

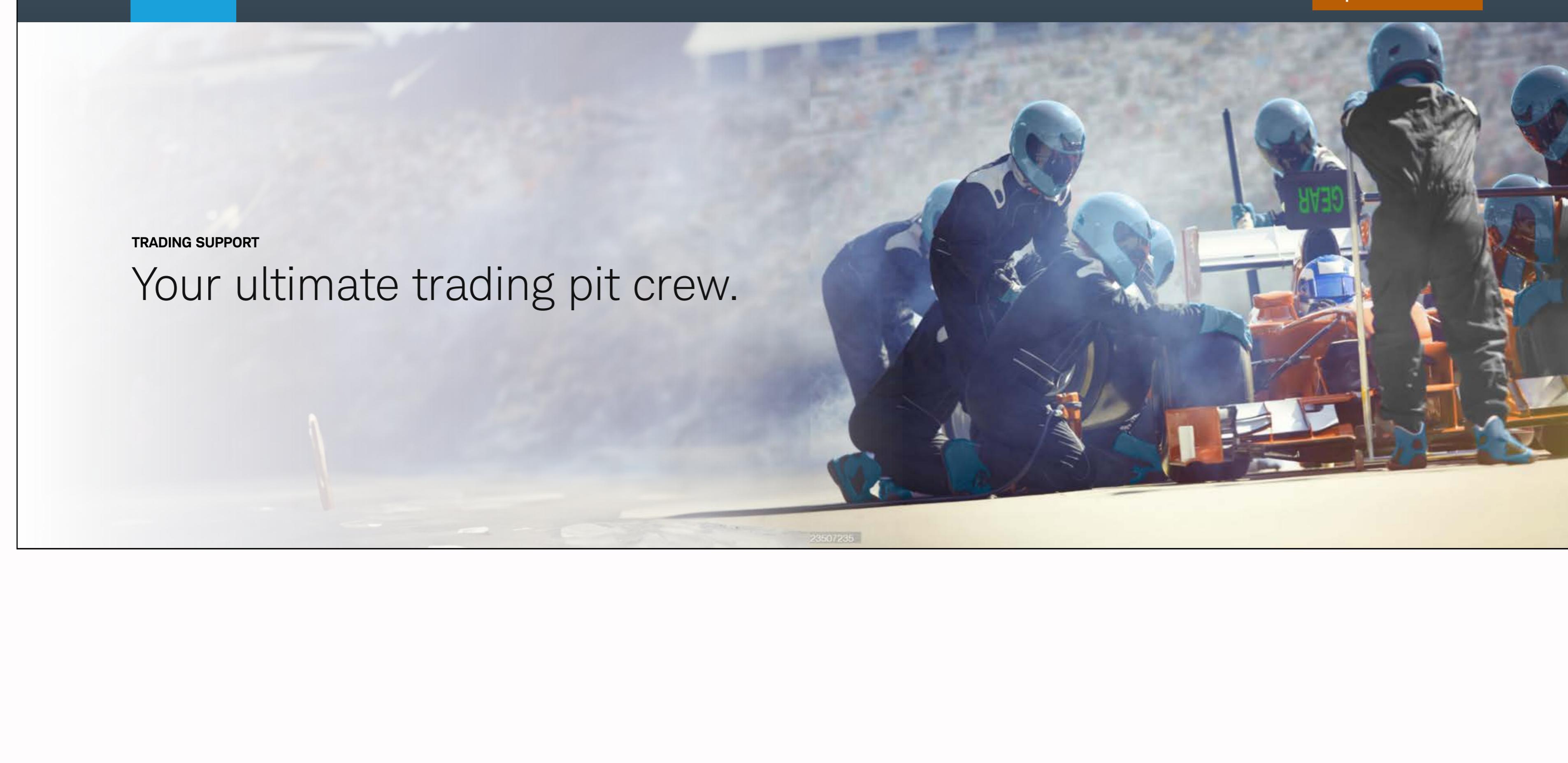
STPBA Hub - Education & Support Pages

Creative R1 - 08.10.23

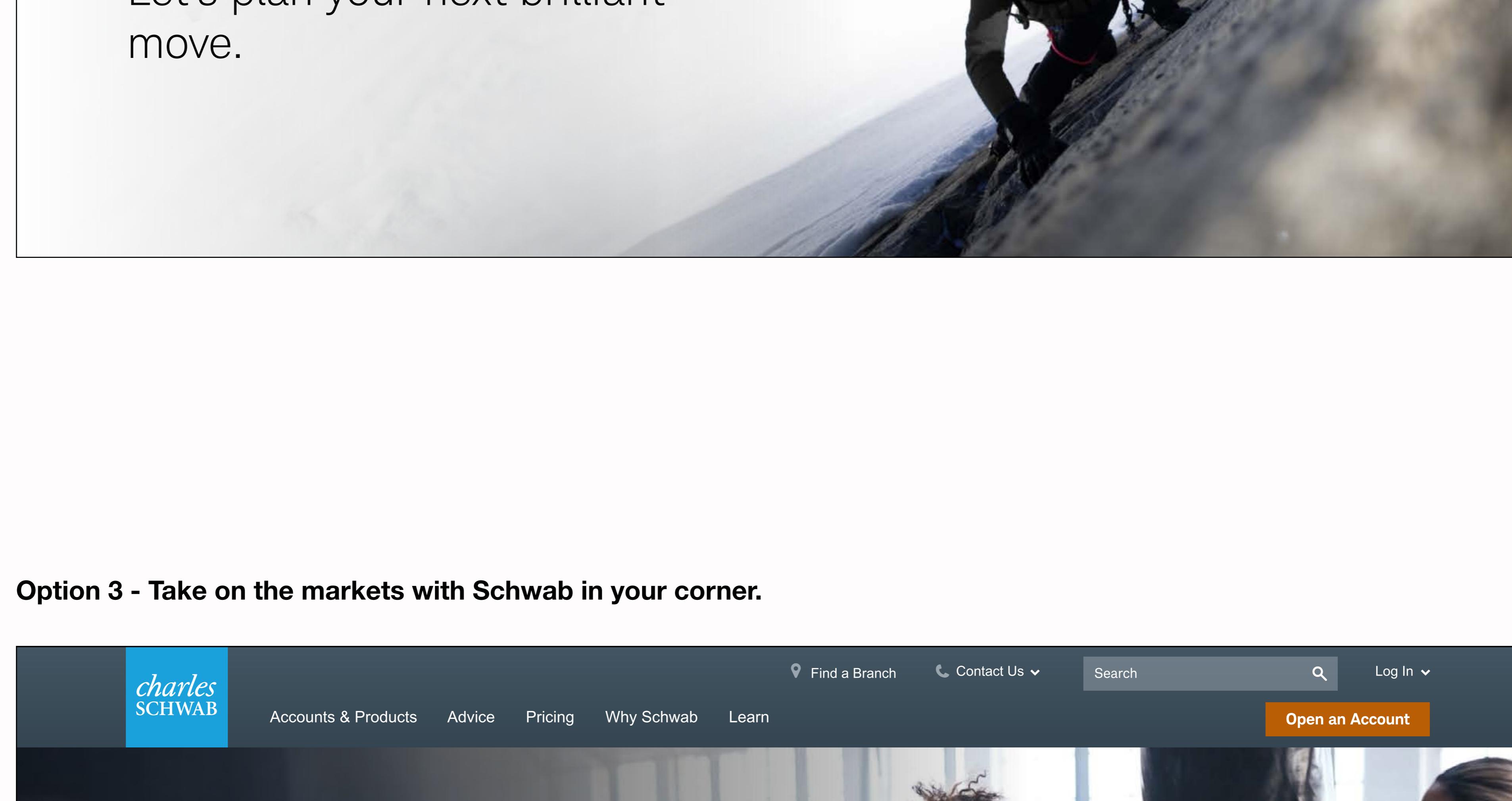
Third Rail Creative
