canva for

small business

quick **&** guide

You may or may not be surprised to hear that I use Canva DAILY. As a graphic designer, I've found Canva is by far the best tool to get compelling and aesthetically pleasing graphics out quick. I use Adobe Illustrator for logos and InDesign for large printed materials, and Procreate for digital artwork.

Canva has an excellent resource for creating my social media posts for myself and clients, creating mood boards, email templates, graphs/charts, videos, presentations, and more! I actually created all my free guides in Canva! I am a Canva Designer which means I make templates and graphics for others to use on the platform. All Canva Designers are experienced Graphic Designers so you know you're getting quality templates.

I'm going to break down a few of Canva's services so you can get a better idea as to how this service can be beneficial for your small business. But first, some stats straight from Canva's website.

The Stats

2013 LAUNCHED	**100M+** MAUS	**10B+** DESIGNS CREATED

Values

- Make complex things simple
- Set crazy big goals and make them happen
- Be a force for good
- Empower others
- Pursue excellence
- Be a good human

These values, combined with their services make it obvious why they have over 100 million active users monthly.

What you can create in Canva

- **Social media posts**
- **Videos**
- **Infographics**
- **Posters & Flyers**
- **Labels**
- **Planners & Schedules**
- **Presentations**
- **Proposals & Reports**
- **Worksheets & Lesson Plans**
- **Book covers**
- **Graphs & Charts**
- **Mockups**

- **Price Tags**
- **Invoices**
- **Postcards**
- **YouTube Video Covers & Intros**
- **Email Newsletters**
- **Invitations**
- **Blogs**
- **Phone Wallpapers**
- **Business Cards**
- **Stickers**
- **Letterheads/Stationary**

and truly so much more!

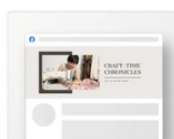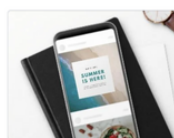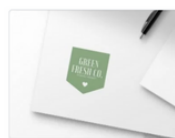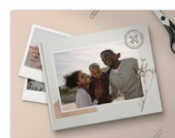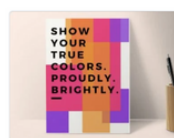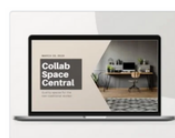|					
Baby Shower Invitations	Banners	Brochures	Business Cards	Calendars	Canvas Prints
Cards	Christmas Cards	Custom Mugs	Facebook	Flashcards	Flyers
Gift Certificates	Greeting Cards	Infographics	Instagram	Invitations	Invoices
Labels	Letterheads	Logos	Menus	Newsletters	Photo Books
Photo Collages	Planners	Postcards	Posters	Presentations	Prototypes
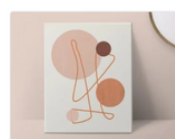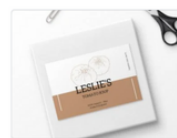
Canva also allows you to edit photos to adjust the coloring, remove the background, and create mockups (of phones, laptops, shirts, mugs, and more).

They have a frequently updated blog to help you navigate their platform and use it to its full capabilities. And [this awesome resource](#) for getting inspiration.

You can add people to your Canva team so multiple people can work from one Canva account. This is great if you have a small marketing team or if you're whole team does a little bit of everything!

Canva allows you to create a brand kit where you can import your brand colors, fonts, and logos to ensure all your creations are consistent and on brand.

And lastly, one of my favorite Canva features is the easy to use mobile app! The mobile app and website run very similarly, making it easy to bounce between the two. It comes with an autosave feature so if I'm designing something on my computer and need to come back to it on my phone or iPad, I can!

If you're just getting into Canva and need some guidance on where to start, join [Canva's free Design School](#) to get a step-by-step breakdown on how to utilize their service.

Head to my [Instagram](#) to see what I've been creating on Canva! You can also check out some of my recently [social media clients](#)!

There are tons of cool things
that you can do in Canva
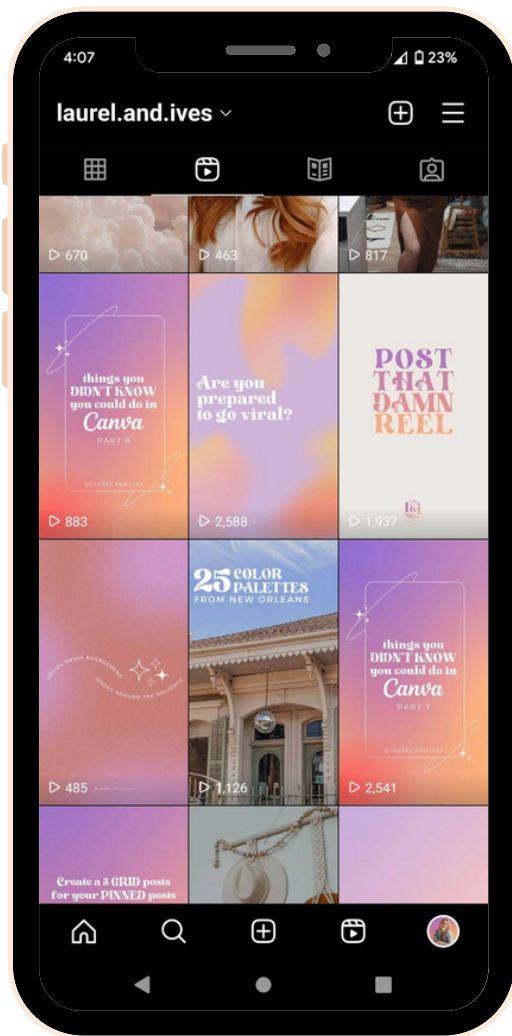
Head to my
Instagram &
check out all
the reels I make
about Canva.

These will help
you learn about
the platform (in
90 seconds or
less).

Stay on the look out for
a full Canva course
coming soon!