



CANVA CREATIONS

A Guide to Crafting with Canva

ROHAN DIGITALS

Welcome

Thank you for choosing our eBook, "Canva Creations: A Guide to Crafting with Canva" – your go-to guide for starting a successful online business in today's digital world!

Introduction

Nowadays, the internet offers endless opportunities for people to create and sell their own products. Digital products are one of the most exciting and profitable options out there.

This guide is for entrepreneurs starting a side hustle, artists wanting to share their work with more people and anyone curious about selling digital products.

This guide is packed with valuable tips, recommended tools, and products to kickstart your digital product sales journey. Some online articles make it seem like you can create a planner in Canva and start making money on Etsy overnight. While it's not always that simple, don't worry – I'm here to help with practical advice and tools to make the process easier and more successful.

If you're not feeling very creative or unsure how to begin creating your own digital products, don't fret! I'm not a designer or a pro content creator myself. However, I stumbled upon PLR (Private Label Rights), which I'll explain later in this guide. I'll also point you to some top-notch websites where you can discover pre-made digital products that are highly marketable.

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INTRODUCTION

01 INTRODUCTION

Welcome to Canva Creations

Hey there! Welcome to "Canva Creations: A Guide to Crafting with Canva." We're super excited to have you here. If you've ever dreamed of making money by creating and selling your own digital products, you're in the right place. This guide will show you everything you need to know to get started, even if you're a complete beginner.

Why Digital Products?

Why should you care about digital products? Well, they're awesome! Here's why:

- **Low Cost:** You don't need to spend a lot of money to create digital products. Most of the time, all you need is your computer and some creativity.
- **High Profit:** Since you're not dealing with physical items, you can sell the same digital product over and over, which means higher profits.
- **Flexible Work:** You can work from anywhere, anytime. Whether you're at home, in a café, or on vacation, you can keep creating and selling.
- **Unlimited Potential:** There's no limit to how many products you can create. The more you make, the more you can sell.

02

**WHAT ARE
DIGITAL
PRODUCTS?**

02 WHAT ARE DIGITAL PRODUCTS?

Definition and Examples

Digital products are things you create on your computer and sell online. They don't exist physically but are just as valuable as physical products. Here are some cool examples:

- **E-books:** Write a book about something you love and sell it as a PDF.
- **Printables:** Design calendars, planners, or coloring pages that people can print at home.
- **Social Media Graphics:** Create stunning images for social media posts that businesses can buy.
- **Online Courses:** Share your knowledge by making video lessons that people can purchase and watch online.

Digital products are great because you can make them once and sell them many times. They're easy to share and don't need to be shipped.

Benefits of Digital Products

Why should you care about digital products? Here are some awesome reasons:

- **Low Cost:** Making digital products doesn't require a lot of money. You just need your computer and some creativity.
- **High Profit:** Since there are no physical items to produce, you can sell the same product over and over, which means more money for you.

02 WHAT ARE DIGITAL PRODUCTS?

- **Work from Anywhere:** You can create and sell digital products from anywhere in the world. Whether you're at home, in a café, or on vacation, you can keep working.
- **Unlimited Potential:** There's no limit to the number of products you can create and sell. The more you make, the more you can earn.
- **Passive Income:** Once you create a digital product, it can keep selling and earning you money while you sleep.

03

**GETTING
STARTED WITH
CANVA**

03 GETTING STARTED WITH CANVA

Setting Up Your Canva Account

Getting started with Canva is super easy and fun. Here's how:

- **Sign Up:** Go to [Canva's website](#) and sign up for a free account. You can use your email, Google, or Facebook account to sign up.
- **Explore the Dashboard:** Once you're in, take a look around. The dashboard is where you'll find all your projects, templates, and design tools.
- **Create Your First Design:** Click on the "Create a design" button. You can start with a blank canvas or choose from thousands of ready-made templates.

Canva Free vs. Canva Pro

Canva offers two main types of accounts: Free and Pro. Here's a quick look at what you get with each:

- **Canva Free:** This version gives you access to lots of templates, graphics, and design tools. It's perfect for beginners.
- **Canva Pro:** For a small monthly fee, you get even more goodies! Pro users get access to premium templates, more storage, advanced design tools, and the magic "Background Remover" tool. It's worth it if you want to take your designs to the next level.