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Trading Support - Marquee Ideas

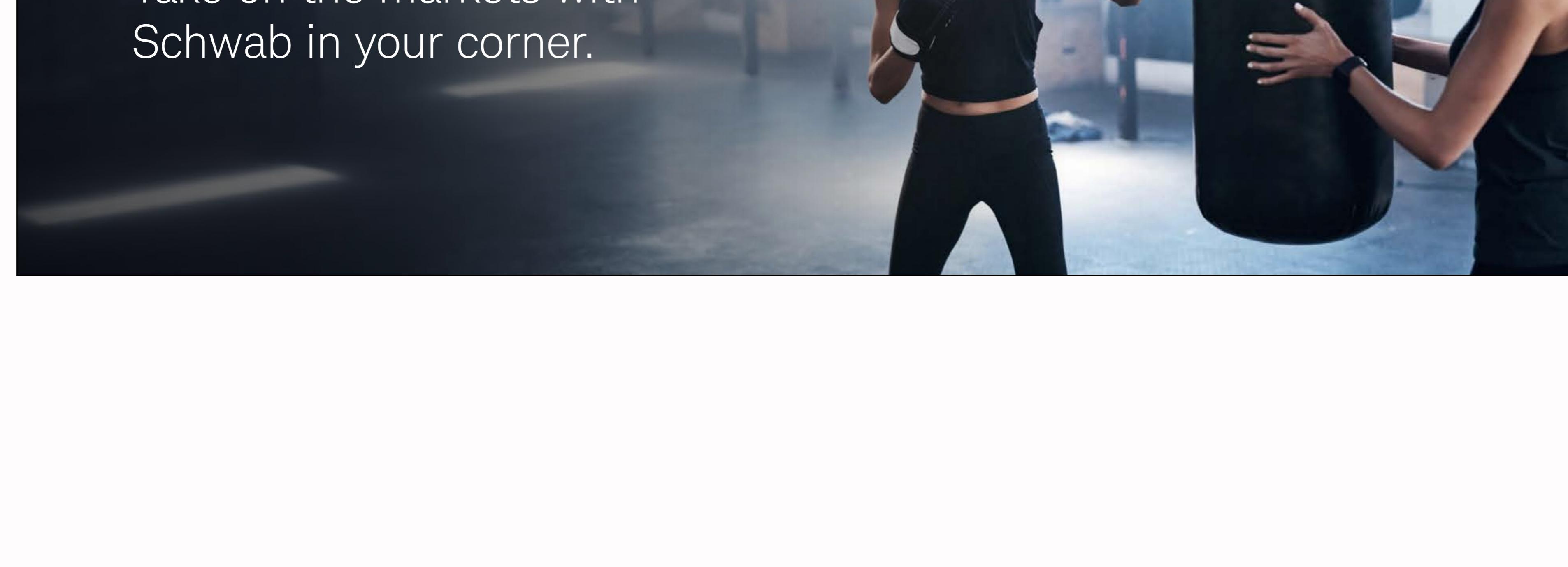
Option 1 - Your ultimate trading pit crew.



