

**COURSE NAME:** Data Scouts Directions  
**COURSE CODE:** DSD  
**CERTIFICATION:** Lifecycle Marketing Automation & CRM Consultant  
**DELIVERY:** Interactive Classroom  
**DURATION:** 4 hours



## *Empowering today's Marketing Automation & CRM professionals with best practices*

### **i** COURSE DESCRIPTION

Data Scouts Directions 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.

It is recommended that participants complete Data Scouts Essentials (DSE) before enrolling in Data Scouts Directions (DSD). Data Scouts Essentials combined with Data Scouts Directions will arm the next generation of digital and data-driven marketers with the tools to be effective consultants; be it internal or external facing.

### **🎯** LEARNING OUTCOMES

At the successful completion of this course, participants will be considered a certified Lifecycle Marketing Automation & CRM Consultant who will be able to:

- ✓ Plan and deliver a multi-stakeholder lifecycle marketing and customer journey workshop based on the Data Scouts Directions methodology
- ✓ Demonstrate an ability to synthesise the output of a lifecycle marketing workshop into a series of campaign recommendations and customer journeys, citing industry best practice examples

### **📖** COURSE OUTLINE

#### Interactive Marketing Workshop Methodology and Delivery

This module will provide participants with a deep understanding of the DSD methodology and the practical skills to deliver a DSD workshop. Participants will conduct a workshop on their own company during the class.

#### Interactive Marketing Workshop Recommendations

This module will provide participants with the tools required to synthesise the output of a DSD workshop into a series of industry best practice campaign recommendations.

