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SMB

How to scale like a leading brand with a small team

Guru 2026

Ciao

Hello



Siobhan 1 min ago

Hello everyone and welcome to today's session 👋

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Today visual communication is the status quo...



















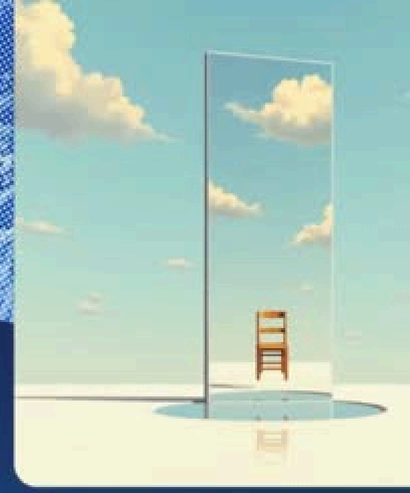




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91%

believe visuals communicate better than text



Source: The State of Visual Communication report 2025

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The content economy has changed

Every business today is a content business

Alex








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New channels
New formats
New technology
Chris


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Everything needs to be done with fewer people, tighter budgets
Max


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But not every business has the tools or time to turn ambition into growth
Ali

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Top challenges faced by growing teams and businesses

Scaling quality content like big brands



“ We want to look as polished and consistent as the big players, but we don’t have their time or design resource

Marketing lead

Balancing creativity and brand control at scale



“ As we scale, every team is running their own campaigns - keeping everything aligned across multiple regions, channels, and teams is a real challenge

Creative Director

Too many disconnected tools eating into the budget



“ We switch between five apps just to make one post - it’s slowing us down and wasting money

Founder, Tech startup

Cutting through the market noise



“ We’re posting consistently, but it’s hard to see results. Feels like we’re doing everything right, yet our ads and content get lost in the noise

Social Media Manager

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OUR MISSION

Empower the World to Design

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Our goal: integrate the entire design ecosystem into one simple page

1 Stock Photos

2 Design Templates

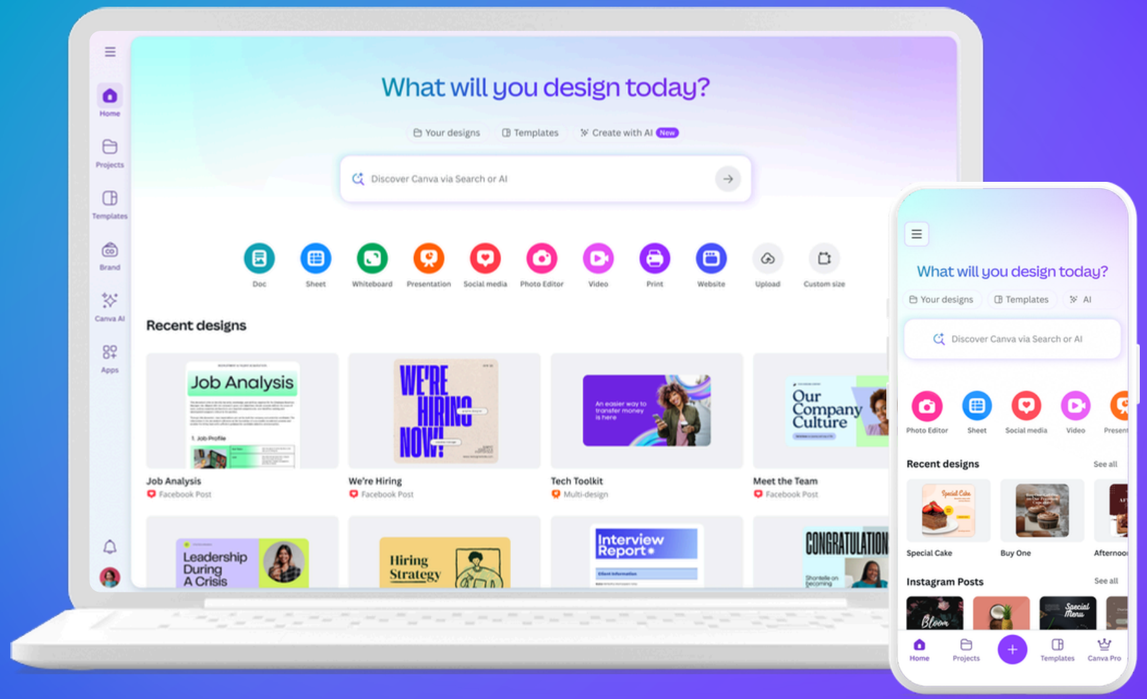
3 Fonts

4 Editing

5 Publishing

6 Content Management

7 Printing



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Canva Business is built to solve the challenges growing teams face

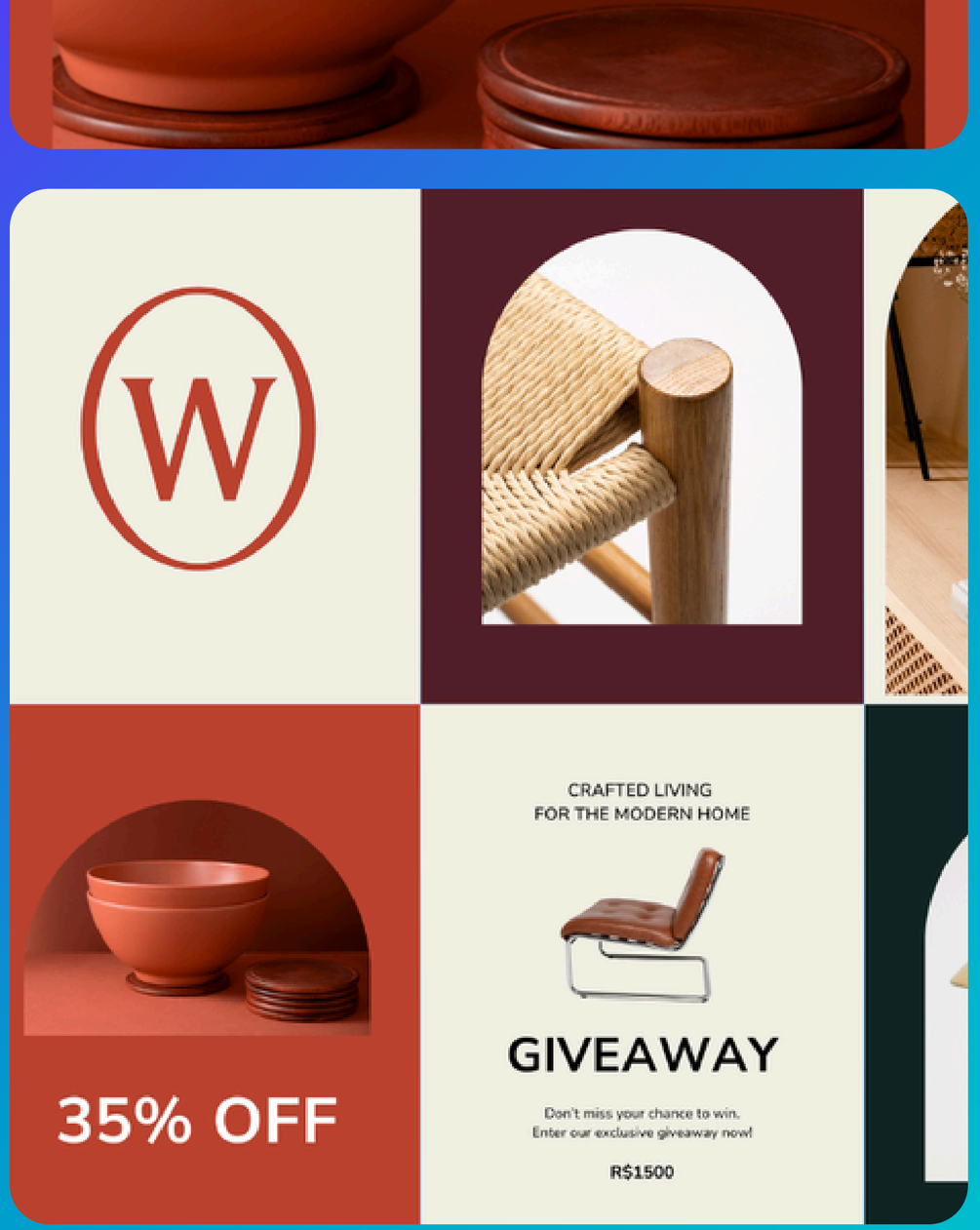
Scaling quality content like big brands	Using generic AI that doesn't get your brand	Too many disconnected tools eating into the budget	Cutting through the market noise
Supercharge content creation with fewer resources	AI that knows your brand as well as you do	Launch faster with your whole workflow in sync	Real-time performance data, right where you create

