

CREATE BEAUTIFUL  
DESIGNS FOR YOUR  
REAL ESTATE BUSINESS

*With*

*Canva*

STEP BY STEP GUIDE

*Hello there and thanks for joining us for the Canva Masterclass!*

It's Shantha here from Competitive Edge Online Marketing & Branding.

When it comes to content for your real estate business, quality and consistency are key.

Canva is one of my favorite design tools. It has drastically improved the look and feel of my entire brand. It's also helped to up my game when it comes to marketing my business on social media.

I hope this guide will help get your creative juices flowing and give you the inspiration to create beautiful graphics for your real estate business.

Cheers!

**SHANTHA**  
*Wetterhan*



# CONTENT

## QUICK START GUIDE

With Canva, you can create beautiful designs for work—no design skills necessary.

Canva is easy to use and full of possibility: its mission is to allow you to design anything and publish anywhere.

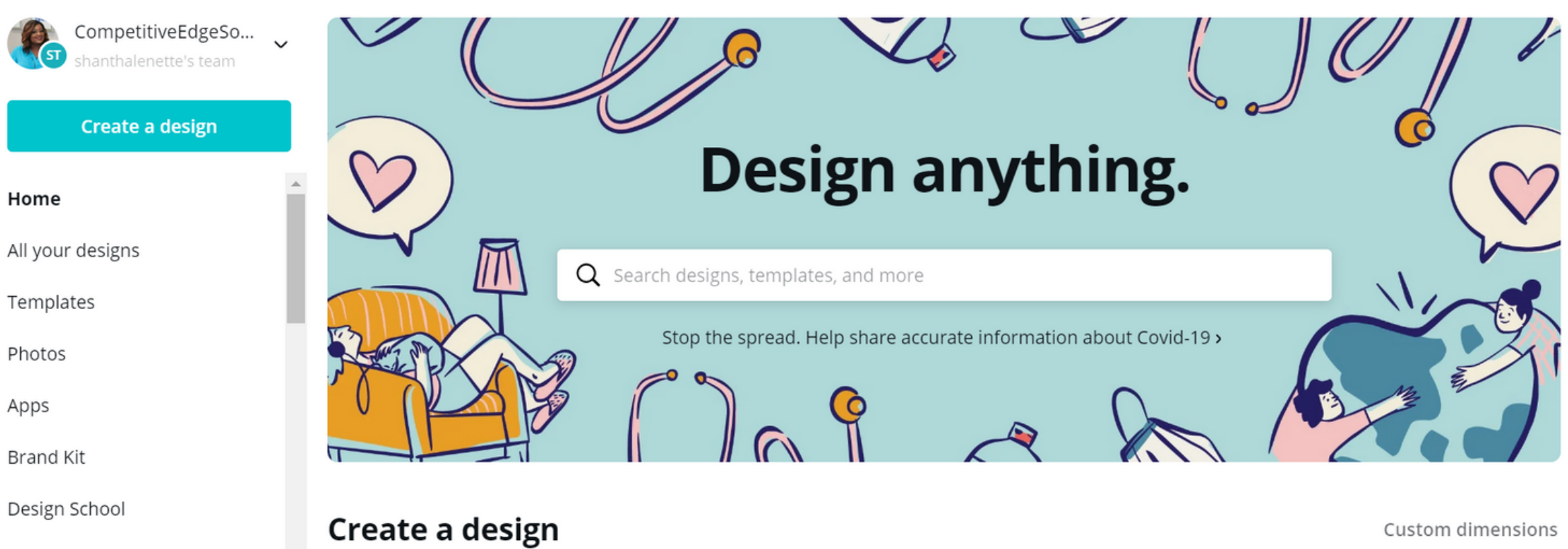
This article will help you learn the basics, so you can start designing quickly.