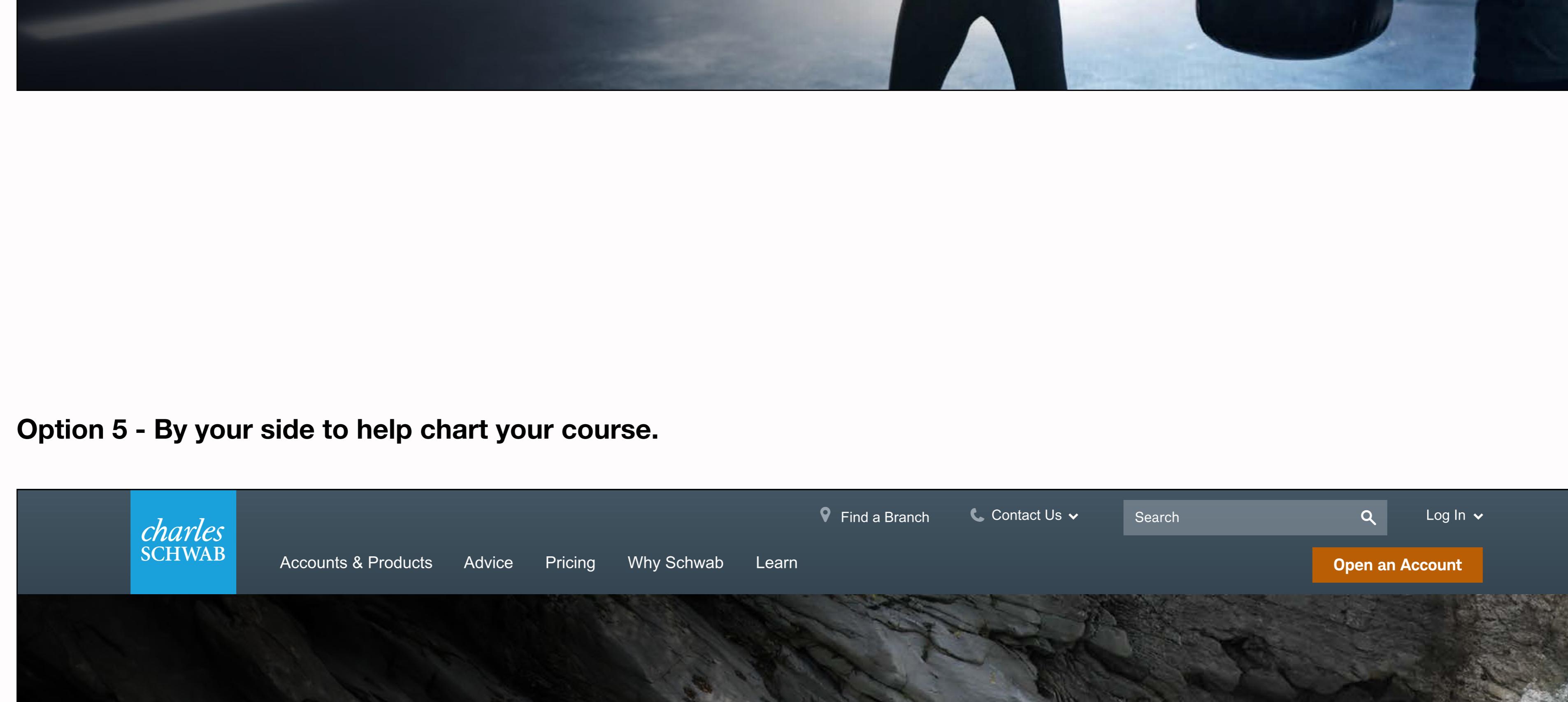
Option 2 - Let's plan your next brilliant move.



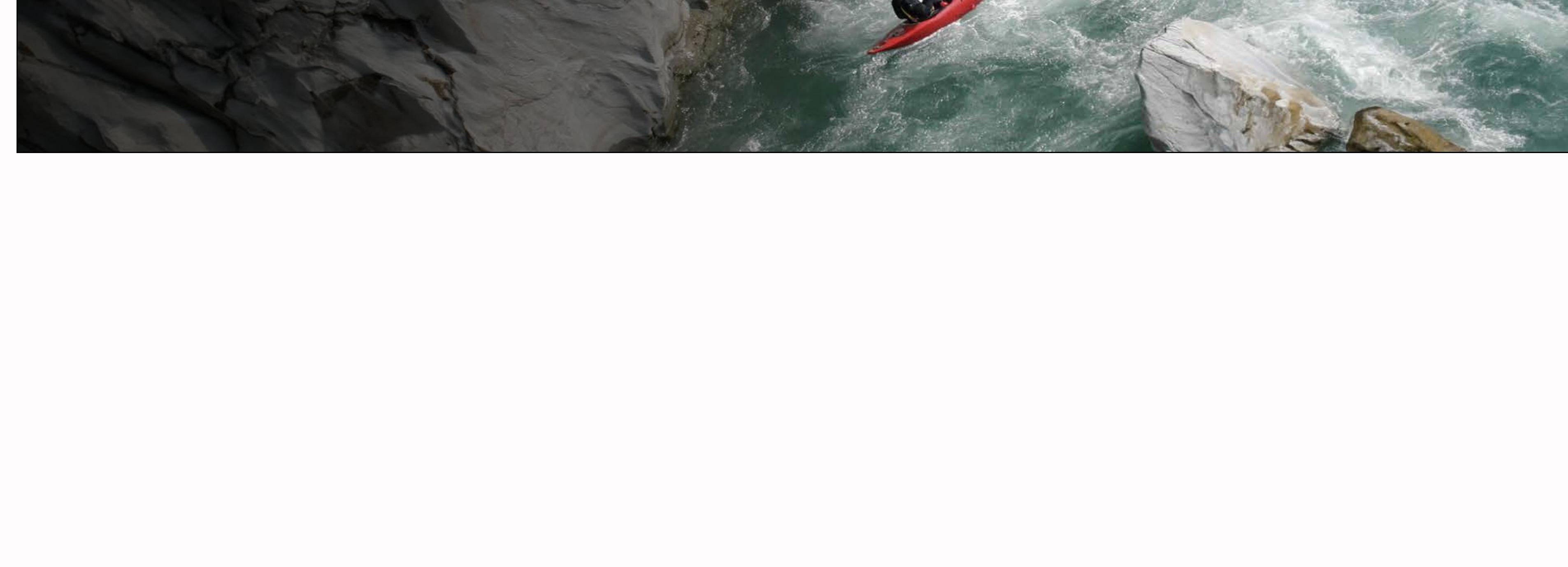
Option 3 - Take on the markets with Schwab in your corner.



