




CANVA

102



CLASS RESOURCES

www.thebthub.com/marketingclasssgoodies

DOWNLOAD THESE NOW FOR THE CLASS



WHAT IS CANVA USED FOR?



Social Media Graphics

Flyers

Presentations

Video

Much more!

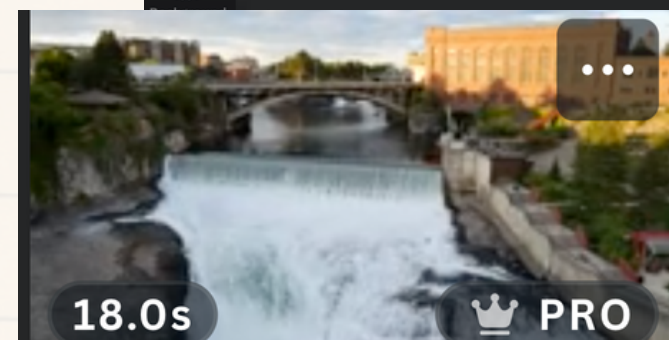
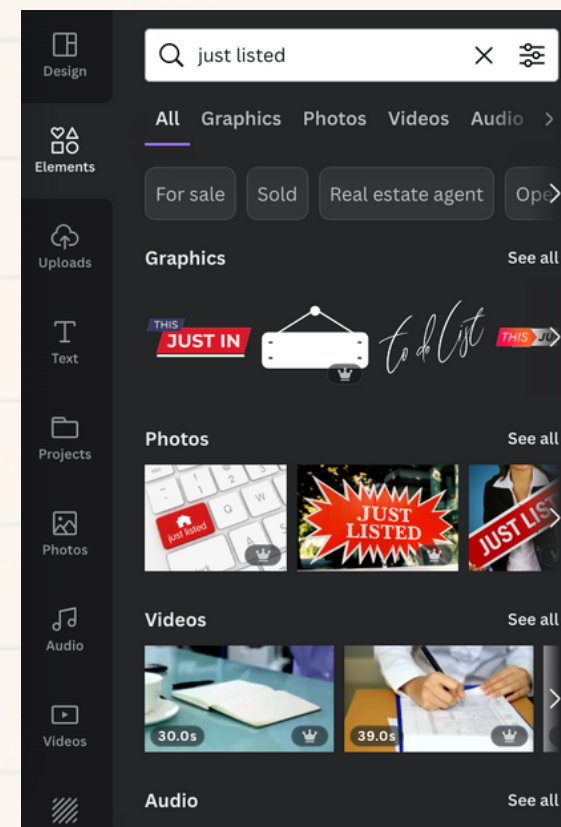
FREE



PRO

Limited access to content like elements, photos, features, and templates depends on the account.

A great way to test out the software!



Access to all content, templates and new technologies!

Cost starts at \$13 per month



BEYOND THE BASICS

SOME FEATURES
ARE PART OF THE PAID
PLATFORM ONLY!



BEYOND THE BASICS

What You Should Already Know:

Finding and customizing static designs

Using Templates

Add and upload photos

Add graphics

Change font characteristics

Exporting your design

What we'll cover in this class

Creating and using a Brand

Add movement and animations to your designs

Creating simple video "slideshows"

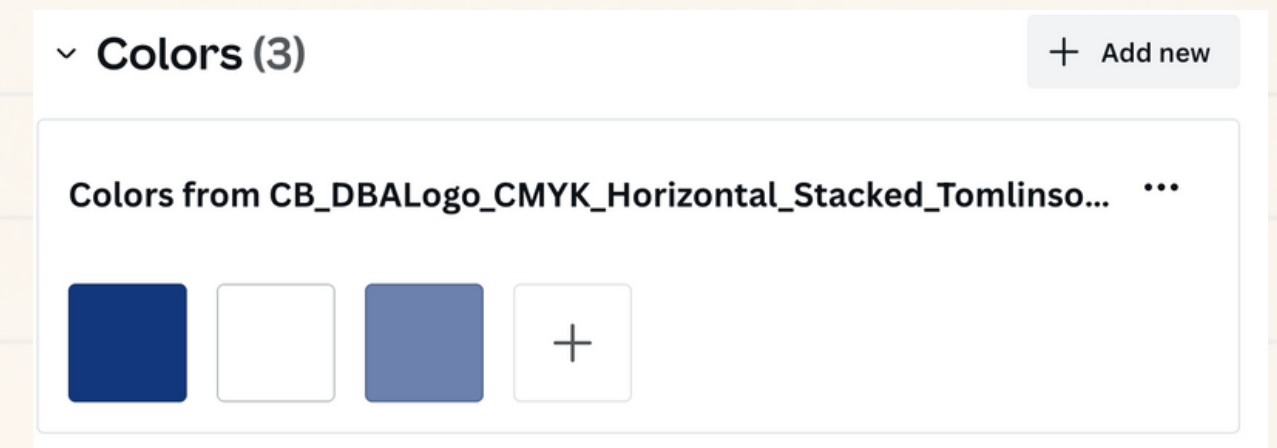
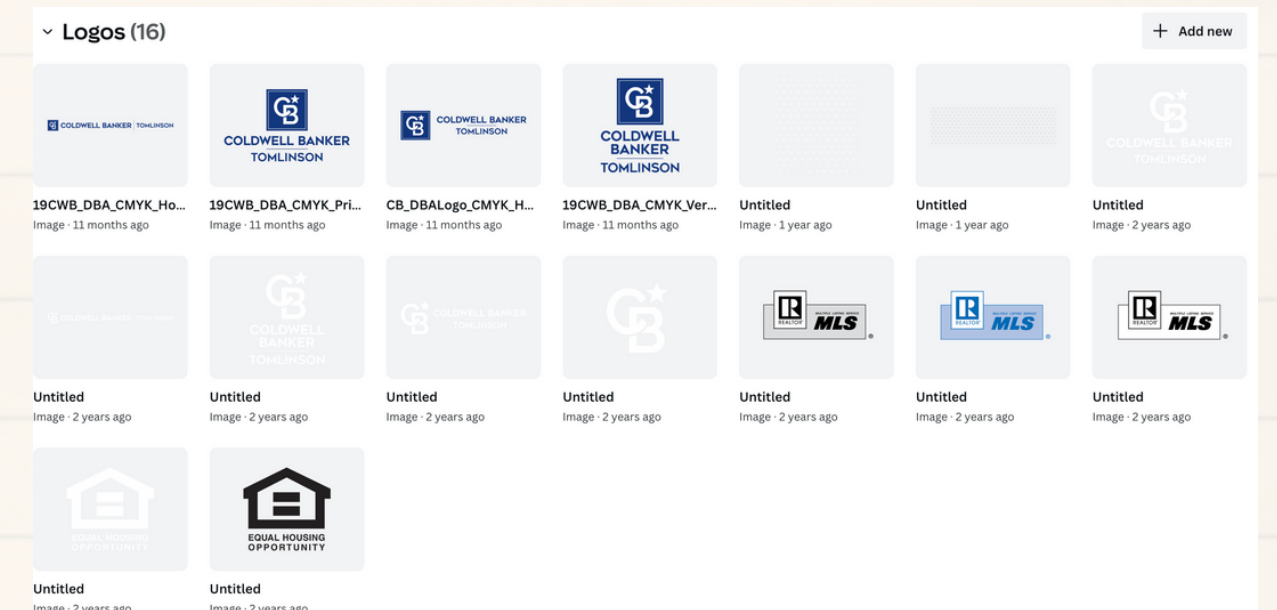
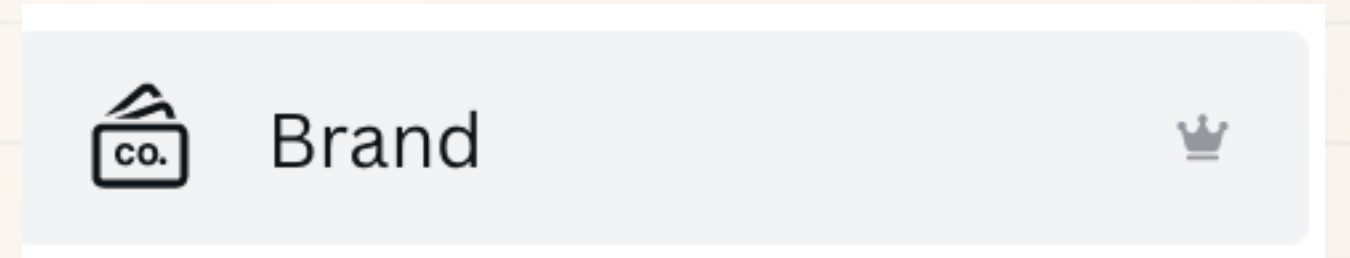
Magic Write (Intro)

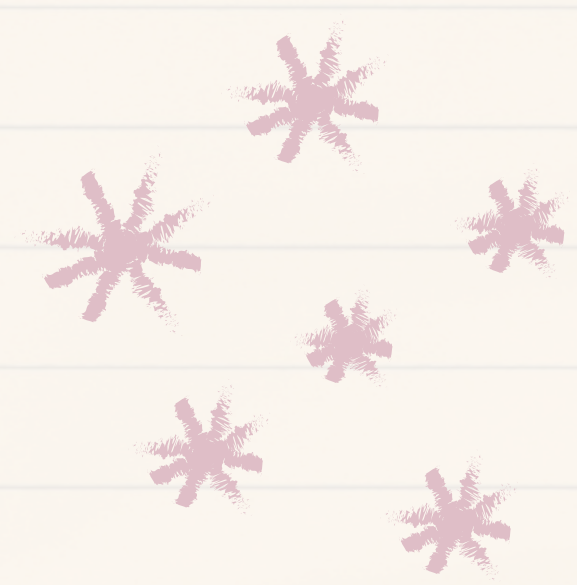
**SOME FEATURES
ARE PART OF THE PAID
PLATFORM ONLY!**



WHY BUILD A CBT BRAND?

