



- 1 Fondamentaux
- 2 New Marketing (UX)
- 3 SEARCH et IA
- 4 Content et IA
- 5 Réseaux sociaux et IA
- 6 Plan digital et outils
- 7 Plan digital et outils (2)
- 8 Influence
- 9-10 AdTech et AAARRR

#NEW Digital Plan

- 1/ Persona VOC
- 2/ Parcours Client
- 3/ Value Proposition
- 4/ Content Strategy
- 5/ DATA AAARRR

PRÉREQUIS

3 piliers du digital

- Persona + EmpathyMap + ICP
- Parcours client + point de contact
- UX et NPS
- Proto + Value Proposition + USP
- Content calendar, target, channel
- Budget
- AAARRR + sales funnel
- Data Driven marketing


SOMMAIRE

PLAN DIGITAL

<ul style="list-style-type: none"> Persona Audience VOC Aspirations Empathy Map ICP Pain Points Prof Social Media Insights 	<ul style="list-style-type: none"> UX Parcours client Point de contact Channel Audit Omni Channels MCA Customer journey TouchPoints 	<ul style="list-style-type: none"> Value proposition Offre / Prix Prototypage MVP POC AB testing USP Digital Twin 	<ul style="list-style-type: none"> Content Strategy Content Distribution Content Calendar by audience by channel Budget CAC 	<ul style="list-style-type: none"> DATA DRIVEN AAARRR Sales Funnel Business Model LTV vs. CAC TAM, SAM, SOM IS & BP
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01. 02. 03. 04. 05.

John

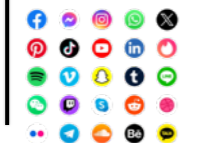


« QUOTE : happy to be an entrepreneur in Description: funder of an IOT company
9 employees
7 millions euros turnover
29 clients with 650 shops

Name
Age
Live With
Education
Resumé
Company 2012...2020
Products

PAIN POINTS

Revenues
Type of city
Frequency

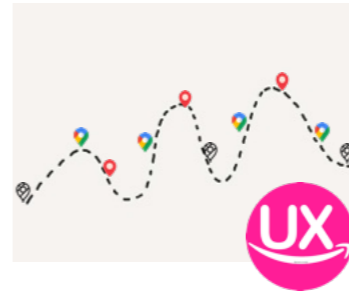


ECOLE DE LA FINANCE | RENALTY INTERNAL

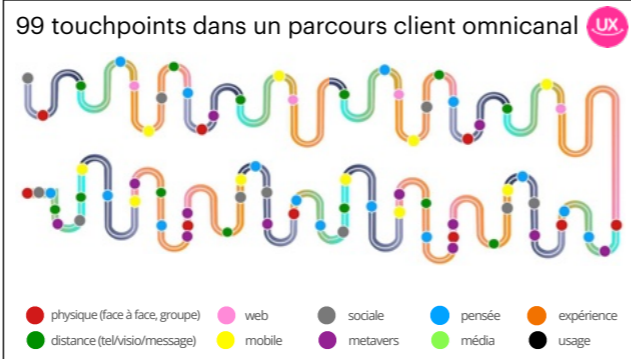
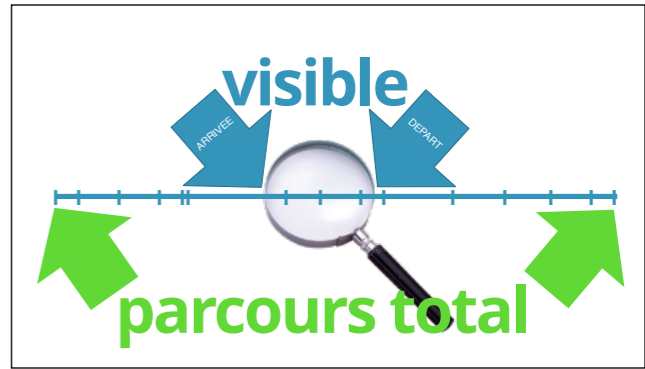
#2: 20 persona

identifier
- 20 persona
- dont 2 ICP

Parcours client
Point de contact
UX
Channel Audit
Omni Channels
MCA
Customer Journey
TouchPoints



02.