Supercharge content creation with fewer resources

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You can’t scale content without a consistent brand

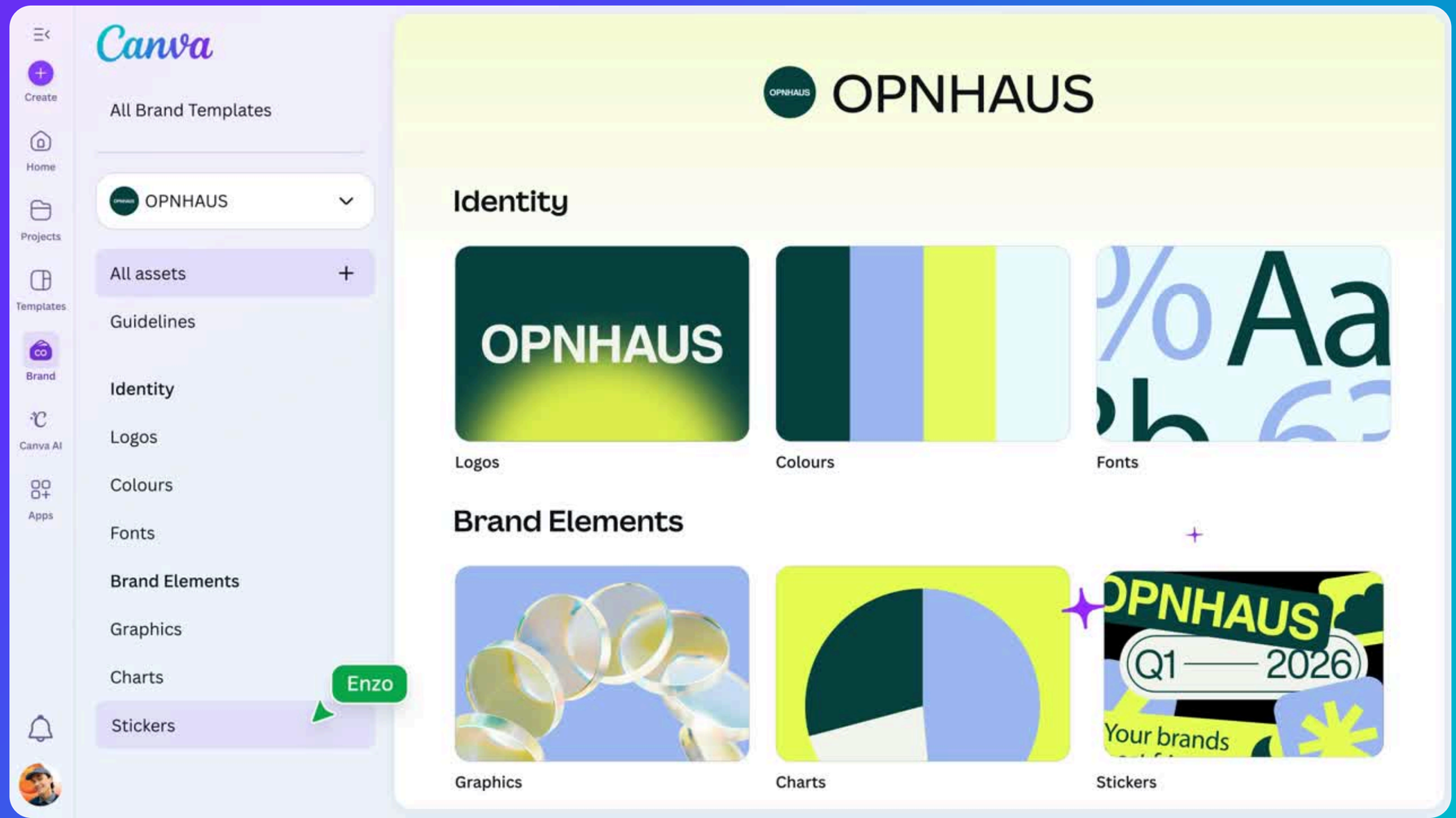
Giulia





Canva

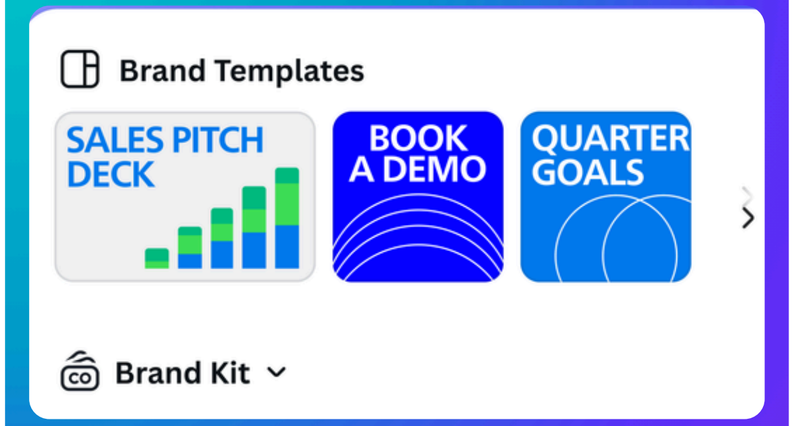
Canva’s brand system makes it effortless to manage and grow your brand



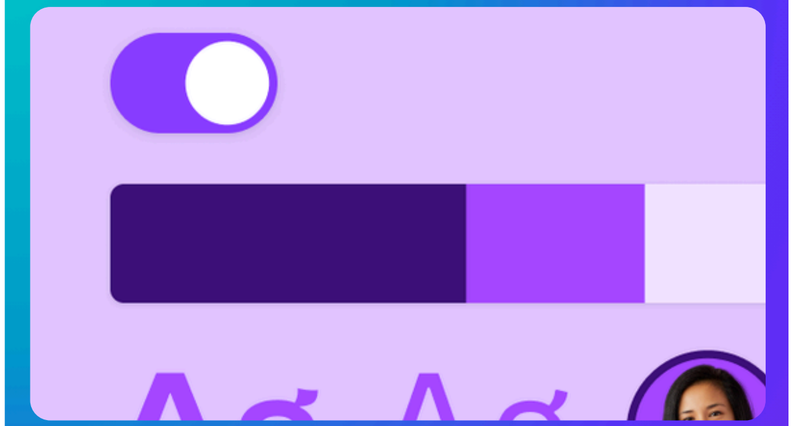
Your brand system, set up in three steps in Canva