Accessible Logos and colors on any template
One-click "style" to save time





USING BRAND KIT

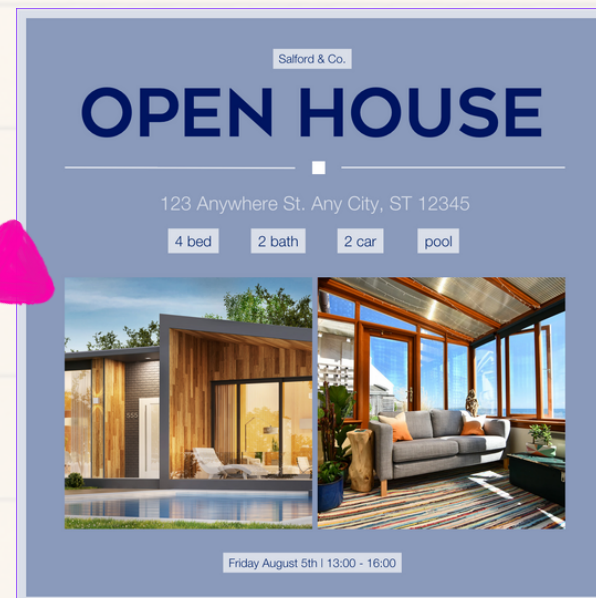
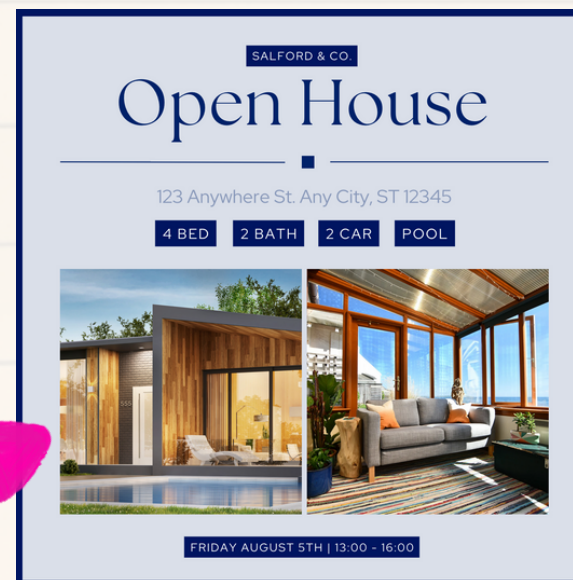
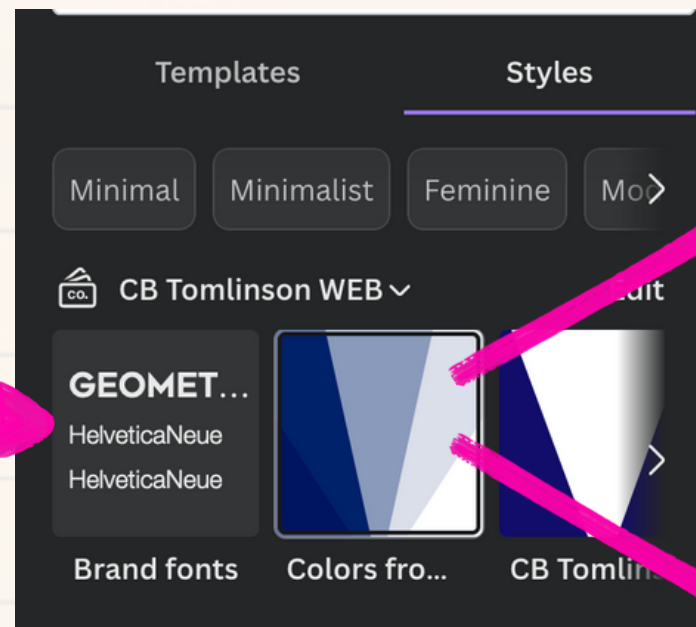
Canva's brand kit feature allows you to select your brand fonts, brand colors, and brand imagery, like logos and feature photos, that you want everyone at your company to be able to use — and add them all to your design platform.

1

CREATE A COHESIVE LOOK
EFFORTLESSLY IN ONE OR
TWO CLICKS


2


FINALIZE BY
QUICKLY ADDING
LOGOS





LET'S MAKE A BRAND KIT FOR CBT





 CB Tomlinson Marketin...
Teams • 8 6

 Book a coaching session

 Back to Home

 Brand Kit

 Brand Templates

 Brand controls

Brand Kit



CB Tomlinson WEB

YOU'LL NEED THE RESOURCES!



Me at a when I'm out in public when someone says "Real Estate"



ANIMATED SOCIAL POSTS

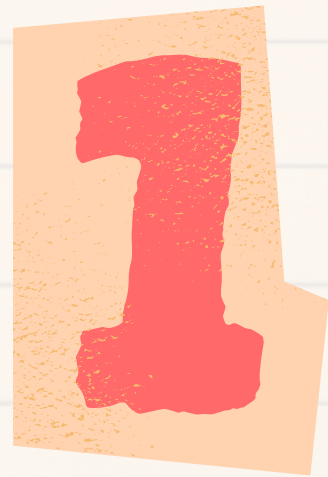
ANIMATED SOCIAL POSTS

- Turn any graphic into an animated social post
- Create an engaging movement more likely to get views (short looping videos are best)
- Adding video content (reels or posts) is favored by social algorithms
- BONUS - add GIPHYS or trending stickers

