



HOW TO MAKE CHRISTMAS MARKETING VIDEOS USING

Canva

What We Will Cover

1. **Canva basics - how to use Canva for image editing**
2. The basics of editing videos on Canva – what elements can you add your video?
3. Demo 1: How to make a video using a Christmas stock video with music and text
 - Where to get Christmas themed stock videos and music
4. Demo 2: How to make a "Merry Christmas to our customers" video using video clips, text and music
5. Demo 3: How to make a Christmas product sales videos using voice, text and music
6. Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)

Canva.com is a brilliant free image design tool



Use canva.com website

Canva is a brilliant free graphic design tool that works on PC and phone (using an app)

There is a premium version but what I will show in this course is part of the free service.

Demo 1: How to add an image to square canvas plus your logo and text



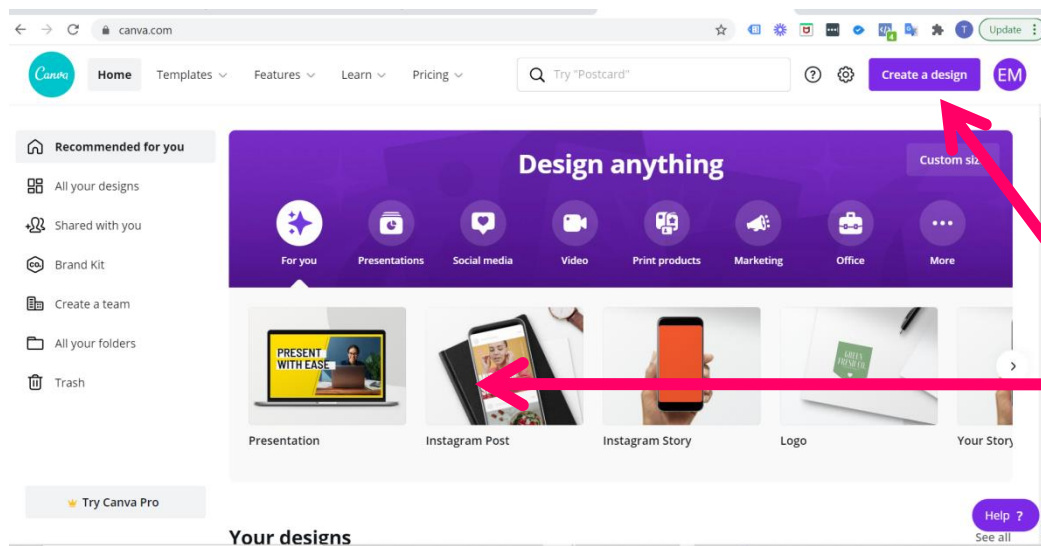
Use canva.com website

Import your image and easily crop or resize it to a specific size. Add your logo and text.

This is useful if ...

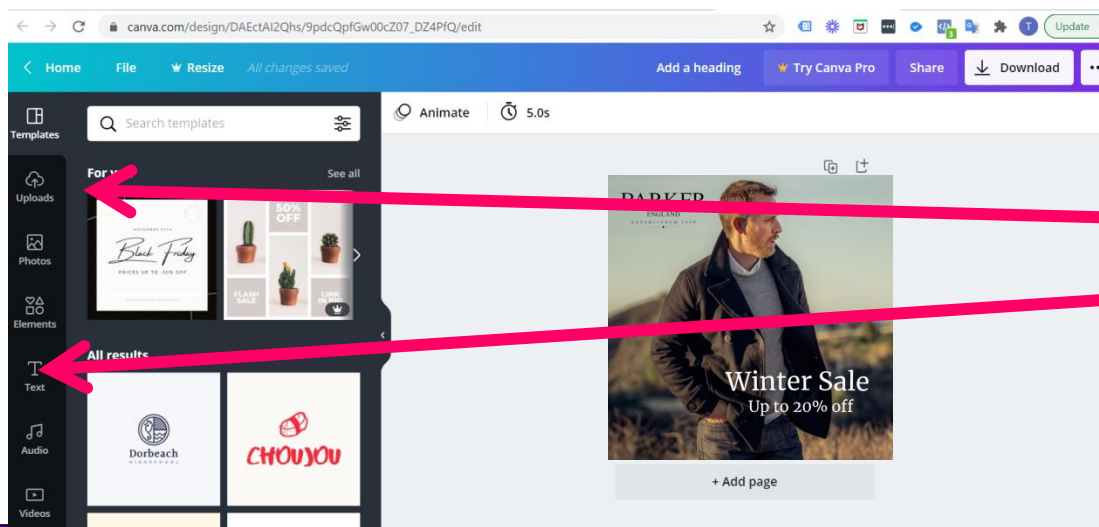
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

Using your PC – How to add your image, text and your logo



Use the canva.com website

To crop to square either click on Instagram Post or Choose custom size and set the size to 1080 x 1080



Use the left hand menu in Canva to

- 1) Select your image from your PC (uploads)
- 2) Then select your logo from your PC (uploads)
- 3) Add text by clicking on on text and then choosing a Headline / subhead

To save, click on Share on the top right and scroll down to select download.

Demo 2: How to use other text options plus how to animate text

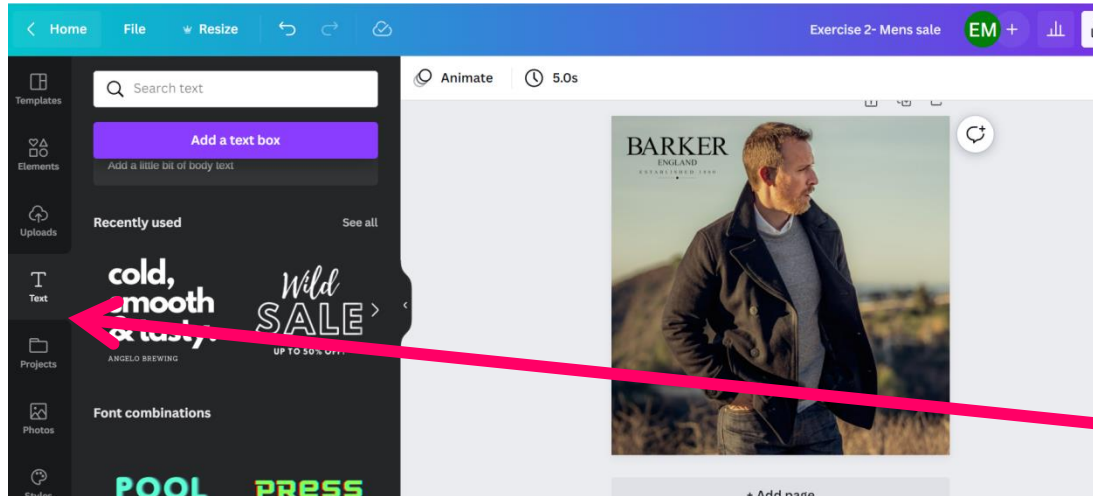


There are extra text options available under text

You can

1. Use some preformatted text options
2. You can search for some of these by topic e.g. Christmas or sale

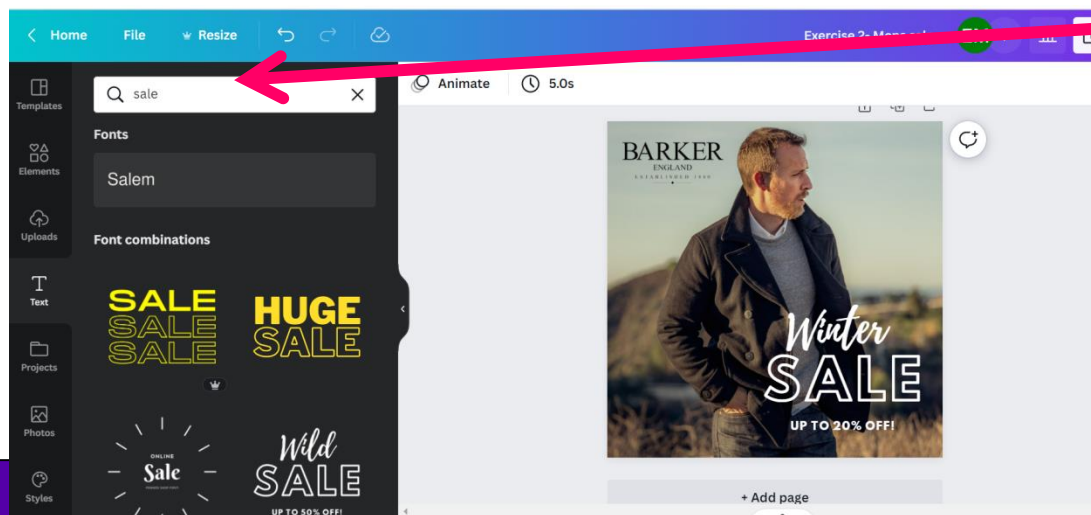
How to use other text options plus how to animate text



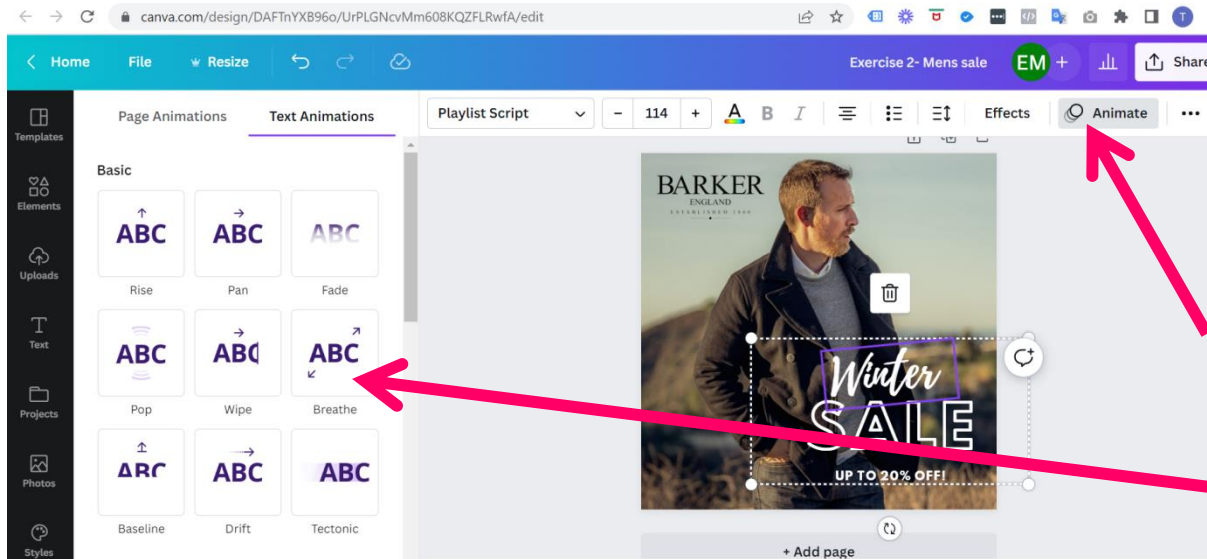
Add your image to the canvas plus add your logo

Use the left hand menu in Canva to

- 1) Click on text
- 2) Notice there are a lot of preformatted text options. You can choose any of these
- 3) Or you can type a topic such as Sale into the search box. Scroll down and you will see options
- 4) Click to add any of these to your image and change the text to what you want. You can also change the colour and size

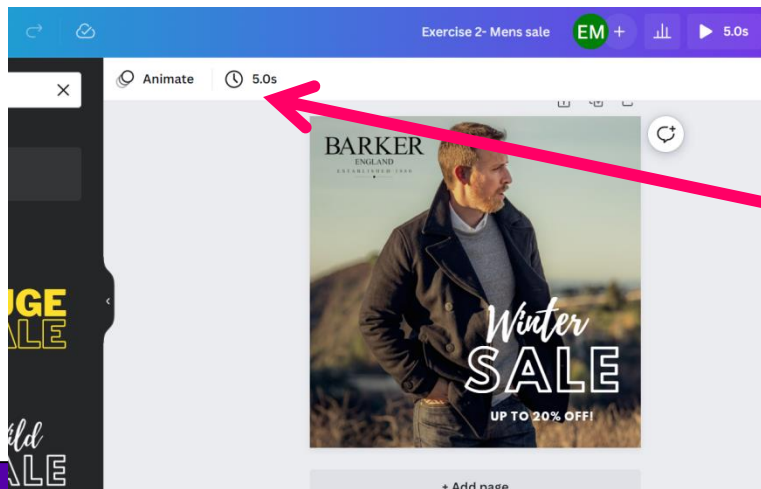


How to use other text options plus how to animate text



You can add animation to your text by

- Click on the text you want to animate
- Then click animate
- Then choose from one of the animation options in the left hand side of the screen



You can repeat this with other words

If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length e.g. To 3 seconds

Demo 3: How to use Canva's library of images and add transparency to your text background shapes



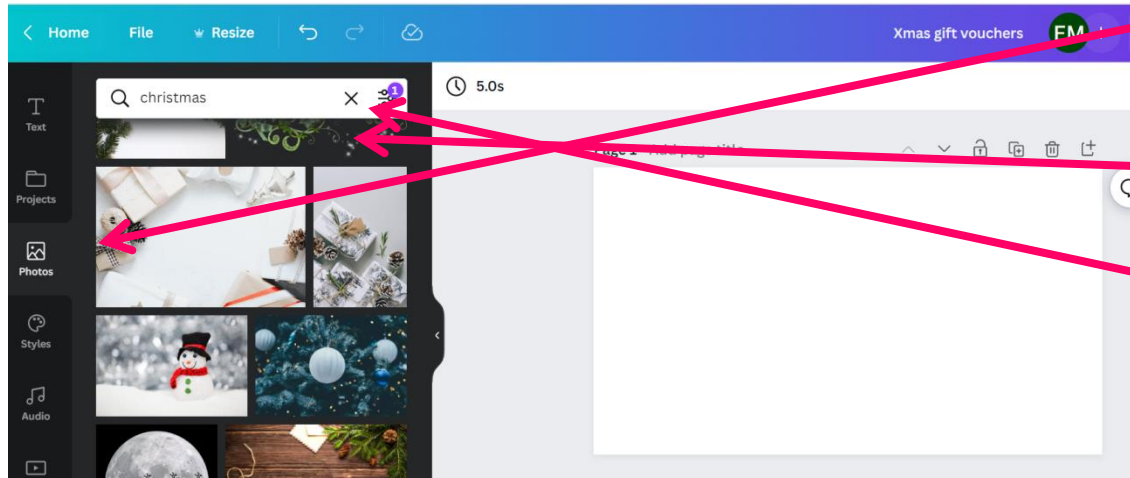
In this exercise we will look at

1. How to create an image that is the same size as another image on your website.
2. Canva has millions of stock images that you can use.

There is a mixture of free images and images that are only available for premium users.

3. When you add text to your image you can add a shape. But if you add transparency to the shape it can look more designed.

Demo 3: How to use Canva's library of images and add transparency to your text background shapes



On the left hand menu click on Photos

Then search for your topic e.g. Christmas

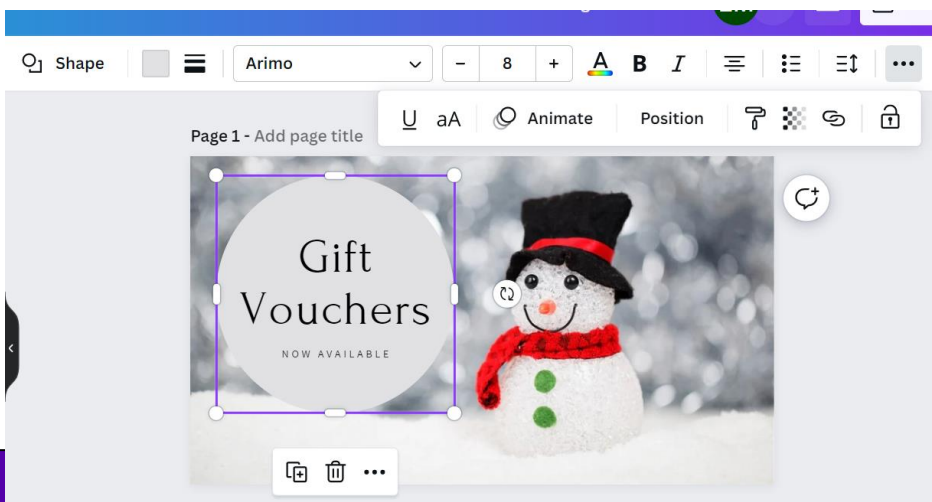
Click on filter and select free images if you want free ones

Click on an image that you want to use. When it appears on your canvas right click to add to Background

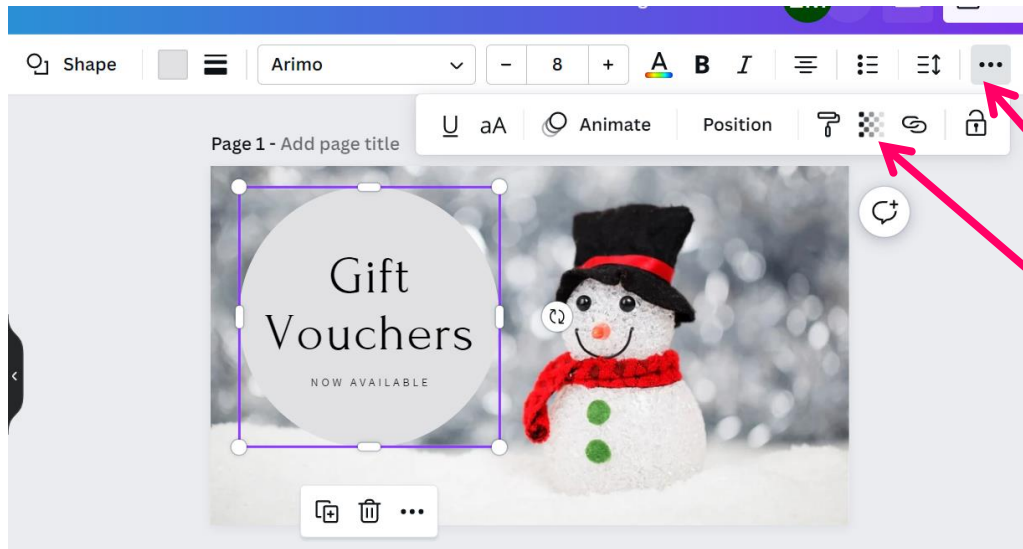
Then add your text

Add a shape e.g. circle

Add the colour to the circle



Demo 3: How to use Canva's library of images and add transparency to your text background shapes



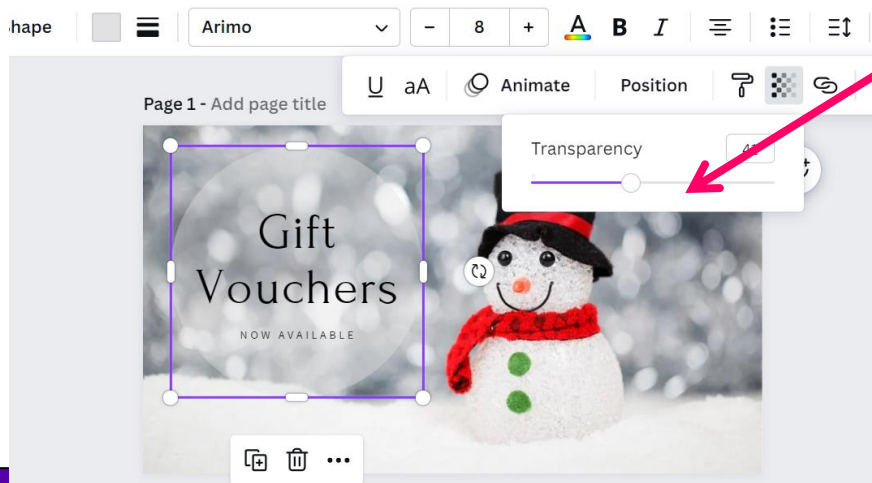
To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider



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Why use Canva to edit videos rather than Filmora or InShot?

Canva



Filmora



Main benefits ...

- You can use the one tool to design all your images and edit your videos. All your marketing designs and videos are in the one place
- Canva has brilliant text options and text effects including animations
- Canva has amazing graphics to choose from
- Canva has a large free stock image library and a limited free video library (huge image and video library if you use Pro)
- It is free to make videos in Canva – you need to buy a license for Filmora (around €100) and InShot (around €40), otherwise there is a watermark on your video.

Why use Canva to edit videos rather than Filmora or InShot?

