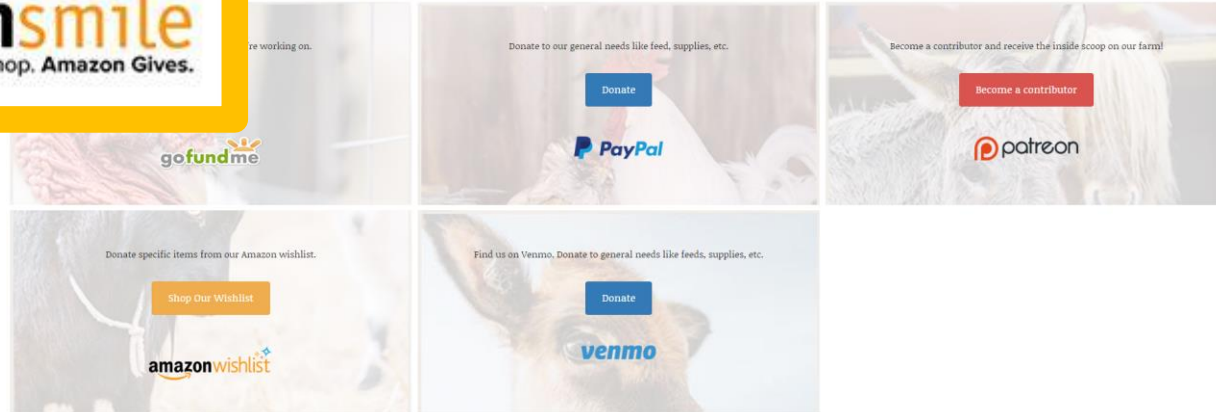


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Robin Francis
Director
Audience
Development



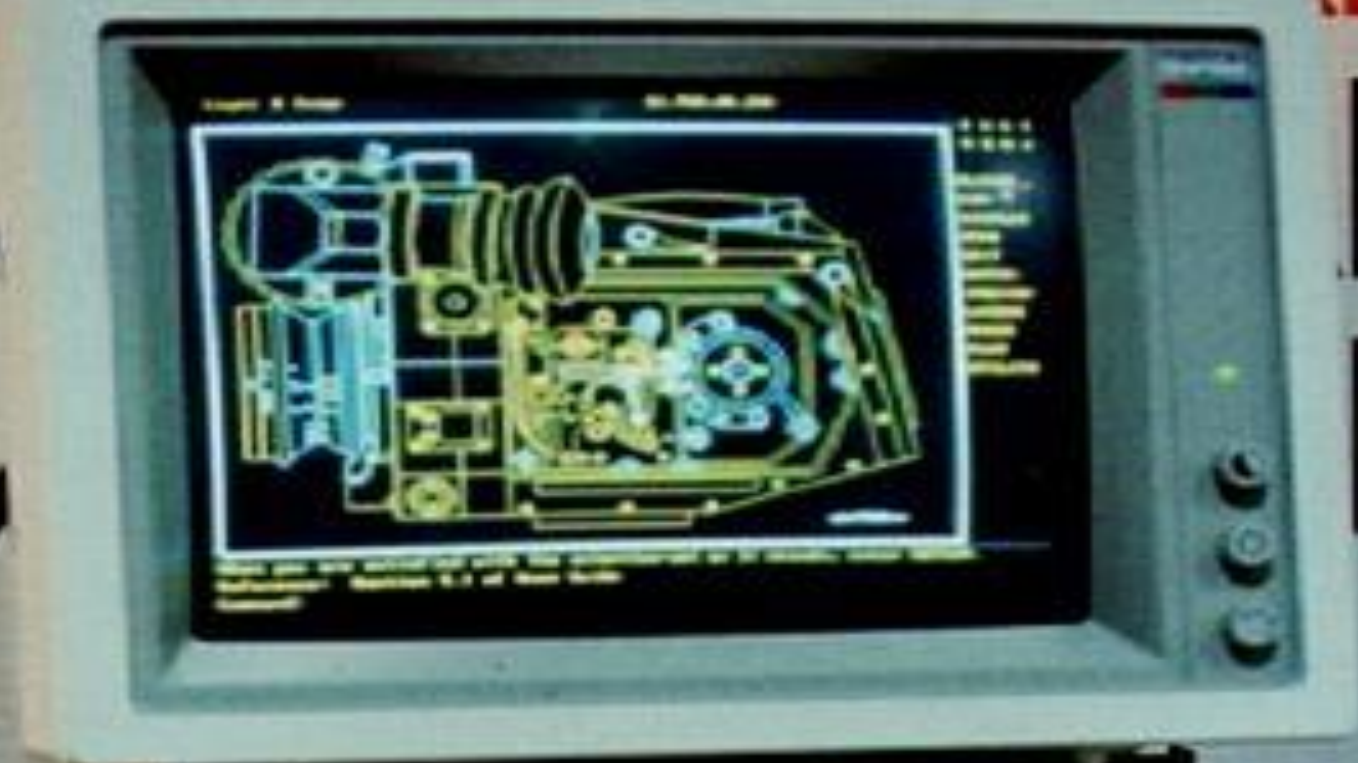
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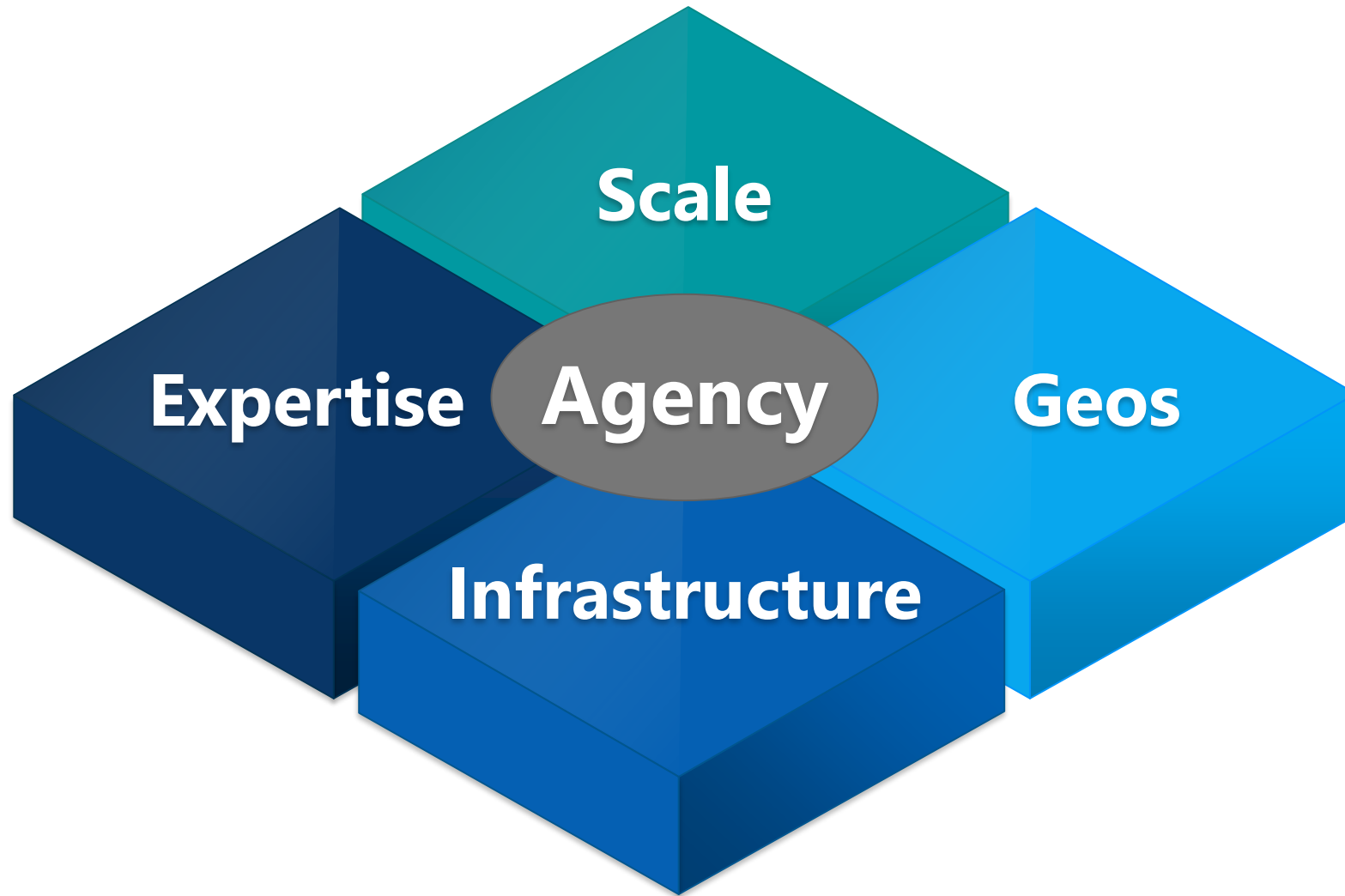


