Design custom artwork for social media, marketing campaigns and more. They also offer print on demand services to help you get your creation into the hands of your clients.

About Canva

Canva is a print-on-demand platform that enables creators, artists, and entrepreneurs to sell custom-designed products without managing inventory or handling fulfilment. The platform takes care of printing, packaging, and shipping, allowing sellers to focus on what they do best — creating designs that resonate with buyers.

What You Can Sell

One of the strengths of Canva is its product diversity. Sellers can apply their designs across multiple product categories — apparel, accessories, stationery, home goods, and more. This cross-category approach means a single popular design can generate revenue from numerous product types simultaneously.

The Seller Experience

The workflow on Canva is designed to be straightforward. Upload your design files in the required format and resolution, select which products should feature your design, set your pricing or markup, and publish. The platform generates product mockups automatically, so customers can see how the finished product will look before purchasing.

When a customer places an order, Canva handles the entire fulfilment process. The design is printed onto the selected product, quality-checked, packaged, and shipped directly to the buyer. As the seller, you receive your profit margin without ever touching the physical product.

Building a recognisable brand on Canva can set you apart from the thousands of other sellers on the platform. Consider developing a consistent visual style, creating a compelling shop description, and curating your product offerings around specific themes or audiences. Buyers are more likely to return to a shop that feels cohesive and professional than one with a scattered, unfocused catalogue. Brand building takes time, but the long-term benefits — repeat customers, word-of-mouth referrals, and stronger search visibility — make it well worth the investment.

Strategies for Success

- Monitor your sales data to identify your best-performing designs and double down on similar styles or themes.
- Consider seasonal and trending topics. Designs tied to holidays, events, or cultural moments can generate significant short-term sales spikes.
- Promote your Canva store through social media, especially visual platforms like Instagram and Pinterest where your designs can attract attention organically.
- Engage with the Canva community and learn from other successful sellers. Many platforms have forums, groups, or creator resources that share valuable insights.

Phoca PDF