Canva



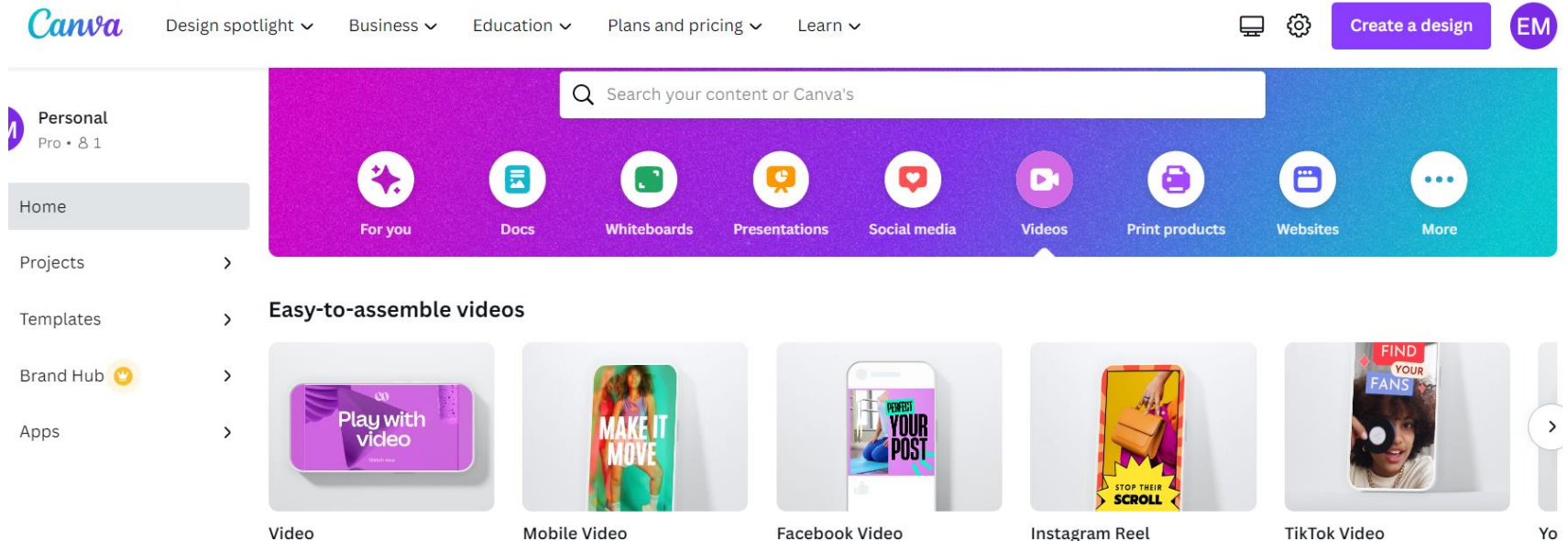
Filmora



Plus

- You can easily upload videos from your phone to Canva and then edit them on the desktop version of Canva or you can edit them on the Canva app
- Once you edit your video using the desktop version you can easily open the app on your phone and download it – so it is simple to design on desktop and share the videos to social media from your phone

To edit videos in Canva ..



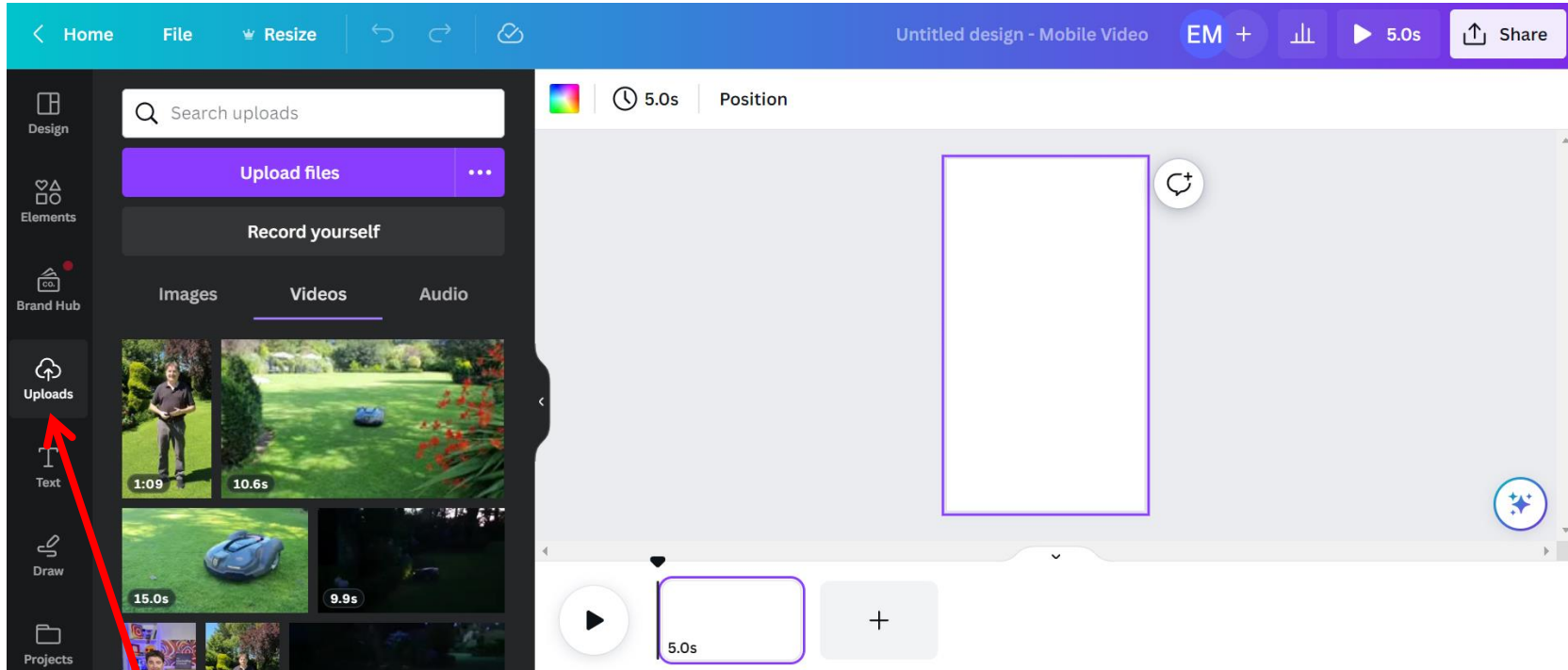
Choose one of the options in the Video section

Choose a canvas based on your objective e.g. Video (Landscape) or Reel / TikTok (Portrait)

This is the best way to create videos in Canva because ...

- You get the full feature video timeline
- You can split your videos into sections
- You can adjust the timings of text and graphics
- You can add multiple audio

What can you use in your videos?

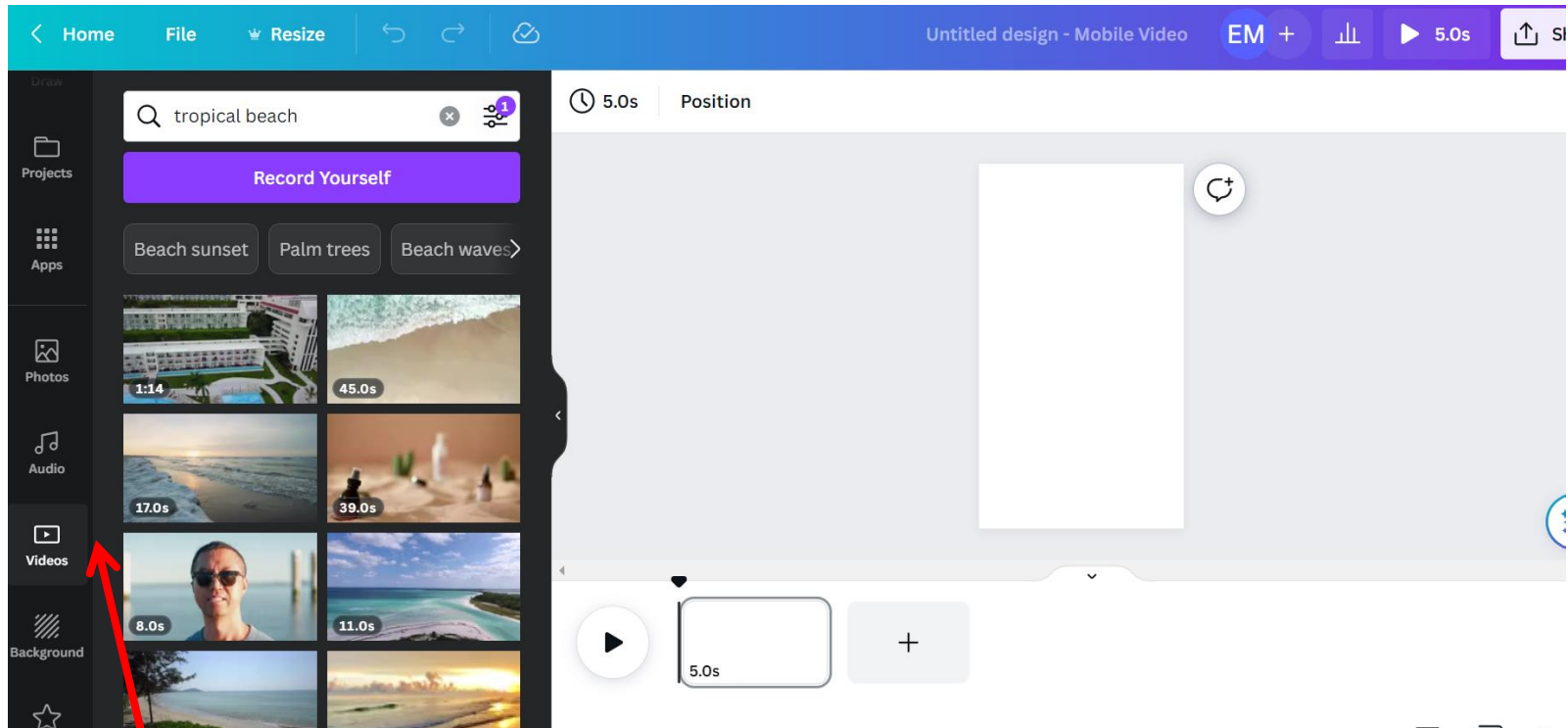


Upload your own videos

Click on upload on the left hand menu

Upload your videos. They will now be available in the upload section

What can you use in your videos?



Use videos from Canva's video library

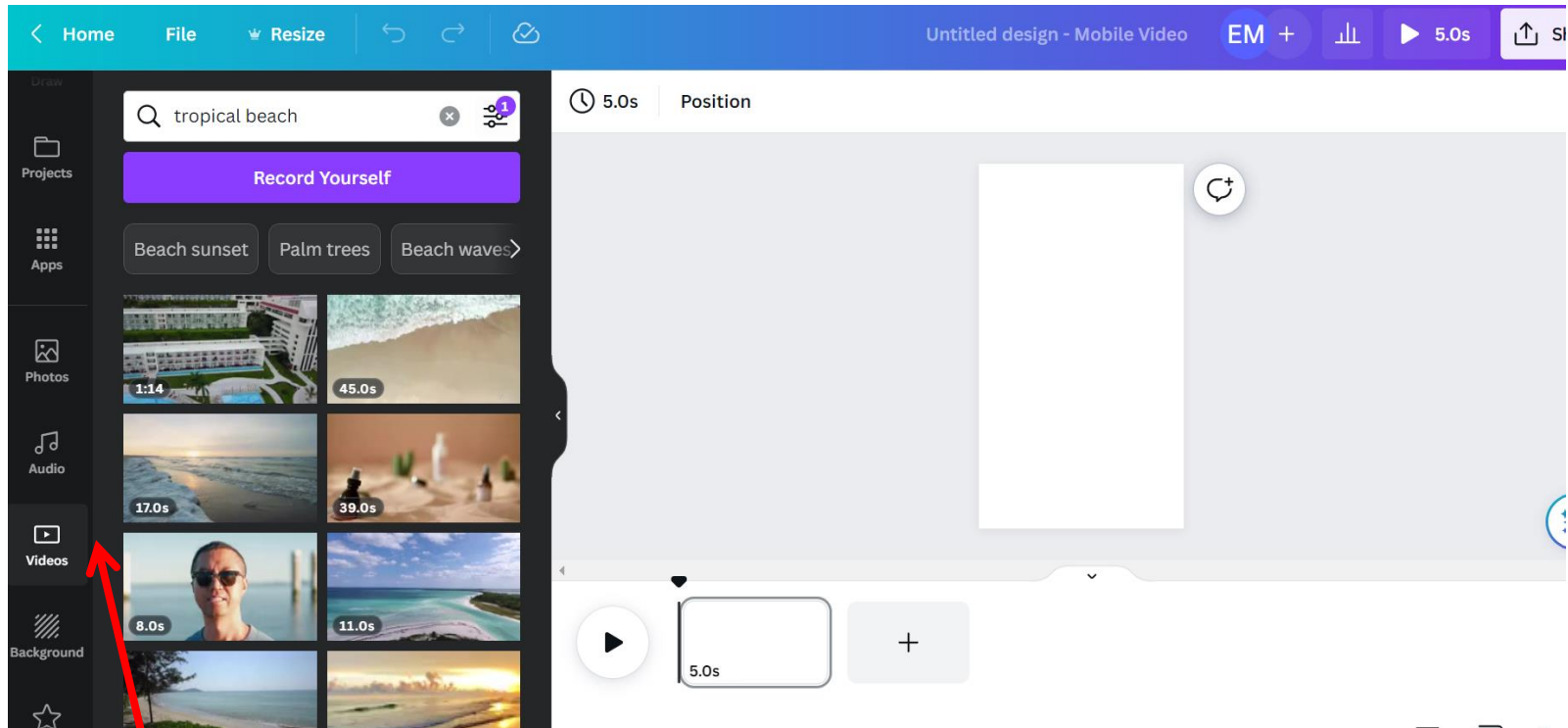
Click on videos

Search for videos – type in a topic

You can also filter for free videos.

Note – if you have a Pro account there are thousands of stock videos you can use

What can you use in your videos?



Use music and sounds from Canva's audio library

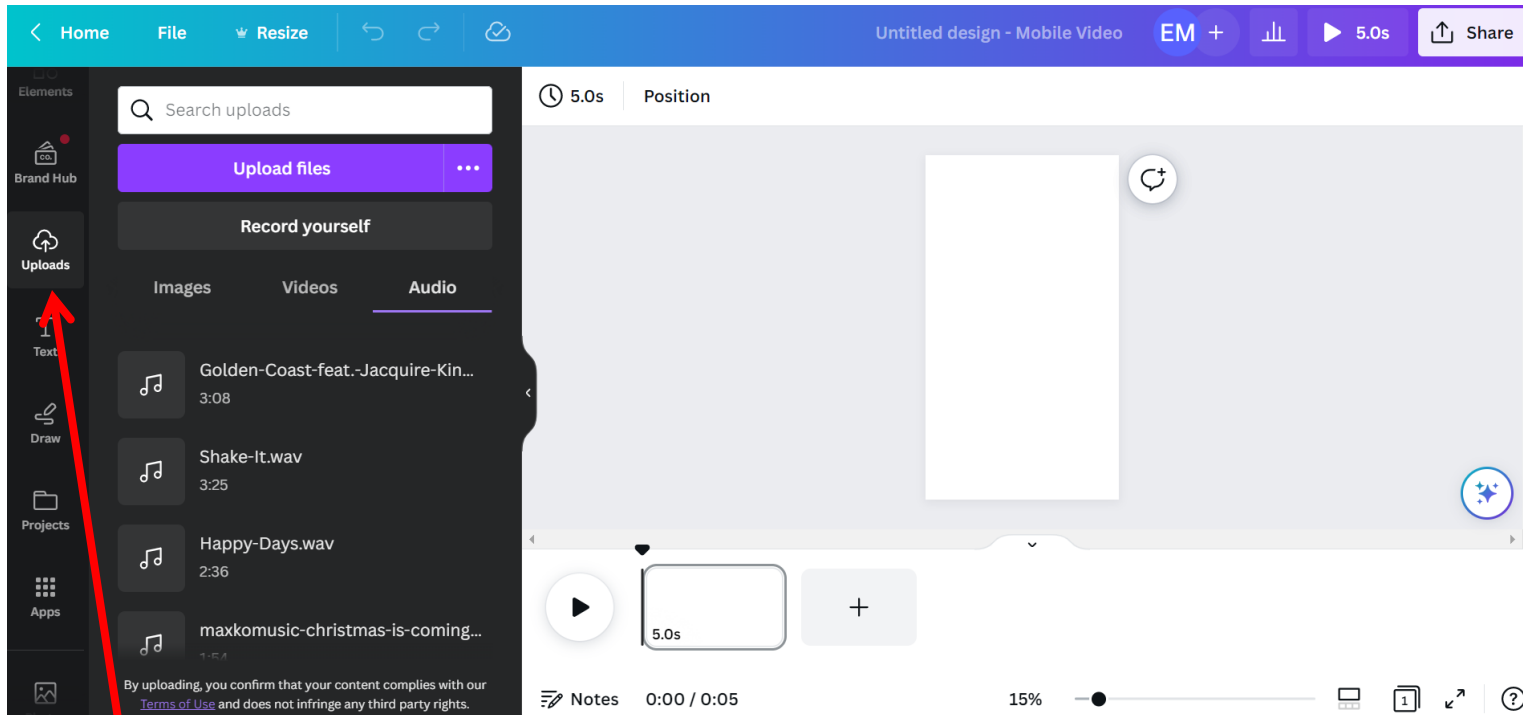
Click on audio

Search for songs or sounds

You can also filter for free songs / sounds

Note – if you have a Pro account there are thousands of stock music tracks you can use.

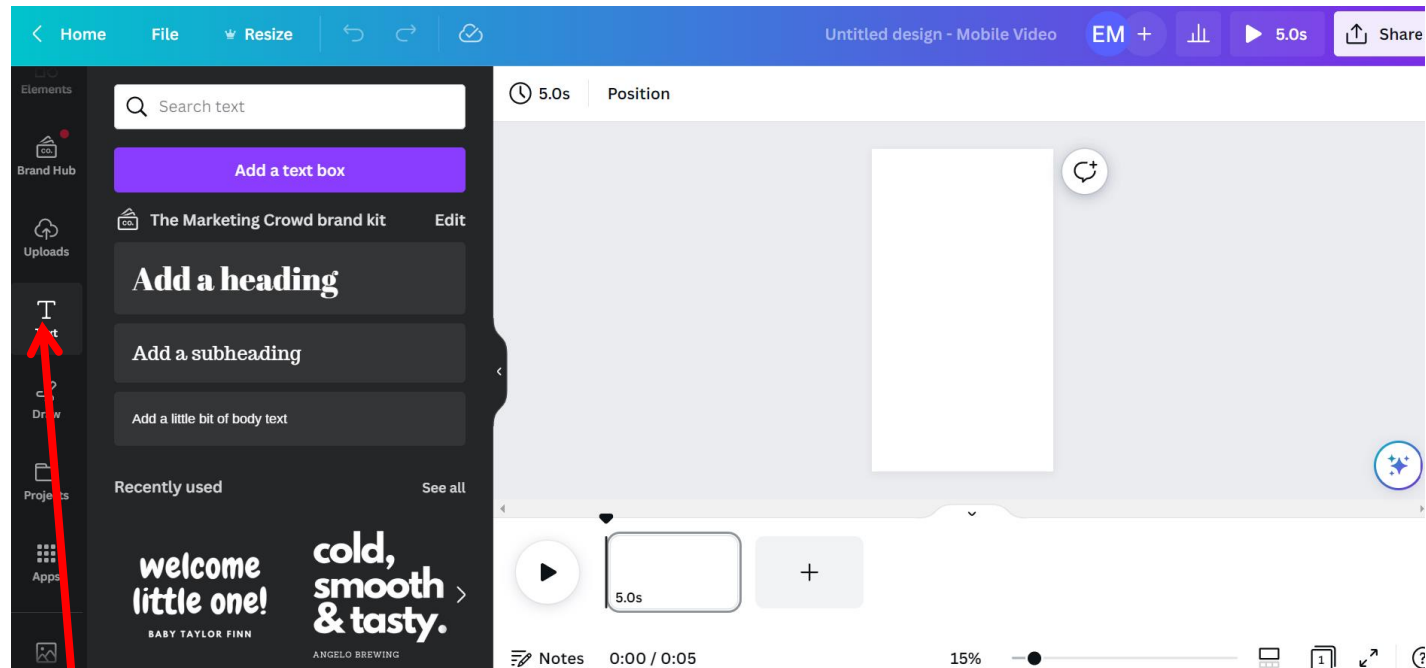
What can you use in your videos?



Upload music from your PC

Click on upload on the left hand menu
Upload your music files

What can you use in your videos?