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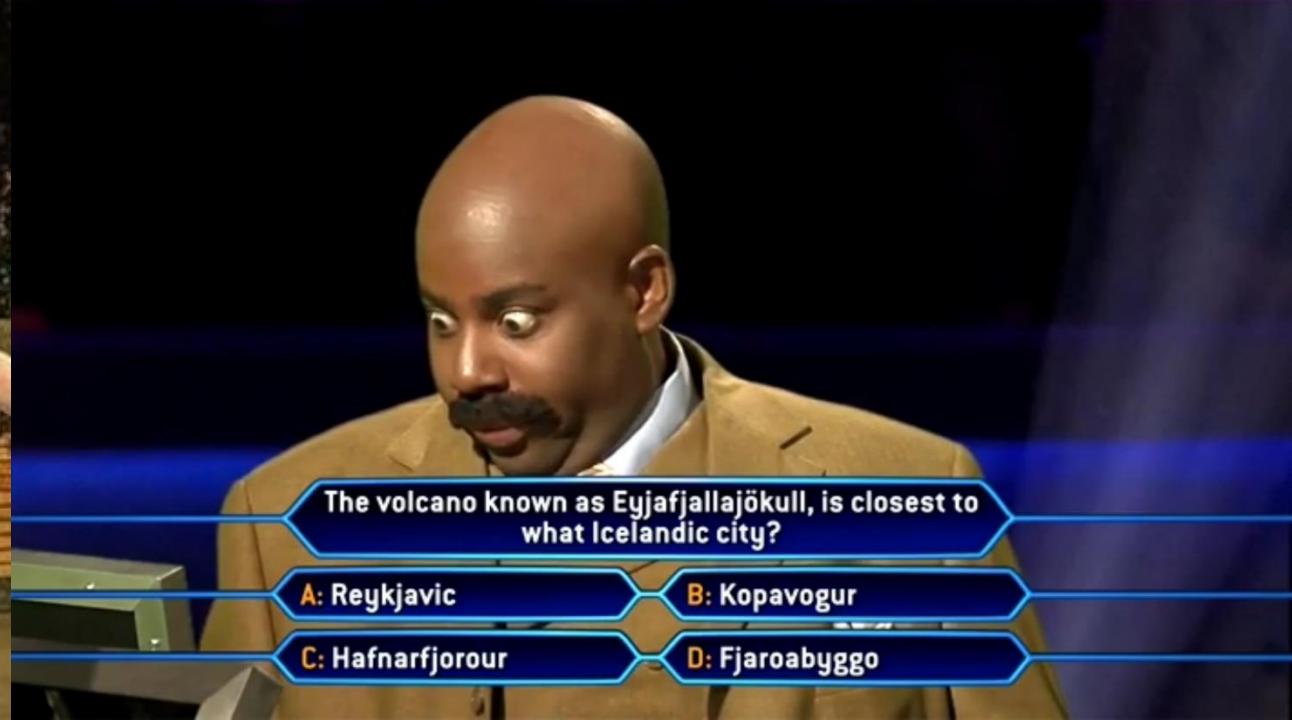
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ideas

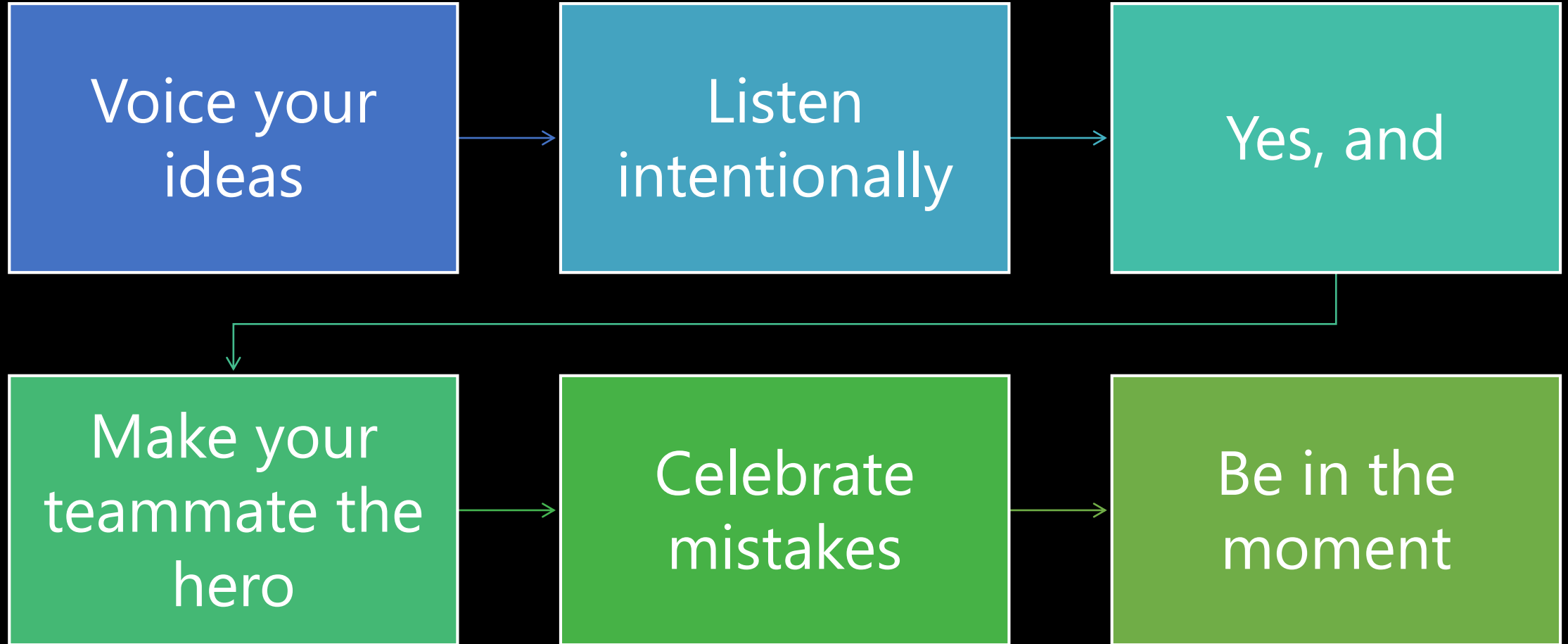
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intentionally

