

Canva for digital marketing

Berkeley Boot Camp for Small Business Owners

February 2023
by Shana Bull





Today we will go over....

**Does Social Media STILL
matter?**

**Creating your brand
personality**

**1 idea = 10+ pieces of
content**

Why Canva?

Tips & Tricks

Questions



Hello, I'm Shana

Like banana

A digital communications director for
RadiantBrands, freelance writer and
marketing educator

Marketer for 16+ years, Digital for 13+

Lover of low-alcohol wines, elaborate cheese
boards & food adventures with my family

Online at @sharayray

Also at @Randallthebluespider

A best-selling children's book author of a kids book series about bugs, big feelings & friendship that I co-wrote with my son.



**Does Social Media
STILL matter?**

YES!



The reason: Data + Connections



Do you feel like you are spending more time than you would like with creating content for social media and your website?

73%

**of digital media
managers are burnt out
feeling like they have to
be "on" and working 24/7**

Source: West Virginia University, 2021



Your Brand

- Goal Planning
- Branding
- Content Creation



**Creating your brand
personality - before
you start creating**

Define your goals

- What you want to achieve with your digital marketing?
- Think about how you will get there.
- Write it all down and share it with your team.



Dive into Analytics

- Which marketing efforts are working.
- Which content is getting the most engagement, the most clicks, and see if you need to pivot your strategy.
- Once you have a month's worth of content, you can see trends....



What sets you apart

- Ask yourself what value your brand brings to your customers.
- Keep it simple -- too many values get lost in translation.
- Repeat those values across digital platforms, in person, & live them.



Your community

- If you don't know WHO you are talking to, then it is difficult to plan ahead.
- Name your target audience (demographic, location, spending habits).
- Figure out what you do that is relevant to them. Ask!



Make the time

- Focus. Don't try to be everywhere. Pick content that fits you and your brand.
- Make the time. Block hours each week to create. It takes practice.
- Find a routine. Try to create content at your most productive time each day, or on the same day each week.



**Creating your brand
personality - creating
content**

Your look

- Let your audience get to know YOU.
- Visual branding + what your brand stands for = what sets you apart (color scheme, filters, people at your office).
- Revisit brand guidelines and do an audit by asking yourself what does your visual brand look like.



Branding

Write down:

- Define your brand's color palette
- Choose the right font
- Use brand imagery in a specific style

Also: pick your tone and style



Colors & Hexs

A hex color is the main color you'll need for digital use of your colors.

This is your "light" color. It can be used as a background alternative to white, or for text color on a dark background.



This is your "dark" color. It can go as an image overlay, as a text color, or on top of light backgrounds.

These are your primary brand colors. Use them the most / first!



Every other color is an accent color and can be used how you see fit!

Fonts

- Pay attention to how the header font is used with subheaders and body copy. Make sure font is accessible and large enough to be seen!
- Keep it to 3 fonts.

Bold & bright

Brand design that shines as bright as you do.

RadiantBrands is a brand & positioning design studio focusing on brands that truly connect with your audience. We offer strategy, branding, SEO, and education as the backbone of our design work.

Header One Here

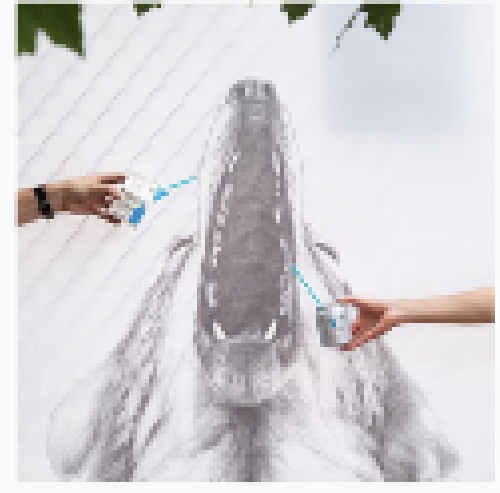
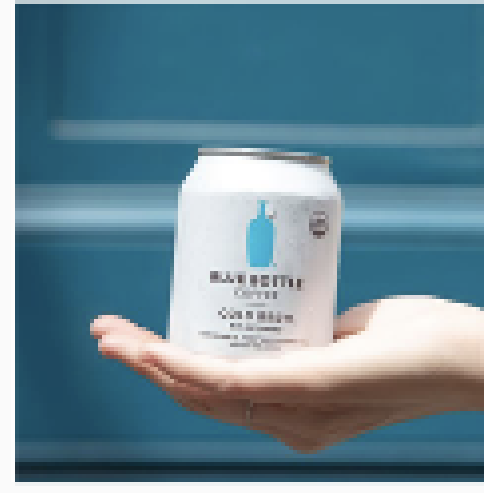
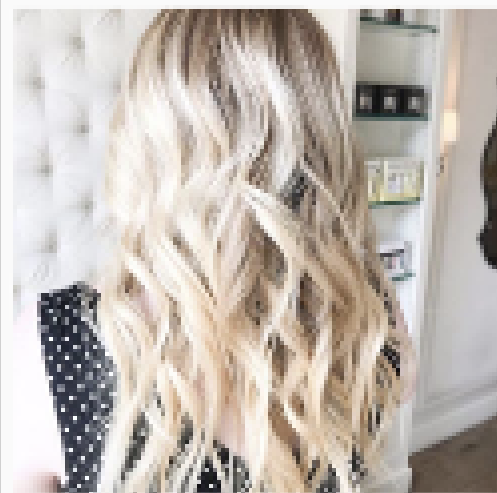
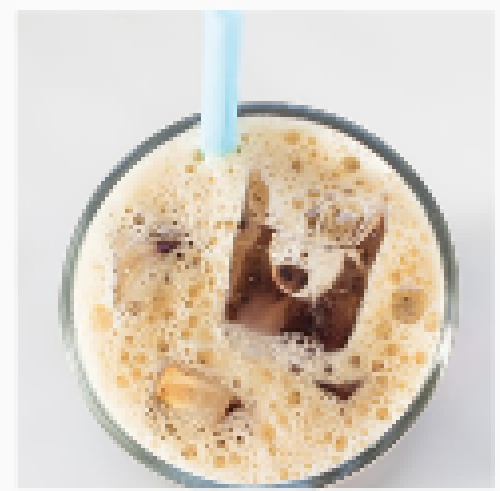
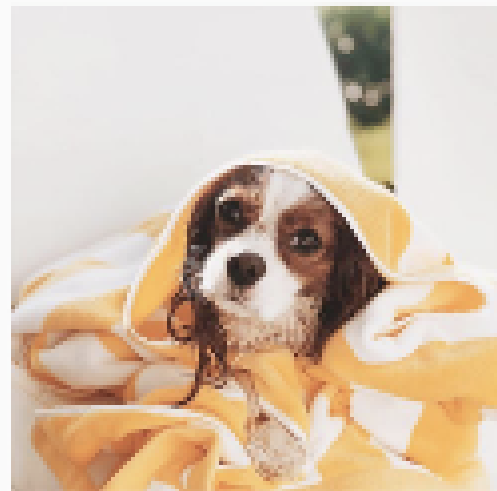
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Header Two Here

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Consistency in Your Content

Dry shampoo is basically coffee for your hair.



57%

of consumers

will increase their spending with a brand when they feel more connected...*

* Marketing survey via sproutsocial in early 2019

*What this means...

We use feelings rather than facts to make decisions.

- Those feelings influence our loyalty, trust, and intention to buy from a specific brand.



Tell a Story...



**Start with one idea —
Answering your
customer's questions.**

Start with one idea — You know, those questions you get over and over again.

**What if I am new or
customers aren't
asking questions?**



drake's dealership_



drake's dealership **menu**



drake's dealership reservations
Drake's Dealership · 2325 Broadway, Oakland, CA



drake's dealership san leandro
Drake's Brewing Company · 1933 Davis St #177, San Leandro, CA

drake's dealership **gift card**

drake's dealership **promo code**

drake's dealership **brunch**

drake's dealership **oakland ca 94612**

drake's dealership **instagram**

drake's dealership **phone number**

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_ drake's dealership



yelp drake's dealership

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drake's dealership

drake's dealership **reservations**

drake's dealership **parking**

drake's dealership **san leandro**

drake's dealership **dog friendly**

drake's dealership **pizza**

drake's dealership **promo code**

drake's dealership **oakland ca 94612**

[Report inappropriate predictions](#)

gle

🔍 _new york riesling



- 🔍 new york riesling
- 🔍 **best** new york riesling
- 🔍 new york riesling **wines**
- 🔍 **sugar maple** new york **state** riesling
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Hermann J.
Wiemer Drv

Dr. Konstantin
Frank Fugeni

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- 🔍 new york **wines near me**

Report inappropriate predictions

Tips for taking one idea and creating 10+ pieces of content

1

FAQ.

Start with the most asked questions from your customers

2

Write down.

Use a whiteboard or Google Doc / Spreadsheet. Write as many Q's as you can

3

Answers.

Answer each question on the board/doc -- ideally in one sentence.

4

Share Doc.

Share this FAQ document with every employee so they can be on the same page.

5

Break down.

Create your ideas for content (educational, inspirational + entertaining) for each FAQ.

6

Content.

Utilize a content calendar, batch your time, and create a FAQ post 1x per week.



