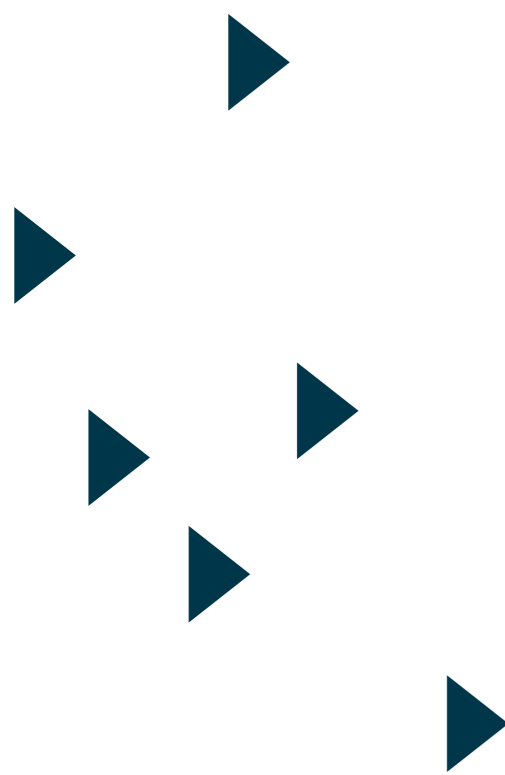




**S
H
N**

The image features a scenic background of a mountain valley with a green lawn in the foreground and rugged, rocky mountains in the distance. The sky is overcast. The logo for the Alpine Business School is overlaid on the image. The word 'GEM' is written in large, white, bold, sans-serif capital letters. To the right of 'GEM', the words 'Alpine Business School' are written in a smaller, white, sans-serif font, stacked in three lines: 'Alpine', 'Business', and 'School'.

GEM Alpine
Business
School



EXPLORE

BEYOND

HORIZONS

EXPLORE
BEYOND
HORIZONS

MKTG

ALL YOU NEED IS
DIGITAL COMMUNICATION

**S
H
N**



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

S
H
N



PREVIOUSLY

in 180 sec

EP08

Sales

Funnel

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 impression of a rainbow or a spectrum of light. Overlaid on this background is the text 'SALES FUNNEL' in a clean, white, sans-serif font. The text is positioned in the upper left quadrant of the image, with 'SALES' on the top line and 'FUNNEL' on the bottom line. The letters are large and clear, standing out against the colorful background.



