Canva for Small Business Marketing

Moderator:
Alaina Capasso
RI Small Business Development Center
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
What Is Canva?

Canva is an online drag-and-drop image builder. Use Canva to design social media graphics, presentations, flyers, infographics, and much more.

100 Million Design Templates
Integrations (Tik Tok)
Canva Success Story

Conversational uses Canva to support their marketing and content strategies. It’s working – since posting with Canva images that grab their audience’s attention, the company has seen a 1100% increase in engagement on social media and more website traffic than ever.
Canva community use 133 pieces of media every second.

7M Images added everyday

3.5B Images uploaded to date

900K GIFs used in the 3 months since launch
Top 5 illustrations

150,000 Emoji used everyday

160,341x

205,219x

217,265x

224,176x

242,880x
Cost & Alternatives

**Free**
For individuals and small teams to create and download designs for any occasion.

**Pro**
For individuals and small teams who want more advanced tools and more content.

**Enterprise**
For large business seeking an integrated tool to keep their brand consistent.

**Education**
A powerful creative tool for your classroom and organization.

**Nonprofits**
Canva Pro is free for all registered nonprofits. Apply today.
Should You Invest in Canva Pro?

Canva has an unlimited free account with many useful features. You get access to hundreds of templates, stock photos, icons, and other elements right away. In fact, for many small businesses, a free account is enough.

All free photos, music and video files on Canva can be used for free for commercial and noncommercial use.
Social media platforms are always changing the ideal ratios for posts and graphics. If you’re tired of looking up what each platform wants every time you create an image, let Canva do the work for you.

All you’ll need to do is choose the platform and Canva will set up a page that’s the current recommended size.
Step 1: Canva Brand Guidelines

Brand guidelines presentation templates

Create a unified visual identity for your brand with a clear presentation on brand guidelines for your team using free slide templates from Canva.
Example: Duke University
Example: Duke University

Portraits

Portraits should be forward-facing with the following attributes:

- Intimate & authentic
- Clean and simple composition
- Soft background
- Relevant props & environments
Canva for Video

With Canva, you can make high-quality videos without being a professional video editor. You'll find it easy (and fun) -- to make videos everyday. Our simple drag-and-drop tool lets you make compelling short videos in minutes using Canva’s library of pre-made templates.
Canva for Custom T-Shirts, Swag

Custom T-shirts
Elevate your wardrobe with unique promotional tees for work or with pop culture-inspired statement tees for everyday wear. Order from Canva Print and dress in your comfy custom t-shirts in style.

Shop T-shirts

- Eco-conscious printing that gives back
- Easy and free delivery
- Hundreds of templates to personalize
- Millions of free images and graphics
MERLAND FURNITURE
Furniture, decor, and beyond
Canva for Remarketing & Social Media Ads

Filters

- Category
  - Instagram Post (1.9K)
  - Your Story (840)
  - Banner (540)
  - LinkedIn Banner (460)
  - Facebook Post (390)
  - Facebook Cover (300)
  - View more

- Theme
  - Sale (1.5K)
Canva for Content

- Blog posts
- Podcasts
- E-newsletters
- Video workshops and tutorials
- Recipes and menus
- Free e-books and e-zines
- Planners and calendars
- Downloadable workbooks and resources (on the topic of downloadables – e-vouchers and gift cards are also great marketing tools)
Canva for Email Marketing

- A **newsletter** is a great way to build trust and position your brand in front of an audience that has already willingly opted in.
- **Targeted, personalized emails** can be sent to customers using the information they provided when they signed up.
- **Friendly reminders** can entice customers back to your site – ‘Hey, we saw you left this in your shopping cart. Here’s a discount code.’
- **Follow-ups** can find out how a customer is going with your product or service, and offer them further value.
Say it with a Digital Sticker

You can now share digital stickers in the comments section on Canva, allowing you to bring more personality to your feedback when collaborating virtually.

Make a Strong First Impression with our New Book Cover Templates

Despite the old adage, it's hard to not judge a book by its cover. Try one of our new professional cover page templates to spice up your books, reports, proposals, and other documents.
New Professional Business Templates

Need a new look to match your brand? Check out our new workplace templates, for slick hiring posters, social media visuals, presentations and more here.
Try it (free)
Create brand guidelines
Map out how to use it
Plan for efficiency
Connect your favorite tools
Measure it
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


susandavis@uri.edu