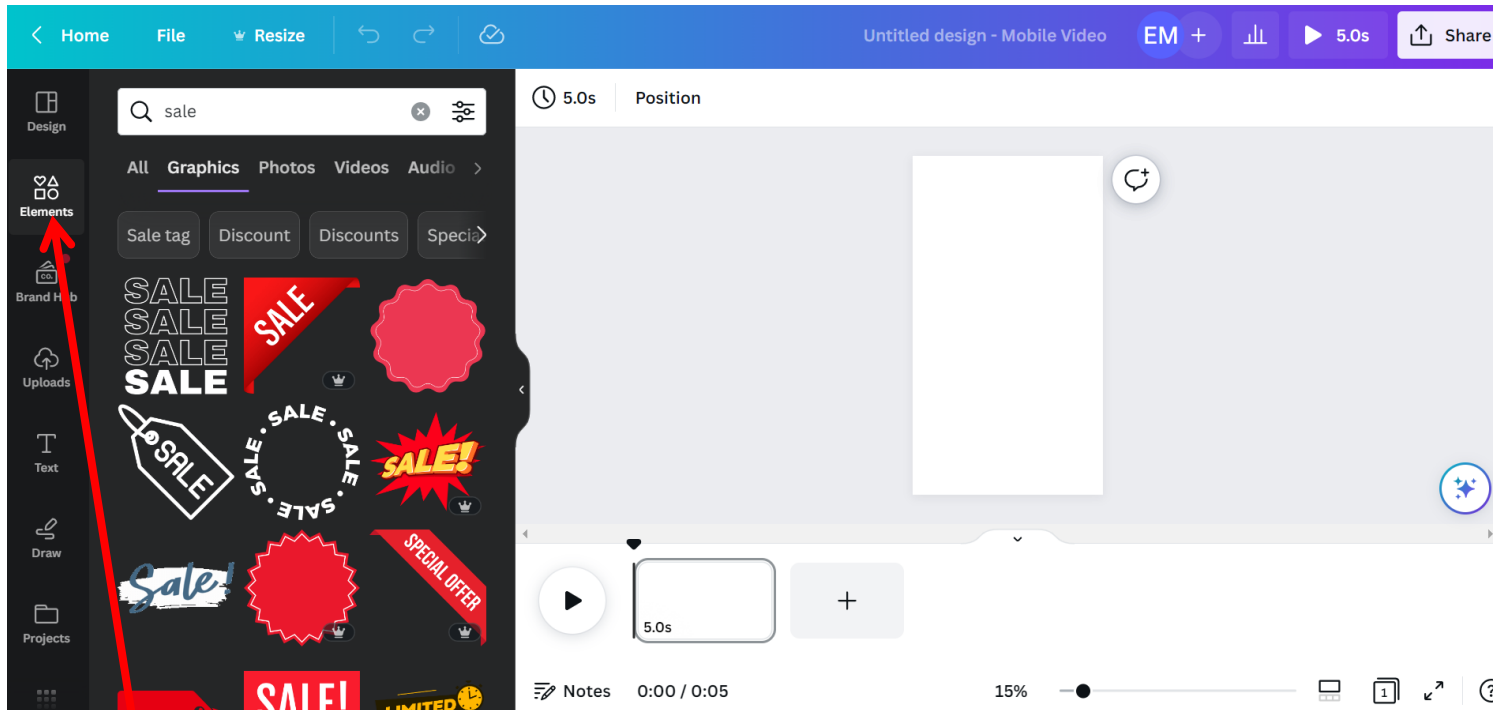
Use Canva's Text and effects

Click on text

Select heading / subheading or browse through their pre-designed text option

You can also add effects to the text and animate the text

What can you use in your videos?



Use Canva graphics

Click on elements

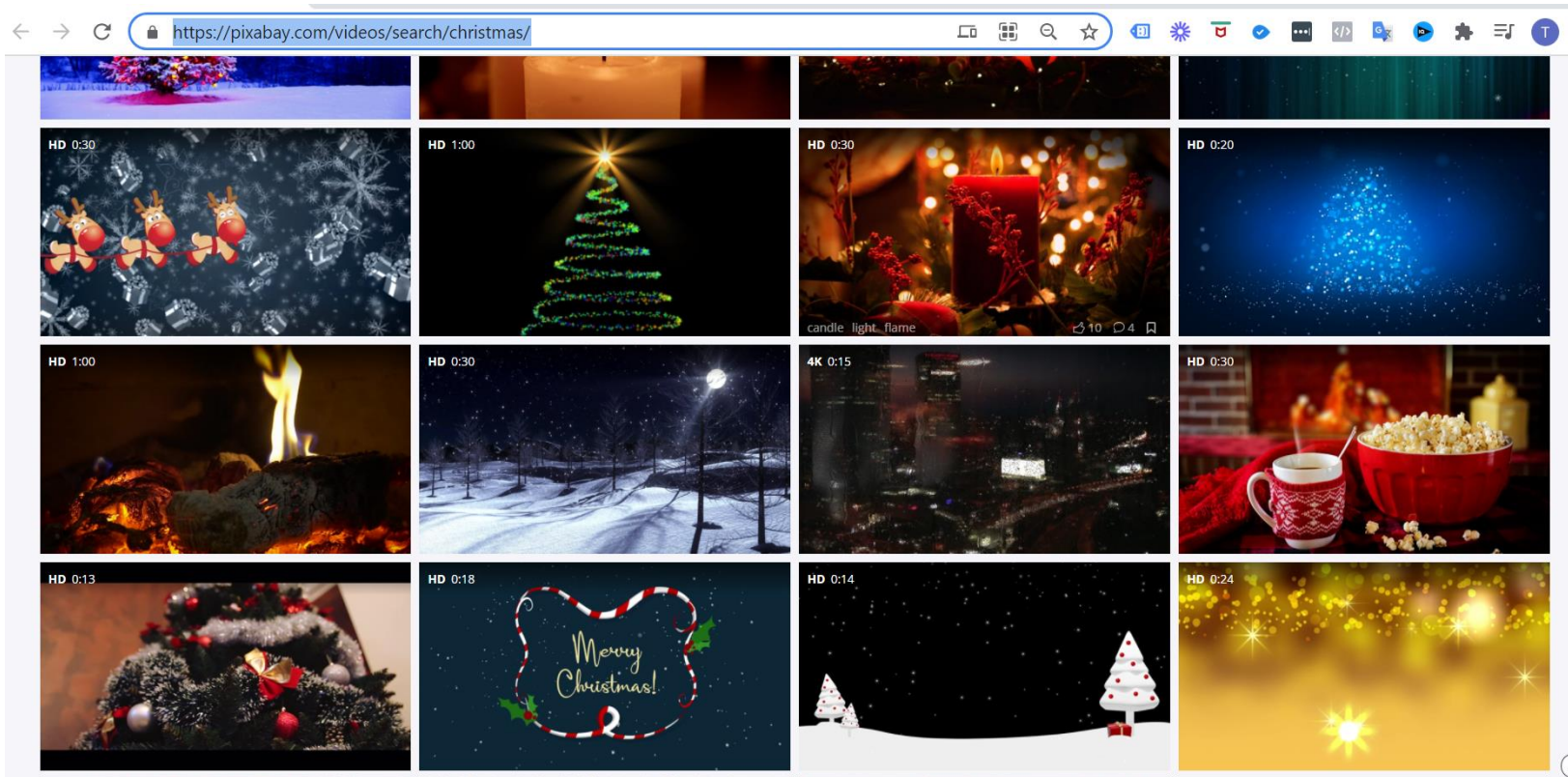
Type in a topic e.g. sale

Click on graphics – you now have lots of graphics you can overlay on your video

What We Will Cover

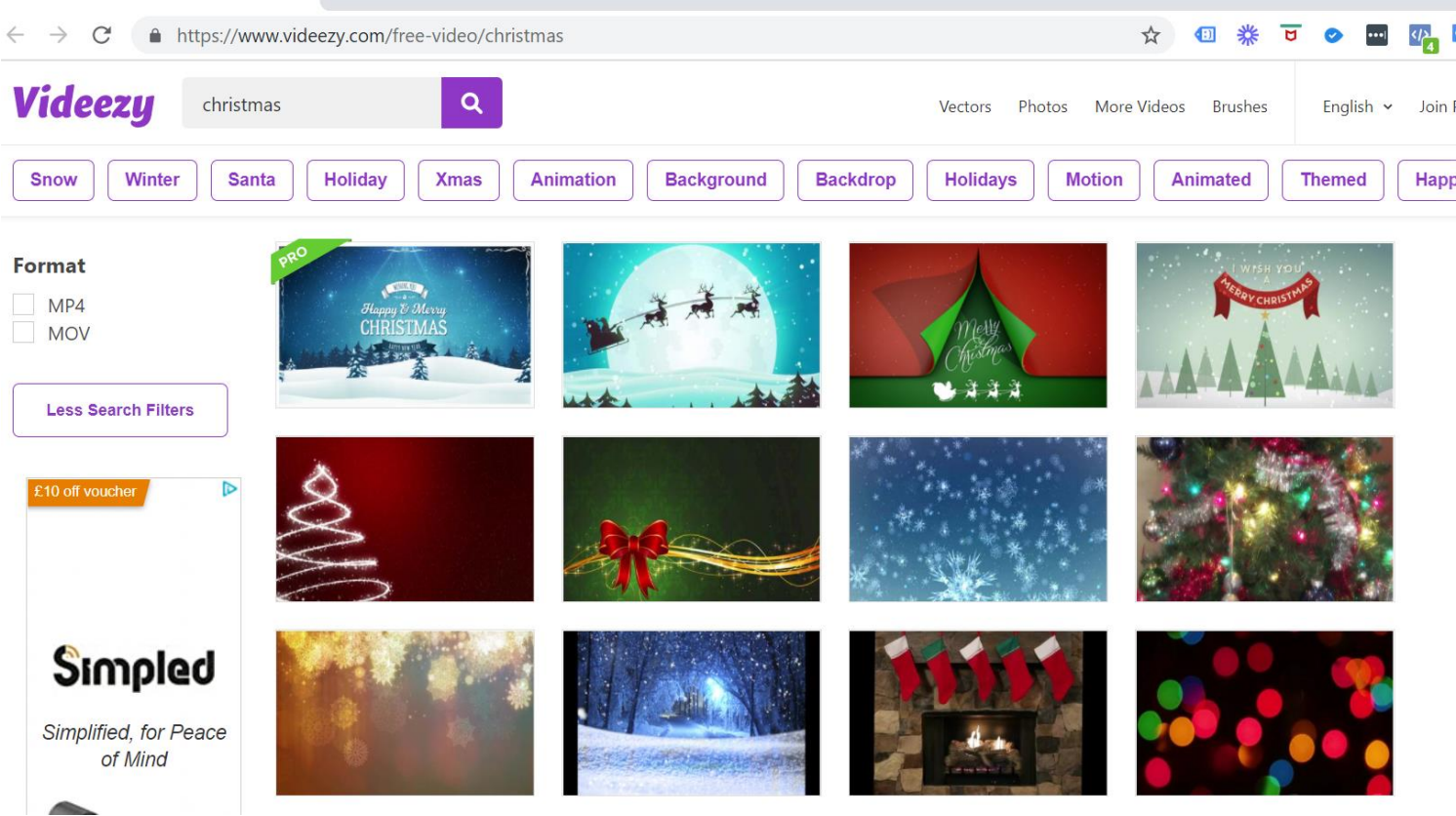
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Free Christmas Stock videos – Pixabay.com



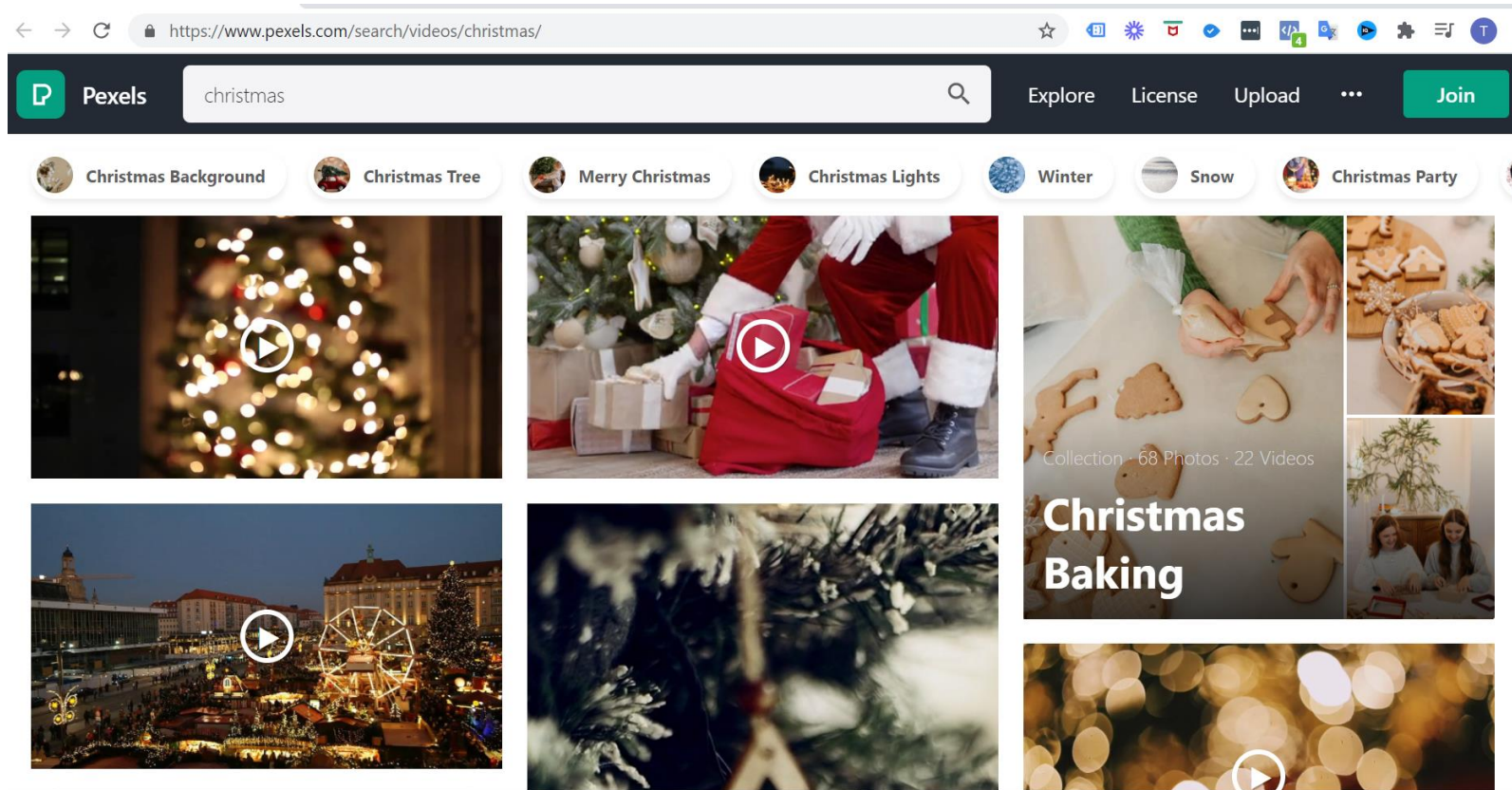
Try Pixabay.com for over 500 free stock videos <https://pixabay.com/videos/search/christmas/>

Free Christmas Stock videos – Videezy.com



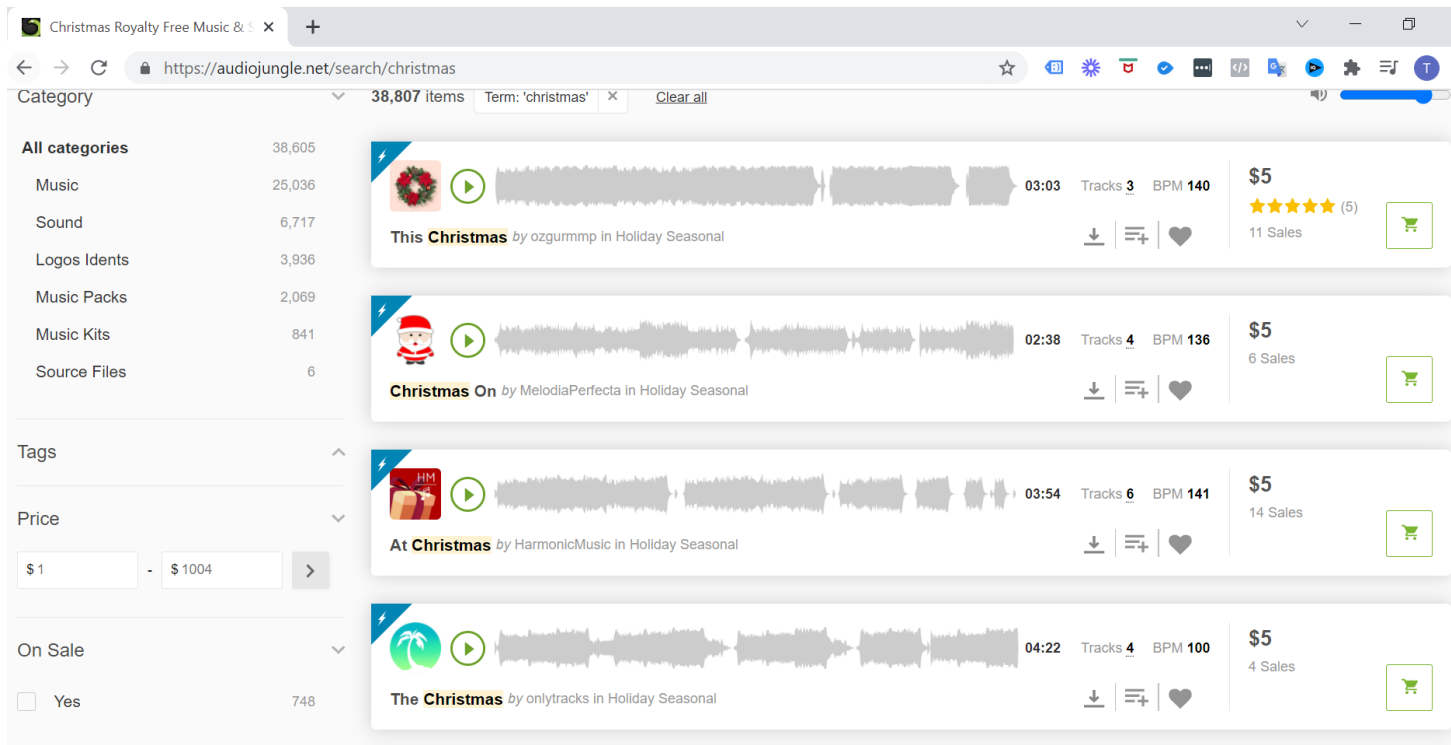
Try Videezy.com <https://www.videezy.com/free-video/christmas>

Free Christmas Stock videos – Pexels.com



Try pexels.com <https://www.pexels.com/search/videos/christmas/>

Paid for Christmas Stock music – Audiojungle.net



The screenshot shows a web browser window with the URL <https://audiojungle.net/search/christmas>. The page displays search results for 'christmas' music tracks. On the left, there is a sidebar with filters for Category, Tags, Price, and On Sale. The main content area shows four music tracks, each with a preview player, title, author, duration, tracks count, BPM, price, and sales information.

