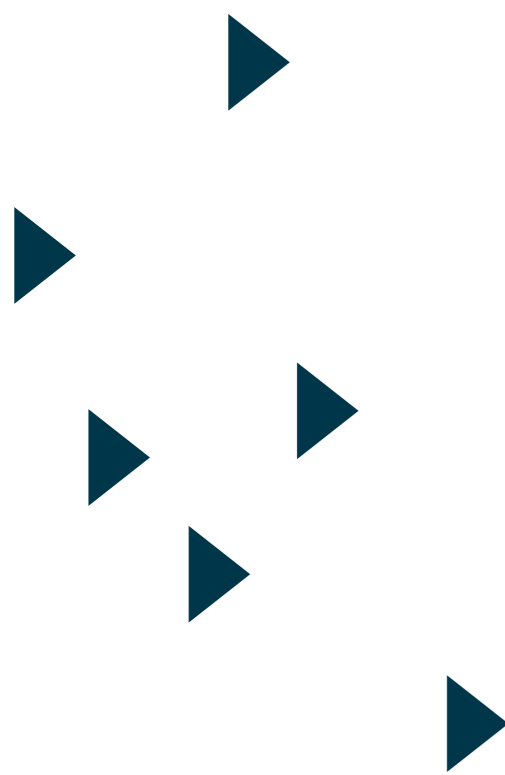




**S
H
N**

The image features a scenic background of a mountain valley with green fields in the foreground and rugged, rocky mountains with patches of snow in the distance. The sky is overcast. Overlaid on this scene is the logo for the Alpine Business School. The logo consists of the acronym 'GEM' in large, bold, white, sans-serif capital letters. To the right of 'GEM', the words 'Alpine Business School' are written in a smaller, white, sans-serif font, arranged in three lines: 'Alpine' on the top line, 'Business' on the middle line, and 'School' on the bottom line.

GEM Alpine
Business
School



EXPLORE BEYOND HORIZONS

EXPLORE
BEYOND
HORIZONS

MKTG

ALL YOU NEED IS
DIGITAL COMMUNICATION

**S
H
N**



COMMUNICATION
DIGITALE

- 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

S
H
N



EP06&07 **plan digital** in e-commerce



PREVIOUSLY

in 180 sec



SUPERAPP



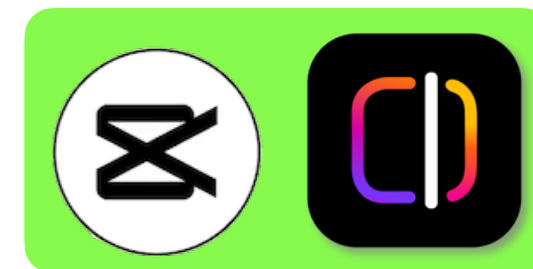
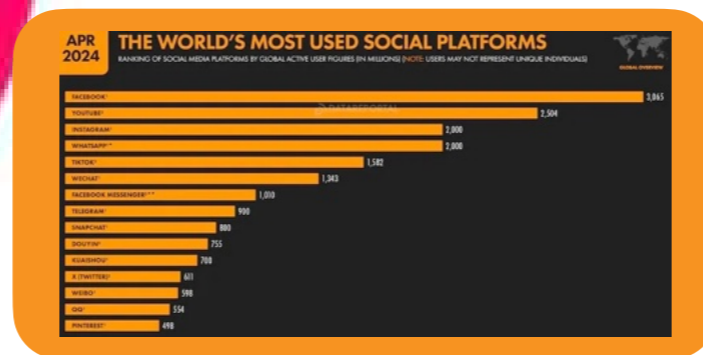
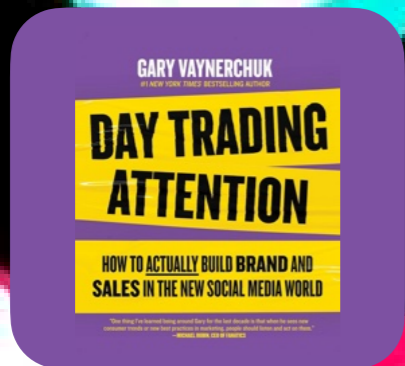
- NANO : MOINS DE 10K (NICHE)
- MICRO : 10 À 50K
- MIDDLE : 50 À 100K
- MACRO : 100 À 500K
- MEGA : PLUS DE 500K (CÉLÉBRITÉ)
- STAR : PLUS 2 MILLIONS

SOCIAL MEDIA MARKETING community manager

interest graph

- tiktokisation
- dwel time 15%
- new = old
- viral/buzz
- Zeitgeist

marketing d'influence



#NEW Digital Plan

1/ Persona
VOC

Pain Point
Media

2/ Parcours
Client

Touchpoint
UX

3/ Value
Proposition

MVP
POC

4/ Content
Strategy

Content Calendar
Per persona
Per media


5/ DATA
AAARRR

Sales Funnel
Business model



**PLAN
DIGITAL**


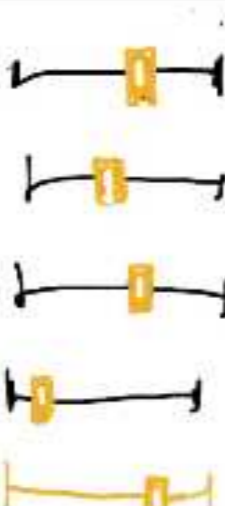
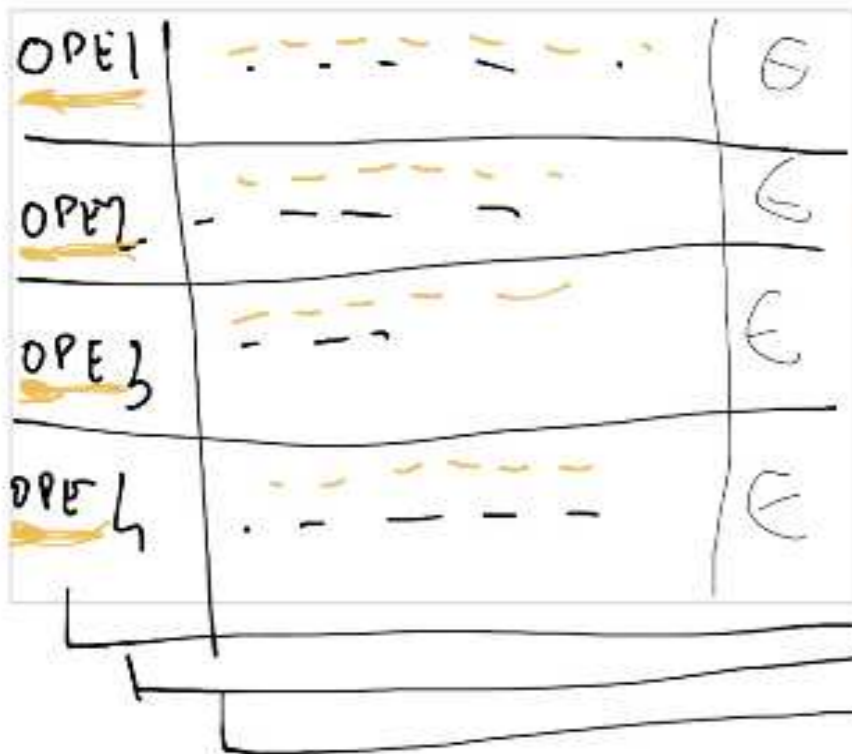
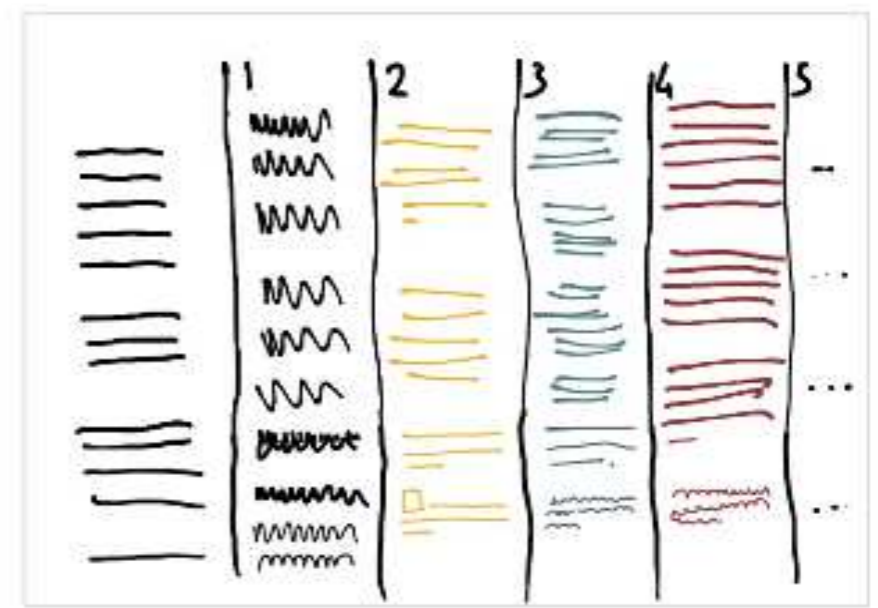
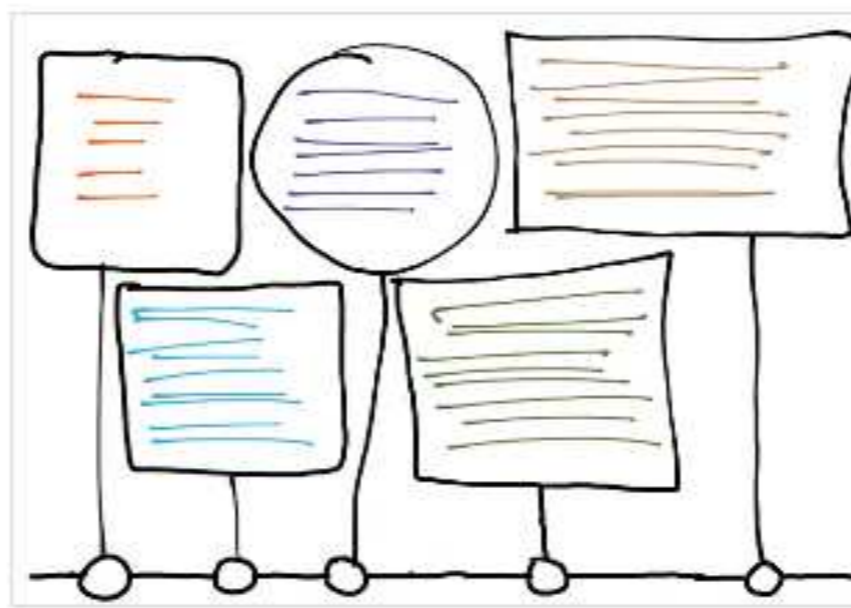
PAUL



32 ans
Célib
CP

“ ”

