

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

SEASON 03 EPISODE 03



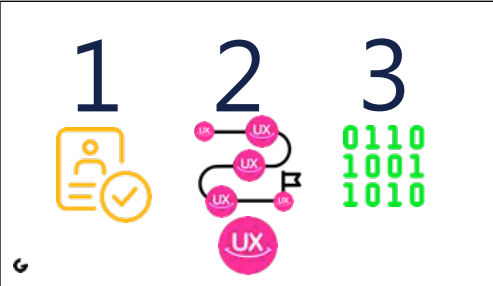
- 1 Tools for projects / Persona / Journey
- 2 UX CX / Digital Plan / Digital Pillars / Demo day
- 3 SEARCH SERP UX
- 4 SEO+SEA+ASO+SMO+Local+retail media
- 5 Ecommerce / STRATEGY / PLAN
- 6 PLG HOOK FLY-WHEEL PLATFORM

1	102	SparcAgency.com	just do it better	sparc.
2	99	FastrAgency.com	BRIDGING THE GAP TO DIGITAL SUCCESS FOR EVERY BUSINESS	FASTN
	94	ChamsPub.com	why not	CHAMS PUB
3	96	SheLeads-Company.com	for&by women	
	85	HadiK.Lagence.com	strategy that deliver	

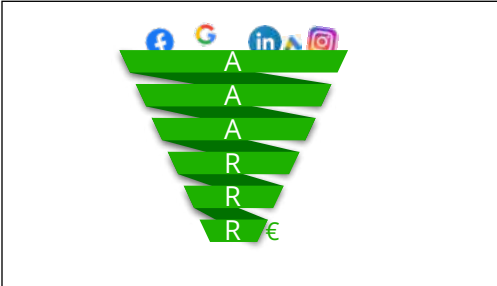
marketing
create value
for the ecosystem
for the client,
and the company

marketingdigital
Use of screens
(web, mobile, networks,
DOOH, metavers)
and data to bring greater
personalization and
satisfaction to users and
customers

Plan
providing
all the means
to achieve
an objective

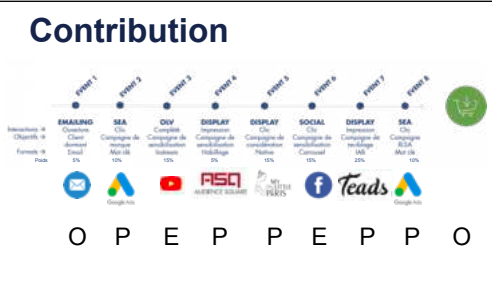


UX-CX FlyWheel growth hacking
content omnicanal plateforme
ZMOT micro-moment ABM
SEO-A data driven strategy copy cat
HOOK MODEL PLG freemium inbound collaborative mutuelle
servicisation POEM attribution contribution



(Marketing Attribution
vs. Contribution)

Last customer
interaction ?

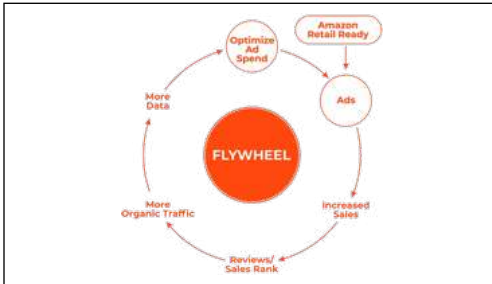
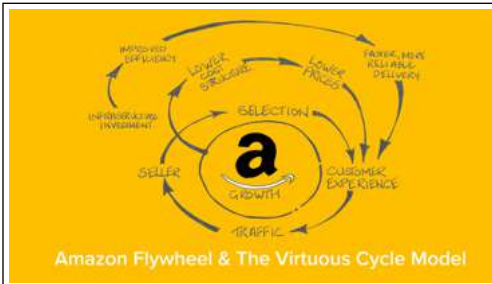


