

Climate Change
 The Paris Agreement
 Building Climate Resilience
 Understanding Climate Risk
 The Paris Agreement
 The Social Cost of Carbon
 Building on Climate Action
 Transitioning to Clean Energy

Google's first advanced nuclear clean energy deal
 AMZ build SMR small modular reactor

wnn world nuclear news
 Facebook owner Meta seeks up to 4 GW nuclear capacity
 https://world-nuclear-news.org/articles/facebook-owner-meta-seeks-up-to-4gw-nuclear-capacity

TESLA : Master Plan 4
 Master Plan Part I
 Master Plan Part II
 Master Plan Part III
 Master Plan Part IV
 Master Plan Part V

Digital Power Global Project Portfolio
 Net-Zero Pathways

THE CLIMATE PLEDGE

amazon
 The Climate Pledge
 Amazon is committed to building a sustainable business for our customers and the planet. In 2019, Amazon co-founded The Climate Pledge—a commitment to be net-zero carbon across our business by 2040, 10 years ahead of the Paris Agreement.

Amazon Sustainability
 Further and Faster, Together
 Net-Zero Carbon by 2040
 Net-Zero Carbon
 Renewable Energy
 Shipment Zero
 Climate Pledge Fund
 Right Now Climate Fund
 THE CLIMATE PLEDGE

Le **technosolutionnisme**, ou solutionnisme technique, est la confiance dans la technologie pour résoudre un problème souvent créé par des technologies antérieures.
 Selon ce concept, tous les problèmes pourraient trouver des solutions dans des technologies meilleures et nouvelles

L'effet rebond « plus il y a de nouvelles technologies rendant efficace la consommation d'une ressource, plus la demande pour cette ressource augmente »
 = Paradoxe de Jevons

Science Based Targets initiative (SBTi)
 SCIENCE BASED TARGETS → The Net-Zero STANDARD
 DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

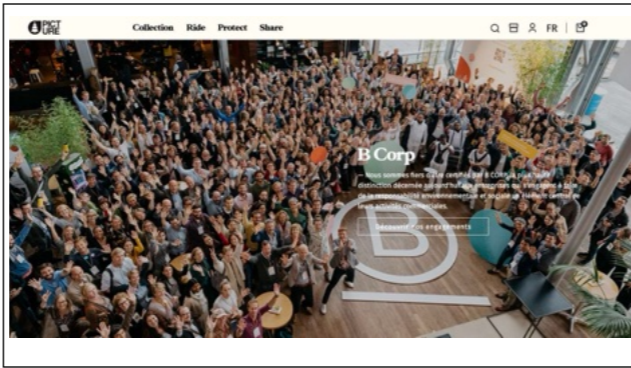
AMBITIOUS CORPORATE CLIMATE ACTION
 Lead the way to a zero-carbon economy, boost innovation and drive sustainable growth by setting ambitious, science-based emissions reduction targets.

IT'S HERE!
 The world's first
 NET-ZERO STANDARD
 #NetZeroStandard
 The Net Zero STANDARD
 SCIENCE-BASED TARGETS

Science Based Targets Initiative
 More than 150 financial institutions
 HAVE HAD THEIR SCIENCE-BASED TARGETS VALIDATED