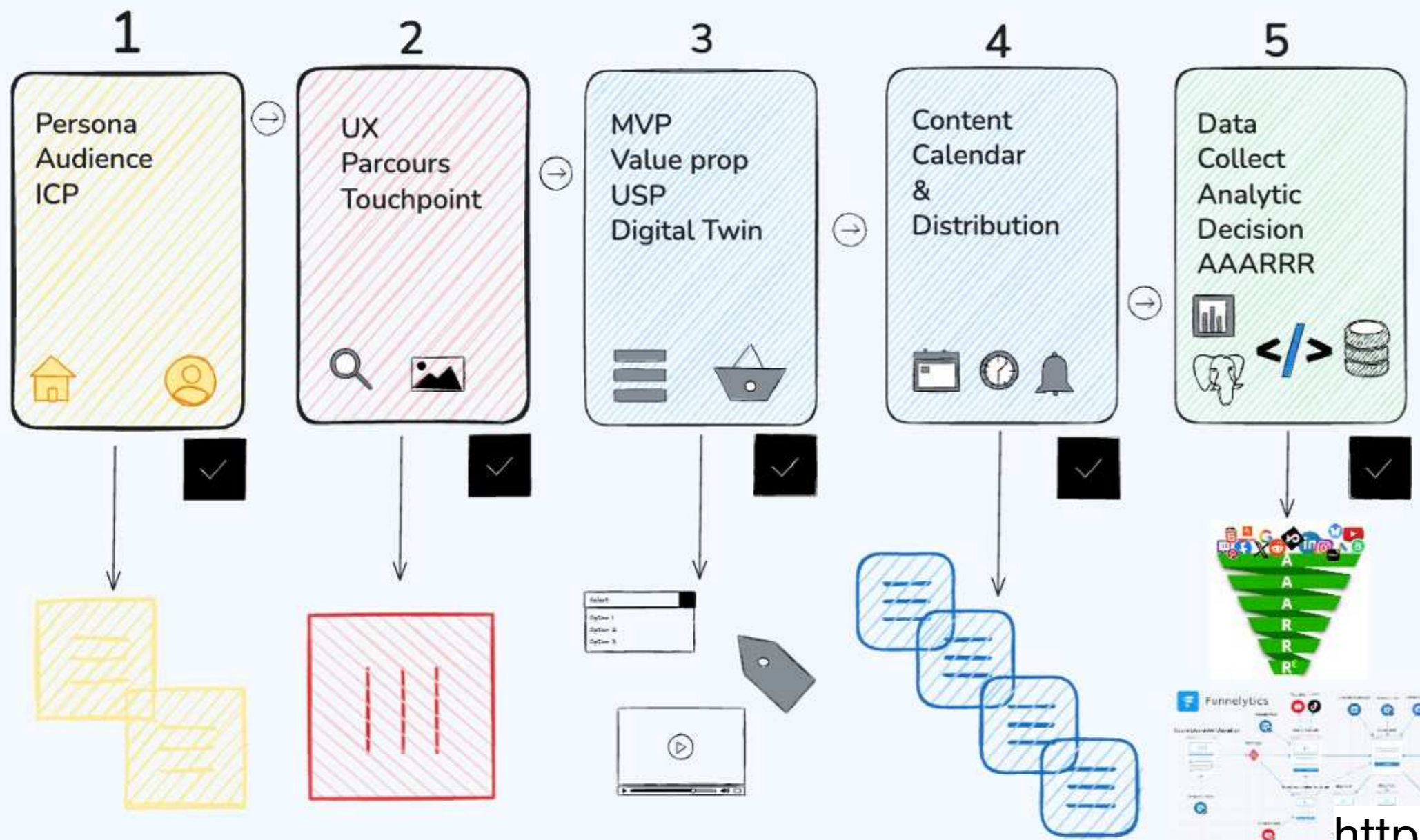
pain



To move canvas, hold `Scroll wheel` or `Space` while dragging, or use the hand tool

PLAN DIGITAL



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**

Persona
Audience
VOC
Aspirations
Empathy Map
ICP
Pain Points
Pref Social Media
Insights

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

Value proposition
Offre / Prix
Prototypage
MVP
POC
AB testing
USP
Digital Twin

Content Strategy
Content Distribution
Content Calendar
by audience
by channel
Budget
CAC

DATA DRIVEN
AAARRR
Sales Funnel
Business Model
LTV vs. CAC
TAM SAM SOM
IS & BP

01.

02.

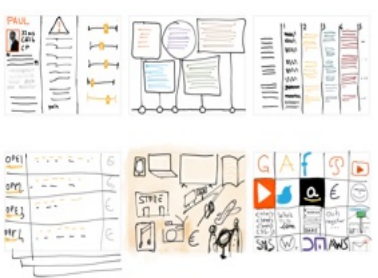
03.

04.

05.

DIGITAL PLATFORM LEADER

ES EXECUTIVE SUMMARY



DIGITAL PLAN EXECUTIVE SUMMARY

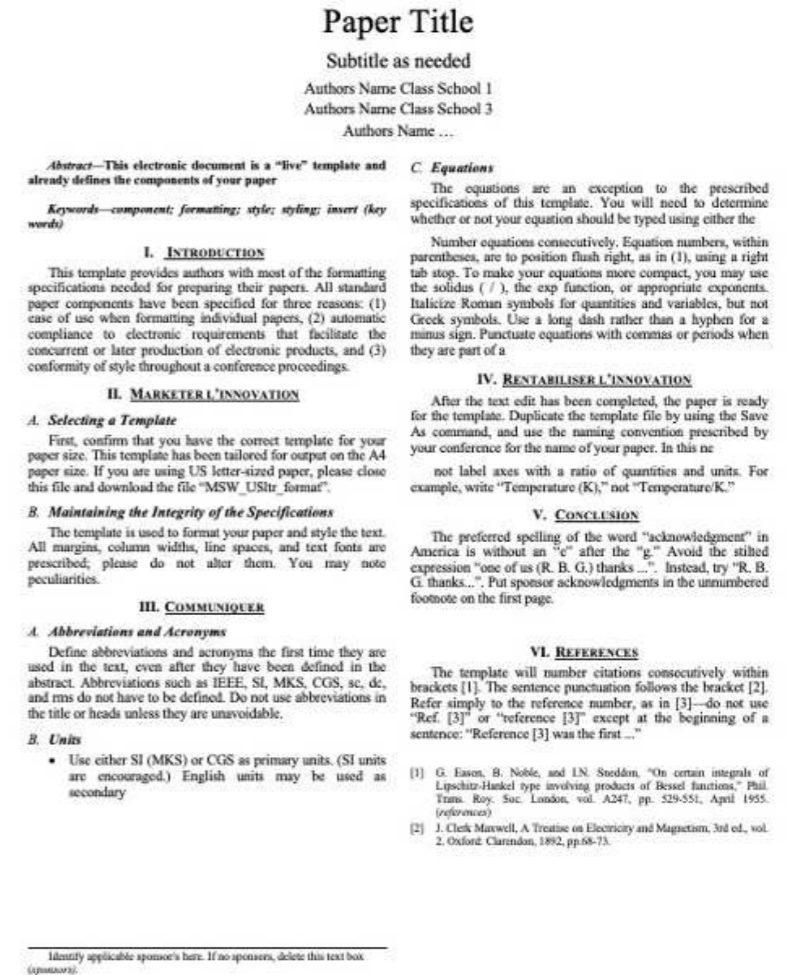


ES Executive Summary

1ère page 1300 caractères

modèle PAPER1

Suite du dossier selon modèle



VOC

Persona
Audience
VOC
Aspirations
Empathy Map
ICP
Pain Points
Pref Social Media
Insights

01.



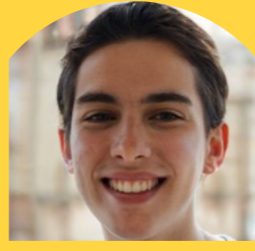
#1 : KYC

know your customer

1/2 journée chez/avec les clients par mois



PERSONA 20 max



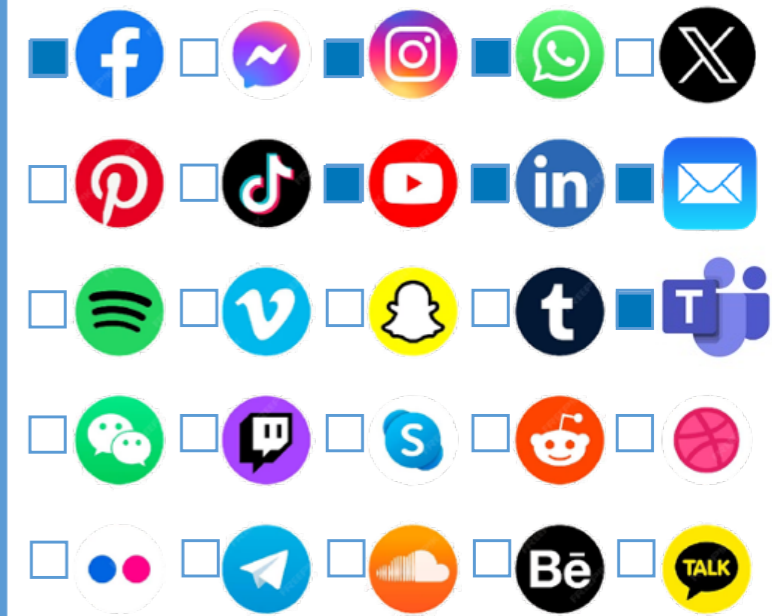
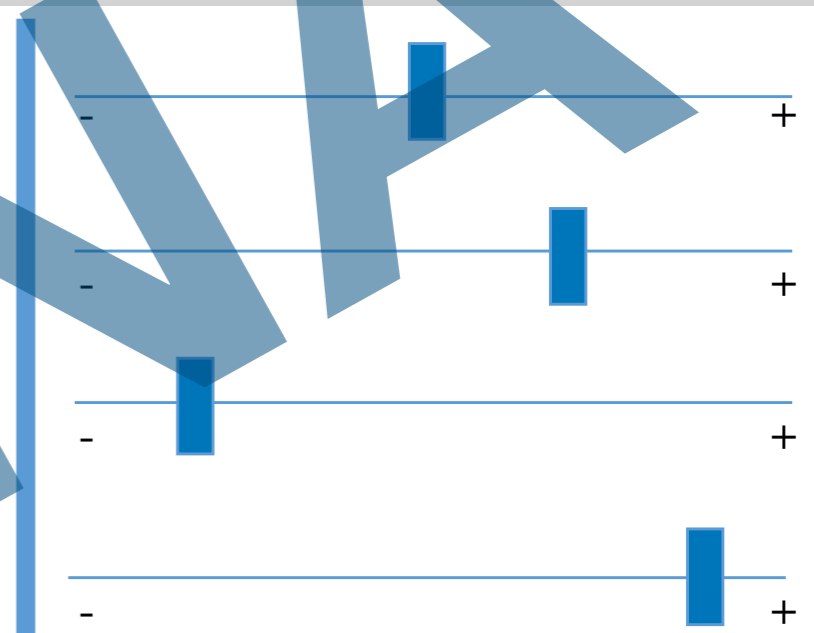
this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?
...
...
Empathie map si besoin pour mieux comprendre le persona



PRE



Jean-Luc



CITATION

« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

BIO

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne. Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

EPIC / USER STORY / PAIN POINT / PROBLÈME

Quel est le problème de Jean-Luc ?

Quelle est la frustration de Jean-Luc ?

Quels sont les besoins et attentes de Jean-Luc ?

Pourquoi n'est-il pas satisfait des solutions existantes ?

...

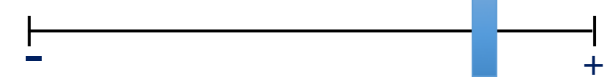
...

...

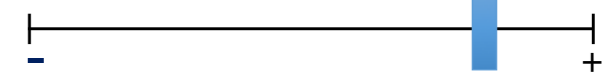
...