Yes, and

Make your
teammate the
hero

Celebrate
mistakes

Be in the
moment



Voice your
ideas

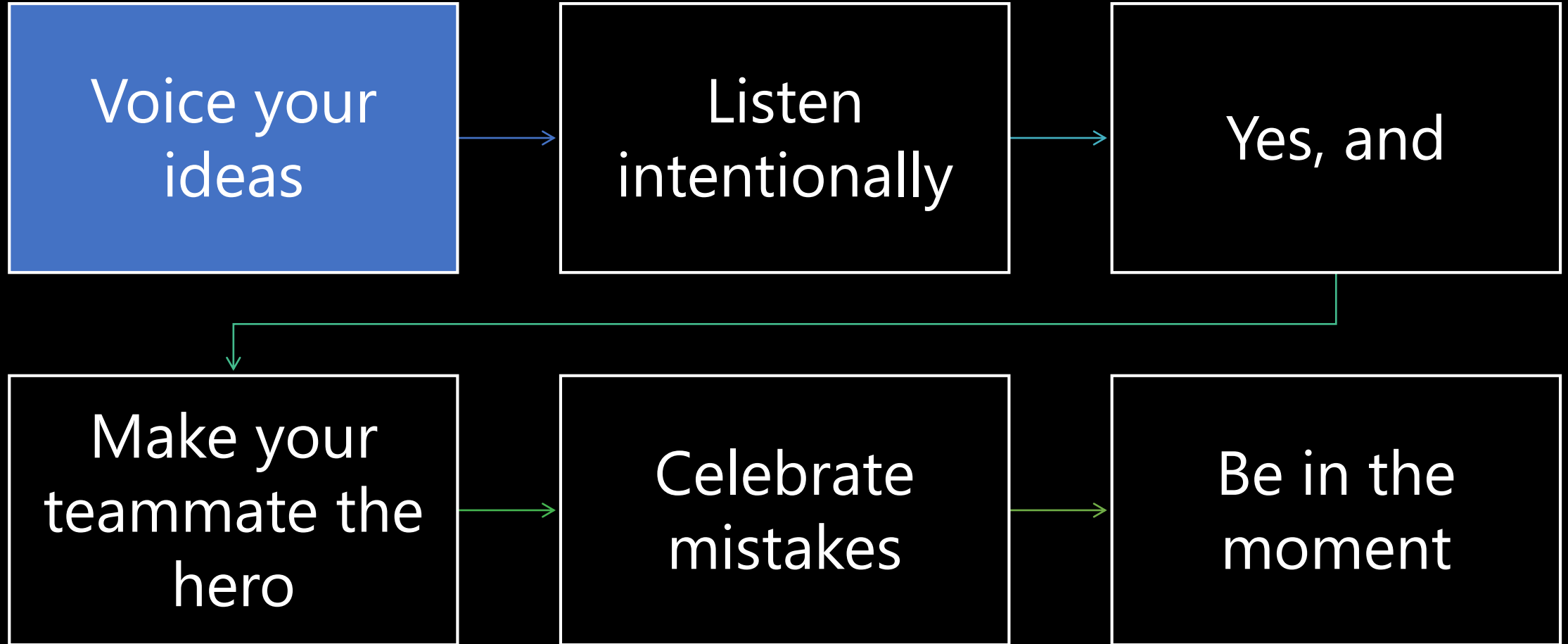
Listen
intentionally

Yes, and

Make your
teammate the
hero

Celebrate
mistakes

Be in the
moment







Be transparent

Tell them up front



Expect staff +
service changes
on your account

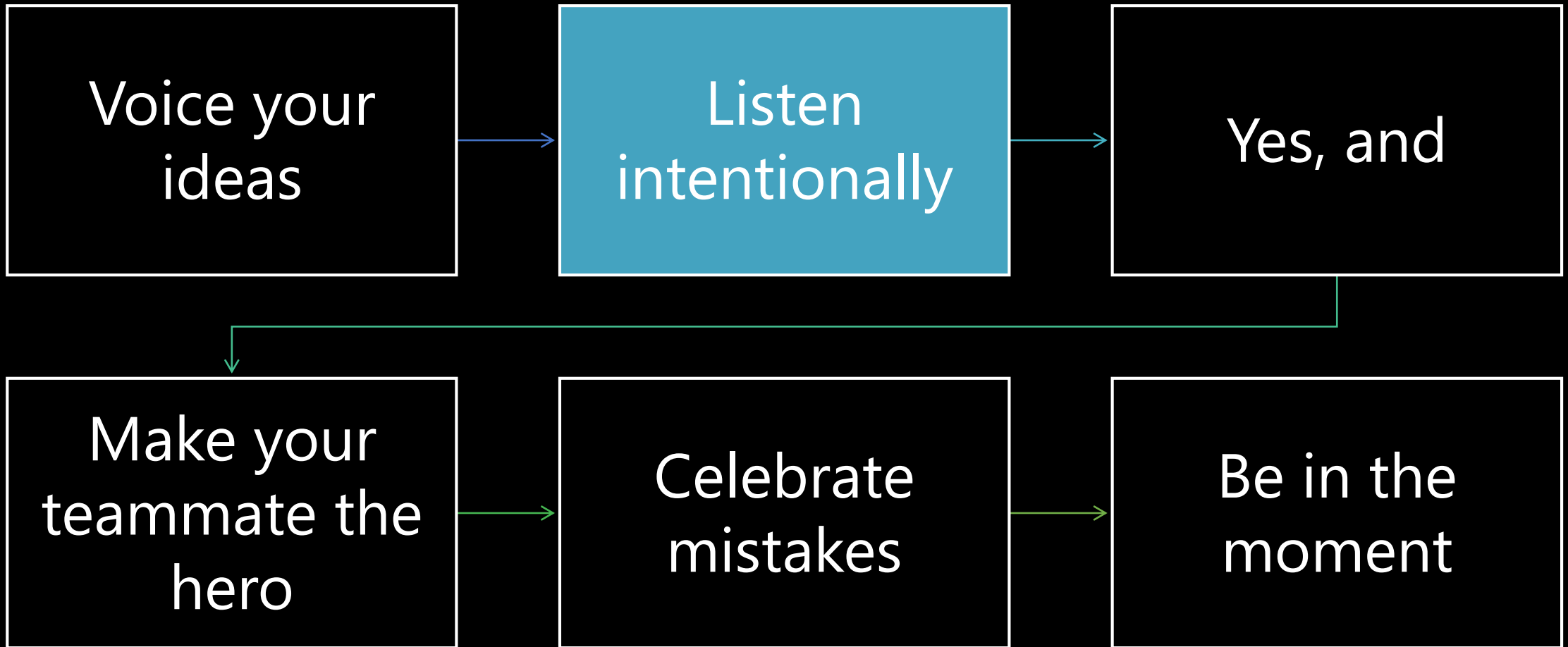


Invite agency to
scale new
projects

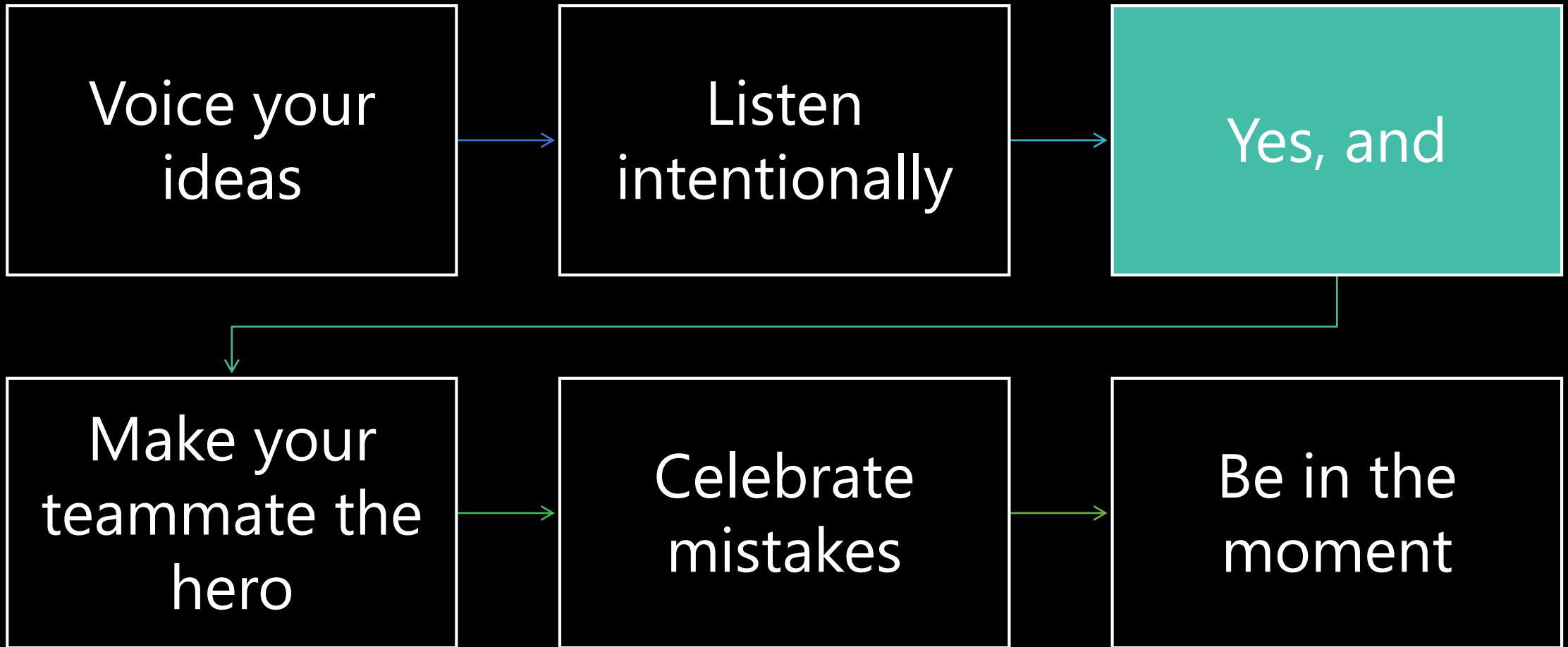


Be a willing
reference for new
clients





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For example, all text relevant **shortcuts** are grouped together. Quick Link. BLOCKS 5 COMMON COMMANDS 5 CONTROL **KEYS** 5 COORDINATE ENTRY 5. BLOCKS - COMMON COMMANDS - CONTROL KEYS - COORDINATE ENTRY

Create a custom keyboard shortcut - AutoCAD Tips Blog

[www.ellenfinkelstein.com/acadblog/create-a-custom-keyboard-shortcut/ ▾](http://www.ellenfinkelstein.com/acadblog/create-a-custom-keyboard-shortcut/)

by Ellen Finkelstein - how can show toolbar with **shortcut key** in **autocad** 2012 ... You label/color and position the **shortcut keys** you need where you want for quick "one press access".

[PDF] **AutoCAD Common Shortcut Key - Form.Welkin Creative ...**

[formwelkin.com/wp-content/uploads/autocad-shortcut.pdf ▾](http://formwelkin.com/wp-content/uploads/autocad-shortcut.pdf)

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How are AutoCAD keyboard shortcuts used? - Graitec

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You can also directly type the corresponding **keys**. For instance ... The following list represents the main keyboard **shortcuts** that can be used in **AutoCAD**: **Key** ...

AutoCAD Tutorial: Shortcut Keys - CCAD Inc.

[www.ccadinc.com/autocad-tutorials-shortcut-keys.html ▾](http://www.ccadinc.com/autocad-tutorials-shortcut-keys.html)

