Level Up with LENA DIGITAL MARKETING

Real Estate Edition

Canva for Realtors 101

How to Market Effectively with Canva & ChatGPT

A Bit About Me

- 3rd generation realtor
  - Parents: Dan & Lisa Thoreson
  - Grandparents: Curt & Connie Thoreson
- Owner of Mad Art Designs
  - Web & Graphic Design
  - Marketing
  - Specialize in helping local and independent businesses and individuals with all their marketing needs
- Proud mother of 2 girls
  - Ava Rose - 16
  - Dani Mae - 4

MAD ART DESIGNS
WEB AND GRAPHIC DESIGN

SUPPORT LOCAL BUSINESS

Why Marketing Matters For Realtors

Realtors need strong marketing tools to stand out in a competitive market.

Canva and ChatGPT make it easy to create professional visuals and marketing copy that can help attract more leads and close deals faster.

Realtors need strong marketing tools to stand out in a competitive market.

In a highly competitive real estate environment, using modern marketing tools effectively can be the key to standing out, closing more deals, and growing a successful business.

Realtors need strong marketing tools to stand out in a competitive market for several reasons:

INCREASED VISIBILITY

The real estate market is crowded, with many agents and listings competing for attention. Effective marketing tools help realtors showcase their properties and services to a broader audience, increasing their visibility and likelihood of attracting buyers or sellers.

PROFESSIONALISM

High-quality marketing materials, like well-designed flyers, social media posts, and property listings, create a polished and professional image. Realtors who present themselves with professional branding are more likely to build trust and credibility with potential clients.

ATTRACTING LEADS

Strong marketing tools like Canva allow realtors to create eye-catching visuals that capture attention. These visuals can turn casual browsers into serious leads by highlighting the unique features of a property in a compelling way.

CONSISTENT BRANDING

Consistency in branding helps realtors establish a recognizable presence. By using tools to maintain cohesive colors, logos, and messaging, realtors can create a lasting impression that clients associate with quality and expertise.

Realtors need strong marketing tools to stand out in a competitive market.

EFFICIENCY AND TIME SAVINGS

Tools like Canva and ChatGPT make it easier and faster for realtors to create marketing materials and generate copy. This frees up time to focus on building relationships with clients, showing properties, and closing deals.

COMPETITIVE EDGE

In a market where many realtors use generic marketing, those who invest in strong, personalized marketing tools can differentiate themselves. Well-crafted marketing campaigns can set a realtor apart as innovative, client-focused, and attentive to detail.