Taxinomie

UX

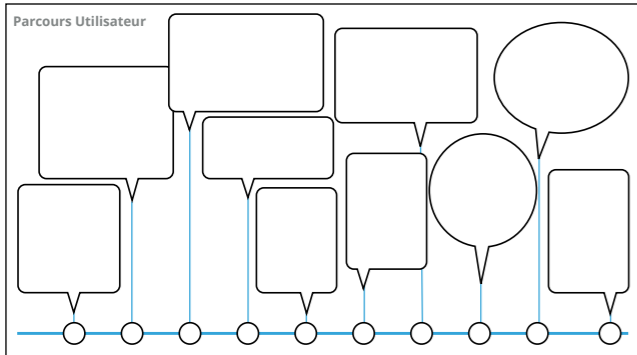
physique
web
mobile
sociale
metavers

face à face
téléphone
web1 2
web3
in APP
push
réseaux sociaux
réseau spé
dark social
metavers marque
gaming
digital twin
meta généré IA

DIGITAL mindset

#3: 80 touchpoint

identifier
- 80 touchpoints
- visible / invisible
- conscient / inconscient
- sur 5 canaux



Nom du Touchpoint / Point de contact	1	2	3	4	5	6	7	8	9
Channel / Canal									
Interaction du client									
Interaction de la marque									
Avis du client perçu par la client	👍	👎	👎	👎	👎	👎	👎	👎	👎
Descrissage avec le positionnement actuel									
Solutions et propositions d'amélioration									
plan d'actions									



Value proposition
Offre / Prix
Prototypage
MVP
POC
A/B testing
USP: Unique Selling Prop

03.



Prototypage
Wireframing
Pricing

Value Proposition

Figma



Marvel

Prototypage
Wireframing
Pricing

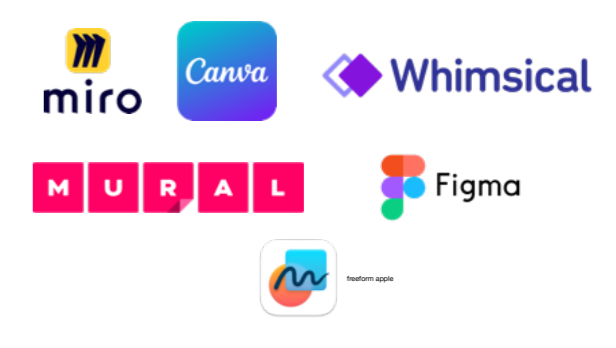
Value Proposition



miro Canva Whimsical

MURAL Figma

freemove apple



MVP

minimum viable product

PRX - Pricing - Pricing Power - Modèle économique

minimum **M♥P** lovable product

#4: MVP

montrer

- le produit
- l'expérience
- le jumeau
- les prix

A/ BEFORE	1/ My Target Market	2/ My Message To My Target Market	3/ The Media I Will Use To Reach My Target Market
B/ DURING	4/ My Lead Capture System	5/ My Lead Nurturing System	6/ My Sales Conversion Strategy
C/ AFTER	7. How I Deliver A World Class Experience	8. How I Increase Customer Lifetime Value	9. How I Orchestrate And Stimulate Referrals

Content Strategy
Content Calendar
by audience
by channel
Budget
C/C

04.

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	???

POESM

Paid Media
Owned Media
Earned Social
Shared Social
Managed Marketing

Présenter la liste des Contenus Digitaux par :

- date dans un calendrier
- persona dans une gallery
- produit dans une autre gallery
- producteur dans une liste
- état d'achèvement dans un Kanban
- thème dans une autre liste

#5: Airtable

montrer

- la table
- les cibles / persona
- les canaux
- les budgets
- le calendrier

#6: Budget

cohérence et cohésion des codes de la marque
brand content → content marketing
UGC → marketing d'influence
outbound → inbound
40% production création / 60% diffusion & pub
KPI : VU impression CTR CRO POEM

DATA DRIVEN
AAARRR
Sales Funnel
Business Model
LTV
TAMSAM SOM
IS & BP

05.