CCAD's **AutoCAD** Tutorials. **Shortcut Key** Reference. Function Keys. This table outlines the operation of the twelve function keys. Function key shortcuts do not ...

AutoCAD Keyboard Shortcuts – PDF - CADDManager Blog

www.caddmanager.com > CADD Manager Home > Tips ▾

Jul 29, 2008 - Here is a PDF of the list... autocad-keyboard-shortcuts. NOTE: a newer thanks a lots,,,,,,,,,,,,, give me all details about **autocad shortcut keys**.



Emmanuel A. Garcia @caddguru · Apr 23

I still love to type #autolisp enabled #AutoCAD command **shortcuts**



Paul Munford @CadSetterOut

Via @Cadsetterout #CSOvault AutoCAD: The Ribbon & The 'Classic' Workspace cadso.co/1yPfxNV



AJ @19aj_ · 10h

Geez, i keep messing up with AutoCAD's and Photoshop's shortcuts . 😞



Scott Wilcox @RScottWilcox · Dec 18

Using CTRL keyboard **shortcuts** in **AutoCAD**

Frozen Layers frozenlayers.blogspot.com/?spref=tw



gee @solarizes · May 10

it's been only a month since the last time i used **autocad** and i already forget almost all commands and **shortcuts**



Vjosa Saraçini @VjosaSaraqini · 24h

You know to much is to much when you start using **Autocad shortcuts** on your desktop #tomuchAutocad #EnoughisEnough #theendisnear



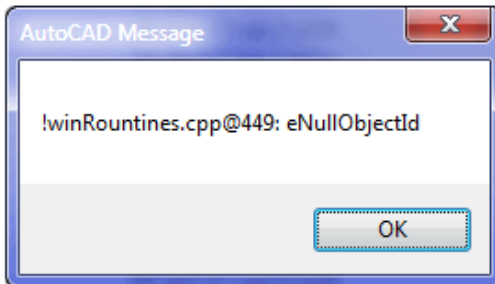
3D Agent @3D_Agent · May 7

Hide **AutoCAD** drawing objects with Ctrl+Alt+H. #objects #tip #drawing #autocad #preview #assigned #shortcuts dragplus.com/post/id/304346...



Ewen Wallace @CADbloke · 29 Jan 2014

.@AutoCAD error of the day. Also: spreling. Triggered using kbd alt-A, alt-Y **shortcuts** in BATTMAN, for the curious.



AutoCAD Shortcuts & Hotkey Guide

Work faster and more efficiently by using the AutoCAD shortcuts below. You can find a shortcuts and commands in the [AutoCAD Keyboard Shortcuts PDF](#).