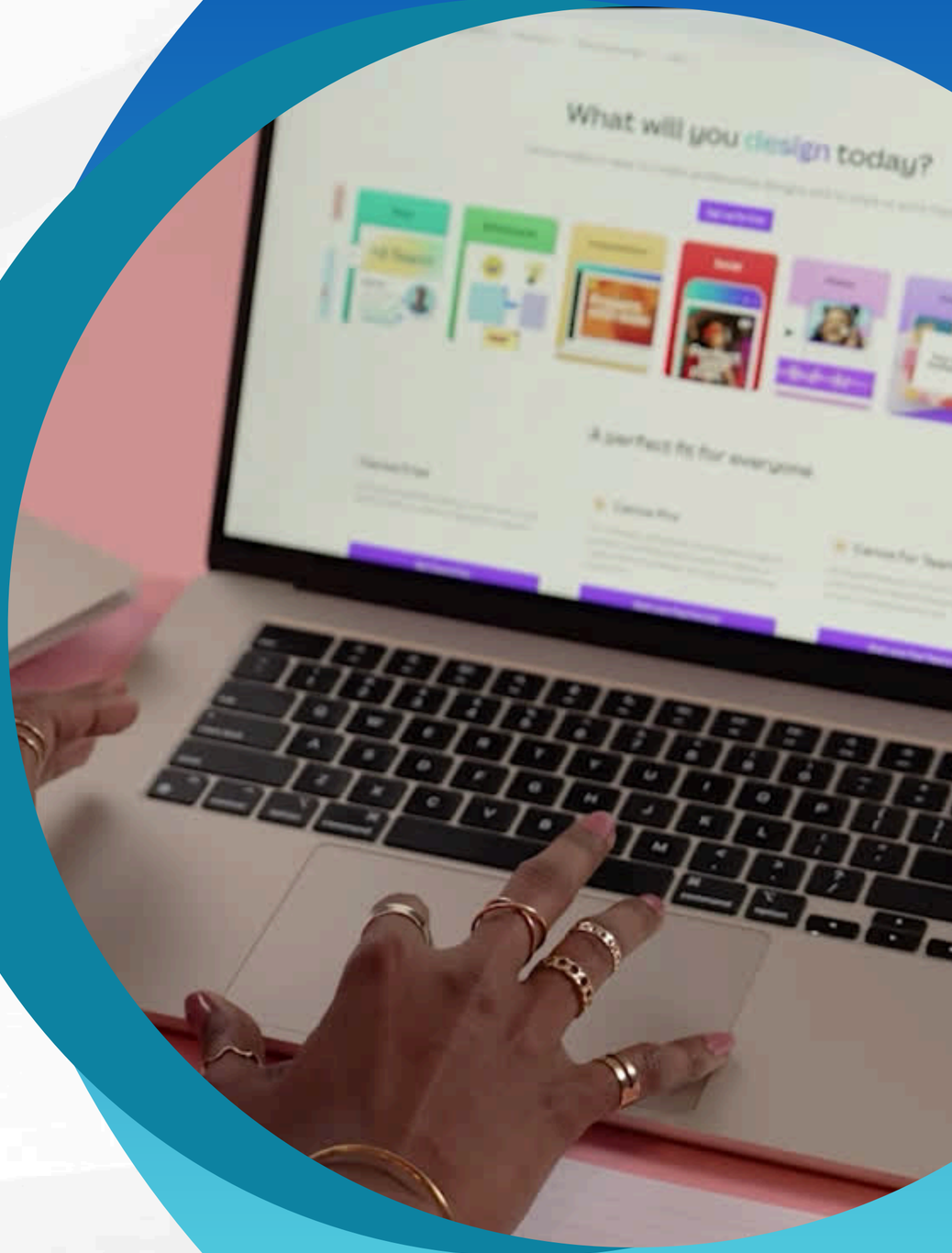
TARGETING THE RIGHT AUDIENCE

Advanced marketing tools allow realtors to tailor their messaging and visuals to specific buyer demographics, increasing the chances of reaching and converting the right audience for each property.

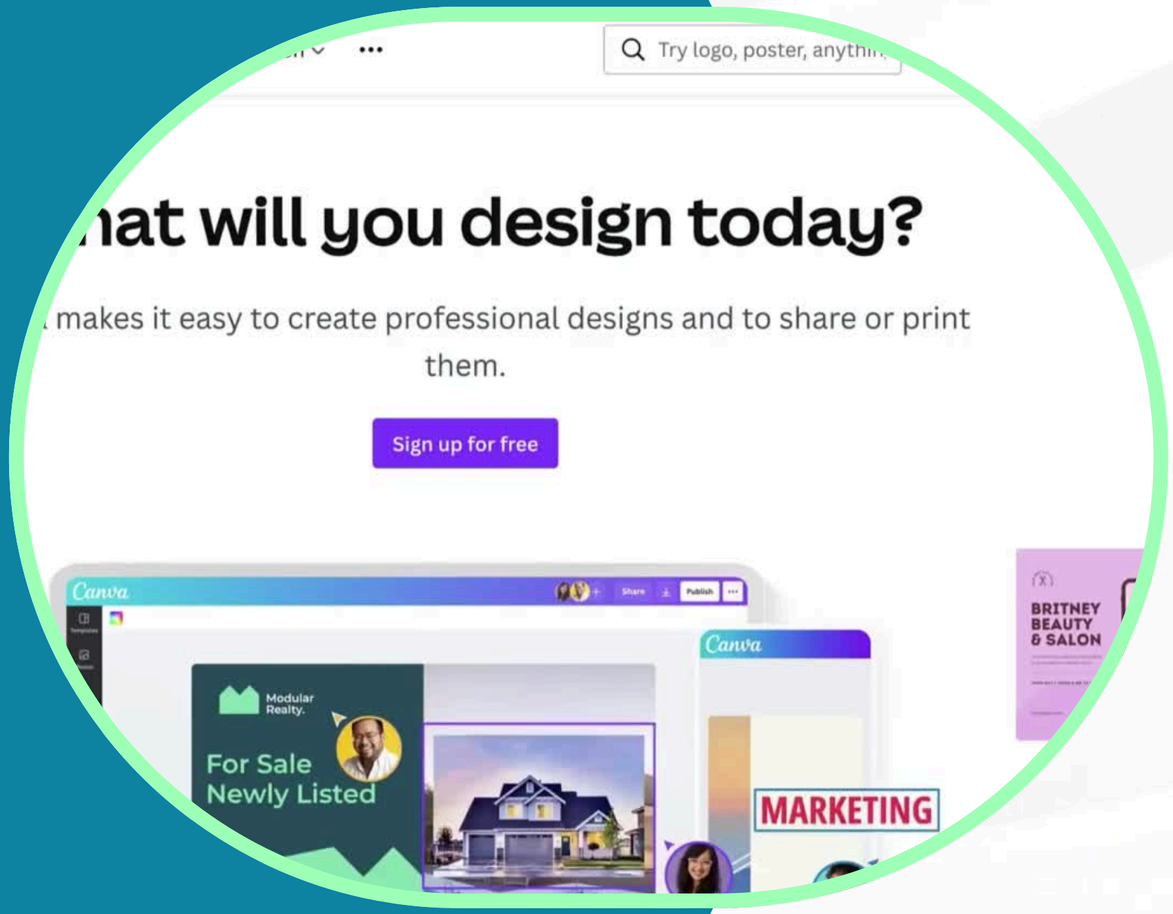
Introduction to Canva!