Empathie map si besoin pour mieux comprendre le persona

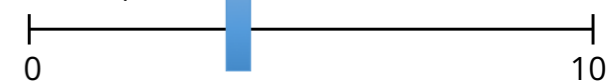
Revenus



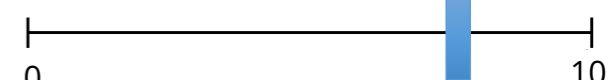
Ville



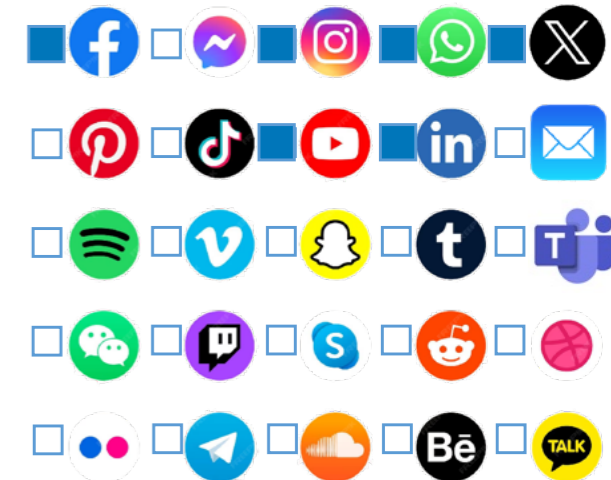
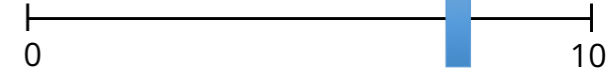
Fréquences



Usage mobile



Know How



this
person
doesn't
exist
.com

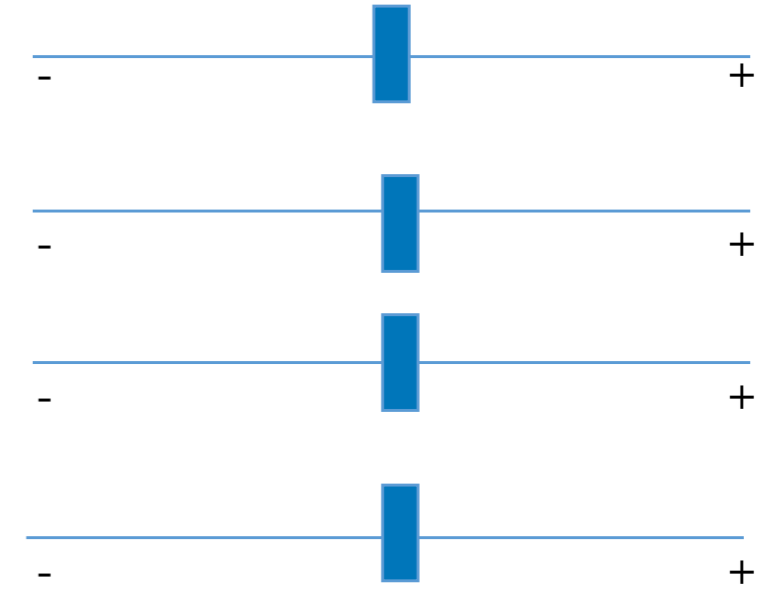
Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations

[Empty text area for notes]



■ ■ ■ ■ ■ ■

Empathy Map Canvas

Designed for:

Designed by:

Date:

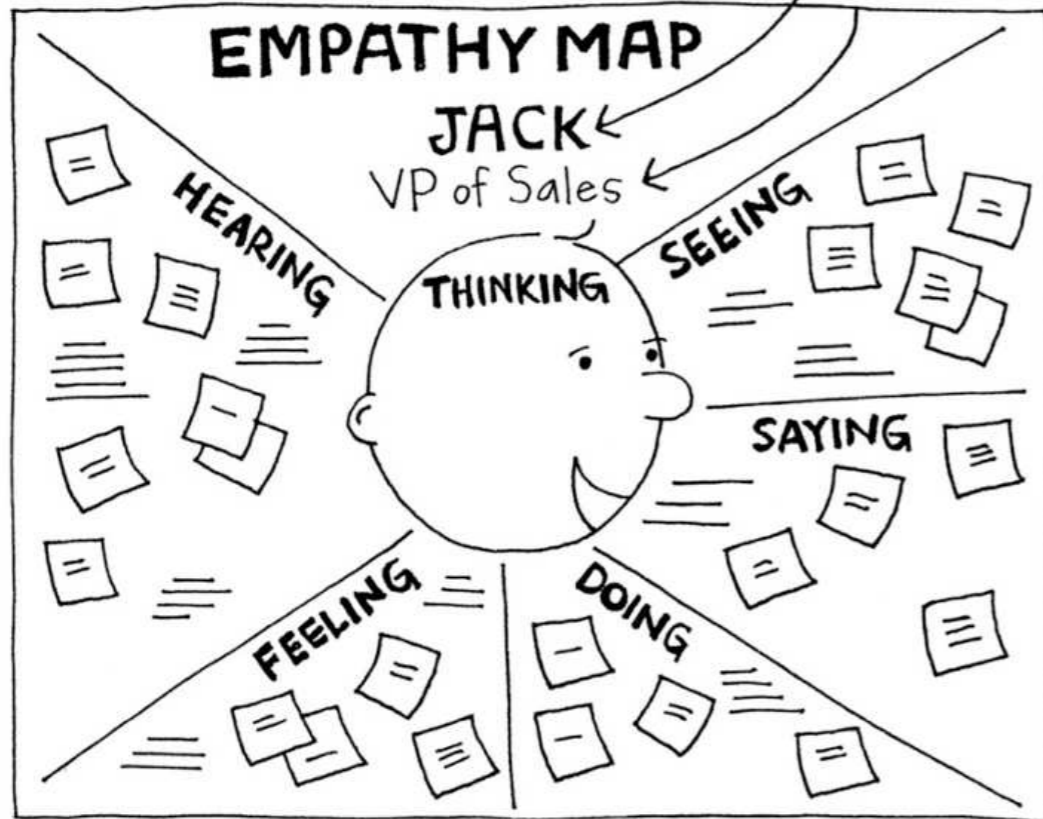
Version:

The diagram is a large rectangle divided into seven numbered sections around a central profile of a person's head. The head is facing right. The sections are:

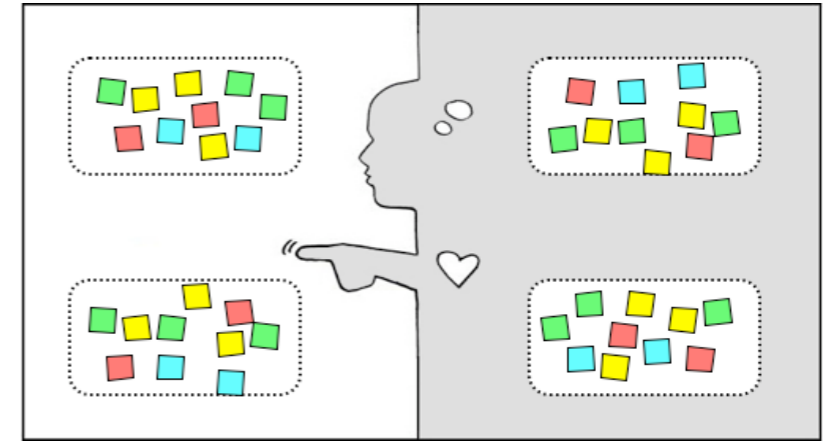
- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?
What other thoughts and feelings might motivate their behavior?

GOAL

(person known to the group)
(title)



METHOD
EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY: What are some quotes and defining words your user said?
- DO: What actions and behaviors did you notice?
- THINK: What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL: What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

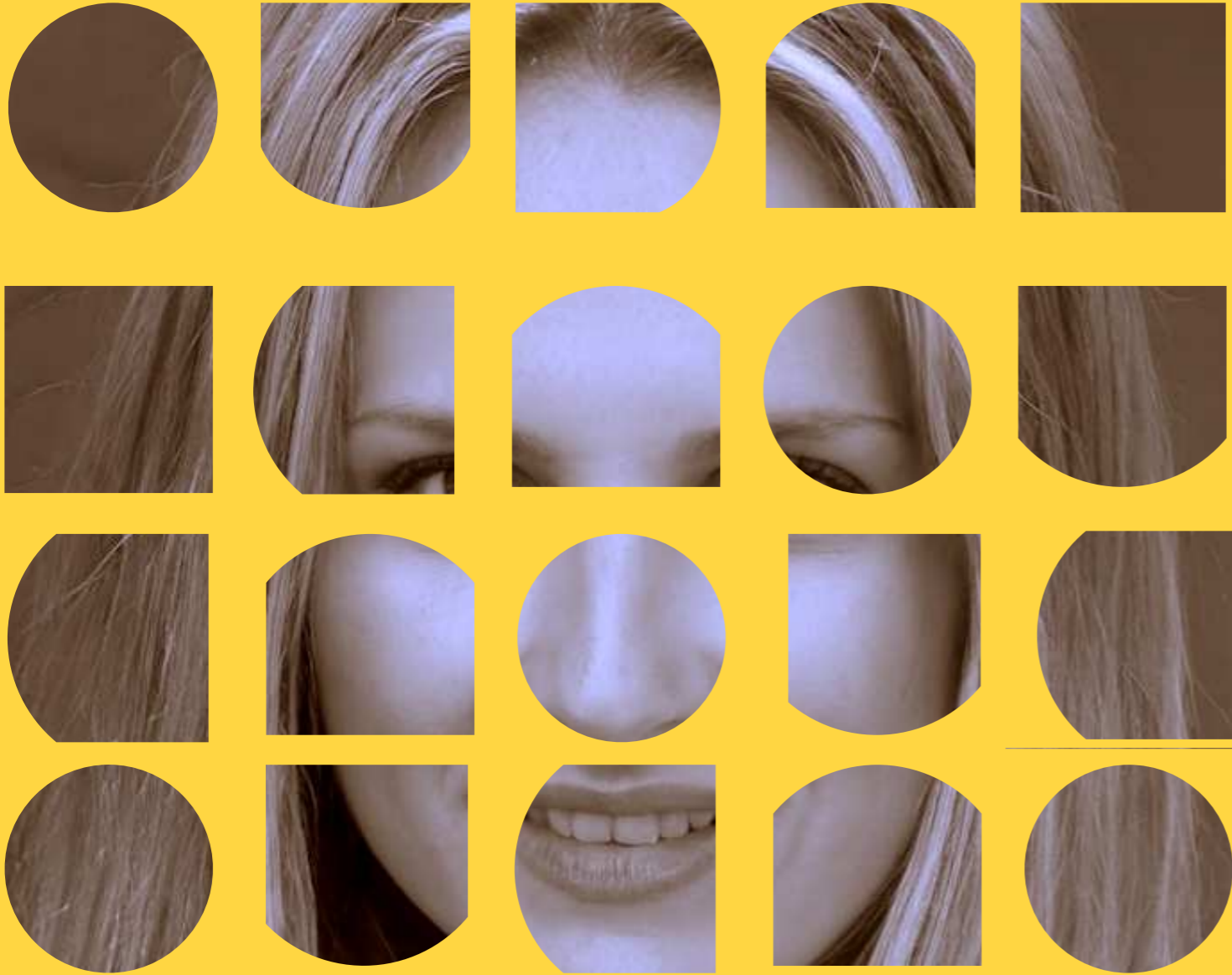
IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.



ICP / ABM



PERSONA



PERSONA

ICP

ideal customer profil

Question :

qui sont les
utilisateurs ?

**Keeping an
empty chair
so the
customer is
always in the
room**



 **ACT THINK IMPACT** CHAIR → VOICE : VOC (voice of the customer)



« Je n'aime pas faire de vagues ou gérer des conflits, le débat est la meilleure manière de progresser »

Très belle progression dans l'entreprise Virginie est DRH à 55 ans en commençant assistante il y a 32 ans.