Category	Items
All categories	38,605
Music	25,036
Sound	6,717
Logos Idents	3,936
Music Packs	2,069
Music Kits	841
Source Files	6

Tags
Christmas
Holiday
Seasonal
Stock
Music
Sound
Logos
Idents
Packs
Kits
Files

Price
\$1 - \$1004

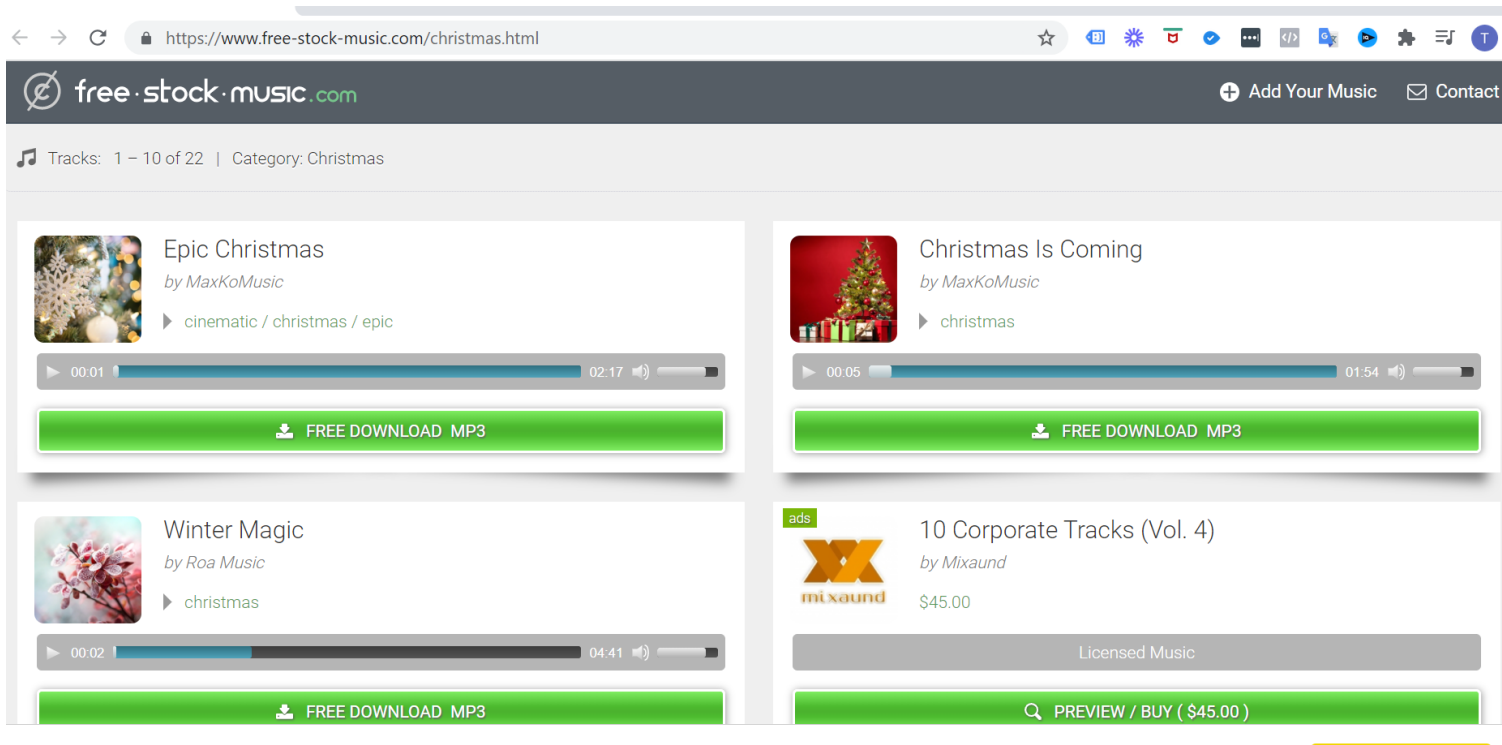
On Sale
<input type="checkbox"/> Yes 748

Track	Author	Duration	Tracks	BPM	Price	Sales
This Christmas	by ozgurmp	03:03	3	140	\$5	11 Sales
Christmas On	by MelodiaPerfecta	02:38	4	136	\$5	6 Sales
At Christmas	by HarmonicMusic	03:54	6	141	\$5	14 Sales
The Christmas	by onlytracks	04:22	4	100	\$5	4 Sales

Audiojungle.net has excellent music tracks for around \$5

<https://audiojungle.net/search/christmas>

Free Christmas Stock music at free-stock-music.com



The screenshot shows a web browser at the URL <https://www.free-stock-music.com/christmas.html>. The website header includes the logo "free · stock · music · com" and navigation links "Add Your Music" and "Contact". Below the header, a breadcrumb trail reads "Tracks: 1 – 10 of 22 | Category: Christmas". The main content area displays four music tracks in a grid:

- Epic Christmas** by MaxKoMusic: Features a snowflake image, a duration of 02:17, and a green button labeled "FREE DOWNLOAD MP3".
- Christmas Is Coming** by MaxKoMusic: Features a Christmas tree image, a duration of 01:54, and a green button labeled "FREE DOWNLOAD MP3".
- Winter Magic** by Roa Music: Features a pink flower image, a duration of 04:41, and a green button labeled "FREE DOWNLOAD MP3".
- 10 Corporate Tracks (Vol. 4)** by Mixaund: Features a Mixaund logo, a price of \$45.00, and a green button labeled "PREVIEW / BUY (\$45.00)".

A yellow horizontal line is positioned below the bottom-right track card.

There are some very nice free stock music tracks at
<https://www.free-stock-music.com/christmas.html>

Demo 1



You have one stock video clip and you want to create a video

You want to ...

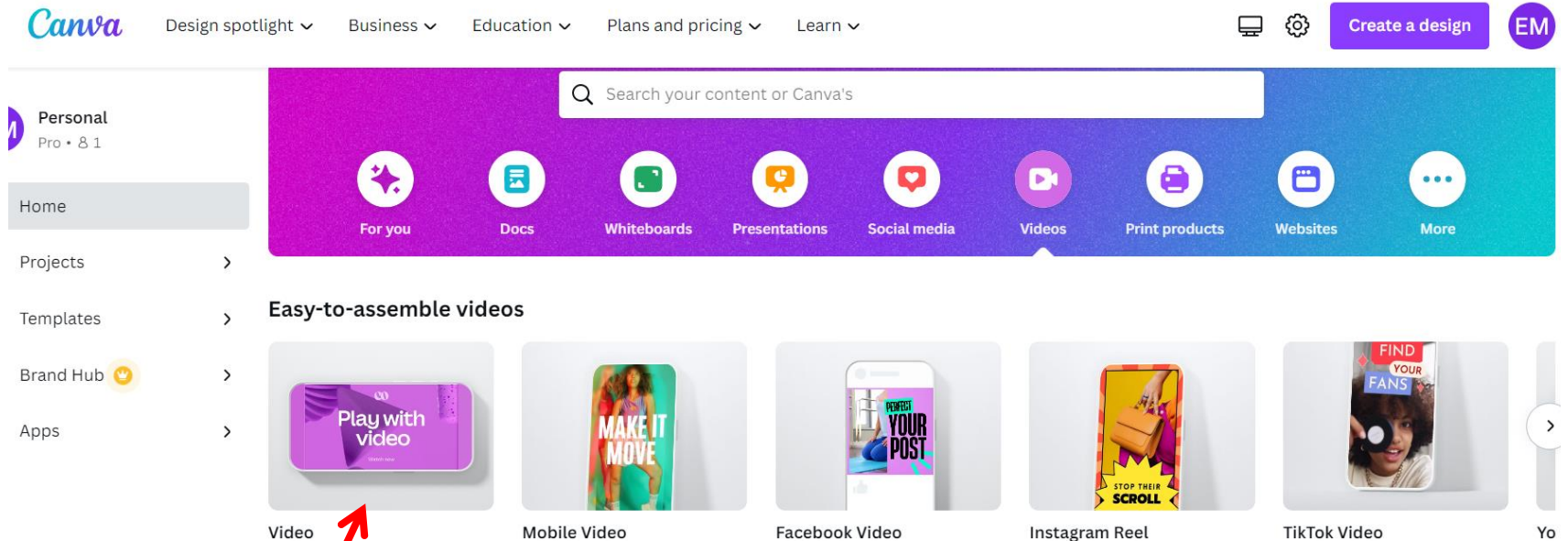
Add music

Add text

Add your logo

Add graphics

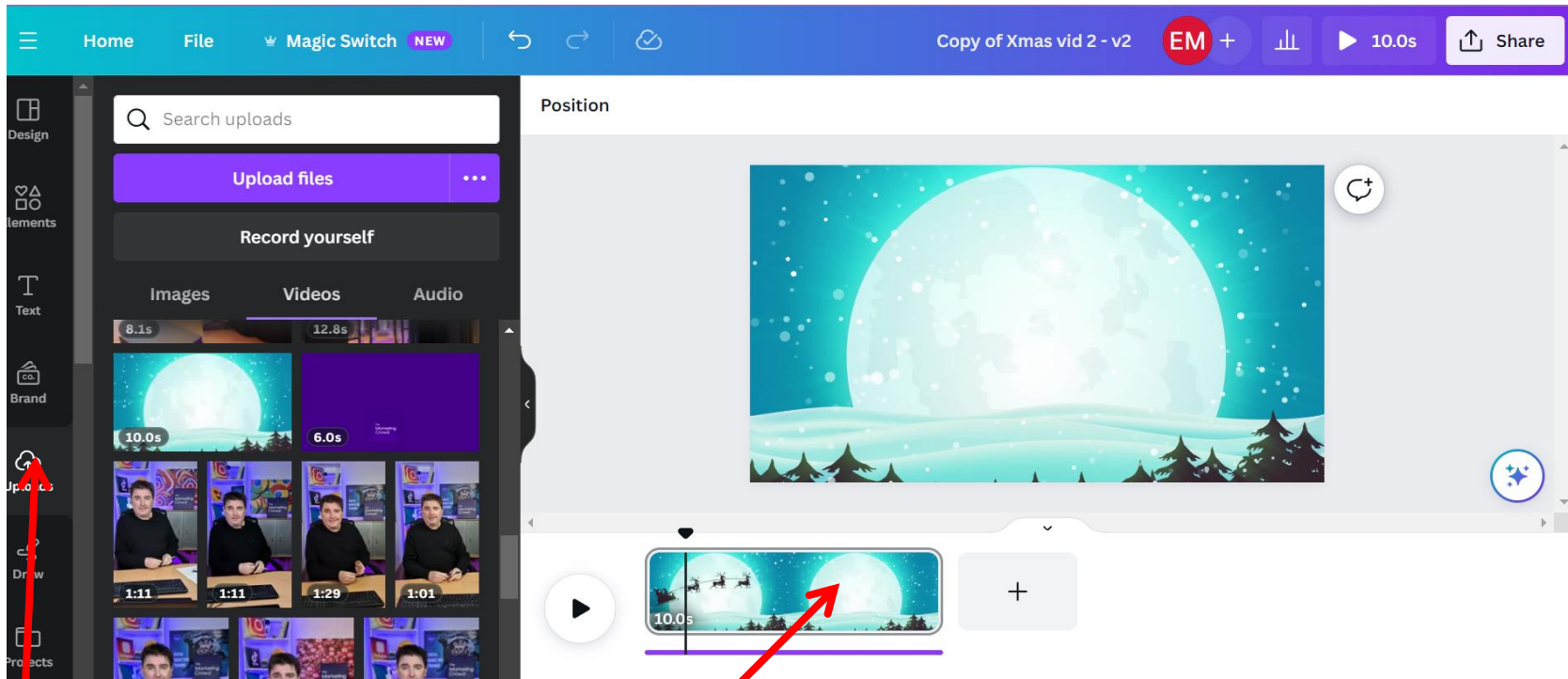
Demo 1



On the homepage click on Video

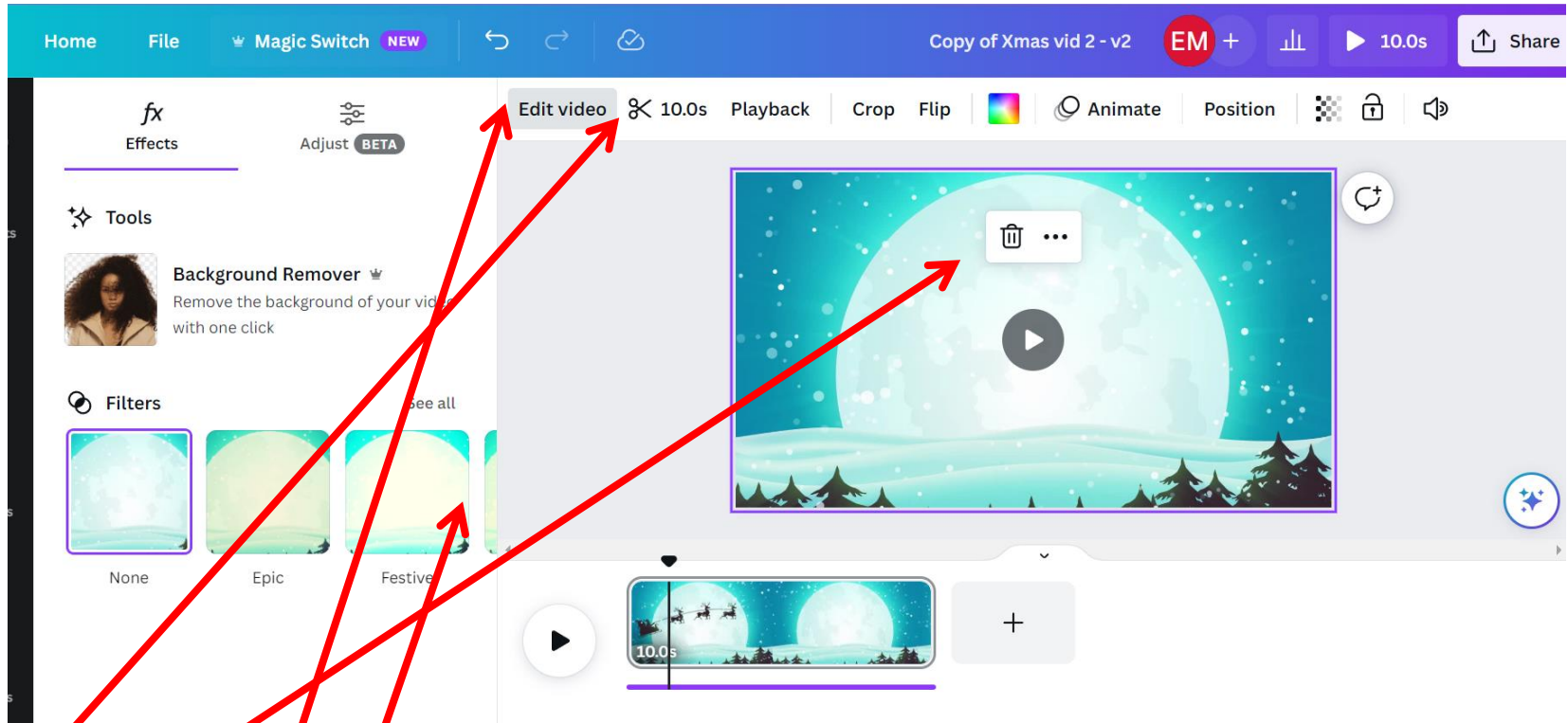
Then click on Video for Landscape video or Mobile video for a portrait video (for stories, Reels, TikTok)

Demo 1



Click on Uploads
Upload your video
Click on your video drag into the box on the timeline

Demo 1



Click on your video and a menu will appear at the top

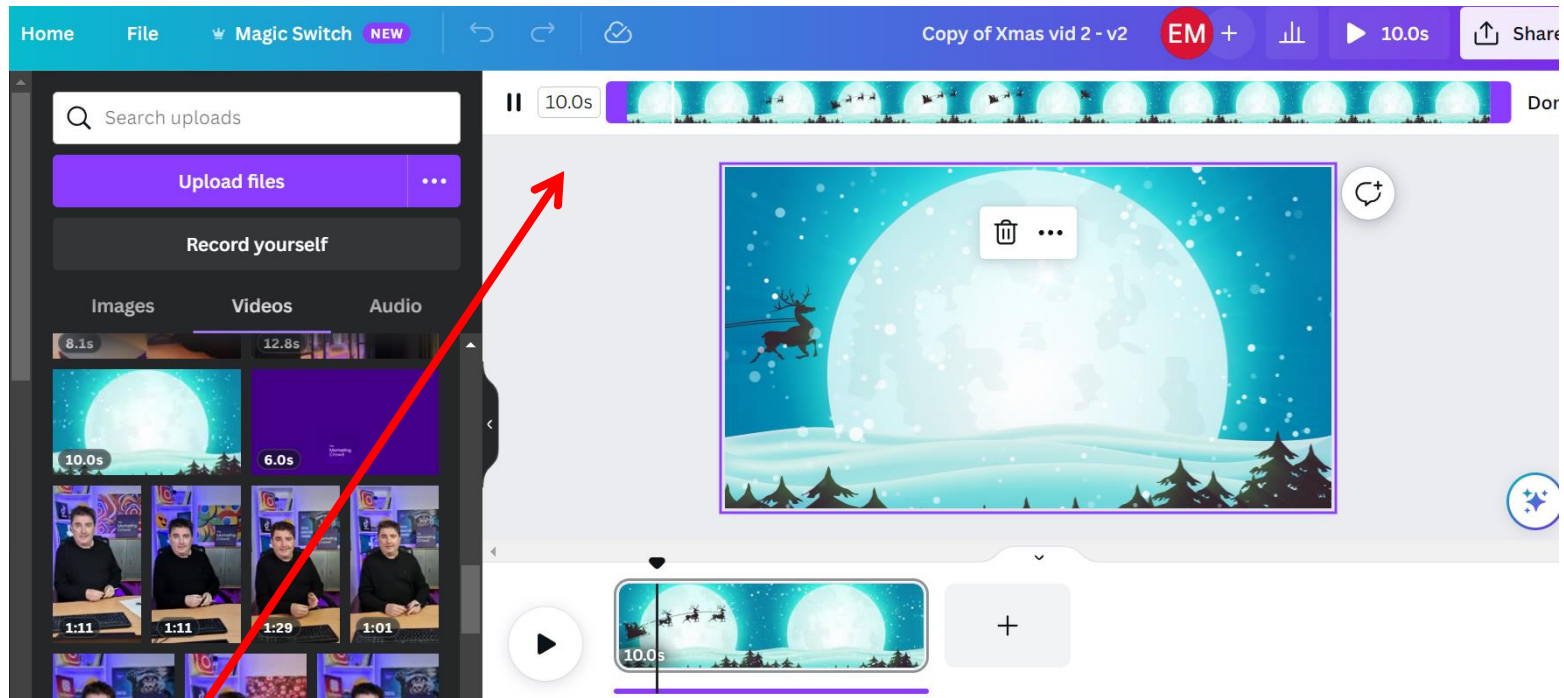
Click on Edit video

You can now apply a filter

You can also adjust the brightness, saturation by Clicking on adjust

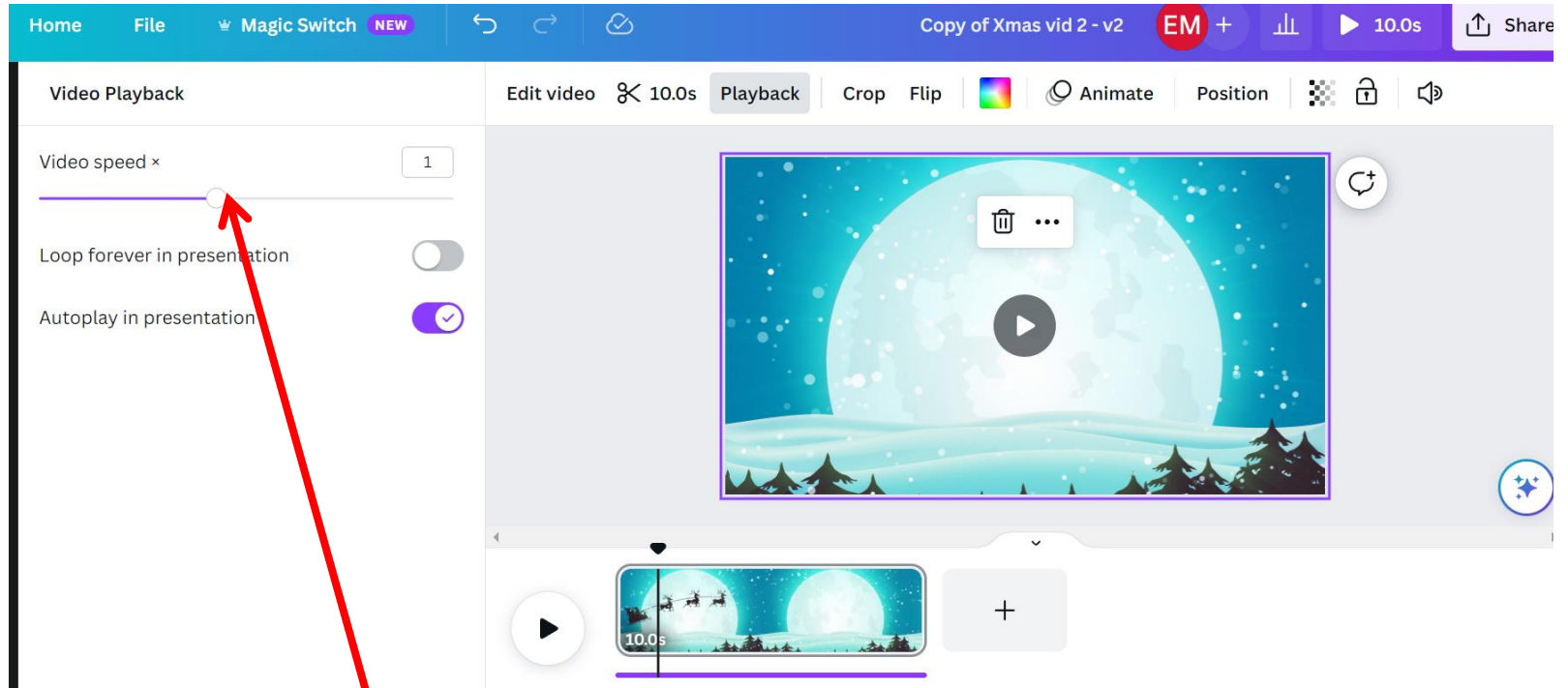
If you have the Pro version of Canva you can remove the background from a person or object in the video

Demo 1



Click on the Scissor to cut / adjust the length of a clip
Drag the sliders from the left or right to choose the length you want