Canva is a graphic design tool that allows anyone, even beginners, to create professional marketing materials.

It’s easy to use, offers thousands of customizable templates, and it’s specifically useful for realtors looking to design flyers, social media posts, brochures, and more.



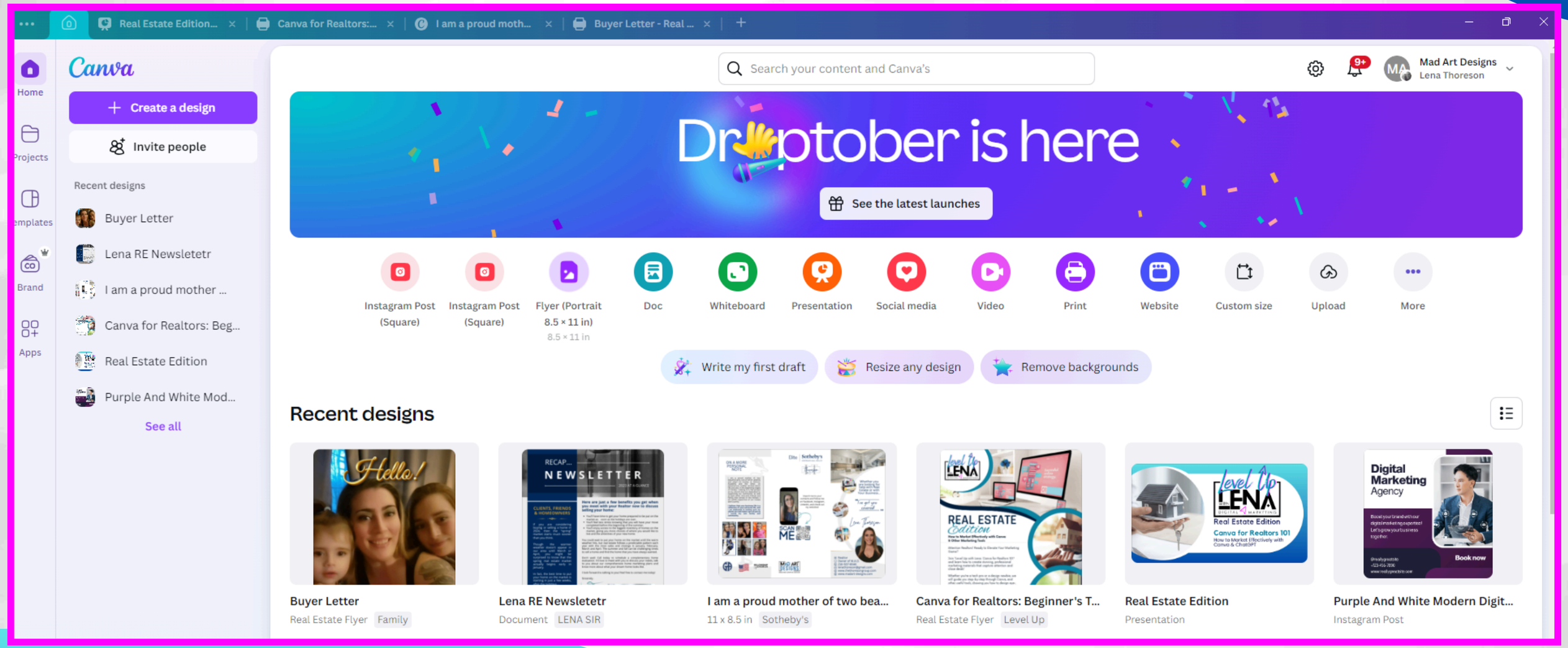
Creating Your Canva Account



1. WWW.CANVA.COM
   DOWNLOAD THE APP
2. SIGN UP/CREATE ACCOUNT
3. FOLLOW INSTRUCTIONS

EASY

Dashboard


Real Estate Edition...
Canva for Realtors:...
I am a proud moth...
Buyer Letter - Real ...
Canva
Home
Projects
Templates
Brand
Apps
Create a design
Invite people
Recent designs
