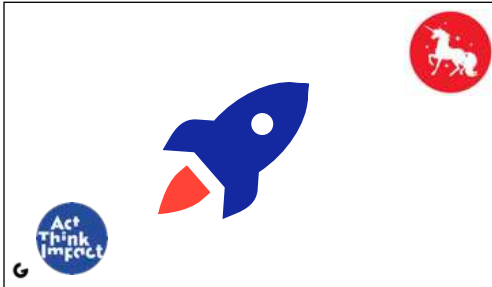
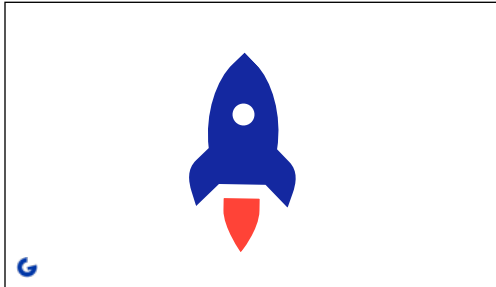
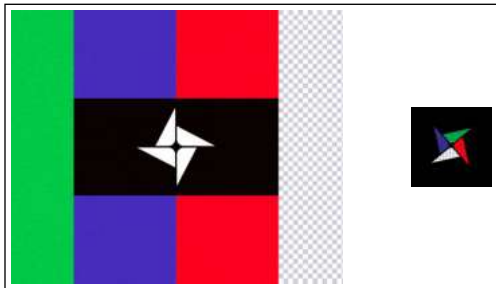
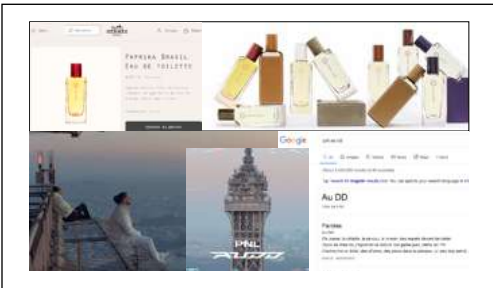


**DIGITAL MARKETING STRATEGY**  
**MSD BY HUBERT KRATIROFF**  
 APRIL MAY 2024



technology evangelist  
 hubert@kratiroff.com

full stack marketer  
 technology evangelist  
 hubert@kratiroff.com



UX  
 CX  
 EX

SX

@kratiroff | © 2024

k ∞ QI x t x At

name	tag line	logo
SparkArcAgency.com	or SparcAgency.com	
FastnAgency.com	best in class agency	
ChamsPub.com	why not	
SheLeads-Company.com	for&by women	
HadikLagence.com	strategy that deliver	

MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024

**SEASON 03  
EPISODE 01**

Marketing Strategy  
DIGITAL STRATEGY  
Digital Marketing Strategy  
STRATEGY

UX-CX FlyWheel growth hacking  
content omnicanal platform  
ZMOT micro-moment ABM  
SEO-A data driven strategy copy cat  
HOOK MODEL freemium inbound collaborative mutuelle  
servicisation POEM attribution contribution

STRATEGY WorkShop 10

- 1/ List 20 digital strategies
- 2/ Choose 1 (one per groupe)
- 3/ Six meaningful slides  
definition principle interest use-case  
examples companies using it + storytelling
- 4/ Presentation to the class

« shift from  
...  
growth to flourishing »

Jeremy Rifkin

© 2013 Jeremy Rifkin

SUN TZU  
ART OF WAR

No  
Strategy  
No  
Business

**NoStory : NoBusiness**

...Do StoryTelling

**You can't manage  
what  
you don't measure**

© Danziger  
Drucker  
Bill Hewlett

**CAC < LTV**

Customer Acquisition Cost      Life Time Value

Equation du business développement ROMI 3:1

**1 TRIGGER** → **2 ACTION**

**3 VARIABLE REWARD** → **4 INVESTMENT**

**5** → **6** → **7** → **8**

THE HOOK MODEL

HOOKED Nir Eyal

**HOOKED** Nir Eyal

1. Trigger: This is the initial spark that prompts a user to open the app or engage with the product. It can be internal (like boredom or curiosity) or external (like a notification or push alert)
2. Action: Once triggered, the user takes a specific action within the product. This could be anything from checking their feed to playing a game to making a purchase
3. Variable Reward: This is the key element that keeps users coming back. It's a reward that's unpredictable and varies slightly each time, creating a sense of anticipation and excitement. Examples include social media notifications, game loot boxes, or personalized recommendations
4. Investment: This is where users put something of value into the product, such as time, data, effort, or money. This investment increases the perceived value of the product and makes users less likely to abandon it. Examples include creating a profile, completing tasks, or connecting with friends