PAID
OWNED
EARNED
SHARED

marketing
média

SAMSUNG

BRAND CONTENT
\\vs.
content strategy



HubSpot

Attract Tools

- Ads
- Video
- Blogging
- Social media
- Content strategy

Engage Tools

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation

Delight Tools

- Smart content
- Email marketing
- Conversations inbox
- Attribution reporting
- Marketing automation

HubSpot

Apply the FLY WHEEL to your GEM MSD master :

- 1:
- 2:
- 3:

HubSpot Academy

AI Courses & Certifications

<https://academy.hubspot.com/>

ZMOT

WINNING THE ZERO MOMENT OF TRUTH

JIM LECINSKI
CHIEF ZMOT EVANGELIST

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



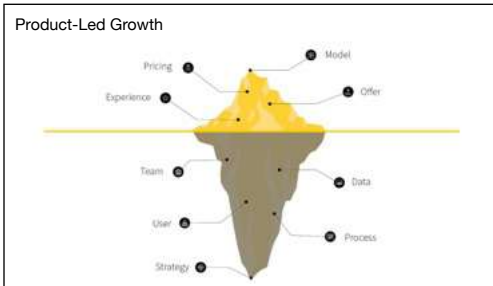
think with Google **ZMOT → micro moments**

<p>I want to know moments</p> <p>65% of mobile smartphone users use their smartphones to research before a purchase.</p> <p>66% of smartphone users look to their phones to help go shopping. This was a 17% increase.</p>	<p>I want to go moments</p> <p>2X increase in "buy now" search volume in mobile apps.</p> <p>82% of smartphone users use a mobile device when looking for a local business.</p>	<p>I want to do moments</p> <p>91% of smartphone users look to their phones to help with a task, including what to buy.</p> <p>100M+ hours of "how-to" content has been downloaded in the past year.</p>	<p>I want to buy moments</p> <p>82% of smartphone users check their phones when looking for a product to buy.</p> <p>29% increase in mobile conversions in the past year.</p>
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3 KEYS MIX Product KPI DATA

M3 Modern Marketing Model

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



CAC < LTV

Customer Acquisition Cost < Life Time Value

Equation du business développement ROMI 3:1

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

$$LTV = \text{Average value of purchase} \times \text{Average number of purchases per year} \times \text{Average value of customer}$$

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

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

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).

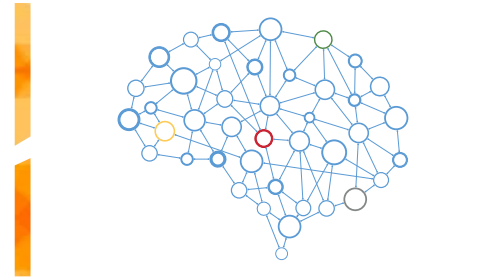
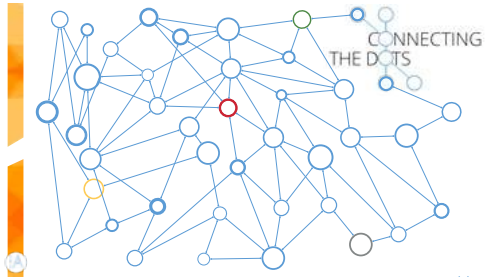
To calculate your LTV:CAC ratio, divide your LTV by your CAC from the previous example, which was \$24. The resulting ratio is 3.33, indicating that for every dollar spent on...