Option 4 - Unleash the power of your trading potential.

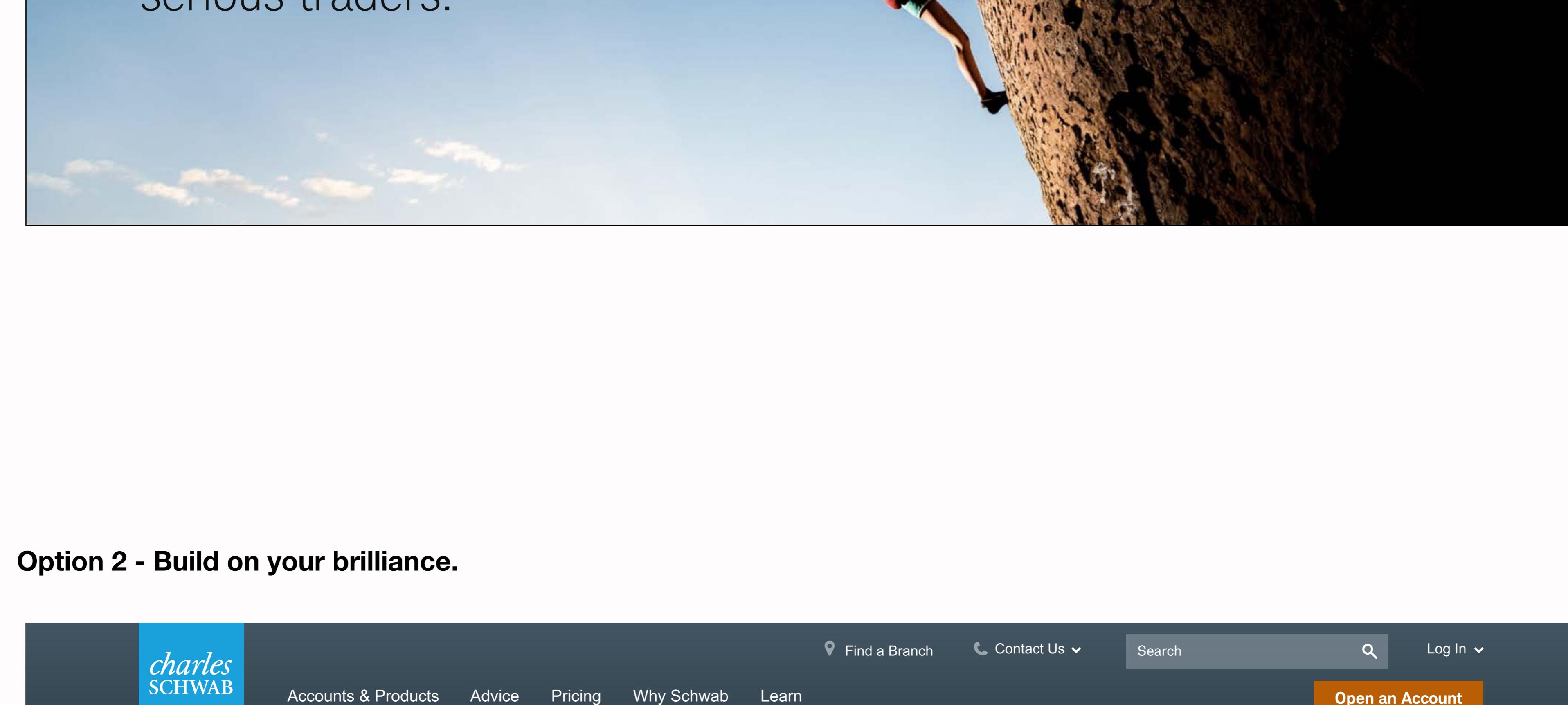
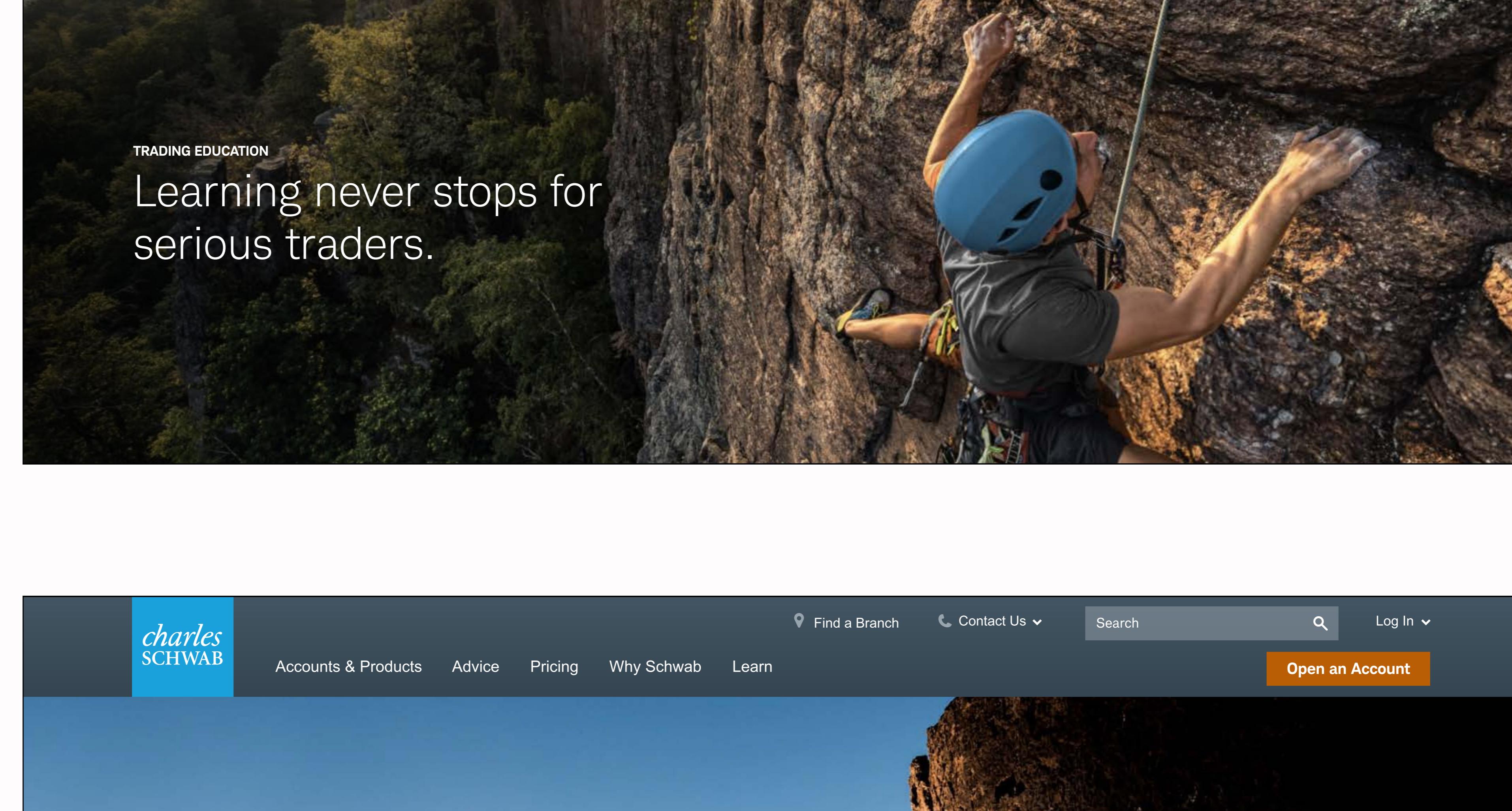