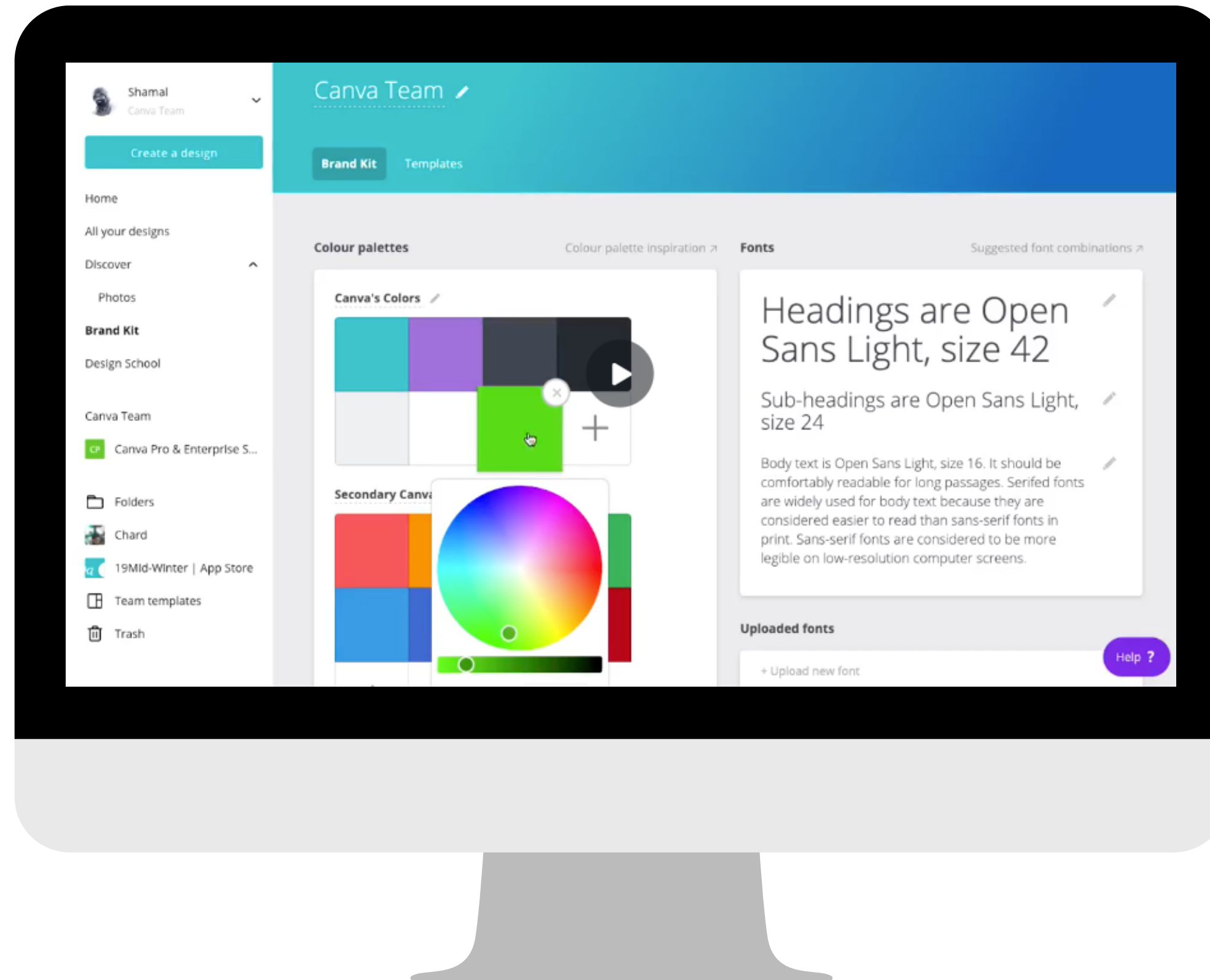
Canva Tips



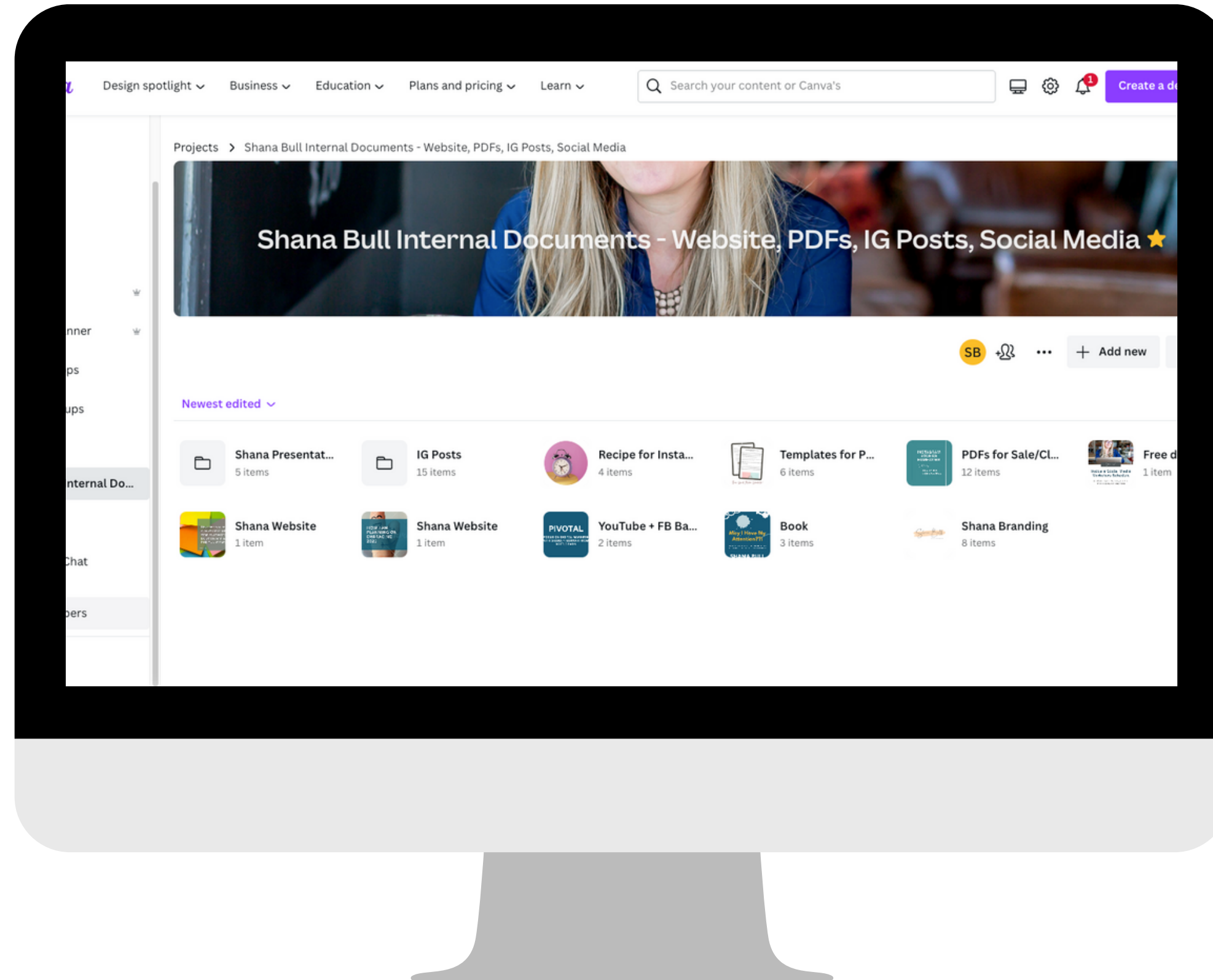


Using Canva to Create Visually Stunning Content

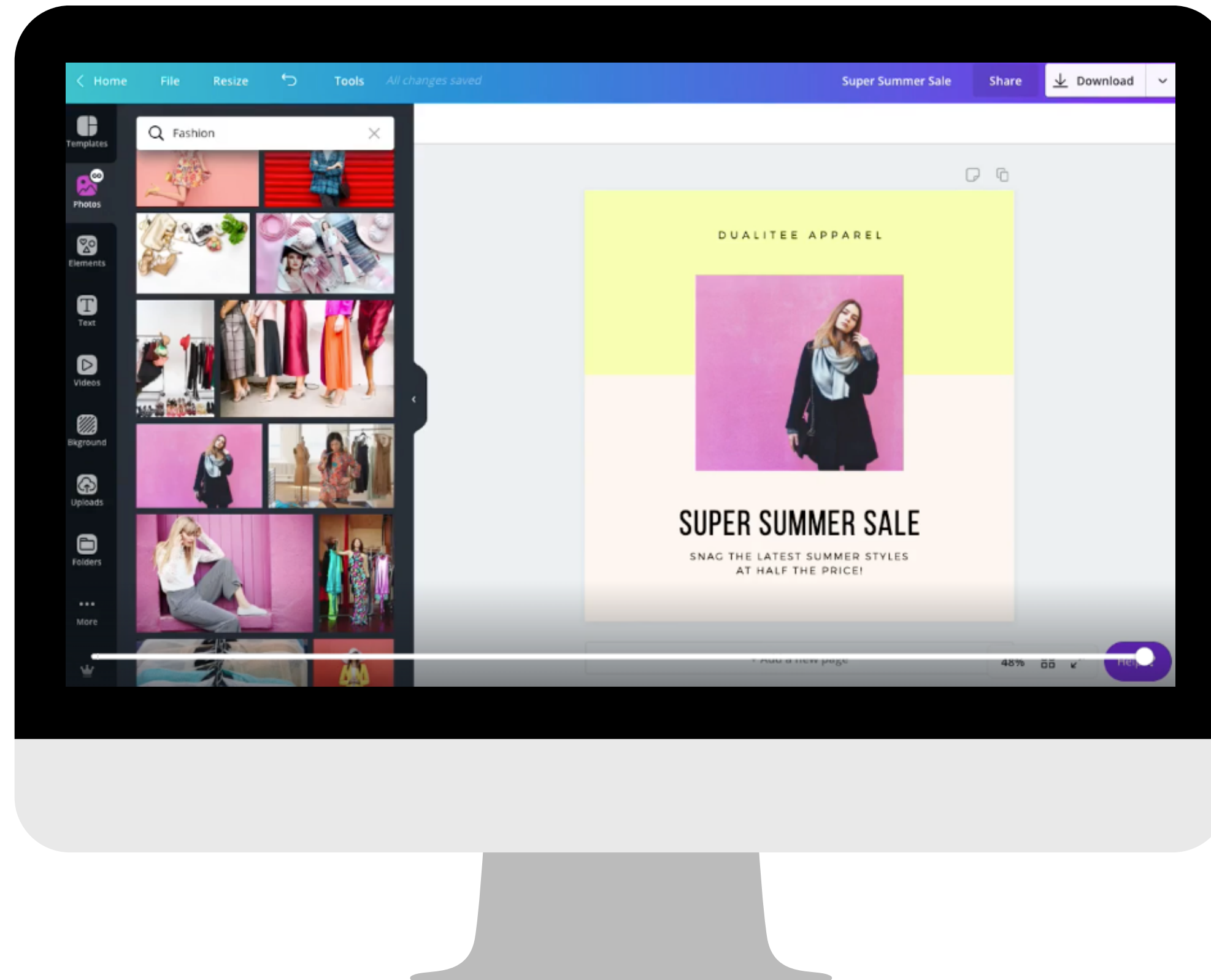