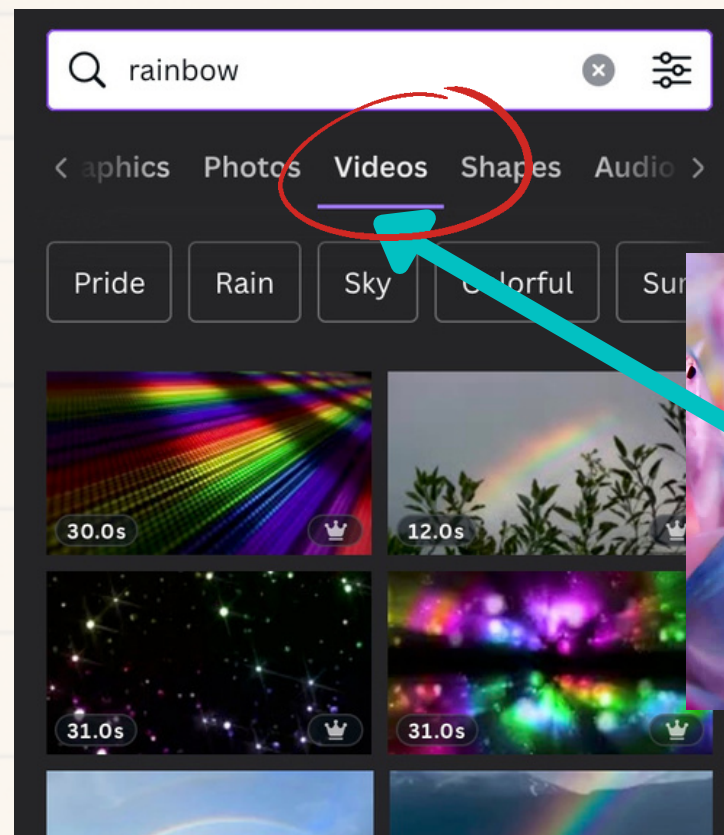
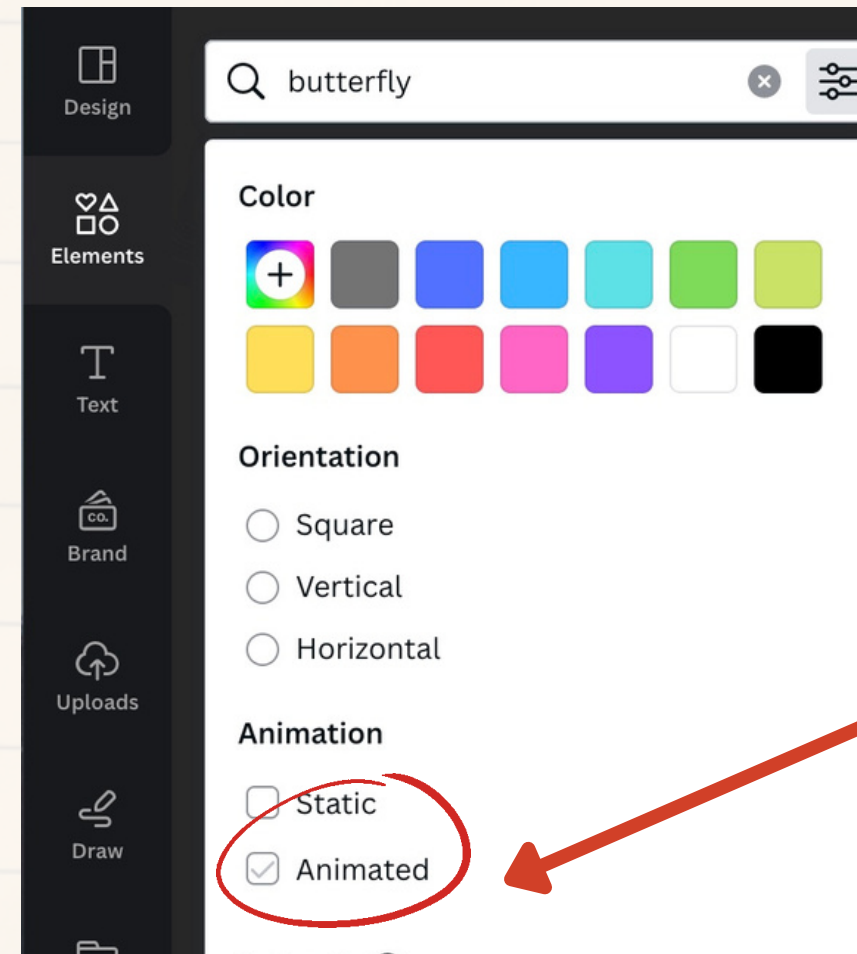


ANIMATED SOCIAL POSTS

4 WAYS TO ADD MOTION



ADD "ANIMATED" GRAPHICS



ADD "VIDEO" FOR YOUR BACKGROUNDS

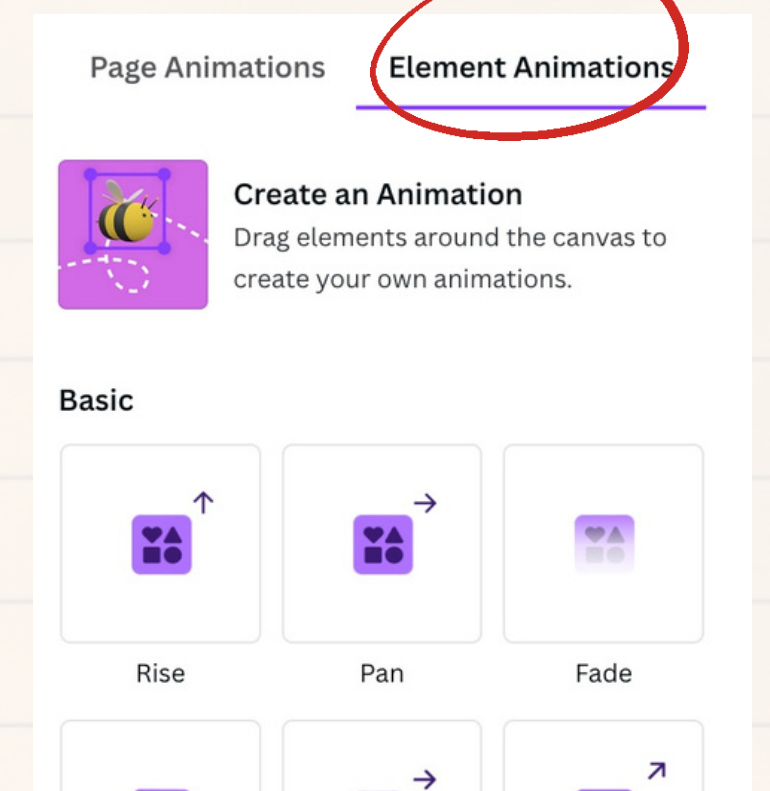
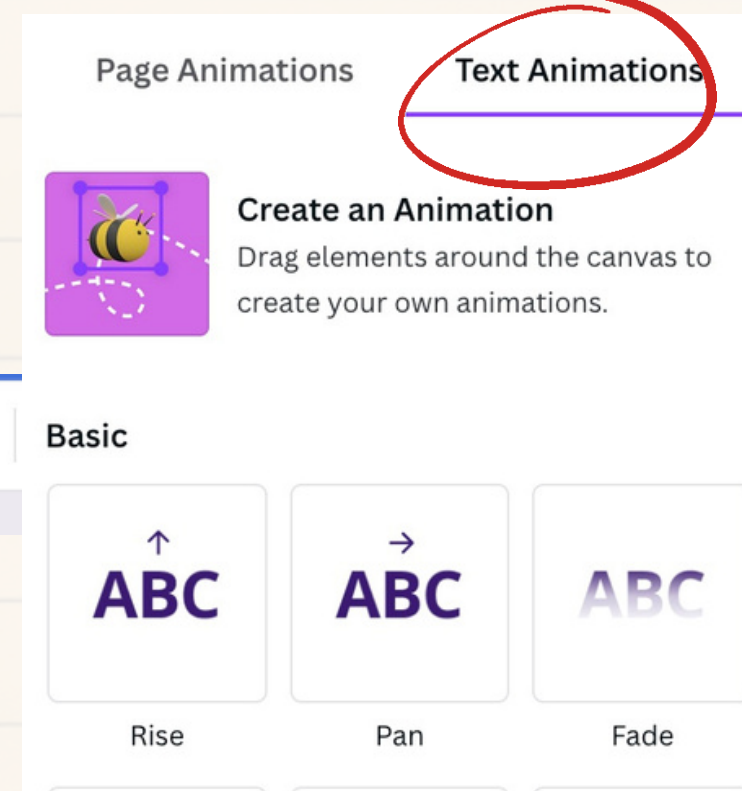


ANIMATED SOCIAL POSTS

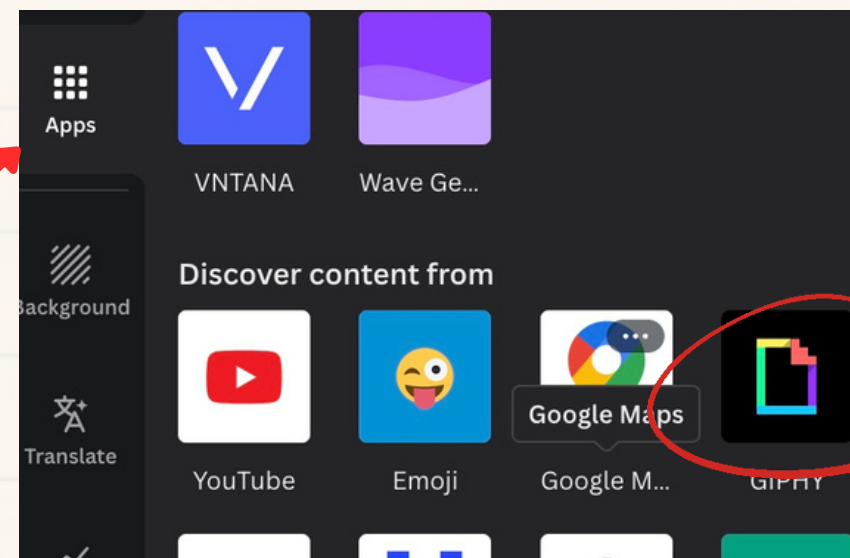
4 WAYS TO ADD MOTION



ANIMATE STATIC ELEMENTS



ADD GIPHYS



LET'S



The image shows a template for an Instagram post. The background is a kitchen scene. A white box with a dark blue border contains the text: 'WHY SHOULD YOU HIRE A Real Estate Agent?' followed by a list of six benefits, each with a checkmark icon. At the bottom of the box, it says 'Give us a call today at +123-456-7890'.

his

Dark Blue and White Minimalist Real Estate Property Tips List Instagram Post

Instagram Post (Square) • 1080 x 1080 px


 By Fallon Travels

[Customize this template](#)