SGN
 Always start with good news
 some good news

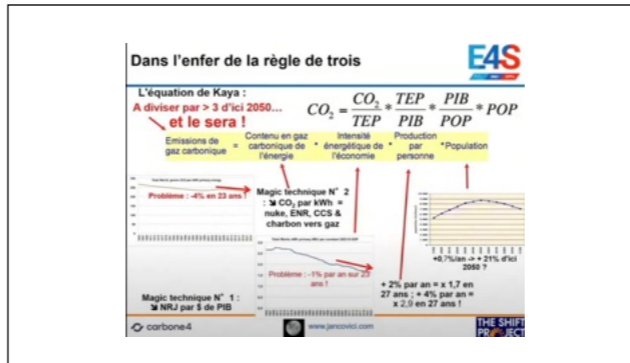
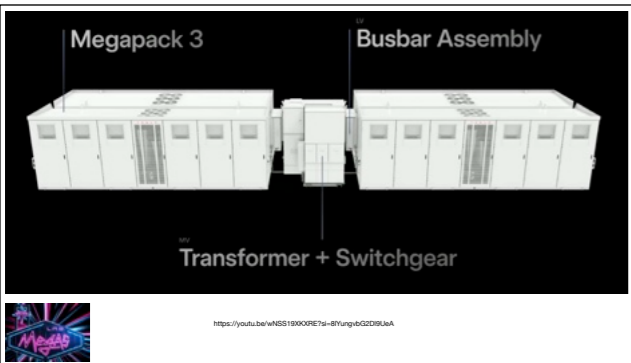
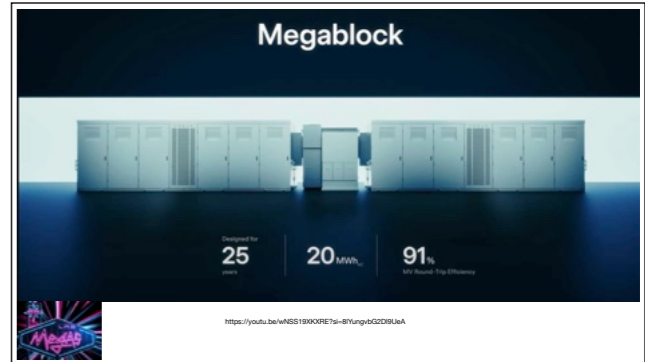
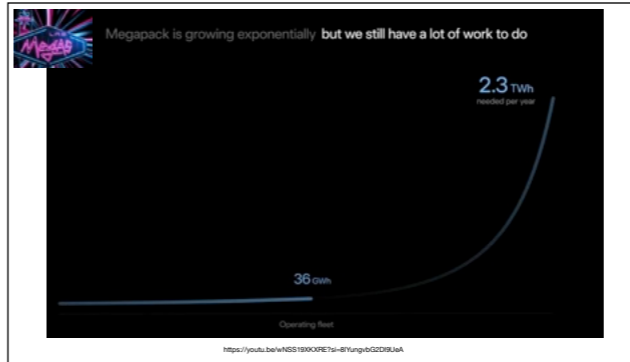
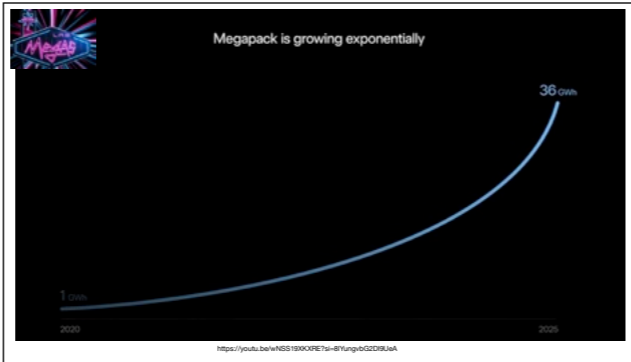
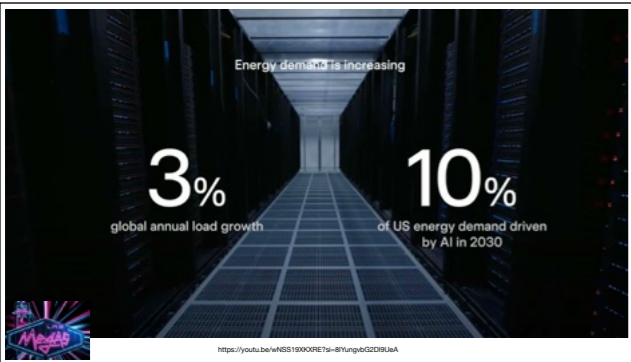
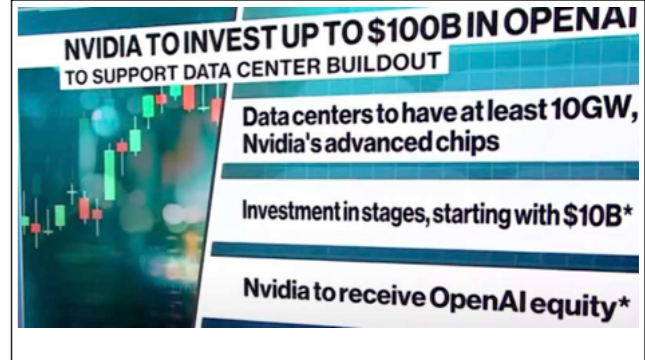
ON RUNNING CloudNeo
 On Cloudneo - Specs
 So how does the On Running Cyclon program work?



Il n'y a pas d'amour, il n'y a que des preuves d'amour

Il n'y a pas de transformation digitale
il n'y a que des preuves de changements
digitaux
numériques
cyber
technologiques
ESG CSR RSE

?