workshop

huberkratoff

GROUP WORKSHOP

- 1. Qrcode
- 2. Slido
- 3. Exemple de phygital
- 4. MVP
- 5. digital=?
- 6. UX = CX?
- 7. SEO
- 8. NPS
- 9. What is WHOIS
- 10. VOC
- 11. Zero to ... ? (book)
- 12. Def. marketing
- 13. Formula for NPS
- 14. Full Stack
- 15. EX ????????
- 16. TAM vs. SAM
- 17. Reddit
- 18. SAM vs SOM
- 19. Audience Interaction
- 20. 3 digital pillars
- 21. POC
- 22. Done is better than ??
- 23. Fail fast or slow
- 24. SGE
- 25. GTM
- 26. Deming Wheel in startup
- 27. CES ?
- 28. ICP
- 29. IOT
- 30. LinkedIn SSI
- 31. MtoM
- 32. Moore (Gordon)
- 33. Rifkin
- 34. Touchpoint
- 35. WEBS
- 36. customer journey
- 37. Csat
- 38. YC Business Model
- 39. POC
- 40. PAIN POINT
- 41. SKO
- 42. Empathy MAP
- 43. SERP
- 44. Unicorn
- 45. Sales funnel
- 46. Contribution
- 47. PMF
- 48. Registrar



GROUP WORKSHOP

Connect the dots between these 3 concepts and propose your point of view on how they interact, how they are connected, how they converge (or diverge) in two or three paragraphs (min 150 words).
It's a group work, you can use any tool, including AI, to prepare but during the exercise-test just a single sheet of paper (handwriting only) is allowed.

GROUP WORKSHOP

- 1. Strategy
- 2. SAAS
- 3. Zero to One
- 4. Data Marketing
- 5. PLG
- 6. Persona
- 7. Lead Nurturing
- 8. Gafam
- 9. Ecosystem
- 10. AAARRR
- 11. SQL
- 12. VUCA
- 13. Positioning
- 14. Analysis
- 15. Data
- 16. LTV
- 17. Taxonomy
- 18. SEO
- 19. Reach
- 20. SGE
- AAARRR
- Cloud
- Wearable
- Quality
- Market Pull
- Sales
- Platform
- UV
- BI
- Difficult
- Target
- Goal
- MMM
- Retail Media
- SEA
- KPI
- SERP
- Lead
- UX
- Rolox
- Bias
- Advertising
- Techno Push
- Email
- Next
- Coopetition
- Cookieless
- MQL
- SWOT
- CAC
- Strategy
- Pricing
- Search
- Time Line
- Answer

techno push
vs.
market pull

techno
p u s h
putsch

1/ marketing de l'offre

CATALOGUE PRODUIT
Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution



2/ marketing de la demande

Portefeuille de clients
Persona
Carte empathie
Problèmes réels
Value proposition
Offre (solution qui résout le problème)
Distribution



RASOIR OKAM*
"All things being equal, the simplest solution tends to be the best one."
William of Ockham
Solutions complexes multi-factorelles
simple solution
BEST CHOICE

MVS

minimum viable strategy

MVP

minimum viable product



MLP

minimum lovable product



PMF

PMF (infini ∞) ≠ PF (product fit 1+ user)

Ordre / Définition / Schéma :

- 1 Prototype (wireframing)
- 2 MVP (mini viable product)
- 3 PMF (product market fit)
- 4 Pivot (changement de stratégie)
- 5 Scale (passage à l'échelle)
- 6 POC (proof of concept)
- 7 GTM (Go to Market)
- 8 Démonstrateur, Pilot
- 9 Use case (Business case, cas d'usage)

AdTech
MarTech

RETAILIGENCE
RETAILIGENCE



<https://numeum.fr/>



adomik French Programmatic Trend April 2024

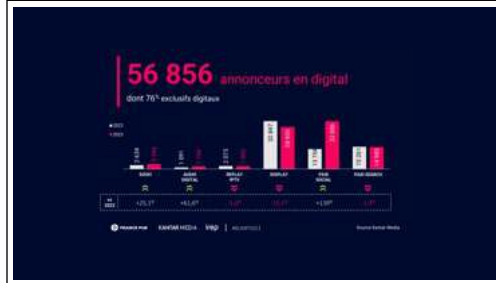
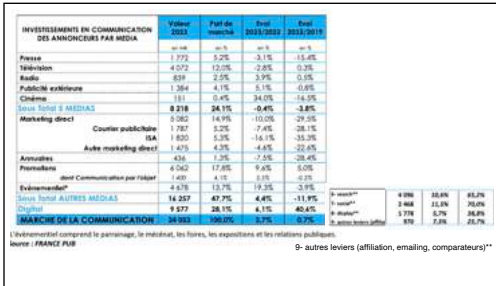
Business Segment	Share of Voice	CPM	MoM Spending trend
1. Retail and E-commerce	38.1%	€4.80	+10%
2. Automotive & Vehicles	10.7%	€6.62	-25%
3. Consumer Packaged Goods (CPG)	6.8%	€6.27	+1%