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I am a proud mother ...
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9+
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Lena Thoreson
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See the latest launches
Instagram Post (Square)
Instagram Post (Square)
Flyer (Portrait 8.5 × 11 in)
8.5 × 11 in
Doc
Whiteboard
Presentation
Social media
Video
Print
Website
Custom size
Upload
More
Write my first draft
Resize any design
Remove backgrounds
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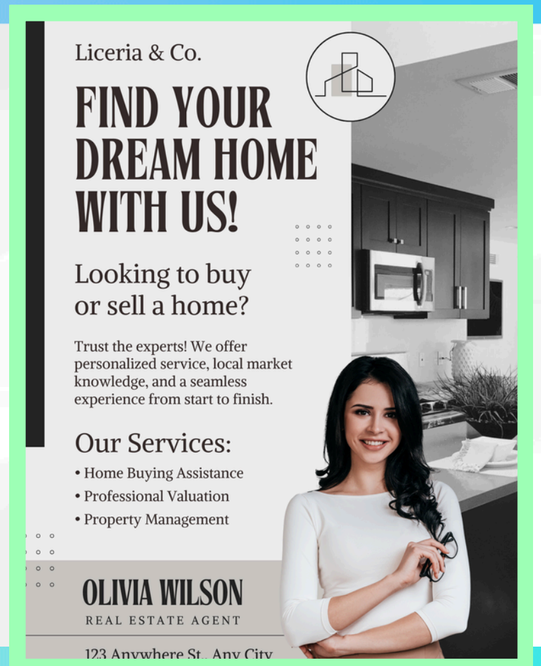
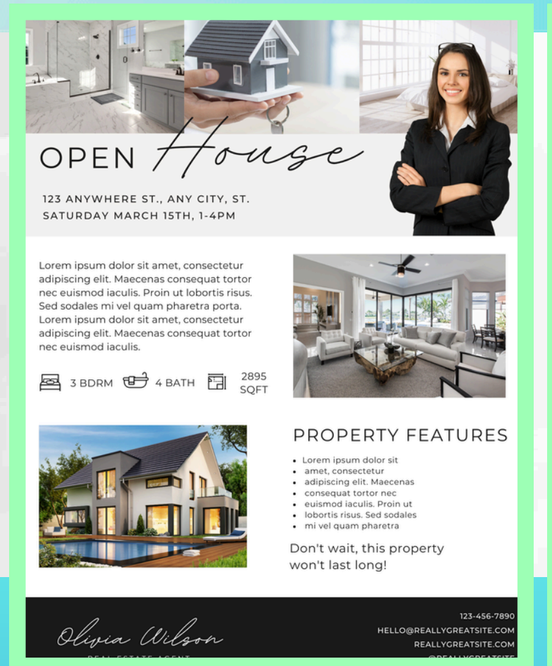
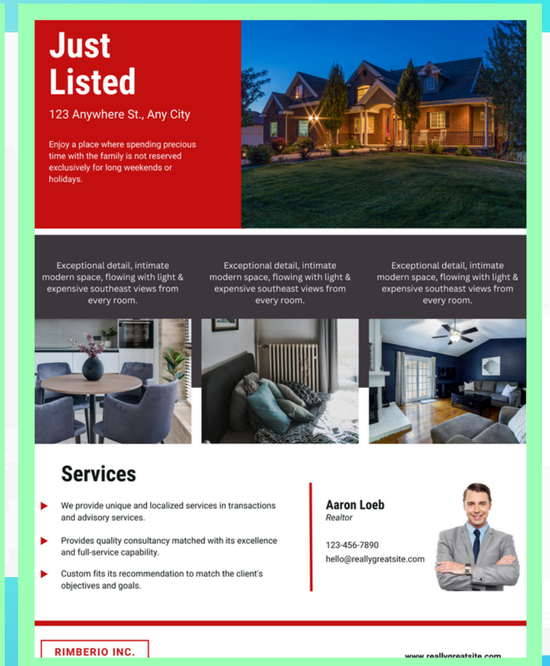