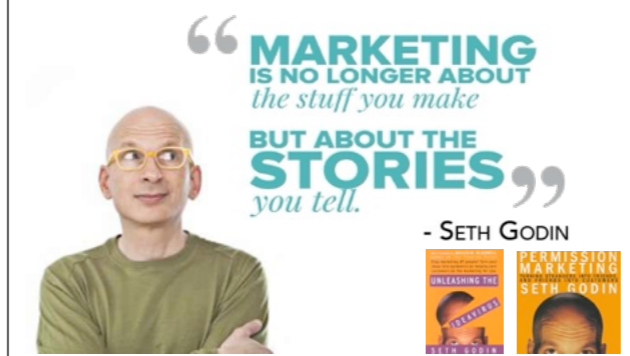
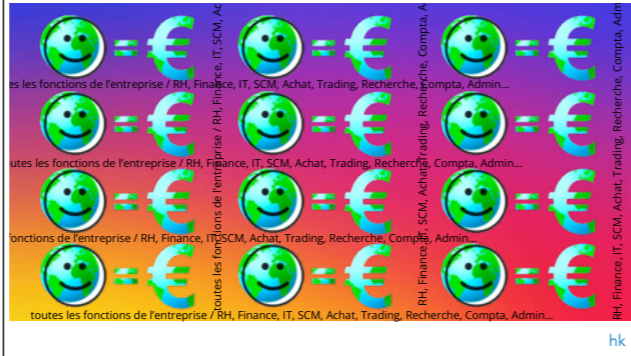
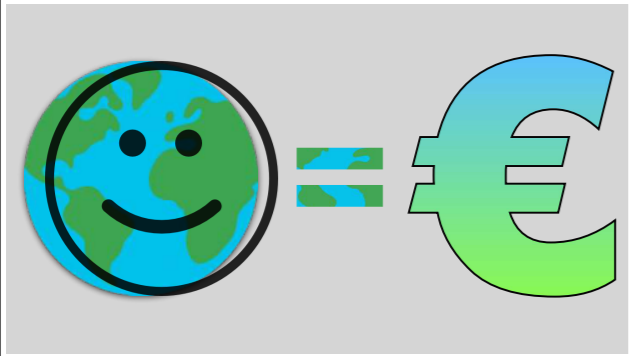


DÉF

marketing
**créer de la valeur
 pour l'écosystème,
 le client et
 l'entreprise**

marketing
**créer de la valeur
 pour l'entreprise,
 le client,
 et l'écosystème**

marketing
**recherche
 de la valeur
 pour tous**



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

Seth Godin

Ne cherchez pas des clients pour vos produits. Cherchez des produits pour vos clients.



« meeting needs profitably »

Philip Kotler
 (2006 12^{ème} édition de Mkt Mgt)

The best marketing strategy ever /

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar



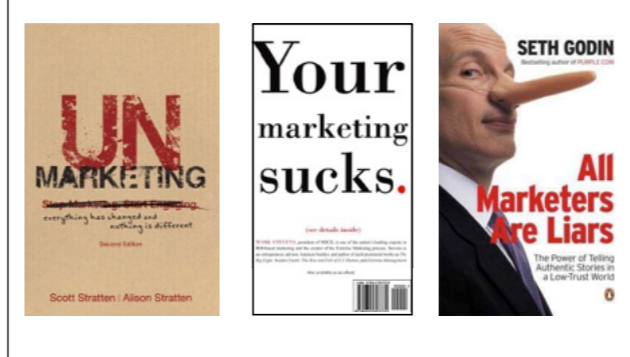
 Stéphane Truphème
 CaptainMarketing.io

**Le Marketing est
 l'Art de la Conviction**

Le marketing est devenu une méta-compétence

Marketing sucks





THE ANVIT
Marketing Glossary

Planète False number that keeps you engaged	Content Begin to one reader
Outbound Outgoing email, mail to a Day later	Thought leadership Content you're not sure about
Brand Marketing but with more definition	Positioning History
Brandmarks Google+ icons	Word of mouth The only way to sell, the best way to market
Brandmark One That one	Product marketing Selling a new product to customers
Marketing collateral A PDF that sales will never use	Propaganda 101 10 Cheapt articles
Lead gen Selling to one reader	Ask Writing Selling to one reader
Content marketing Selling to one reader or Facebook group	Brand History knows
SEO Marketing	Partnership One who goes at the back
Adverse requests Block content you look at every day	

- YouTube**
YouTube : vous pouvez désormais générer des revenus dès 500 abonnés
- Formation**
Se reconvertir comme data engineer pour valoriser les données des entreprises
- Publicité**
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

FKLG.
bref. j'fais des webinars.