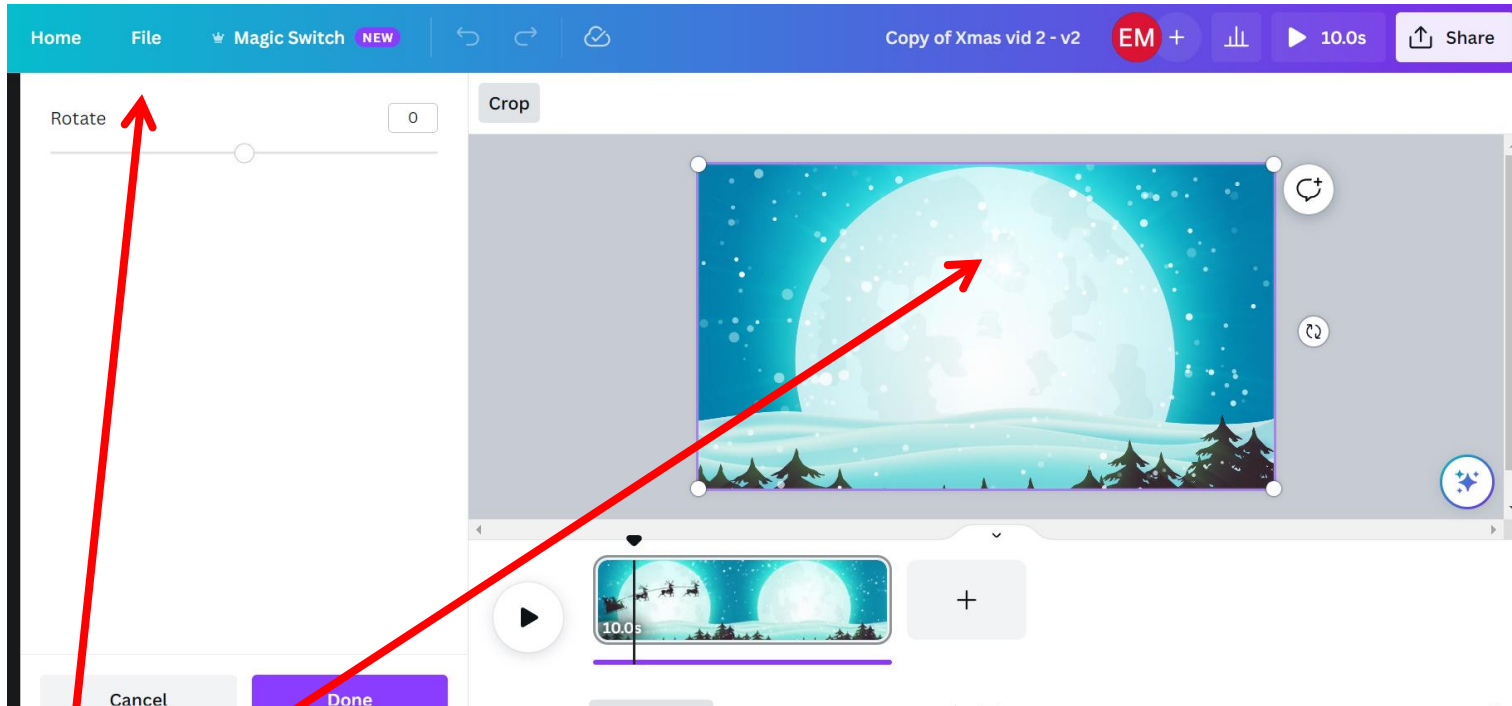
Demo 1



Click on Playback

You can now adjust the speed of the clip – from 0.25 times the speed (slow motion) to 2x the speed

Demo 1

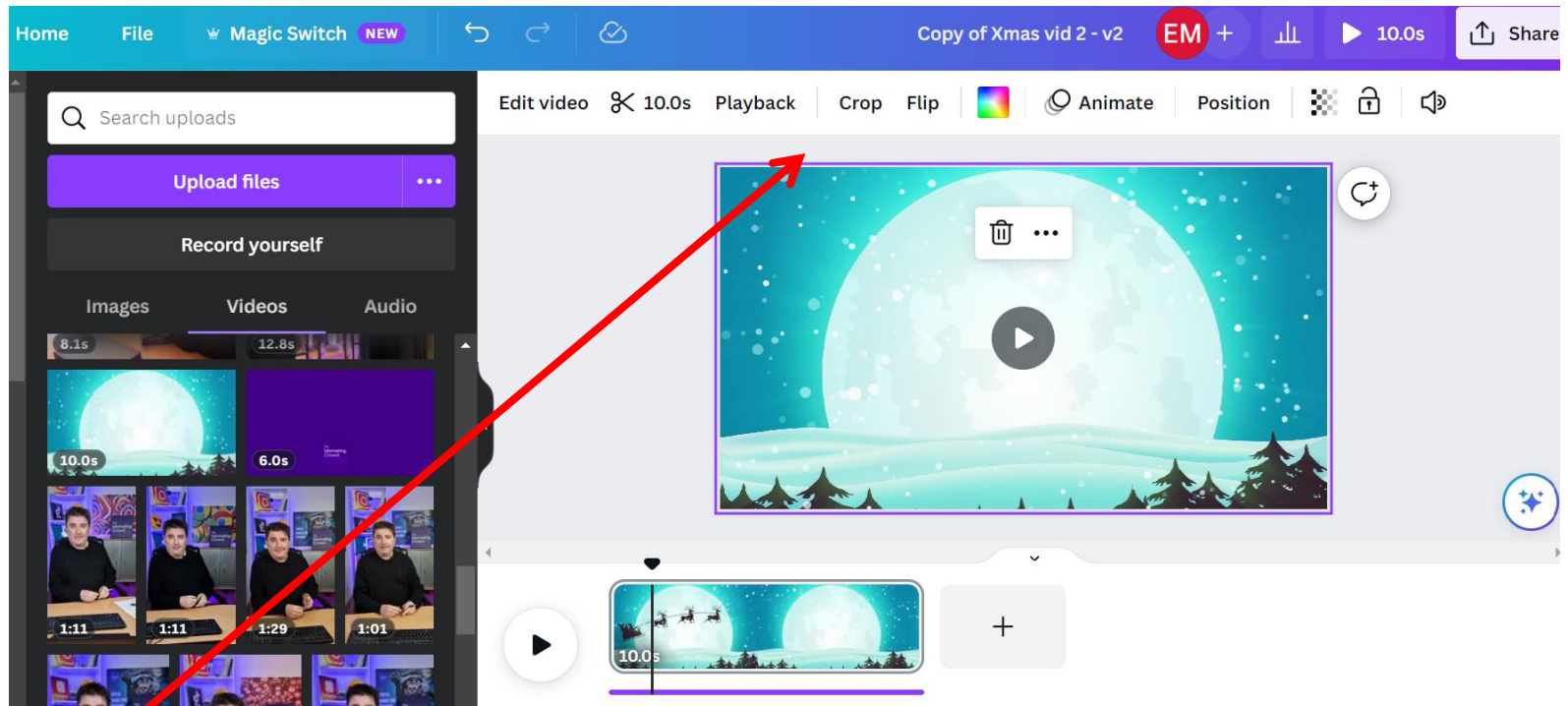


Click on Crop

You can now crop your video i.e. click on the bright area and drag it left or right to choose the part you want in the video

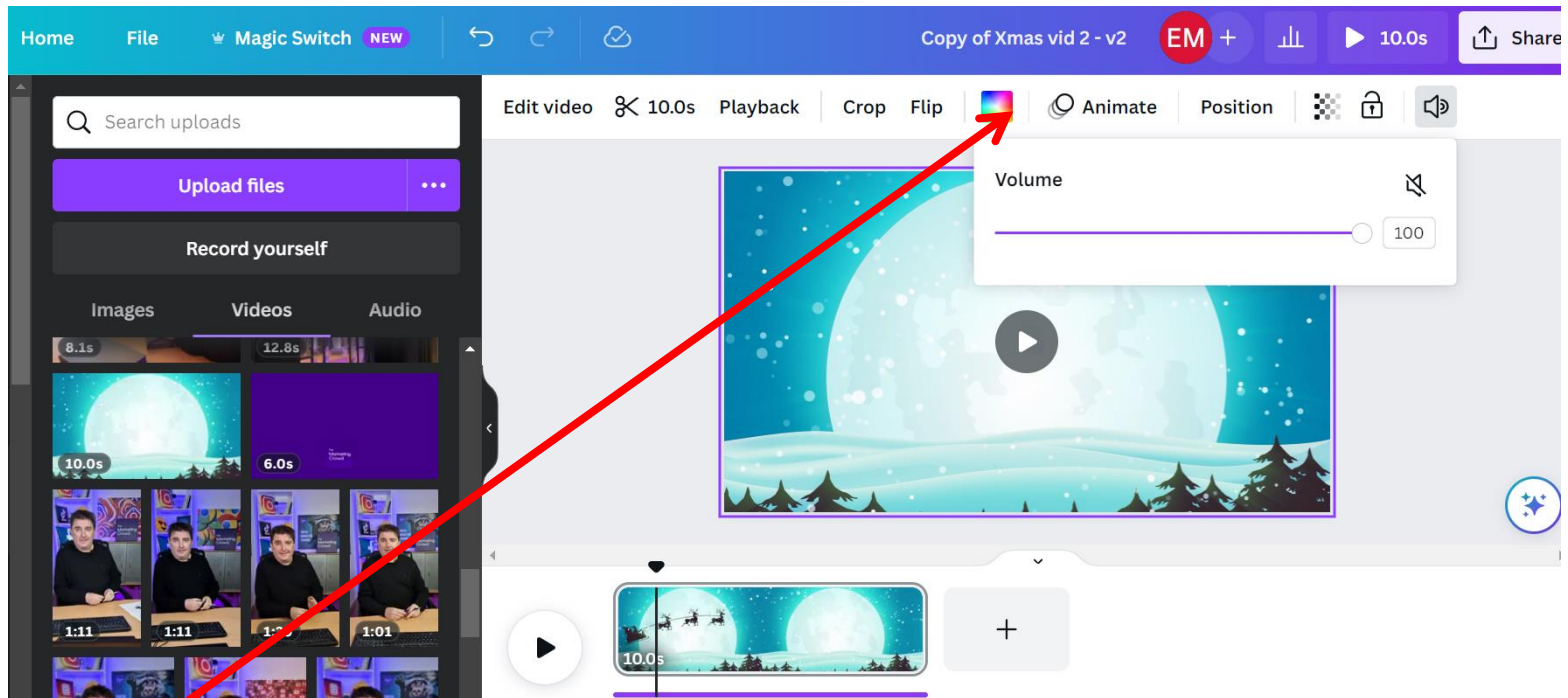
If your video is tilted at an angle you can rotate the video clip

Demo 1



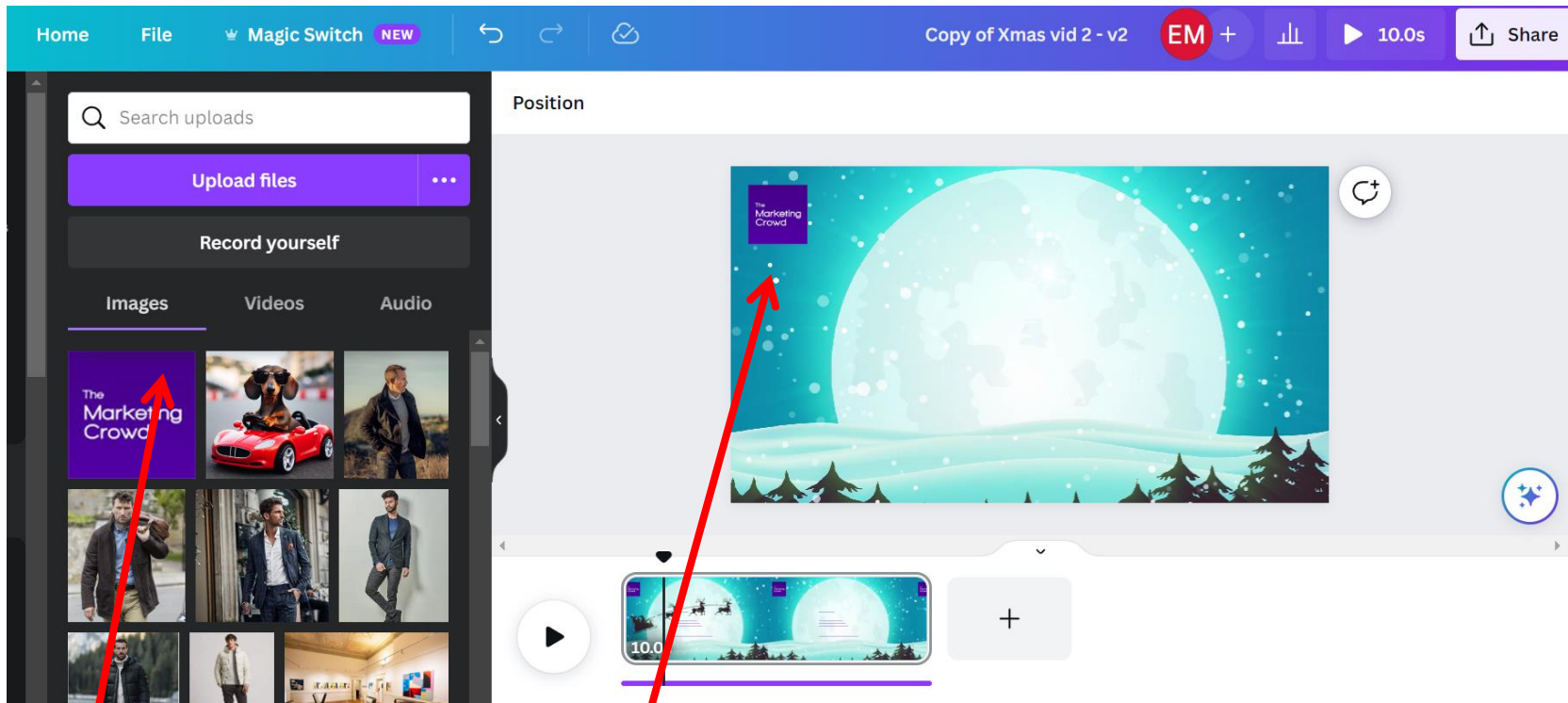
Click on Flip – to flip your video horizontally. Handy if you shot the video with a selfie camera
Click animate – to add an animation to the video e.g. Zoom
Click transparency – to add transparency to the video
Click volume / sound icon – to adjust the volume in your video.

Demo 1



Click volume / sound icon – to adjust the volume in your video.

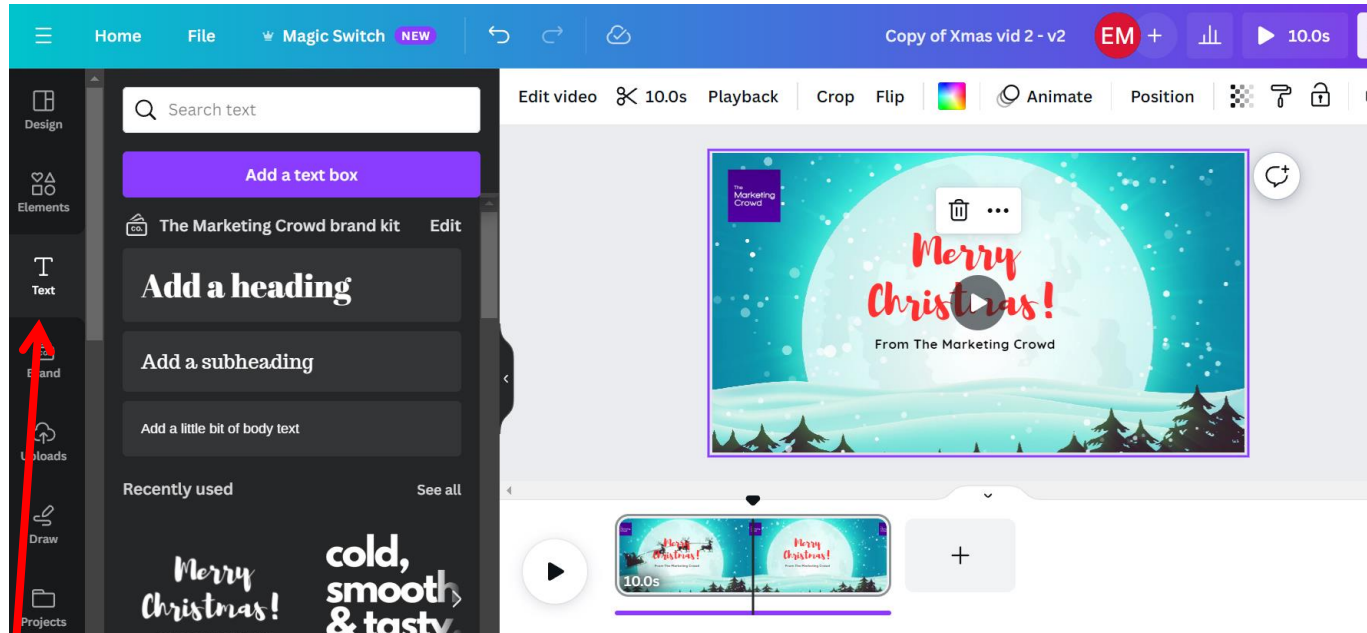
Demo 1



To add your logo to the video

- Go to uploads
- Upload your logo
- Click on it and it will appear on the video
- Drag a corner to resize it
- Position where you want it to appear on your video

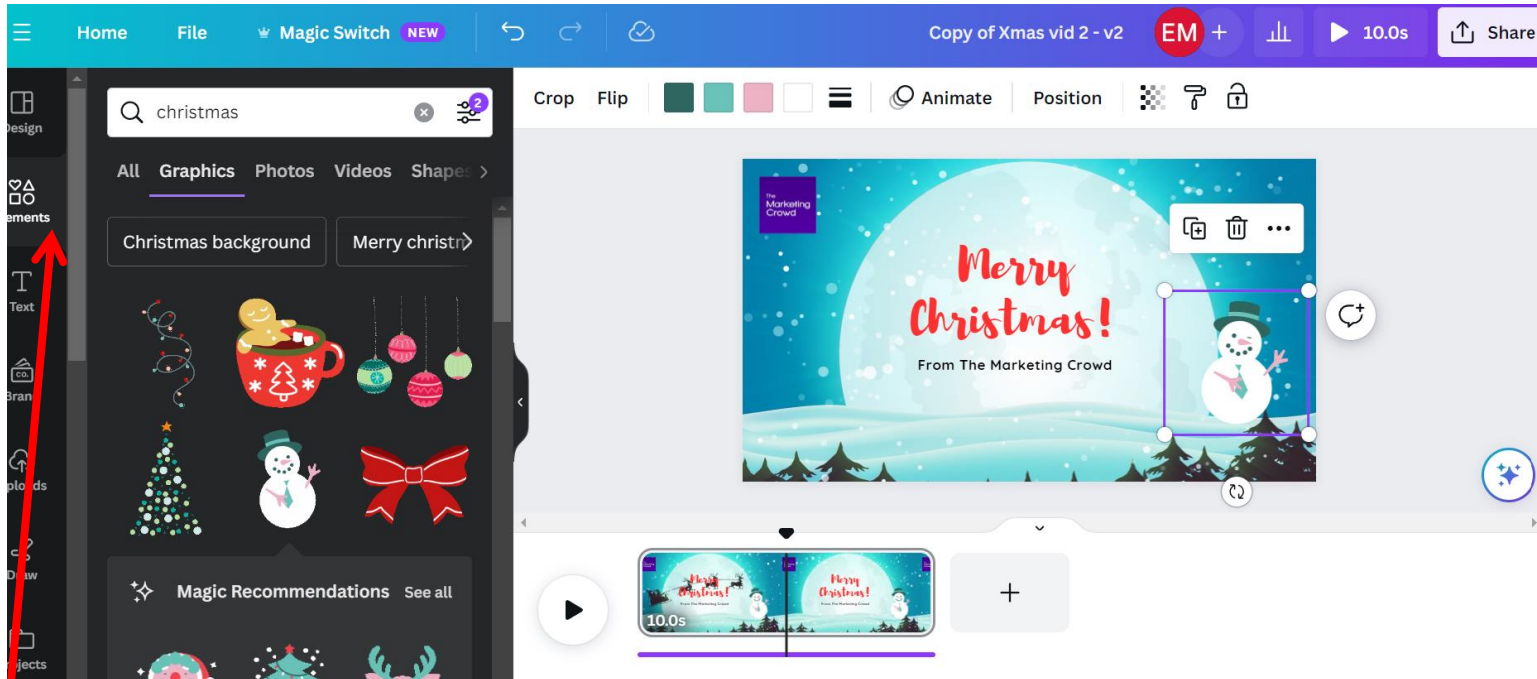
Demo 1



To add text – add text just like you would to an image

- Go to Text
- Either add a heading / sub heading or choose preformatted text or choose preformatted text
- Type your text on the video
- Move it where you want it to appear. Right click on the text to choose “show timing” and choose when you want the text to appear and disappear
- Click on the text and you can then change colour, font, add animation etc.