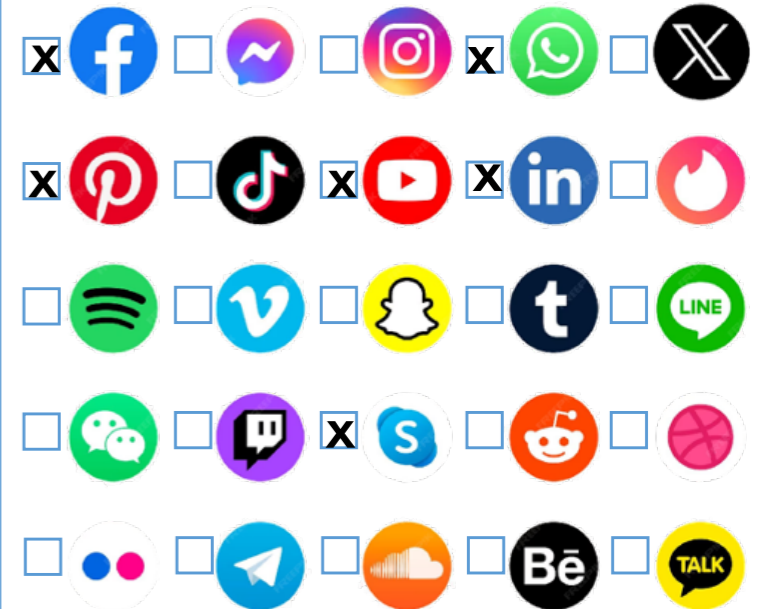
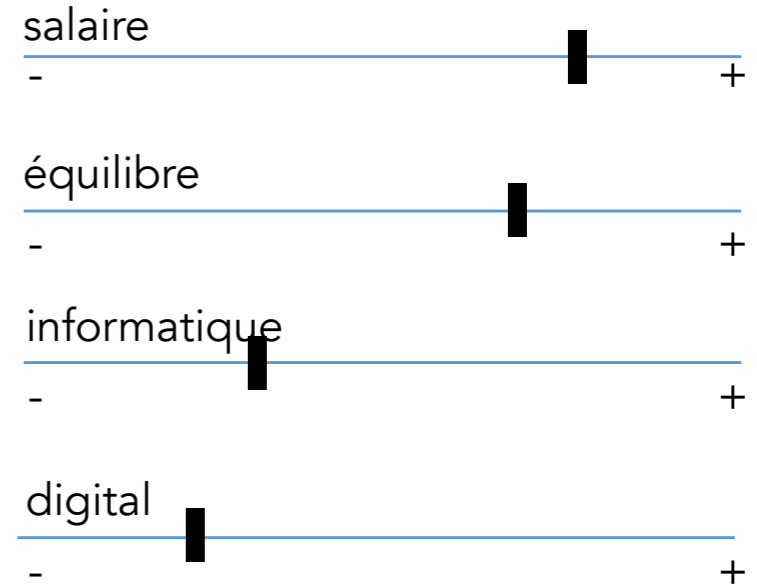
Appréciée de toutes et tous elle privilégie les contacts en face à face

Virginie
 55
 Vit à Lyon (banlieue)
 Vit avec son compagnon et ses 3 enfants
 Enfant : 3
 JOB : DRH
 Education : BEP
 CV : 2eme entreprise
 Passionné par l'artisanat, la brocante

Virginie en tant que DRH d'une ETI, ne sais plus comment satisfaire les différentes générations de salariés qui ont des buts et attentes différentes

Virginie cherche une innovation a mettre à son actif dans l'entreprise, mais c'est dur dans les RH

Virginie n'aime pas son logiciel de SIRH mais elle n'a pas su influencer le choix par son manque de connaissance informatique



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

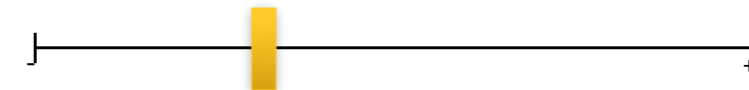
Products

PAIN POINTS

...

...

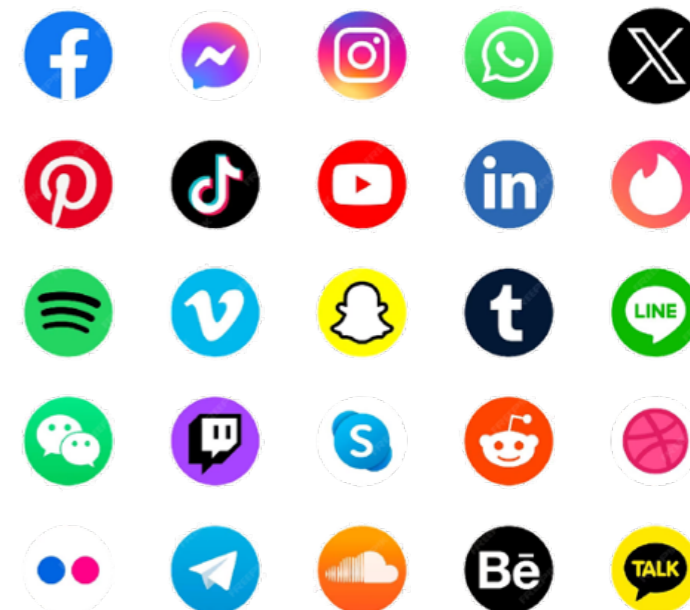
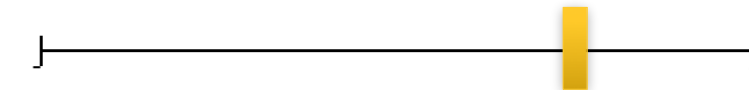
Revenues



Type of city



Frequency



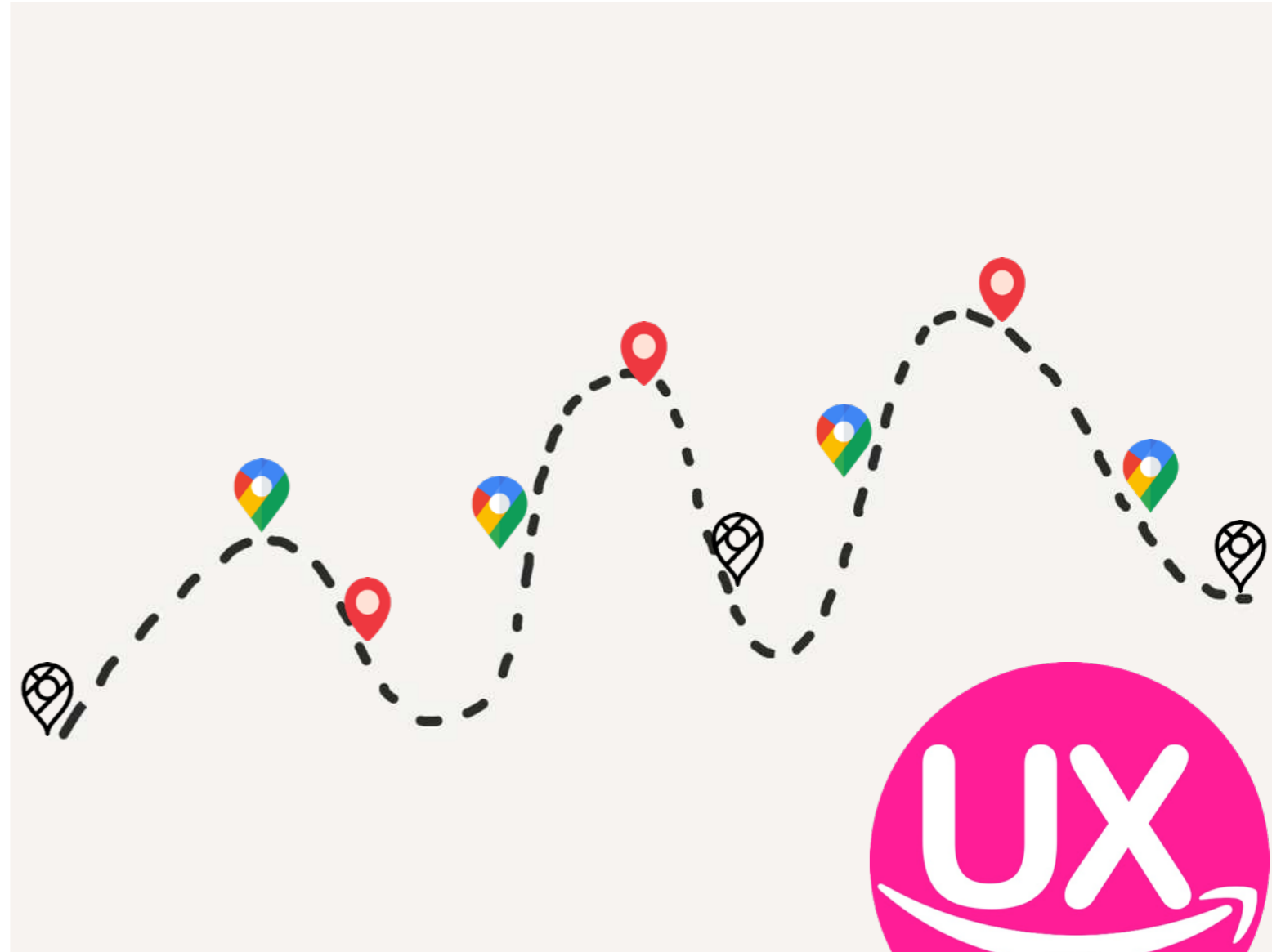
2 : 20 persona

identifiant

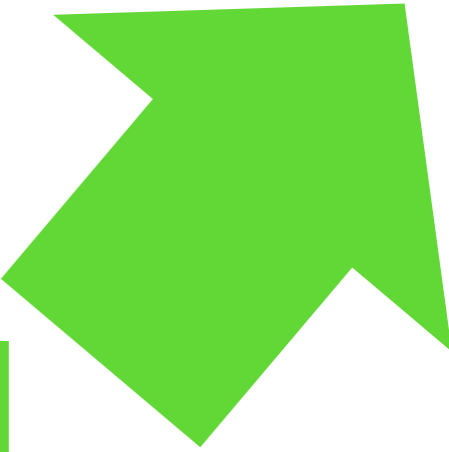
- 20 persona
- dont 2 ICP

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

02.