“your happiness is my business”

Aphorisme de Hubertkratoff
Inspiré par Gérard Pélisson & Paul Duboisle

Golden Circle

Simon Sinek

UX vs. CX

UX > CX

En nombre : plus de users que de clients

CX > UX

En qualité : plus de contacts avec les clients

UX → UE
user engagement

DIGITAL mindset

UX
CX → **UE**
EX

User Engagement = SALES

Taxinomie

UX

- physique
- web
- mobile
- sociale
- metavers

face à face
téléphone
web1 2
web3
in APP
push
réseaux sociaux
réseau spé
metavers
marque
meta gén

DIGITAL mindset

1/ marketing de l'offre

techno push putsch

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

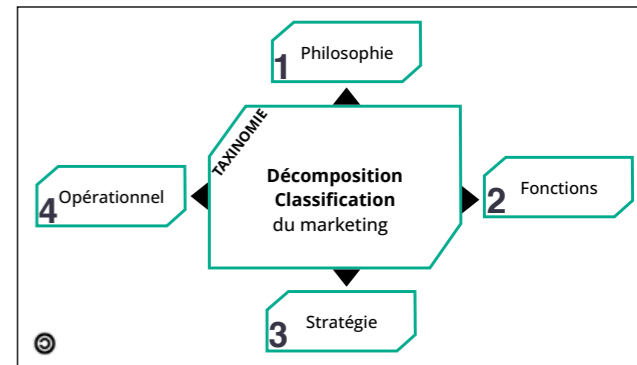
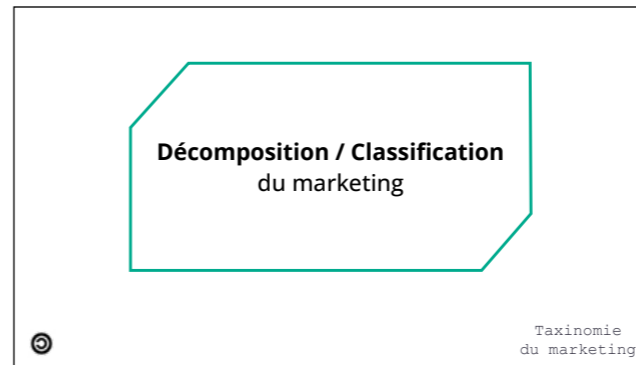
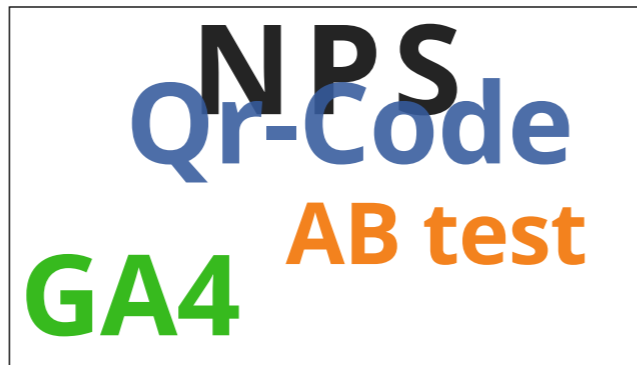
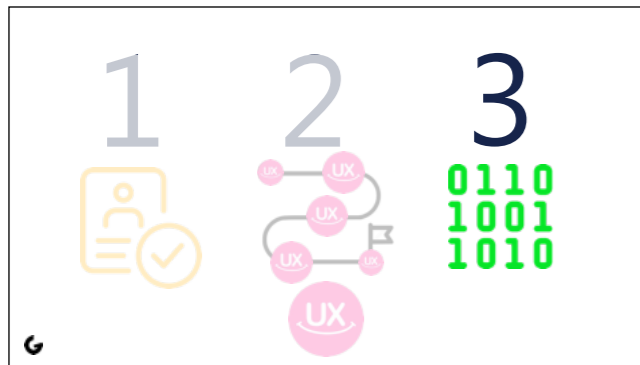
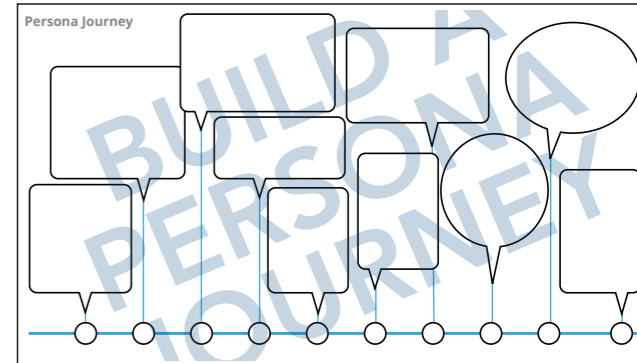
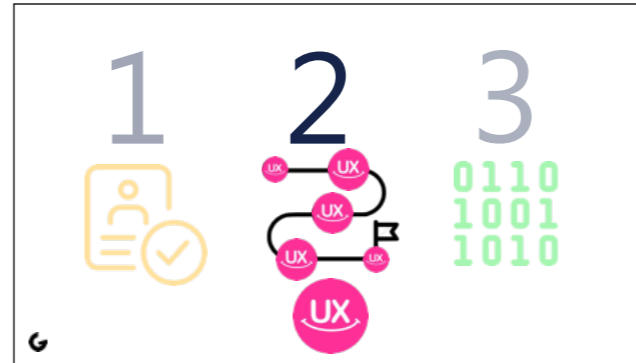
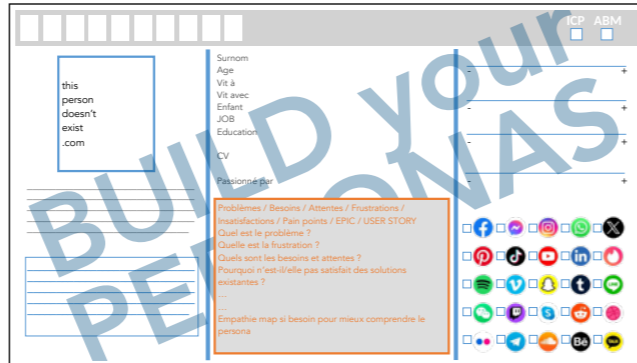
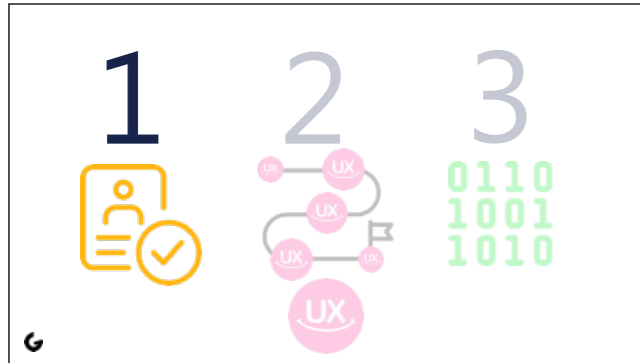
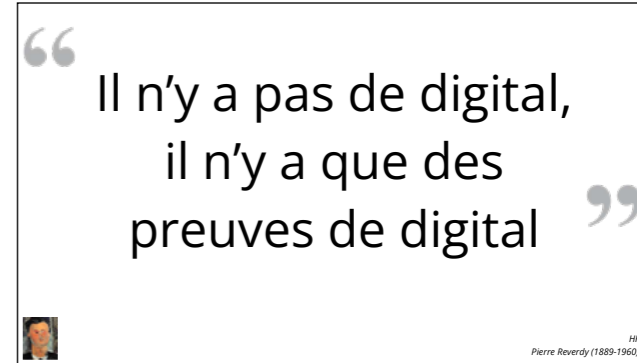
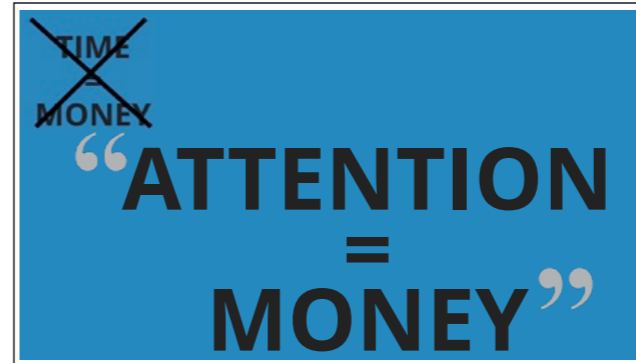
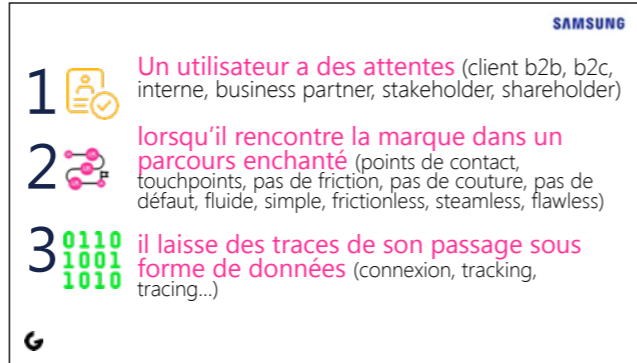
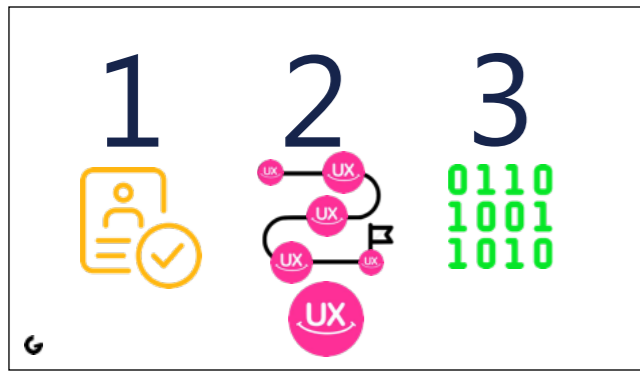
IMC
Integrated Marketing Communication