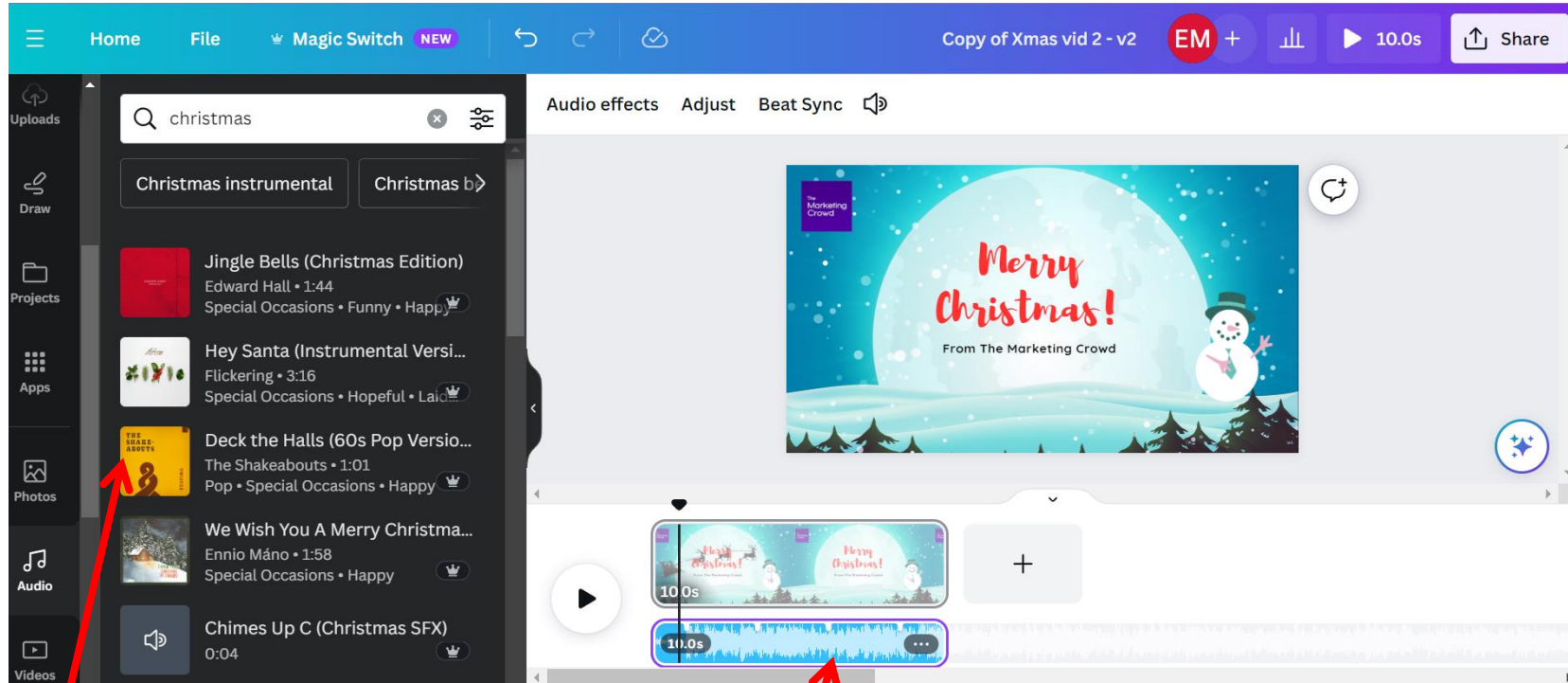
Demo 1



To add a graphic – add graphic just like you would to an image

- Go to Elements
- Search for the topic you want e.g. Christmas
- Click on graphics
- You can also filter to only show free ones and animated one
- Click on the graphic and it will appear on the video. Resize and position it

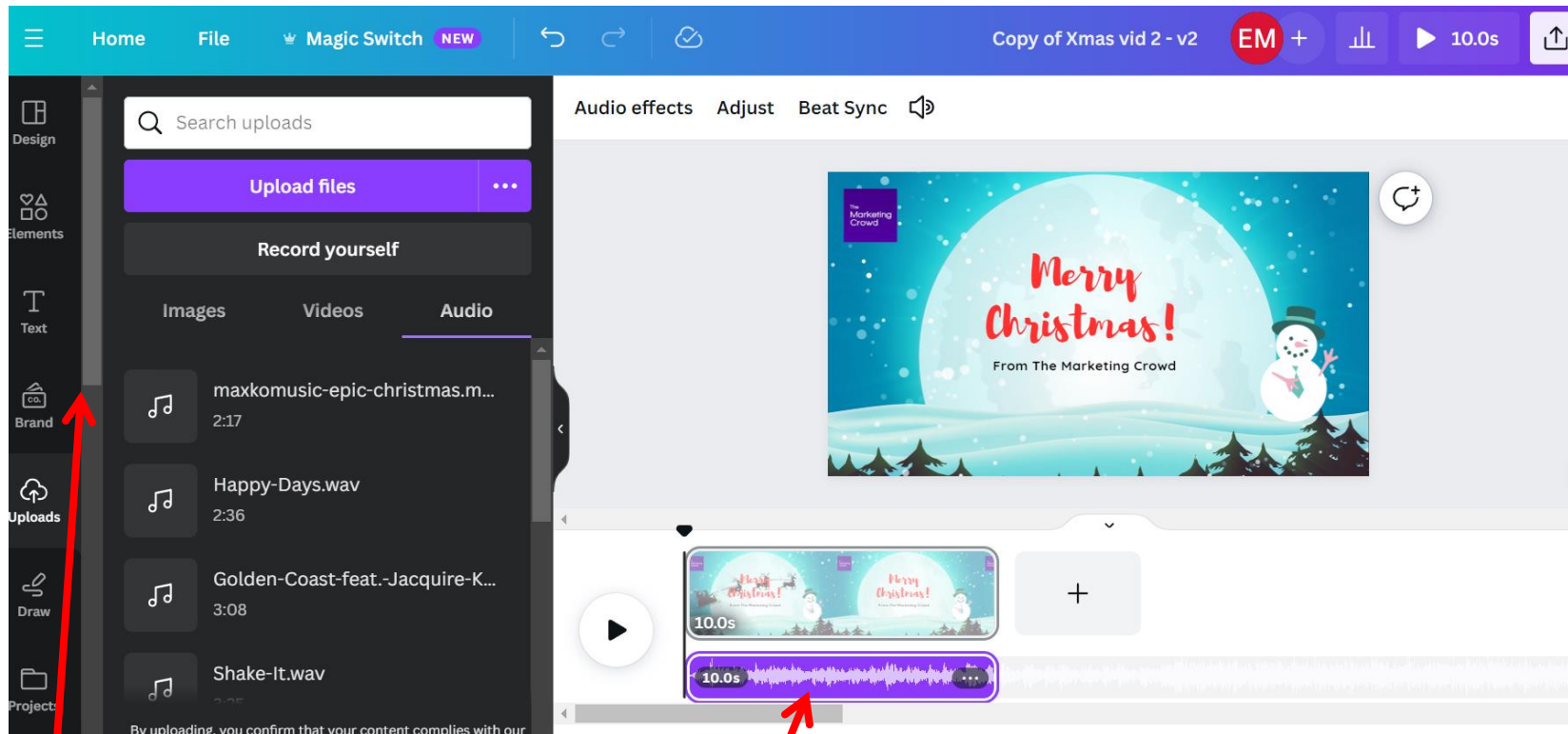
Demo 1



To add music – option 1 – use Canva's music library

- Click on audio
- Type Christmas
- You can filter to only show free music
- Click on a track to listen to it
- To add the music to the video drag it below the video

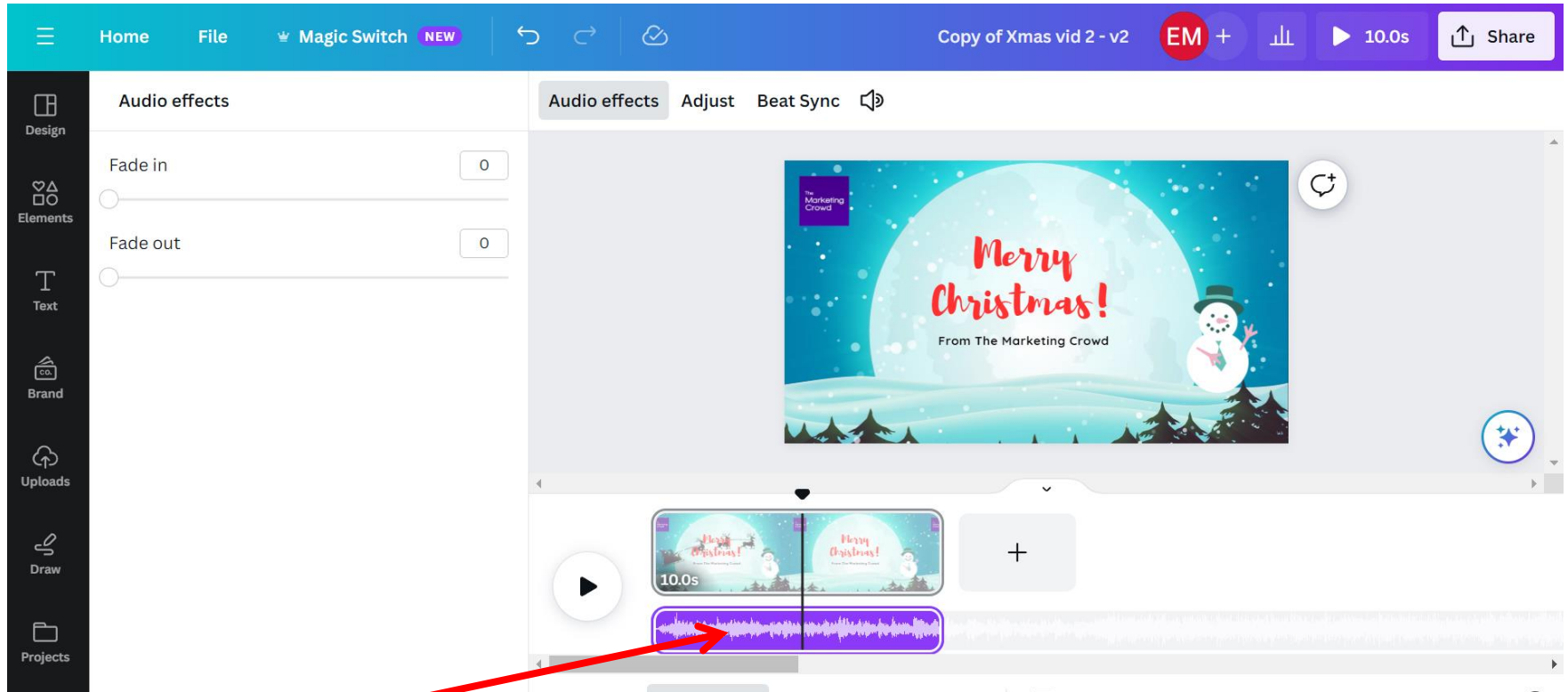
Demo 1



To add music – option2– Upload music

- Click on upload and then audio
- Upload your music track from your PC
- To add the music to the video drag it below the video

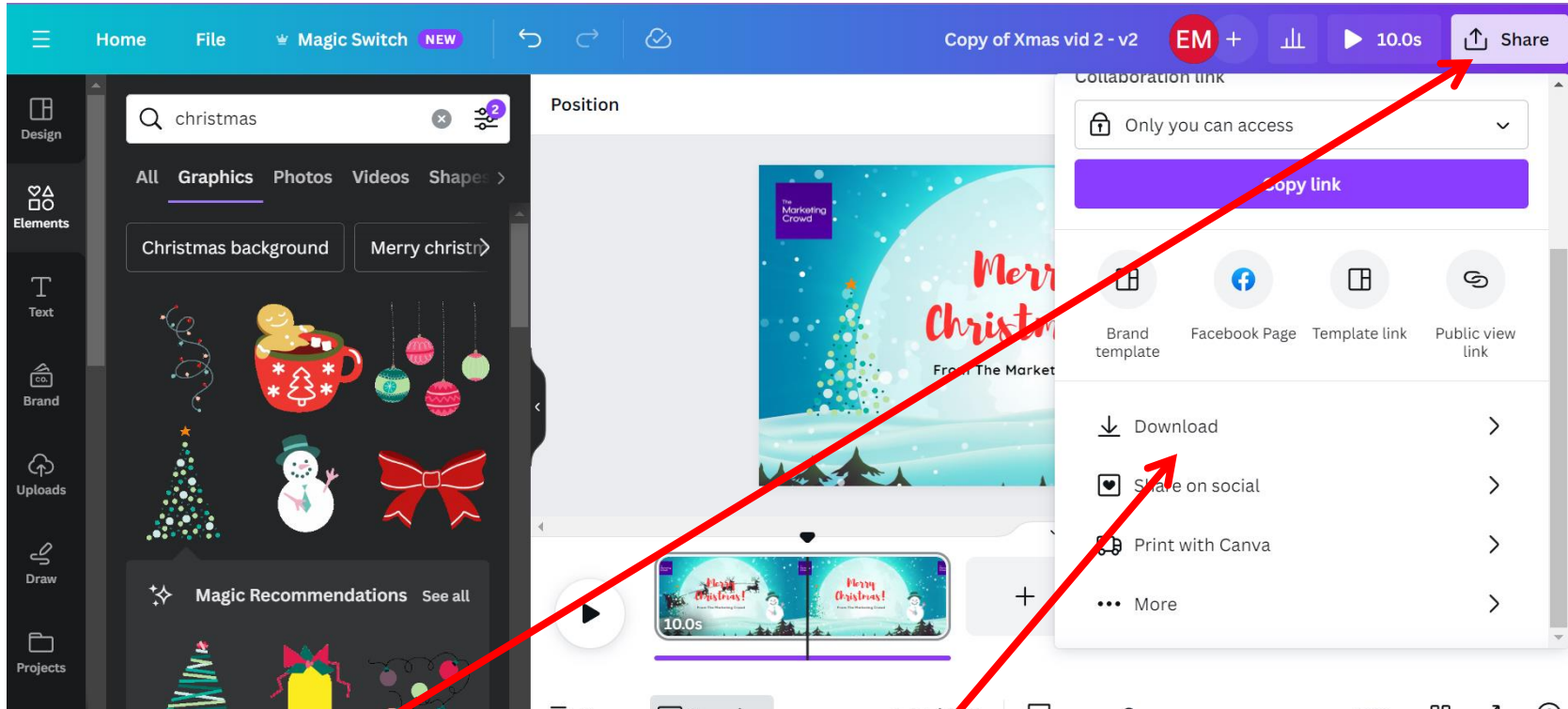
Demo 1



To adjust the music ...

- Click on the music (the purple element below the video on the timeline)
- You will now see a menu at the top.
- Click audio effects to fade the music in and out
- Click adjust and you can choose a different part of the music track but the same length as the video clip
- Click the volume button – you can adjust the volume of the music

Demo 1



To download the video

- Click on the Share
- Click download to download the file to your PC

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Demo 2: How to make a "Merry Christmas to our customers" video using video clips, text and music

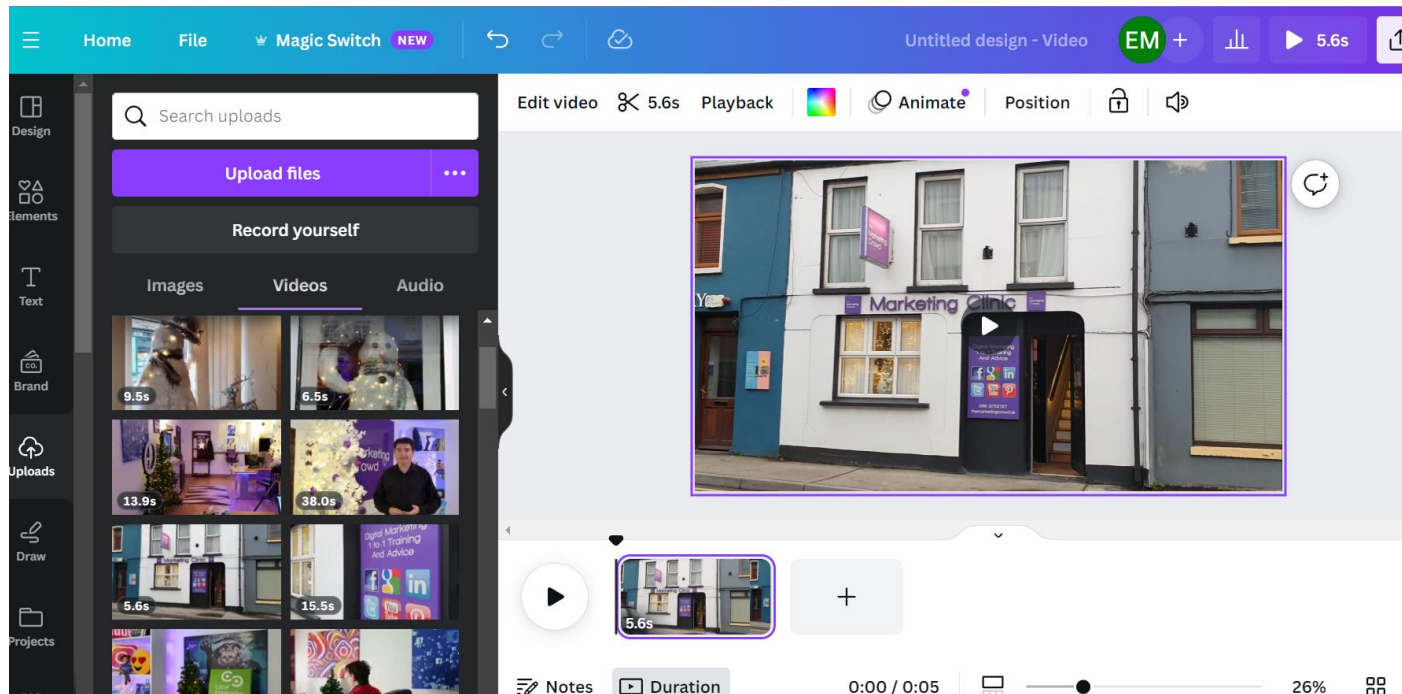


You could easily shoot video clips of your office / shop / place of Work

Add Christmas music

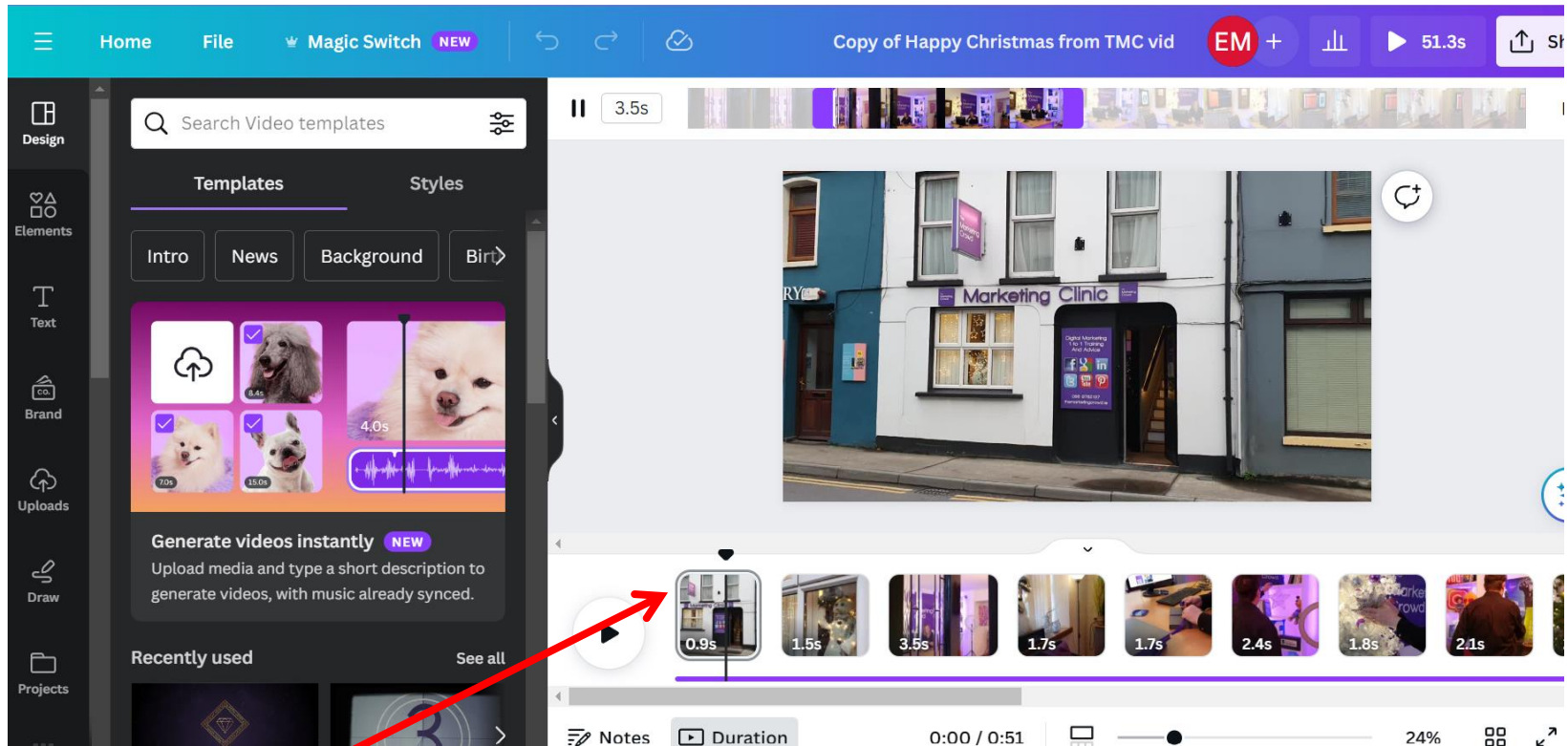
Add text wishing customers a Merry Christmas