Baromètre Unifié du Marché Publicitaire et de la Communication (BUMP)

Média	Revenu 2023 (M€)	Revenu vs 2022 (%)	Revenu vs 2019 (%)
Total des médias	12 213	3,4	14,1
Comme	84	8,4	13,3
Public	124	3,1	11,1
Presse	1 148	-2,7	non qualifié
Publicité extérieure	3 040 000	12,2	13,9
Événementiel	4 478	9,2	non qualifié
Presse (hors édition de Presse, Audio, Vidéo)	840	6,1	10,4
Public digital	non qualifié	21,7	non qualifié
Autres médias	non qualifié	17,3	non qualifié
Marché global de la communication	4 478	13,1%	19,3%
Autres	non qualifié	4,4	10,4
Marché publicitaire (excl. radio)	1 082	7,4	10,4



CAC x 3 /an

Customer Acquisition Cost

coût pub + enchères
 coût juridique
 concurrence
 ARPU baisse
 difficulté abonnement

« AdTech & Programmatic »

RTB AdExchange



Real Time Bidding Programmatic

France Color of the Year 2024



2 concepts reach impression (clic)

France Color of the Year 2024

3 méthodes d'achat
PPC
CPM
CPA

2 inventaires d'achat
Mots-Search
Display&Vidéo

Inventaire publicitaire

- Premium**
home, actu, saison, thème, event...
- Secondaire**
articles anciens
- Long Tail**
articles périmés mais indexés



Achat d'espace
Achat d'audience



4 lieux d'achat
Website
InApp/ Mobile
InStream/ Meta
Social

Getting LEAN with Digital Ad UX



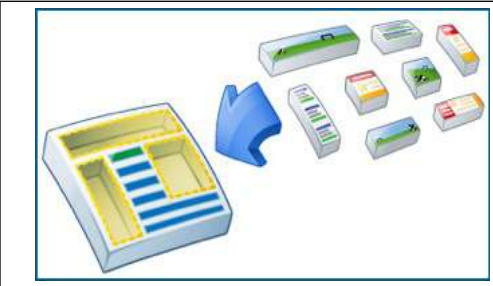
LEAN

- LIGHT
- ENCRYPTED
- AD CHOICE SUPPORTED
- NON-INVASIVE ADS

RTB Ciblage + Enchère

- Programmatic advertising
- ADTECH (MARTECH)
- Achat d'espace programmatique
- Automation
- Transaction auto
- RTA / RTM (temps réel)

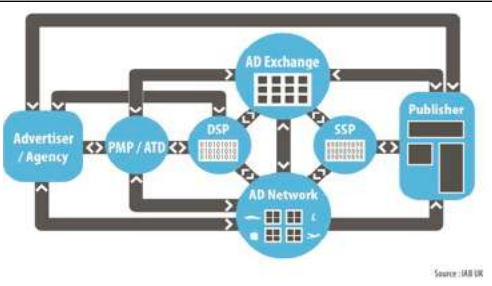
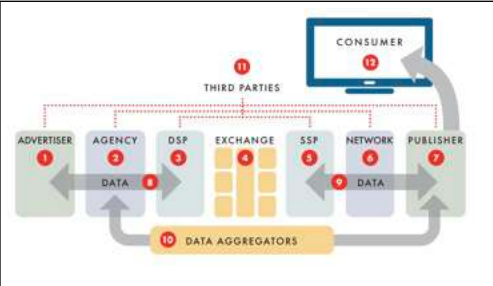
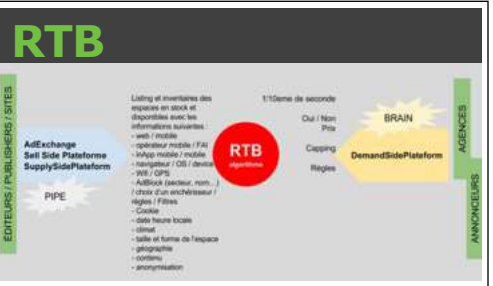
Real Time Bidding