03 GETTING STARTED WITH CANVA

Basic Canva Tools and Features

Now, let's dive into some of the awesome tools and features Canva offers:

- **Templates:** Canva has thousands of templates for everything from social media posts to business cards. Just pick one you like and customize it.
- **Elements:** Add shapes, lines, icons, and more to your designs. You can find these under the "Elements" tab.
- **Text:** Click on the "Text" tab to add headings, subheadings, and body text. Play around with different fonts and sizes to make your design pop.
- **Photos:** Canva has a huge library of photos you can use in your designs. You can also upload your own images.
- **Backgrounds:** Choose a background color or pattern to make your design stand out.
- **Uploads:** You can upload your own photos, logos, or other graphics to use in your designs.
- **Download and Share:** Once your design is perfect, click on the "Download" button to save it to your computer. You can also share it directly on social media or via a link.



**CREATING
STUNNING
DESIGNS**

04 CREATING STUNNING DESIGNS

Welcome to the fun part of your digital product journey! Creating stunning designs with Canva is easier than you think. Whether you're a complete beginner or have some design experience, these tips and tricks will help you make eye-catching products that sell.

Design Principles for Beginners

Before you start designing, it's important to understand some basic design principles. These will help your creations look professional and appealing.

- **Balance:** Make sure your design elements are evenly distributed. You don't want one side of your design to feel heavier than the other.
- **Alignment:** Align your text and images neatly. Canva has handy grid lines to help you keep everything straight and tidy.
- **Contrast:** Use contrasting colors and fonts to make important elements stand out. This helps draw attention to key parts of your design.
- **Repetition:** Repeat certain design elements, like colors or fonts, to create a cohesive look. This helps your design feel unified and polished.

04 CREATING STUNNING DESIGNS

Using Canva Templates

Canva has a ton of ready-made templates that you can use as a starting point. Here's how to make the most of them:

- **Browse Templates:** Search for templates that fit your product type, like e-books, planners, or social media graphics. There are thousands to choose from!
- **Customize Templates:** Change the colors, fonts, and images to match your brand. This makes your product unique and tailored to your audience.
- **Add Personal Touches:** Insert your own text, logos, and other elements to make the template truly yours. Don't be afraid to get creative!

Customizing Your Designs

Making a design your own is all about customization. Here's how you can tweak and tailor your designs:

- **Change Colors:** Use Canva's color wheel to find the perfect shades. Stick to a color palette that matches your brand and product.
- **Choose Fonts:** Pick fonts that are easy to read and fit your product's style. Canva has a huge selection of fonts to choose from.

04 CREATING STUNNING DESIGNS

- **Insert Images:** Upload your own photos or use Canva's stock images. Make sure the images are high quality and relevant to your product.
- **Use Icons and Shapes:** Add icons and shapes to make your design more interesting. These can highlight important information or add a decorative touch.

05

**TYPES OF
DIGITAL
PRODUCTS YOU
CAN CREATE**

05 TYPES OF DIGITAL PRODUCTS YOU CAN CREATE

Creating digital products is a fantastic way to share your talents and earn money. Let's dive into some exciting types of digital products you can make using Canva.

E-books and Guides

- E-books and guides are awesome because they let you share your knowledge on a topic you love. You can write about anything from cooking recipes to fitness tips. Canva makes it easy with pre-made templates. Just add your text, images, and you're ready to publish! E-books are great for selling on platforms like Amazon Kindle or your own website.

Printables and Planners

- Printables and planners are super popular because people love having organized, beautiful tools to manage their lives. You can create calendars, to-do lists, meal planners, and more. Canva's drag-and-drop features let you customize everything quickly. These are perfect for selling on Etsy or giving away as freebies to grow your email list.

05 TYPES OF DIGITAL PRODUCTS YOU CAN CREATE

Social Media Graphics

- Social media graphics are in high demand since everyone wants their profiles to look amazing. With Canva, you can create eye-catching posts, stories, and banners for platforms like Instagram, Facebook, and Pinterest. Use Canva's templates to match the style of your brand and stand out online. You can offer these graphics as a service or sell them in bundles.

Online Courses and Webinars

- Online courses and webinars are fantastic for sharing in-depth knowledge. You can design beautiful slides and handouts with Canva to make your presentations look professional. Whether you're teaching how to use a software, offering business advice, or sharing creative skills, online courses can be sold on platforms like Udemy or through your own site.