2025-2026 hubert kratoff

IMC
MARKETING

3 PILIERS DU DIGITAL

Décodage | Définitions



1	2	3	4
Philosophique vision culture	Fonction tâche d'entreprise	Stratégique long terme PM + BP	Opérationnelle court terme PA
0	0	4	3
-	-	-	26

Philosophie

Consommateur au centre = démocratie marketing
 Consumer focus = vision & mission
 Enchantement de l'UX

customer obsession

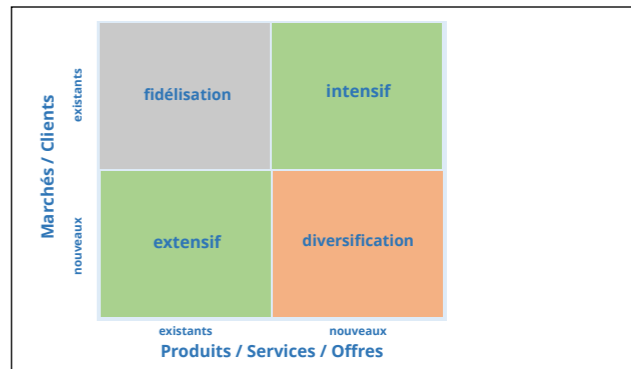


Marketing STRATÉGIQUE

Couple produit / marché

Fondamental du marketing
 Sert de base à Ansoff
 Sert de base au positionnement
 Principe de la segmentation

Outil de réflexion universel



Marketing Opérationnel

=

26 moyens en 3 catégories EN FUSION
 Digital vs. Classique vs. Trade


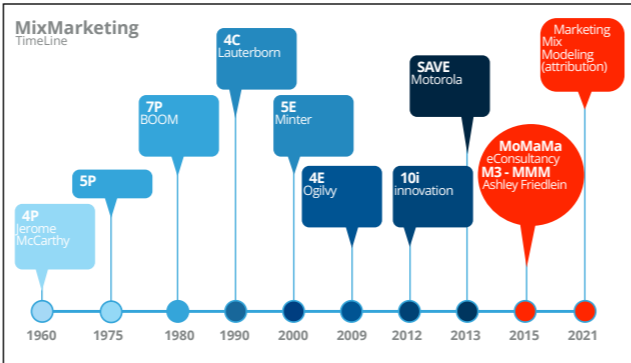
Marketing Opérationnel	26
M Mix	10
Trade / Retail Media	8
Digital M	8

- ### M3 - MMM - Modern Marketing Model
- | | |
|-------------------------|------------------------|
| 1. Strategy | 6. Positioning |
| 2. Market Orientation | 7. UX / CX & content |
| 3. Customer insight | 8. Distribution |
| 4. Brand & Value | 9. Promotion / IMC |
| 5. Segmentation Persona | 10. Data & Measurement |

- ### M3 - MMM - Modern Marketing Model
- I. Strategy
- Analysis Planning
2. Market Orientation
 3. Customer insight
 4. Brand & Value
 5. Segmentation Persona
 6. Positioning
- Execution
7. UX CX content
 8. Distribution
 9. Promotion / IMC
 10. Data Measure

M3 - MMM - 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 / IMC
10. Data & Measurement

- ### Trade/Retail marketing
1. FDV
 2. Retail Media
 3. PIM Product Info Management
 4. CGV, EDI, SCM & LOGistique (process)
 5. COPromotion, comarketing, coadv
 6. LOBBying / Public Relation
 7. MERchandising / DOOH
 8. Learn Marketing

- ### Digital Marketing
1. Web Management
 2. Data & Research management
 3. Référencement (SEARCH)
 4. Strategie (M/s/w)
 5. Commerce (M/s/w)
 6. Publicité (M/s/w)
 7. ...
 8. ...

- ### Digital Marketing (BIS)
1. Web Management
 2. Data & Research management
 3. Référencement (SEARCH)
 4. Web (Strat, com, pub...)
 5. Mobile (Strat, com, pub...)
 6. Social (Strat, com, pub...)
 7. Metavers (Strat, com, pub...)
 8.