**PRODUCT-LED GROWTH** PLG

How to Build a Product That Sells Itself

WES BUSH

**PRODUCT-LED GROWTH**  
How to Build a Product That Sells Itself

WES BUSH

**LIVRE 2**  
WES BUSH

“Don't find customers for your products,  
find products for your customers”

Seth Godin

**MAKING PEOPLE WANT THINGS** NO € \$

**MAKING THINGS PEOPLE WANT** YES 😊

DESIGN THINKING

TIM BROWN

<p><b>Sales-led Development</b></p> <p>Pub pour vendre Objectifs KPI OKR Payant direct Churn + Retention rate - LTV Life time value -</p>	<p><b>Product-led Growth</b></p> <p>Pub pour découvrir Objectifs KPI OKR Gratuité / Freemium Churn - Retention rate + Life Time Value +</p>
---	---



**Océan Rouge**

Concurrence  
Communication  
Bataille de prix  
Promotion  
KPI = SOV + PDM

**Océan Bleu**

Définir sa catégorie  
Sans concurrence  
Lovemark / LoveBrand  
KPI : NPS + CES  
UX + CX

**PRODUCT-LED GROWTH**

Canva, Figma  
Miro, Notion  
Slack, Dropbox  
Minecraft, WOW, COD  
iOS  
Apple, Tesla

some PLG...

Quote each book

explain your choice

Periodic Table of Community Strategy V 1.0

ACQUISITION CHANNEL	<ul style="list-style-type: none"> <li>• Paid advertising</li> <li>• Search engine optim.</li> <li>• Social media outreach</li> <li>• Affiliate marketing</li> <li>• Public relations</li> <li>• Appointment set.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct or Referral marketing</li> <li>• High exposure for B2B in trade show</li> <li>• A large number of Referrals</li> <li>• Referrals/Outreach can be shared rapidly</li> <li>• Strongly tied to user and marketing budget</li> <li>• Consider conversion to SOV</li> <li>• Placement in the product market</li> </ul>
SELLING STRATEGY	<ul style="list-style-type: none"> <li>• Simple purchase</li> <li>• Discounts &amp; incentives</li> <li>• Free trial</li> <li>• Free demo</li> <li>• Free to play</li> </ul>	<ul style="list-style-type: none"> <li>• Single purchase from F&amp;D</li> <li>• Multi-purchase from Referrals</li> <li>• Complete system from Package</li> <li>• High volume or B2B sales</li> <li>• Higher volume brand</li> <li>• Marketplace or app purchase, the Amazon</li> </ul>
REVENUE MODEL	<ul style="list-style-type: none"> <li>• One time transaction</li> <li>• Recurring subscription</li> <li>• Consumable or usage</li> <li>• Advertising sales</li> <li>• Rental or user fees</li> <li>• Donation</li> </ul>	<ul style="list-style-type: none"> <li>• Single purchase from F&amp;D</li> <li>• Multi-purchase from Referrals</li> <li>• Complete system from Package</li> <li>• High volume or B2B sales</li> <li>• Higher volume brand</li> <li>• Marketplace or app purchase</li> </ul>
PRODUCT TYPE	<ul style="list-style-type: none"> <li>• Software</li> <li>• Platform</li> <li>• Marketplace</li> <li>• User generated content</li> <li>• Marketplace</li> <li>• Media/content</li> <li>• Service</li> </ul>	<ul style="list-style-type: none"> <li>• Software</li> <li>• Platform</li> <li>• Marketplace</li> <li>• User generated content</li> <li>• Marketplace</li> <li>• Media/content</li> <li>• Service</li> </ul>
DELIVERY MODEL	<ul style="list-style-type: none"> <li>• Physical goods</li> <li>• Digital services</li> <li>• Physical services</li> </ul>	<ul style="list-style-type: none"> <li>• Digital services</li> <li>• User purchase of content, game</li> <li>• User support from Self-Service</li> </ul>