### HERE'S WHAT YOU'LL LEARN IN THIS GUIDE:

- How to use the Canva homepage
- Finding your way around the Canva editor
- Creating your first design
- Publishing your design
- Design tips and tricks
- Content ideas
- Content Calendar

# CHOOSE YOUR DESIGN TYPE

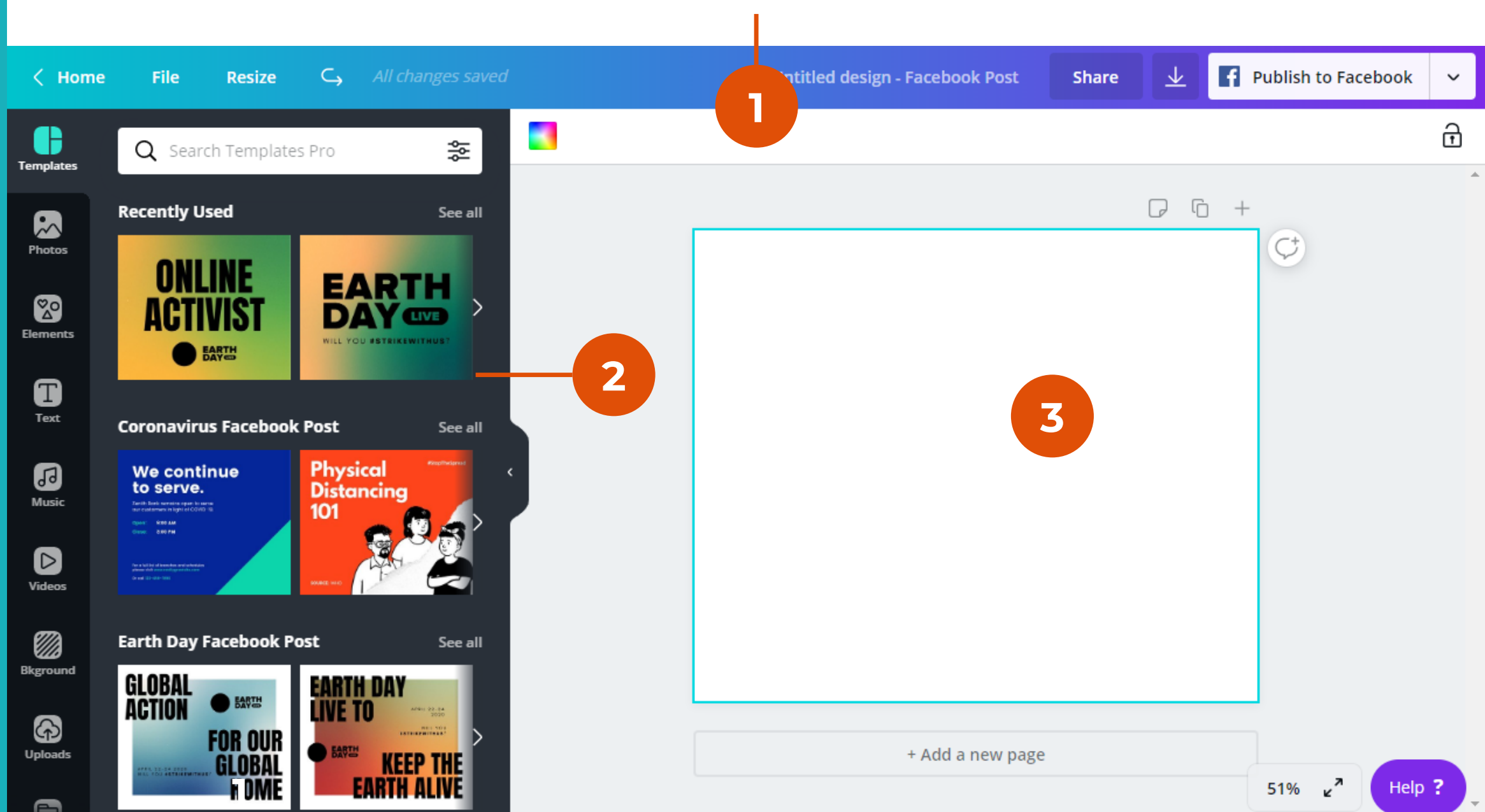
- When you log in to Canva, you'll land on the homepage.
- To start designing, click **Create a design** in the toolbar, or simply type your chosen design type into the search bar.
- The menu on the right also allows you to navigate to your brand kit, design folders, team stream, and account settings.
- Once you've created a design, you can access it again from the homepage, under **All your designs**.
- You can also create design folders so that you can stay organized and access them for later use.



Canva has pre-set the ideal dimensions for each design type, whether you're creating a logo, letterhead or Facebook post. You can also set custom dimensions by typing "custom" into the search box.