Option 5 - By your side to help chart your course.

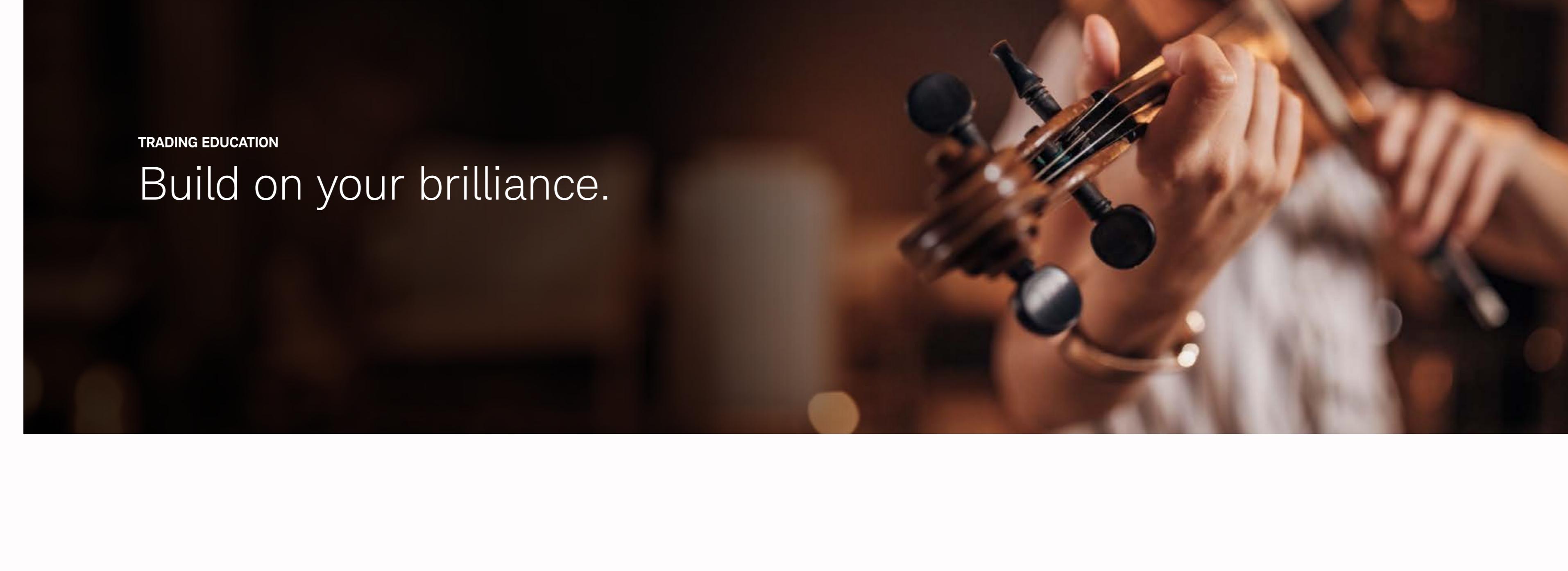
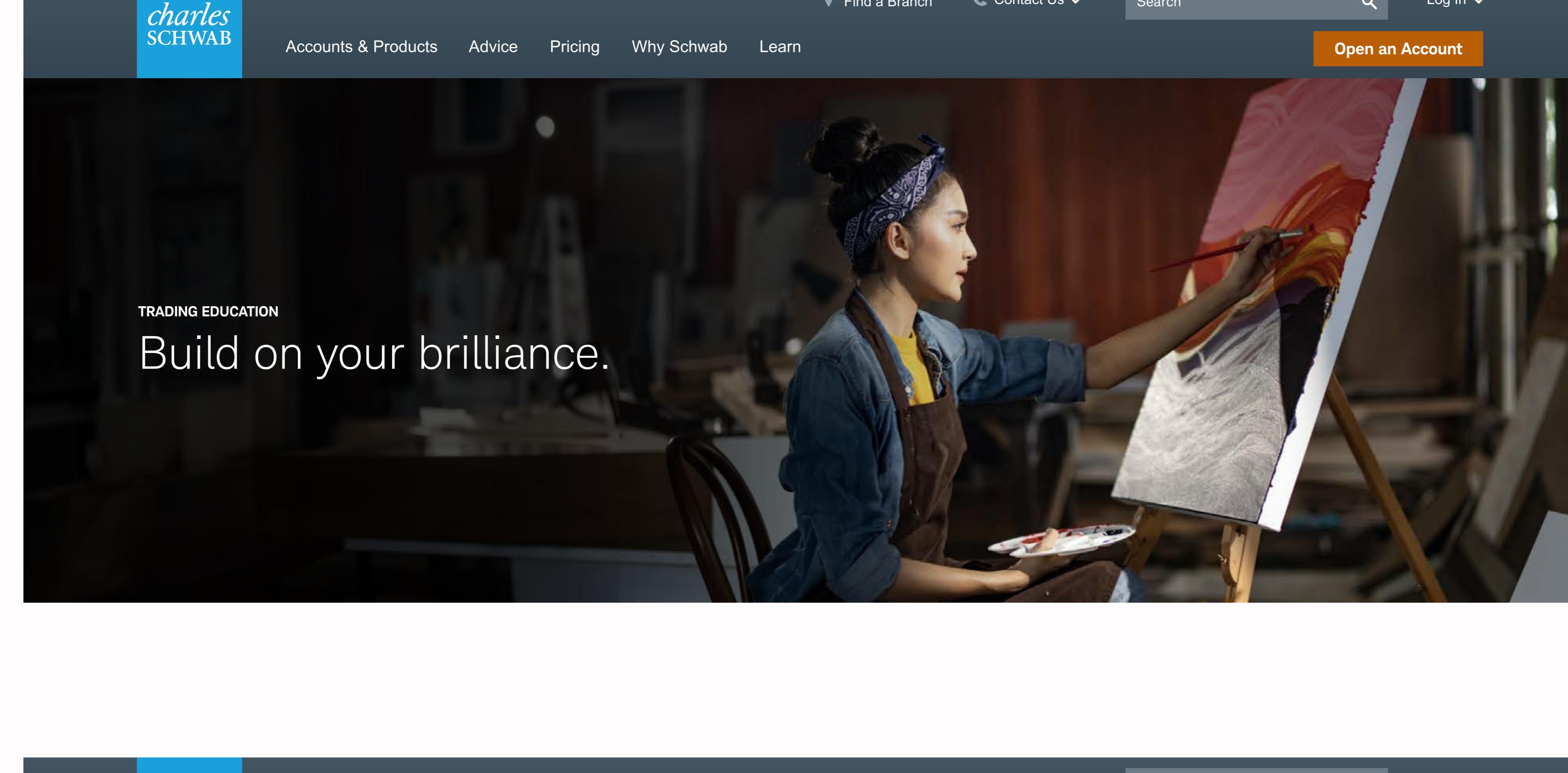