FINDING YOUR NICHE

06 FINDING YOUR NICHE

Identifying Market Gaps

Finding a niche means discovering a specific area of interest or need that isn't being fully addressed by others. To identify market gaps, start by looking at popular trends and seeing where there's still a demand. Maybe there's a lack of cute printable planners for students or unique social media templates for small businesses. Research different niches to see where you can bring something new and exciting to the table.

Target Audience Research

Knowing who you are creating for is super important. Think about who will use your products. Are they busy moms, creative teens, or entrepreneurs? Create a profile for your ideal customer. What do they like? What problems do they have? How can your product help them? Use social media, forums, and surveys to learn more about your audience's needs and preferences.

Creating Products That Sell

Once you've found your niche and understand your audience, it's time to create products that people will want to buy. Think about what makes your product unique and useful. Make sure it's high quality, easy to use, and solves a problem or fulfills a need. Don't forget to add your personal touch to make it stand out. Whether it's a colorful planner, a stylish social media template, or a fun educational resource, make sure it's something people will love.



DESIGN TIPS AND TRICKS

07 DESIGN TIPS AND TRICKS

Creating eye-catching designs is crucial for your digital products. Here are some fun and easy-to-follow tips to help you design like a pro with Canva.

1. *Color Theory and Typography*

Color Theory:

- **Choosing Colors:** Colors can make your designs pop! Use color wheels and tools in Canva to pick colors that look good together. Try using complementary colors (colors opposite each other on the color wheel) for contrast, or analogous colors (colors next to each other on the color wheel) for harmony.
- **Emotional Impact:** Colors can make people feel different things. For example, blue can feel calm and trustworthy, while red can feel exciting and urgent. Think about how you want your audience to feel and choose colors accordingly.

Typography:

- **Font Pairing:** Use different fonts to make your text stand out. Pair a bold font for headings with a simple font for body text. Canva has lots of font combinations to choose from.
- **Readability:** Make sure your text is easy to read. Use large fonts for important information and keep the spacing even.

07 DESIGN TIPS AND TRICKS

2. *Creating Eye-Catching Graphics*

Use High-Quality Images:

- **Free Images:** Canva offers a vast library of free images you can use in your designs. High-quality images make your products look professional.
- **Custom Graphics:** Create custom graphics with Canva's tools. Use shapes, icons, and illustrations to add a personal touch.

Balance and Alignment:

- **Visual Balance:** Make sure your design elements are evenly distributed. Avoid cluttered designs by giving each element enough space.
- **Alignment:** Use Canva's alignment tools to keep everything neat and organized. Proper alignment makes your design look polished.

3. *Using Photos and Illustrations*

Choosing the Right Photos:

- **Relevance:** Pick photos that match the theme of your digital product. If you're making a planner, use images related to organization and productivity.
- **Quality:** Use clear and high-resolution photos. Blurry images can make your product look unprofessional.

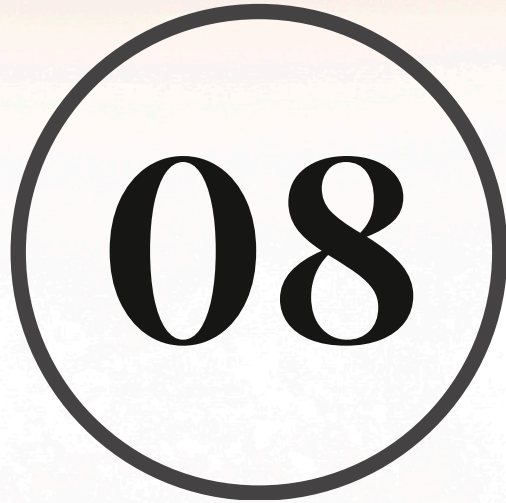
07 DESIGN TIPS AND TRICKS

Adding Illustrations:

- **Consistency:** Use illustrations that match your overall design style. Consistent illustrations create a cohesive look.
- **Customization:** Customize illustrations to fit your brand. Change colors and sizes to match your design.

Final Touches:

- **Filters and Effects:** Use Canva's filters and effects to enhance your images and illustrations. Adjust brightness, contrast, and saturation to make your visuals pop.
- **Layering:** Experiment with layering different elements to add depth and dimension to your designs. Place text over images, or use transparent shapes to highlight important information.



**MONETIZING
YOUR DESIGNS**

08 MONETIZING YOUR DESIGNS

Making money from your Canva creations can be exciting and rewarding! Let's dive into how you can turn your designs into income.

