

# **Welcome to the “Design on a Dime” version for Your Digital Presence**

**Upgrade Your Advocacy Act**



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***It's Easy to Look Like a Pro***

# **Marketing Your Patient Advocacy Business Using Canva**

Presented by Christie Cox, BCPA

# Introduction: Why Canva as a Solopreneur Tool?

- **What is Canva?** – A free, user-friendly design tool
- **Why use Canva for business marketing?**
  - No graphic design skills needed
  - Saves time and money
  - Creates professional, polished marketing materials easily



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# Why & How to Use Canva for Easy, Professional Marketing

- **Why Canva?** – Look pro without hiring a designer
- **What You Can Create in Minutes** (Business cards, flyers, social posts, presentations and videos- yes reels!)
- **Templates & Customization** – No design skills? No problem! WYSIWYG
- **Time-Saving Hacks in Canva** – Brand kits, resizing, and one-click magic



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# Now...Finding Time for Marketing (Even When You're Swamped!)

- **Batch It & Schedule It** – Get more done in less time, auto-posting
- **Automate Where You Can** – Tools that work while you sleep
- **Set a “Marketing Power Hour”** – Make it a routine once a week
- **The “3 Touch Rule”** – A simple way to keep your network engaged- think of serving 3x for every 1 sales promo
- **KEY: Getting to be KLT** – a way to stand out



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# Getting Started with Canva

- **Creating a Free Canva Account**
  - Signing up with email, Google, or Facebook
  - Overview of the Canva dashboard – demo, location of elements
- **Exploring Free vs. Paid Features**
  - What you can do with a free account (note paid icon)
  - How to find free templates, images, and design elements (see handout)



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# Setting Up Your Brand in Canva (*Even With a Free Account!*)

- **Understanding the Brand Kit (Paid Feature, But Here's a Workaround!)**
- **How to Manually Save Your Brand Colors & Fonts in a Free Account**
  - Create a “Brand Board” document in Canva – great first step and why
  - Add brand colors as swatches (Hex codes)
  - Choose 1-2 brand fonts and list them
  - Create or upload your logo to this document for easy access
- **Saving a Master Template for Future Use**
  - Customize a business card, flyer, and social media post with your brand
  - Save these as templates to quickly edit and reuse



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# Level Up with a Paid Canva Account: Brand Templates Made Easy!

- **Why Upgrade?**

- A **Canva Pro** account lets you save your brand elements (logo, colors, fonts) and apply them automatically across designs.
- **One-click customization** for all marketing materials, saving tons of time – it's a budget decision fees vary- nonprofits get free accounts



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# IMO: Worth the Upgrade for 1-Click To Make Anything in Your Brand: Your Brand Kit & Templates

## 1. Go to 'Brand' in the Left Sidebar

- Upload your **logo**
- Set your **brand colors** (Hex codes)
- Choose and save your **brand fonts**

## 2. Create & Save Brand Templates

- Design a **business card, flyer, or social media post** once
- Click "**Save as Template**" for easy future edits
- Access templates under **Projects** → **Brand Templates**

## 3. Edit & Apply Branding in One Click

- Open any design and click "**Brand Kit**"
- Instantly apply **your colors, fonts, and logo**
- Resize and tweak as needed—no starting from scratch!



**Pro Tip:** Magic Button!! With **Canva Pro's Magic Resize**, you can **resize designs instantly** for different platforms!



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# Essential Business Marketing Assets You Can Create

- **Logos & Branding Materials** – Keeping a consistent look – **Brand Kit**
- **Business Cards** – For networking and credibility
- **Social Media Graphics** – Branded posts right-sized for each platform automatically - Instagram, Facebook, LinkedIn, etc
- **Flyers & Brochures** – For events, patient education, and outreach- options to pay for pro printing
- **Email Signatures, Newsletters & Presentation Templates** – For professional communication
- **Website Graphics & Banners** – Creating a cohesive online presence



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# Get Started: How to Create a Marketing Asset in Canva

- **Choosing a Template**
  - Searching for free templates for your needs
- **Customizing Your Design**
  - Changing text, fonts, and colors to match your brand
  - Uploading your logo and images
  - Adding contact details and a clear call-to-action
- **Using Free Elements & Images**
  - Where to find free icons, graphics, and stock photos