Create a Brand Kit



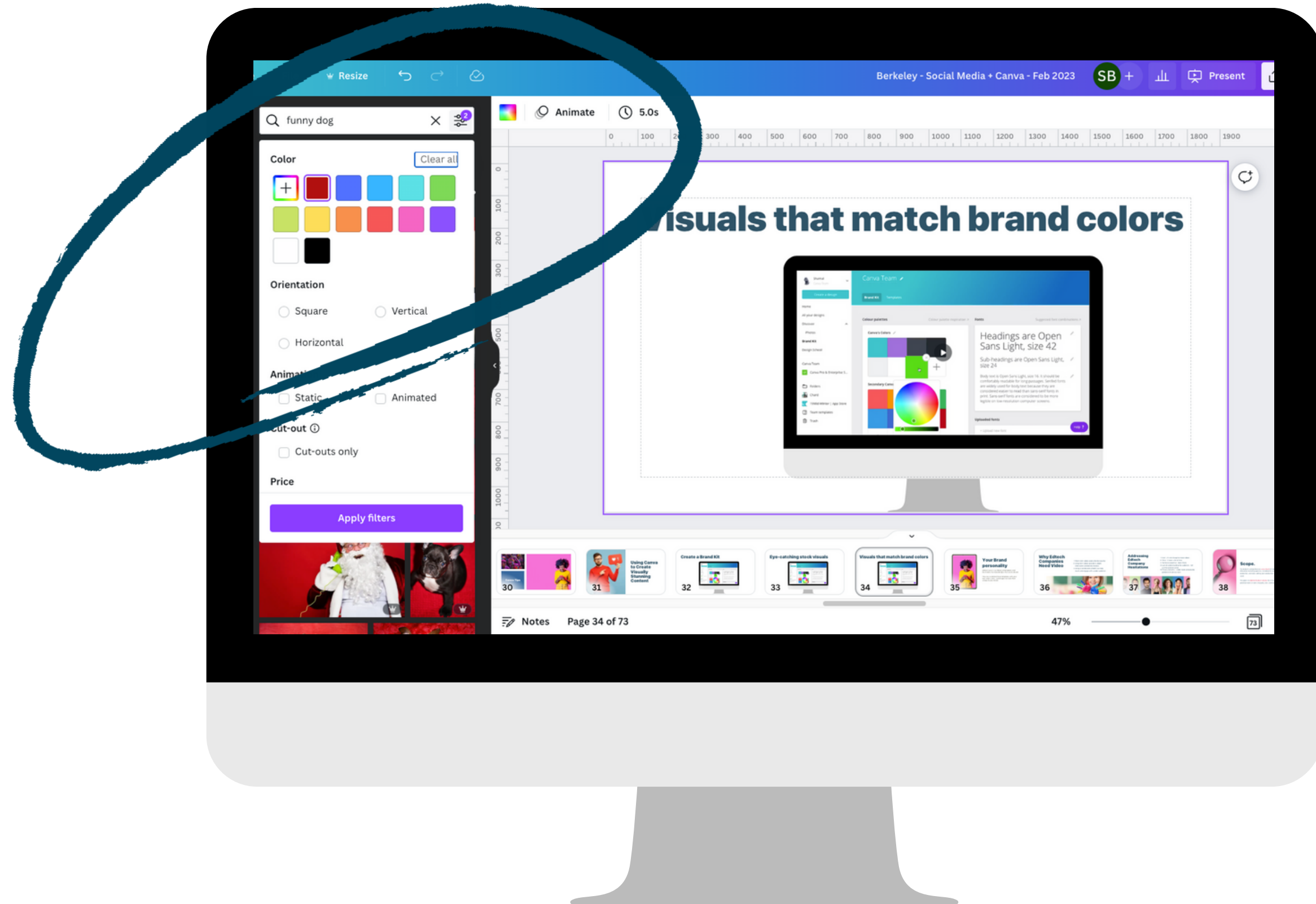
Keep Everything Organized



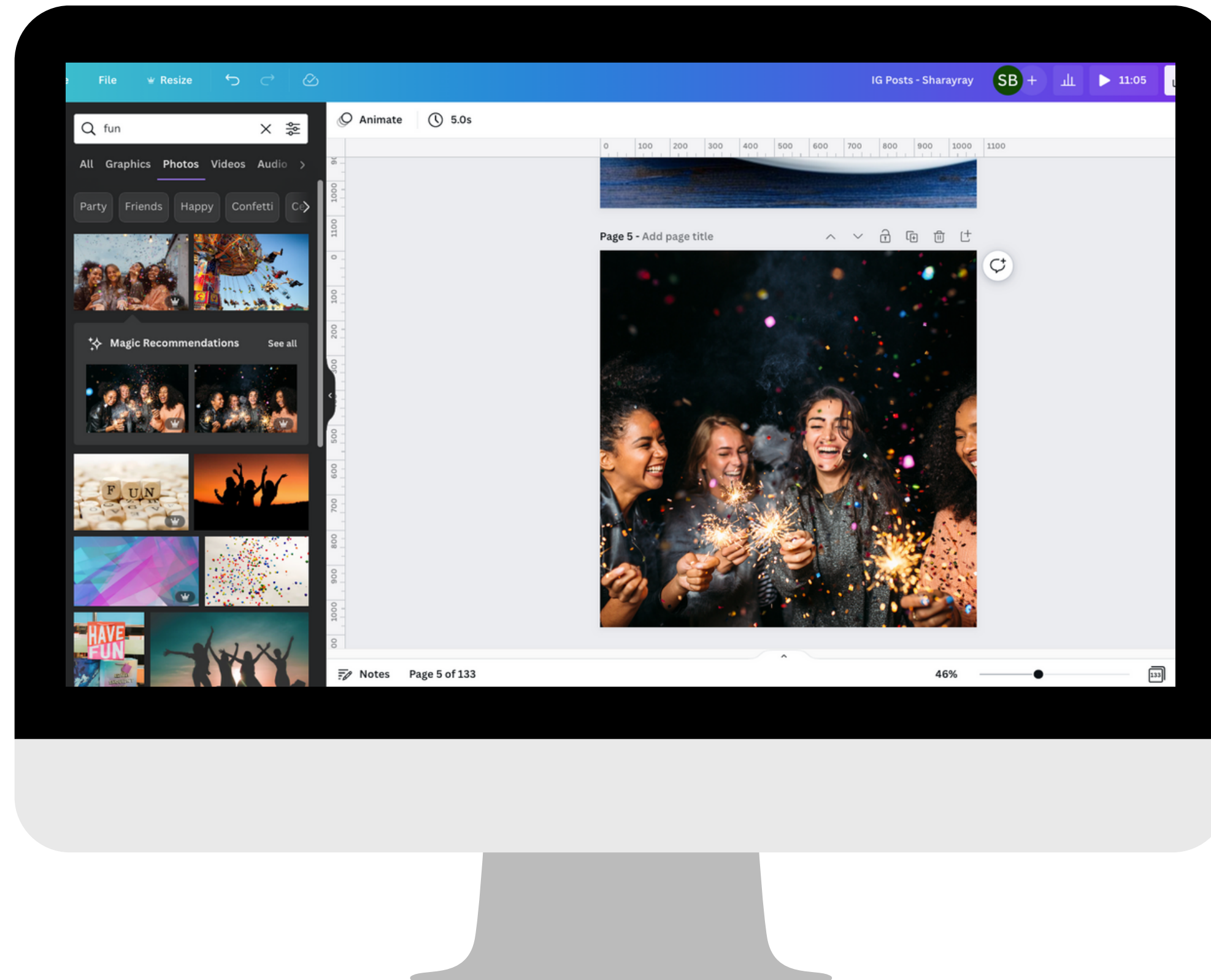
Eye-catching stock visuals