Set up your Brand Kit in an instant



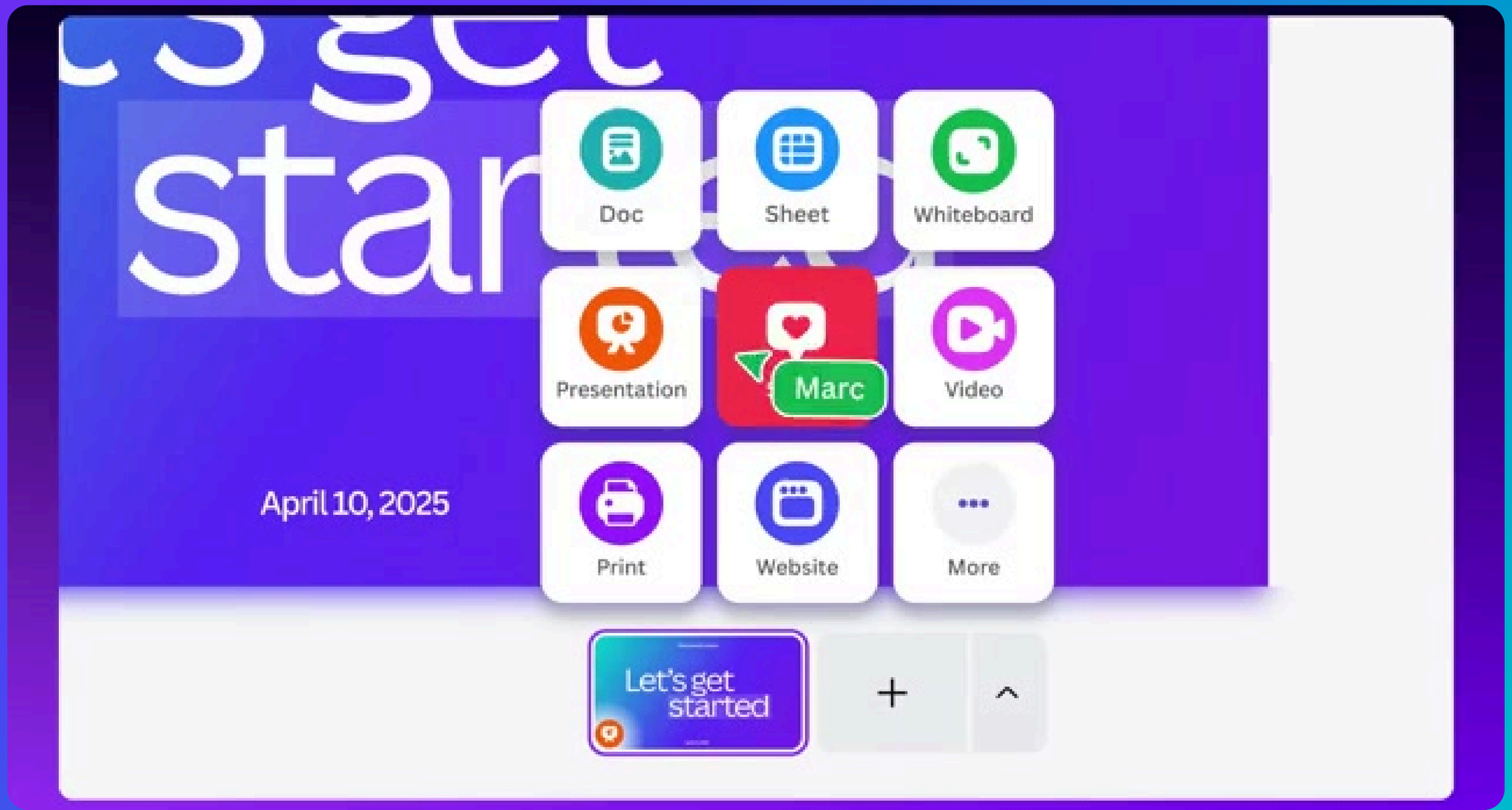
Skip the blank page. Start on brand.



Set the guardrails. Let your team create.

Canva

One workspace for every kind of content, all built on your brand



Using generic AI that doesn’t get your brand

AI that knows your brand as well as you do

Your audience notices when it’s not you

70%

can tell when an ad is AI-generated, “missing its soul”