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# Saving & Downloading Your Designs

- **How to Save Your Work**
  - Auto-save feature in Canva
  - Naming and organizing designs for easy access
- **Downloading Your Files**
  - Choosing the right format:
    - **PNG** – Best for social media and websites
    - **JPG** – Smaller file size for quick sharing
    - **PDF** – Best for printing flyers and brochures
- **Sharing Designs with Clients**
  - How to send a view-only or editable link
  - Exporting files for print or digital use

Paid options for printing available directly from Canva



**Pro Tip:** Set up Canva to automatically post and schedule posts to your social media platforms!



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# Streamlining Future Designs with Your Brand Elements

- **Using Your Saved Brand Board & Templates**
  - Copy and modify templates instead of starting from scratch
- **Organizing Your Brand Assets**
  - Uploading and storing logos, color palettes, and frequently used images
    - Use search “**my projects**” to find previous designs, copy, edit new design
- **Creating a Consistent Look Across Platforms**
  - Keep all designs aligned for a professional presence
- **The Duplicate & Edit Hack**
  - Quickly update graphics for new content without redesigning from scratch



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# Canva Hacks to Save Time & Boost Professionalism

- **Using Folders for Organization** (*Pro tip: Name them clearly, e.g., “Social Media,” “Flyers,” etc.*)
- **How to Resize Manually for Multiple Platforms** (*Since “Magic Resize” is a paid feature*)
- **Quick Ways to Make a Design Look More Polished** (*Spacing, alignment, font pairing tips*)



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# Best Practices for Business Marketing Materials

- **Keep it Simple & Professional** – Less clutter, more impact, use white space
- **Brand Consistency** – Stick to the same colors, fonts, and logo
- **Make Your Message Clear** – Strong headlines, readable fonts
- **Always Include a Call-to-Action** – Tell your audience what to do next

**Always include a way to contact you!**

Website, phone, email, QR codes, etc (see handouts)



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# Wrap-Up & Canva Challenge

- **Demo:** Walk through creating a business card or social media post using a template, saving, downloading
- **Follow Up Action:**
  - Set up your “Brand Board” in Canva first- colors, font, logo
  - Create a simple branded social media post
- **Bonus handouts:**
  1. Reminder Start Tips
  2. Pro Tips
  3. Where To Find What You’re Searching For



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APHA Member Discount!

# DFY Designs Canva Templates

Now available to APHA members!  
**DFY MARKETING TEMPLATES**

*Done for you in your brand,  
editable in a Canva free account*



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## ***BUSINESS GROWTH WITH DFY CANVA TEMPLATES***

Successful  
**FOR PATIENT  
ADVOCATES**

Build your online presence with  
easy, affordable solutions for your  
digital marketing & branding

## **ARE YOU VISIBLE ENOUGH?**

### **BOOST YOUR ONLINE PRESENCE**

#### **Select Your Package**



Additional services a la carte include:

- Lead magnet/ebook PDF, flipbook or epub to sell on Amazon \$249 ea
- YouTube intro/out graphic CTA \$49
- Branded newsletter graphics for Mailchimp/other \$299

Ongoing marketing & social media content creation services also available at \$65hr.



[christiehartcox@gmail.com](mailto:christiehartcox@gmail.com)

**ORDER NOW**



#### **BASIC BRAND KIT**

Custom DFY kit including brand board (colors, fonts) based on your logo, branded business card, 3 social media post editable templates, one page flyer/brochure, invoice, letterhead templates.. \$399 APHA member price



#### **TECH SAVVY GROWTH KIT**

Kit includes digital business card (linktree/instagram), social media profile/page header graphic, 6 social post templates on channels of choice, & advertisement- all editable to maintain your look forward. \$599 APHA member price.



#### **IMAGE ENHANCING PRO KIT**

Includes custom branded PowerPoint slide template for public speaking, one page sales website (design only), branded email signature & testimonial graphic for social media promotion. \$999 APHA member price

**PROFESSIONAL DESIGNS ENHANCE YOUR IMAGE**

Thank you and get going on your business marketing so you can design on a dime and uplevel your advocacy game!



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