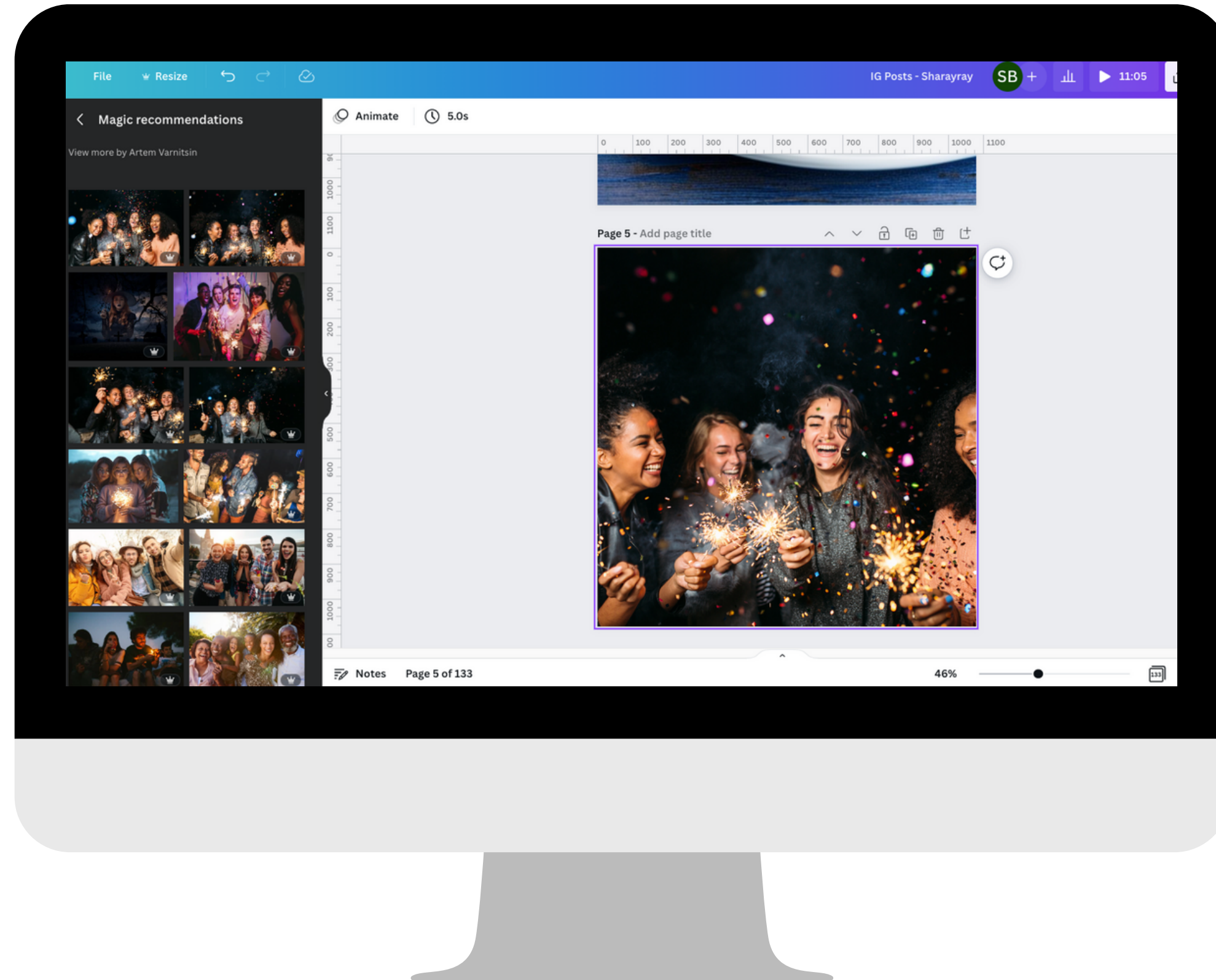
Visuals that match brand colors



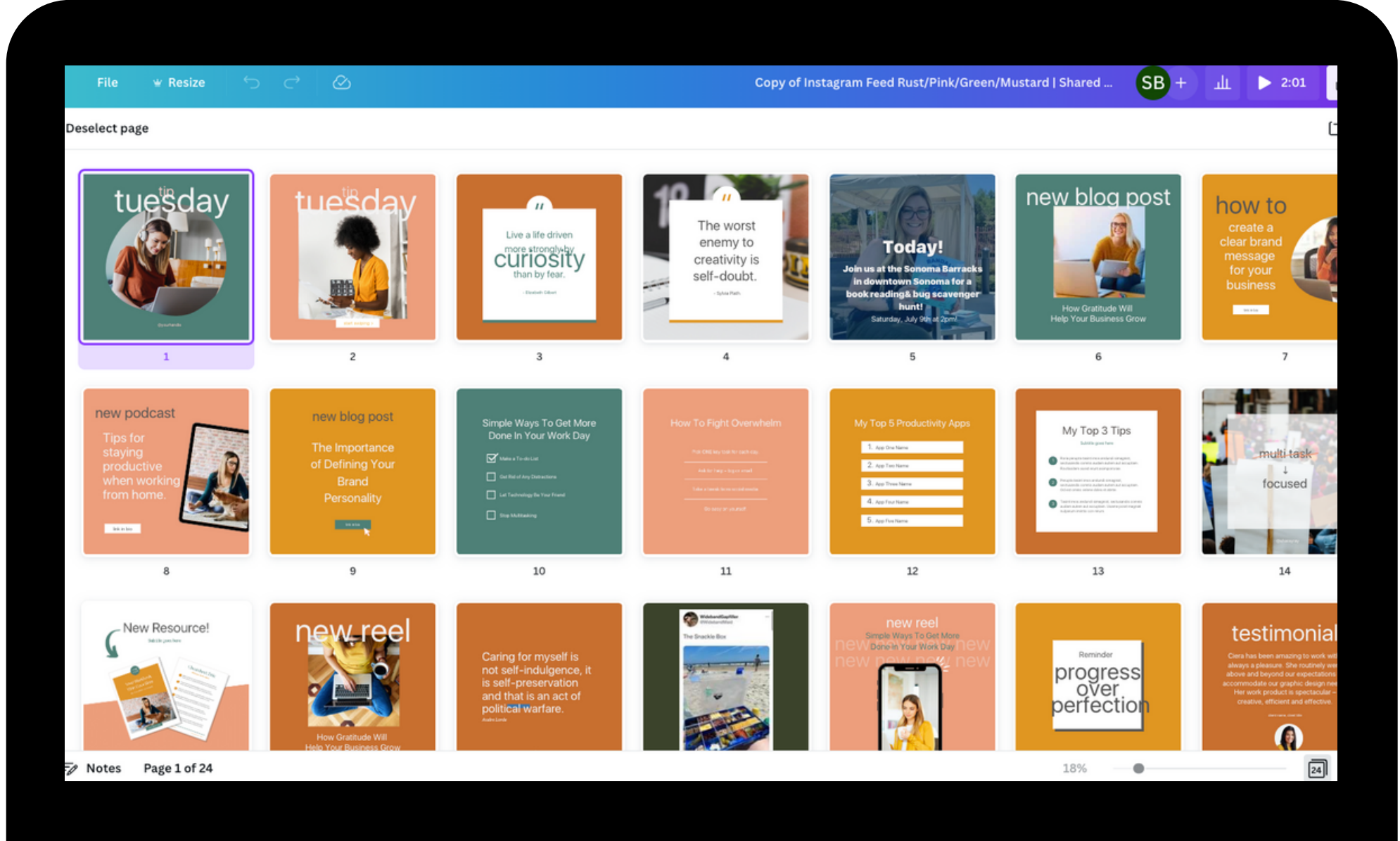
Magic Recommendations



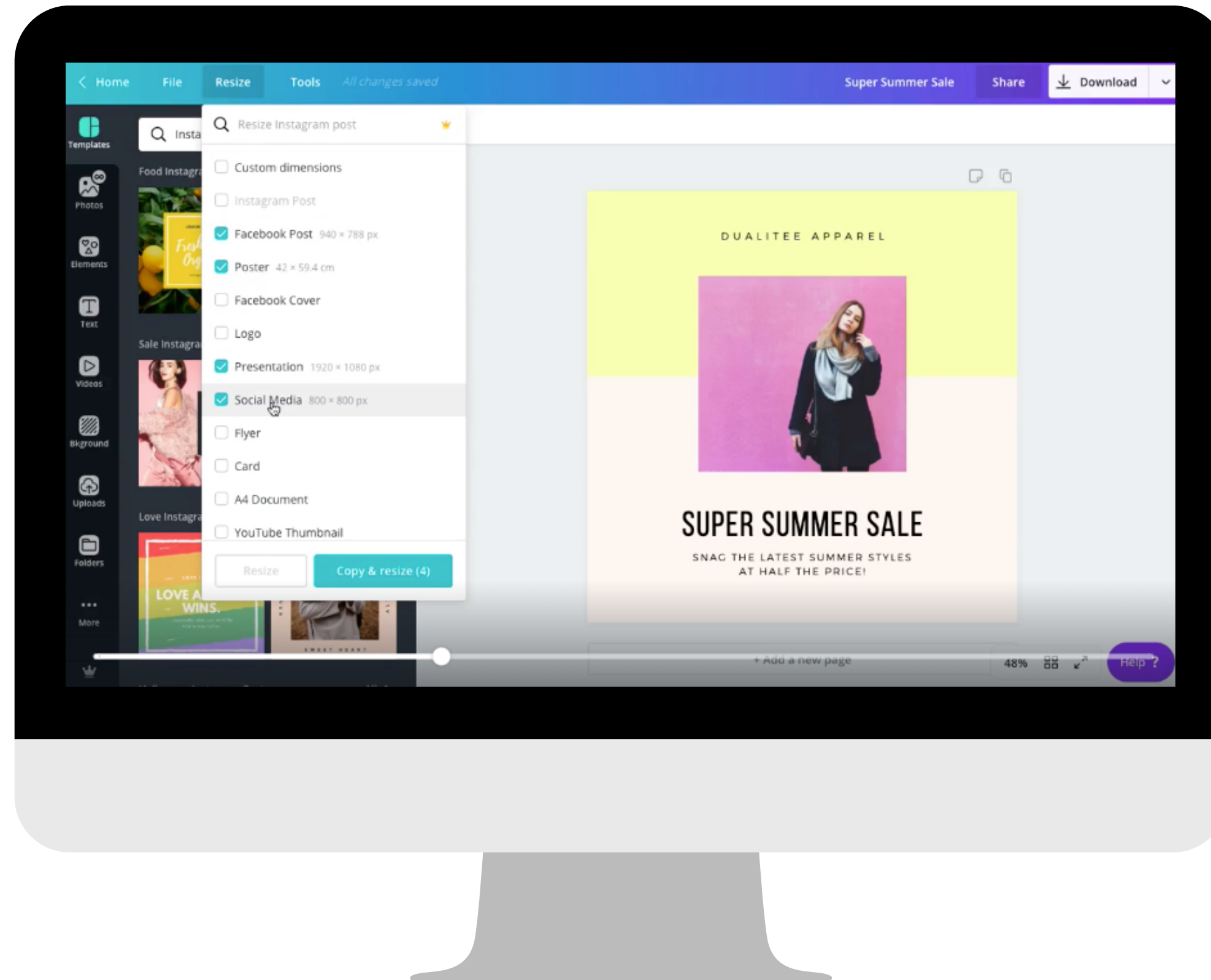