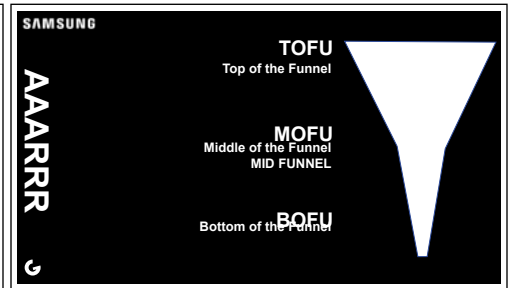
**1/ PUSH marketing**

**Catalogue produit**  
**Offre initiale (solution)**  
**Type de Problème résolu**  
**Persona**  
**Carte empathie**  
**Value proposition**  
**Offre finale**  
**Distribution**

techno push utsch

**2/ PULL marketing**

**Persona**  
**Carte empathie**  
**Problèmes réels**  
**Value proposition**  
**Offre**  
(solution qui résout le problème, constitution d'un panier de solutions)  
**Distribution**



**(Marketing Attribution vs. Contribution)**

**QUI A LE DERNIER CONTACT ?**

**SAMSUNG**

**Attribution Sans Cookie**

- last clic
- toutes les actions
- jardin clos login Walled Garden

**SAMSUNG**

**Attribution**

100% de l'efficacité est attribué à une action :

pub  
recherche  
first clic  
last clic  
...

**SAMSUNG**

**Contribution**

Calcul du taux de contribution de chaque action :

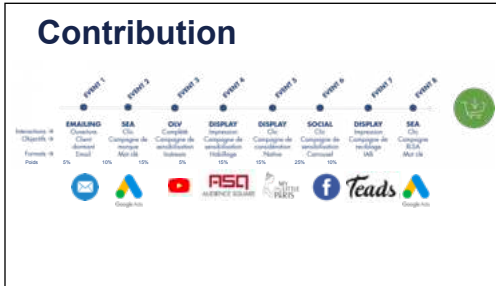
5% pub RS  
10% sea  
15% seo  
20% avis  
15% blog / content  
15% fiche produit  
20% eboutique Samsung



**SAMSUNG**

# Sans Cookie Cookieless

Guerre : FPD et login  
 First party data  
 Walled Garden  
 Plateforme  
 2FA (2 factor auth)  
 Ouverture de compte



# PAID OWNED SHARED

marketing média

**SAMSUNG**

LTV, also referred to as CLV (or customer lifetime value), is determined by multiplying three factors together:

$$CAC < LTV \quad LTV = \text{Average value of purchase} \times \text{Average number of purchases per user} \times \text{Average value of customer}$$

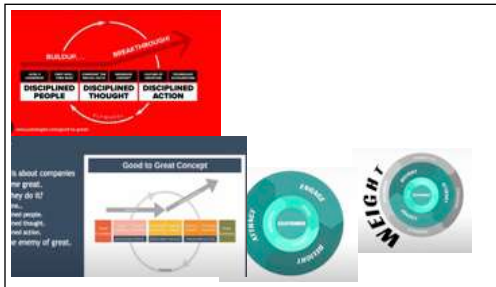
To calculate the LTV:CAC ratio, divide the customer lifetime value by the cost of customer acquisition:

$$CAC < LTV \quad LTV:CAC \text{ Ratio} = \frac{\text{Customer Lifetime Value}}{\text{Customer Acquisition Cost}}$$

Imagine your customers spend an average of \$20 twice a year, for two years. This would result in an LTV of \$80 (\$20 x 2 x 2).

To calculate your LTV:CAC ratio, divide your LTV by your CAC from the previous example, which was \$20. The resulting ratio is 3.33, indicating that for every dollar spent on...

# FLY WHEEL



# INBOUND MARKETING

**SAFRAN** University

# INBOUND

#CustomerEmpowerment

## ZMOT → micro moments

<p><b>I-want-to-know moments</b></p> <p>65% of online consumers look up more information before they make a purchase</p> <p>66% of smartphone users look up their phone to look up something they saw in a TV commercial</p>	<p><b>I-want-to-go moments</b></p> <p>2X increase in "near me" search volume in the past year</p> <p>82% of smartphone users use a search engine when looking for a new restaurant</p>	<p><b>I-want-to-do moments</b></p> <p>91% of smartphone users look up their phone to learn more about a product</p> <p>100M+ views of "how-to" videos on YouTube in the past year</p>	<p><b>I-want-to-buy moments</b></p> <p>82% of smartphone users check their phone while in a store looking what to buy</p> <p>29% increase in mobile transactions in the past year</p>
--	--	---	---

# ZMOT

WINNING THE ZERO MOMENT OF TRUTH

**JIM LECINSKI**  
 CHIEF ZMOT EVANGELIST

P&G 2005 : First Moment of Truth  
 + Google 2010 : + ZERO MOMENT



# Content is king

"Content is King"

Bill Gates, 1996



“**MARKETING IS NO LONGER ABOUT the stuff you make** BUT ABOUT THE **STORIES** you tell.”