87%

say the best advertising still needs a human touch

Source: The state of marketing and AI report, 2026

Canva ai

Presentations | Docs | Social Media | Sheets | Print | Canva Code 2.0 NEW

ARCHITECTURE LAYER



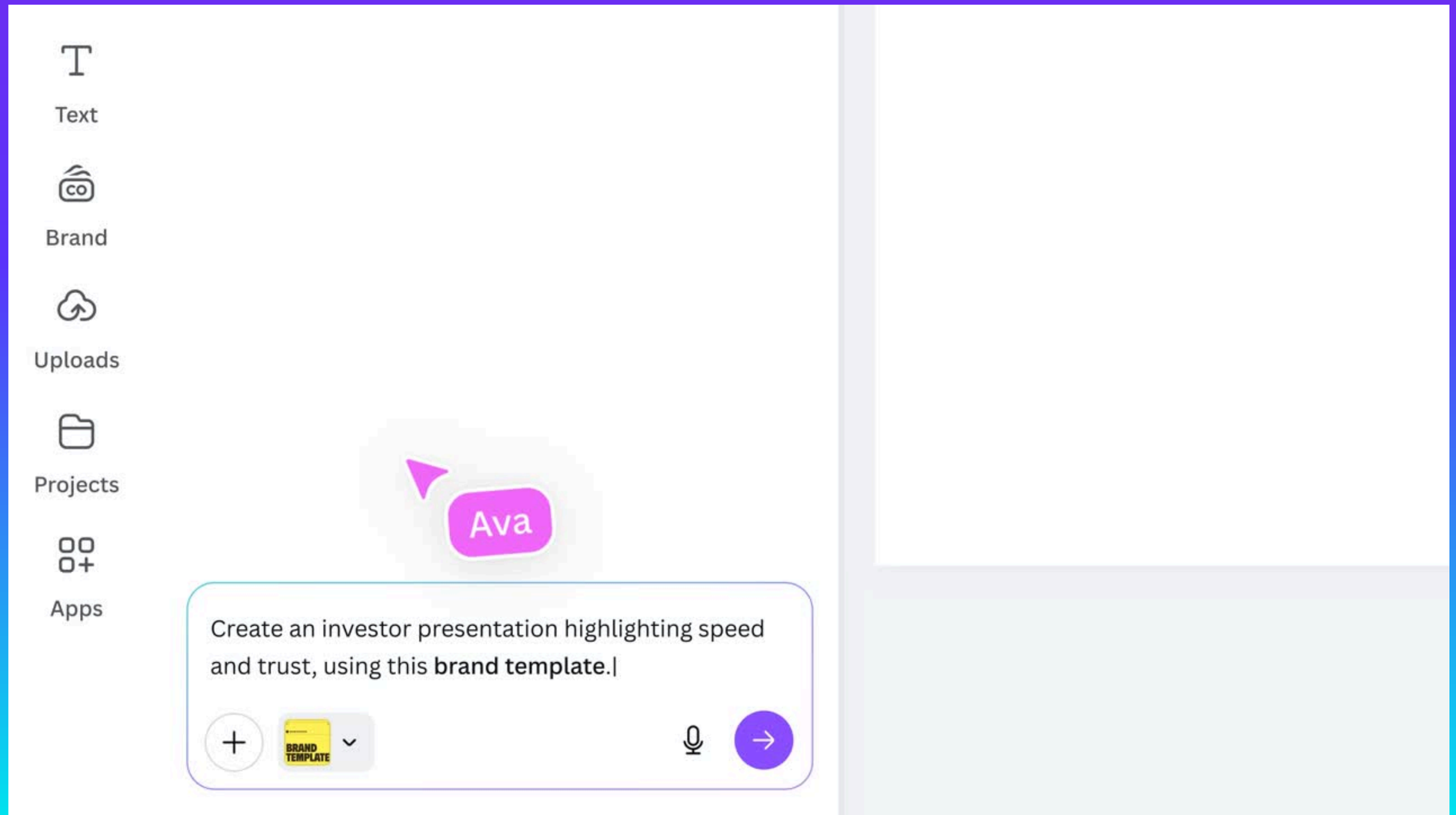
INTELLIGENT WORKFLOWS





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Canva AI gets to know your brand's fonts, colours, and rules



Juggling disconnected tools that slow you down

Launch faster with your whole workflow in sync

8.7

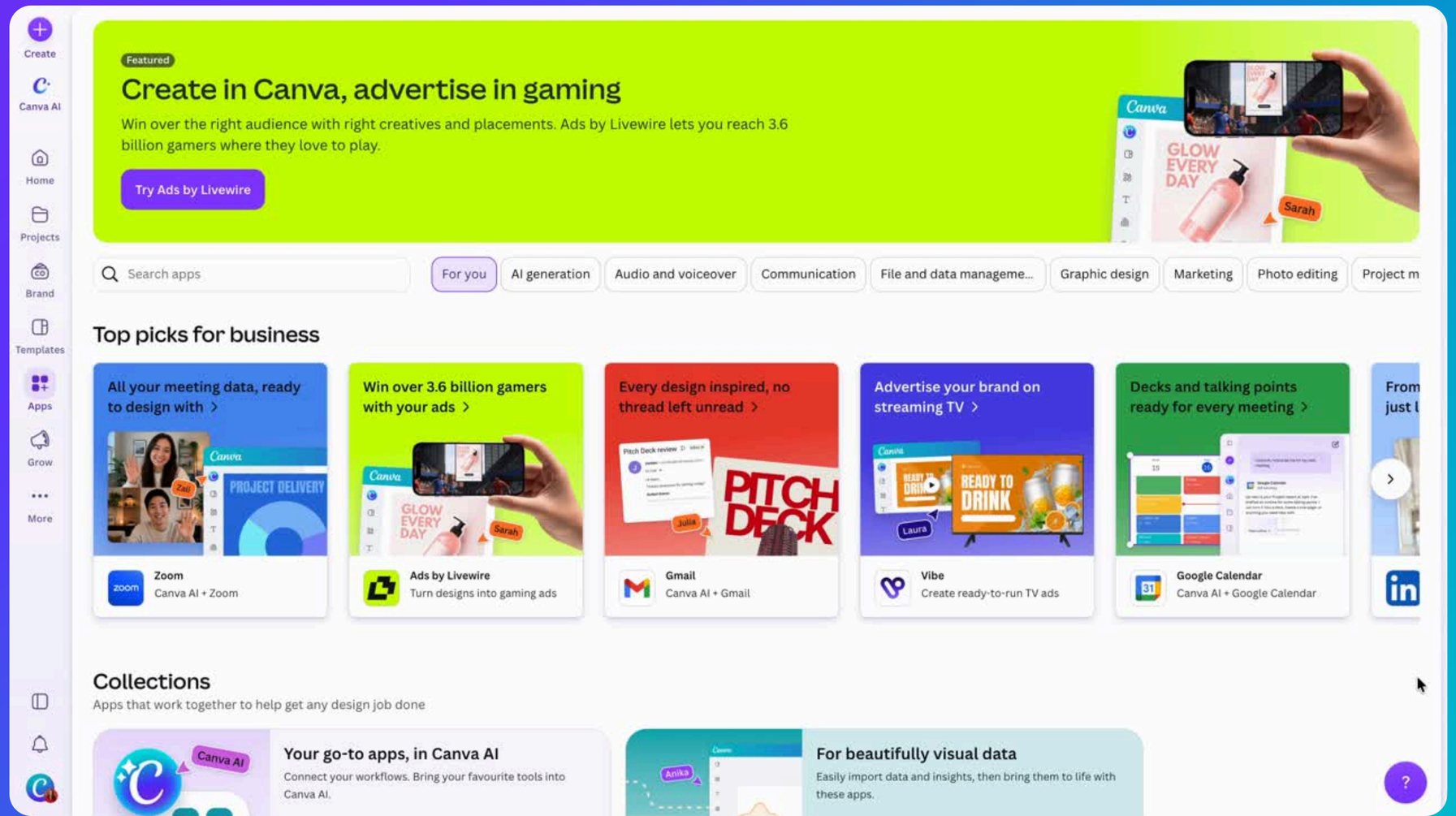
Today teams are
juggling 8.7 tools a week