Trading Education - Marquee Ideas

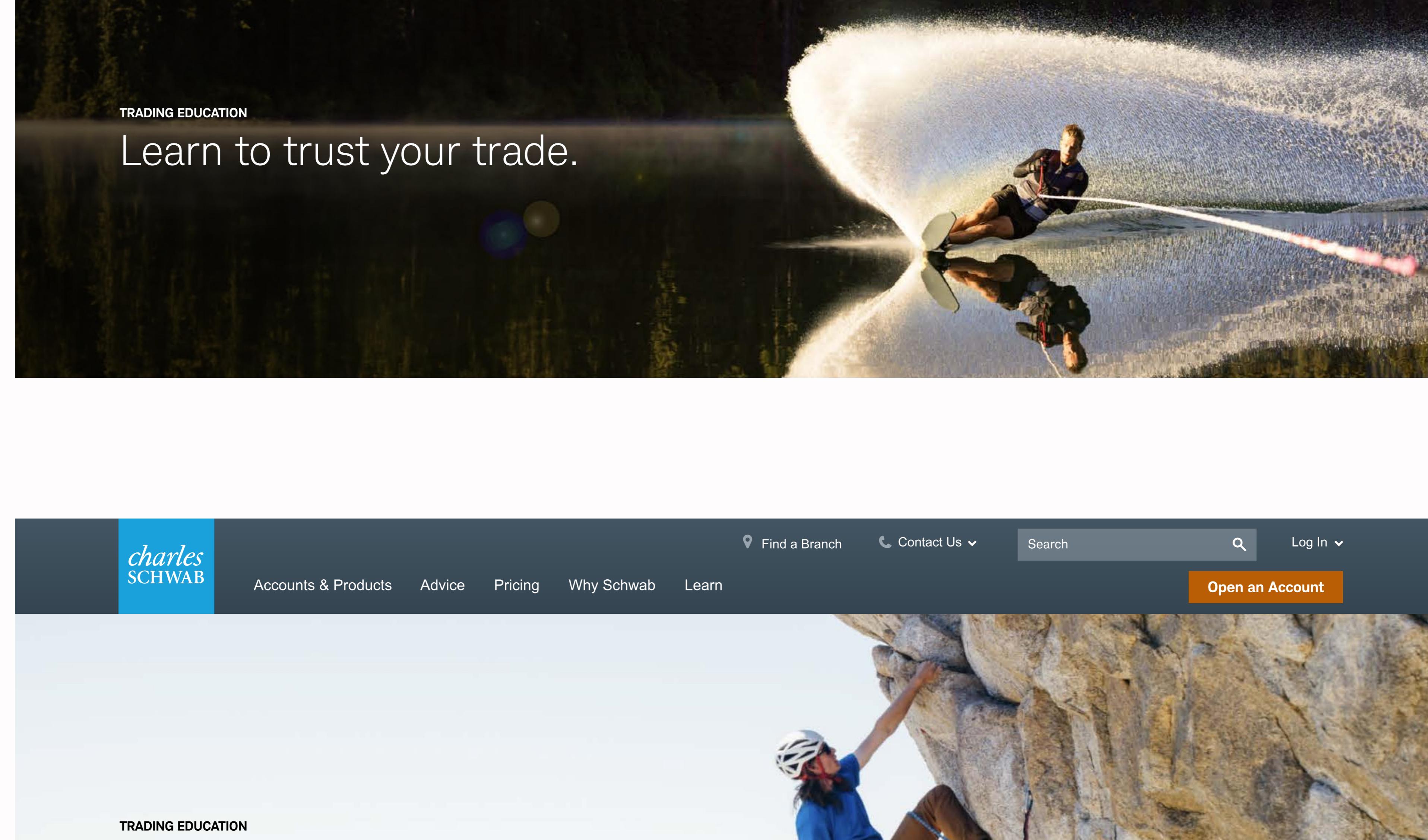