DCR data clean room

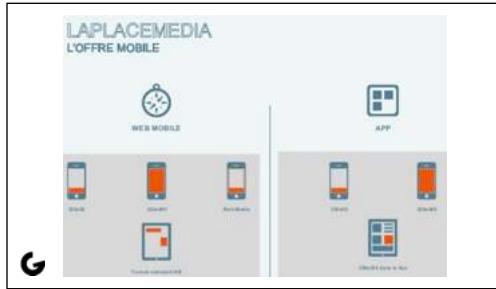
Retailers, broadcasters and walled garden platforms are among the first movers. In some cases they're partnering with independent third-party clean rooms and in others they're using clean rooms built within a walled garden. Some clean rooms enable only measurement and analytics, while others can be used to target ads.

At their most basic, data clean rooms are privacy-based technologies that allow companies to merge and match two or more first-party data sets in order to create a new audience or analytics segment informed by both data sets – but without ever allowing either side's personally identifiable information to be exposed to the other.



A PREMIUM PUBLISHER COOP
 REPPING MORE THAN 100 MEDIA BRANDS





Google Sparte

Solutions programmatiques, 100% mobiles

tous les standards mobiles sont accessibles en programmation

The image shows two columns of mobile devices. The left column is labeled 'Smartphones' and shows an iPhone, a Samsung Galaxy, and a Huawei. The right column is labeled 'Tablettes' and shows an iPad, a Kindle Fire, and a Kindle Paperwhite. Each device displays a mobile advertisement.



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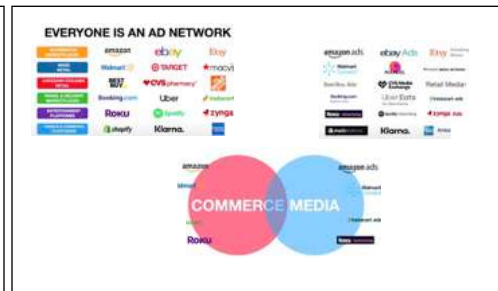
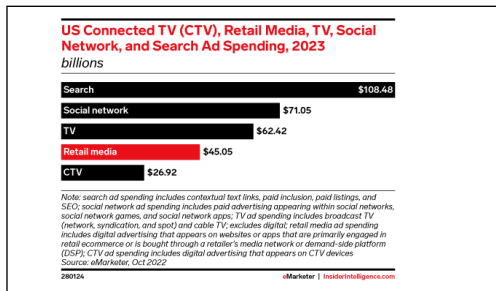
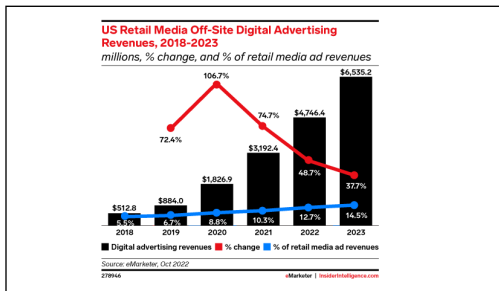
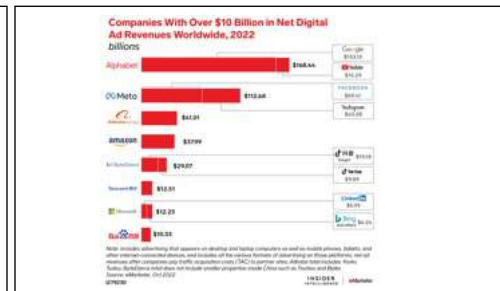
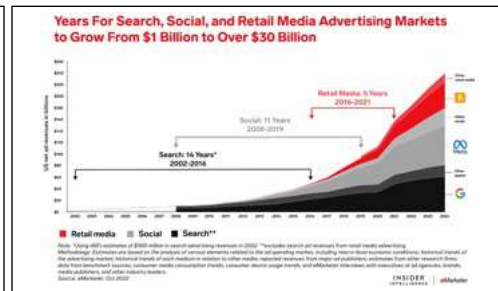
Retail Media