# CHOOSE AND CUSTOMIZE A TEMPLATE

Once you've chosen what kind of design you'd like to create, you'll find yourself inside the Canva editor. This is where the magic happens! To help you get familiarized with the parts of the editor, here are its most basic parts:



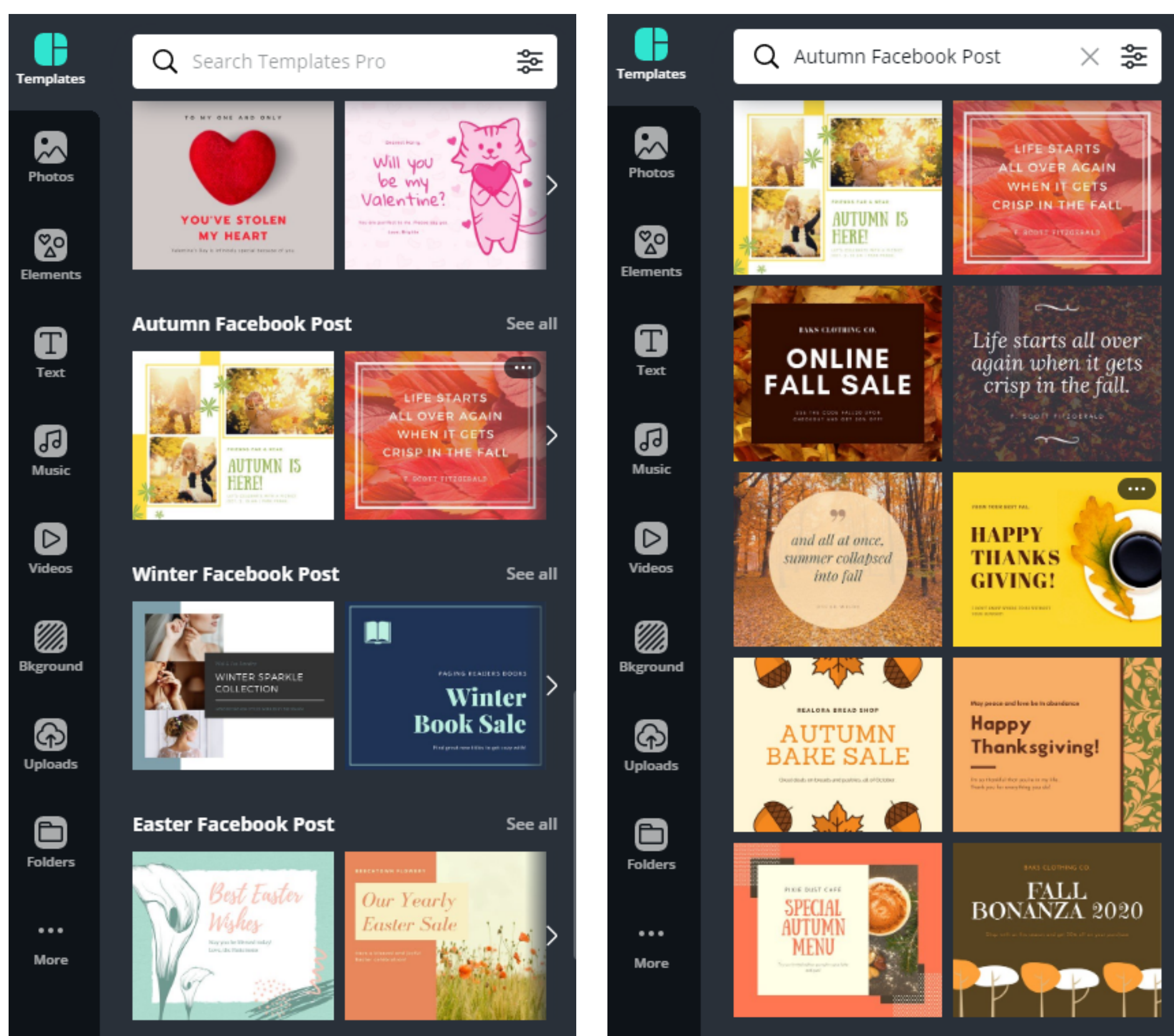
- 1 Menu bar** - This is the menu bar on the very top of the editor. From here, you'll be able to access the features like Undo, Redo, Resize, Share, Download, Order prints, and others. You'll also be able to see your design's saving status from here.
- 2 Side panel** - This panel that appears on the side of the editor is where you'll be able to access the templates and elements you can use in your design. It's divided into 6 tabs dedicated to Templates, Images, Text, Uploads, Folders, and Apps.
- 3 Canvas** - At first, this is the blank white space occupying the majority of the editor. Consider this your main workspace since this is where you'll work on your designs.