Magic Recommendations



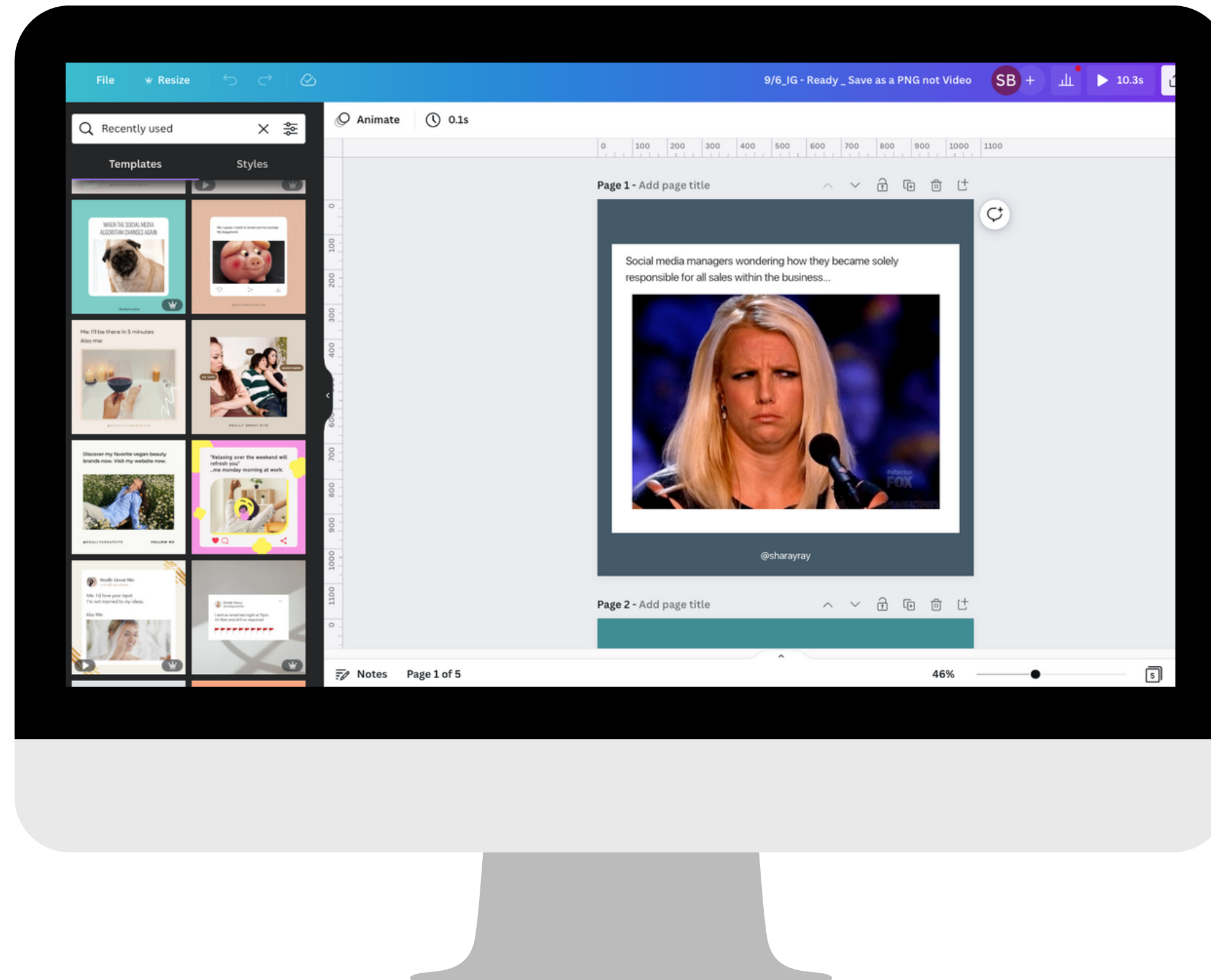
Start with a Template



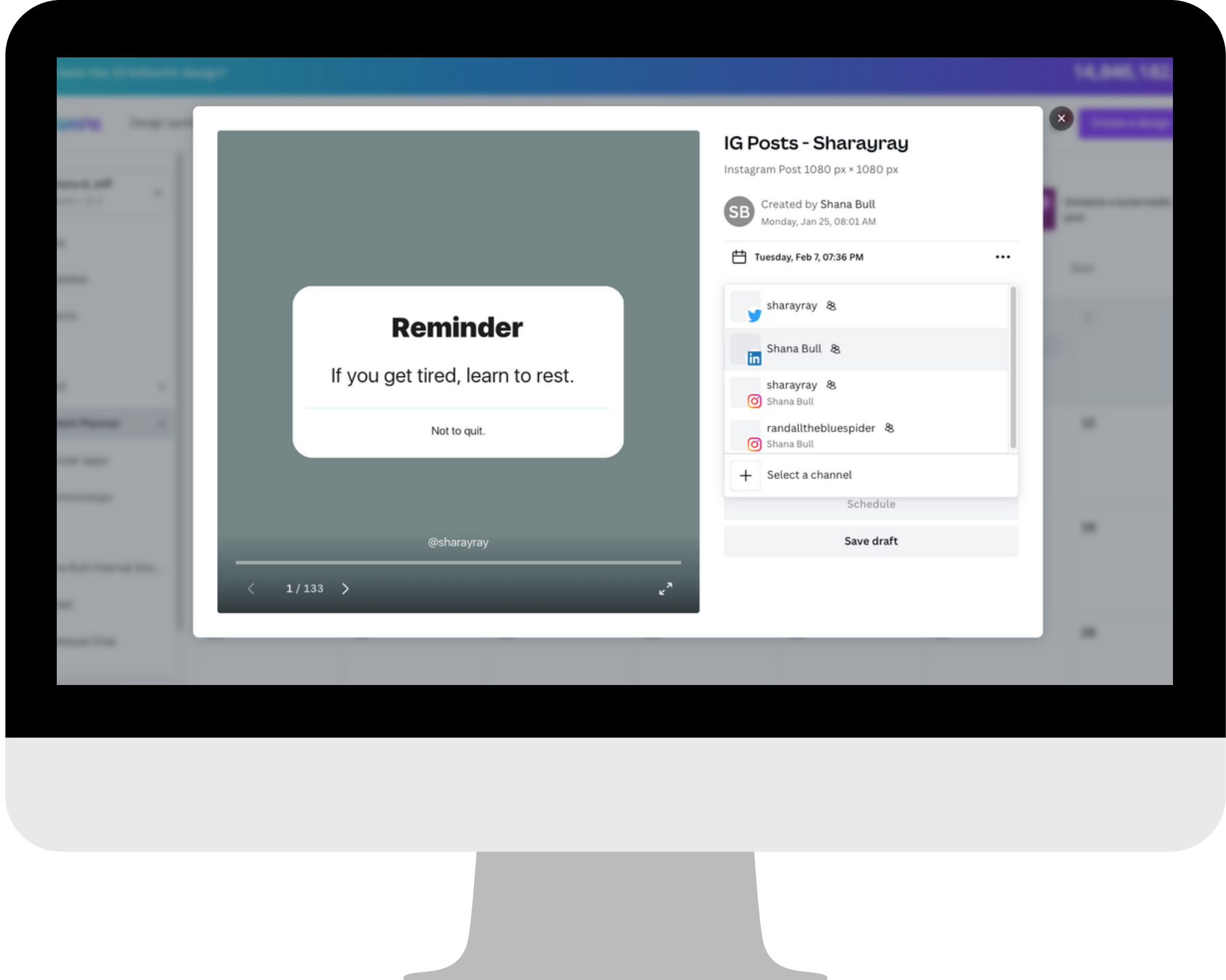
Pay Attention to Dimensions



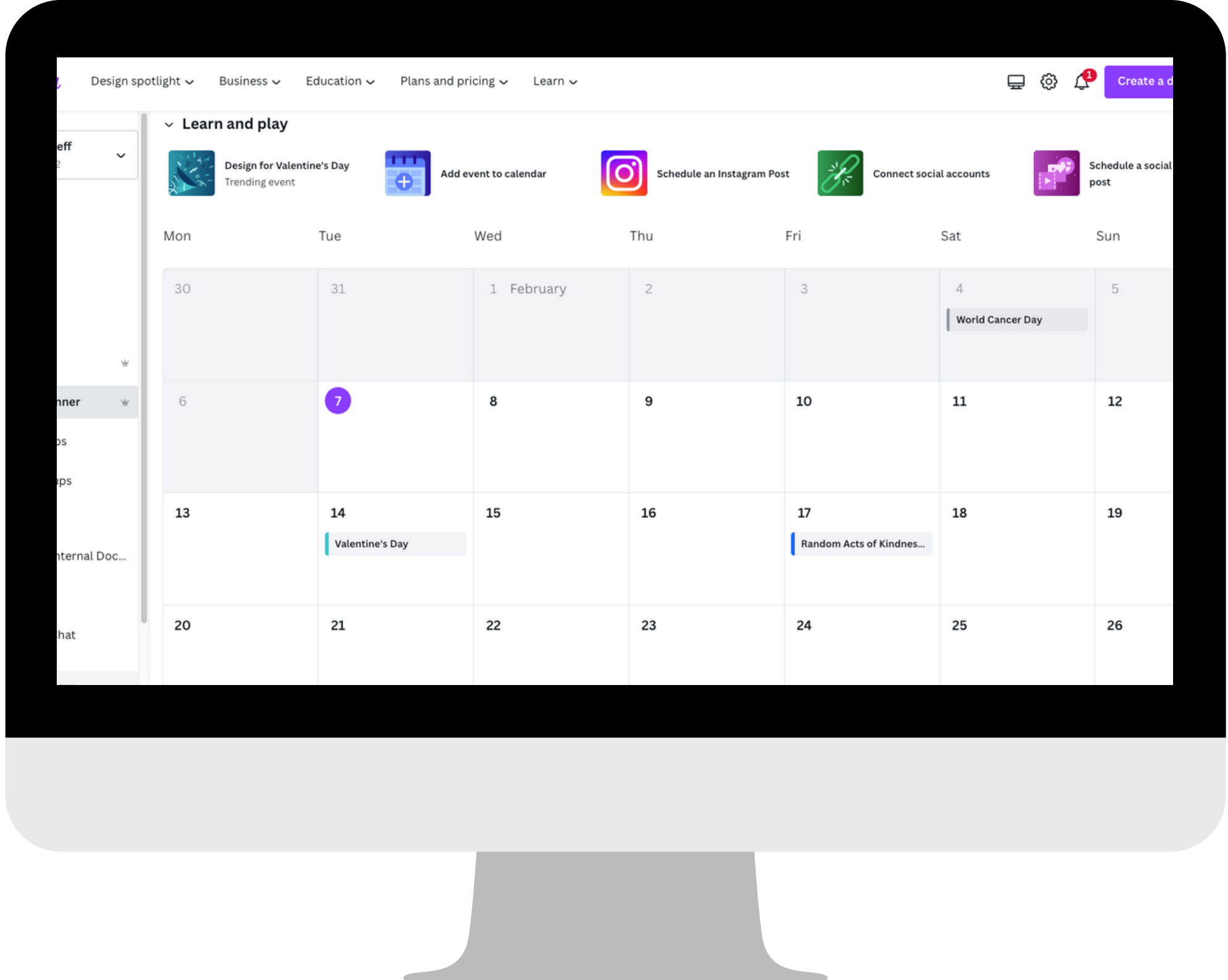
