

*Supplement*  
**Skill Session with Canva:**  
**Media Templates for Customer Engagement & Brand Recognition**

**THE BEST** media related info I can offer:

Build and USE Templates to increase Engagement & Recognition!

**builds visual consistence**

media consistency > brand recognition > customer engagement

**streamlines work flow**

**saves time - LOTS of it!**

> more time for planning, building and... playing ;)

**3 TIPS FOR RESULTS**

Design & Marketing

**generate SM interaction**

ask question, give choices, & create teasers

**motion graphics (animated gifs)**

use Canva motion graphic features

**put active links in post text**

Work Flow

**file storage/ organization system**

How easily can you find your files?

**file naming system**

"I could find it if I remembered what I named it!"

**learn a couple keyboard shortcuts**

application or general computer

**COLLECTING YOUR BASIC BRANDING INFO IN CANVA (FREE VERSION):**

In a 18" x 24" Canva file collect ALL the graphic elements, and copy you may use regularly or even on occasion. (the paid version has a Branding Package option)

**Your Business elements:**

- logo
- all other graphic elements
- fonts
- color swatches
- color information (name, hex, RGB, CMYK)
- contact information
- tag line
- short statements

**Additional Canva elements:**

This is a collection of elements you use within Canva regularly or occasionally

If you use Canva for social media designs, think of these elements as your additional SM branding.

- other fonts
- font effects
- design elements
- animations
- gradients
- frames
- backgrounds (need to be on individual pages)

*Interested in increasing your media design productivity?  
Contact me, let's discuss your specific needs.  
FREE 20 minute consultation.*