AAAARRR

TUNNEL - FUNNEL - PIPELINE : ENTONNOIR DES VENTES



Awareness - Acquisition - Activation
Retention - Revenue - Referral



A

A

A

R



R

R

Awareness

Acquisition

Activation

Retention

Revenue

Referral

= Lead Nurturing

SAMSUNG

A Awareness
A Acquisition
A Activation
R Retention
R Revenue
R Referral

G

Notoriété
Acquisition
Activation
Retour
ACHAT
Parrainage



stratégie funnel



1 **communication**
TOPfunnel

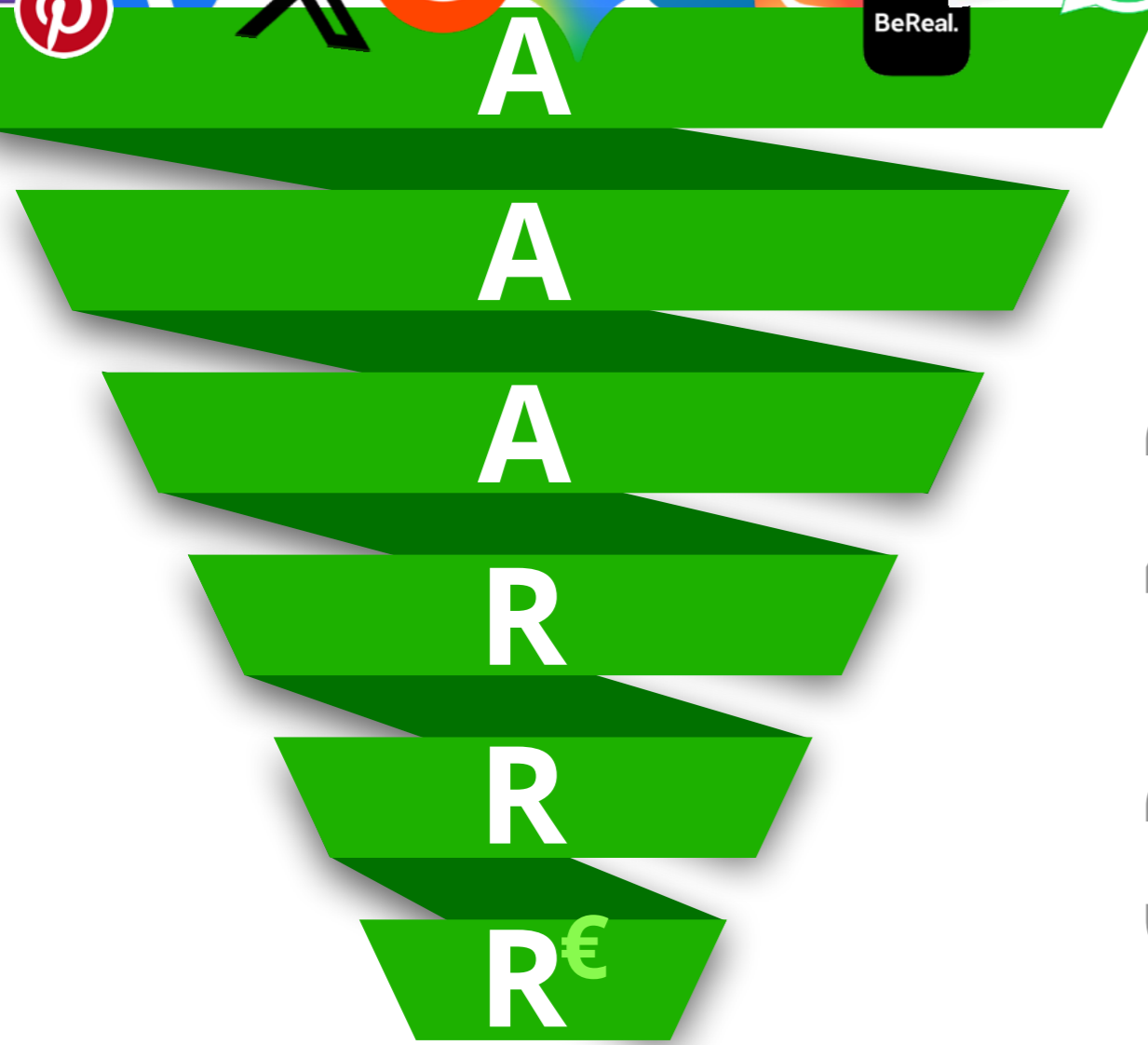
2 **marketing digital**
MIDfunnel

3 **vente**
BOTTOMfunnel

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 - Lead Nurturing



1 **VU / REACH**
Visiteur Unique

2 **MQL**
lead scoring +

3 **SQL**
lead scoring +++

NPS

Net Promoter Score