Keep it Consistent



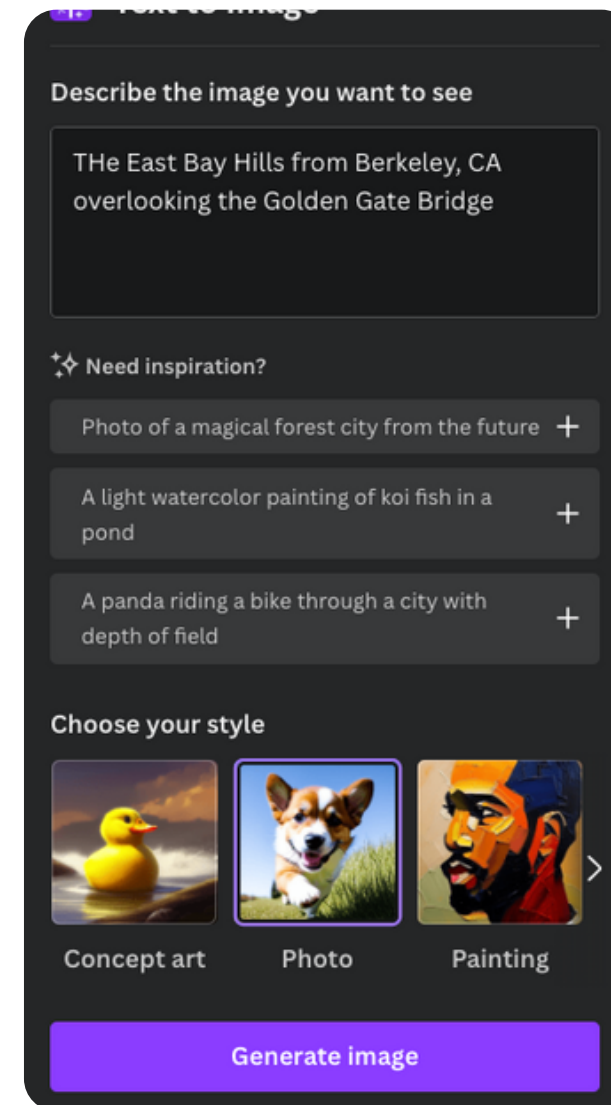
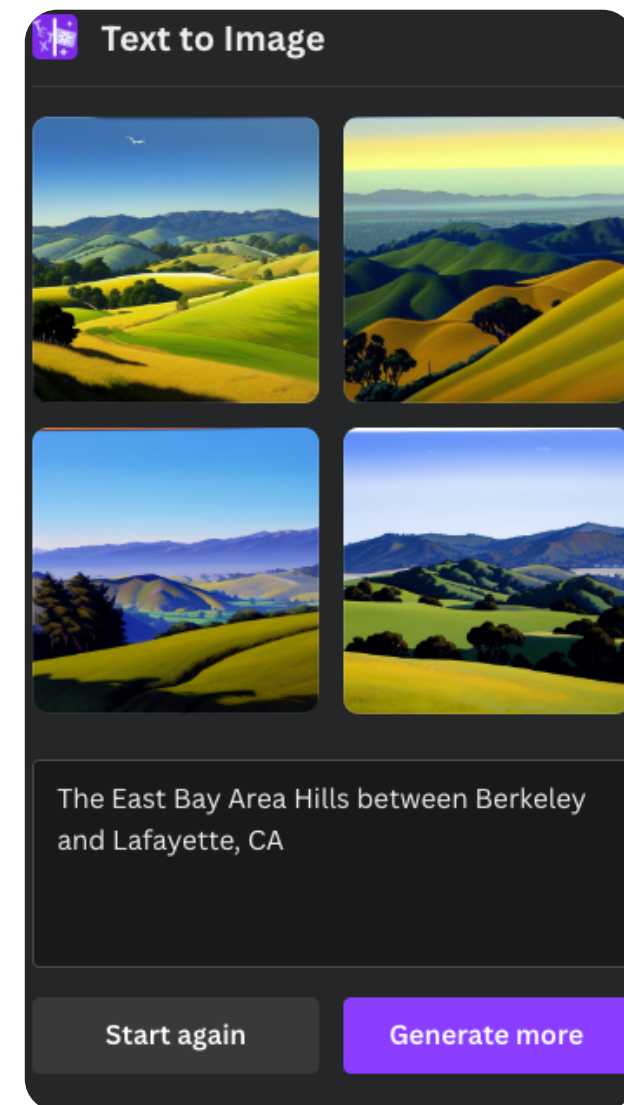
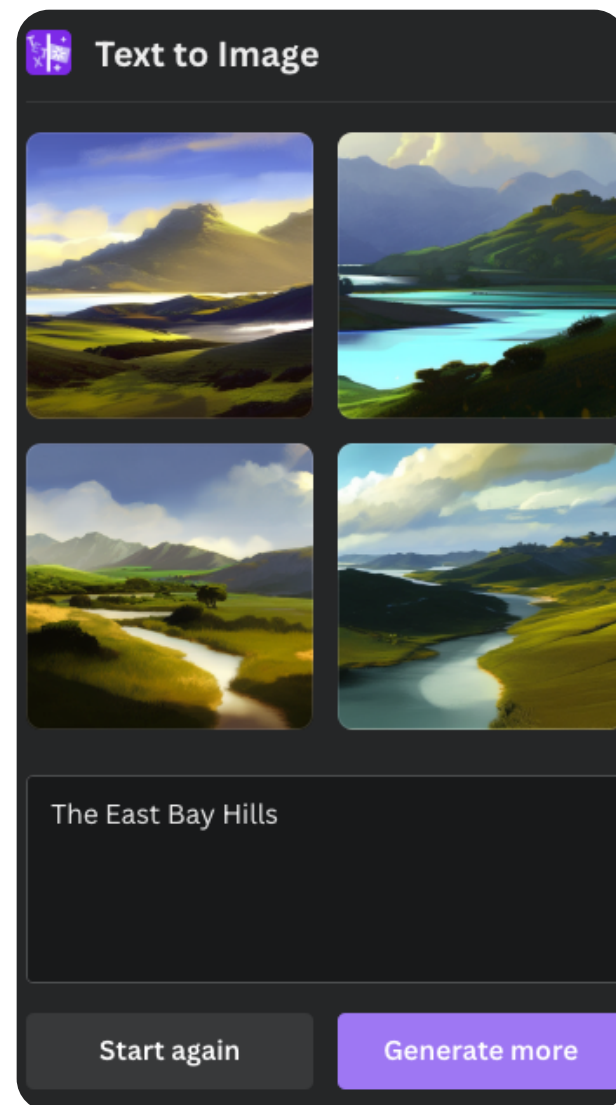
Schedule in Advance