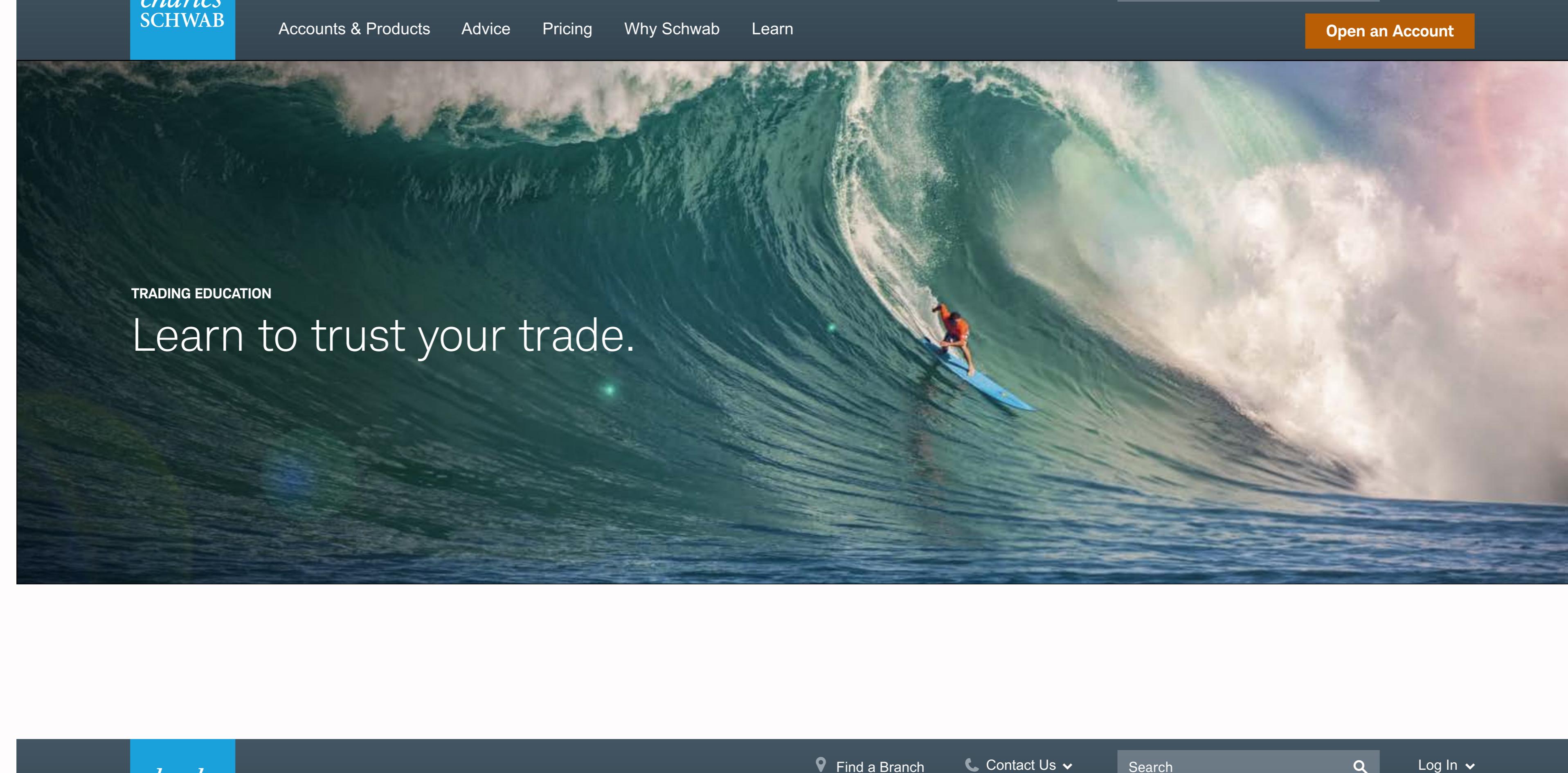
Option 1 - Learning never stops for serious traders.