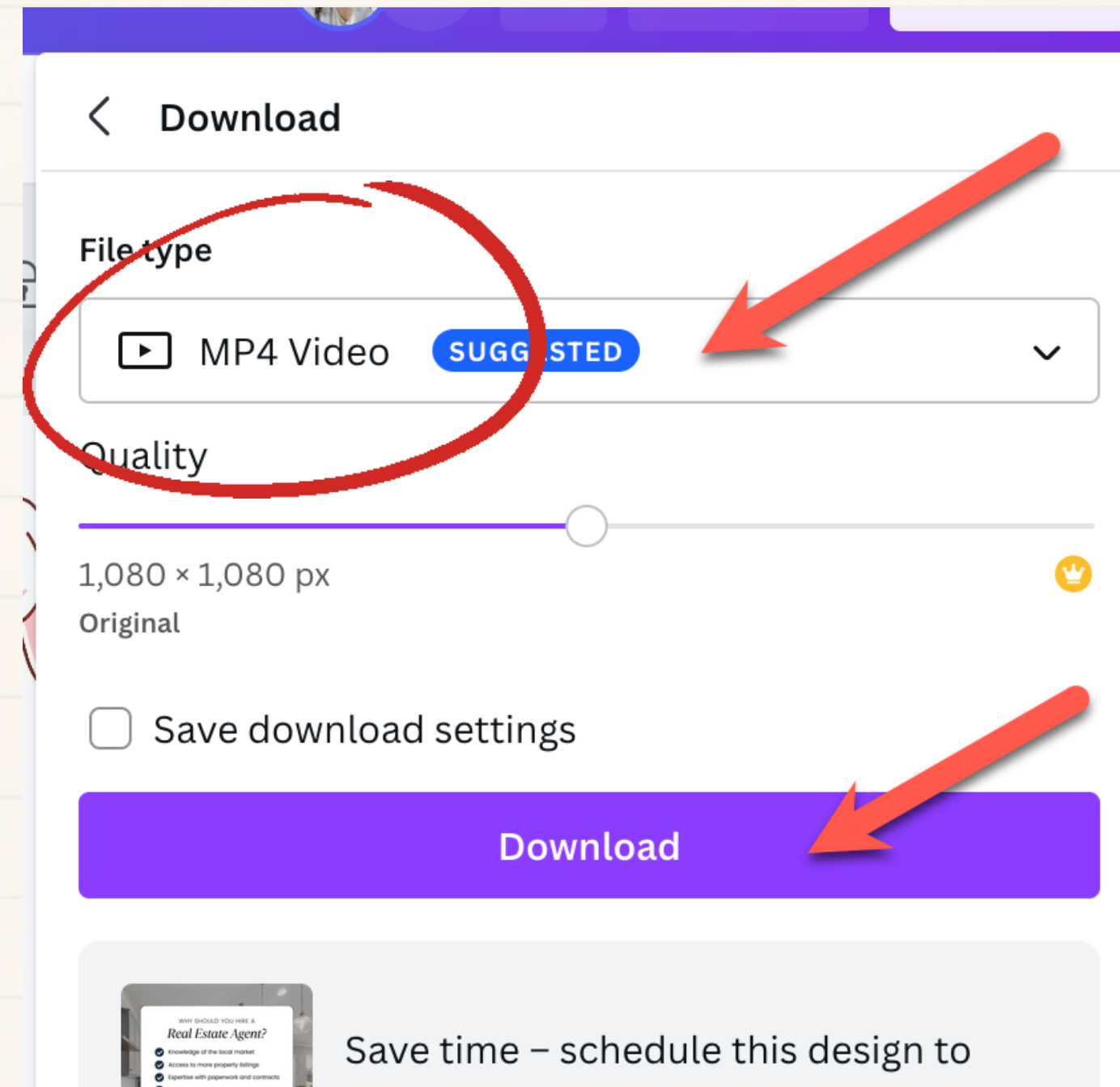
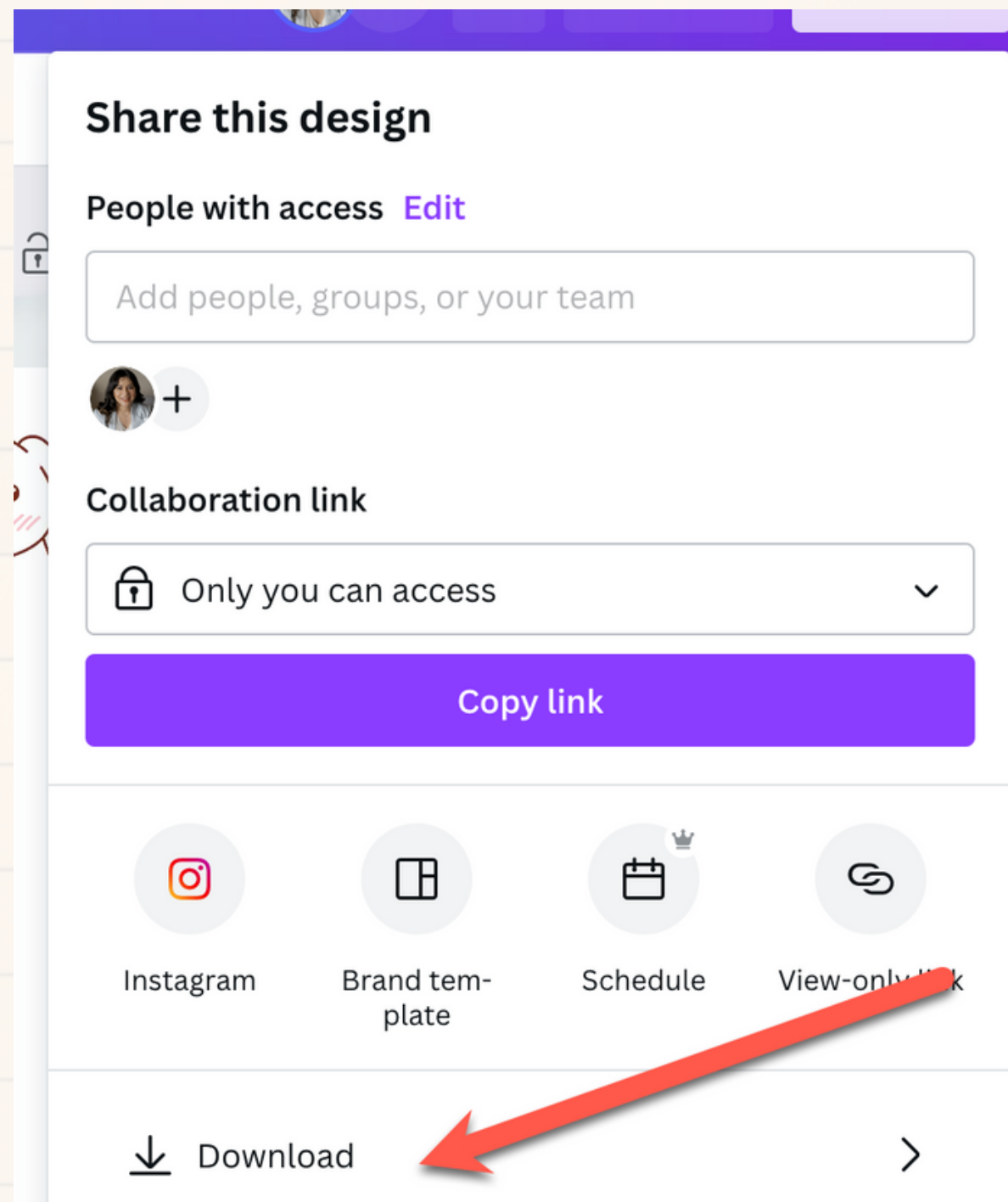


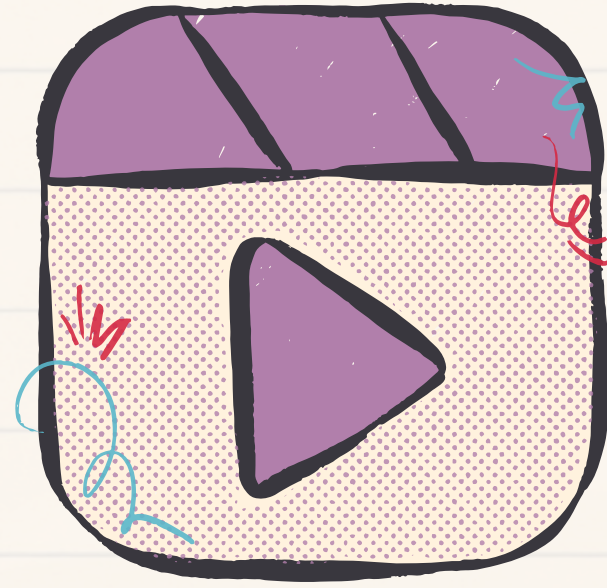
 100% fully customizable

 Edit and download on the go

 Share and publish anywhere

EXPORTING YOUR ANIMATION





REAL ESTATE VIDEO EXAMPLE

ANIMATED VIDEOS VS VIDEO EDITING

Animated Social Posts

Adding movement to an
otherwise static social post.