1. Pricing Strategies

- **Know Your Worth:** It's important to price your digital products in a way that reflects their value. Think about the time and effort you put into each design.
- **Research the Market:** Look at similar products and see what they are selling for. This helps you set a competitive price.
- **Offer Different Pricing Tiers:** Provide options for your customers. For example, you could have a basic version and a premium version with extra features.

2. Setting Up an Online Store

- **Choose a Platform:** There are many places to sell your products online, like Shopify, WooCommerce, and Gumroad. Pick one that suits your needs.
- **Create a Storefront:** Make your online store look nice and professional. Use high-quality images and clear descriptions.
- **Easy Checkout Process:** Ensure that buying from your store is simple and fast. The easier it is, the more likely people will buy.

08 MONETIZING YOUR DESIGNS

3. Selling on Marketplaces

- **Etsy:** This is a great place to sell digital downloads like planners, invitations, and art prints. It's easy to set up and has a huge audience.
- **Creative Market:** Perfect for selling design assets such as fonts, templates, and graphics. This platform is aimed at creative professionals.
- **Amazon Kindle Direct Publishing (KDP):** If you create e-books, this is a great platform to reach a wide audience.
- **Raket.PH:** A popular marketplace in the Philippines for freelancers and digital product creators. It's a great place to connect with local buyers and showcase your products.
- **Ko-fi:** Not just for donations, Ko-fi allows you to sell digital products directly to your supporters. It's perfect for creators who already have an audience or want to build one.



**MARKETING
YOUR PRODUCTS**

09 MARKETING YOUR PRODUCTS

Marketing is all about getting your creations in front of the right people and showing them why they need what you've made. Here's how to do it:

Building a Brand

Your brand is your product's personality.

- **Create a Unique Identity:** Think about what makes your products special. Is it the design? The usefulness? Your unique touch? Use these elements to create a logo, color scheme, and style that people will recognize.
- **Tell Your Story:** People love stories. Share why you started creating digital products and how they can benefit from them. This makes your brand more relatable and trustworthy.

Social Media Marketing

Social media is your megaphone to the world.

- **Choose the Right Platforms:** Different platforms attract different audiences. If your products are visually stunning, use Instagram or Pinterest. If they're more professional, LinkedIn might be better.
- **Engage with Your Audience:** Post regularly, share behind-the-scenes looks, and respond to comments. Host live sessions or Q&A to connect with your followers.
- **Use Hashtags and Keywords:** These help more people find your posts. Research popular hashtags in your niche and include them in your posts.

09 MARKETING YOUR PRODUCTS

Email Marketing

Email is like a direct line to your customers.

- **Build an Email List:** Encourage people to sign up for your emails with incentives like discounts or free samples. Use tools like Mailchimp or **ConvertKit** to manage your list.
- **Send Valuable Content:** Don't just send sales pitches. Share tips, stories, and updates that interest your audience. Make them look forward to your emails.
- **Offer Exclusive Deals:** Reward your email subscribers with special offers and early access to new products. This makes them feel valued and keeps them coming back.

SEO Tips for Digital Products

SEO helps people find you on Google.

- **Use Relevant Keywords:** Think about what words your audience might type into Google to find products like yours. Use these keywords in your product titles, descriptions, and on your website.
- **Write Great Descriptions:** Make your product descriptions clear, engaging, and packed with keywords. This helps both people and search engines understand what you're offering.
- **Get Backlinks:** Have other websites link to your site. This shows search engines that your site is trustworthy and important, helping you rank higher.

10

**USING PLR
(PRIVATE LABEL
RIGHTS)**

10 USING PLR (PRIVATE LABEL RIGHTS)

What is PLR? PLR stands for Private Label Rights. This means you can buy digital products that someone else has created and then rebrand, modify, and sell them as your own. It's a great way to get started if you're not confident in creating your own products from scratch.

How to Customize PLR Content

Just because you didn't create the original product doesn't mean you can't make it unique. Here's how:

- **Rebrand the Content**
 - Change the title and cover design.
 - Add your own logo and branding elements.
- **Modify the Content**
 - Update the text to match your voice and style.
 - Add new sections, examples, or personal stories to make it more valuable.
- **Improve the Design**
 - Use Canva to redesign any graphics or layouts.
 - Make it visually appealing with your chosen color scheme and fonts.