SI VOUS NE PRENEZ PAS
SOIN DE VOS CLIENTS,
UN CONCURRENT LE FERA

Lead nurturing stratégie funnel



COMMUNIQUER

NOTORIÉTÉ

SEO+SEA

SEARCH



MARKETER DIGITAL

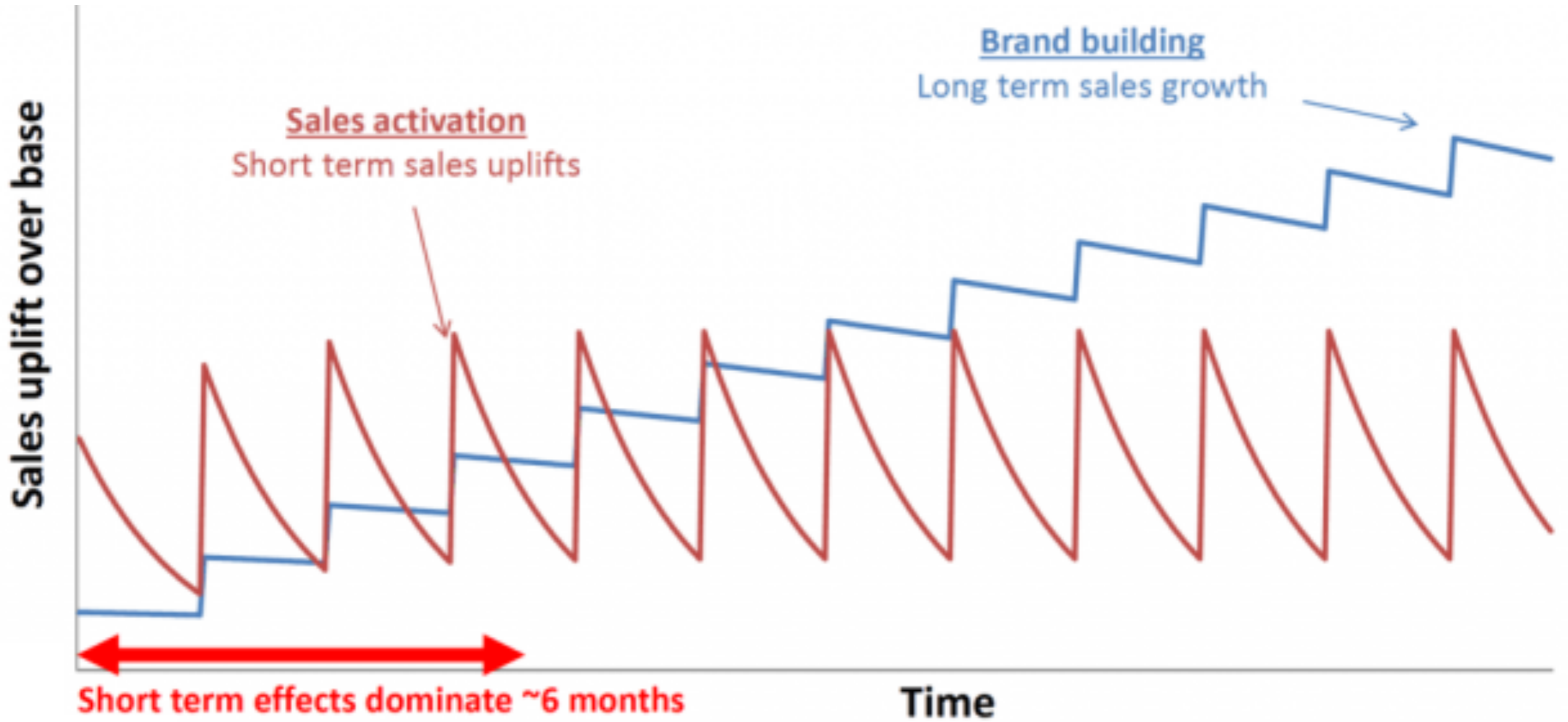
ACTIVATION

CARTE + BASE



VENDRE

CLOSING
ENGAGEMENT

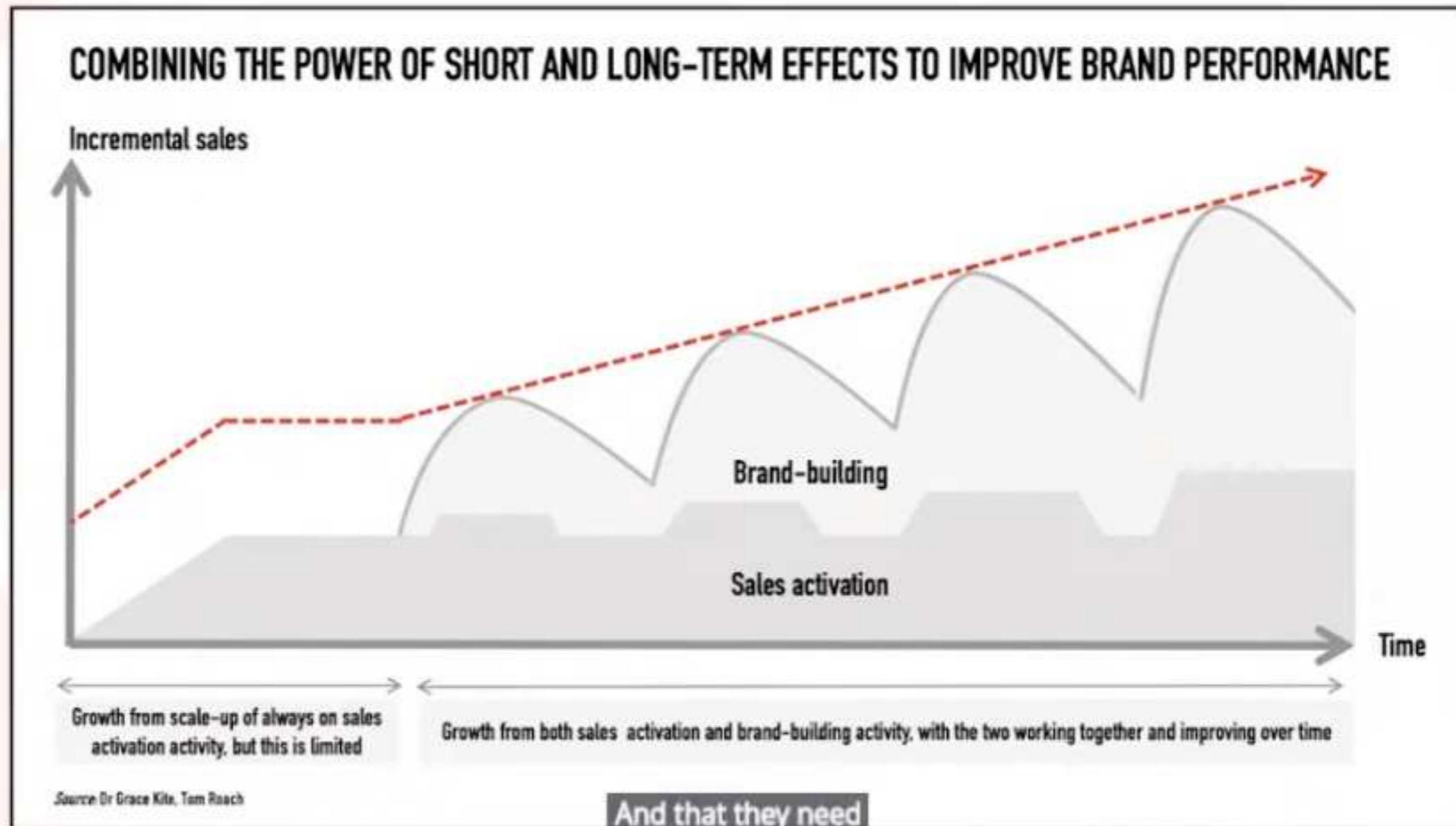


Marketing in the Era of Accountability Binet and Field

Binet and Field

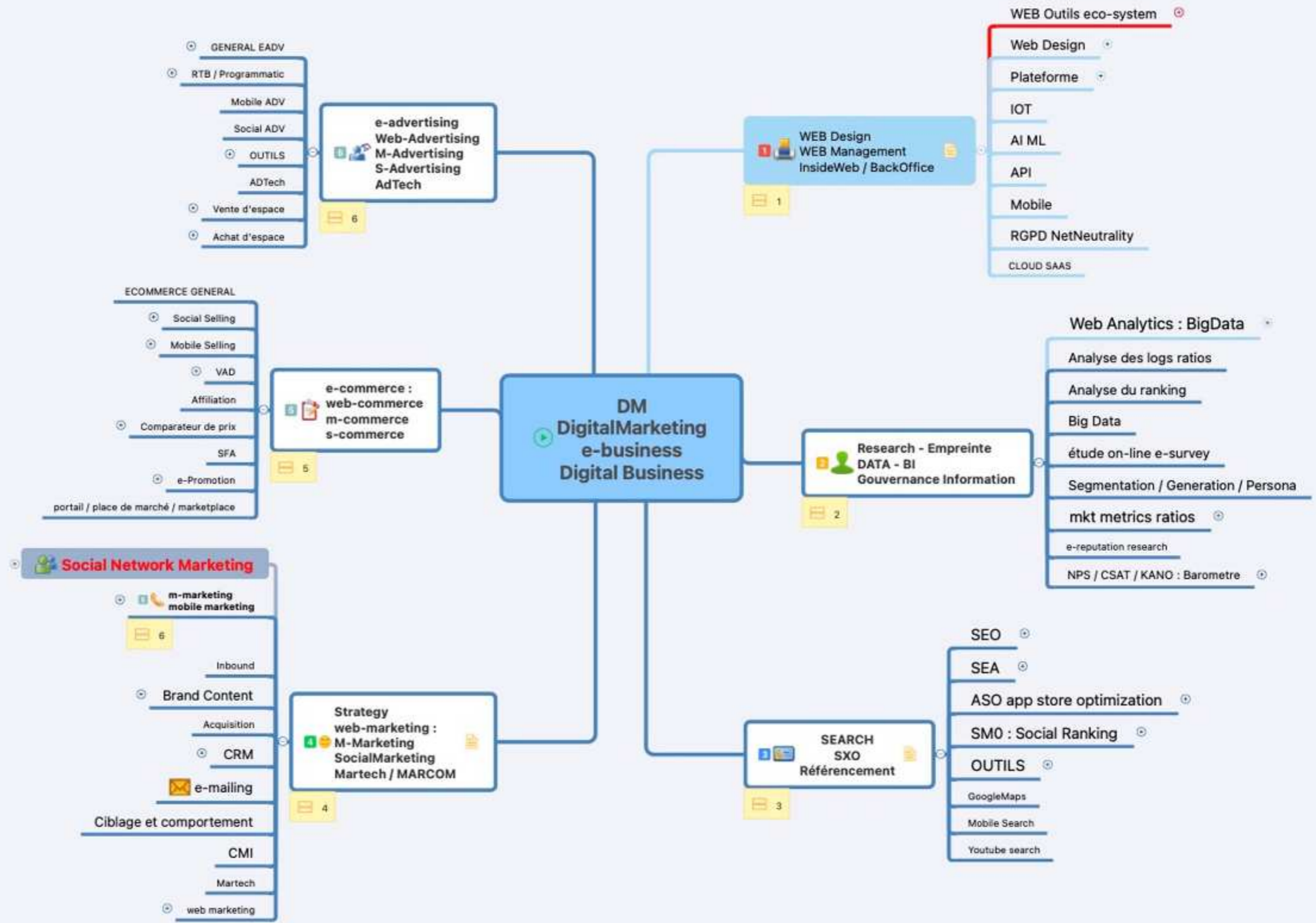
<https://ipa.co.uk/>

THE LONG TO THE SHORT OF IT



Taxinomie

Taxonomie



**PAID
OWNED
EARNED
SHARED**

**marketing
média**

0 ... *stratégie / cibles / positionnement*

1 **communication**

2 **marketing digital**

3 **vente**

de l'innovation

STRATÉGIE D'INNOVATION

1

COMMUNIQUER

2

MARKETER DIGITAL

