

Threads, an Instagram app

4.5 milliards de users
3h / jour
15 milliards de CA
ROI = pub x 10

Instagram Analytics

Reach: 3,515

Engagement: 252

BlueSky // BSKY

Starter Kit Numérique & Digital

reddit

Pinterest Presents
THE GLOBAL MARKETING EVENT OF THE YEAR
OPERATION: IT'S POSSIBLE

4,2M
+8,2%
+9pts
256K€
+4pts
2,66

/les petits réseaux_

SMM

STRAVA, reddit, discord, Pinterest, BeReal, goodreads, VIVINO, substack, Letterboxd

小红书, Weixin wechat, tiktok Douyin

/les super app_

SMM

Hubert Kratiroff
France

WeChat

WeChat TenCent

1998
O-ICQ -> QQ
+2011 WeChat
+2015 WeChat Pay
Mini MicroProgram
Open Source SDK

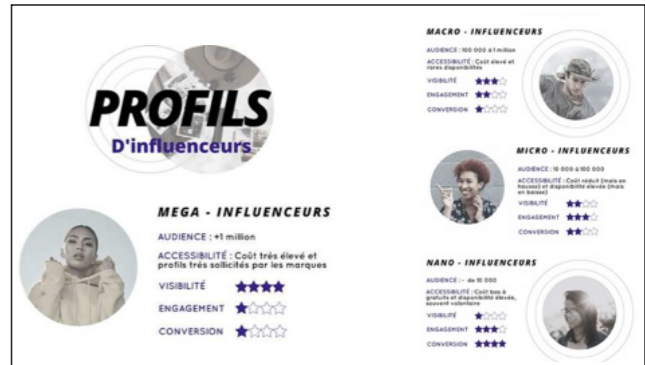
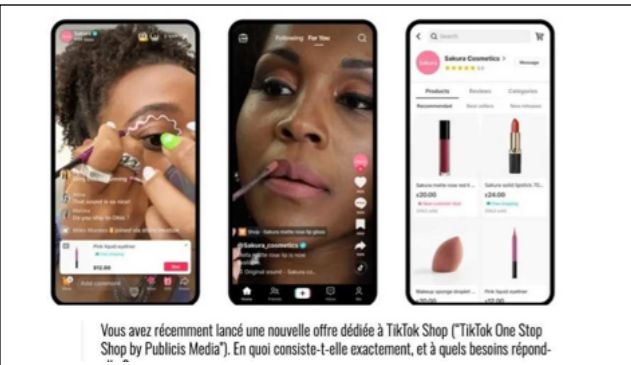
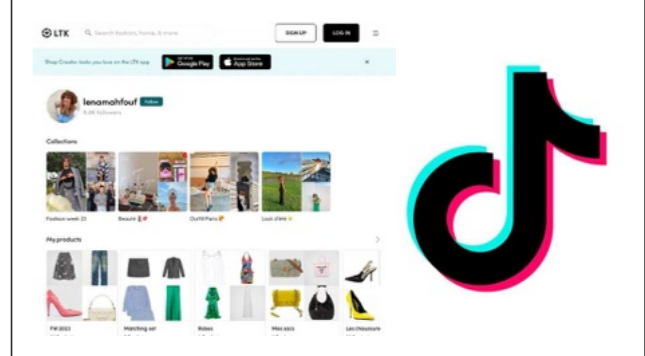
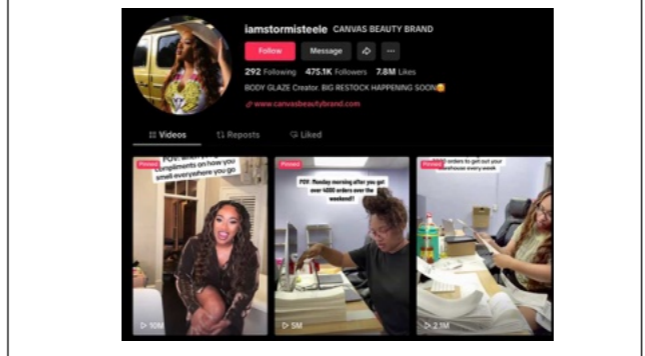
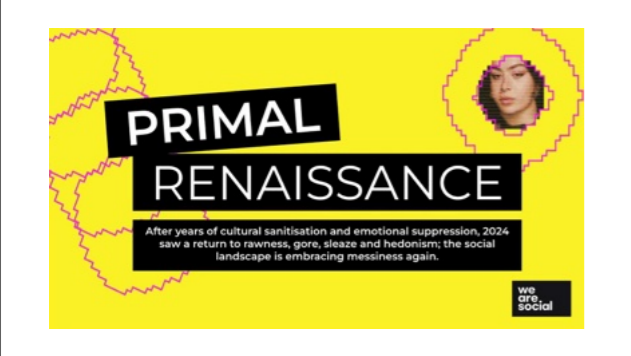
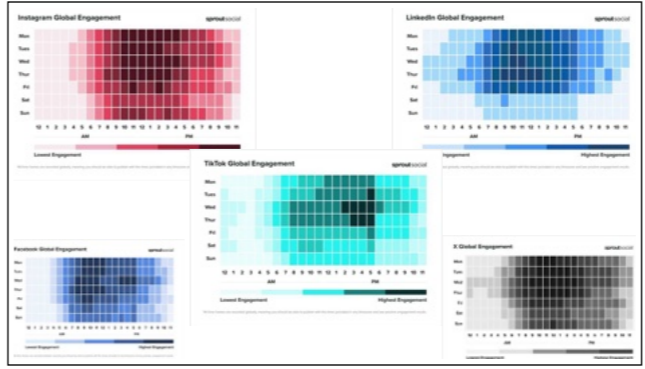
Gaming Music
Riot Game LOL
Supercell, UbiSoft
e-Sport
TME Tencent Music
Entertainment
Karaoke
Video