Demo 2



Click on upload and upload the videos you want to use
Drag them down into the video timeline. You can change the order of them by dragging one left or right

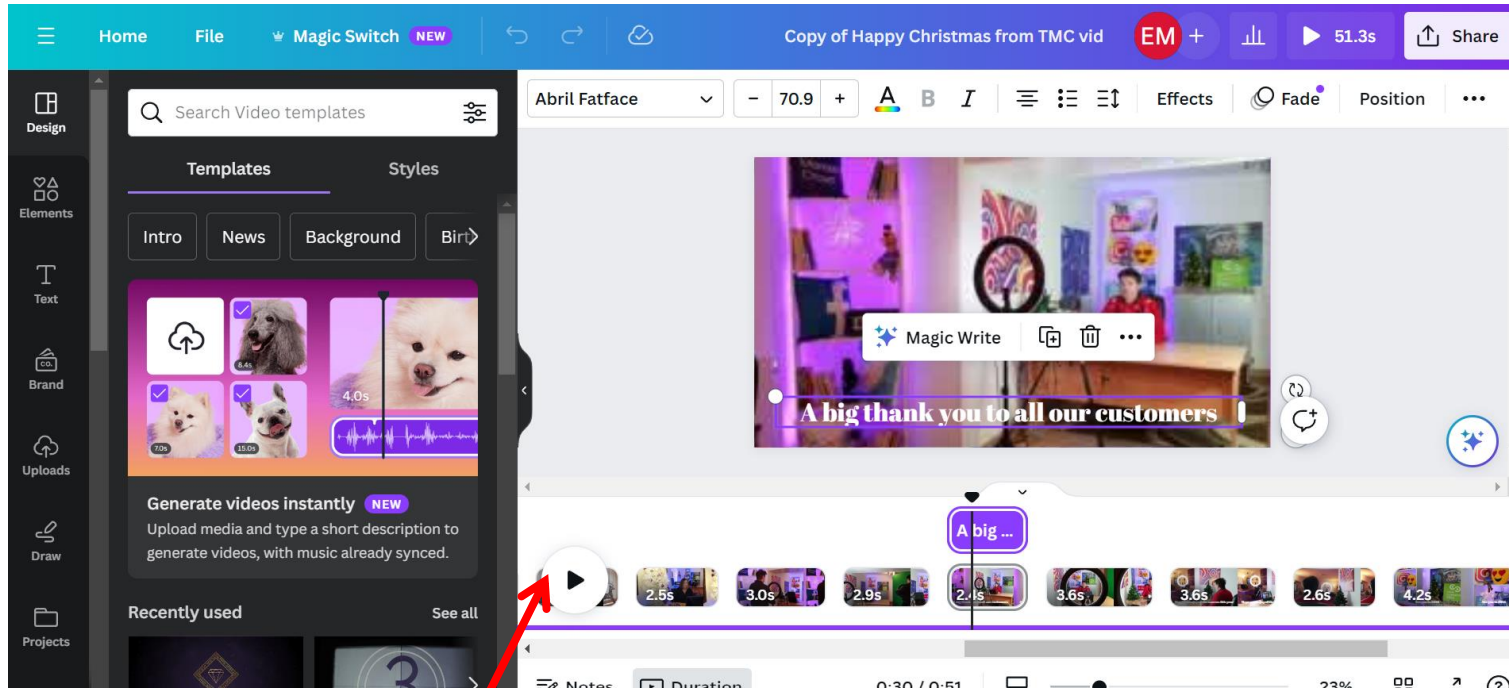
Demo 2



To choose the parts of the clips you want and remove the parts you don't want ...

1. Drag the sliders on the left or right hand side of any of the boxes
2. Or Click play and pause where you want to split the clip. Then right click and choose split. Delete the part you don't want.

Demo 2

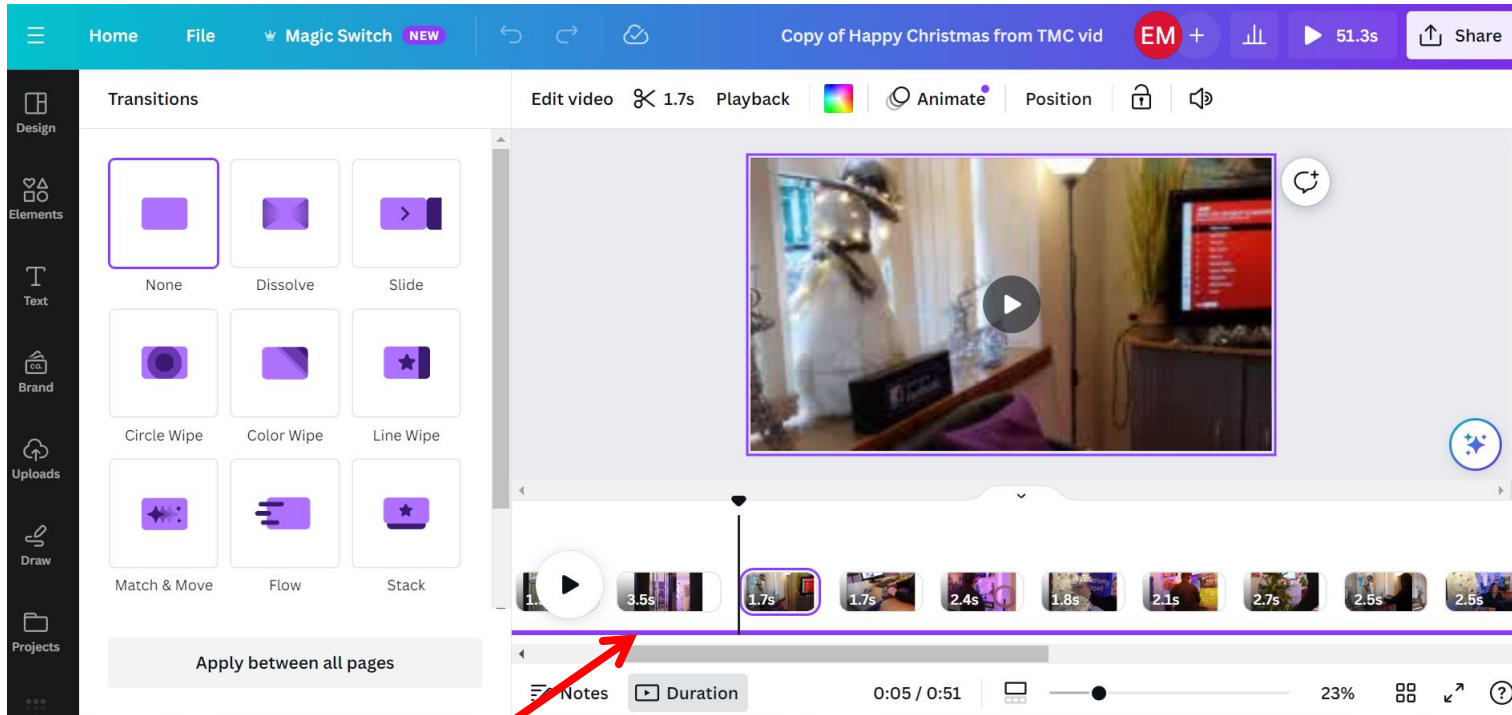


Add text to some or all of the video clips

1. Add text in the same way that we did in demo 1. Choose to add animations if you wish
2. You can indicate how long you want the text to be on the video by right clicking on the text box and select show timing
3. You can then drag the sliders left and right to choose the length

Note: You cannot have text run over multiple clips. Text can only run the length of one clip (page) However, a workaround is – copy the text on page 1 (ctrl c) and go to the next clip (page) and paste – ctrl v. The text will paste into the exact same spot on all clips. However, for this to look good you cannot add an animation to the text

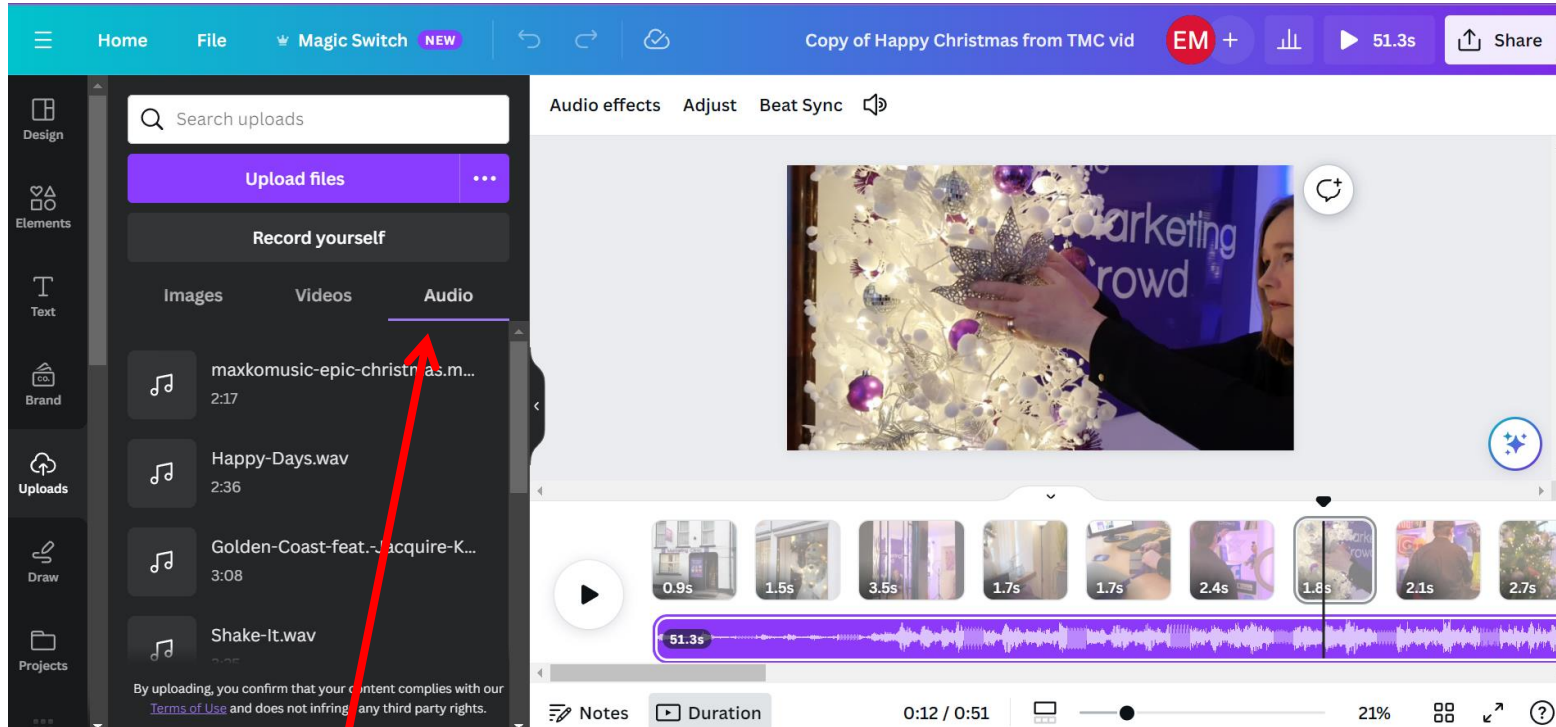
Demo 2



Choose whether you want to add a transition between clips

1. To add a transition, click on the icon between 2 clips
2. You can then choose a transition from the option on the left.
3. You can also choose the duration (speed) of the transition and also whether you want it applied to all pages (clips)

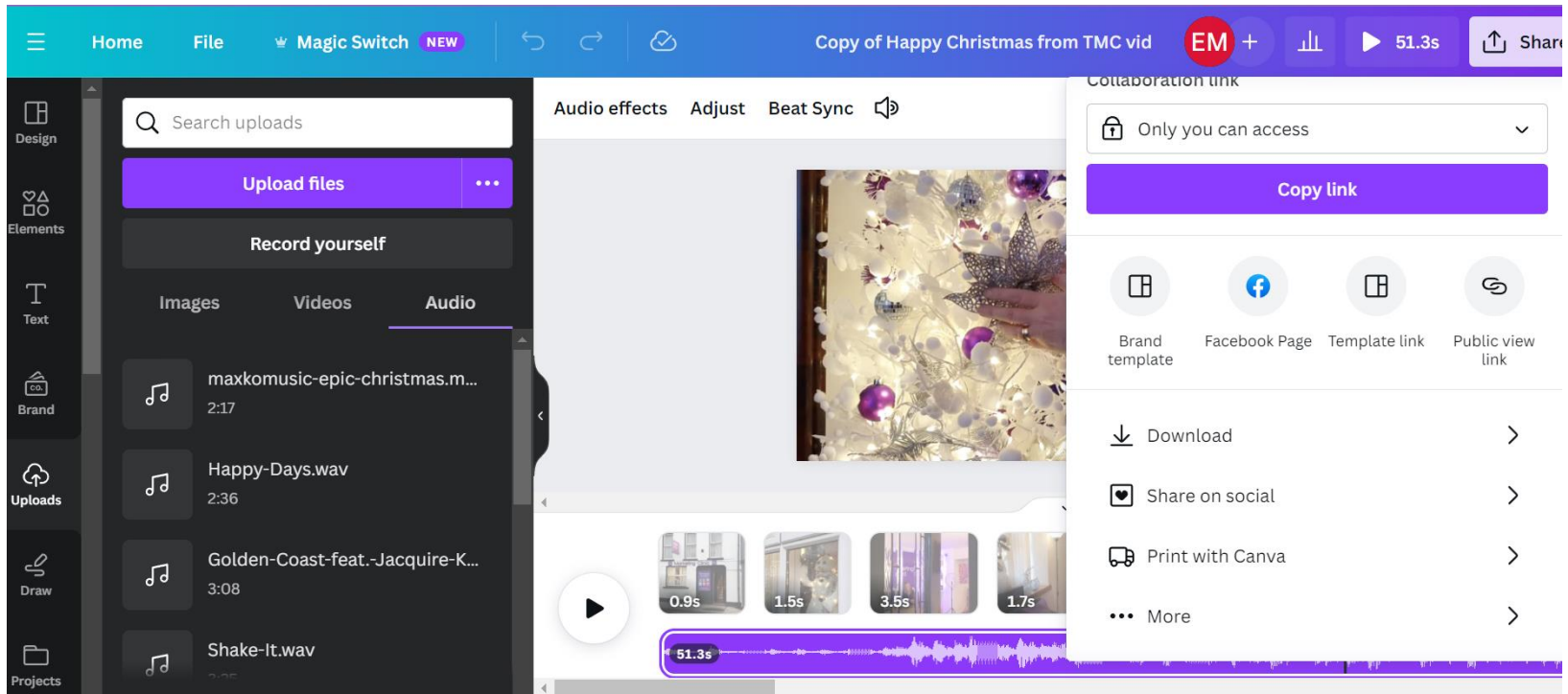
Demo 2



Add music

1. Either choose music from Canva's music library or upload your own
2. Then follow the same process as in demo 1

Demo 2

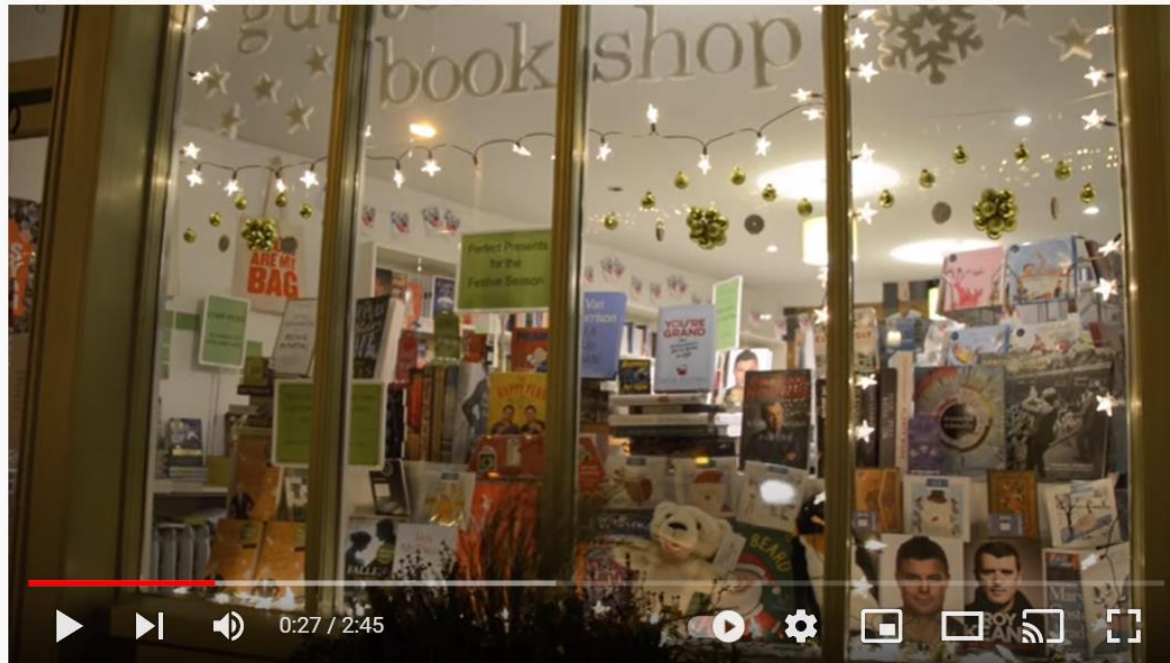


Save your video

1. Download your video in the same way we did in Demo 1

Click Share top right and then download.

Example video – just music and text



Whatever type of business you have you could create a video using video clips of your office / shop / the service you offer

Have lots of Christmas decorations in the video clips

Add Christmas music and text

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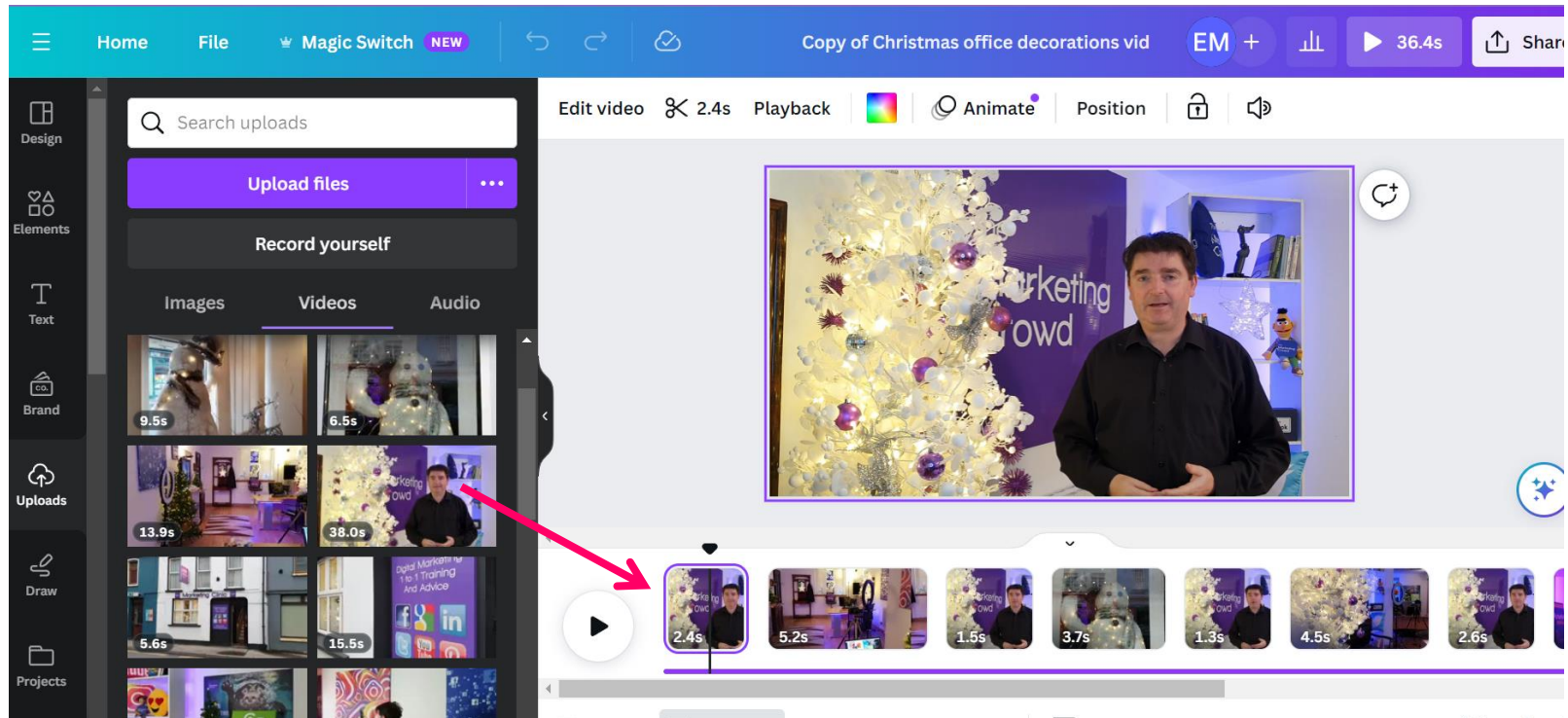
Demo 3: How to make a Christmas product sales videos using voice, text and music



Do you have physical products or
A shop?

