



Take your professional skills to the next level with our advanced masterclass.

Advanced Masterclass



Sydney

Melbourne

Are you a seasoned industry professional looking to expand your knowledge and challenge the status quo of Marketing Automation, Customer Relationship Management and Lifecycle Marketing? If so, the Data Scouts Masterclass is perfect for you!

The Masterclass is the most advanced training course of its kind in the industry, covering the latest insights into how organisations are driving successful best practice digital transformation. All course participants who complete the masterclass will be certified as a Data Scouts Certified Consultant.

ADVANCED TOPICS

- ✓ Current Industry Trends
- ✓ Revenue Funnel Management
- ✓ Lead, Opportunity, Customer Service Management
- ✓ Strategic 'Customer First' Framework
- ✓ Content Marketing by Lifecycle Stage
- ✓ Metrics & Analytics by Lifecycle Stage
- ✓ Machine Learning Models by Lifecycle Stage

ASSUMED KNOWLEDGE

At least one year of relevant industry experience or a Data Scouts Certified Expert.

INVEST IN YOUR FUTURE

\$3,000 (plus GST)* per participant which includes 12 months of online access to our customer community.

**All not-for-profit organisations receive a 10% discount. Discounts also apply for groups of 3 or more.*

GET IN TOUCH

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