

How to Create Photos and Graphics Using Canva Inside AWeber

(00:00):

All right, everyone. I'm so excited to be showing you how to integrate Canva into your AWeber emails, your AWeber email templates, all that good stuff. So as we're already logged in, as you know, I'm at the dashboard, right. And always make sure you're starting on the right list. The list I'm working with this time is landing page demo. Good enough. Doesn't really matter. I'm just demonstrating how to incorporate the canva into an email message. So I'm gonna click create a message. I'm gonna click drag and drop editor, and there you go. I'm gonna click on templates and it's really important to uncheck this box right here that says, keep my message content. You don't have any message content. You're just starting from scratch. So unclick that. And then when you click apply, the new template will show up a whole heck of a lot easier. I did show that I explained that to you in another video. Okay. So I wanna use the simplified template. So I'm just gonna click here. I'm gonna click apply and we are done. So what I'm gonna do, I always forget to put a subject line. So let's just put, you know,

(01:29):

The power of teamwork. That's the subject line. And what we're gonna do is we're gonna replace this image placeholder up here, and we're gonna add another image down here, but we're gonna create the image on the fly. Now, as you know, when you click add image. So if I click right here, add image in the image gallery, there are already 6,558 images,

(01:59):

You know, photographs that you can use and incorporate into any email message that you send out. And those are all stock photography with that are royalty free. You don't need to pay anything by using them. You're not violating any copyright laws. You're good to go.

However, AWeber has taken everything to the next level. And they're going to allow you to use images and templates and banners and things from Canva. Canva's been around since 2013, there are 55 million users worldwide, and it's quite popular and it's really easy to use. Okay? So let's click here and instead of uploading it or going to the image gallery, I'm gonna add a banner now, see how it says 1200 by 400. This is asking for something 600 by 200. Now two times 600 is 1,200, and 2 times 200 is 400. So 1200 by 400 is the same ratio, which is three to one. So it's just twice as big. And once we create it and add it back in here, AWeber is gonna resize it. It's gonna have the same proportionality, the same aspect ratio. That's the point I'm trying to make. So let's just click on banner. You can see Canva is opening up.

[\(03:30\)](#):

All right. And so let's, I'm gonna look for a business type banner. You can search up here with different search terms. I'm gonna clear that. And I'm just going to go down here until the, I see the one I like, and this is one I like, so I'm gonna click there. Very cool. I can change the text. I can even change the image. So couple of ways to change the image, I can go to elements

[\(04:01\)](#):

and I can, you know, type in laptop and search for laptops, computers, whatever. And I'm gonna use this image here and you know what, let me undo that. Let me see if I can drag that over. And it pops right in there. It covers that image right up. If I double click on this image, I can, you know, drag it left or right to resize it, but I'm gonna leave it just the way it is. I just wanna let you know, you have the power to do that. You can change sizes by dragging the corners, but I wanna keep everything proportional. Stay connected. Let's just say, I'm gonna click on that. I double clicked on that. I can click and drag. I can also click that and just go Control A, on a PC Command A on a Mac. And that highlights everything that highlights everything or all inside the box. So I'm just

gonna type in here, the power of teamwork. And I'll go down here and there's a little phrase there. I'm gonna say everyone working together. And once again, I can just highlight that I can increase the font size a little bit. I might go in here and decrease the size a little bit.

(05:49):

Okay. And that way I can make this size a little better, bigger. I mean. So there, there. And maybe I wanna make that bold as well. Change the font color. I like blues. So let's just go with blue. Just click outside of it. Everyone working together looks fine. Save to AWeber.

(06:22):

And boom. So like I said, what we created in Canva had a 1200 by, it was 1200 pixels, wide, 400 pixels high, but that's the same three to one, the same aspect ratio as the 600 wide and 200 high. So it fits in perfectly, but you can still resize it if you want. So that's really cool. I'm gonna put it back up there. So that's how you do that. Very simple. And that was using the free version of Canva, by the way, that's a free template. Now let's just say, I want to add another image in here. Go down here and I'm gonna see what that thick blue line is. That's just below the text and I'm gonna click there. I'm gonna go design on Canva this time. I'm gonna go postcard, which is 1200 by 960. Obviously that's much wider than this particular email, but AWeber will resize it, Proportionately. Click postcard. Now I'm gonna just, like I said, you can type in search terms here, if you'd like at the top. I'm just gonna scroll down until I see something that I like, okay. There's one in here that I thought looked kind of cool for teamwork. Let's just type in teamwork and see if that works.

(08:01):

Couldn't find anything let's say business. And it gives you these options. Oh, this was the one. Okay. So I'm gonna click on this. And then there were two images in it. I'm gonna click this click on the plus sign. It, puts

it in there and fits it in perfectly. Now you can't see it, but there's a plane there. So I'm gonna drag it aside and I'm gonna delete that. We don't need the plane. Can't read the text for, so I'm gonna click that and grab it, raise that up. Right. And I'm going to click in there, everyone together. And I can just click that and make that go out a little bit. So if I want that all in one line again, I can do that. Okay. Everyone together. And there's another thing down here and I can increase the size on that. I can drag that bar to the right, everyone together. You know what? I'm gonna change the font because you can't see the font. So I'm gonna highlight that. Let's make it a lighter yellow font. Everyone together is stronger. And I'm gonna highlight this again and, and then I might drag it down a little bit. So it's right there.

([10:08](#)):

Deselect it, everyone together is stronger. Okay. I'm just showing you how to use Canva. You can use your own copyright or write your own sales copy. Okay. I'm gonna click save to AWeber. Now looks a little big to me. Looks a little bit big. So you just go to the corner, you click it, you reduce the size, just drag it in, right? I'm gonna save my work. I'm gonna go to preview and test.

([10:51](#)):

And there you go. This is what it would look like. This is what people are gonna see when they open their email. And it's so cool. And the power of using images and graphics and photographs is so powerful. It's gonna make your emails look more professional and more interesting.

Therefore, people are gonna be a little bit more inclined to open them up. Once they're actually in the email, the images are going to create an impact. And they're people, your subscribers that are, have opened the email and are reading the text are gonna be much more likely to click through to that blog post or that sales page that you're promoting than an then an, an email that only has text. Visually, it's more interesting. And you're gonna increase your click through rates and your conversion

rates. So I hope you found this helpful. Take Care, have a great day, and I'll see you in the next video.