Video Editing

Slideshow approach
missing multi-track editing.

IDEAS TO EXPLORE

The screenshot displays a video template for a real estate agent. The main video frame shows a portrait of Jamie Chastain, a woman with long brown hair wearing a white top. To her right, the text reads "Jamie Chastain" in a large, bold, black font, followed by "Real Estate Agent" in a black script font. Below this, the handle "@reallygreatsite" is visible. The background of the video frame is a light green grid pattern.

On the right side of the screenshot, the video title "Sage Green Collage Real Estate Agent Video" is circled in red. Below the title, it indicates the video resolution is "1920 x 1080 px" and is created by "Take Care Creative". A purple button labeled "Customize this template" is present, along with a star icon and a three-dot menu icon. Below these are three features: "100% fully customizable", "Edit and download on the go", and "Share and publish anywhere".

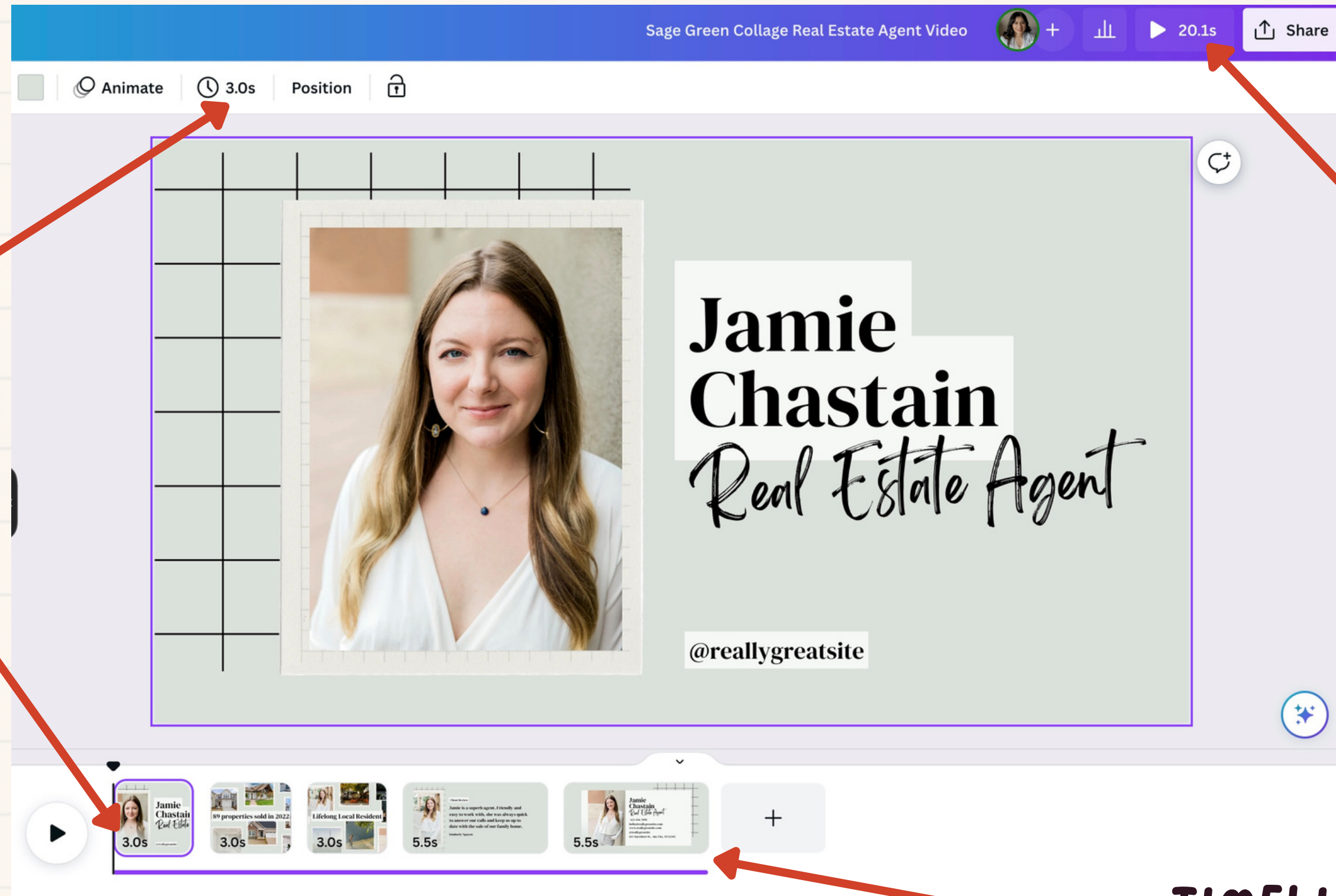
At the bottom of the screenshot, five smaller thumbnail images show different sections of the video template, including a portrait, a list of properties sold, a "Lifelong Local Resident" section, a "Client Review" section, and another portrait.

DON'T HAVE A LISTING? TRY THIS TEMPLATE

THE BASICS OF "VIDEO" EDITING IN CANVA

DURATION FOR EACH "SLIDE"

TOTAL LENGTH OF VIDEO



TIMELINE SEQUENCE

ADDING MUSIC

FIND YOUR AUDIO HERE

The screenshot shows a design tool interface with a dark sidebar on the left containing various tool categories like Design, Elements, Text, Brand, Uploads, Draw, Projects, Apps, Background, Translate, Charts, and Logos. The 'Elements' category is circled in red. A red arrow points from the text 'FIND YOUR AUDIO HERE' to the 'Audio' tab in the top navigation bar. Below the 'Audio' tab, a list of music tracks is visible, including 'Wanna Let This One Go', 'Faithful Faithful', 'Peace Like a River', 'Abundant Rest', 'Lift Him Up', 'Keep Me in Your Sight', 'Slow River', 'Garden', 'Known and Loved', and 'Within'. At the bottom of the interface, a music player shows a selected track with a blue waveform and a play button. A red arrow points from the text 'DRAG MUSIC HERE' to the music player. Another red arrow points from the text 'BONUS! ADD BEAT SYNC' to the 'Beat Sync' button in the top right corner of the design area.

BONUS!
ADD BEAT
SYNC

The 'Beat Sync' settings panel is shown with two toggle switches turned on. The first toggle is labeled 'Sync now' and has a crown icon. Below it, the text reads 'Your pages and elements will be automatically timed to the music'. The second toggle is labeled 'Display beat markers'.

DRAG
MUSIC
HERE

BEAT SYNC

20.1s

3.0s

3.0s

3.0s

5.5s

5.5s

Client Review
Jamie is a superb agent. Friendly and easy to work with, she was always quick to answer our calls and keep us up to date with the sale of our family home.
Kimberly Nguyen

Jamie Chastain
Real Estate Agent
123 456 7890
jamie@realestate.com
www.realestate.com
123 Anywhere St., Any City, ST 12345

17.6s

2.6s

2.5s

2.5s

4.9s

4.9s

Client Review
Jamie is a superb agent. Friendly and easy to work with, she was always quick to answer our calls and keep us up to date with the sale of our family home.
Kimberly Nguyen

Jamie Chastain
Real Estate Agent
123 456 7890
jamie@realestate.com
www.realestate.com
123 Anywhere St., Any City, ST 12345

NOW THE SLIDES WILL TRANSITION ON THE BEAT OF THE MUSIC!



MAGIC WRITE

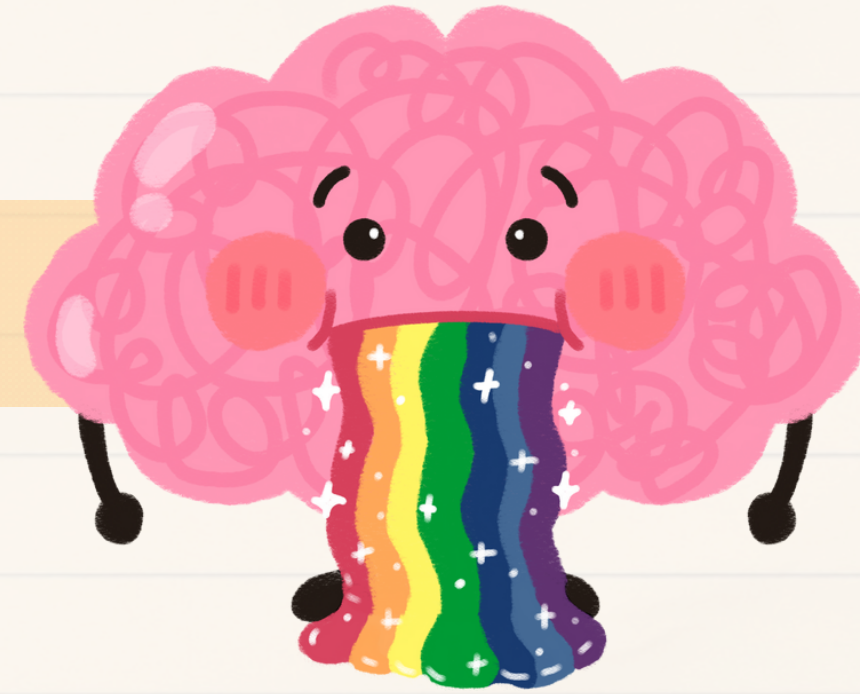
CANVA'S MAGIC WRITE IS AN AI-
POWERED TOOL THAT WRITES TEXT.