Jump to a section

[One-Key Shortcuts](#) | [Toggles and Screen Management](#)

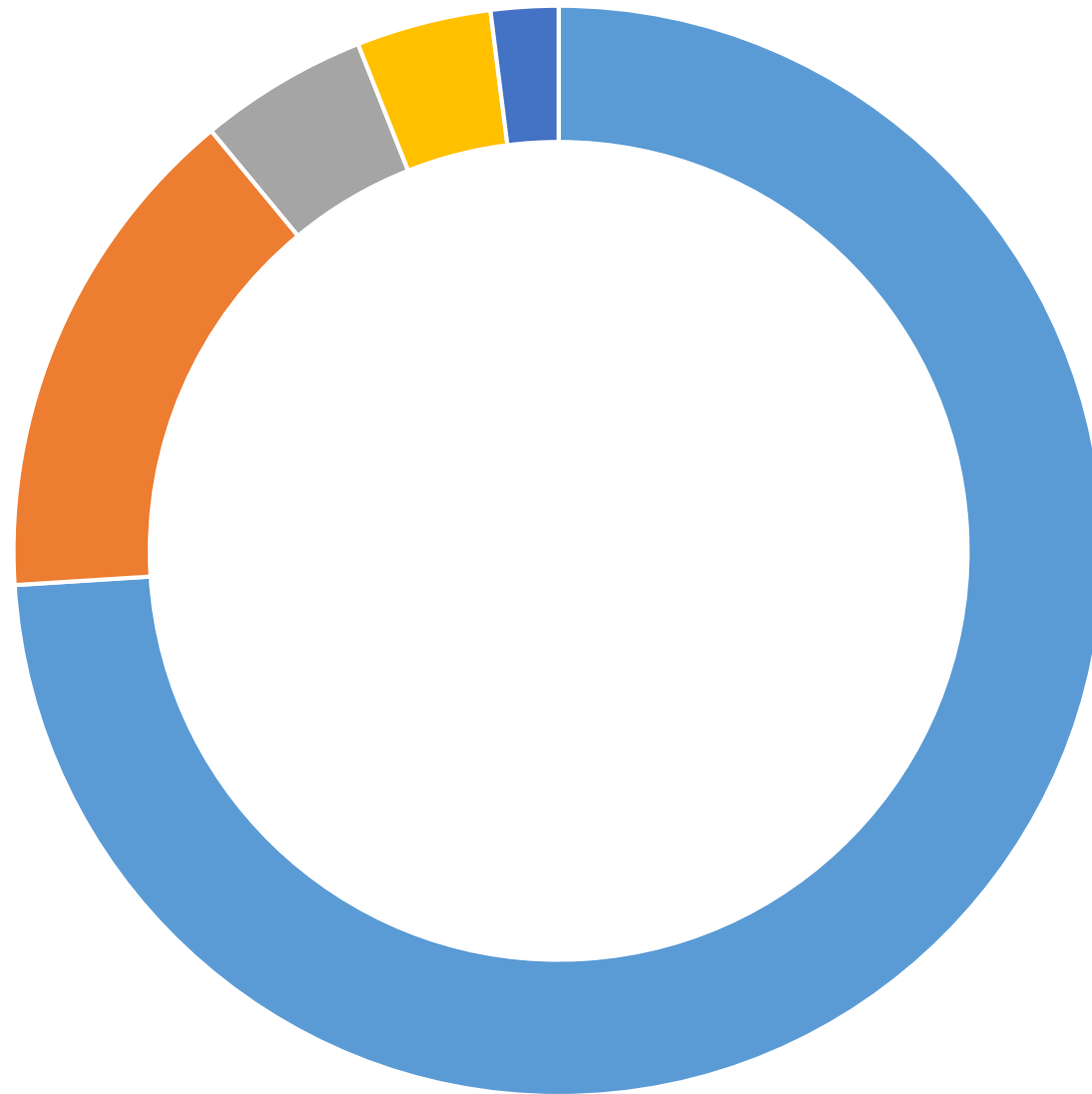
Hot Keys: [A-C](#) | [D-F](#) | [G-I](#) | [J-L](#) | [M-O](#) | [P-R](#) | [S-U](#) | [V-X](#) | [Y-Z](#)

One-Key Shortcuts

Below, you'll find the AutoCAD one-key shortcuts. Click on the image for a larger view.

	Display Help	Toggle text screen	Toggle object snap mode	Toggle 3DConnap	Toggle isoplane	Toggle Dynamic UCS	Toggle grid mode	Toggle ortho mode	Toggle snap mode	Toggle polar mode	Toggle object snap tracking	Toggle dynamic input mode			
Esc	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	Print Setup	Scroll	Pause Break

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“maya and max?” –Instagram

“First time seeing this in 20 years.” –Facebook

“@autodesk Been using your software for 23 yrs & you can never learn too much.” –Twitter



Pepe Diaz Bejar @pepediazbejar · Jul 19

New Guide to **#AutoCAD shortcuts** that will help speed up your workflow -
#GrabCAD blog - klou.tt/vkyhiw5z9d1n



AutoCAD Tips @AutoCADTips1 · Jan 12

@**AutoCAD** for Mac Command Aliases and Hot Keys from @autodesk
autodesk.com/store/autocad-...



upFront.eZine @upFronteZine · Aug 12

A really nicely laid-out summary of **AutoCAD's** 150 command **shortcuts** ->
evernote.com/shard/s17/sh/9...



Sam Lucido @CADproTips · Feb 5

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@autodesk autodesk.com/store/autocad/...



myCADsite @myCADsite · Feb 26

How many of you out there are using a Mac for your **AutoCAD** work?
Here's a handy 'cheat sheet' for Mac users:... fb.me/6m4QihCwF



AppleforArchitects @appleforarch · Oct 7

Boost your productivity in **AutoCAD**! Take advantage of the 150+ **AutoCAD**
Keyboard **Shortcuts** on the Mac. autodesk.com/store/autocad/...



Cadalyst Magazine @Cadalyt_Mag · Jan 15

#Mac users, rejoice! Now there's an **#AutoCAD** Keyboard **Shortcuts** guide for
you: autode.sk/1yk7C2I (**#PC** version: bit.ly/acadkeys)



CAD Bureau Southern @cadbureau · May 21

All the **#AutoCAD** keyboard **shortcuts** in one handy file. ow.ly/x4fhB



Synergis Engineering @SynergisCAD · Aug 2

AutoCAD Shortcuts Guide: All the **shortcuts** in one place. Keep this by your
desk! wp.me/p2cQJu-16P



orangeblade.com @orangeblade · Jan 13

Hot off the Press!

AutoCAD for Mac **Shortcuts** & Commands Guide by Autodesk
orangeblade.com/autocad-mac-sh...

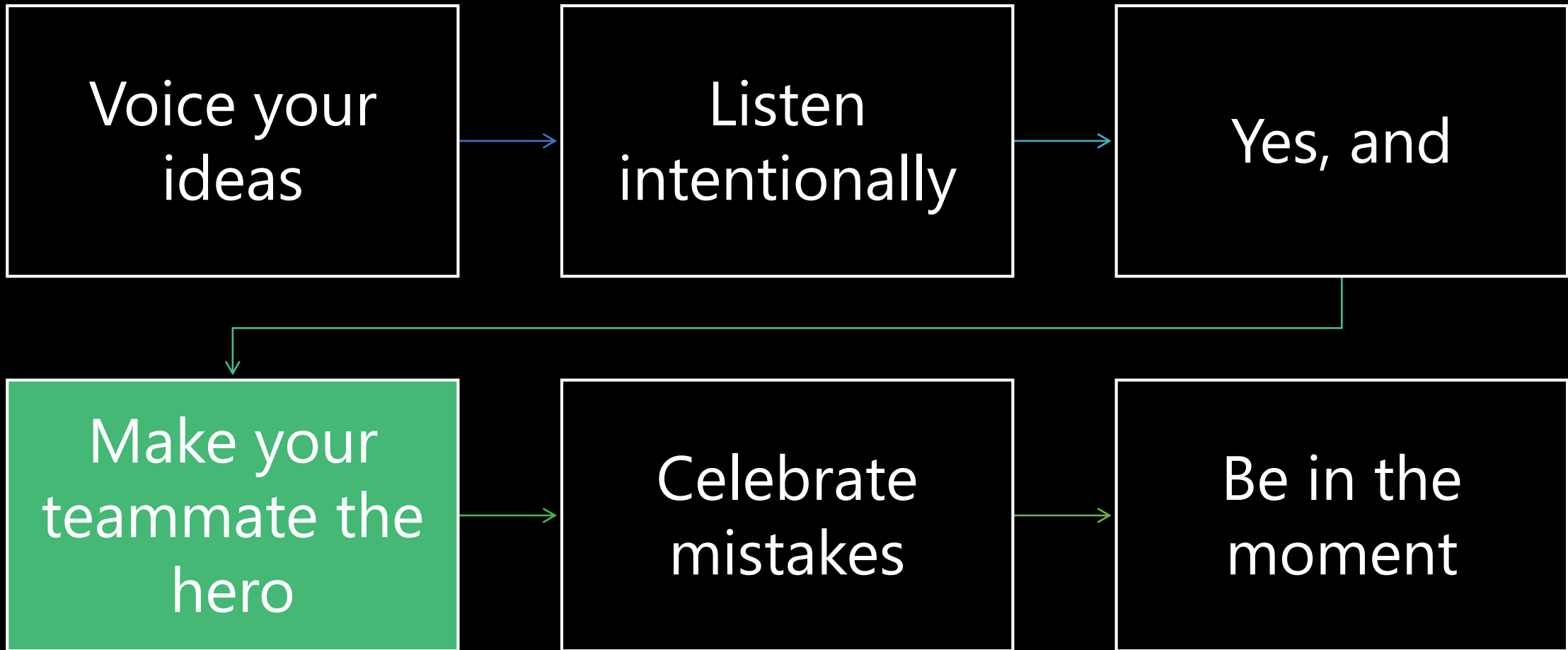
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Commands and Hotkeys

