



Canva's Game Changer - Testing it Out

If you are a Canva user and pay for the Pro level you'll love this new Canva feature. If you're not a Canva, user you might want to consider adding it to your arsenal of business tools. Here's an affiliate link: canva.com/join/jute-brush-cables.

What's the big news? Canva has rolled out a content planner which lets you design and schedule your social media posts directly to your social media accounts.

Where can you use this? It's robust - you can create and then schedule your content to Pinterest, a Facebook page, a Facebook group, Twitter, your LinkedIn Page or LinkedIn Profile, and to Slack and Tumblr. Note that this new tool doesn't post to Instagram, at least right now.

For me this is a game changer. For instance, I pay for the pro version of Later, which doesn't include posting to LinkedIn. I also pay for the pro version of Hootsuite (it does include posting to LinkedIn). If the Canva content planner and scheduler works well for me I could stop paying for Hootsuite and keep Later for Instagram scheduling only,

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perhaps at the free version instead of the Pro version I pay for.

So right now I'm playing with Canva's cool new feature. I've used it to create and schedule a Facebook post to my Confident Marketer page, and to my secret Facebook group for women business owners, too. (If you're not in my free Women Biz Leaders FB group and would like to be please message me directly over on Facebook.)

Want to see how this works? I went into my own Canva account and did a short video tutorial for you. You can watch it here: www.youtube.com/watch?v=jdKULgz4ic0&feature=youtu.be.



I'm excited to work with Canva's new content planner. It could be a real time and cost saver for me. (We'll see if Canva's cost goes up as a result of becoming a content creator site AND a content scheduler service. Time will tell us that one!)

To your sweet success,

Sue Painter

PS Let's Talk is on for this coming Monday. If you're not in that group please get access to it at confidentmarketer.com/lets-talk.