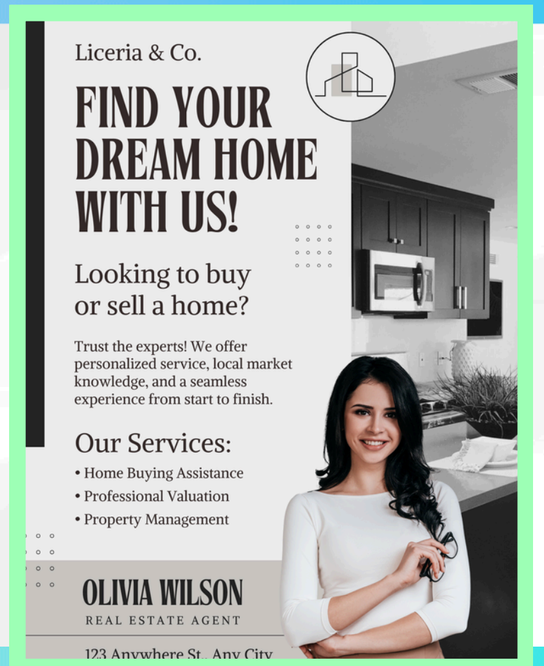


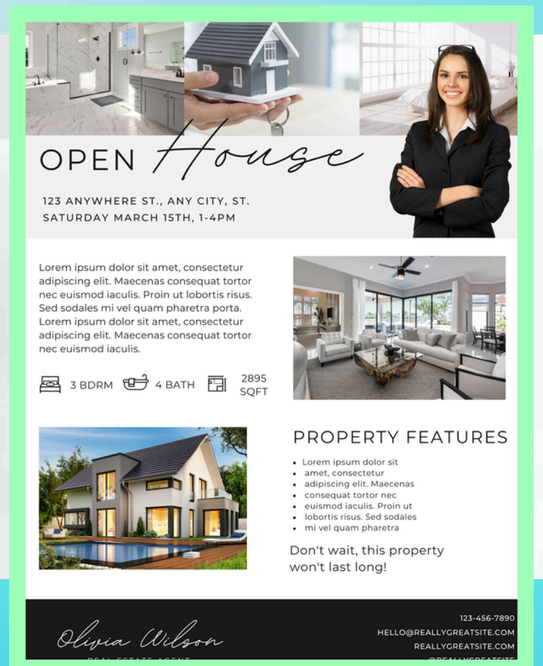


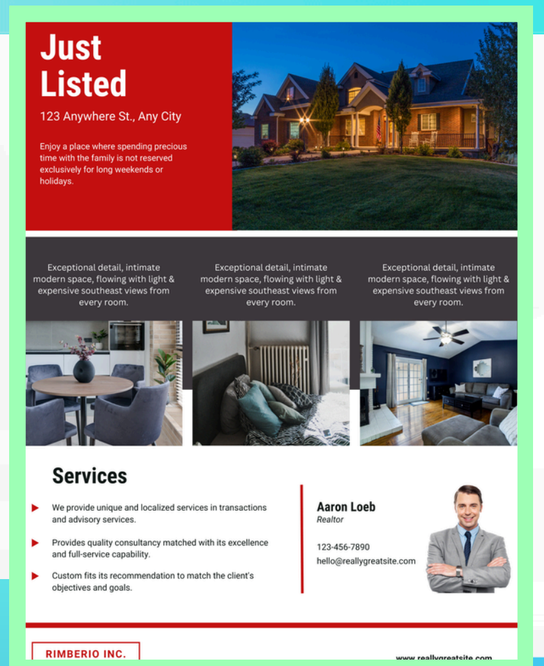
Searching for Templates

In the search bar, type "Real Estate" followed by the type of design you are looking for, such as:

- "Real Estate Flyer"
- "Real Estate Social Media Post"
- "Real Estate Brochure"







- "Business Cards"
- "QR Codes"
- "Digital Signatures"
- "Logos"
- "Postcards/Mailers"
- "Stationary/Envelopes"
- "Documents/PDF's"

Social Media Marketing

When creating social media posts for platforms like Instagram, Facebook, and LinkedIn using Canva's templates, it's crucial to customize your designs to fit the unique requirements of each platform. This ensures that your posts not only look professional but are also optimized for the best user engagement.