**Templates** are your shortcut to good design.

(You can also design from scratch, but templates are the best way to get started quickly.)

In the side panel you'll see a range of templates that you can choose from—you can also search for a specific theme in the search bar.

Every template is fully customizable, which means you can change the fonts, colors, images—everything!—to your tastes.



Click on a template to edit it.

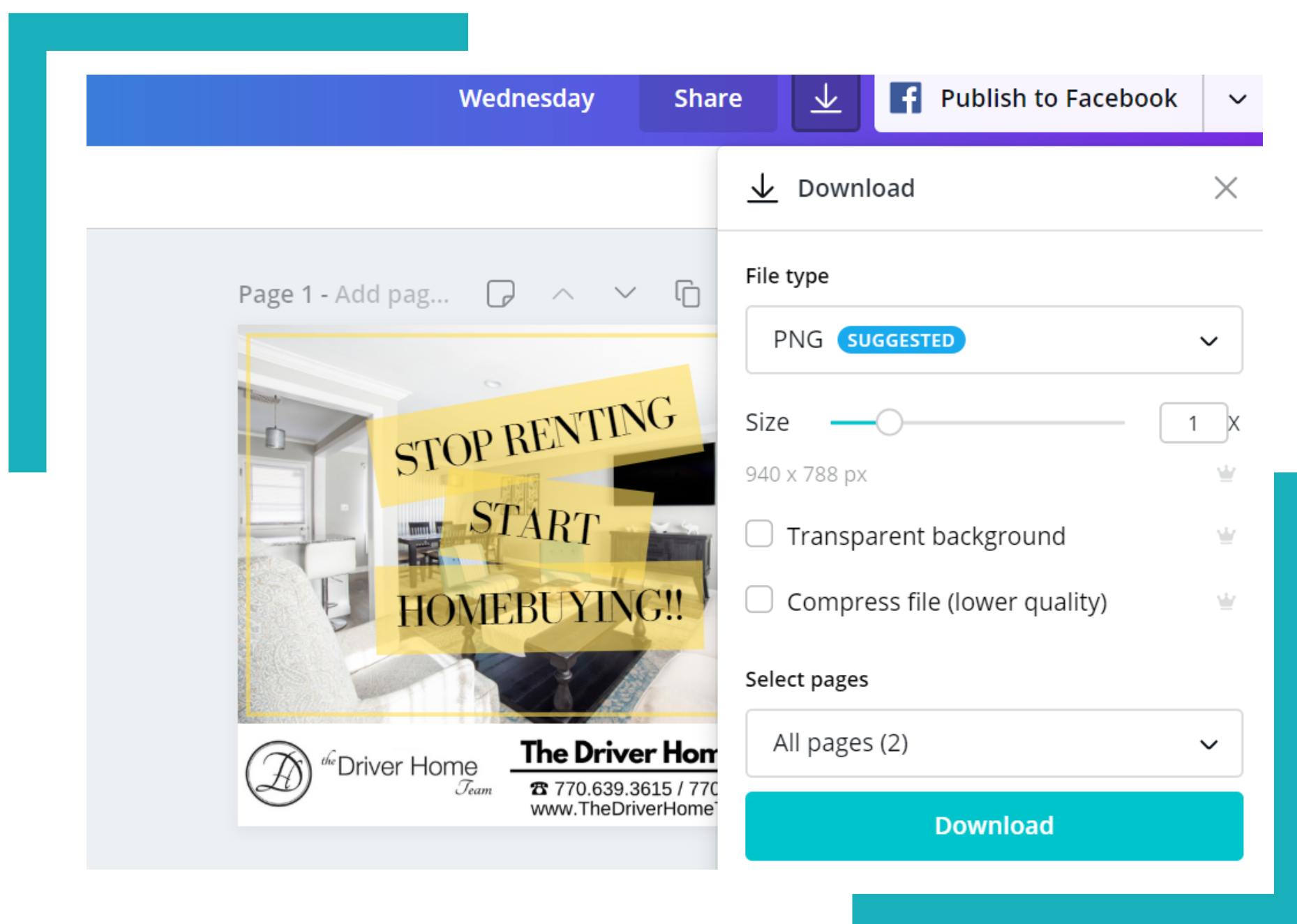
To change an element, click it and then edit it using the toolbar at the top of the editor—this is where you can change things like color, size, transparency, and more.

You can watch the process step-by-step in the video below.

