

Using Canva for Great Social Media Posts

Tuesday June 29th, 2021

Small Business Development Center
At Yavapai College

Agenda

- Marketing Priorities
- Creative AND Consistent Content
- Moving Around Canva
- Content Examples
- Questions

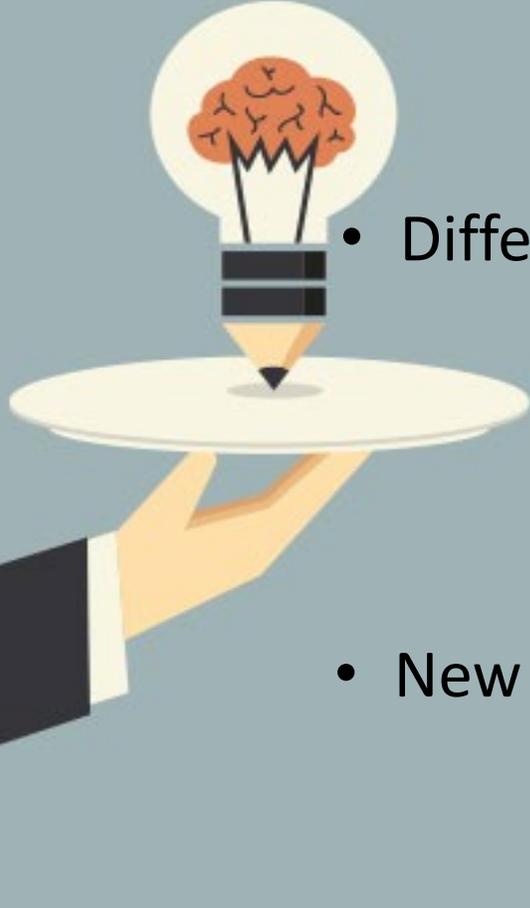


Image part of an article: [The Best Restaurant Marketing Ideas From 18 Experts](#)

What is your biggest media strength?

What is your biggest media challenge?

Prioritize:



- Positivity
- Differentiation: How is your business is BETTER?
 - Pivots, creativity, and innovation
- Your Target Market: Has it changed?
 - Your brand identity
- New initiatives, protocols, products and services
 - Consistency

Image part of an article: [25 Restaurant Marketing Ideas You Will Love](#)