You could make a Christmas
Video where a member of staff is
speaking to camera but when
editing the video show lots of
footage of the products.

Demo3

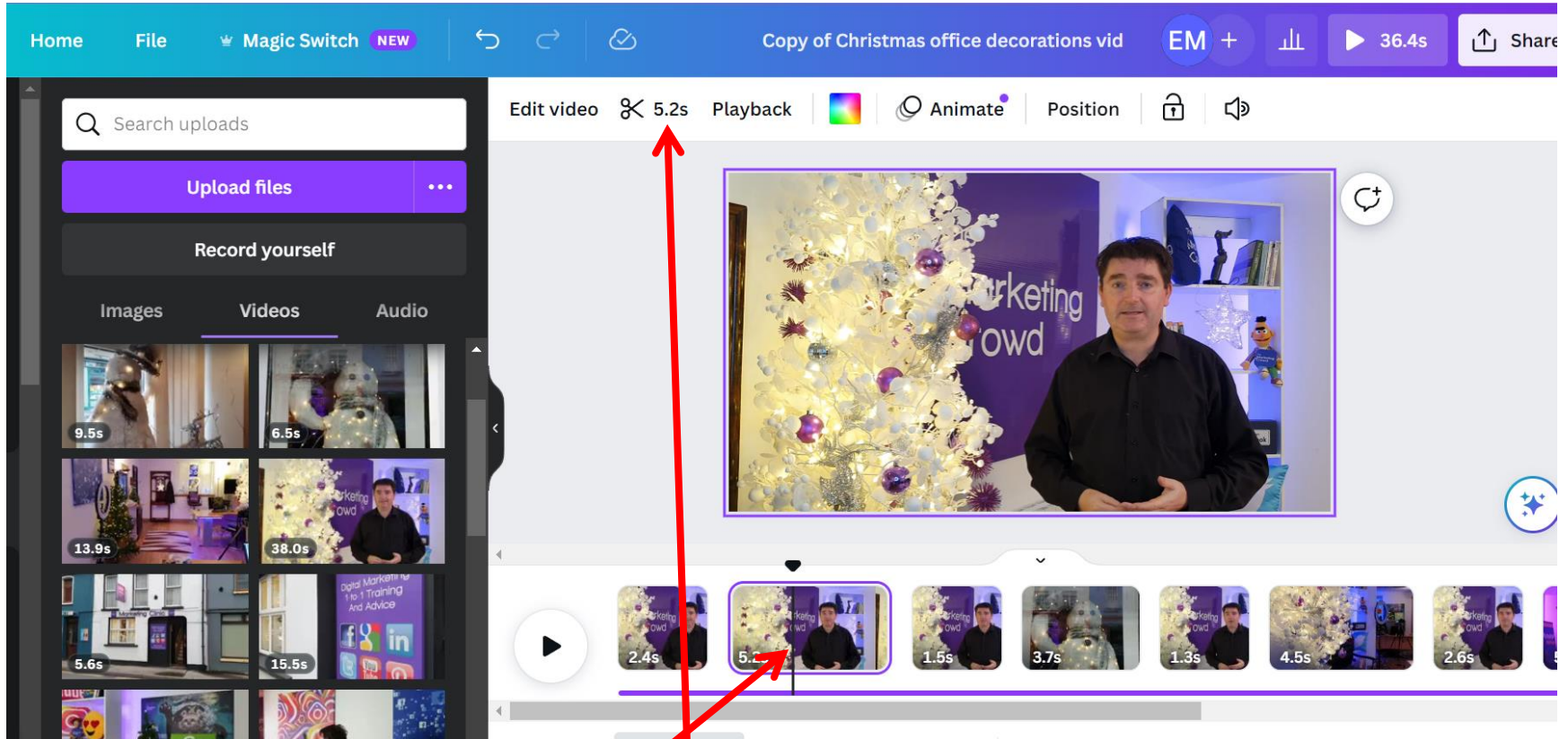


Upload your video clips

Drag the clip of someone speaking over to the timeline

Cut out parts of the clip that you don't want – right click and select split (as per demo 2)

Demo3



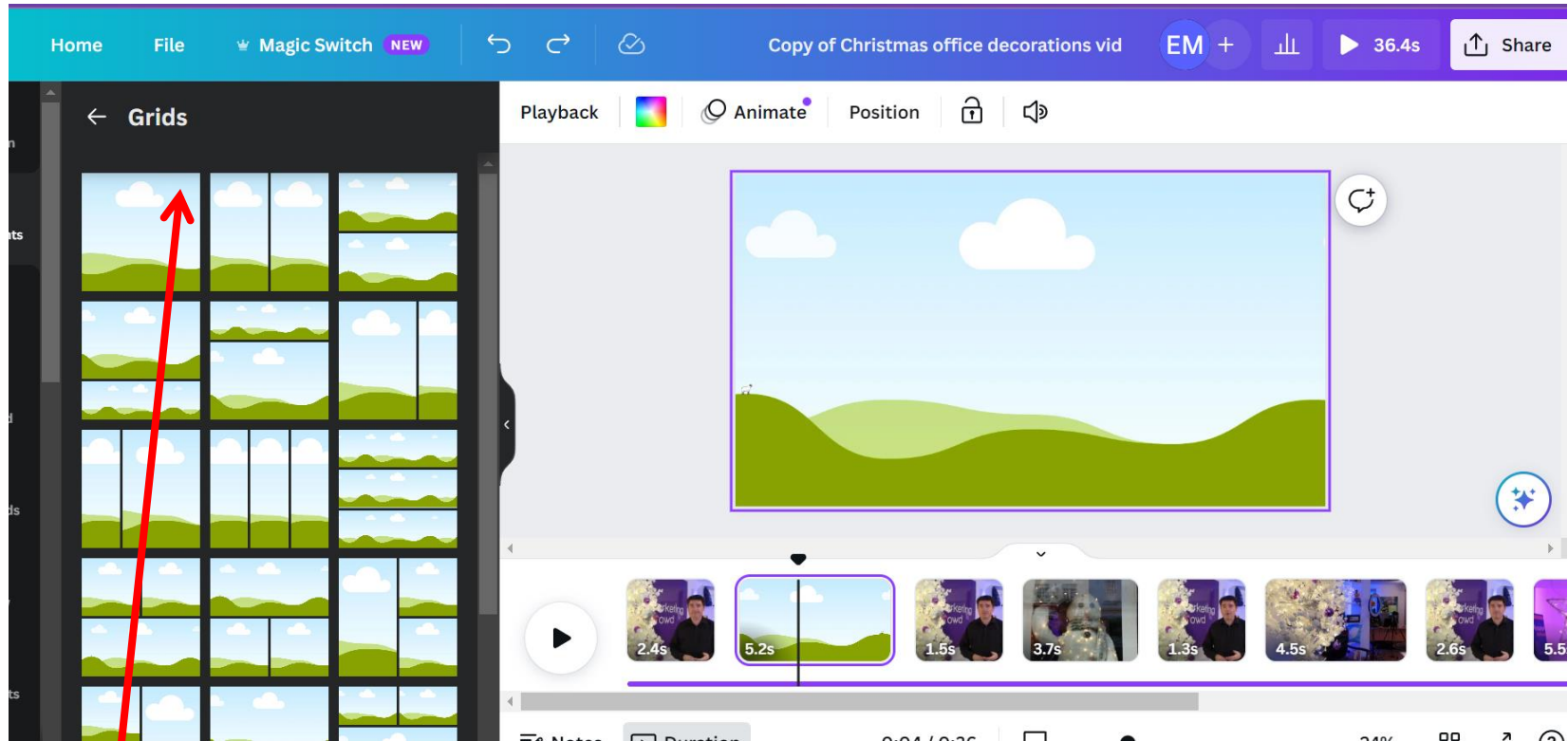
How to overlay footage

Note: Canva's video editor doesn't have the facility to overlay footage like can in editors like Filmora and Inshot. However, this is a workaround that will allow you to achieve the same result

Step 1 – Decide where you would like to overlay the footage and then split the clip at the start and end of that section. This is now it's own clip (page)

Click on the clip and note the exact length of it e.g. 6 seconds

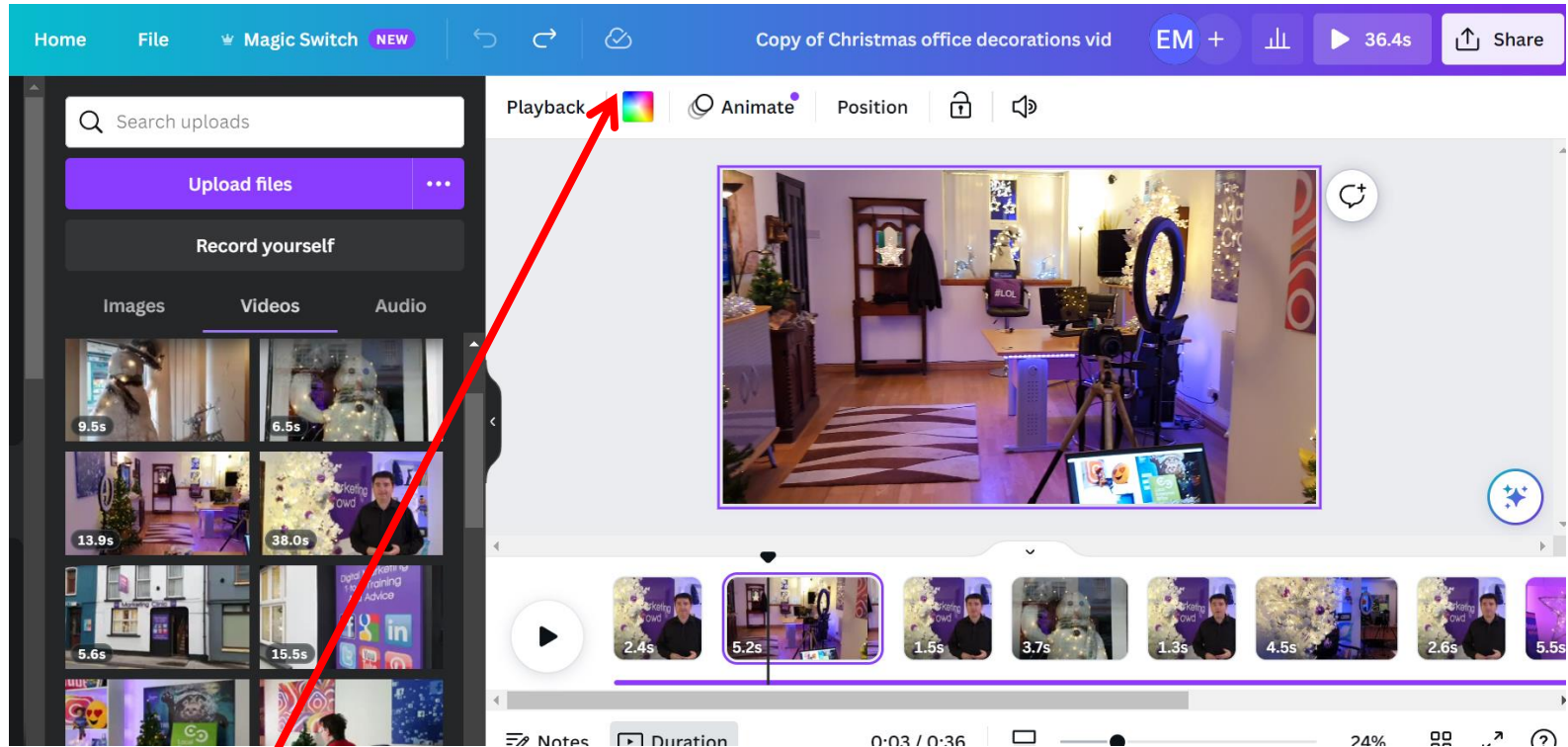
Demo3



Step 2: Go to Elements and then Grids.
Click on the first grid which is made up of one grid
Drag this grid on the video clip. It will snap into place

You can now place your footage video or image into this grid

Demo3



Step 3: Go to uploads and upload your footage clip
Drag the footage video clip onto the grid. It will snap into place

Important! – You now need to change the length of the footage clip to exactly match the length of the clip it is going on top of e.g. 6 sec

That's it! You have now added footage onto top of your main video. Repeat this process for all other footage clips.

Demo3

The screenshot displays the Canva video editor interface. The top navigation bar includes 'Home', 'File', and 'Magic Switch' (marked as 'NEW'). The video title is 'Copy of Christmas office decorations vid'. The interface shows a video player with a play button and a progress bar. On the left, there is a sidebar with 'Search uploads', 'Upload files', 'Record yourself', and tabs for 'Images', 'Videos', and 'Audio'. The main workspace shows a video clip of a Christmas tree. A share menu is open on the right, displaying options like 'Only you can access', 'Copy link', 'Brand template', 'Facebook Page', 'Template link', 'Public view link', 'Download', 'Share on social', 'Print with Canva', and 'More'. The bottom status bar shows 'Notes', 'Duration', '0:31 / 0:36', and a zoom level of '24%'.

Then add text as we did in earlier demos

Add your logo if you wish but you will need to copy and paste it into all clips after the first clip

Download your video as we covered in previous demos

Example video - Shop local in our town videos



Example - Skibbereen credit union

Created a series of videos for lots of shops in the town with the message – Shop local this Christmas

Could a few shops in your town group together to create a local campaign?

Example video - Overview of our products videos – staff speaking to camera



Embellish & Higgildy Piggildy - Shop Local in Skibbereen this Christmas

Do you have physical products or a shop?

You could make a Christmas video where a member of staff is speaking to camera but when editing the video show lots of footage of the products.

What We Will Cover

1. Canva basics - how to use Canva for image editing
2. The basics of editing videos on Canva – what elements can you add your video?
3. Demo 1: How to make a video using a Christmas stock video with music and text
 - Where to get Christmas themed stock videos Canva and music
4. Demo 2: How to make a "Merry Christmas to our customers" video using video clips, text and music
5. Demo 3: How to make a Christmas product sales videos using voice, text and music
6. **Additional Equipment you might need when shooting your videos (Mic, lighting, Tripod)**

Option 1: RØDE Wireless Go

Wireless microphone that you can use up to 70 metres from the camera.

Cost: Approx €170



Rode Wireless GO

€199.00

Colour: *

Please, select one ▼



SKU:

RODE-WG

Watch a video overview here

<https://www.youtube.com/watch?v=BOQpi1YSFGI>

**Links to
Irish
Websites**

<https://berminghamcameras.ie/rode-wireless-go.html>

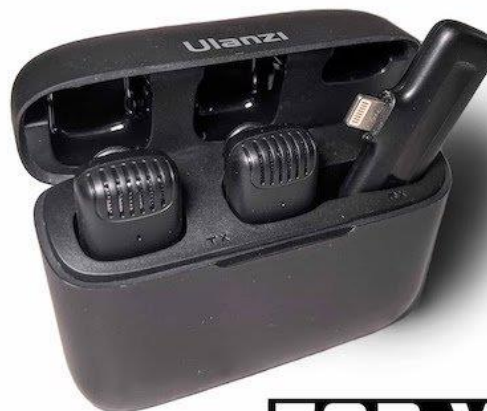
Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the
charger port of your phone

2 microphones

Works up to 65 feet away from
the phone

Cost: Approx €70



**DUAL
WIRELESS
MIC
FOR YOUR PHONE**

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

This is the version for iPhones: <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

This is the version for Android: <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY>

Tripod

INCA IN3530D 3-Way Head QR
Tripod - Black

Cost: Approx €40



**Links to
Irish
Websites**

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/tripods/inca-in3530d-3-way-head-qr-tripod-black-10218727-pdt.html>

Tripod Adjuster mount

[Back to results](#)

Neewer Cellphone Holder Clip Desktop Tripod Mount with Mini Ball Head Hot Shoe Adapter for 14-inch and 18-inch Ring Light and iPhone, Samsung, Huawei Smartphone within 1.9-3.9 inches Width
by Neewer



★★★★☆ 200 ratings

Price: £13.99 **prime**

Note: This item is eligible for **click and collect**. [Details](#)

New (2) from £13.99 **prime** FREE Delivery

Style Name: **Style I**

- **KIT INCLUDES:** (1) Vertical Bracket Smartphone Holder; (1) Mini Ball Head with Lock and Hot Shoe Adapter Camera Cradle; **NOTE:** Smartphone is NOT included
- **360 DEGREE ROTATABLE:** 360 degree rotation design is perfect for rotating your phone into portrait mode (vertical) or landscape mode (horizontal) without taking the phone out of the adapter
- **EASY ADJUSTMENT:** Screw the 2 thumb screw knobs to adjust the phone clip's direction and width, easy to secure your phone into the mount without causing damage to your phone; Suitable for smartphones within 1.9-3.9 inches width, such as iPhone X 8 7 plus 7 6 plus, Samsung S8 S7 S6, Huawei, etc
- **DETACHABLE SMARTPHONE CLIP:** Mount smartphone to a tripod, monopod, selfie stick, video slider, ring light, stabilizer, handle grip with 1/4-inch thread; The Smartphone Holder is detachable to use alone with 1/4-inch screw tripod mount
- **MINI BALL HEAD:** This ball head adapter fits onto a standard accessory shoe and locks into position; Can be used to mount accessories onto a flash bracket

[See more product details](#)

[Compare with similar items](#)

[Report incorrect product information.](#)



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If you're buying on Amazon for work, we recommend creating a **FREE Amazon Business account** for downloadable VAT invoices, business-only pricing, greater payment flexibility and more. [Create a free account](#)

Fine Tip & Microfiber Stylus (2 Pack)

ISOU Fine Tip Stylus, Disc Stylus Pen, (2 PACK) Universal Capacitive Stylus Pen for Smartphones...

★★★★☆ 17

£8.98

[Ad feedback](#)



https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr_1_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8

Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12



amazon

https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p_sc=1

DJI Osmo Mobile 3

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth as a drone video

Cost: €110



**Links to
Irish
Websites**

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html>

Lights

Neewer Camera Photo Video
Lightning Kit: 18 inches/48
centimetres Outer 55W 5500K
Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials, company videos where you require good lighting



https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1

Lights

- A good budget alternative
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

Cost: Approx €35



The image shows an Amazon product page for a "12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness". The page features a collage of six images under the heading "WIDE APPLICATIONS". The images show the ring light being used in various settings: a woman posing for a photo, a couple sitting on a couch, a woman recording a video, a woman using the light for makeup, a woman using the light for video recording, and a woman using the light for video recording. The product has a 4.4-star rating from 5,898 ratings and is the "#1 Best Seller" in the "Cell Phone Selfie Lights" category. The price is EUR33.08, which is a 26% discount from the RRP of EUR44.91. The page also includes a "Voucher" section with a 10% discount option and a "Save up to 10% with business pricing" link.

WIDE APPLICATIONS

12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness

Visit the GerTong Store
4.4 ★★★★★ 5,898 ratings
#1 Best Seller in Cell Phone Selfie Lights
2K+ bought in past month

-26% **EUR33.08**
RRP: EUR44.91

✓prime
Exclusive Prime price

Voucher: ☐ Apply 10% voucher [Shop items](#) | [Terms](#)

Save up to 10% with business pricing. Sign up for a free



<https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1>