- SETH GODIN

“Don't find customers for your products, find products for your customers”

Seth Godin

« meeting needs profitably »

Philip Kotler  
(2006 12<sup>ème</sup> édition de Mkt Mgt)

The best marketing strategy ever :

« **CARE** »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

I DON'T OPERATE TO MAXIMIZE MONEY. I OPERATE TO MAXIMIZE JOY.

Marketing sucks

**UN MARKETING**

Everything has changed and marketing is different

Scott Stratten / Allison Stratten

YouTube : vous pouvez désormais générer des revenus dès 500 abonnés

Formation : Se reconverter comme data engineer pour valoriser les données des entreprises

Podcast : 10 méthodes marketing à connaître

Culture web : Créer son blog : 5 conseils avant de se lancer

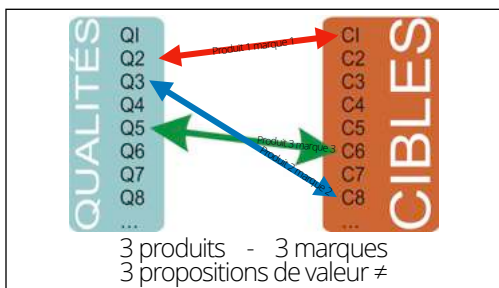
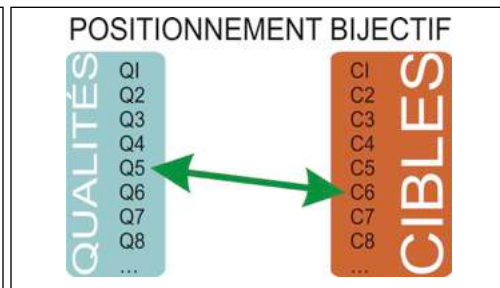
Formation : 5 dispositifs pour financer sa reconversion dans le digital

“your happiness is my business”

Inspiré par Gerard Pilonson & Paul Dubreuil

Golden Circle

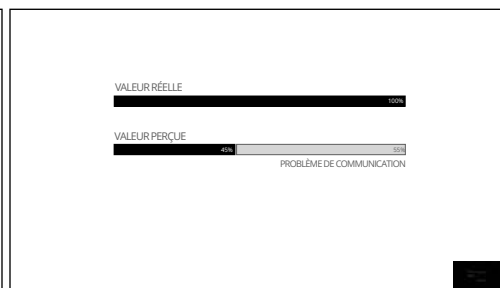
Simon Sinek



Why we buy: Features vs Jobs

Even though people buy this...

...they really want this



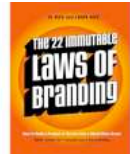
Royal Oak

PROBLÈME DE COMMUNICATION

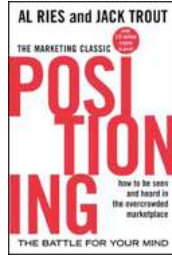




Célebrissime Ford Model T : à la fois modèle d'innovation et source des maux  
Exceptionnellement en rouge, contrairement à l'aphorisme de Henry ★



The Battle For Your Mind



“  le marketing ”

Marketing  sucks



Méfiez-vous des recettes des années 60

- 4P de Jerome McCarthy (1960)  
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): **BON** -  
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve  
cognitif / conatif / affectif
- SONCAS / AIDA



~~SWOT~~

VUCA

~~SWOT~~ Volatilité  
Incertitude  
Complexité  
Ambiguïté

~~4P~~

M3 Modern Marketing Model

- |                         |                        |
|-------------------------|------------------------|
| 1. Strategy             | 6. Positioning         |
| 2. Market Orientation   | 7. UX / CX & content   |
| 3. Customer insight     | 8. Distribution        |
| 4. Brand & Value        | 9. Promotion           |
| 5. Segmentation Persona | 10. Data & Measurement |

