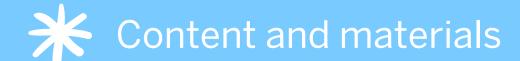


AKA BRAND MASTER, AKA GROWTH GURU



Contents

Part 1 High-level outline





Part 2 Targeted Persona

Part 1

Planning is everything



It's all about content

Content and materials

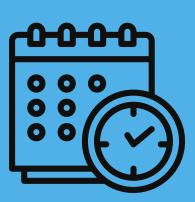
Step 1:

Users complete a prerequisite set of courses that guide them through the most important habit-forming steps.

These courses serve multiple purposes:

- 1. They get all users onboarded with Later (regardless of whether they want to get certified or not)
- 2. They are the foundation of the certification program

Users must complete these courses before getting certified. Courses are made up of text, video, and hands-on activities.



Saving time with scheduling

10 minutes

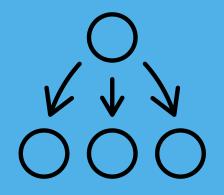
- Set up, schedule, and publish with Later
- Save time with Later's Media Library
- Keep your brand consistent across social platforms



Growing your business

20 minutes

- Grow followers with user-generated content
- Determine optimal posting time
- Write strong captions and use hashtags effectively



Managing multiple brands

20 minutes

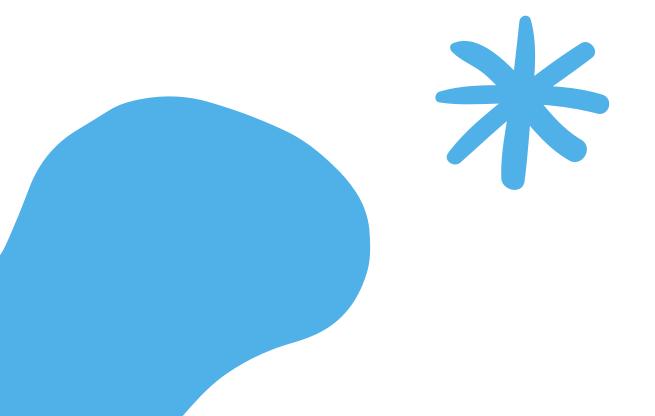
- Organize your account with Access Groups
- Collaborate with others
- Transfer media between groups

It's all about content

Content and materials

Step 2:

Once users complete the prerequisite courses, they can register and complete the certification course.



Becoming a Later Certified Pro

After completing the prerequisites, register for the certification course.

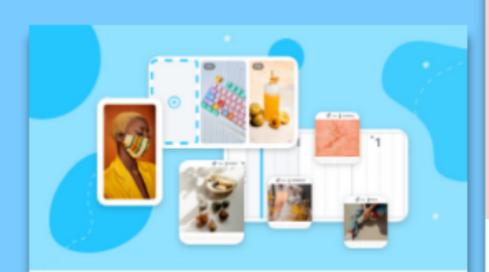
The course contains a series of three quizzes, based on content from the prerequisite courses.

Complete the quizzes. Pass the course. Get your badge and join an elite community of Brand Masters.



What's it look like?

Organization and delivery



Saving Time with Scheduling

After completing this course, you'll have the skills needed to:

- Set up, schedule, and publish with Later
- Save time with Later's Media Library
- Keep your brand consistent across social platforms

Video tutorials and resources

Enroll now



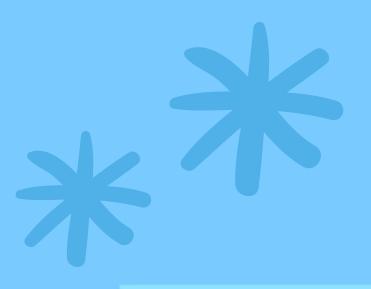
Growing Your Business

After completing this course, you'll have the skills needed to:

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Video tutorials and resources

Enroll now





Managing Multiple Brands

After completing this course, you'll have the skills needed to:

- Organize your account with Access Groups
- Collaborate with users
- Transfer media between groups

Video tutorials and resources Enroll now



Becoming a Later Certified Pro

Prove you have what it takes to:

- Set up and schedule posts in Later
- Grow a brand so it's a thriving success
- Manage multiple brands and collaborate with users

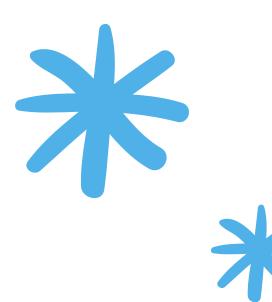
3 quizzes to test your skills

Enroll now

How is it delivered?

Organization and delivery

Register for the course after completing all three prerequisite courses on Later's online learning platform.





Becoming a Later Certified Pro

Prove you have what it takes to:

- Set up and schedule posts in Later
- Grow a brand so it's a thriving success
- Manage multiple brands and collaborate with users

3 quizzes to test your skills

Enroll now

Part 2 To target or not to target is that

To target or not to target, is that even a question?

Targeted persona

The agency/freelancer persona

This certification course would target freelancers or agencies who are looking at better ways of collaborating with their clients. Being a Later Certified Pro proves to their clients that they mean business. They can schedule posts when they know they'll get the best engagement. They can manage multiple accounts without confidentiality or privacy concerns being an issue. And they can grow businesses into the vision of their client's dreams.









THIS COULD BE YOU!