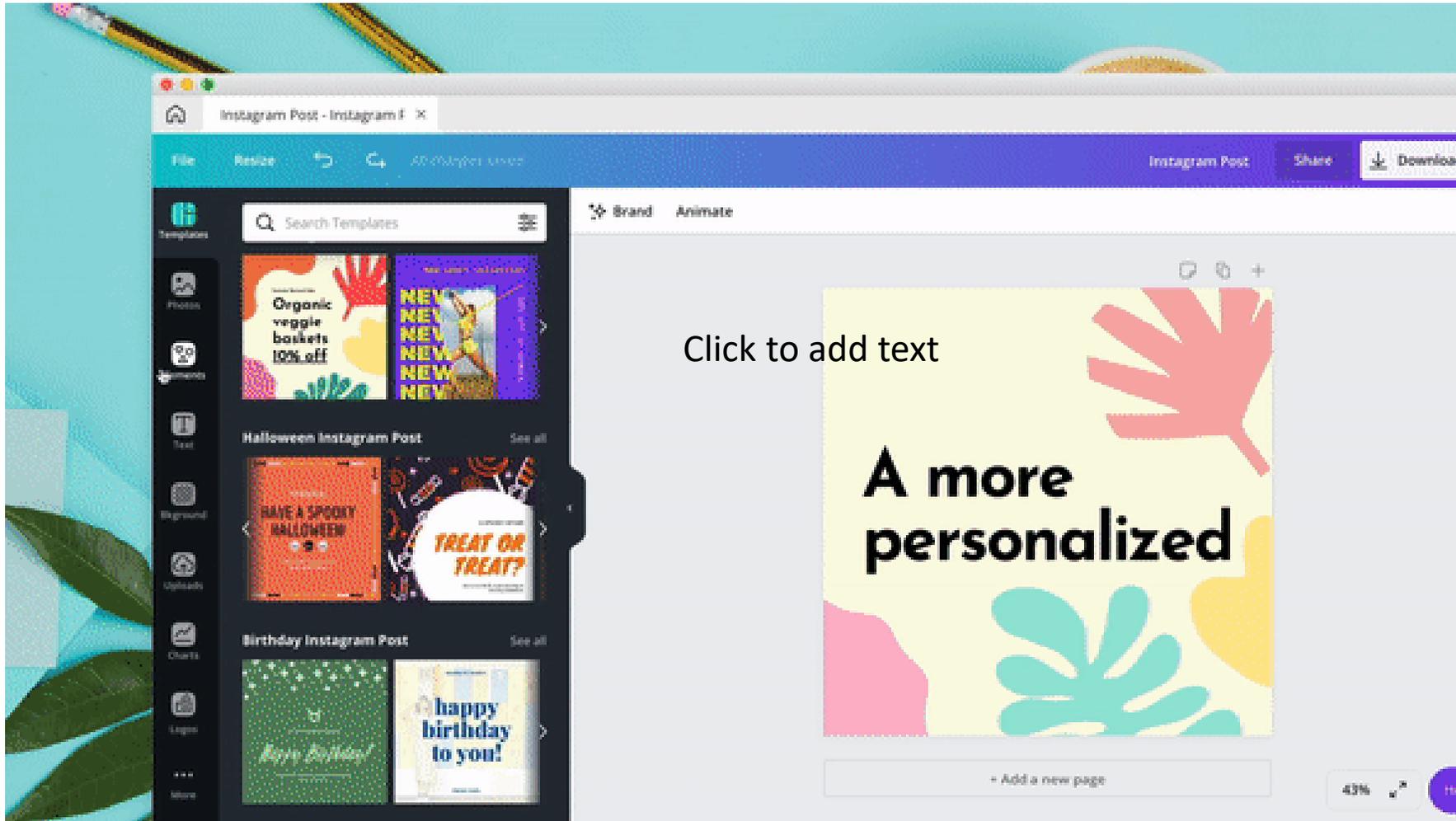
Capturing Your Target Market



- **Authenticity** – Telling your new story, better
- **Approachability** – Raw, real photos and video
- **Adaptability** – Pivots and changes to your menu and/or services
- **Consistency** – Brand Identity across all platforms



