

**WORKSHOP NAME:** Data Scouts Custom Training  
**WORKSHOP CODE:** DSCT  
**DELIVERY:** Workshop  
**DURATION:** 2 hours, 4 hours, 8 hours



## *Helping today's marketers drive digital transformation within their organisations*



Do you have a large team and/or would you prefer to have course content tailored to reflect the specifics of your company or industry?

The team at Data Scouts would be delighted to create and deliver custom course content that meets your requirements. Custom courses can be either delivered on your site or at our offices in Sydney or Melbourne.

Courses can be structured to appeal to graduates all the way up to senior executive or board level. Examples include:

- ✓ 1 day Data Scouts Essentials combined with Data Scouts Directions, tailored for the Fast Moving Consumer Goods industry
- ✓ 4 hour Data Scouts Essentials course that focuses on industry leading examples for B2B businesses
- ✓ 2 hour private executive roundtable for your C-suite



### **WORKSHOP DESCRIPTION**

Data Scouts Custom Training is designed to teach participants how to review the current state of their company's marketing strategy, marketing technology landscape, marketing team operations and their lifecycle marketing campaigns.

Participants will also be taught how to deliver an optimal future state for all of the above based on industry best practice campaigns and customer journeys.



### **WORKSHOP OUTCOMES**

At the successful completion of our custom training courses, participants will be able to:

- ✓ Understand and describe the fundamental concepts of Marketing Automation & CRM
- ✓ Identify and describe various Marketing Automation & CRM technology platforms
- ✓ Demonstrate an ability to calculate a Customer Lifetime Value (CLV)
- ✓ Demonstrate an ability to define and analyse a Customer Funnel
- ✓ Understand the fundamental concepts of strategy consulting within Marketing Automation & CRM
- ✓ Plan and deliver a lifecycle marketing and customer journey workshop
- ✓ Demonstrate and present campaign recommendations and customer journeys