WHAT IS MAGIC WRITE?

Use of **artificial intelligence** to generate written content, such as product descriptions, emails, and social media posts, with the **aim of saving time and improving efficiency for businesses.**

SAMPLE



REMINDER TO
ALWAYS
PROOFREAD AND
EDIT!

First-time home buyers, gather round!
Let's find you a home that's sound.
We'll search high and low,
For a place you'll love to call your own.

You might be nervous, that's okay,
We're here to guide you every step of the way.
Just don't get too picky,
Or we'll be searching until we're 60!

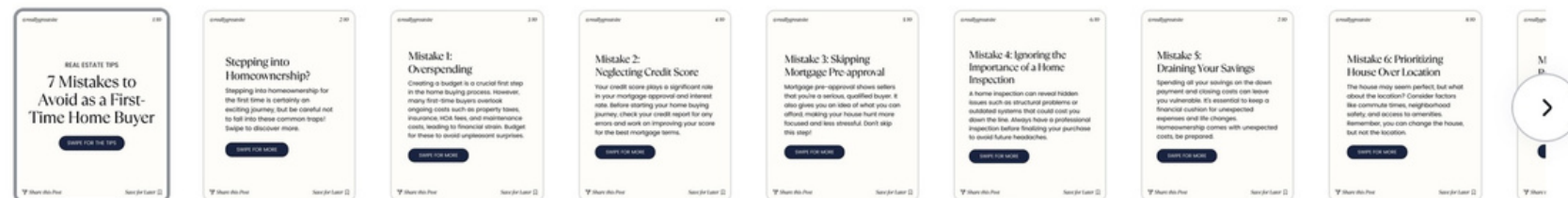
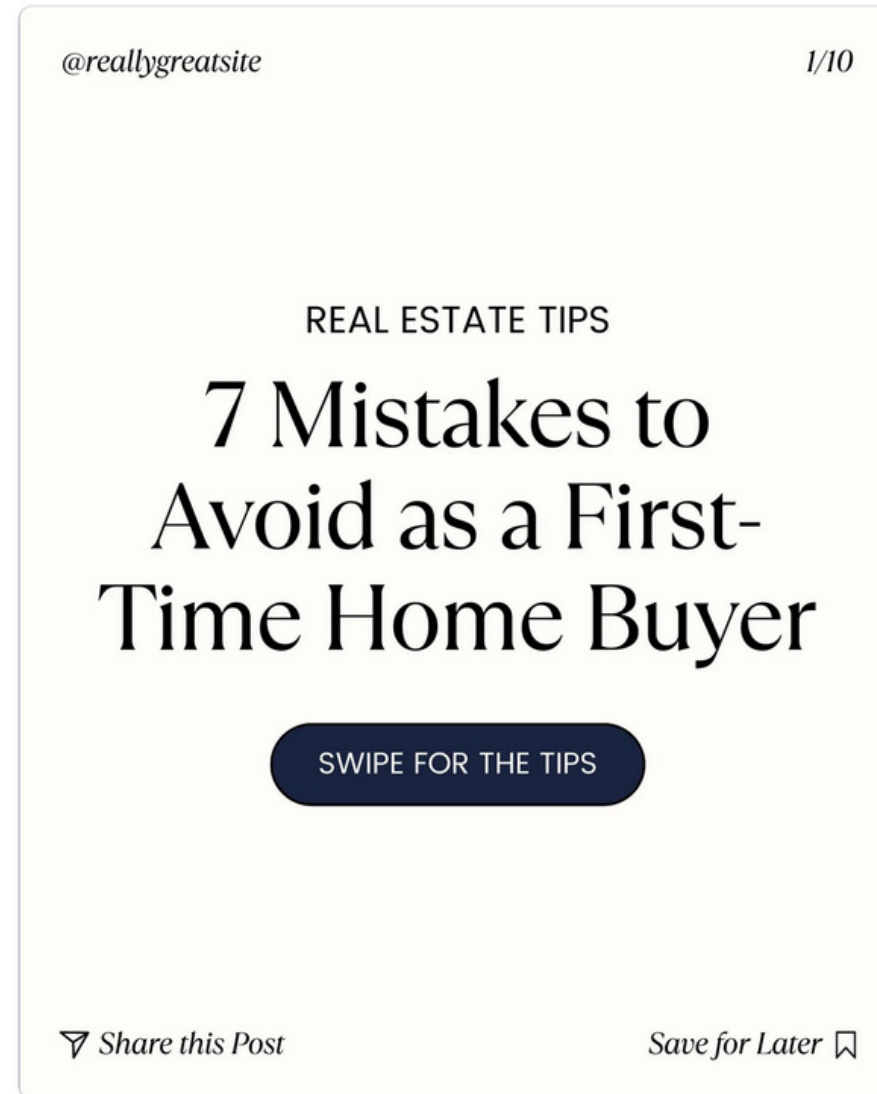
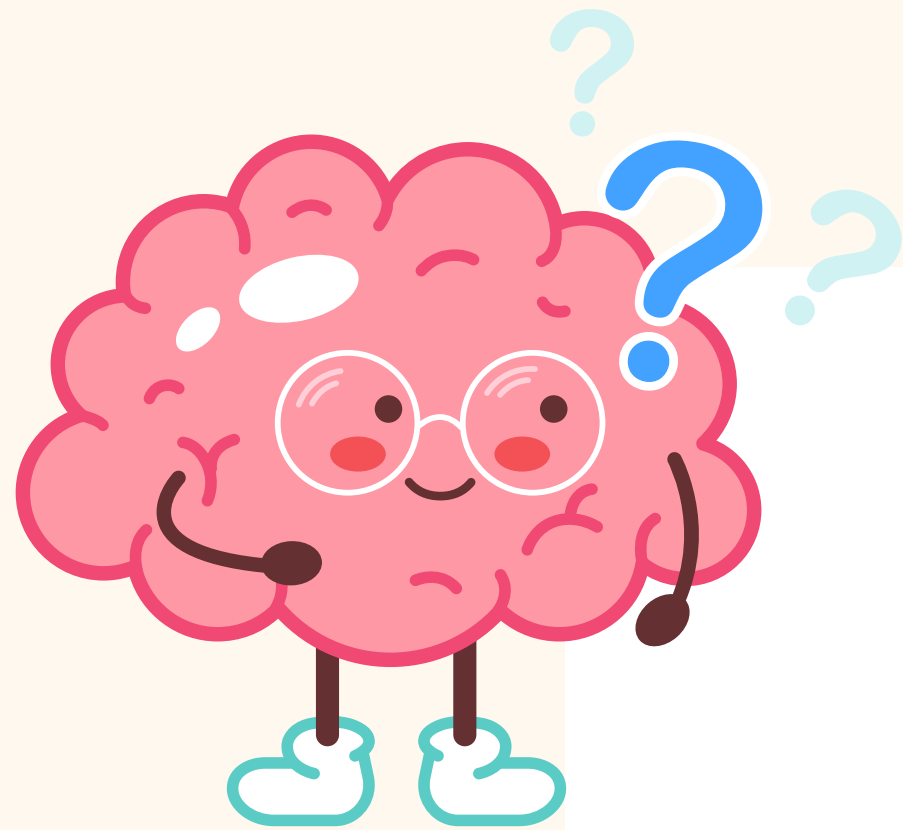
We'll show you properties of every kind,
From fixer-uppers to homes that shine.

+ You'll see more houses than you thought you would,
But don't worry, we won't stop until it's all good.

Financing can be a little daunting,
But we'll help you stay on track and not go bankrupting.
We'll crunch the numbers and show you what's up,
Just don't be surprised if we ask for your Starbucks cup!

So if you're ready to take the plunge,
And leave the renting life behind, oh so fun,
Give us a call, we're here for you,
And we promise to make the process more giggly than blue!

