

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.



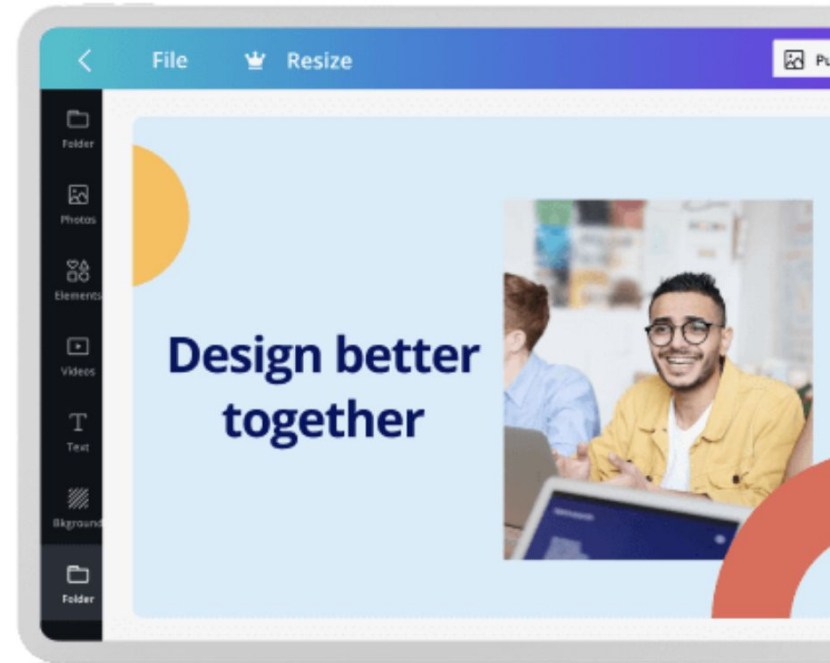
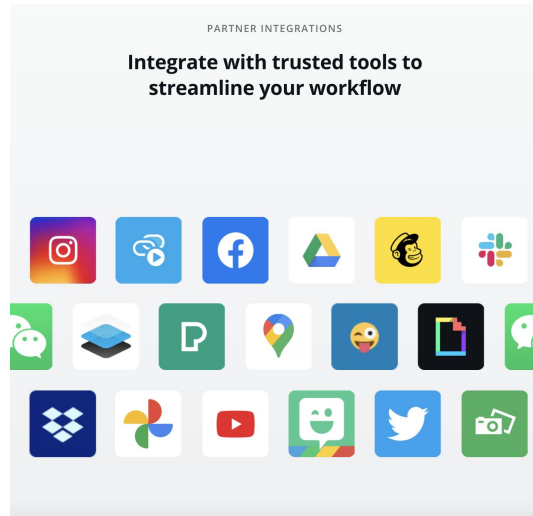
THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

RHODE
ISLAND
COMMERCE

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

To get what you love, you must first be patient with what you hate.

- Al Ghazali


conversational.com




To get what you love, you must first be patient with what you hate. -Al Ghazali


Abby Mancina, Claire Roberts and 603 others like this. Most Relevant ▾

134 Shares 2 Comments

 **Kunle Williams** PROFOUND ..
5y

 Author
Conversational, LLC. We thought so too. It's so simple but really makes you think! It's always darkest before the light.
5y

[View more replies](#)

 **Tammy MacDonald** So true!
5y

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.



30-Day Money Back Guarantee [Contact Us](#)
Get Started Today TOLL FREE: (855) 933-3826
sales@conversational.com

[HOME](#) [ABOUT](#) [COMPARE](#) [INDUSTRIES](#) [SERVICES](#) [BLOG](#) [CONTACT](#) [CLIENT LOGIN](#)



North American Answering Service



Custom Business VOIP Solutions



Fully Customized Call Handling



Complete Online Client Portal



LIVE Virtual Reception & Answering Service 

**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



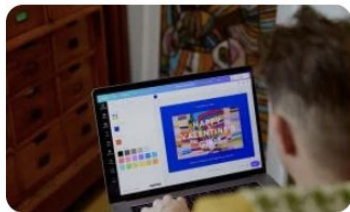
224,176x



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.

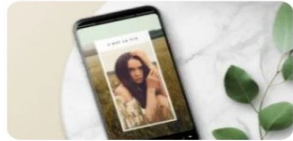
All free photos, music and video files on Canva can be used for free for commercial and noncommercial use.

Templates

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.