consiste à utiliser les **espaces médias** des détaillants (point de vente, distributeur, retailer...) pour atteindre les consommateurs pendant leur parcours d'achat, que ce soit en magasin physique (off site) ou en ligne (on site)

Retail Media
dernier né de la famille
search, publicité,
AdTech, data(FPD)

Au milieu de plusieurs catégories



Les principes directeurs d'Amazon Ads nous aident à créer des solutions durables

The infographic features a central circle with 'amazon ads Guiding Principles'. To the left, it lists '#1 Confiance client' (Customer Trust) and to the right, '#2 Performance Annonceur' (Advertiser Performance).

Notre Vision

Le futur de l'AdTech: l'IA au service de la prise de décision informée et transparente, fondée sur des signaux durables et sécuritaires de navigation, d'achat, et de streaming

Utiliser des solutions pertinentes et durables pour alimenter vos stratégies média dans un environnement cookieless

- 1 Audiences personnalisées et modélisées
- 2 Audiences contextuelles
- 3 Mesure avancée

Jusqu'à +30% d'augmentation de couverture

Amazon Marketing Cloud

Des insights pour informer l'optimisation de vos campagnes

Solution Clean Room sécurisée, garantissant l'intégrité des données personnelles, hébergée sur le Cloud.

Une marque CPG a utilisé Shopping Insights pour comprendre et optimiser la Customer Lifetime Value (CLV) du client

Impact de l'activation publicitaire sur les dépenses de non-Español:

- +50% Dépenses moyennes
- +41% Taux d'engagement
- +10% Taux de conversion

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I-want-to-know moments	I-want-to-go moments	I-want-to-do moments	I-want-to-buy moments
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving

I-want-to-know moments: A1: A2: A3: A4: A5:	I-want-to-go moments: B1: B2: B3: B4: B5:	I-want-to-do moments: C1: C2: C3: C4: C5:	I-want-to-buy moments: D1: D2: D3: D4: D5:
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving

I-want-to-know moments: A1: A2: A3: A4: A5:	I-want-to-go moments: B1: B2: B3: B4: B5:	I-want-to-do moments: C1: C2: C3: C4: C5:	I-want-to-buy moments: D1: D2: D3: D4: D5:	I-want-to-??? moments: E1: E2: E3: E4: E5:
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving	???

I-want-to-know moments: When someone is exploring or researching, but is not necessarily in purchase mode.	I-want-to-go moments: When someone is looking for a local business or is considering buying a product at a nearby store.	I-want-to-do moments: When someone is completing a task or trying something new.	I-want-to-buy moments: When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.
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I-want-to-know moments: 65% of people concerned look up extra information before they decide if they want it. 66% of consumers make sure to read reviews before buying something they see on a TV commercial.	I-want-to-go moments: 2X increase in "they just" search interest in the past year. 82% of consumers used one or more digital devices to search for a local business.	I-want-to-do moments: 91% of consumers want help to determine what they should buy next. 100M+ digital "to-do" items have been searched for within the last year.	I-want-to-buy moments: 82% of consumers want to consult their phones when in-store deciding what to buy. 29% increase in mobile conversion rates in the past year.
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What are Topic Clusters?

Act Think Impact

L'école en quelques chiffres.

8 implantations internationales.

06 25 50 8000
143 125 4000
46% 500 50

2 350 1000

G

Hubert Kratiroff

12 rue Pierre Sébastien - 10000 Gatineau

Act Think Impact

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