**WRITE ME A REAL ESTATE POEM
ABOUT FIRST TIME HOME
BUYERS FROM THE VOICE OF A
REAL ESTATE AGENT TO
POTENTIAL CLIENTS AND MAKE
IT FUNNY**



More like this

Dark Blue and White Minimalist Real Estate Home Buyer Tips Carousel Instagram Post

Instagram Post (Portrait) • 1080 × 1350 px

By Fallon Travels

Customize this template



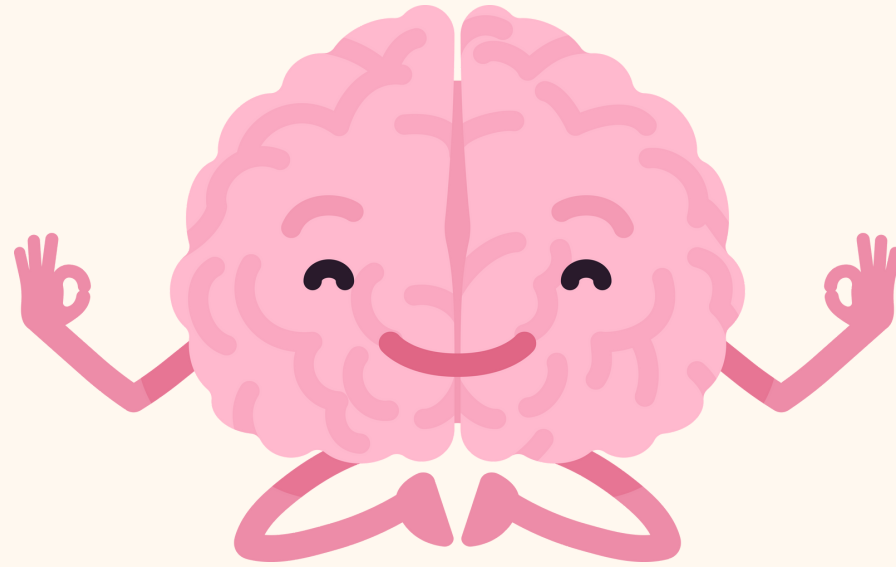
100% fully customizable

Edit and download on the go

Share and publish anywhere

FIND A TEXT CONTENT HEAVY TEMPLATE

REVAMP WITH
MAGIC WRITE!



REAL ESTATE TIPS

7 Mistakes to

Magic Write™

write me a catch headline for 5 mistakes for home sellers|

Generate ↵

@reallygreatsite

1/10

REAL ESTATE TIPS

Learn from Others' Mistakes: 5 Common Home Selling Blunders to Avoid"

SWIPE FOR THE TIPS

Share this Post

Save for Later



**CREATE THE REST
OF YOUR
CONTENT ON A
BLANK SLIDE AND
COPY / PASTE!**



write me five common mistakes that home sellers make when listing their home

Here are five common mistakes that home sellers make when listing their home:

1. Overpricing the home: Setting an unrealistic price can deter potential buyers and result in the home staying on the market for too long.
2. Neglecting repairs and staging: A poorly maintained or cluttered home can turn off buyers and affect the perceived value of the property.
3. Poor quality listing photos: High-quality photos are essential to showcasing the home's best features and attracting potential buyers.
4. Not disclosing known issues: Failing to disclose issues with the property, such as a leaky roof or faulty foundation, can lead to legal trouble and harm the seller's reputation.
5. Refusing to negotiate: Being inflexible during negotiations can lead to missed opportunities and a longer time on the market.