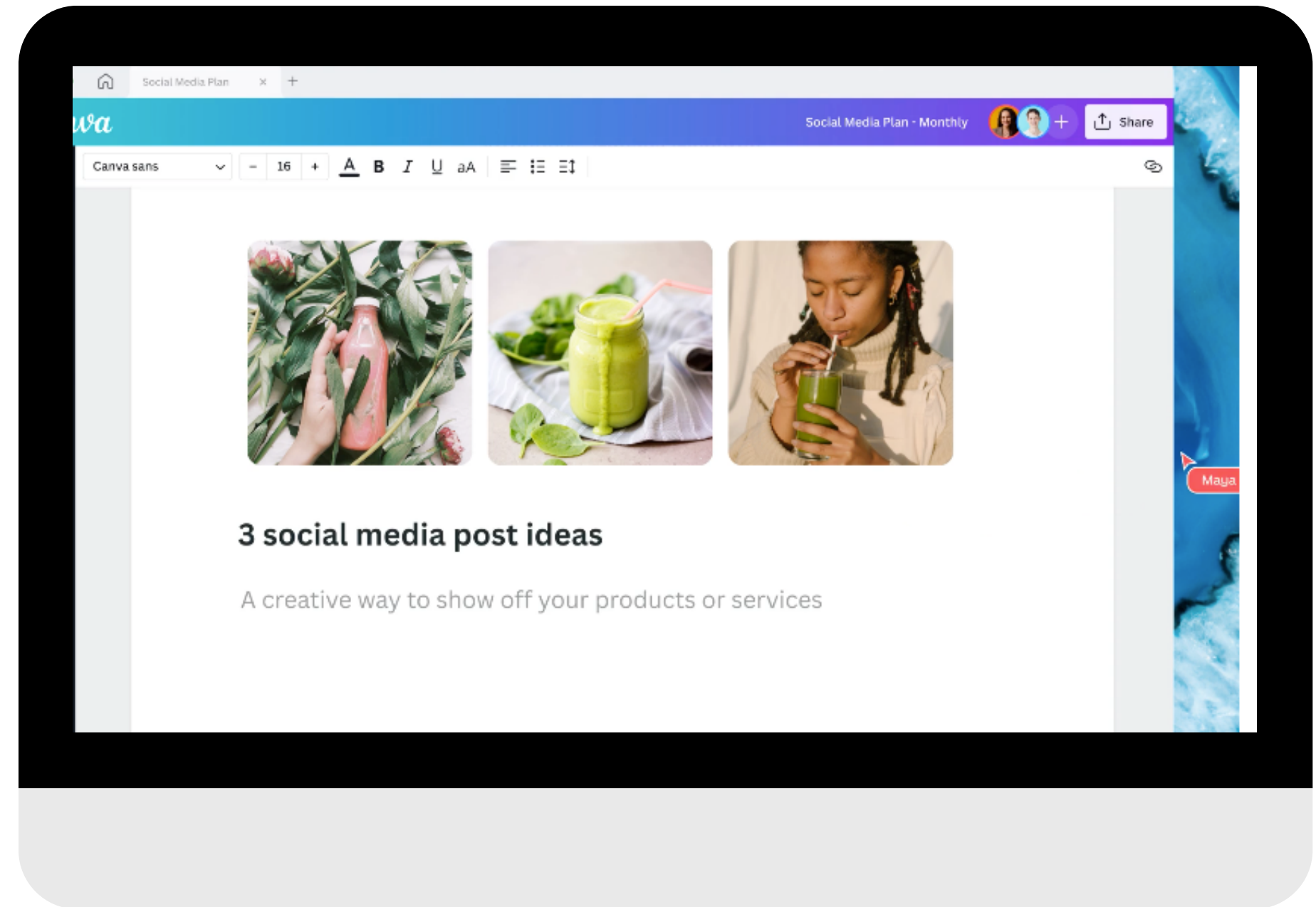
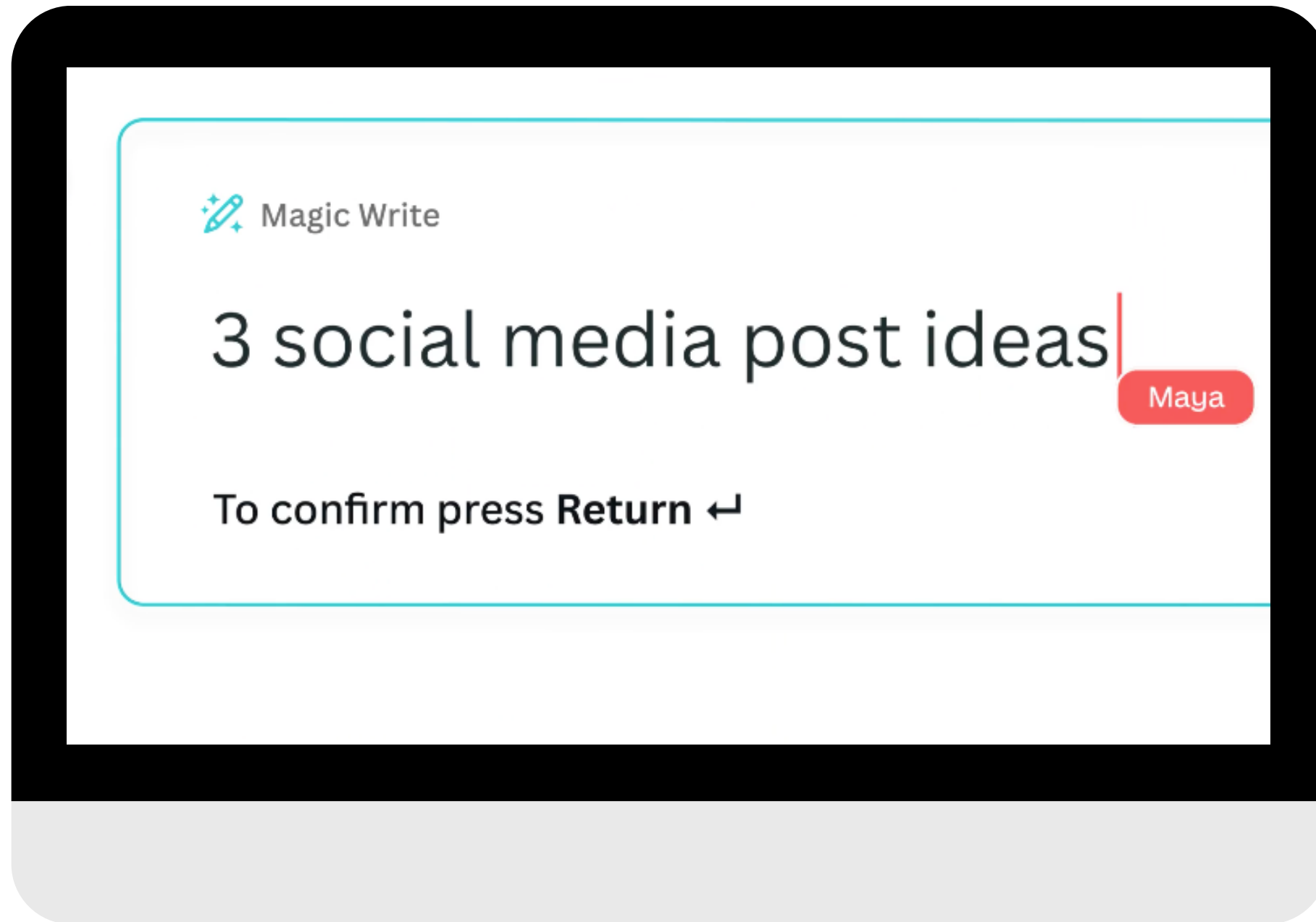
The Content Planner