10 USING PLR (PRIVATE LABEL RIGHTS)

Best PLR Resources

Here are some great places to find high-quality PLR content:

- **PLR.me**
 - Offers a variety of health and wellness content.
- **IDPLR**
 - Huge library of PLR eBooks, graphics, and videos.
- **BigProductStore**
 - Thousands of PLR products in many different niches.
- **Resell Rights Weekly**
 - Updated weekly with new products you can use.

Why Use PLR?

Using PLR can save you a lot of time and effort. It's like having a head start on your projects. You can focus on marketing and selling your products, rather than spending all your time creating them from scratch.



TIPS:

- **Pick Quality PLR**
 - Not all PLR content is created equal. Make sure you choose high-quality, well-written products.
- **Add Your Unique Touch**
 - Make the content your own. The more personalized and unique you make it, the better it will sell.
- **Know Your Audience**
 - Understand what your audience wants and needs. Choose PLR content that fits their interests and solves their problems.



**BUILDING A
LOYAL
CUSTOMER BASE**

11

BUILDING A LOYAL CUSTOMER BASE

Building a loyal customer base is key to your success in selling digital products. Loyal customers not only buy from you repeatedly, but they also spread the word about your products, helping you grow your business even more. Here's how you can build that loyal customer base:

- **Customer Engagement Strategies**

- **Stay Connected:** Regularly interact with your customers through email, social media, and your website. Send updates, tips, and thank-you notes to show you care.
- **Ask for Feedback:** Encourage your customers to share their thoughts on your products. Use their feedback to improve and show them that their opinions matter.
- **Offer Value:** Provide valuable content that helps your customers succeed. This could be in the form of free tutorials, webinars, or helpful articles.

- **Offering Excellent Customer Support**

- **Be Responsive:** Answer questions and resolve issues quickly. This shows your customers that you are reliable and trustworthy.
- **Be Friendly:** Approach every interaction with a positive attitude. A friendly tone can make a big difference in how customers perceive your brand.

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BUILDING A LOYAL CUSTOMER BASE

- **Provide Help:** Create a FAQ section, how-to guides, or video tutorials to help customers use your products effectively.
- **Creating a Community**
 - **Social Media Groups:** Start a Facebook group or other online community where your customers can connect, share ideas, and support each other.
 - **Regular Updates:** Keep your community engaged with regular updates about new products, upcoming events, or special promotions.
 - **Exclusive Access:** Offer your loyal customers exclusive content, discounts, or early access to new products. This makes them feel special and appreciated.



SCALING YOUR BUSINESS

12 SCALING YOUR BUSINESS

Scaling your business means growing it in a way that allows you to handle more customers, create more products, and make more money without getting overwhelmed. Here's how you can take your digital product business to the next level:

- **Automating Your Sales Process**

- **Set Up Automated Emails:** Use email marketing tools to send automated welcome emails, product updates, and special offers. This keeps your customers engaged without extra work on your part.
- **Use E-commerce Platforms:** Platforms like Shopify or WooCommerce can handle sales, payments, and even inventory management automatically.
- **Create Sales Funnels:** A sales funnel guides potential customers through a series of steps to help them make a purchase. This can include landing pages, email sequences, and upsells.

- **Expanding Your Product Line**

- **Add New Products:** Once you have a few successful products, think about what else your customers might need. For example, if you sell digital planners, you might add printable stickers or themed calendars.
- **Bundle Products:** Combine several of your products into a bundle and sell them at a discounted price. This adds value for your customers and can increase your sales.

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SCALING YOUR BUSINESS

- **Offer Customization:** Allow customers to personalize their purchases. This can make your products more appealing and unique.
- **Collaborating with Other Creators**
 - **Joint Ventures:** Partner with other creators to create a new product or bundle existing ones. This helps you reach a wider audience and share resources.
 - **Guest Blogging and Webinars:** Collaborate with other experts in your field to write blog posts or host webinars. This builds your authority and introduces you to new potential customers.
 - **Affiliate Programs:** Set up an affiliate program where other people can earn a commission by promoting and selling your products. This increases your sales without extra marketing effort from you.

13

**COMMON
MISTAKES TO
AVOID**

13 COMMON MISTAKES TO AVOID

Creating and selling digital products can be super fun and rewarding, but it's easy to make mistakes along the way. Learning from others' mistakes can save you time and frustration. Here's a rundown of common mistakes to avoid:

1. Design Mistakes

Cluttered Designs:

- **Explanation:** Overloading your design with too many elements can make it look messy and unprofessional.
- **Tip:** Keep it simple and clean. Focus on one main message per design.