OTHER IDEAS

SOCIAL MEDIA POSTS

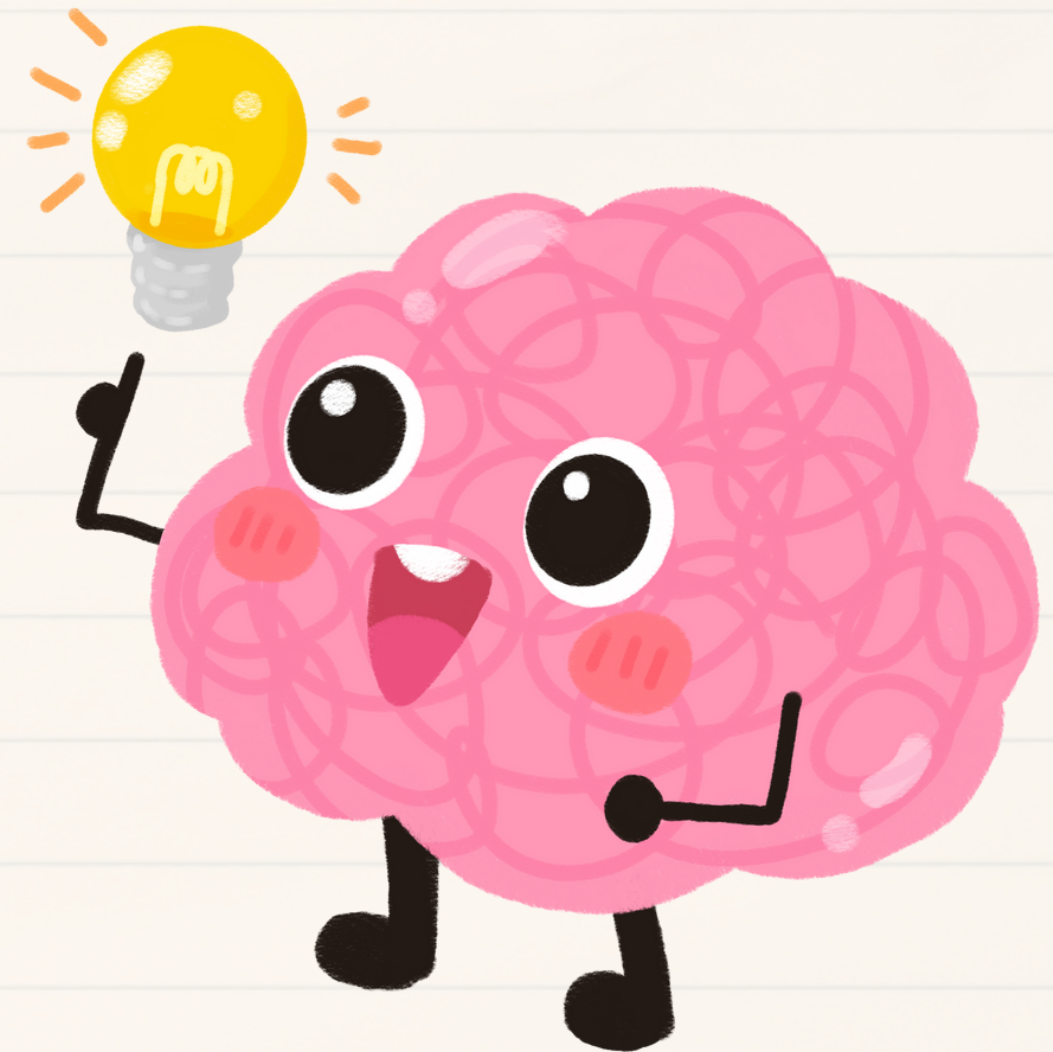
LISTING DESCRIPTIONS

AGENT BIOS

VIDEO SCRIPTS

PRESS RELEASES

EMAIL NEWSLETTERS / BLOGS



KEEP IN MIND

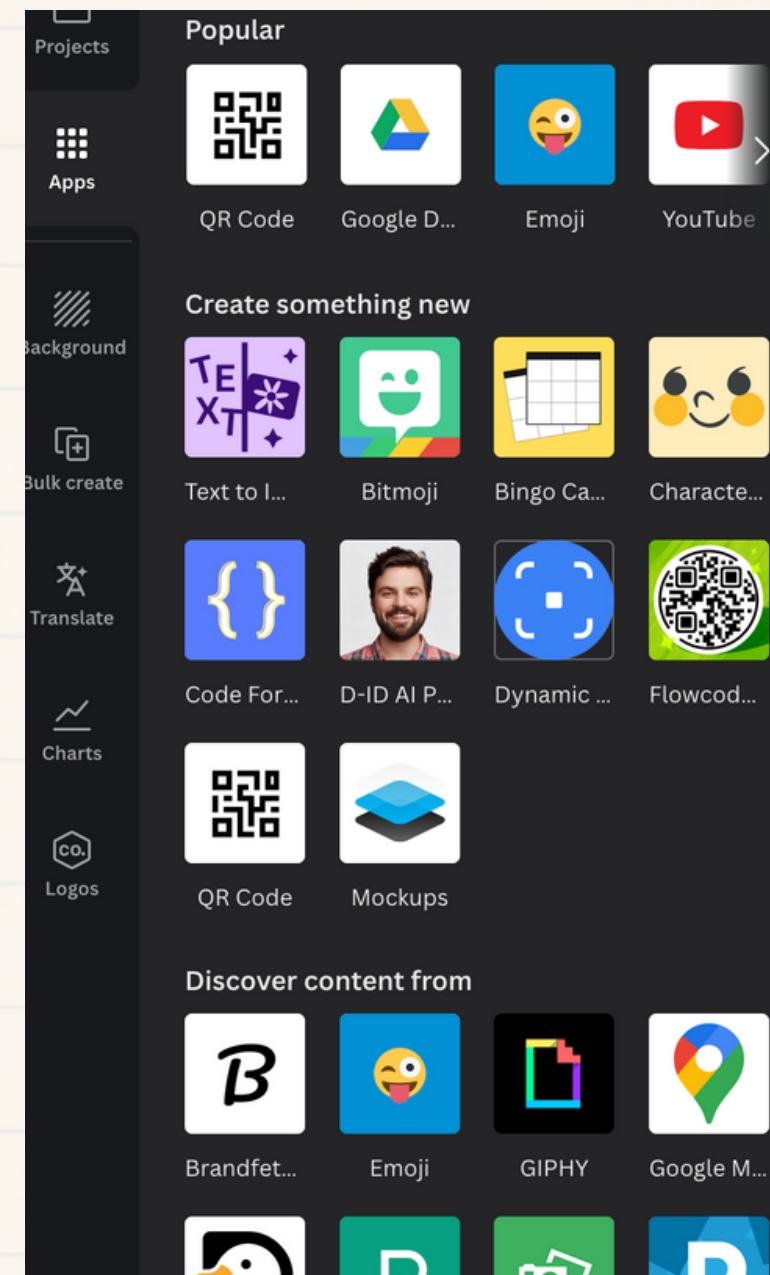
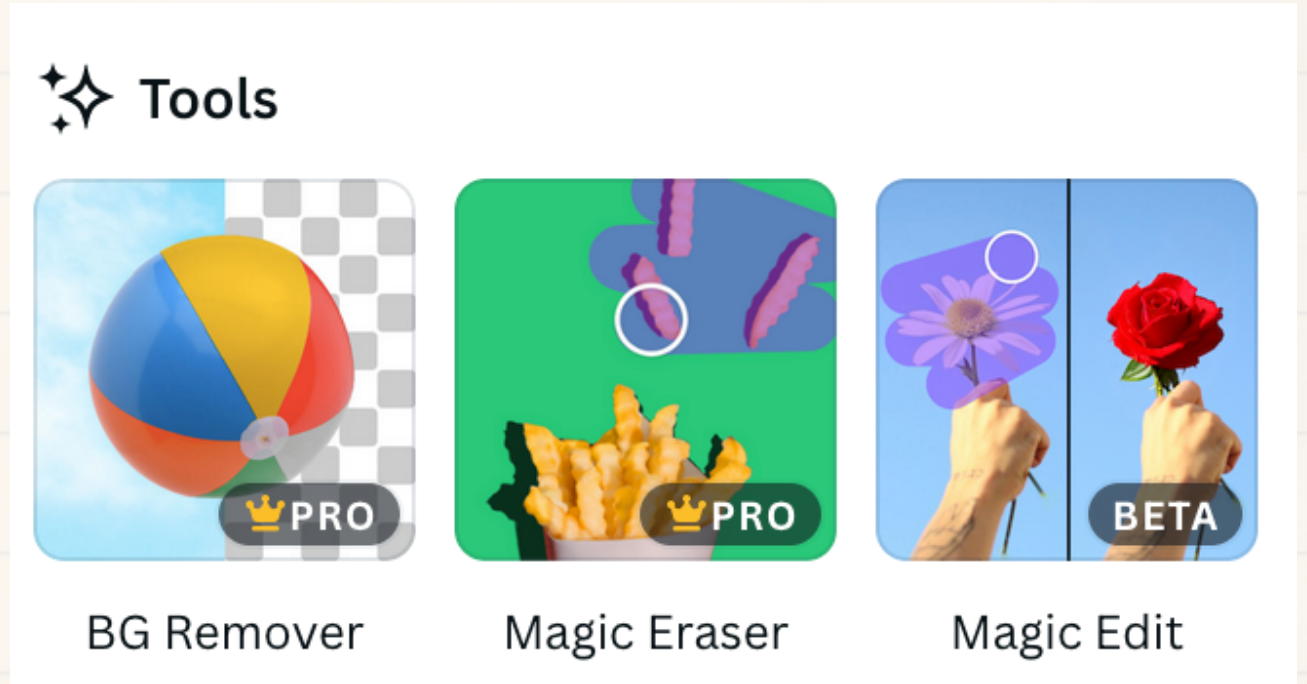


MAY LACK THE HUMAN TOUCH AND EMOTIONAL CONNECTION
MAY NOT BE FACTUALLY ACCURATE OR CONTEXTUALLY APPROPRIATE
POTENTIAL BIASES OR DISCRIMINATORY RESPONSES
GENERATED CONTENT NEEDS TO BE REVIEWED TO ENSURE IT ALIGNS
WITH YOUR VALUES AND ETHICS.

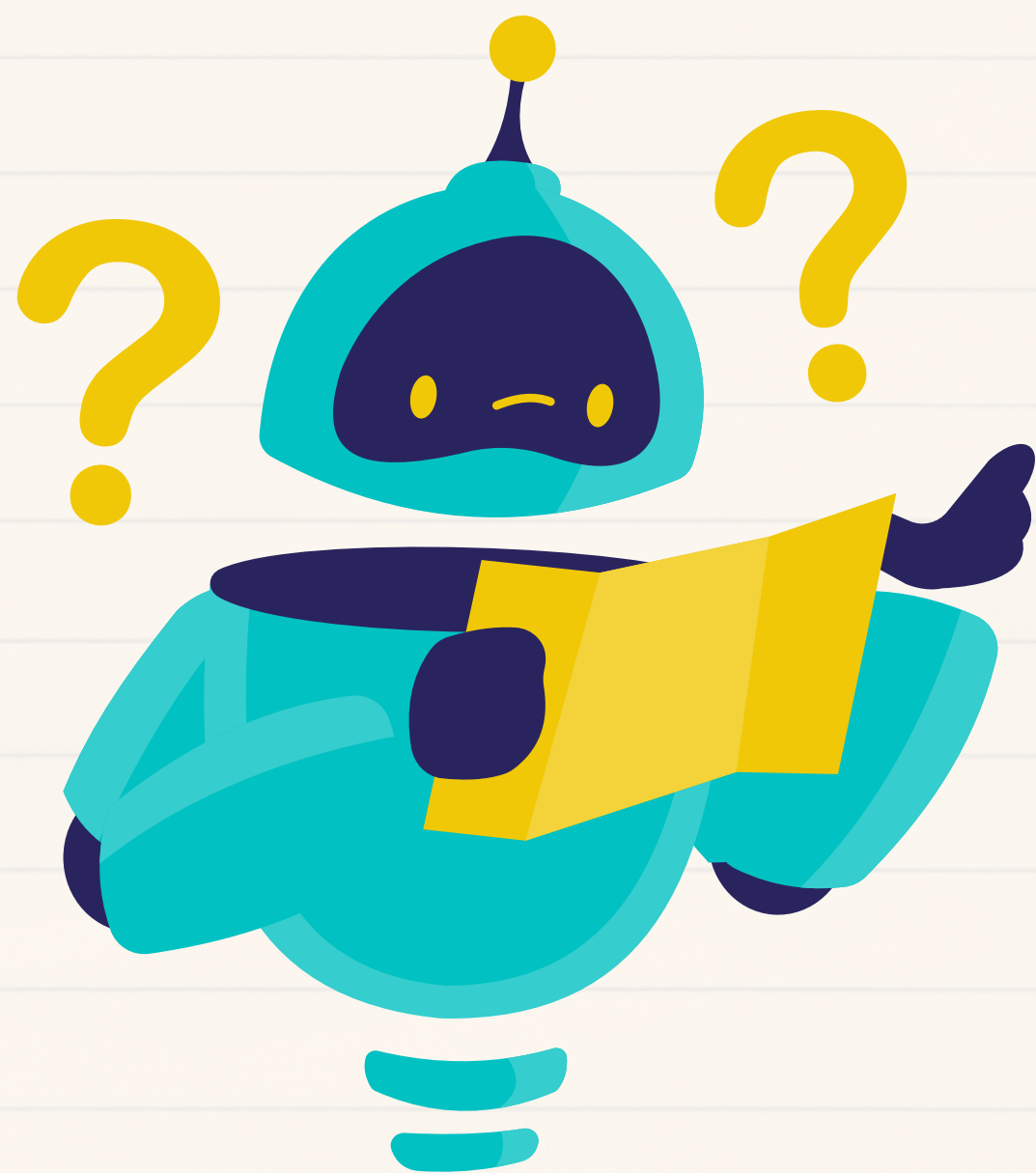
MORE



AWESOMENESS



**EVER EXPANDING
TOOLS, APPS AND
INTEGRATIONS!**



QUESTIONS?