

What Is Canva?

- An online design tool that lets you create visual content easily
- Create graphics, posters, flyers, logos & business cards
- Instagram posts, stories, TikTok covers, YouTube thumbnails
- Uses simple drag-and-drop
- Videos, documents, websites, & marketing materials
- Presentations ads, brochures, banner



<https://www.canva.com>

What Problems Does Canva Solve?

Create professional design quick & easily for customers with no experience

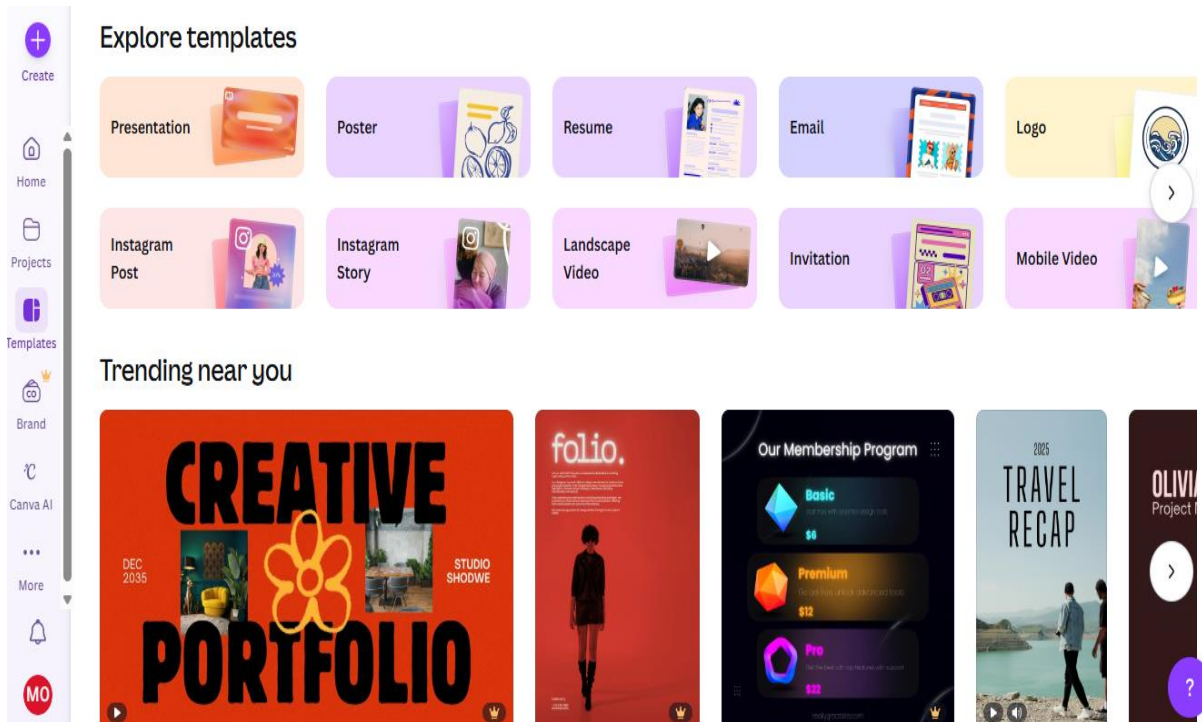
Consistent branding

Easy templates for those with no design skills

Save cost with its free design tools

Save time with its templates and create visuals

How Does Canva Work?



- Open Canva website or app
- Choose what you want to create
- Pick a template
- Customize your design
- Use built in tools
- Download, print or share

How Can a Small Business Use Canva?



Bakery:

- **Specific Use:** Can use Canva to create menus, flyers & posters. Design marketing post for social media & gift cards



Real Estate Agent:

- **Specific Use:** An agent uses Canva to create listing flyers, Instagram posts, and open house announcements. They reuse branded templates, keeping every piece of marketing consistent while saving hours each week.



Online Coach:

- **Specific Use:** Can use to design ebooks, social media content, and client worksheets. With drag-and-drop tools and prebuilt layouts, they turn ideas into polished materials that build credibility and attract new clients.

Canva Competitors

Feature	Canva	PowerPoint	Google Slides	Beautiful.ai
Content Creation	Full suite	Slides only	Slides only	Presentations only
Marketing Assets	Full suite	Limited	Limited	Limited
Brand Kit	Yes	Manual	Limited	Yes
Multi-Channel Use	Yes	No	No	Limited
Ease of Use	★★★★★	★★★	★★★★	★★★★
Best For	Marketing & sales	Corporate decks	Team editing	AI slides

Getting Started With Canva - Costs

<u>Plan</u>	<u>Cost</u>	<u>Best For</u>	<u>Key Features</u>
Free	\$0	Beginners, students	<ul style="list-style-type: none">• Basic templates• Design tools• 5GB storage
Pro	\$12.99/month	Individuals, small businesses	<ul style="list-style-type: none">• Premium templates• Brand kit• Background remover• 1TB storage
Teams	\$14.99/month	Teams & businesses	<ul style="list-style-type: none">• All Pro features + collaboration tools
Enterprise	Custom pricing	Large organizations	<ul style="list-style-type: none">• Advanced controls• Brand management• Security

Getting Started With Canva - Demo

- **Demo 1:** <https://youtu.be/ipvofYQDgBA?si=rPgyIodWlMIJwRFy>

The screenshot shows the Sendspark website dashboard. At the top, a purple banner indicates a trial period: "You have an hour and 5 Dynamic Videos Minutes left." with an "Explore Plans" button. The left sidebar contains navigation options: "Welcome", "Video Libraries", "Dynamic Videos", "Agentic Workflows" (marked as "New"), "Team Overview", and "Global Styles". Below the sidebar is a "Usage & Limits" section showing "Dynamic Videos 0.00/5" and an "Upgrade Plan" button. The main content area features a search bar, a personalized welcome message "Welcome, Michael" with a "TRIAL" badge, and a call-to-action "Michael, want help using Sendspark to scale your outreach? Book Call". The primary focus is on "AI Dynamic Videos" with the heading "Make AI-Personalized Videos" and the text "Let's do what you came here to do... Get started and personalize your outreach at scale with video!". A large purple "Get Started" button is prominent. To the right, there are several video thumbnails with personalized greetings like "Hey Bethany!", "Hey Brandon!", and "Hey Melissa!". One thumbnail includes the text "Convert Website Visitor Instantly" and another says "Payroll for global teams".