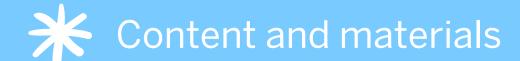


AKA BRAND MASTER, AKA GROWTH GURU



# Contents

Part 1 High-level outline





Part 2 Targeted Persona

# Part 1

Planning is everything



## It's all about content

Content and materials

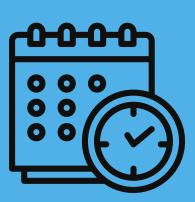
#### Step 1:

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

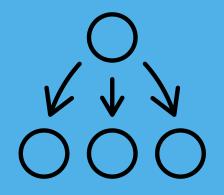
- Set up, schedule, and publish with Later
- Save time with Later's Media Library
- Keep your brand consistent across social platforms



#### **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

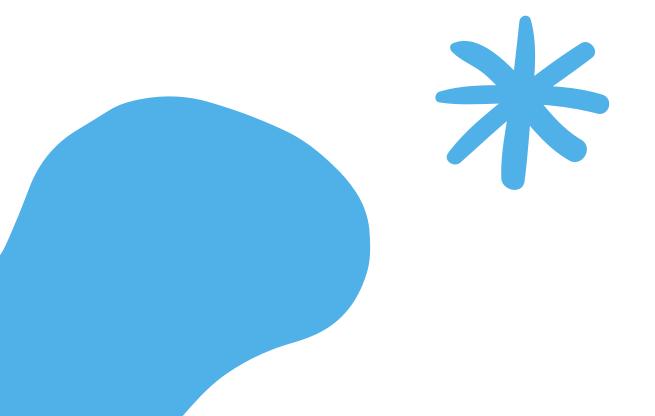
- Organize your account with Access Groups
- Collaborate with others
- Transfer media between groups

# 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.

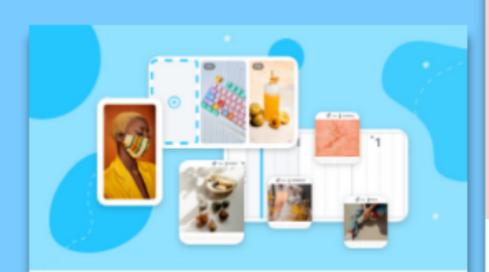
The course contains a series of three quizzes, based on content from the prerequisite courses.

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



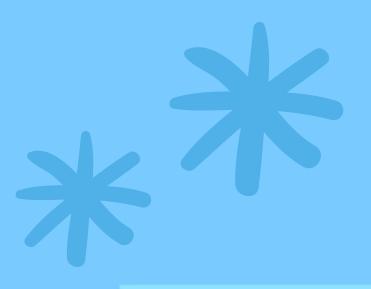
#### **Growing Your Business**

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

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

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

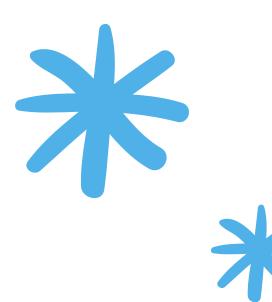
3 quizzes to test your skills

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.

I'm looking forward to discussing my assumptions with you. I'm new to the world of social media marketing and can't wait to hear your thoughts and critiques!









THIS COULD BE YOU!