

COURSE NAME: Data Scouts Content
COURSE CODE: DSC
CERTIFICATION: Data Scouts Content Certificate
DELIVERY: Interactive Classroom
DURATION: 3 hours



Content Development for Data Driven Customer Experiences

COURSE DESCRIPTION

The Data Scouts Content (DSC) course is designed to empower participants to develop customer first content that is aligned to their customer experience vision, objectives and is mapped to each stage of their customer lifecycle.

COURSE OUTCOMES

Content is the fuel which powers customer journeys. Without quality content, there is nothing for your customers to engage with. At the successful completion of this course, participants will have a working knowledge of the best practice process for mapping and developing content by customer lifecycle stage.

COURSE OUTLINE

1. Theory (Duration: 1 hour)

- ✓ The role of content in customer experience;
- ✓ Aligning content to customer experience vision, corporate objectives and marketing objectives;
- ✓ Content planning and scheduling;
- ✓ Preparing and undertaking a content audit;
- ✓ Content creation;
- ✓ Content distribution;
- ✓ Content attribution; and
- ✓ Conducting a content workshop.

2. Practical (Duration: 2 hours)

- ✓ Presentation of an example content plan in the university context;
- ✓ Content mapping -current state by lifecycle stage;
- ✓ Content mapping -future state by lifecycle stage;
- ✓ Content development roadmap – priorities; and
- ✓ Assessment: customer first vs. company first content