Source: The State of Visual Communication report 2025



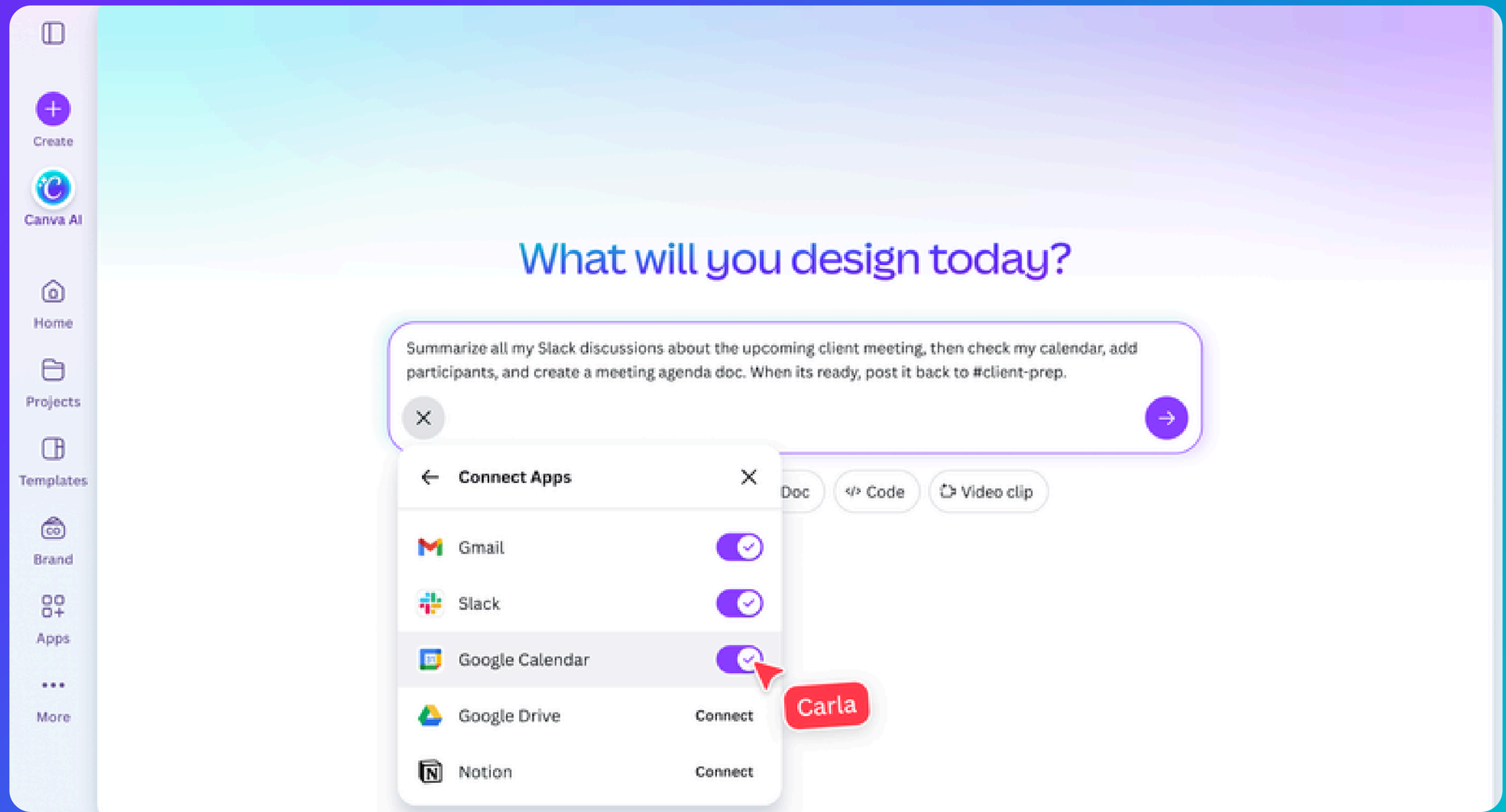
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Your favorite tools, right inside Canva



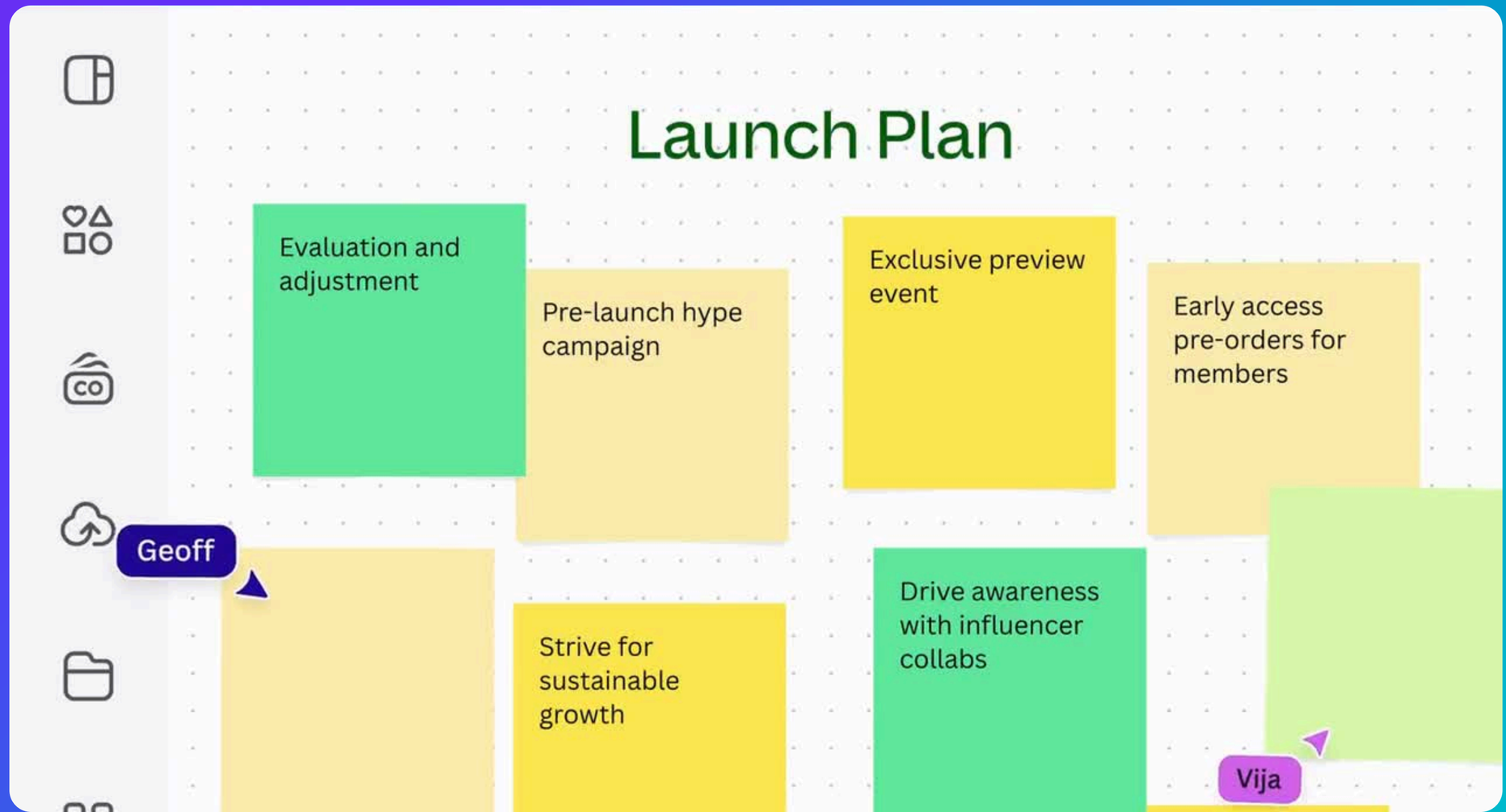
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Your context, right where you create



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Ideate, create, approve and publish in one place



