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10 Excel Functions a Marketer Can't Live Without

Use the best 10 Excel formulas to grow
your business.



10 Excel Functions for Marketers Checklist

1. VLOOKUP

This function selects one value that you want to look up in another table (that you define), looks up for it in that other table, and then it brings it back to your original table.

2. IF

You start by defining a logical test, which can be anything that may end up with two results, one that verifies that test, and one that doesn't.

Then, you specify what you want to show up when that test is true, and when it's false.

3. SUMIF

The SUMIF function returns the sum of a cell range given certain criteria is met.

You start by defining the range you want to sum up, then you define the criteria to use for summing the values, and then you can optionally choose sum range.

4. CONCATENATE

The CONCATENATE function and operator put together two or more text strings together.

The only difference between the CONCATENATE function and operator, is that in the first case, you use a function (that is, you need to write the whole “=CONCATENATE()”), whereas with the operator, you just use the ampersand (“&”) symbol.

Their goal is exactly the same, that is, *joining strings together*.

5. LEFT, RIGHT & MID

The LEFT and RIGHT functions work by taking an n amount of characters from the beginning (LEFT function) or end (RIGHT function) of any given string.

You start by selecting the string you’re interested in, and then you define the number of characters from the left or right of that string you want to start counting.

If you use the LEFT function, and you define you’re interested in only 5 characters, the function will select the first 5 characters of any given string.

The opposite happens with the RIGHT function. If you select 5 characters, it will select the last 5 characters from any given string.

6. FIND

The FIND function finds any given character or string inside another string, and tells at what position it starts in that other string.

The function starts by defining the text you want to find (which could be anything, like a number, a symbol or a word).

Then, you select the cell where that text is located. Finally, you can optionally choose the function to start an n number of characters from the LEFT of that text you are looking for.

7. LEN

The LEN function tells the number of characters in any given cell.

8. MATCH

The MATCH function checks an item against a list, and tells you where it appears on that list.

It works similarly to a VLOOKUP, although the MATCH function just tells in which row a specific item is, and nothing else.

9. INDEX

The INDEX function gives the value of a cell located at a given array. It has two formulas

1. INDEX(array, row_num,[column_num])
2. INDEX(reference,row_num,[column_num],[area_num])

The first one selects a specific row from a specific array. It can also include a specific column.

The second one, selects a specific row from a reference, that is, a group of arrays. It can also include a specific column.

10. OFFSET

The OFFSET function works similarly to the INDEX and MATCH functions, as it returns a cell or range of cells that is a specified number of rows and columns from a cell or range of cells.

You start by selecting a reference cell, which would be “the starting cell”. From that reference cell, you select one specific cell by defining the number of rows (to the left or to the right), and the number of columns (below or above that reference cell) from the reference cell.

However, this function gets interesting when you use the height and width optional values. These values work as a lasso tool, as they select a group of rows and columns from the last cell you selected.

So, this tool basically starts by selecting a reference cell, then it selects another cell from that reference cell, and it ends (optionally) by selecting a group of rows and columns from that last cell.

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