Option 2 - Build on your brilliance.



Option 2 - Learn to trust your trade.



Trading Support Page

KEY CONTENT STRATEGY QUESTIONS

Purpose of the page?	Who is our audience?	How are they arriving here?	What do we want to convey?	What actions do we want?
Merchandise the trading support experience as part of the overall STPBA story.	<ul style="list-style-type: none">1. Trader Prospects2. Trader Segment Clients3. Existing Schwab Retail clients who have an interest in trading	<ul style="list-style-type: none">• STPBA hub home page• Schwab.com site navigation• Organic search (minimal)• Paid media (TBD)	<p>Get help overcoming the doubt and uncertainty that comes with taking on the complexities of the markets. With the expertise of the Schwab trading support team at your side, you get answers from real professional traders that can empower and motivate you to take the challenges of the markets head on.</p>	<ul style="list-style-type: none">• Open an account (Prospects)• Login (Clients)• Explore other pages within the STPBA hub for more detail• Contact Us

The page layout follows a standard website structure with a header, main content area, and footer. The header includes the Charles Schwab logo, navigation links for 'Accounts & Products', 'Advice', 'Pricing', 'Why Schwab', 'Learn', a search bar, and a 'Log In' button. The main content area features several sections with placeholder text and branding. The first section, 'Headline goes here.', includes an 'EYEBROW' placeholder. The second section, 'Smart trading begins with an opportunity. We can help with that.', contains a sub-section about 'Our seasoned Trade Desk specialists'. The third section, 'A quick conversation could change everything.', includes a sub-section about 'As a serious trader, you're faced with decision after decision, for each and every trade.' The fourth section, 'Discover the maximum potential of Schwab's trading platforms.', includes a sub-section about 'If you ever need help unlocking the capabilities of our trading platforms, including thinkorswim's industry-leading technology, our Trade Desk professionals can jump in and provide assistance. We can show you how to:'. The fifth section, 'Let's plan your next brilliant move.', includes a sub-section about 'We're here for you and available to connect on your terms:'. The sixth section, 'The supercharged trading experience you won't find anywhere else.', lists four key features: '\$0 online listed equity commissions', 'Innovative platforms designed by traders', 'More trading insights than ever before', and 'Award-winning team of trading specialists'. The footer contains a 'Ready to up your trading game?' CTA, a 'Have questions? Let's talk.' CTA, and a 'Additional resources' section with three placeholder CTAs. The footer also includes a small disclaimer about brokerage products and a copyright notice for 2023 Charles Schwab & Co., Inc.

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KEY CONTENT STRATEGY QUESTIONS

Merchandise the trading education offering as part of the overall STPBA story.

in trading

Fund Media (FDD)

We cover the entire learning spectrum to help you become a better trader, no matter your experience or skill level.

• Contact Us

EYEBROW

Headline goes here.

Whether you're an expert investor or a curious novice, one thing remains the same—knowledge is a trader's best asset. And because Schwab is committed to helping you become a more confident, smarter trader, we've created an educational suite that is more complete, diverse, and dynamic than anything else in the industry. As our client, you have access to resources that cover the entire trader learning spectrum, from principles and concepts to learning how to apply strategy immediately, at the tactical level and in real market situations.

Dig into our vast library of intellectual capital—anytime, anywhere.

The markets never sleep. Trading opportunities never cease. Having insights and education from Schwab professionals on demand, 24/7 could play a critical role in your trading success. This expansive collection includes:

- A broad array of topics curated just for traders, as well as a depth of study that goes from fundamental principles to advanced strategies and concepts
- Timely market insights and commentary, including weekly blogs on options and futures markets
- Articles, videos, podcasts, and curriculum-based courses that can fit any learning style

[Explore trading insights and education >](#)

Apply what you learn immediately through live, interactive guidance.

Connect with trading professionals and learn how to use a wide range of concepts and strategies in your daily trading trading life with the help of Schwab Coaching.

- Live chat with trading professionals during online webcasts and workshops to get answers to trading questions most important to you
- Watch how trading concepts and strategies are executed in the thinkorswim® platforms using real-time market situations
- Learn and participate in a community of other traders

[View calendar of events >](#)

Practice what you learn—risk free.

Utilize our simulated trading experience within thinkorswim that allows you to practice trading in real market conditions without risking real money. You'll have access to all the same products, tools, and features you'd have during live trading so you can hone your skills with all the leading technology built into the thinkorswim platforms.

- \$100,000 of instant virtual buying power
- Add and remove tools from your layouts to learn what works best for your strategy and workflow
- Leverage data such as profit and loss to track and evaluate your trade performance

[Learn more about paperMoney >](#)

Collect real-time insights, every trading day.

Through our media affiliate Schwab Network¹, you get the latest market news and analysis from opening to closing bell streamed live directly in the thinkorswim platforms.

- Live topical shows covering sector news, technology, market events, and more
- Actionable insights that can impact your trading from experts with the Schwab Center for Financial Research², plus interviews with industry leaders
- Search previously recorded shows and popular clips to make sure you don't miss anything impacting your portfolio

[Tune in now >](#)

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2. The Schwab Center for Financial Research is a division of Charles Schwab & Co., Inc.

Additional resources

[TBD CTA copy goes here](#)

[TBD CTA copy goes here](#)

[TBD CTA copy goes here](#)

[Open an account](#)

Already a client? [Get started now >](#)

Have questions? Let's talk.

Call us at **888-245-6864**

[Chat with us 24/7 >](#)

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Thank You

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