Struggling to analyse or optimise ad spend

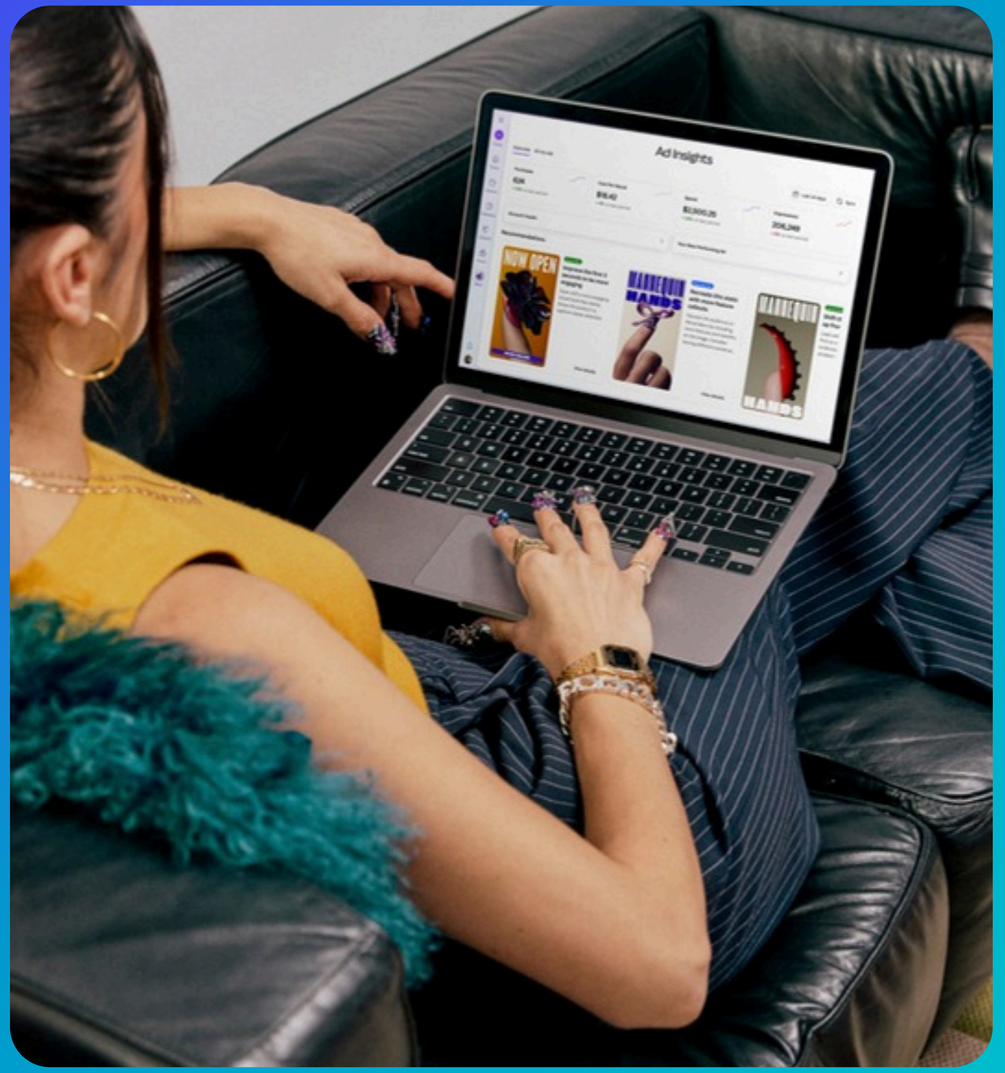
Real-time performance data, right where you create

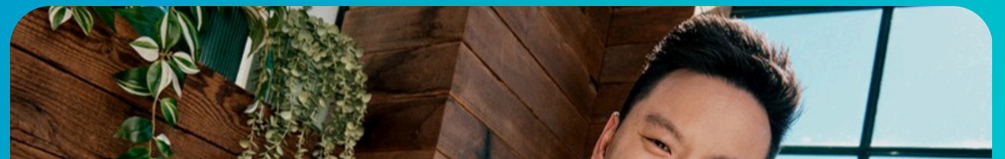
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Phillipa

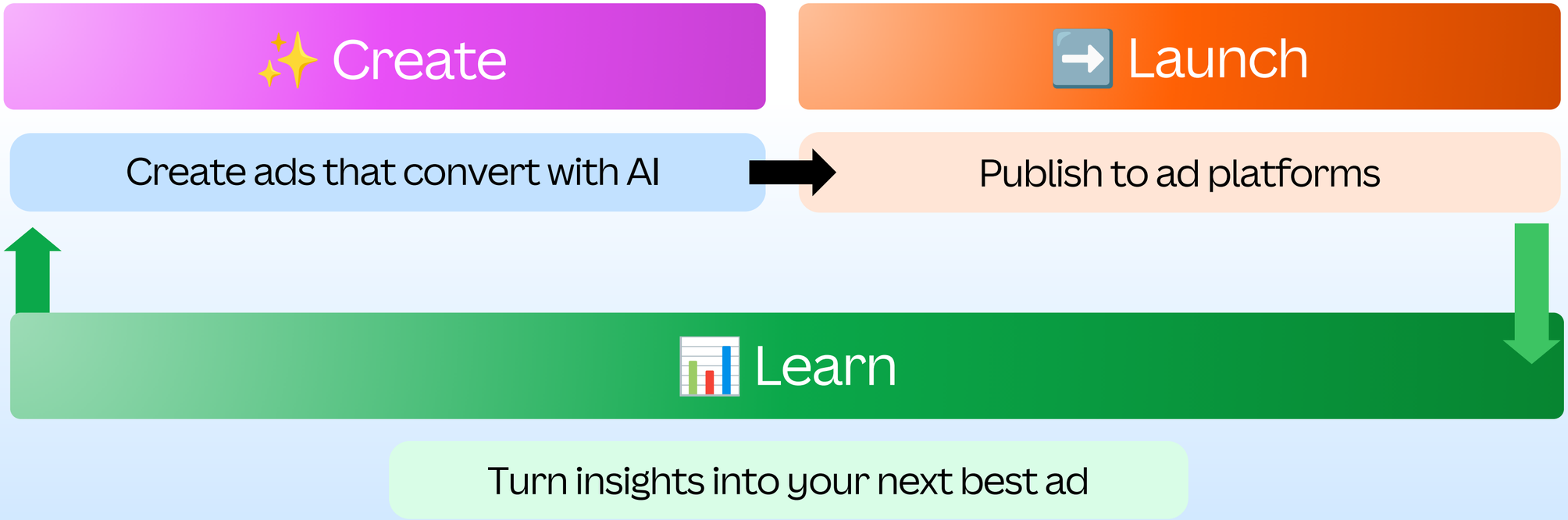
Creative is the new targeting.





