

Using Canva **WEBINAR**

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Webinar Ground Rules

- Do not Use the Chat Function during the Webinar
- Write Your Questions and the Slide # in the Question and Answer feature in Zoom
- During the Question & Answer period is when we will address those Question(s)

Welcome to our Webinar

About the SBDC



The New Mexico Small Business Development Center Network

- Centers Statewide
- No-Cost confidential business consulting
- Low-cost business training workshops
- Certified business professionals

TRAINING OFFERINGS & COUNSELING ASSISTANCE

Training:

- Basic Steps to Starting a Business in New Mexico
- QuickBooks Online
- Cyber Security for Small Businesses (6-part series)

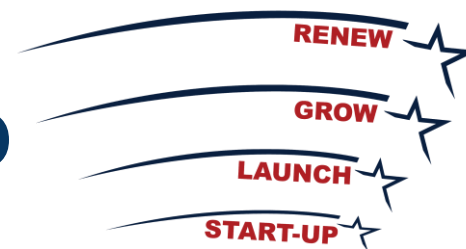
Counseling:

- Go to the SBDC website at <http://www.nmsbdc.org> to Request No Cost Business Counseling and Loan Application Assistance

Webinar Agenda

- About the SBDC
- What is Canva
- Using Canva
- Recap
- Q&A

What We Do



Business consulting

- Our professional consulting services are provided at no cost
- All our services are confidential
- Unlimited services to startup and existing businesses

Business training

- Low or no cost
- Trainings are tailored to meet the needs of small businesses to help build skilled entrepreneurs

What We Ask You to Do

- **The work necessary to succeed**
 - **Make your own decisions**
- **Work with the SBDC business advisor**
Seek a professional accountant and/or attorney as needed

Pre & Post Webinar Surveys

- The pre survey was emailed the day before the event.
- The post will be emailed 1 day after the event.
- Your feedback is very important to us!
- If you didn't receive your survey request, or wish to provide further feedback, email cgarci15@unm.edu

What is Canva?

- Launched in 2013, Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere.
- What can I make?
 - Business Cards
 - Social Media Posts
 - Flyers
 - Brochures
 - & More
- More about Canva from Business Insider
<https://www.businessinsider.com/what-is-canva>
- Design School- <https://www.canva.com/designschool/>

Before you make a design!

- Think about your Target Market
- Create a Marketing Plan
 - Product
 - Price
 - Place
 - Promotion/distribution
- Create goals and track results
- SBAs Marketing 101-
<https://learn.sba.gov/learning-center-market/marketing-101>

Creating Your Canva Account

- Create the account with an email address you use and remember!
- Use a password with uppercase & lowercase letters, numbers, and symbols
- If you invite people to your design, this will be the email address from which they receive the invite

Choosing Colors

- Canva uses HEX color codes
 - <https://www.canva.com/colors/>
- Creating a Color Palette from an image
 - <https://color.adobe.com/create/image>
- Choose colors that resonate with your target market and product/services

Choosing Fonts

- Canva has their own fonts
- Fonts can be purchased or imported
 - Pro Account
- Pick fonts that resonate with your target market and represent your brand.

Choosing Your Template

- Be consistent with your branding
 - Use consistent colors
 - Use consistent fonts
- A template can always be edited
- Some templates have costs associated with them

How We Measure Our Success Together

Surveys

You will receive requests to complete short surveys via email throughout the time you receive SBDC services.

Economic Impact

When you start or expand your business, hire employee(s), or acquire capital for the business due to the assistance you received from the SBDC, you will be asked to fill-out and sign a Client Economic Impact Report.

Letter of Support

If you appreciate our services, please share your experience with our stakeholders. We will provide you with contact information.



SBDC Programs

Procurement Technical Assistance Center

Website: <https://www.nmptac.org/>

Call: (505) 224-5965

Email: ptac@sfcc.edu

International Business Accelerator

Website: <https://www.nmiba.com/>

Call: (575) 589-2200

Email: info@nmiba.com

NMT Technology Commercialization Acceleration Help with Intellectual Property & Patents

Website: <http://www.nmsbdc.org/technology-commercialization-accelerator.aspx>

Call: (575) 517-6912

Email: Estefanita.rawlings@nmt.edu

SBA Resource Partners

SCORE

Website: <https://albuquerque.score.org/>

Call: (505) 248-8232

Email: admin.0067@scorevolunteer.org

WESST-Women's Business Center Program

Website: <https://www.wesst.org/business-consulting/womens-business-center-program/>

Call: 1-800-GO-WESST or (505) 246-6900

Veterans Business Outreach Center

Website: <http://www.nmdvs.org/vboc/>

Call: (505) 383-2401

Email: richardl.coffel@state.nm.us

Resource Partners

Small Business Development Center

Website: www.nmsbdc.org

Call: (505) 428 - 1362 or (800) 281-7232

Email: info@nmsbdc.org

Small Business Administration

Website: www.sba.gov

Call: (505) 248-8228

Email: shelley.brown@sba.gov

- [SBA Resource Guide](#)

Click Here

New Mexico Economic Development Department

Website: www.gonm.biz

Call: 1(800) 374-3061 or 505-827-0300

Email: Johanna.nelson@state.nm.us

Thank You Everyone For Your Continued Support of Small Businesses in New Mexico!



The New Mexico SBDC is funded by:

- the State of New Mexico;
- the United States Small Business Administration (SBA);
- the US Department of Defense for the Procurement Technical Assistance Program; and
- hosted at colleges and universities throughout our state.

Together we are building New Mexico's economy, one business at a time!