



TRAVEL AGENT TOOL KIT

# How to Use Canva Templates to Personalize Your Assets

A simple, step-by-step guide to branding your email, Reels & Stories, and social media assets — and making them your own in minutes.



POWERED BY ABOUT AUSTRALIA

Everything in this toolkit is built to be made your own. The templates are designed in **Canva**, a free, easy-to-use design tool that works right in your web browser — no design experience needed. In just a few minutes you can add your logo, swap in your colors, update the wording, and publish assets that look like they came straight from your agency.

This guide walks you through personalizing three types of assets: **Email Templates**, **Reels & Stories**, and **Social Media Posts**.

## Before You Start: The Basics

1. **Create a free Canva account** at [canva.com](https://canva.com) (a free account is all you need for these templates).
2. **Open a template link.** Each asset in this toolkit includes a "Use Template" link. Clicking it opens your own editable copy — the original stays untouched, so you can never "break" it.
3. **Save your brand assets once.** Before you begin, have your logo file, your brand colors (hex codes if you have them), and your contact details handy. If you set these up in Canva's Brand Kit (or just keep them in a folder), you'll reuse them across every asset.
4. **Work on a copy.** Any changes you make live only in your version. Feel free to experiment.

**Tip:** Whenever you replace text, click directly on the words to edit them. To swap an image, drag your own photo onto the existing one and it will drop into place. To change a color, click the element, then click the color swatch.

## Section 1: Personalizing Email Templates

These templates are built to promote your Australia deals and custom trips through your email marketing — whether you send from Gmail, Outlook, Mailchimp, or another platform.

**Step 1 — Open your copy.** Click the "Use Template" link for the email design you want. It opens in Canva as your own editable file.

**Step 2 — Add your branding.**

- Replace the placeholder logo at the top with your own. Click the placeholder, delete it, then upload your logo (Uploads → drag your file in) and position it in the same spot.
- Update the accent colors to match your brand. Click any colored bar, button, or heading and choose your brand color from the color picker.

**Step 3 — Personalize the message.**

- Edit the headline and body copy to sound like you. Keep it warm and conversational — you're writing to your clients.
- Update the price, inclusions, and travel dates so they're current.
- Replace the "Contact" section with your name, email, phone, and booking link.

**Step 4 — Send a Test Email.** Before sending to clients, test your email directly from Canva to make sure your links work. This lets you check that your call-to-action (e.g. "Enquire Now" or "Book a Consultation") points to the right place — your booking page, email, or phone number — and that everything displays correctly.

**Step 5 — Share to your email platform.** You don't need to download and re-upload anything. Canva can push your finished template straight to most major email marketing platforms.

- Click "**Share**" in the top-right corner, then click "**See All**" to view every available option.
- Choose your platform from the list. Canva connects directly with **Outlook, Klaviyo, Braze, Constant Contact, Mailchimp, Flodesk, Gmail, and HubSpot**, among others.
- Follow the prompts to send your design through to your chosen platform, where you can schedule or send it to your list.

**Best practice:** Keep one clear call-to-action per email, and always send yourself a test first to check how it looks and that your links work on both desktop and mobile.

## Section 2: Personalizing Reels & Stories

These vertical templates are made for Instagram Reels & Stories, Facebook Stories, and TikTok. They're designed to grab attention fast and drive enquiries.

**Step 1 — Open your copy.** Click the "Use Template" link. These are sized vertically (9:16) to fill the whole phone screen — no resizing needed.

**Step 2 — Swap in your visuals.**

- Replace the placeholder photos or video clips with your own footage or the supplied Australia imagery. Drag your file from Uploads onto the existing clip to replace it.
- If you're using video, trim it by clicking the clip and dragging the edges so it matches the length of the text on screen.

**Step 3 — Make the text yours.**

- Edit the on-screen captions to match your offer or message. Keep text short and punchy — a few words at a time is easiest to read on a phone.
- Add your agency name or handle so viewers know who to contact.

**Step 4 — Apply your brand.**

- Update fonts and colors to match your look, if you like. Consistency across posts helps people recognize you.
- Add your logo as a small watermark in a corner (upload it, shrink it, and place it where it won't cover key text).

**Step 5 — Keep or adjust the animation & music.**

- Many templates include motion and a music track. You can keep what's provided or click the audio to swap it for another track from Canva's library.
- Preview the whole thing by pressing play before you export.

**Step 6 — Download and post.**

- Download as an **MP4 video** (Share → Download → MP4 Video).
- Upload directly to Instagram, TikTok, or Facebook from your phone.
- Add your written caption and hashtags in the app when you post (see Section 3 for caption tips).

**Best practice:** Post consistently — even one Reel or Story a week keeps Australia top-of-mind with your audience. Add a clear prompt like "DM me to plan your trip."

## Section 3: Personalizing Social Media Posts

These are your everyday feed posts for Instagram and Facebook — square and portrait designs you can brand and post in minutes.

**Step 1 — Open your copy.** Click the "Use Template" link for the post you want. Templates come sized for the feed (square 1:1 or portrait 4:5).

**Step 2 — Add your branding.**

- Replace the placeholder logo with yours, and place it consistently (same corner every time) so your posts look like a set.
- Update colors and fonts to match your brand.

**Step 3 — Update the content.**

- Swap the images for your chosen destination photos. Drag your image onto the placeholder to replace it.
- Edit the headline and any text overlays to match the deal, destination, or message you're promoting.
- Double-check prices, dates, and details are accurate.

**Step 4 — Handle multi-slide (carousel) posts.**

- Some templates include several pages designed as a carousel (a swipeable post). Personalize each page.
- When you download, choose **PNG** and select all pages — each page saves as its own image so you can upload them in order.

**Step 5 — Download.**

- Download as **PNG** for the sharpest quality (Share → Download → PNG).
- For a single post, one image; for a carousel, one image per slide.

**Step 6 — Write your caption.**

- Add a caption that sounds like you — friendly, helpful, and clear about the next step.
- Include a call-to-action ("Message me to start planning" / "Link in bio to enquire").
- Add relevant hashtags to help new clients discover your posts.

**Best practice:** Batch your work — personalize several posts in one sitting, then schedule them across the coming weeks so your feed stays active without daily effort.

## Quick Reference: Sharing at a Glance

| Asset Type         | How to Send / Export            | Where It Goes                                      |
|--------------------|---------------------------------|----------------------------------------------------|
| Email templates    | Share → See All → your platform | Outlook, Klaviyo, Mailchimp, Gmail, HubSpot & more |
| Reels & Stories    | Share → Download → MP4 Video    | Instagram, TikTok, Facebook Stories                |
| Social media posts | Share → Download → PNG          | Instagram & Facebook feed                          |

## A Few Final Tips

- **Set up your Brand Kit once.** In Canva, save your logo, colors, and fonts in one place so every future edit is faster.
- **Keep a folder of your best photos.** Real photos from your own trips or client experiences build trust and stand out.
- **Stay consistent.** Using the same logo placement, colors, and fonts across all your assets makes your agency instantly recognizable.
- **When in doubt, keep it simple.** A clean design with one clear message and one call-to-action always performs best.

You don't need to be a designer — you just need to make these templates sound and look like *you*. Once you've personalized your first few assets, the rest will take only minutes.