Ignoring Brand Consistency:

- **Explanation:** Using different fonts, colors, and styles can confuse your audience.
- **Tip:** Stick to a consistent style guide for all your designs. This makes your brand look cohesive and trustworthy.

Poor Quality Images:

- **Explanation:** Using low-resolution images can make your products look amateurish.
- **Tip:** Always use high-quality images. Canva offers plenty of free and premium options that look great.

13 COMMON MISTAKES TO AVOID

2. Marketing Missteps

Skipping Market Research:

- **Explanation:** Not knowing your audience can lead to products that don't sell.
- **Tip:** Take time to research what your audience needs and wants. This helps you create products they'll love.

Ignoring Social Media:

- **Explanation:** Social media is a powerful tool to reach potential customers.
- **Tip:** Share your designs and products on social media platforms. Engage with your audience to build a loyal following.

Bad Pricing Strategy:

- **Explanation:** Pricing too high or too low can affect your sales.
- **Tip:** Research similar products to find a competitive price point. Don't undervalue your work, but make sure it's affordable for your target audience.

3. Customer Service Errors

Slow Response Time:

- **Explanation:** Taking too long to respond to customer inquiries can lead to frustration and lost sales.
- **Tip:** Aim to respond to messages and emails within 24 hours. Prompt communication shows you care about your customers.

13

COMMON MISTAKES TO AVOID

Ignoring Feedback:

- Explanation: Dismissing customer feedback can prevent you from improving your products.
- Tip: Listen to your customers. Use their feedback to make your products better and to build stronger relationships.

No Clear Policies:

- Explanation: Lack of clear policies on refunds, returns, and usage rights can cause confusion and disputes.
- Tip: Clearly state your policies on your website or product page. Make sure customers know what to expect.



RESOURCES AND TOOLS

14 RESOURCES AND TOOLS

In your journey to becoming a successful digital product creator and seller, having the right resources and tools can make all the difference. Let's explore some essential resources and tools that will empower you on your Canva Creations journey:

Best Tools for Digital Product Creators

- **Canva:** Of course, our trusty companion! Canva offers a vast array of templates, design elements, and easy-to-use tools to bring your digital product visions to life. Whether it's e-books, social media graphics, or printables, Canva has you covered.
- **Adobe Creative Cloud:** For those looking for more advanced design capabilities, Adobe Creative Cloud provides powerful tools like Photoshop and Illustrator. While Canva is great for beginners, Adobe offers more flexibility and customization options.
- **Grammarly:** A must-have for anyone writing content, Grammarly helps you catch spelling and grammar errors, ensuring your digital products are polished and professional.
- **WordPress:** If you're considering setting up your own online store or blog, WordPress is a popular and user-friendly platform that offers endless customization options and plugins.

14 RESOURCES AND TOOLS

- **Shopify:** For those looking to dive into e-commerce, Shopify is a leading platform that allows you to easily create and manage your online store. With customizable themes and built-in marketing tools, Shopify makes selling digital products a breeze.

Recommended Reading and Courses

- **"Crushing It!" by Gary Vaynerchuk:** This book offers practical advice and inspiration for building a successful online business and crushing it in the digital world.
- **"Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry:** A comprehensive guide to digital marketing strategies and tactics, perfect for beginners looking to grow their online presence.
- **Online Courses on Udemy and Coursera:** Explore courses on topics like graphic design, digital marketing, and entrepreneurship to enhance your skills and knowledge.

Helpful Websites and Communities

- **Canva Design School:** Dive deeper into Canva's features and learn from tutorials, articles, and design courses offered by Canva Design School.
- **Creative Market:** A marketplace for design assets, Creative Market offers fonts, graphics, templates, and more to enhance your digital creations.

14 RESOURCES AND TOOLS

- **Facebook Groups and Forums:** Join communities of like-minded creators to share ideas, ask questions, and get support on your journey. Groups like "Canva Creators Community" and "Digital Product Creators" are great places to connect with others in the industry.

“If you don't make
time to *build* your own
dreams, you'll end up
working to build
someone else's.”



Thank you for reading all the way through! Use your time and knowledge to create something amazing with this free eBook. I'm cheering for your success and hope this guide helps you on your digital journey.

- *Hana*