Home **Templates** ▾ Features ▾ Learn ▾ Pricing ▾



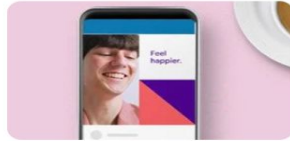
Social Media

- Instagram Stories
- Instagram Posts
- Facebook Posts
- Facebook Covers
- YouTube Channel Art
- LinkedIn Banners



Personal

- Invitations
- Cards
- Resumes
- Postcards
- Weekly Schedule Pla...
- T-Shirts



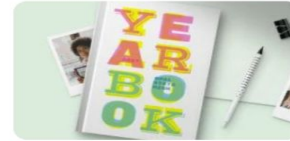
Business

- Presentations
- Websites
- Logos
- Business Cards
- Invoice
- Business Letterheads



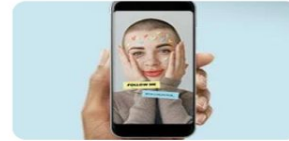
Marketing

- Posters
- Flyers
- Infographics
- Brochures
- Newsletters
- Proposals



Education

- Classroom Decor Kits
- Lesson Plans
- Worksheets
- Certificates
- Bookmarks
- Class Schedules



Trending

- Canvas Prints
- Videos
- YouTube Intros
- Photo Books
- Menus
- Itinerary Planners

Education

Design School > Courses > Become a Pinterest Creator with Ashley Schroeder

Become a Pinterest Creator with Ashley Schroeder

★★★★★ 8,327 students



Lessons

01. Why create on Pinterest? ^

▶ Lesson 3:31

🔗 Start a Pinterest business account

02. Types of Pins v

03. Design a Pin ^

▶ Lesson 1:57

🔗 Use template from lesson

04. Stay consistent v

Step 1: Canva Brand Guidelines



Home

Templates ▾

Features ▾

Learn ▾

🔍 brand guidelines presentations



Create a design



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



Duke Navy Blue

PMS 280 U / C

HEX #012169

RGB 1, 33, 105

CMYK 100, 85, 5, 22



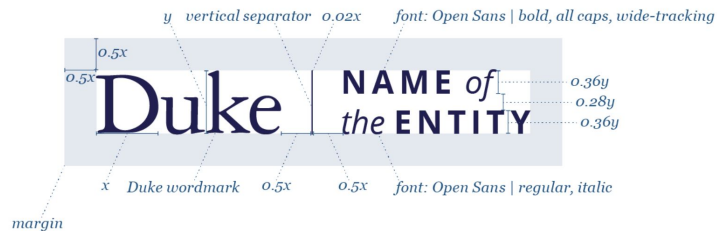
Duke Royal Blue

PMS 287 U / C

HEX #00539B

RGB 0, 83, 155

CMYK 100, 53, 2, 16



Example: Duke University

Portraits

Portraits should be forward-facing with the following attributes:

Intimate & authentic

Clean and simple
composition

Soft background

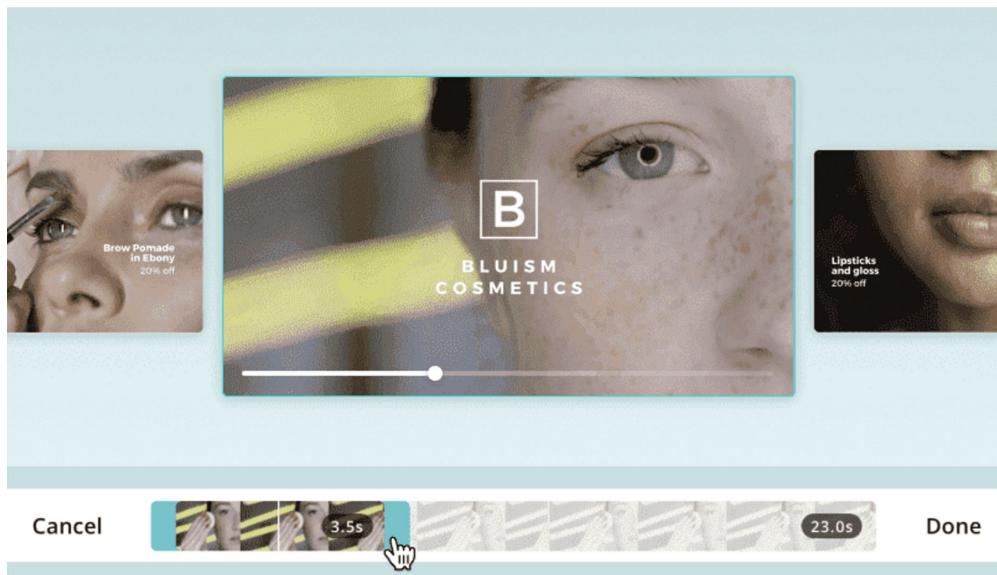
Looking toward camera

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



Home

Templates ▾

Features ▾


Learn ▾

🔍 Search thousands of templates




Create a design

Home > Custom T-shirts



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

Order personalized T-shirts with a few clicks,



Hundreds of templates to personalize



Millions of free images and graphics

Canva for SEO

Home File Resize All changes saved

Untitled design - Website

Share



Publish as Website



Templates



Elements



Uploads



Text



Styles



Background



Logos



More

Search templates

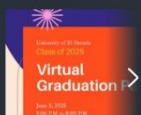


For you

See all



THE YEAR OF
SOME CELEBRATE WITH US
Carla's
SURPRISE CELEBRATION PARTY



Virtual
Graduation

All results



The Media Kids

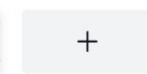
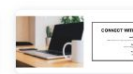
**WE ARE
LOOKING
FOR...**

Graphic Designers
and Creative Interns
Videographers
Photographers

For more information,
visit www.themediakids.com



Animate



Canva for Remarketing & Social Media Ads



Home

Templates ▾

Features ▾

Learn ▾

🔍 web banners



Filters

Category



Instagram Post (1.9K)

Your Story (840)

Banner (540)

LinkedIn Banner (460)

Facebook Post (390)

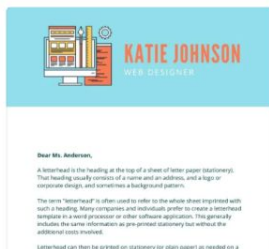
Facebook Cover (300)

+ 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)



Getting started with Canva >

Quick tutorials to help you find your way around Canva.



Designing with Canva >

Quick tutorials to supercharge your creative skills.



Social media marketing >

Learn how to connect and grow your community.



Graphic design basics >

Learn how to design like a pro with fonts, colour and layout.



Branding your business >

Learn how to build a brand with purpose and personality.

