



Helping today's marketers drive digital transformation within their organisations.

Custom Training

The team at Data Scouts would be delighted to create and deliver custom course content that meets your requirements, budget and timeline. Data Scouts have delivered custom training to some of Australia's largest organisations.

It is recommended that cross functional teams are represented in custom training for example: sales, marketing, IT, digital and executives. Our custom content can be either delivered on your site or at our training facilities in Sydney or Melbourne. As with all Data Scouts courses, participants get access to the Data Scouts consulting toolkit which contains a series of best practice templates, models and resources.

OPTIONS FOR AREAS OF FOCUS

- ✓ **Change Management:** Stakeholder engagement
- ✓ **Concepts:** Marketing automation, CRM, lifecycle marketing
- ✓ **Process:** Lead, opportunity, case management
- ✓ **Strategy:** Developing a Customer Experience Vision
- ✓ **Campaigns:** Customer Journey Mapping
- ✓ **Operations:** Building and structuring your team for transformation
- ✓ **Technology:** Defining vendor requirements
- ✓ **Content:** Developing engaging content for lifecycle marketing
- ✓ **Analytics:** Measuring the impact and effectiveness
- ✓ **Machine Learning:** Concepts for lifecycle marketing

DELIVERY OPTIONS

- Executive Roundtables
- Breakfast/Lunch and Learns
- Beers & Ideas
- ½ day training
- Full day training
- Multi-day training
- 3,6,9,12 month training plans
- Skills Assessments

GET IN TOUCH

☎ +61 2 8015 6662

✉ info@datascouts.com.au

🌐 datascouts.com.au