Visit these keyboard shortcut guides to get lists of commands and printable reference guides for Autodesk software.





**You think the Dev roadmap
looks like this**



**The Dev roadmap
actually looks like this**





eStore Schema Guide

4/14/2016

Presented to:



Project Name: SEO Schema

Business Sponsor:

Description

- Add schema markup to HTML code on Autodesk's global and local sites and eStores
- **Pilot schema** on AEM-based eStore product pages that use the same page templates (e.g., AutoCAD, AutoCAD LT & Maya)

Why

- Enable **current and potential customers** to find detailed product information directly in search results
- **Improve brand visibility**
- **Reduce confusion**, especially amongst paid search ads, product ads and unauthorized trademark usage

Impact if we don't fund

- Forgo **10% increase click-thru rate** to ecommerce pages
- Forgo potential **\$x in revenue per incremental eStore entry** (this represents upwards of **\$x per month**)
- High likelihood schema will become a search ranking signal in the near future

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https://www.google.com/search?q=maya+lt+price&ie=utf-8&oe=utf-8#q=how+much+does+maya+lt+cost





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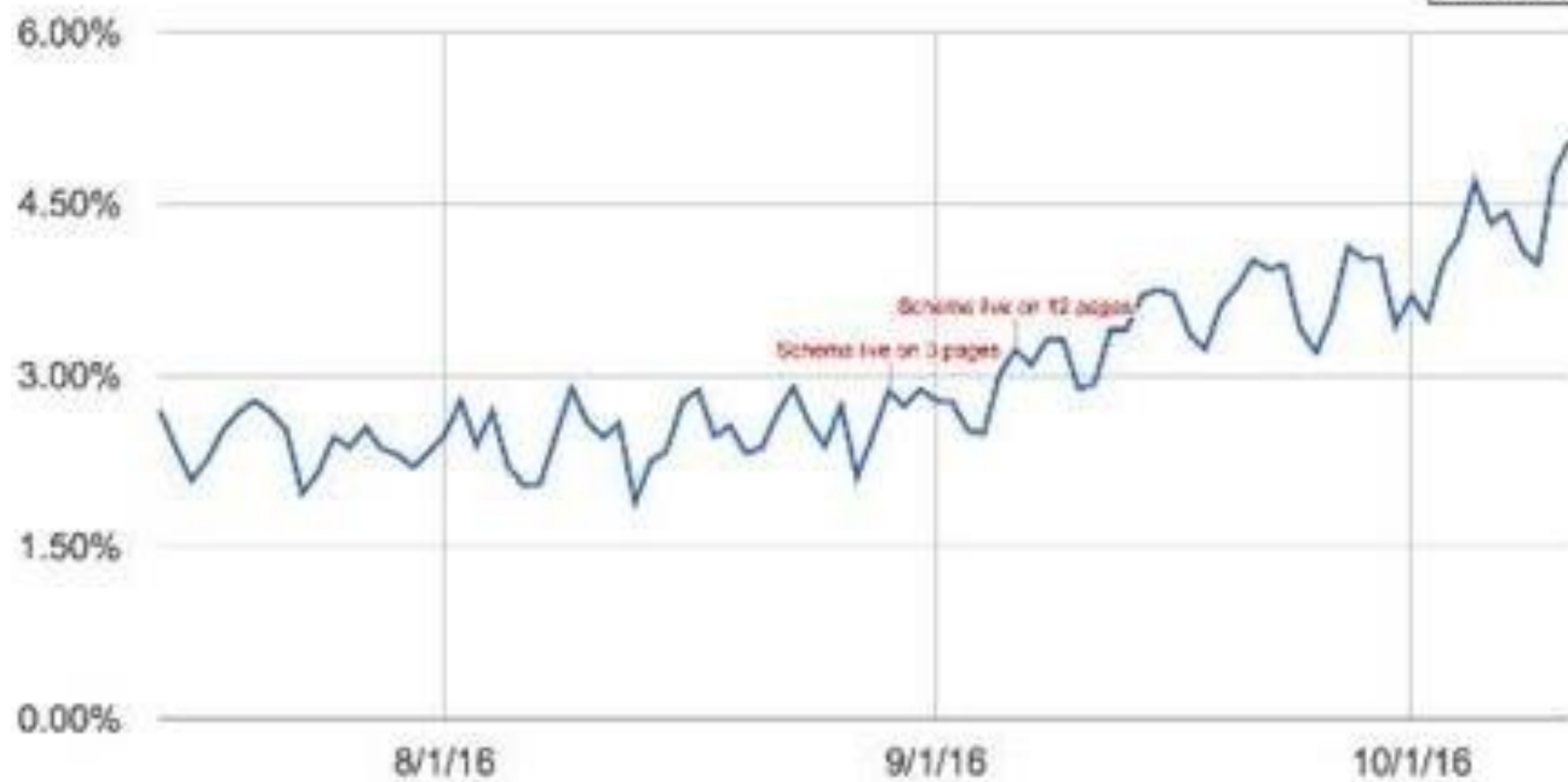
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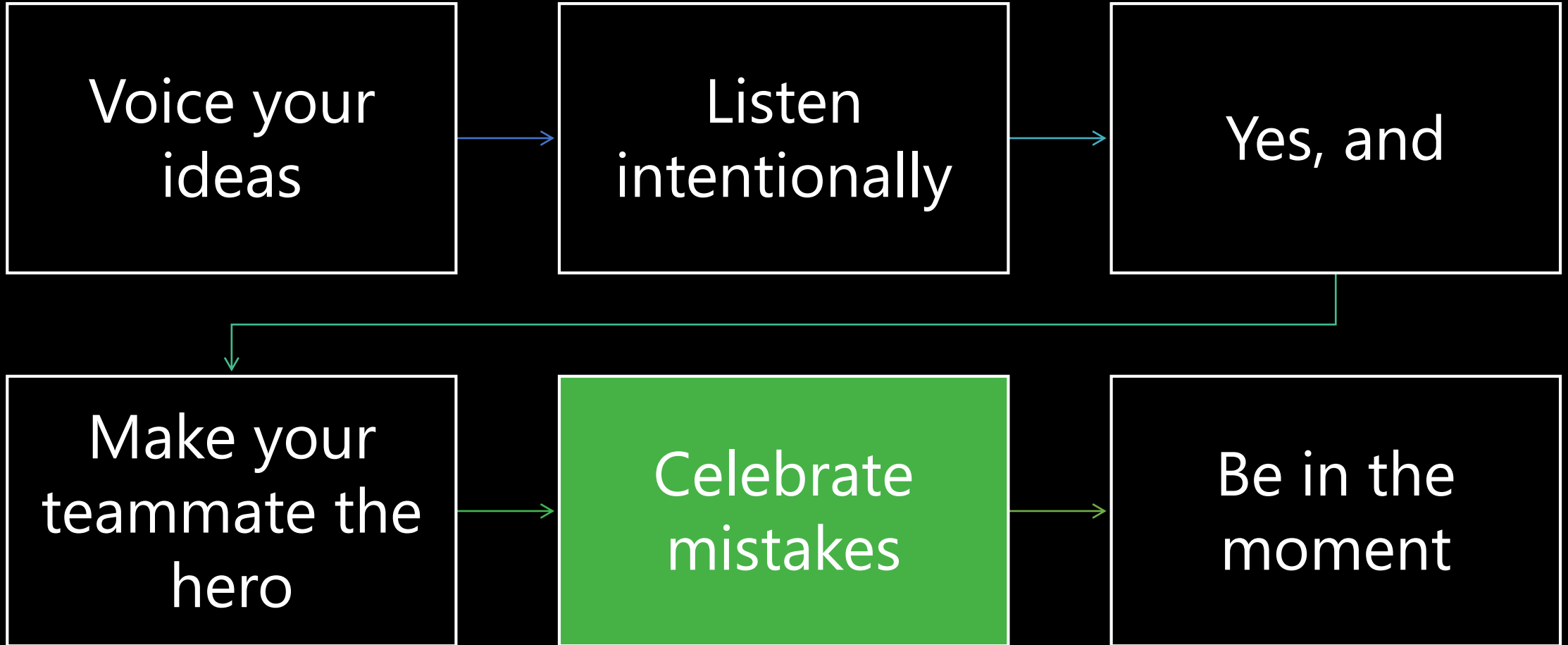
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+15% SEO
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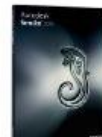