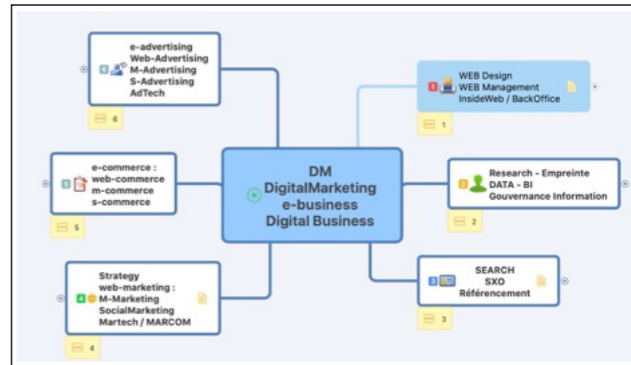
Taxinomie

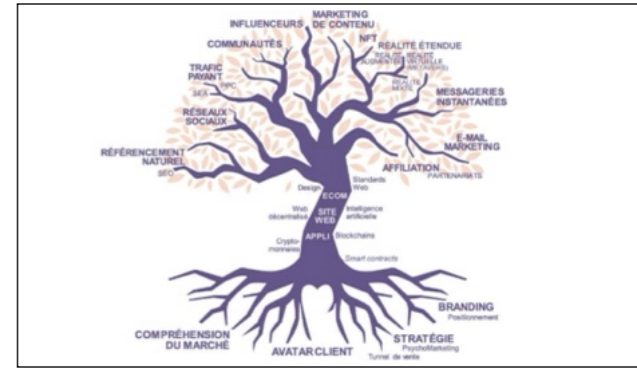
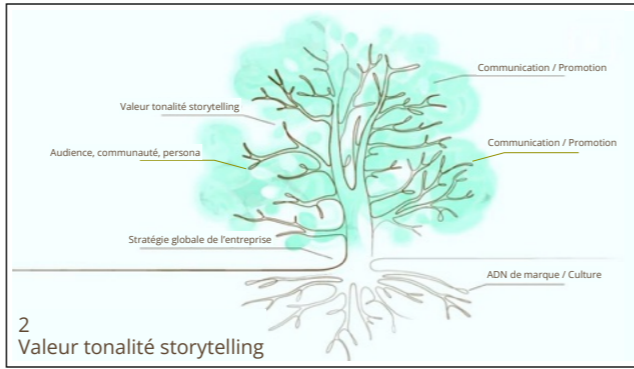
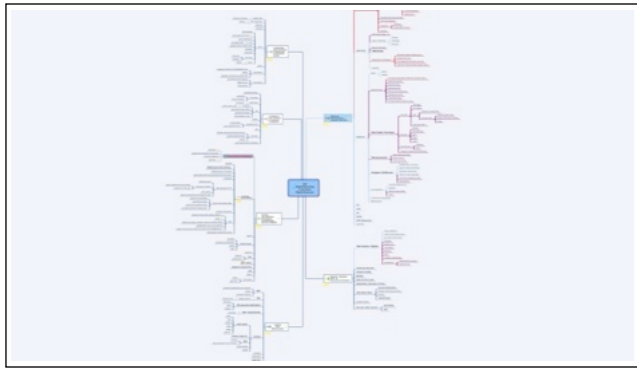
physique face à face
 web téléphone
 mobile web1 2
 sociale web3
 metavers in APP
 réseaux sociaux push
 réseau spé réseaux sociaux
 metavers marque
 meta gén




TAXINOMIE

Digital Marketing



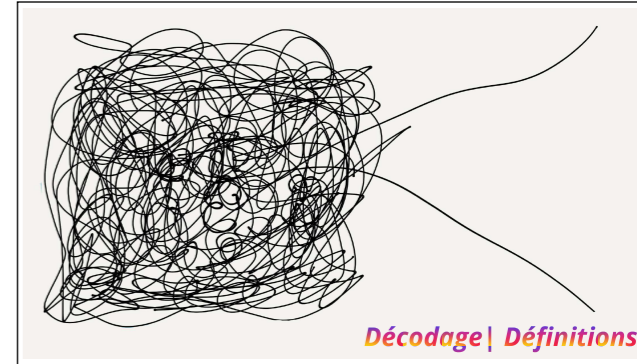
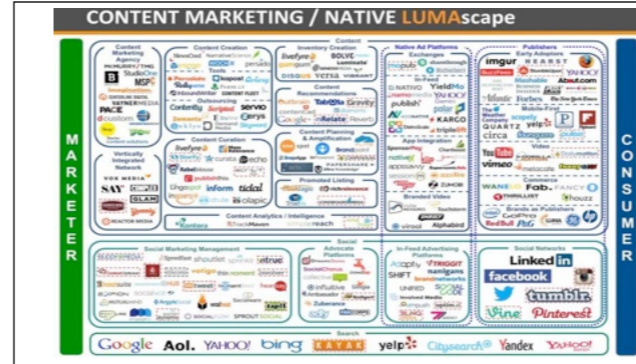


