

Course Title: Elevate Your Real Estate Marketing using CANVA!

Duration: 3 Hours

Course Overview: This hands-on course is designed specifically for anyone looking to enhance their real estate marketing skills using Canva. Learn how to create professional, eye-catching marketing materials that will help you stand out in a competitive market. Whether you're promoting a property, growing your brand, or creating social media content, this course will equip you with the skills needed to design custom, impactful visuals.

Course Outline:

1. Introduction to Canva

- Overview of Canva and its features
- Setting up your Canva account
- Customizing templates for real estate marketing

2. Creating Real Estate Flyers & Brochures

- How to design property flyers
- Best practices for listing presentations
- Customizing Canva's real estate templates

3. Building a Social Media Presence

- Creating engaging social media posts
- Designing Facebook, Instagram, and LinkedIn ads
- Scheduling posts for maximum reach

4. Branding & Personalization

- Incorporating logos and brand colors
- Designing business cards, open house signs, and postcards
- Creating custom brand kits

5. Intermediate to Advanced Techniques

- Editing photos and videos in Canva
- Canva features and tips

Target Audience: Real estate agents, brokers, sales professionals & Real Estate Assistants at any level looking to improve their design and marketing capabilities using Canva.

Materials to Bring:

Participants should bring their logos, property photos, and other branding materials for customization during the session.

NOTE: Access to Canva Pro is highly recommended to unlock additional features and templates for the most benefit.