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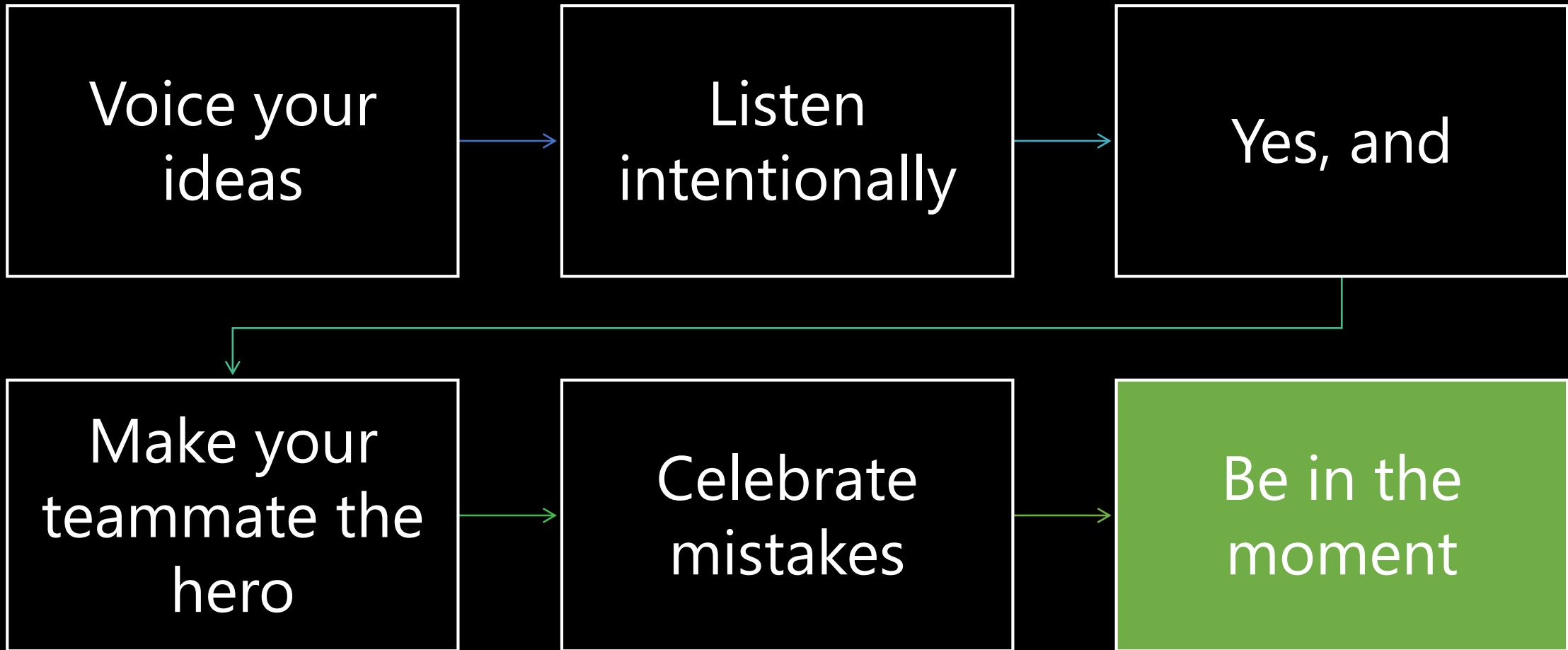


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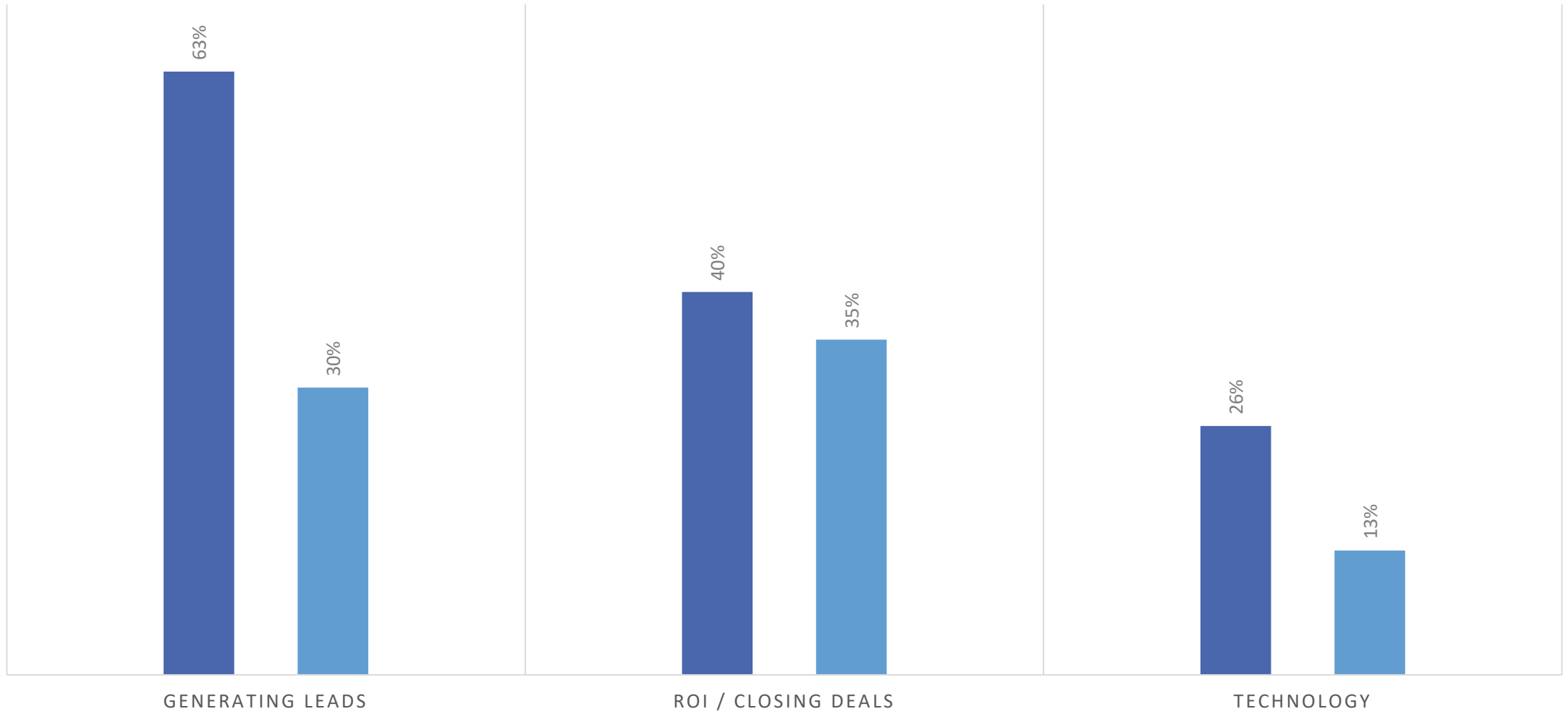