DATA DRIVEN

Skrotiroff

SALES FUNNEL

AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



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

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

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

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

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

LTV > CAC

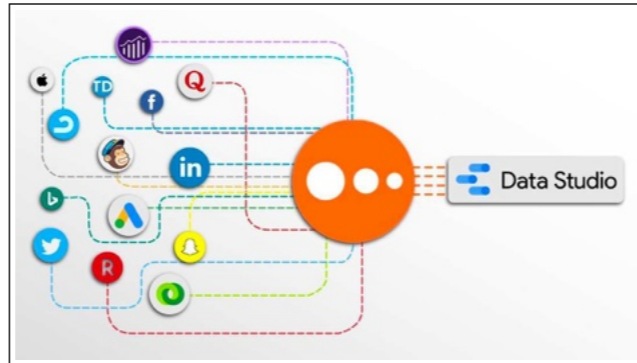
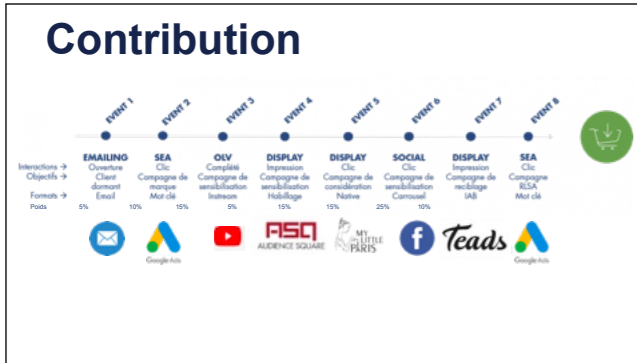
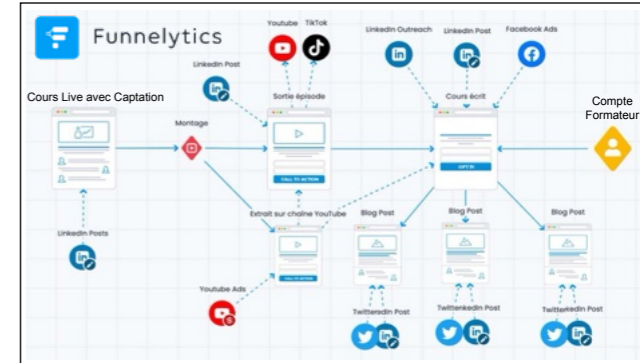
Life Time Value

Customer Acquisition Cost

Équation du business développement ROMI

Funnelytics

FUNNEL



Y Combinator

“ DEMO DAY ”

YC PITCH DECK FOR VC

Y Combinator

“ UN ÉNORME PROBLÈME MONDIAL ”

Y Combinator

“ UNE SOLUTION AU COÛT MARGINAL NUL ”

Y Combinator

“ UNE DISTRIBUTION SANS FRAIS ”

Y Combinator

“ UNE RENTABILITÉ EXPONENTIELLE ”

Y Combinator

YC cheatsheet

Y Combinator advice

Paul Graham make stg

Steve Blank get out

move fast

PMF

The Pocket Guide of Essential YC Advice

- Launch now
- Build something people want
- Do things that don't scale
- Find the 10 / 10 solution
- Find 10-100 customers who love your product
- All startups are badly broken at some point
- Write code - talk to users
- "It's not your money!"
- Growth is the result of a great product not the precursor
- Don't scale your team/product until you have built something people want
- Valuation is not equal to success or even probability of success
- Avoid long negotiated deals with big customers if you can
- Avoid big company corporate development queries - they will only waste time
- Avoid conferences unless they are the best way to get customers
- Pre-product market fit - do things that don't scale remain unprofitable
- Startups can only solve one problem well at any given time
- Founder relationships matter more than you think
- Sometimes you need to fire your customers they might be killing you!
- Ignore your competitors, you will more likely die of suicide than murder
- Most companies don't die because they run out of money
- Be nice! Or at least don't be a jerk
- Get sleep and exercise - take care of yourself!

Y The Pocket Guide of Essential YC Advice

- Launch now
- Build something people want
- Do things that don't scale
- Find the #1/10 solution
- Find 10 customers who love your product
- All statuses are badly broken at some point
- Write code - talk to users
- "It's not your money"
- Growth is the result of a great product not the precursor
- Don't scale your team/product until you have built something people want
- Mutation is not equal to success or even probability of success
- Avoid long negotiated deals with big customers if you can
- Avoid big company corporate development queries - they will only waste time
- Avoid conferences unless they are the best way to get customers
- Pre-product market fit - do things that don't scale remain small/low risk
- Startups can only solve one problem well at any given time
- Founder relationships matter more than you think
- Sometimes you need to fire your customers (they might be killing you)
- Ignore your competitors - you will more likely die of suicide than murder
- Most companies don't die because they run out of money
- Do local OK at least don't be a jerk
- Get deep and exercise - take care of yourself!

Get out of the building

- Build something people want
- Find the 90/10 solution
- Find 10 customers who love your product
- Write code - talk to users
- Startups can only solve one problem well at any given time
- Avoid long negotiated deals with big customers + Avoid big company development

Combinator

<https://www.ycombinator.com/2014/04/01/essential-startup-advice>

1 marketer 2 communiquer 3 vendre

Airtable

TRANSFORMATION DIGITALE

01.02.03.04.05.

POEM

innovation progrès

MVP

INNOVATION / NOW

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