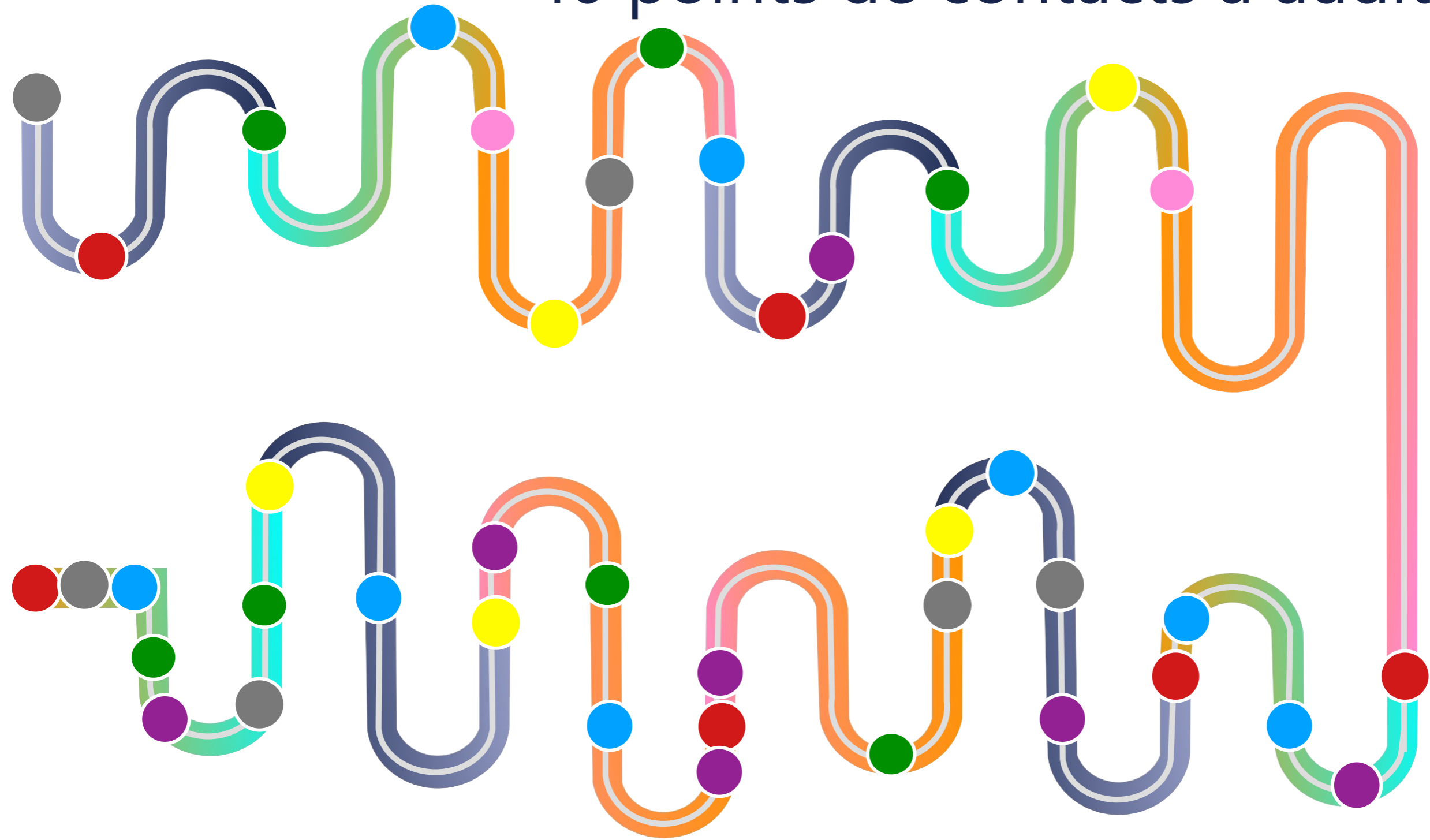


visible

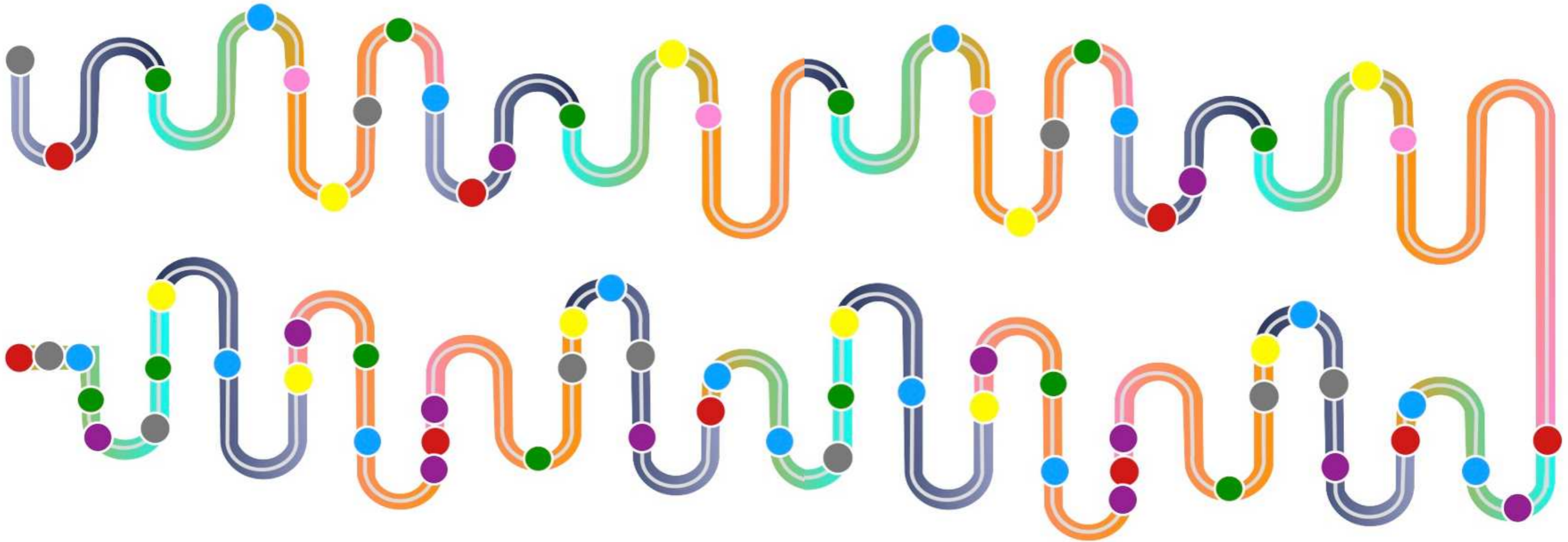


parcours total

40 points de contacts à auditer



99 touchpoints dans un parcours client omnicanal



- | | | | | |
|--------------------------------|--------|----------|--------|------------|
| physique (face à face, groupe) | web | sociale | pensée | expérience |
| distance (tel/visio/message) | mobile | metavers | média | usage |

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

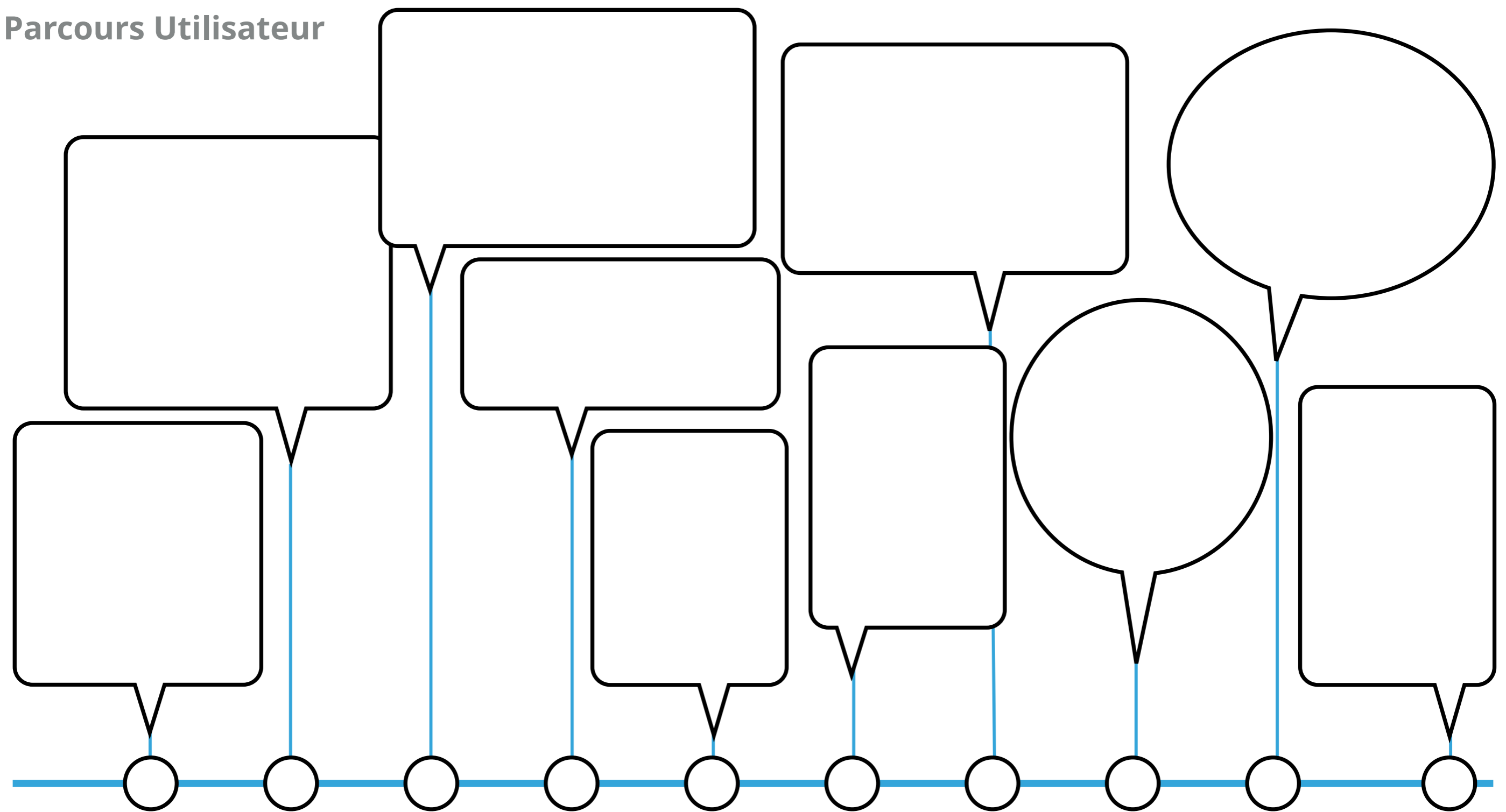
meta *généré IA*

#3 : 80 touchpoints

identifier

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

Parcours Utilisateur

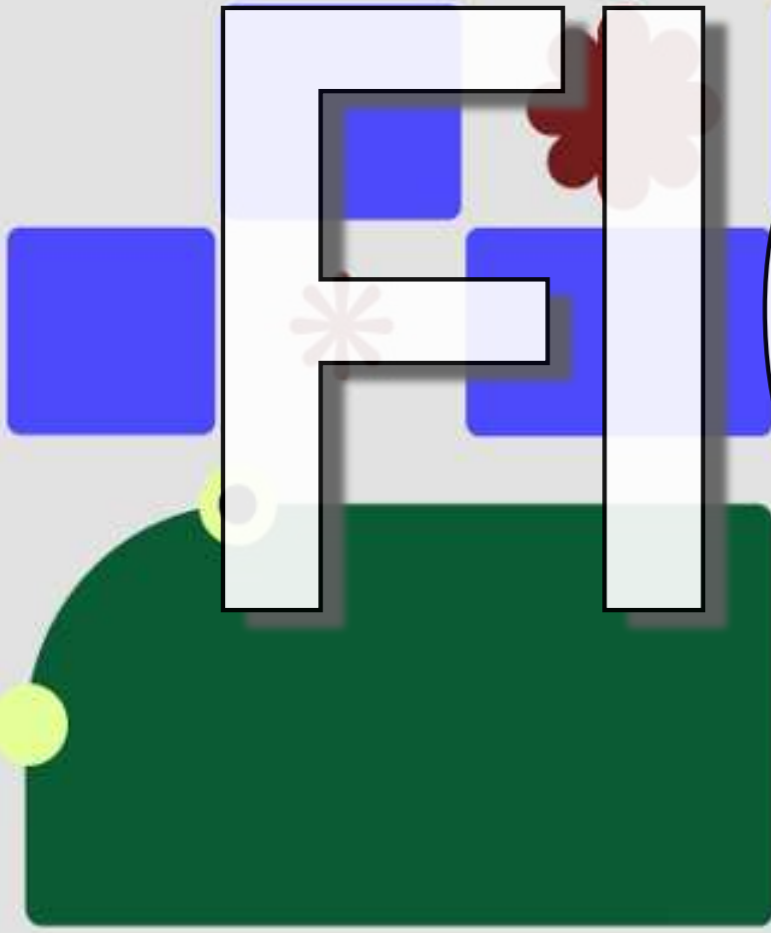
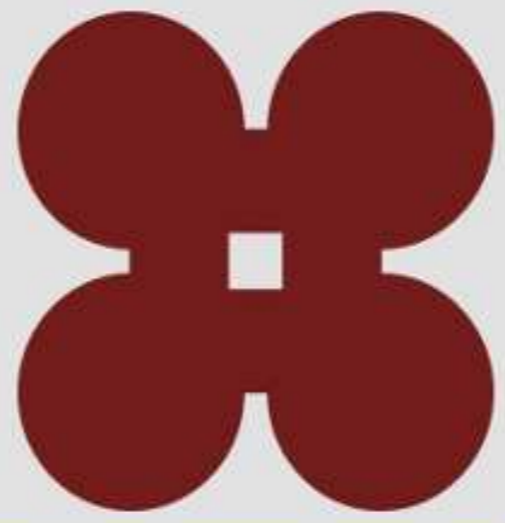
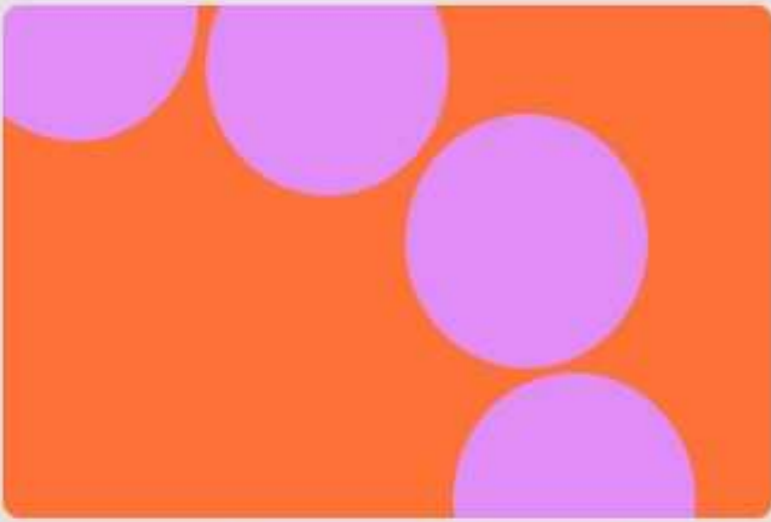