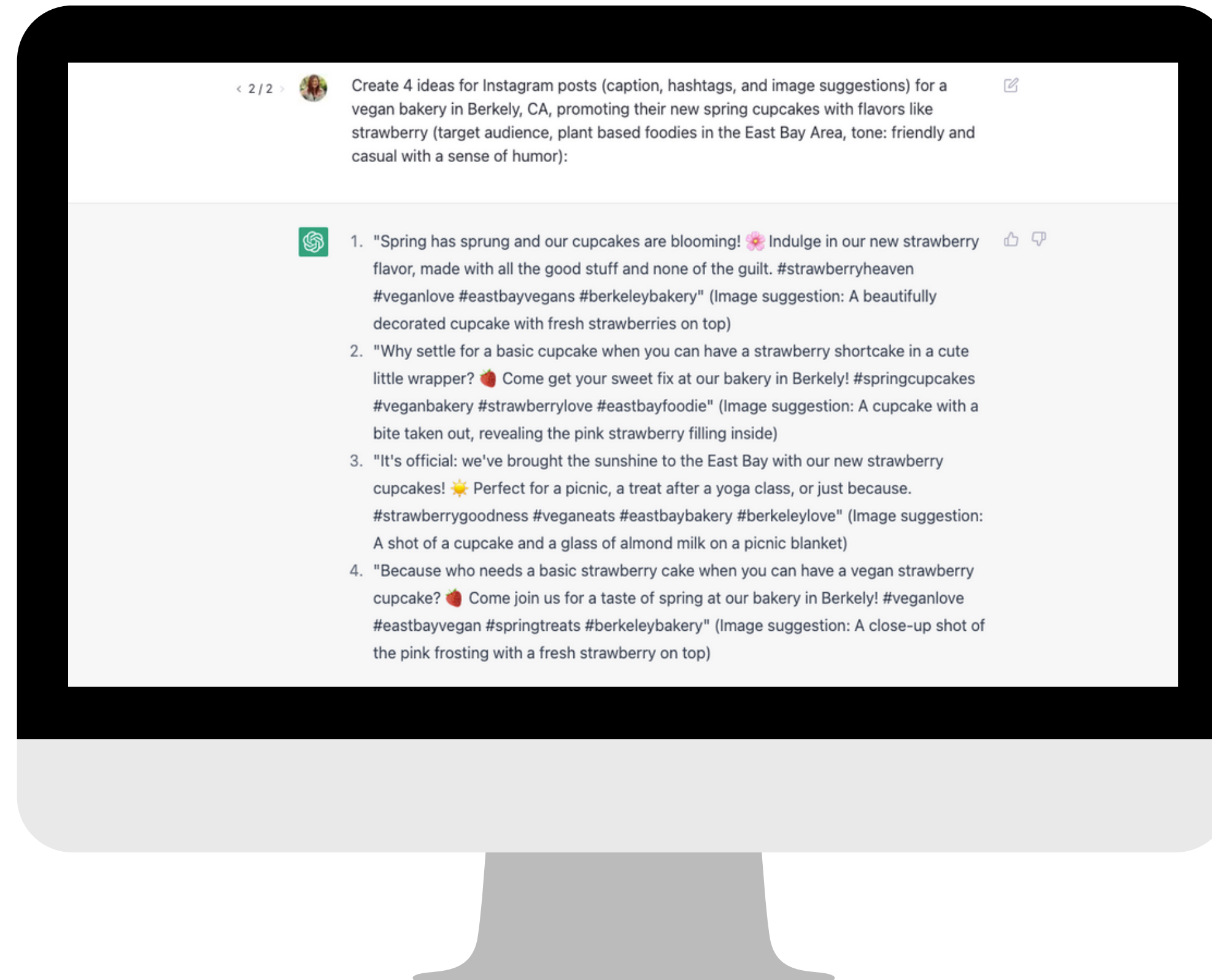
Utilize AI in Canva



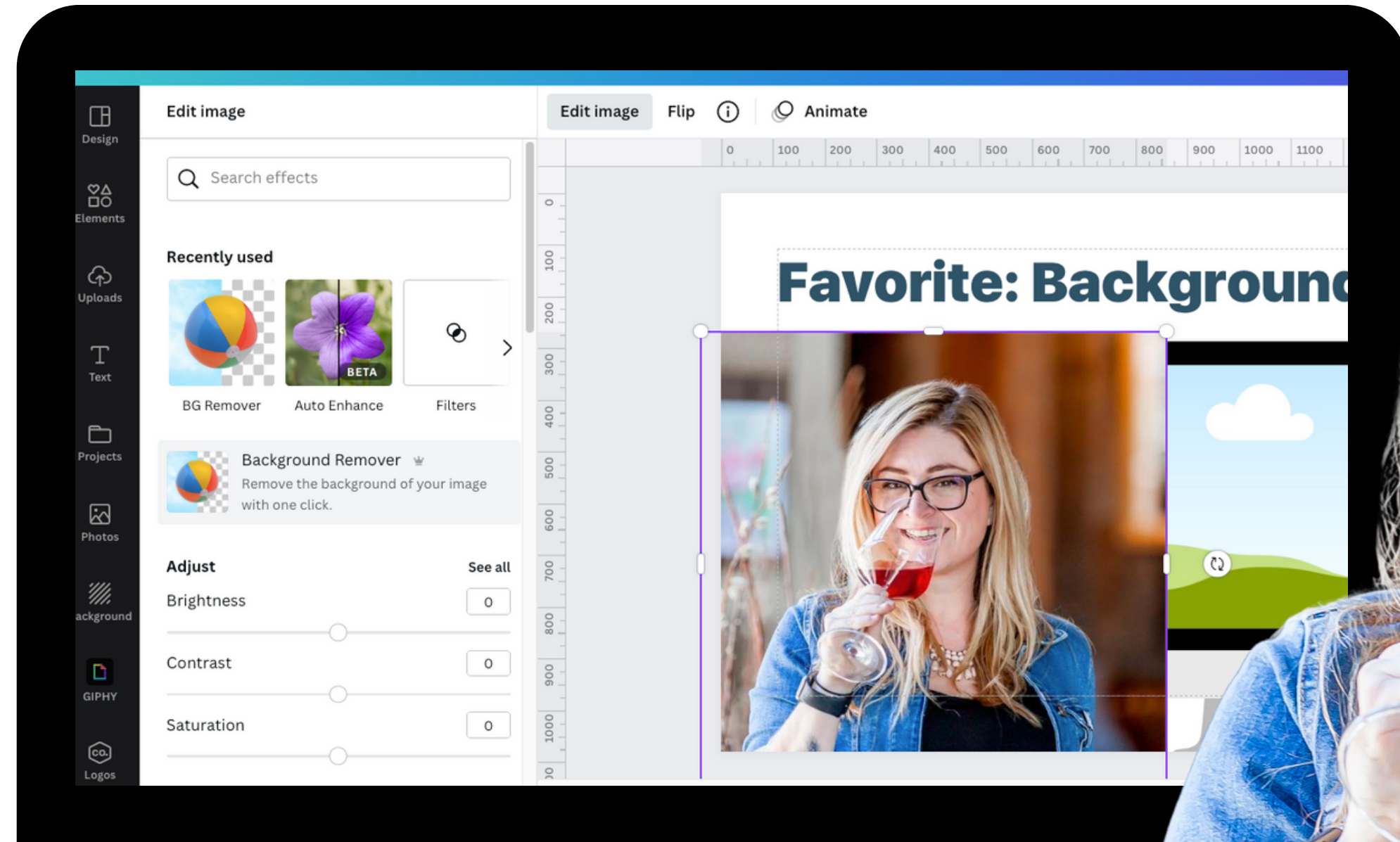
Utilize AI in Canva



Utilize ChatGPT for Content

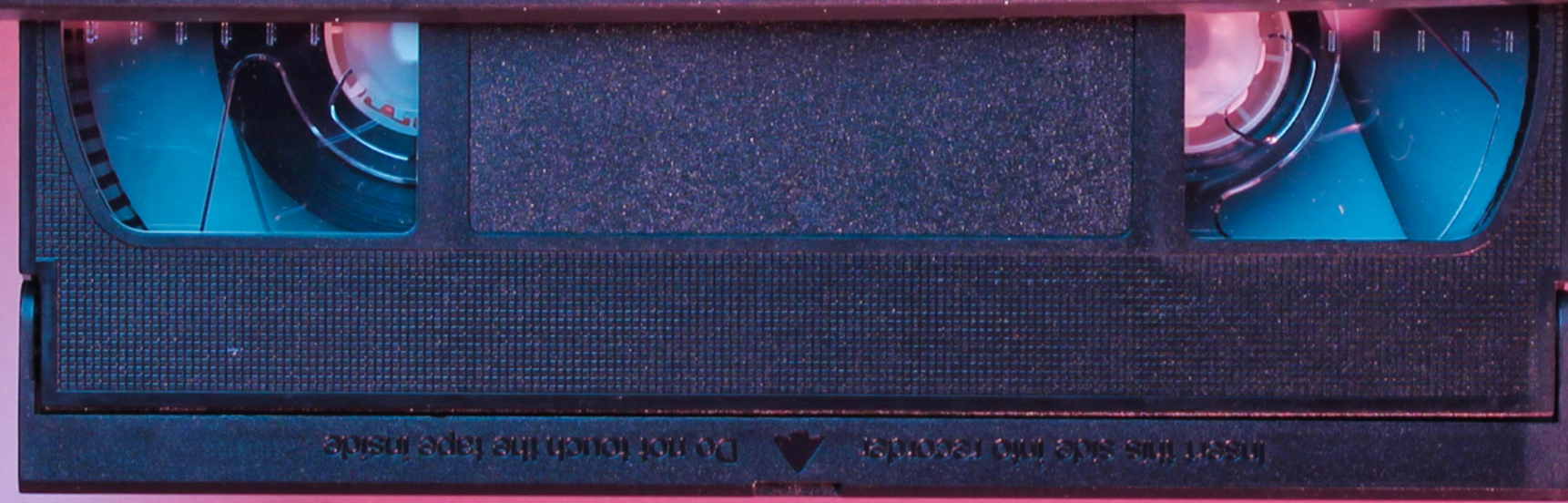


Favorite: Background Remover



Questions?





Thank you

Shana Bull

shanabull.com

[Link to Canva Pro](#)

[Canva for Newbies](#)

[**shana@shanabull.com**](mailto:shana@shanabull.com)

[**@sharayray**](#)