Video Tools

FUTURE SESSION

EXAMPLES OF VIDEO TYPES YOU CAN CREATE:

Property Tours:
Use video clips of different rooms and areas of the property, paired with text overlays highlighting key features (e.g., “4 Bedrooms,” “2,500 Sq Ft”).

Open House Announcements:
Create a short video featuring images or clips of the property, along with the date and time of the open house.

Client Testimonials:
Add short video clips of satisfied clients giving testimonials about their experience, making sure to add their names and any other relevant details.

Market Updates:
Share insights on the real estate market with animated infographics, real estate stats, and engaging visuals.

Tips for Realtors

To maximize the effectiveness of your real estate marketing efforts, it's crucial to follow best practices when designing materials.

Consistency in Branding

- Use your brand kit
- Consistent Logo Placement
- Stick to brand colors & fonts
- Template consistency

Using High-Quality, professional Photos

- Upload professional property photos
- Avoid stock photos (when possible)
- Edit & enhance photos
- Utilize Frame & Grid Elements

Including Clear Calls to Action (CTAs)

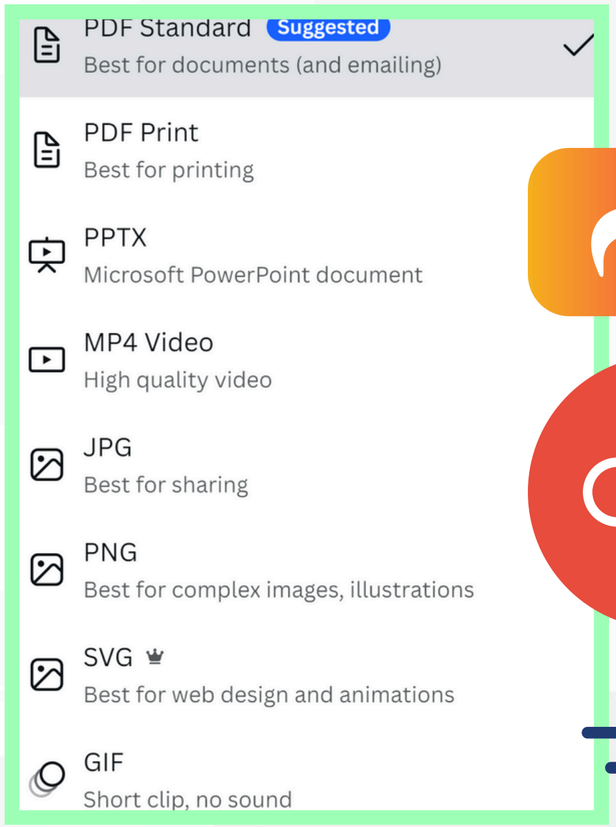
- Add CTAs to social media graphics
- Interactive CTAs in stories
- Design buttons & highlight CTAs
- Be direct & action oriented

Collaborating with Colleagues or Clients

- Real-time collaboration
- Share editable links
- Use comments or feedback
- Pre-design templates for teams

Exporting & Sharing Designs

Once you've created a design in Canva, the next step is exporting and sharing it effectively. Canva makes it easy to export your work in multiple formats for different purposes—whether you're sharing online, printing, or collaborating with your team.



ChatGPT

- ChatGPT is like a smart virtual assistant that can have conversations with you and help you with various tasks.
- It’s powered by artificial intelligence (AI) and understands human language, so you can ask it questions, give it tasks, or even just chat with it.
- It can help you write emails, create social media posts, come up with ideas, answer general knowledge questions, and much more.
- The more information you give to it, it saves and remembers for future prompts and starts recognizing patterns and behaviors.
- Basically, it's like having a really knowledgeable assistant that you can talk to anytime!

ChatGPT for Marketing

ChatGPT is an incredibly powerful tool for real estate professionals, helping to streamline content creation across multiple areas of marketing.

Whether you need quick ideas, polished content, or detailed descriptions, ChatGPT can assist in generating high-quality marketing materials that are tailored to your specific needs.

Let’s dive into how realtors can use ChatGPT for generating marketing ideas, social media captions, email content, and property descriptions.

HAVE FUN!

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