Canva

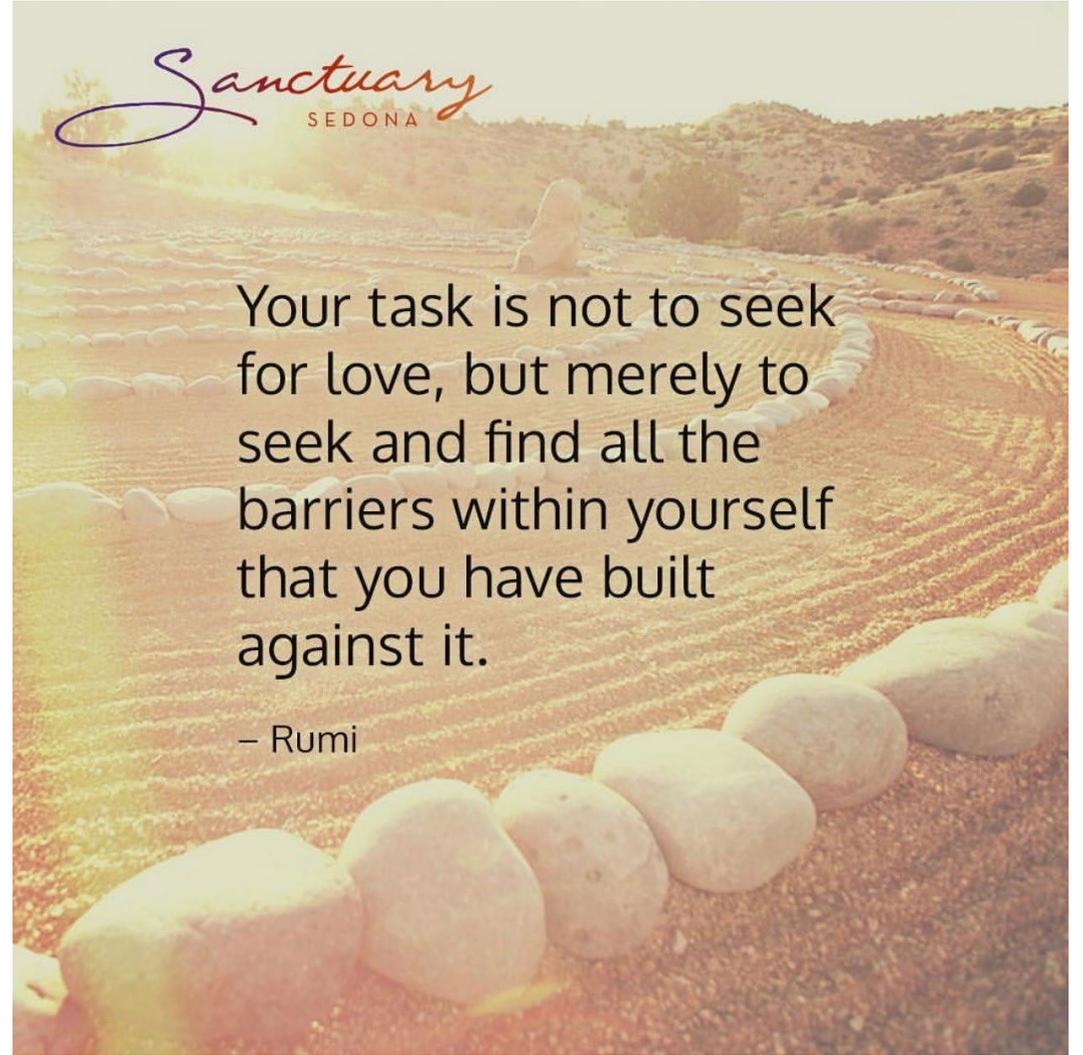


- Personalized Social Posts
- New Banners
- Consistent Messaging



We need to shift away from the paradigm of symptom management and get to the root cause of our addictions. [Click to add text](#)

– Dean Taraborelli



Your task is not to seek for love, but merely to seek and find all the barriers within yourself that you have built against it.

– Rumi



“You have the choice to launch into your lousy habitual patterns, or stay with the rawness and discomfort of the situation and let it transform you.”

Pema Chodron

Sanctuary
SEDONA



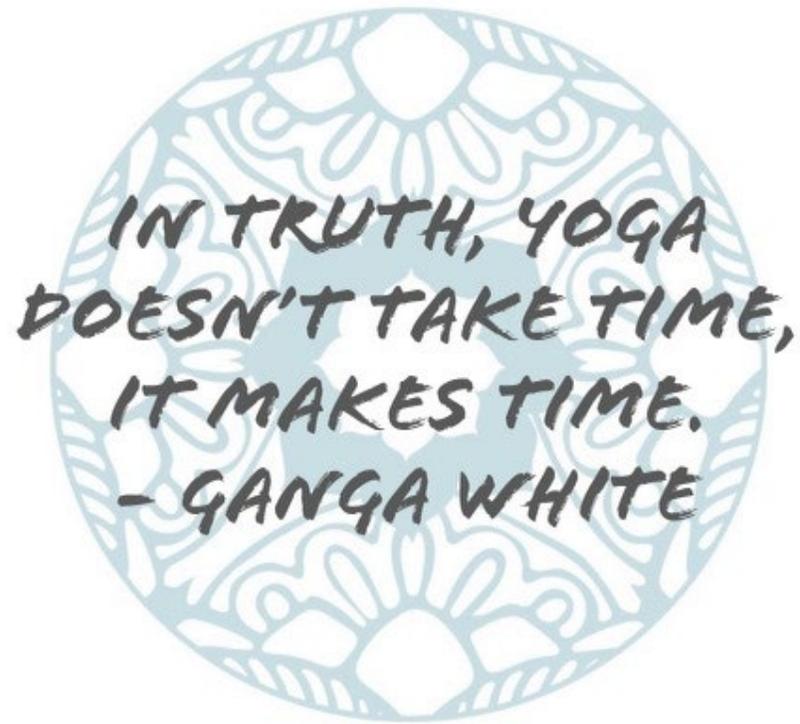
When we can fully understand that there is nothing wrong with the fundamental core of who we are, miracles happen.