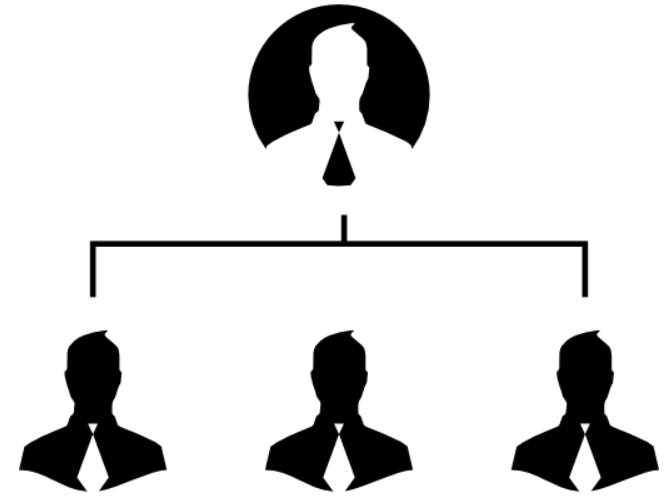




TOP CHALLENGES

■ Marketing ■ Sales





MAKE THE DECISION TO START ABM 2018 – HERE'S WHY



Marketers said ABM had higher ROI than other marketing activities.¹



B2B marketers believe ABM provides significant benefits for retaining and expanding current relationships.²



Sales

SEO

Digital Advertising

SEER



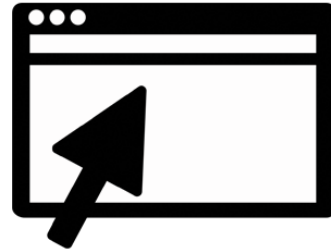
We need to predict
intent

Marketing that matches intent



All who imagine, design & make things.

SEE



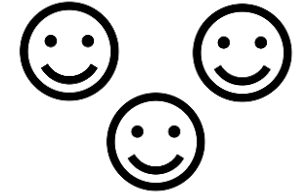
All who imagine, design & make things and think they might need software.

THINK



All who imagine, design & make things, think they might need software, and are currently looking to buy.

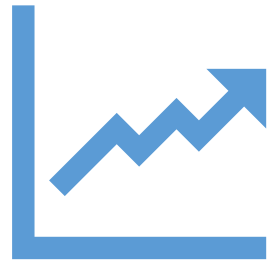
DO



Those who have subscribed or renewed with Autodesk.

CARE

*McKinsey,
Forrester, and
Datorama 2017*



“Companies using an integrated marketing analytics approach can **free 15-20% of marketing spend** and **lift campaign conversions by 25%.**”

Shifting Strategies

Where We Are...

- Build a strong foundation
- Responding to ad hoc requests

...today

Where We Hope To Go...

- Continue what we're currently doing
- Build a holistic strategy
- Drive value with actionable insights based on data
- Test new ideas and concepts together

...tomorrow

Voice your
ideas

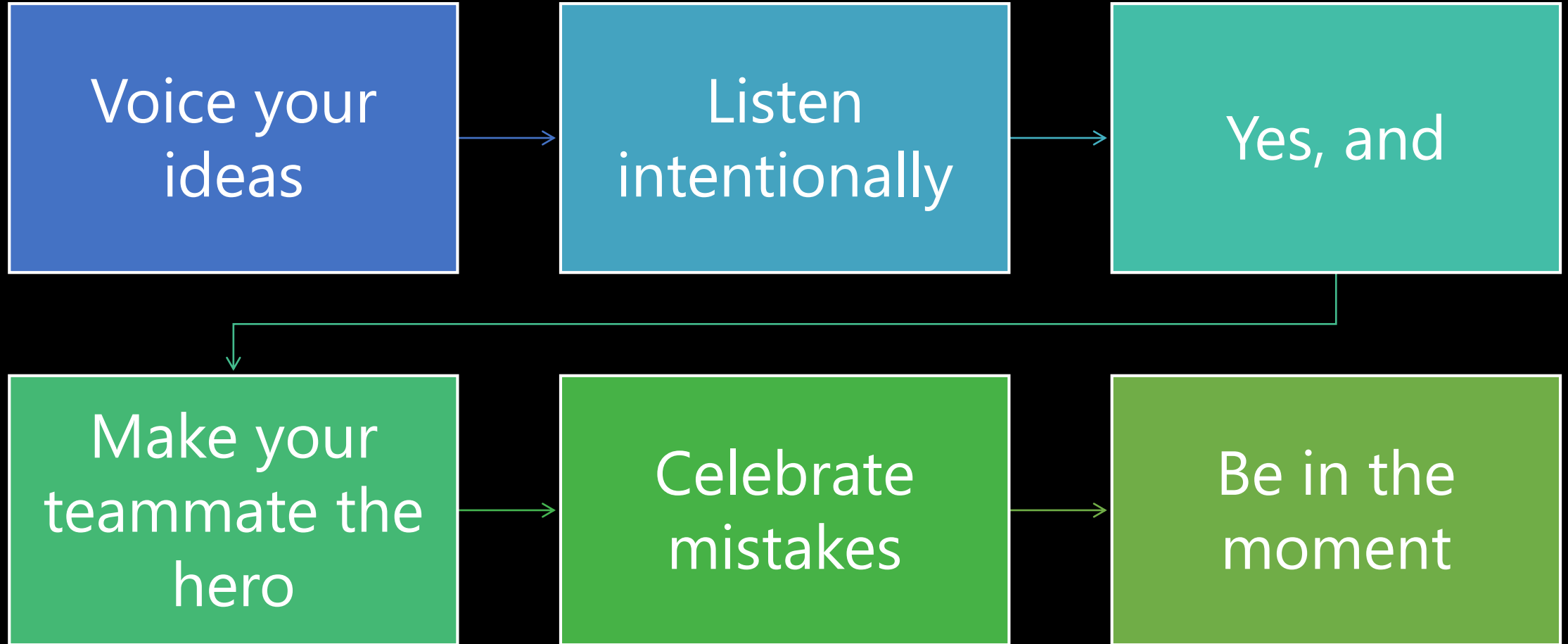
Listen
intentionally

Yes, and

Make your
teammate the
hero

Celebrate
mistakes

Be in the
moment





Do you love your agency?



AUTODESK.

Robin Aguilar Francis

Director, Audience Development

@angelfood