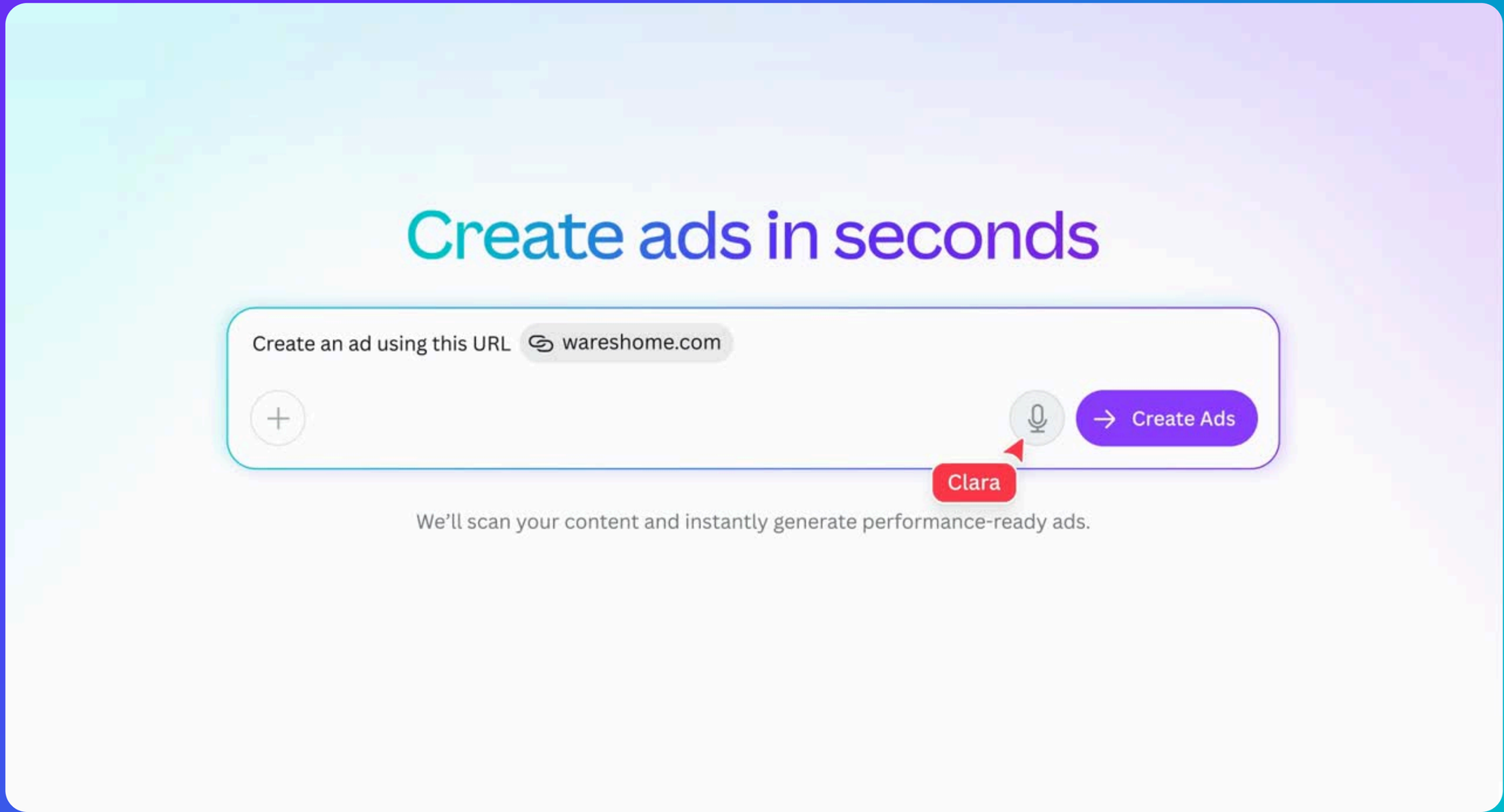


Meet the Canva Grow creative feedback loop



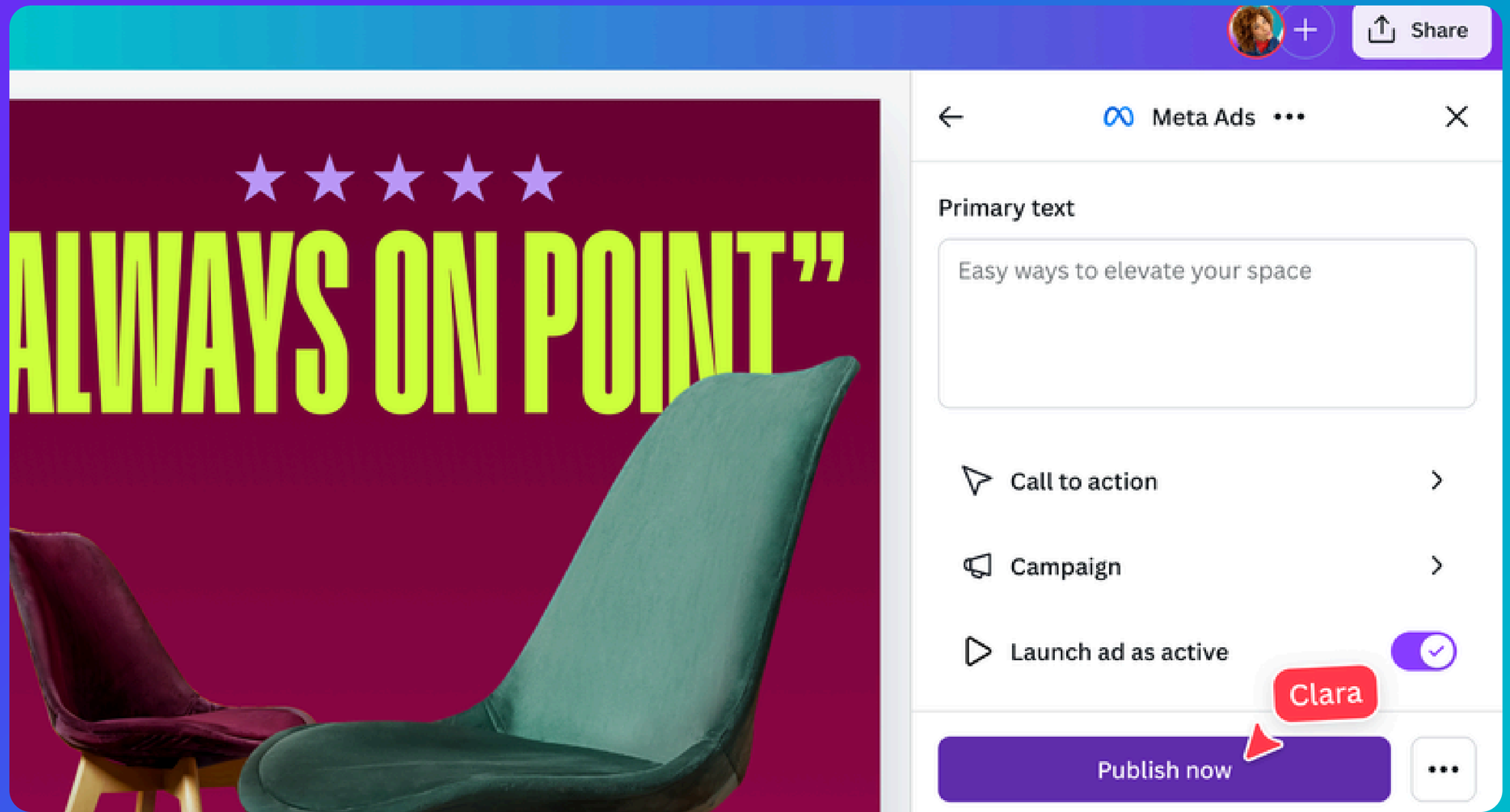
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Create ads that convert with AI



