

Realty Tech Talk Series

Social Media and Real Estate Marketing Simplified With Canva.com

This article has been provided by [Rajeev Sajja](#)

We all know that a picture tells a thousand words. Now there is a free, easy to use design tool, Canva that makes your marketing content visually appealing. Canva makes it easy for you to design original images for your Facebook, Instagram and other social media posts. The tool lets you choose from hundreds of thousands of existing high-definition photographs, posters, advertisements and other such content templates. Functions are very intuitive, making it easy to add text and layers to your images.

Canva is an online graphic design tool that brings much-needed simplicity to the world of graphic design. If you need to create an image for the web, a poster, a postcard or even a business card and you struggle with complicated and expensive design tools (or you panic at the site of a blank page) you should give Canva a try.

Canva did the world a favor by closing the gap between graphic design and on-the-go creators who don't have the time or energy to learn complicated design software. My favorite feature of Canva is the fact that everything is done by grabbing, pulling, dragging and dropping pieces which make it very simple to use.

Here is a list of just some of the pre-sized design templates currently available to create: Facebook covers, posts, posters, business cards, social media graphics, twitter banners, real estate flyers, FB ads, Pinterest, and so many more!

So the next time you need a visually appealing marketing piece that is easy to create, check out [canva.com](https://www.canva.com).