Nom du Touchpoint / Point de contact	1	2	3	4	5	6	7	8	9
Channel / Canal									
Interaction du client									
Interaction de la marque									
Avis du client perçu par le client	👍	😡👎	😍	❤️	⚠️	💬	😊	🙏🔥	😄📢
Décalage avec le positionnement voulu									
Solutions et propositions d'amélioration = plan d'actions									



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

03.



FIGMA

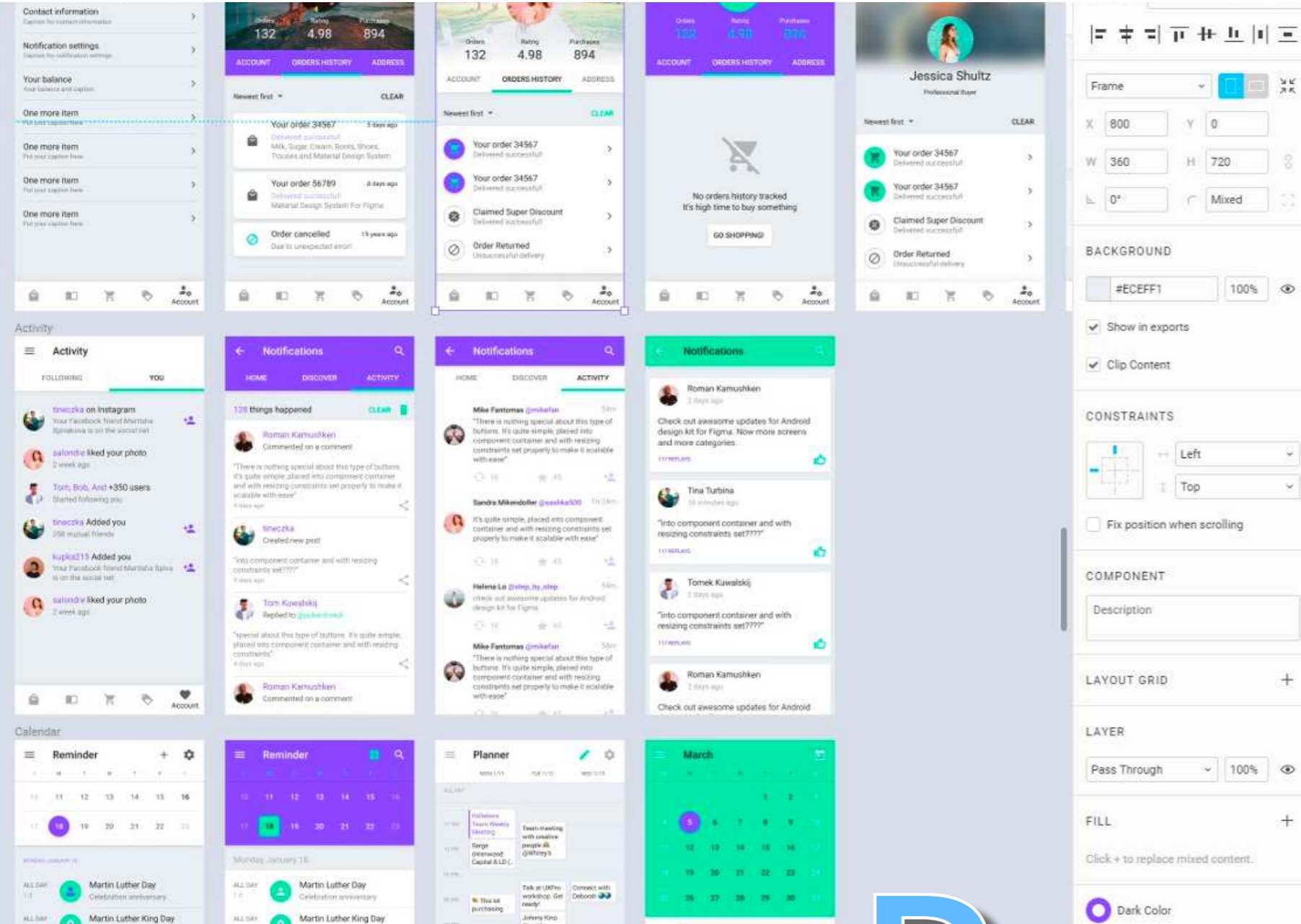
Prototypage Wireframing Pricing



Figma

Value

Proposition

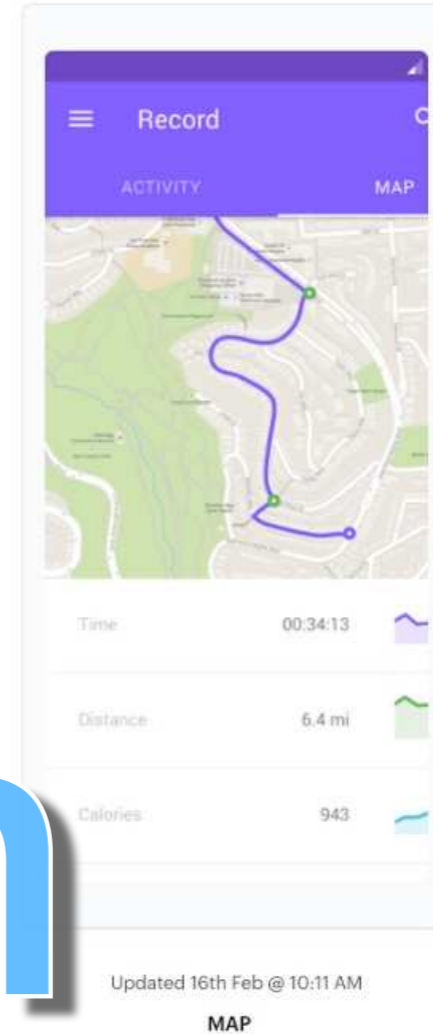
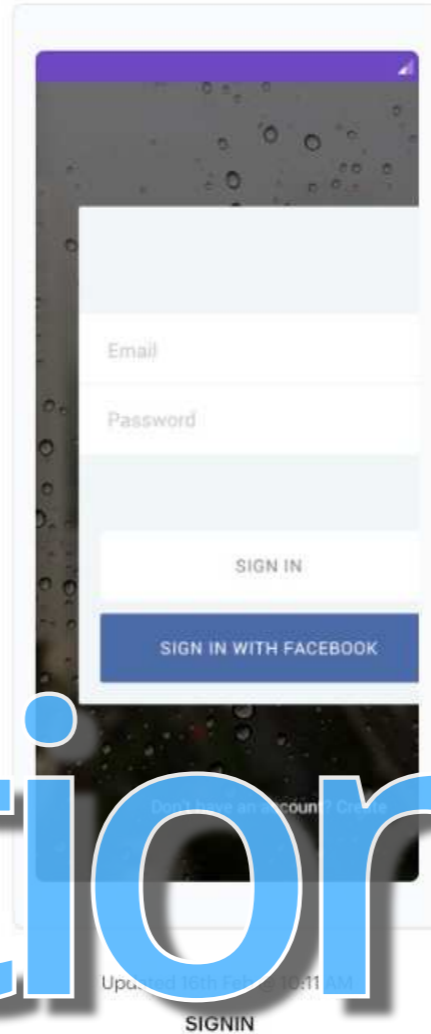
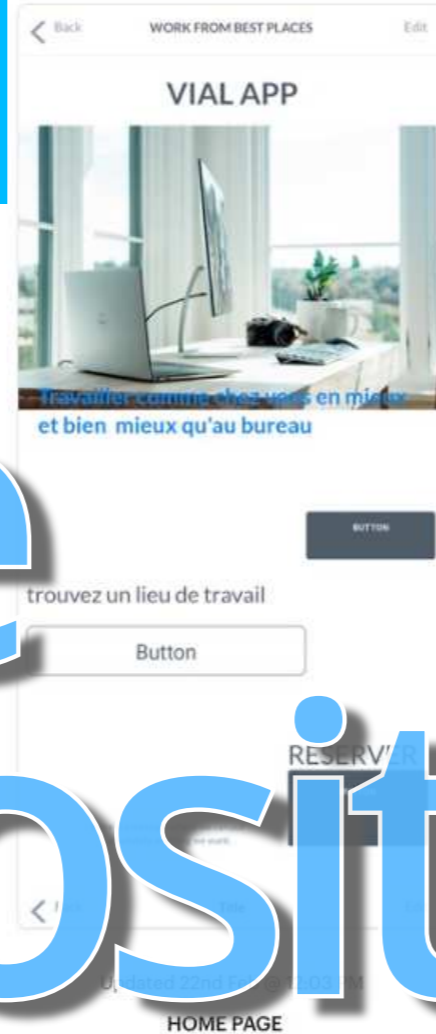


Marvel

Prototypage
Wireframing
Pricing

Value
Proposition

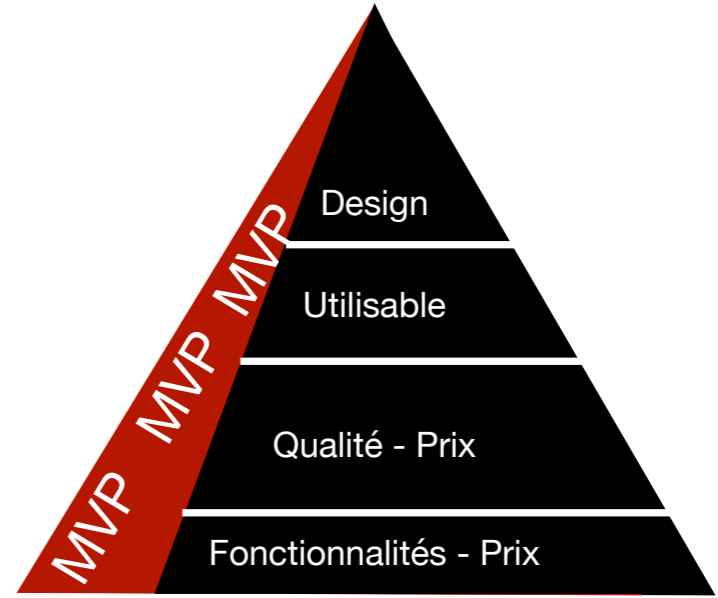
Project





freeform apple

MMP



minimum viable product

PRIX - Pricing - Pricing Power - Modèle économique

minimum **M♥P** lovable product

#4: MVP

montrer

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

"Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life."
AL RIES, BESTSELLING AUTHOR OF POSITIONING: THE BATTLE FOR YOUR MIND

THE 1-PAGE MARKETING PLAN



GET NEW CUSTOMERS,
MAKE MORE MONEY,
AND STAND OUT
FROM THE CROWD

ALLAN DIB

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 2. My Message To My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 3. The Media I Will Use To Reach My Target Market ----- ----- ----- ----- ----- ----- ----- ----- ----- -----
	 4. My Lead Capture System ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 5. My Lead Nurturing System ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 6. My Sales Conversion Strategy ----- ----- ----- ----- ----- ----- ----- ----- ----- -----
	 7. How I Deliver A World Class Experience ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 8. How I Increase Customer Lifetime Value ----- ----- ----- ----- ----- ----- ----- ----- ----- -----	 9. How I Orchestrate And Stimulate Referrals ----- ----- ----- ----- ----- ----- ----- ----- ----- -----
During (Lead)	After (Customer)		

A/ BEFORE prospect

1/ My Target Market

2/ My Message To My Target Market

3/ The Media I Will Use To Reach My Target Market

B/ DURING leads

4/ My Lead Capture System

5/ My Lead Nurturing System

6/ My Sales Conversion Strategy

C/ AFTER customer

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
CAC

04.