Tencent
Pony Ma
11e ste mondiale
5% Tesla

Everything APP X

/les missions du manager

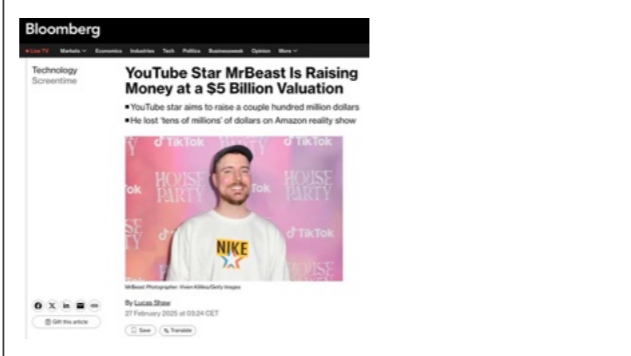
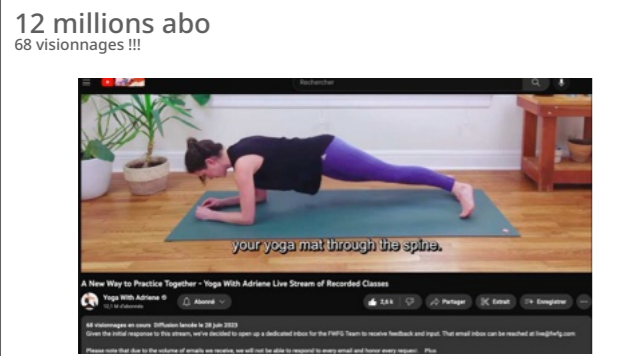
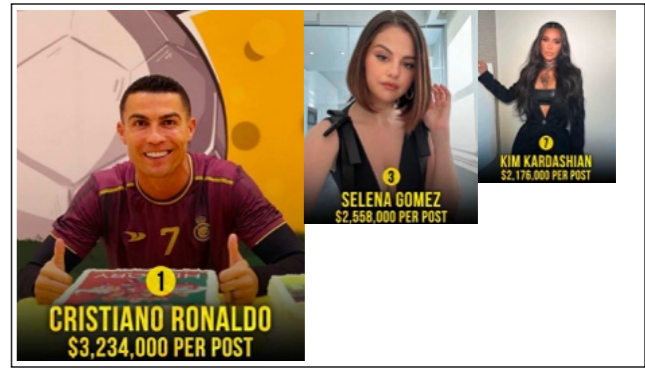
SOCIAL MEDIA MARKETING **SMM**





nano : moins de 10k (niche)
 micro : 10 à 50k
 middle: 50 à 100k
 macro : 100 à 500k
 mega : plus de 500k (célébrité)
 star : plus 2 millions

types d'influenceurs
<https://heads.io/blog/types-dinfluenceurs/>



Marketing d'influence

Les meilleurs outils pour trouver des influenceurs

- Kolsquare Marketing d'influence
- Stellar Marketing d'influence
- Upfluence Marketing d'influence
- HypeAuditor Marketing d'influence

Engagez 100% de vos collaborateurs

Une communication centralisée, et accessible pour tous les collaborateurs de votre entreprise, qu'ils soient connectés ou non.

Demandez une démo

Spotify
EconoMusic

where everyone is feeling something.

Your ads work harder on Spotify.

THE IS POP

AV-1

MERCH



How Big Is Taylor Swift? As big as the Beatles? Michael Jackson? Beyoncé? We crunched the numbers

You might have heard: Taylor Swift cannot be stopped. Her new album, "The Tortured Poets Department," sold 2.6 million copies in its opening week last month, earning Swift her eighth Billboard No. 1 album since 2020.

At the Grammy Awards in February, she became the first artist to win album of the year for a fourth time, breaking a tie with Frank Sinatra, Stevie Wonder and Paul Simon.

And earlier this month, Swift's Eras Tour, the 152-date, billion-dollar stadium takeover that began last year, resumed abroad before it returns to the U.S. in October.

Taylor Swift onstage at an Eras Tour show in New Jersey last year.

In 2023, according to the data tracking service Luminate, one in every 78 songs streamed in the U.S. was by Swift.

JKBX

THE NEXT ALTERNATIVE ASSET: MUSIC ROYALTIES

Musique en ligne : la chasse aux fausses écoutes s'intensifie

2%

La plateforme Spotify vient-elle de signer l'arrêt de mort des maisons de disques ?

Spotify dépose un brevet pour un algorithme de détection de talents qui pourrait aboutir à un profit dans son modèle. À terme elle signerait avec les jeunes talents des contrats exclusifs. Une déclaration de guerre pour les majors ?

