



Learn the fundamentals of Marketing Automation, CRM & Lifecycle Marketing.

Data Scouts Foundations

Data Scouts Foundations is an online 2hr digital transformation course designed to equip participants with the tools and knowledge they need to create and deliver phenomenal customer experiences.

In this course, you will learn the fundamentals of Marketing Automation, Customer Relationship Management and Lifecycle Marketing. You will also learn about current industry trends and leading technology platforms. All course participants who complete Data Scouts Foundations will be certified as a Data Scouts Certified Expert.

COURSE TOPICS

- ✓ Current Industry Trends
- ✓ Revenue Funnel
- ✓ Marketing Automation
- ✓ Customer Relationship Management
- ✓ Lifecycle Marketing
- ✓ Lead, Opportunity, Customer Service and Management
- ✓ Customer Lifetime Value
- ✓ Customer First Methodology

ASSUMED KNOWLEDGE

There are no prerequisites for the Data Scouts Foundations course.

OPTIONAL EMPLOYER PITCH DAY

As part of the Foundations course, we invite all participants to register for our employer pitch day. This gives you the opportunity to showcase your new skills and present a customer first strategy to employers seeking access to new talent.

INVEST IN YOUR FUTURE

\$500 (plus GST) per participant; inc. 12 months of online access to our customer community.

GET IN TOUCH

☎ +61 2 8015 6662

✉ info@datascouts.com.au

🌐 datascouts.com.au