Kelley Alexander

Sanctuary
SEDONA

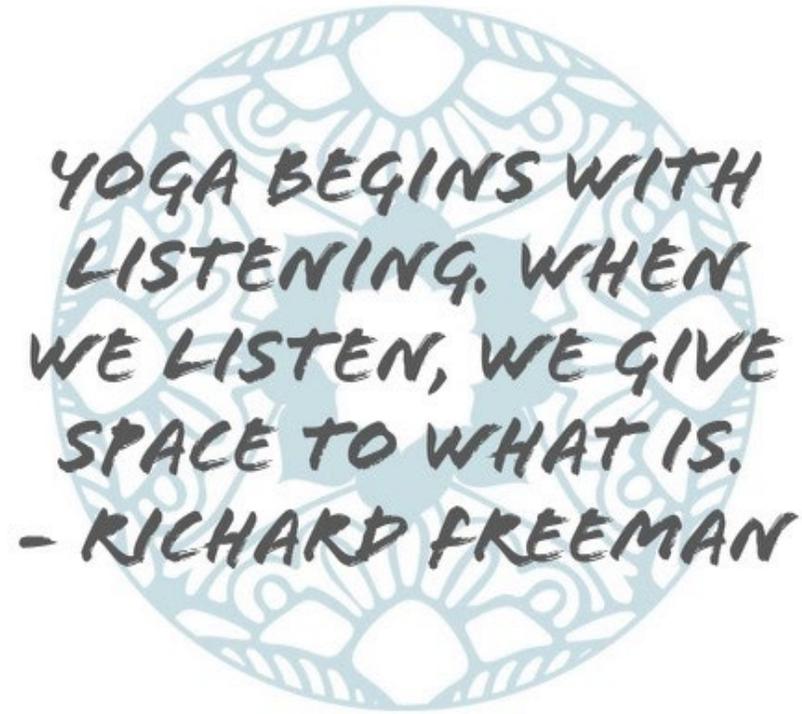






**IN TRUTH, YOGA
DOESN'T TAKE TIME,
IT MAKES TIME.
- GANGA WHITE**

@villageyogasedona



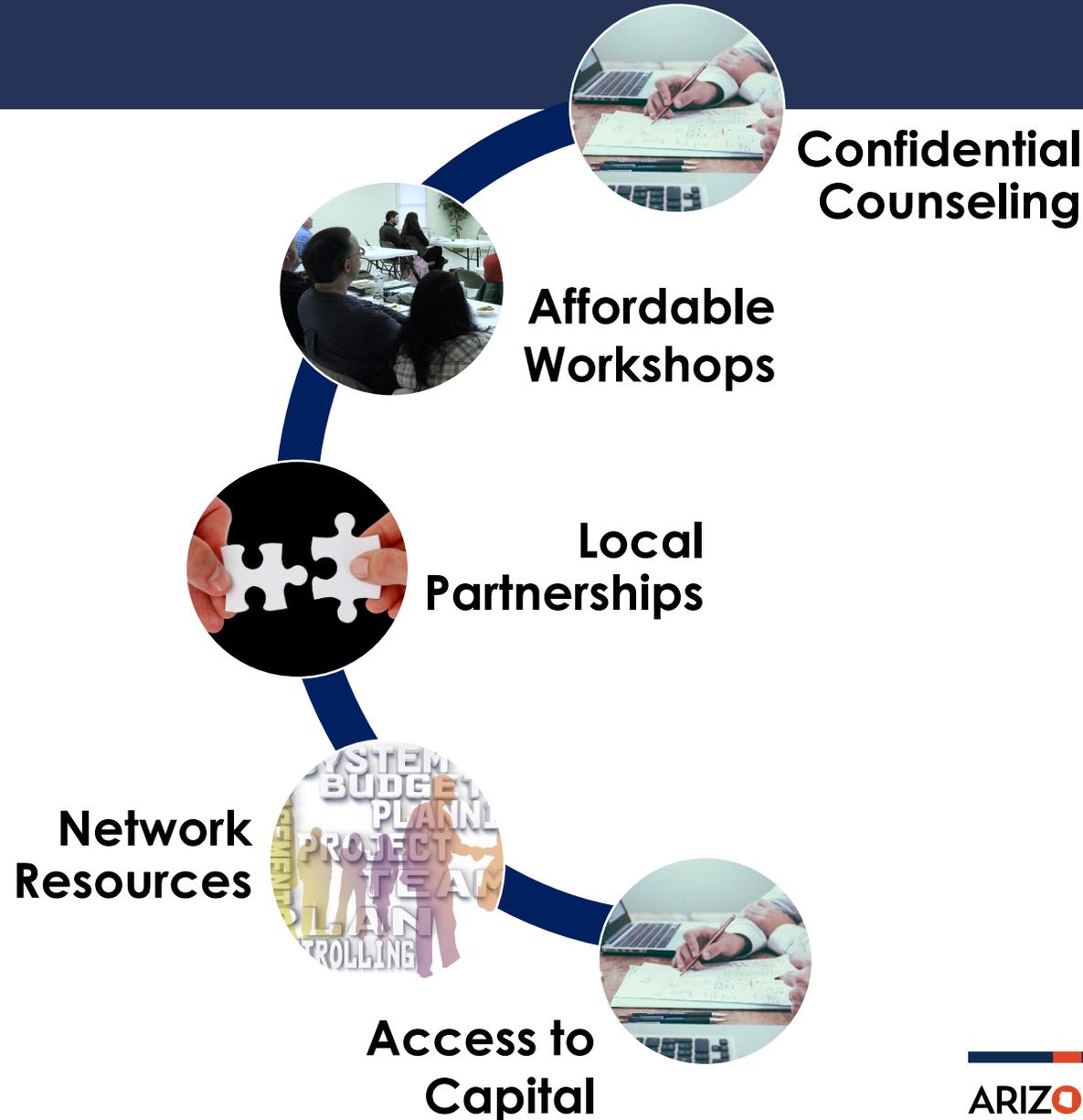
**YOGA BEGINS WITH
LISTENING. WHEN
WE LISTEN, WE GIVE
SPACE TO WHAT IS.
- RICHARD FREEMAN**

@villageyogasedona

SBDC



YC.EDU/SBDC
(928) 717-7232



Questions