I-want-to-**know**
moments:

A1:
A2:
A3:
A4:
A5:

Information

I-want-to-**go**
moments:

B1:
B2:
B3:
B4:
B5:

Direction
Hours

I-want-to-**do**
moments:

C1:
C2:
C3:
C4:
C5:

Action
Decision

I-want-to-**buy**
moments:

D1:
D2:
D3:
D4:
D5:

Purchase
Promotion
Sales-Saving

I-want-
to-**???**
moments:

E1:
E2:
E3:
E4:
E5:

???

POESM

Paid Media

Owned Media

Earned Social

Shared Social

Managed Marketing

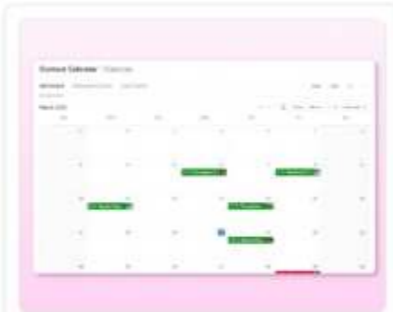




Insights

Section
Dashboards

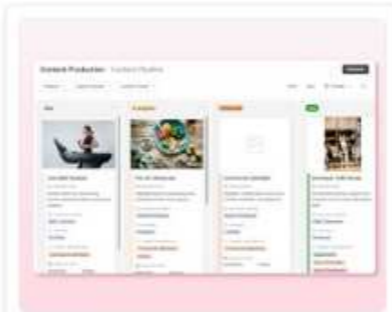
Description
Insights serves as a comprehe...



Calendar

Section
Content Production

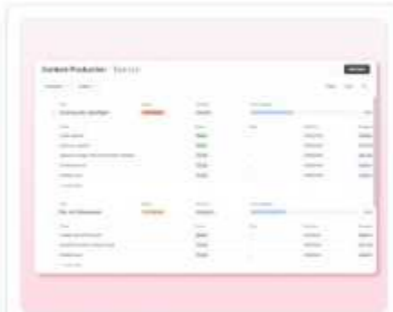
Description
The calendar view provides a ...



Content Pipeline

Section
Content Production

Description
The Content Pipeline page ser...



Task List

Section
Content Production

Description
The Task List compiles all task...



Task Timeline

Section
Content Production

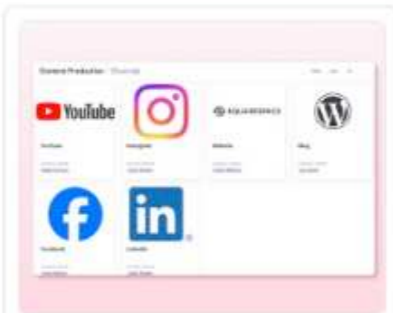
Description
The Task Timeline provides a ...



My Work

Section
Content Production

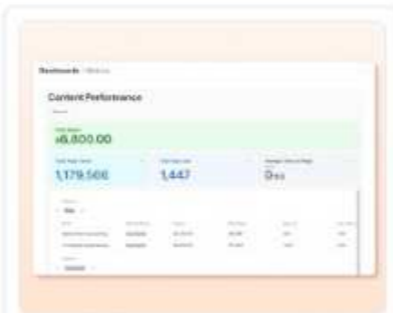
Description
My Work aggregates all



Channels

Section
Content Production

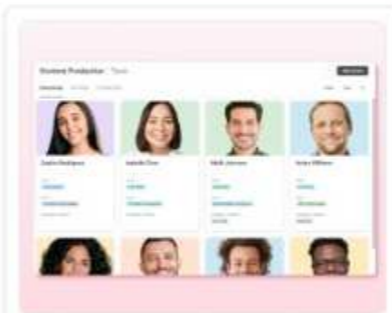
Description
The Channels page is dedicat...



Metrics

Section
Dashboards

Description
The Metrics page provides co...



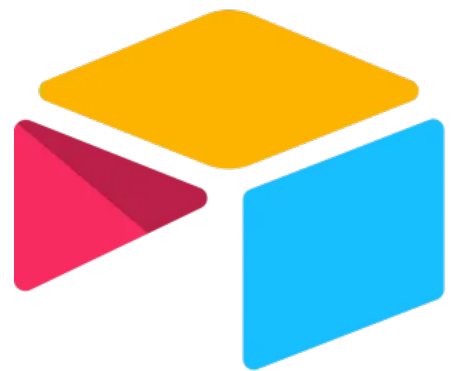
Team

Section
Content Production

Description
The Team page is a directory ...

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



Airtable



Notion

Find a view 🔍

Grid view 🗄️ ✓

	Nom Complet ▾	Prénom ▾	Nom de famille ▾	
1	Vincent Ertveld	Vincent	Ertveld	Kre
2	Jean Nabuse	Jean	Nabuse	Ad
3	Emma Tome			

Create... ▾

- Grid 🗄️ +
- Form 🗄️ +
- Calendar 🗄️ +
- Gallery 🗄️ +
- Kanban 🗄️ +
- Timeline 🗄️ Pro +
- List 🗄️ +
- Gantt 🗄️ Pro +
- Section 🗄️ Pro +



Content Marketing Pipeline

Questions? Ask Us ? 🗄️ 🗄️ 🗄️

Editorial ▾ Content Ideas Personas Published Stories Verticals SEO Keywords Series 🗄️

Calendar 🗄️ Using 4 fields and date ranges 🗄️ Filter 🗄️ Sort 🗄️ Color 🗄️ ...

Month Two week Today < > October 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Timing your ... DRAFT	3	4	5	6	7
8	9 Timing your s... EDIT Data viz for ... DRAFT	10 Using data tre... EDIT Top 10: The ... DRAFT	11 The psycholog... PUB Why everyo... DRAFT	12 Timing your so... PUB	13 Data visualiza... EDIT	14 Timing your social post... PUB
15 Social media p... 🗄️	16 Using data tre... PUB 2017 tools rou... EDIT	17 Why everyone... EDIT	18 5 ways to use... EDIT	19 Data viz for d... EDIT Has data visu... EDIT Top 10: The m... EDIT	20 Data visualizat... PUB	21 2017 tools roundup PUB
22	23 2017 tools rou... PUB Data viz week 🗄️	24 5 ways to use ... PUB	25 Why everyone... PUB	26 Data viz for du... PUB	27	28
29 Data viz week 🗄️	30	31	1 Top 10: The m... PUB	2 Has data visua... PUB	3	4

Records are assigned the first color that they match.

- Where Publication Date is within the next week and Status is...
- Where Publication Date is before today and Status is not Pu...
- Otherwise

+ Add color

All records x

- Technology behind...
- trends to ma...
- Timing your social post...
- 2017 tools roundup
- 5 ways to use data to s...
- Data viz for dummies
- Has data visualization changed t...
- Why everyone... ur team nee...

#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
TAM SAM SOM
IS & BP

05.

SALES FUNNEL

The background of the image is a vibrant, multi-colored gradient. It starts with deep purple on the left, transitions through blue, green, yellow, orange, and finally to a bright red on the right. The colors are somewhat blurred and have a soft, ethereal quality, giving the overall image a dynamic and energetic feel. The text 'SALES FUNNEL' is centered in the upper half of the image, rendered in a clean, white, sans-serif font.



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



A

A

A

R

R

R€

Lead Nurturing

Awareness - Acquisition - Activation
Retention - Revenue - Referral



Calcul des taux de conversion

- 1 **CRO** communication
TOPfunnel
- 2 **CRO** marketing digital
MIDfunnel
- 3 **CRO** vente
BOTTOMfunnel

Awareness - Acquisition - Activation
Retention - Revenue - Referral

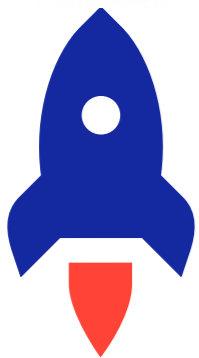
Lead Scoring



1 **VU / REACH**
Visiteur Unique

2 **MQL**
lead scoring +

3 **SQL**
lead scoring +++



Act
Think
Impact

UX
EX

CX

k ∞ QI x t x At

UX => UE
user engagement
DIGITAL
mindset



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

$$CAC < LTV$$

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

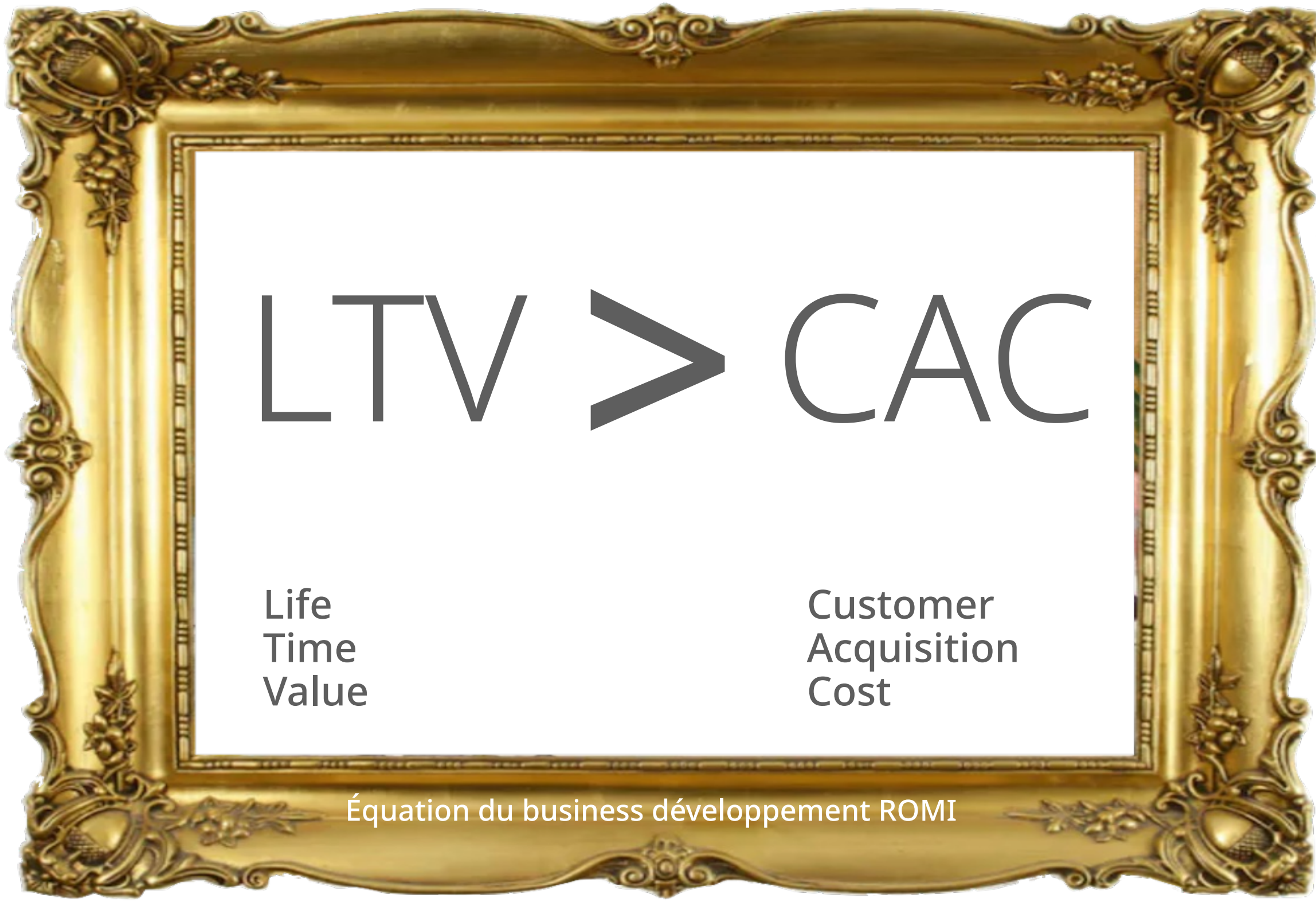
To calculate the LTV:CAC ratio, divide the customer lifetime value by the cost of customer acquisition.