# PUBLISH YOUR DESIGN

Once you're happy with your design, it's time to publish it.

Click the **Publish** button in the menu bar and you'll see a dropdown list of all of your options.



You can **Download**, share to social media sites like **Facebook, Twitter, Pinterest and LinkedIn**, or even **order professional prints** delivered to your door.

There are endless possibilities!

# 35 DESIGN IDEAS TO CREATE WITH CANVA

## BLOGS

1. Blog Post Image Template
2. Sidebar Graphics
3. Blog Email Newsletter Header
4. Lead Magnet
5. Content Upgrades
6. Email Opt-In Mockups
7. Blog Post Graphics
8. Blog Post Infographics
9. Tip-O-Graphics
10. List-O-Graphics
11. Blog Media Kit

## SOCIAL MEDIA

20. YouTube Cover Art
21. Twitter Cover Image
22. Facebook Fan Page Cover Photo
23. LinkedIn Post Quotes
24. Instagram Posts
25. Instagram Highlight Cover
26. Animated GIF's
27. Quote Graphics
28. Pinterest Image Template
29. Quick Tip Graphics

## BRANDING

12. Logo Design
13. Brand Identity Kit
14. Stationery
15. Business Card
16. Mood Board
17. Brochure Design
18. Note Cards
19. Gift Certificates

## TRADITIONAL MARKETING

30. Listing Presentation
31. Home Buying Guide
32. Seller's Guide
33. Welcome Kit to New Clients
34. Flyers
35. Mailers/Postcards
46. Testimonial Booklet



# 31 DAY CONTENT CALENDAR IDEAS

## Daily Content Ideas to Grow Your Real Estate Business

<b>1</b> MOTIVATIONAL QUOTE	<b>2</b> POST A SELFIE OF YOUR DAY OR CLOSING TABLE SELFIE	<b>3</b> SHORT VIDEO	<b>4</b> ANSWER AN FAQ	<b>5</b> FUNNY MEME
<b>6</b> INSPIRATIONAL MEME	<b>7</b> SHARE A MORTGAGE TIP	<b>8</b> SHORT VIDEO	<b>9</b> MORTGAGE MINUTE: SHARE CURRENT RATES	<b>10</b> LOCAL MARKET UPDATE
<b>11</b> ASK YOUR AUDIENCE A QUESTION	<b>12</b> SHARE A CLIENT TESTIMONIAL	<b>13</b> SHORT VIDEO	<b>14</b> PROFILE A NEIGHBORHOOD: INCLUDE SCHOOLS, AMENITIES + PRICES	<b>15</b> LOCAL MARKET UPDATE
<b>16</b> GIVE A HOME STAGING TIP	<b>17</b> TUESDAY TIP SHARE SOME TAX TIPS AND DEDUCTIONS FOR HOMEOWNERS	<b>18</b> SHORT VIDEO	<b>19</b> SHARE THE LOVE: PROFILE A LOCAL BUSINESS	<b>20</b> PARTNER SHOUTOUT: PRAISE A FAVORITE VENDOR OR PARTNER
<b>21</b> CROSS PROMOTE ANOTHER SOCIAL MEDIA PROFILE	<b>22</b> FAVORITES SHARE A FAVORITE PODCAST YOU LISTEN TO	<b>23</b> SHORT VIDEO	<b>24</b> SHARE THE LOVE: PROFILE A LOCAL BUSINESS	<b>25</b> SHARE THE LOVE: PROFILE A LOCAL BUSINESS
<b>26</b> THANK YOUR FOLLOWERS	<b>27</b> CREDIT TIP	<b>28</b> SHORT VIDEO	<b>29</b> REMIND YOUR AUDIENCE THAT YOU OFFER VIRTUAL HOME SHOWINGS	<b>30</b> GET PERSONAL: SHARE A PHOTO OF YOUR KIDS AND PETS

*31 Days  
You did it!*



# CONNECT WITH ME



*Facebook*

The Real Estate Marketing Academy



*EventBrite*

[shanthawetterhan.eventbrite.com](https://shanthawetterhan.eventbrite.com)



*Instagram*

@ShanthaWetterhan



# OUR SERVICES:

- Marketing Plans
- Social media makeovers
- Social media management
- Beautiful WordPress websites
- Personal Branding Photography
- One on one consultations, consulting and training
- Branding including logos, business cards, email signatures, and social media cover photos



**SHANTHA**  
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