

COURSE NAME: Data Scouts Essentials
COURSE CODE: DSE
CERTIFICATION: Data Scouts Essentials Certificate
DELIVERY: Interactive Classroom
DURATION: 4 hours



Boosting the skillset of today's Marketing Automation & CRM professionals

COURSE DESCRIPTION

Data Scouts Essentials is designed to teach participants from any business unit with the core principles of Marketing Automation & CRM. A practical overview of the leading technologies currently used by Marketing Automation & CRM professionals will be provided along with several practical real-world examples of market leading campaigns.

LEARNING OUTCOMES

At the successful completion of this course, 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 fundamentals of strategy consulting within Marketing Automation & CRM

COURSE OUTLINE

Marketing Automation & CRM

This module will teach participants the fundamentals of Marketing Automation & CRM. It will also provide an overview of the technology platforms utilised by digital marketers today.

Strategy Consulting

In this module participants will learn the core skills required to be a Marketing Automation & CRM focused strategy consultant. Such skills include active listening and questioning, needs analysis and requirements definition and an overview of the tools available to consultants today.