Design School >

Courses

Tutorials

Blog >

Design

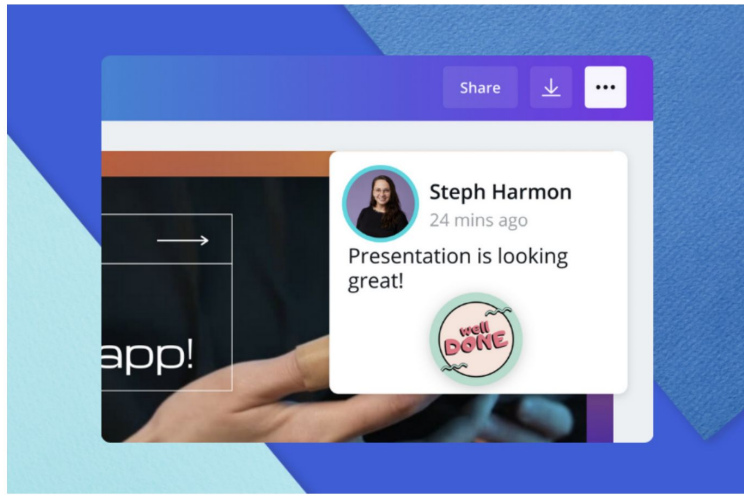
Marketing

Branding

Canva for Email Marketing

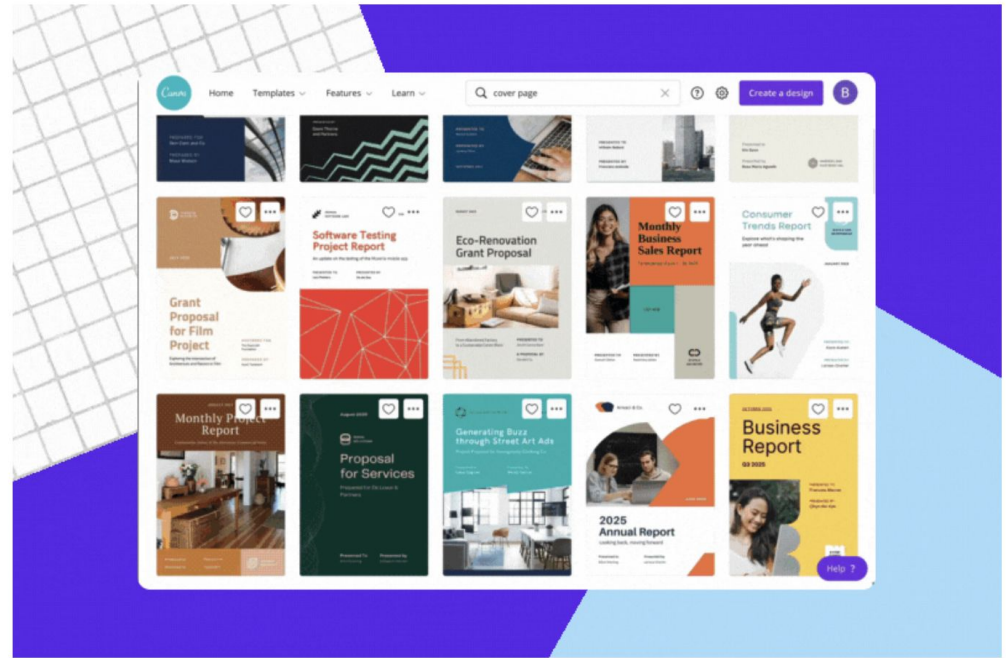
- A **newsletter** is a great way to build trust and position your brand in front of an audience that has already willingly opted in.
- **Targeted, personalized emails** can be sent to customers using the information they provided when they signed up.
- **Friendly reminders** can entice customers back 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.





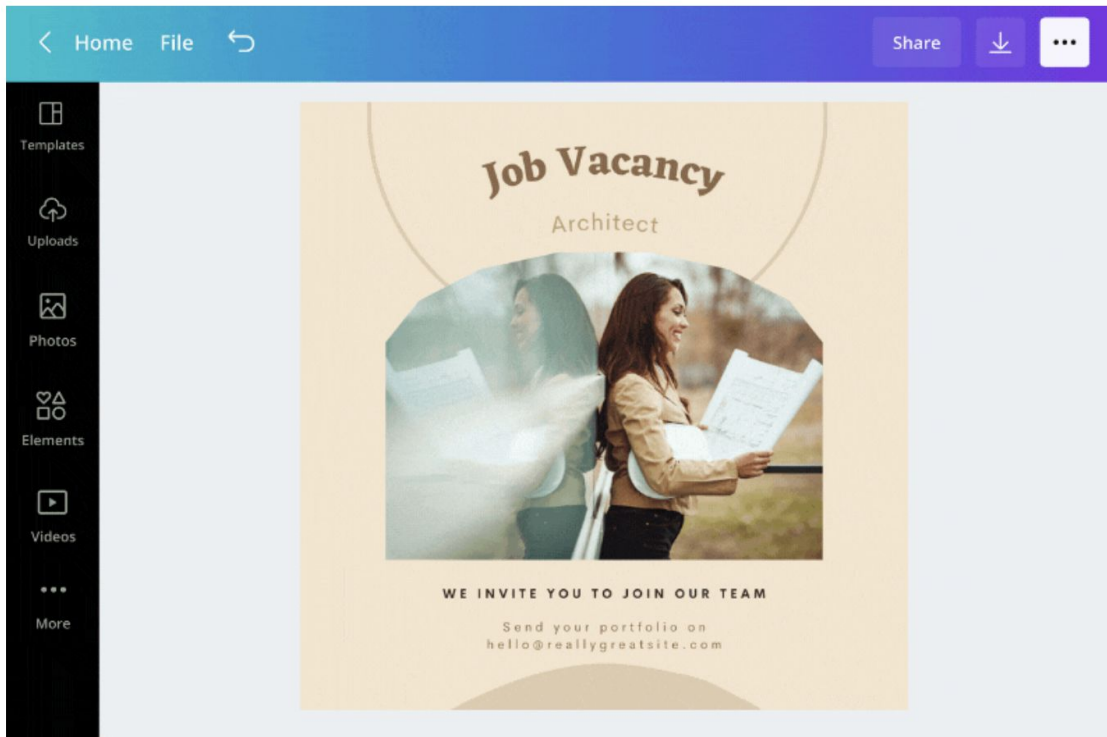
Say it with a Digital Sticker

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

<https://bit.ly/regRISBDC>

susandavis@uri.edu

