Aidium Announces New Partnership with Canva: Elevating Mortgage Marketing with AI-Powered Design Tools

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Boulder, CO ? September 25th, 2024 ? Aidium, the premier CRM and data platform for mortgage professionals, is thrilled to announce its powerful new integration with Canva, the world?s most popular design platform. This exciting partnership unlocks a whole new level of creativity and efficiency for Aidium users, allowing them to easily create stunning, branded, and compliant marketing materials in just a few clicks. With the combination of Aidium?s CRM capabilities and Canva?s robust design suite, mortgage professionals can now design their marketing materials faster than ever before.

With this integration, Aidium users will no longer need to juggle multiple platforms or outsource design work to third parties. They can now manage the entire creative process from within Aidium, seamlessly integrating data from the CRM directly into their Canva designs. From milestone update videos to co-branded marketing flyers, the time-consuming task of creating personalized, high-quality marketing assets has been simplified. In fact, what used to take hours can now be accomplished in a fraction of the time.

One of the most compelling features of this integration is the inclusion of AI-assisted tools, such as Canva?s

Magic Write feature. This allows users to effortlessly generate personalized messaging in the appropriate tone, saving even more time and reducing the creative burden on marketing teams. Combined with Aidium?s data autofill capabilities, which pull information directly from the CRM into marketing assets, users can create beautifully designed, highly personalized content that speaks directly to their borrowers? needs.

Key Features of Aidium?s Canva Integration:

AI-Powered Design: Canva?s AI tools streamline creative tasks, allowing users to quickly generate messaging that feels authentic and personal. The Magic Write feature helps create content that matches the user?s preferred tone, making it easier to deliver engaging and customized communication to borrowers.

Effortless Video Creation: With Canva?s video creation tools, mortgage professionals can now produce branded, professional-grade videos in just a few steps. This eliminates the need for third-party video services, keeping all creative tasks centralized and efficient.

Data Autofill for Personalization: Aidium?s CRM integration allows users to pull data directly into their Canva designs. Whether it?s a loan sheet, an open house flyer, or a borrower communication, the data autofill feature ensures that all information is accurate, personalized, and consistent across materials.

Out-of-the-Box Templates: Aidium offers an extensive library of pre-built templates tailored specifically for the mortgage industry. Users can choose from templates for loan program flyers, borrower tips, open house collateral, and more?customizable using Canva?s AI-powered tools to ensure they meet both branding and compliance requirements.

Streamlined Marketing for Mortgage Professionals

The Aidium and Canva integration is designed with the needs of mortgage professionals in mind, making it easier than ever to create compliant, high-quality marketing materials quickly and efficiently. Whether you?re producing collateral for loan programs, borrower communications, or co-marketing campaigns, this integration simplifies the entire process from start to finish.

One of the standout features of this integration is its focus on compliance. Mortgage professionals often face strict regulations around what can and cannot be included in marketing materials, and the Aidium platform has built-in permissioning and controls to ensure that all content meets compliance standards. This allows teams to confidently produce content without worrying about whether it will meet regulatory guidelines. Additionally, the integration makes it easy to distribute compliant, professional-grade marketing content to teams across an organization, ensuring that brand consistency is maintained throughout.

Lenders can now design branded collateral in minutes, and thanks to the integration with Canva, they can do so without sacrificing quality or creativity. Whether one is a loan officer creating a quick flyer or a marketing manager overseeing a broader campaign, Aidium?s Canva integration is designed to enhance efficiency while maintaining a high standard of design and compliance.

About Aidium

Aidium is the leading CRM platform for mortgage professionals, offering a comprehensive suite of tools designed to streamline marketing processes, automate workflows, and improve client engagement. With a strong focus on user experience and compliance, Aidium provides mortgage lenders with the tools they need to grow their business while maintaining strong client relationships. For more information, visit thinkaidium.com.

About Canva

Canva is the world?s most popular online visual communications platform, empowering people to design anything they need with ease. With a simple drag-and-drop interface and a vast range of customizable templates, Canva offers tools for creating everything from social media graphics to presentations, websites, and videos. Whether you?re a design professional or a novice, Canva makes it easy to create something beautiful. For more information, visit canva.com.

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Aidium

Aidium is revolutionizing the mortgage industry with its innovative CRM solutions, designed to streamline operations, enhance client relationships, and drive business growth for mortgage professionals.

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