The Periodic Table of Content Marketing

An overview of the key elements of content marketing

A seven-step guide to success

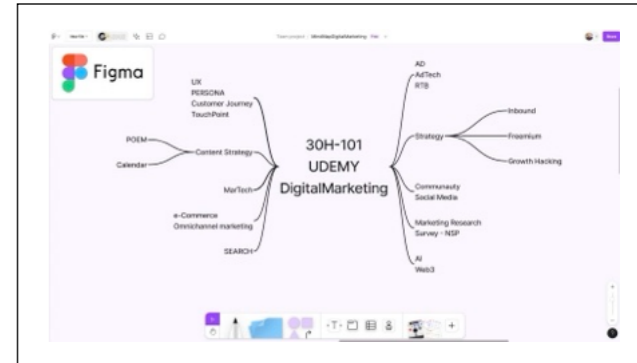
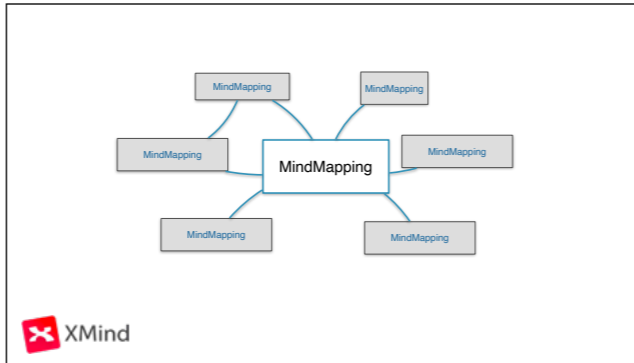
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Ar	Sh	Ni	Do	Cl	Kp
Vl	Vi	Sm	Rp	Pm	Dg
It	Re	Qu	Ti	Sp	Ca
Ev	Wh	Iv	Ra	Lb	Hi
Cm	Ap	Oz	Ex	Pd	Fu
To	Eb	De	Gf	Da	Pc
P	So	Ga	Mm	Fr	Tm
Ei	Em	Fu	Sx	Sg	Mv
		Iq	Se	Ce	Fm



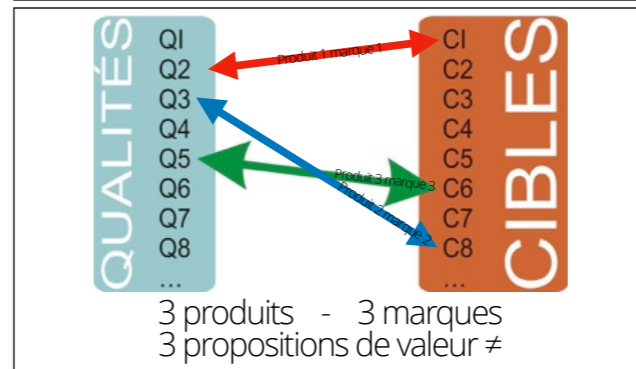
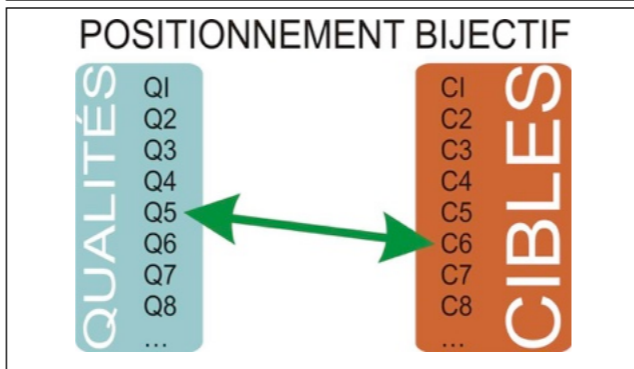
XMind 8
The Most Popular Mind Mapping Tool

coggle.it

Whimsical



Discipline reine du marketing
=
Positionnement



Key TakeAways
ce qu'il faut retenir

Adresser
une qualité
à une cible



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

« TRUTH
IS IN THE
PRODUCT »

BILL BERNBACH
DDB

UX CX EX → UE

NUMÉRIQUE
DIGITAL
CYBER
PROGRÈS MORAL

marketing
créer de la valeur
pour l'écosystème,
le client et
l'entreprise

VUCA THE TRUTH IS IN ...

2% POSITIONNEMENT

MMM
MODERN MARKETING MODEL
10 POINTS

ADVERTISING IS THE PRICE ...

Marketing Opérationnel	26
M Mix	10
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Digital M	8

3 PILIERS DU
DIGITAL
USER
JOURNEY
DATA

3 LOIS DU MARKETING

EXPLORE
BEYOND
HORIZONS

GEM Alpine Business School

2025-2026 hubert kratzoff

ALL YOU NEED IS
DIGITAL MARKETING

MKTG



G

GEM Alpine Business School

12 rue Pierre Sémard - 38000 Grenoble
183 avenue Jean Lohse - 38000 Puytren

EXPLORE BEYOND HORIZONS

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