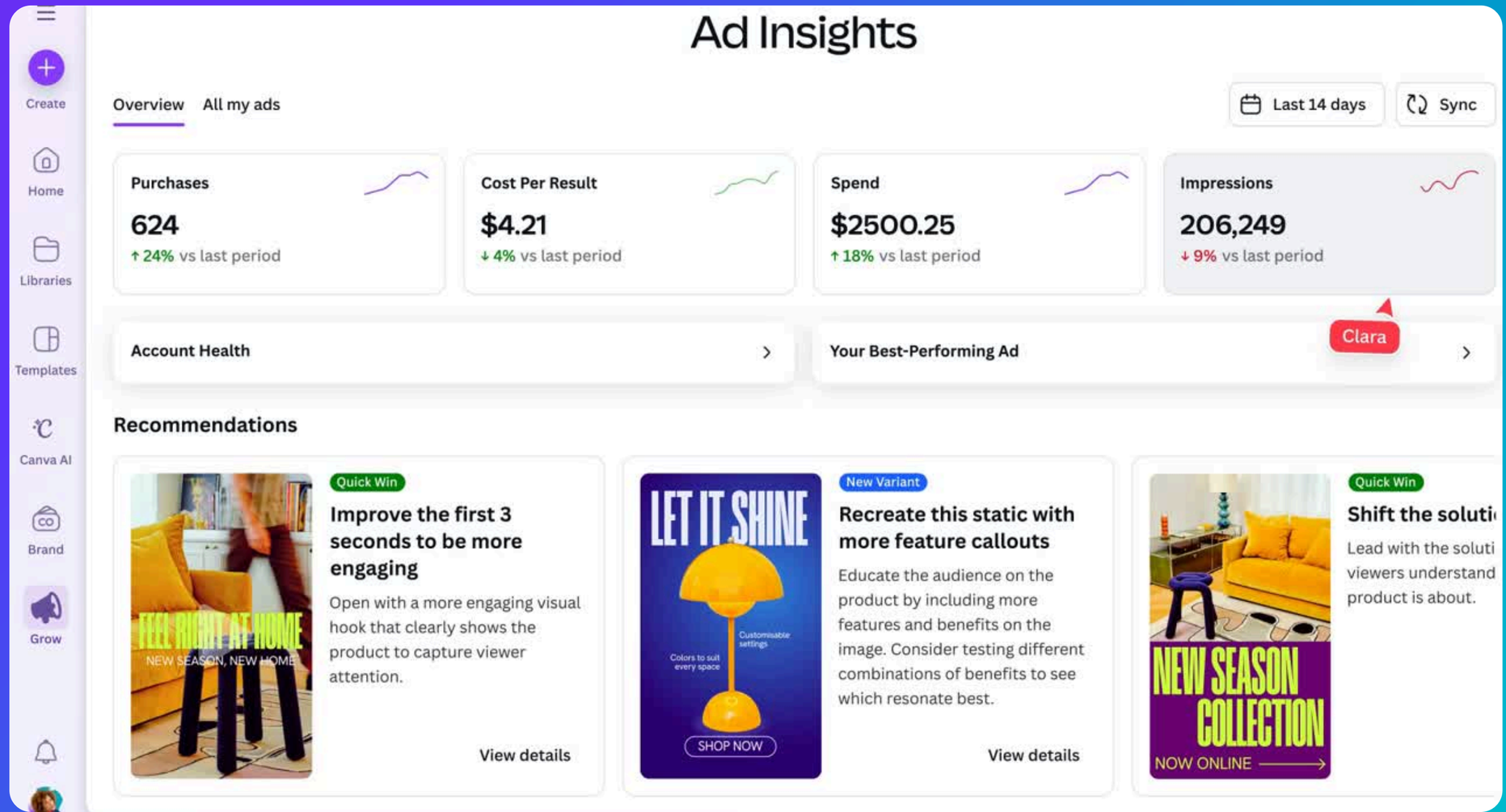
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Bulk publish directly to ad platforms



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Turn insights into your next best ad



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Takeaways for scaling with a small team

Supercharge content creation with fewer resources



Build the brand foundation that scales

AI that knows your brand as well as you do



Keep the human touch in your AI

Launch faster with your whole workflow in sync



Cut the juggling and bring it all into one place

Real-time performance data, right where you create



Turn what works into your next ad

A small team, scaling like a leading brand

> **Canva Business empowers us to deliver more and faster, which is key for a growing startup, without losing the soul of the YuLife brand**



Nicole Gleadle
Creative Director, YuLife

yu life

INSURTECH
EMPLOYEES: 140+

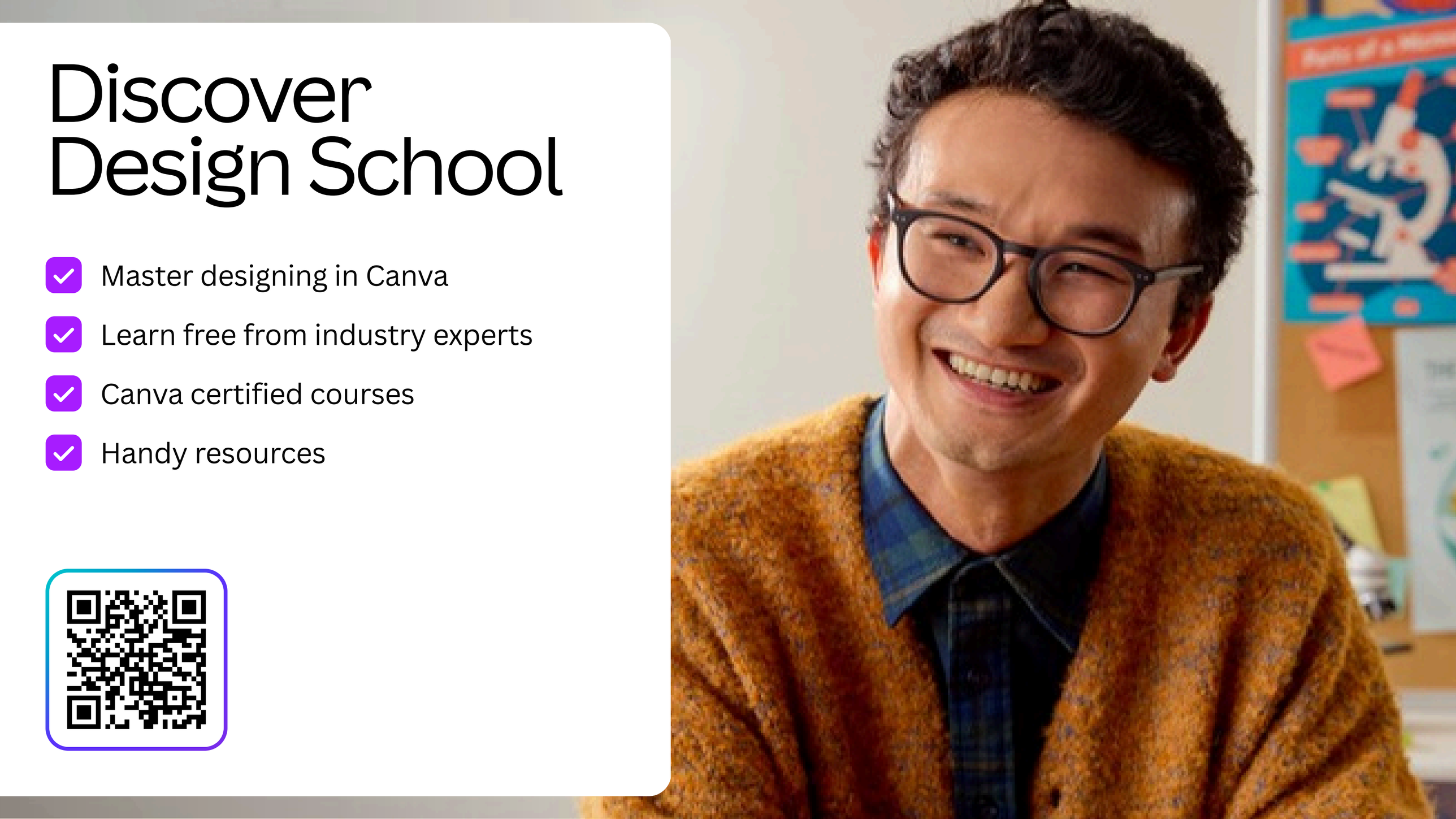
75%
faster design turnaround with Canva Business

100+
bespoke and on-brand assets created per week

4-PERSON
Creative team scaling content in 25+ countries

Discover Design School

- Master designing in Canva
- Learn free from industry experts
- Canva certified courses
- Handy resources



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Thank you