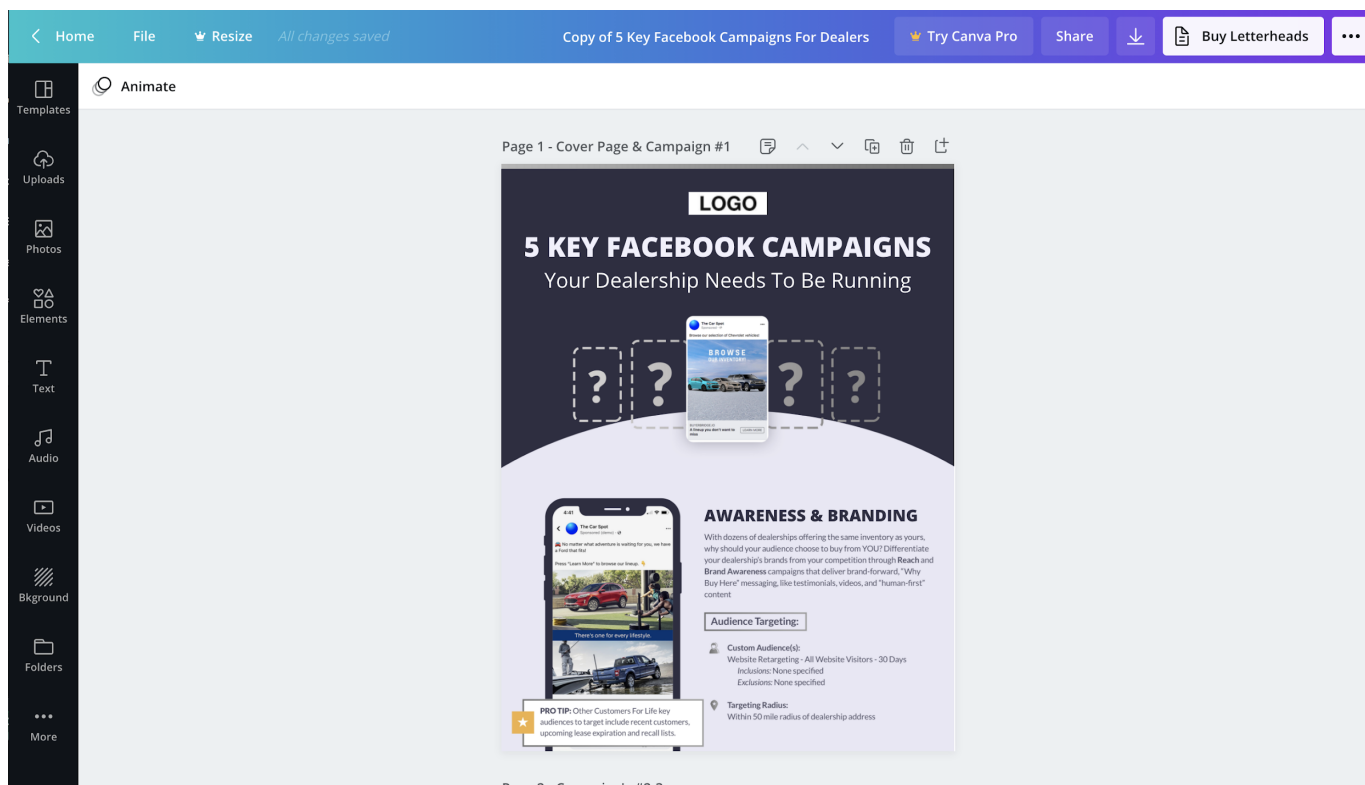




# Agency Template Guide: “5 Key Facebook Campaigns Your Dealership Needs To Be Running”



[Have questions? Email Lauren Blackwell at lauren@buyerbridge.io](mailto:lauren@buyerbridge.io)

[Click here](#) to watch a video walkthrough of how to use our Agency Template Guide to access, customize, and download the “5 Key Facebook Campaigns” resource.

# How To Access The Template

Using this step-by-step guide, your agency will be able to access an editable version of our “5 Key Facebook Campaigns Your Dealership Needs To Be Running” resource to deliver to your clients.

1. [Click here](#) to access your editable copy of “5 Key Facebook Campaigns Your Dealership Needs To Be Running” on Canva.com.
2. Below the displayed template > click **Use template**.
3. From the “Edit the design now” pop-up window, select how you want to create a free Canva account and either:
  - Sign up with Google, Facebook, or email
  - Click Log in if you have already signed up
4. Once you have successfully signed up or logged in, Canva will generate an editable copy of the resource.

# Customizing The Template For Your Agency

The following elements of the template are editable:

- Logo
- Titles
- Text Headings

On Page 4, you can also adjust the “circle shapes” to reflect your agency brand colors.

## How To Add Your Agency’s Logo

There are 4 “Logo” placeholders throughout the template that your agency can replace with your own logo (1 “Logo” placeholder per page). To add your agency’s logo:

1. From the side menu on the left of the screen, click **Uploads > Upload media**
2. Select where you would like to **Upload From** depending on where your logo is located (If your logo is on your desktop, you can simply drag and drop it in the Uploads area)

3. Once you see that your logo has successfully uploaded in the Uploads area, click on **your logo** > drag and drop it to the **logo placeholder**
4. If your logo is cut off or needs to be readjusted, click on **your logo** > click **crop** found in the upper left
5. Use the **white bounding box** to properly adjust the logo, and click **Done**, or anywhere else on the screen, when you are finished

## How To Change The Text of Titles & Headings

All of the titles and headings throughout the template are editable. To replace any of the titles or heading text with your own:

1. Double click on the text
2. Highlight the text you want to change
3. Start typing!

## How To Change The Font, Size & Color of Text

To change the font style:

1. Click on the text you want to change
2. Locate and select the **Font style** drop-down menu from the upper left of the screen
3. Type in or toggle to the font style you want to use

To change the font size:

1. Click on the text you want to change.
2. Locate and select the **Font size** drop-down from the upper left of the screen.
3. Type in or toggle to the Font size you want to use

To change text color:

1. Click on the text you want to change.
2. Locate and select the **Text color** drop-down from the upper left of the screen
3. Type in or toggle to the Text color you want to use

## How To Change the Size, Color and Hyperlink Shapes (Page 4)

On Page 4 of the template, there are 4 shapes (3 circles, 1 button) that can be edited.

To change the size of a shape:

1. Click on the shape
2. **Drag any of the corners** either in or out, depending on if you want it smaller or larger

To change the color of the shape:

1. Click on the shape
2. Navigate to the upper left corner of the screen, locate and click on the **small square** displaying the shapes current color
3. From the color slide-out panel, click **New color** > select a new color, or enter the hex code of a specific color (ex. #00a2ea)

To Hyperlink the Button:

1. Click on the **rounded rectangle shape**
2. Navigate to the upper right corner of the screen, click on the **Link icon** (4th icon to the right)
3. Paste your link in the **Enter link** field > click **Apply**

## Download Your New Resource!

1. Change the title of the template by clicking on the original name “**Copy of 5 Key Facebook Campaigns For Dealers**” from the header of the page and typing
2. Click the **Download icon**, located in the upper right of the header (4th icon to the right)
3. Make sure that the File type is **PDF Print**
4. Double-check that Select pages display **All Pages (4)**
5. Click **Download**

To ensure the PDF Print successfully downloaded, check your computer downloads, and move the download to a safe place on your computer where you are able to access it when you decide to deliver the resource to dealers.