$$CAC < LTV$$

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

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 \$24. The resulting ratio is 3.33:1, indicating that for every dollar spent on


$$\text{LTV} > \text{CAC}$$

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI



Funnel Analytics





Funnelytics

Cours Live avec Captation



Montage



Compte Formateur



LinkedIn Posts



LinkedIn Post



Sortie épisode



LinkedIn Outreach



LinkedIn Post



Facebook Ads



Cours écrit

Extrait sur chaîne YouTube



Blog Post



Blog Post



Blog Post



Youtube Ads



TwitteredIn Post



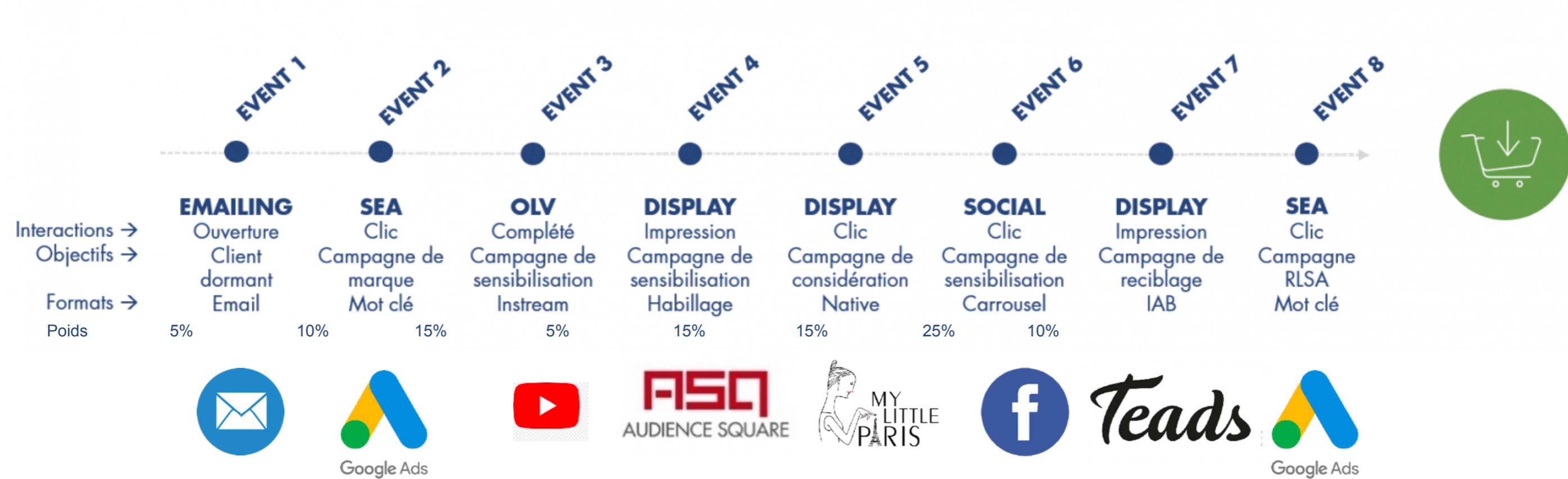
TwittenkedIn Post

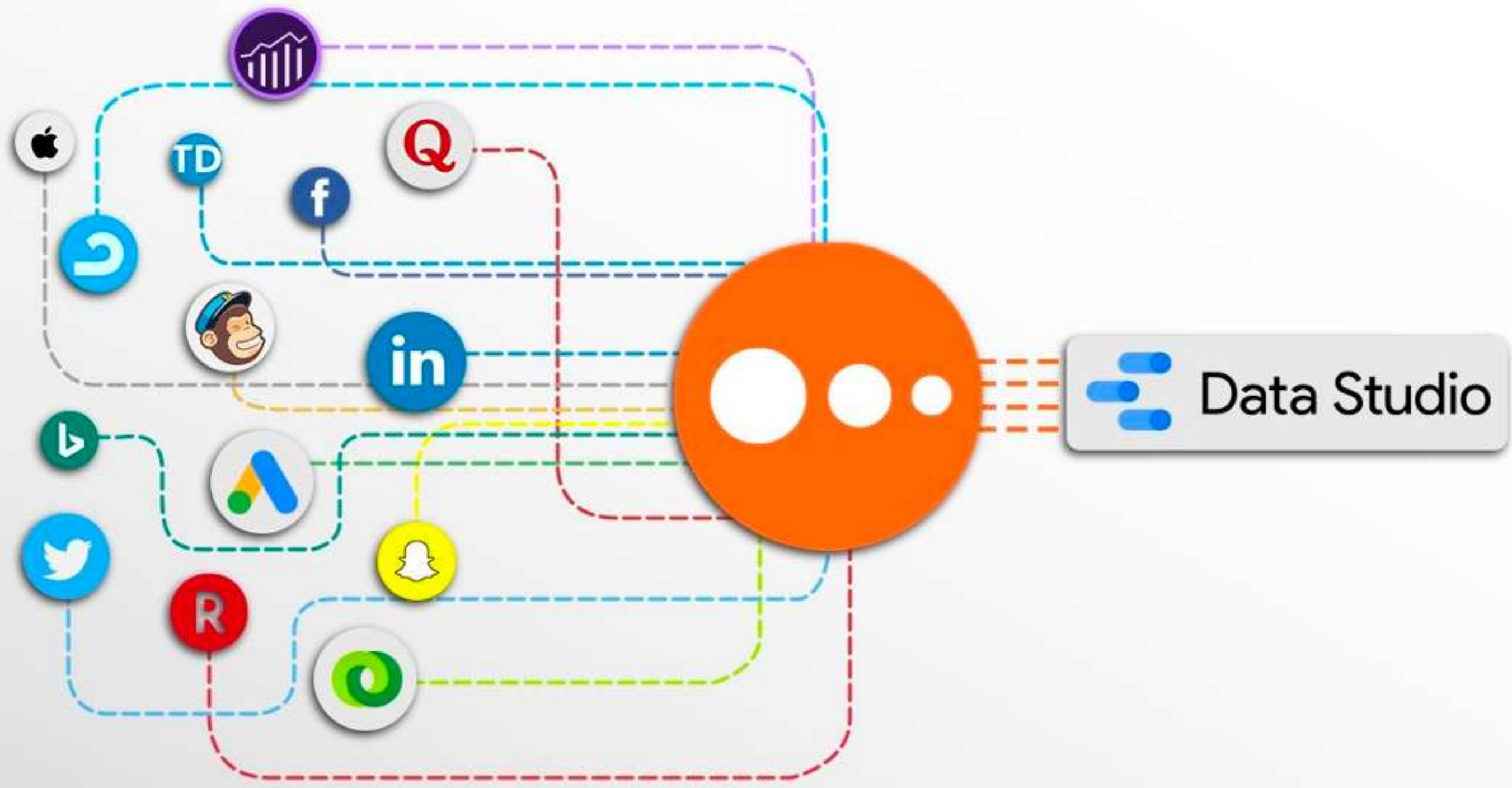


TwitterkedIn Post



Contribution





“**DEMO
DAY**”

“

*UN ÉNORME**PROBLÈME**MONDIAL*

”

*“UNE SOLUTION
AU COÛT
MARGINAL NUL”*

“*UNE
DISTRIBUTION
SANS FRAIS*”

*“UNE
RENTABILITÉ
EXPONENTIELLE”*

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 90 / 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 small/nimble
- 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



The Pocket Guide of Essential YC Advice

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Build something people want

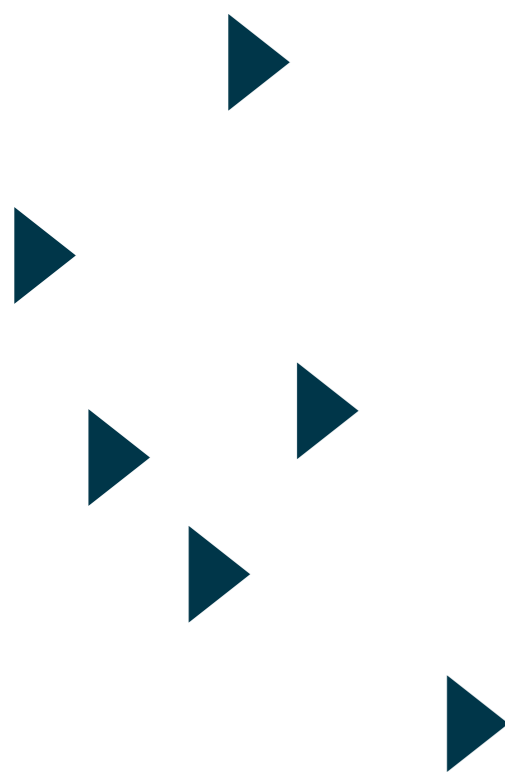
Find the 90/10 solution

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



EXPLORE

BEYOND

HORIZONS

GEM, l'excellence académique pour agir dans un monde en transition

7 200
étudiants

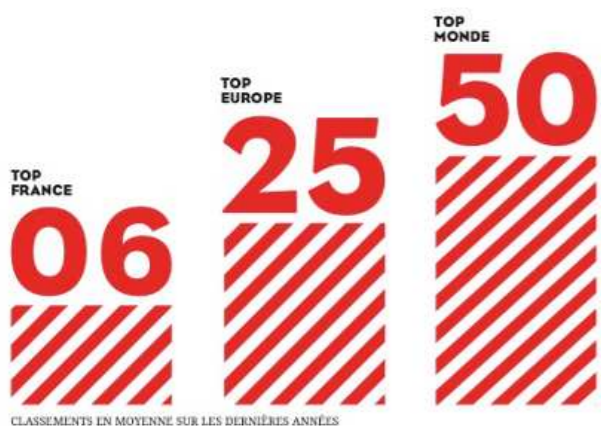
120
nationalités

50
programmes

49 000
diplômés

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INNOVATION CAMPUS





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