3

VENDRE

SAMSUNG

360°

Tunnel de conversion / vente

Conversion funnel

Sales Pipeline

Lead Generation

Lead Nurturing



SAMSUNG

A Awareness
A Acquisition
A Activation
R Retention
R Revenue
R Referral

Notoriété
Acquisition
Activation
ACHAT
Parrainage
Retour



G

SAMSUNG

AAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral

G

3 jours

2 mois

1 an



SAMSUNG

**AAAA
RRRR**



Taux de conversion

G



1999 - 2014

2014 - présent

CLOUD





salesforce


Choisir sa CDP : le guide étape par étape.



salesforce

Lancer sa Customer Data Platform

Un guide étape par étape pour clarifier vos
besoins et choisir votre CDP



Attribution Contribution Sans Cookie

- **last clic**
- **toutes les actions**
- **jardin clos login
Walled Garden**

Attribution

**100% de l'efficacité
est attribué à une**

action /

pub

recherche

first clic

last clic

...



Contribution

Calcul du taux de contribution de chaque action /

5% pub RS

10% sea

15% seo

20% avis

15% blog / content

15% fiche produit

20% eboutique Samsung



Contribution



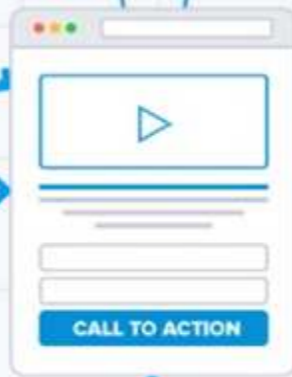


Funnelytics

Cours Live avec Captation



Montage



Sortie épisode



LinkedIn Post



Cours écrit

LinkedIn Outreach



LinkedIn Post



Facebook Ads



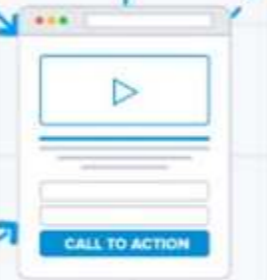
Compte Formateur



LinkedIn Posts



Extrait sur chaîne YouTube



Youtube Ads



Blog Post



TwitteredIn Post



Blog Post



TwittenkedIn Post

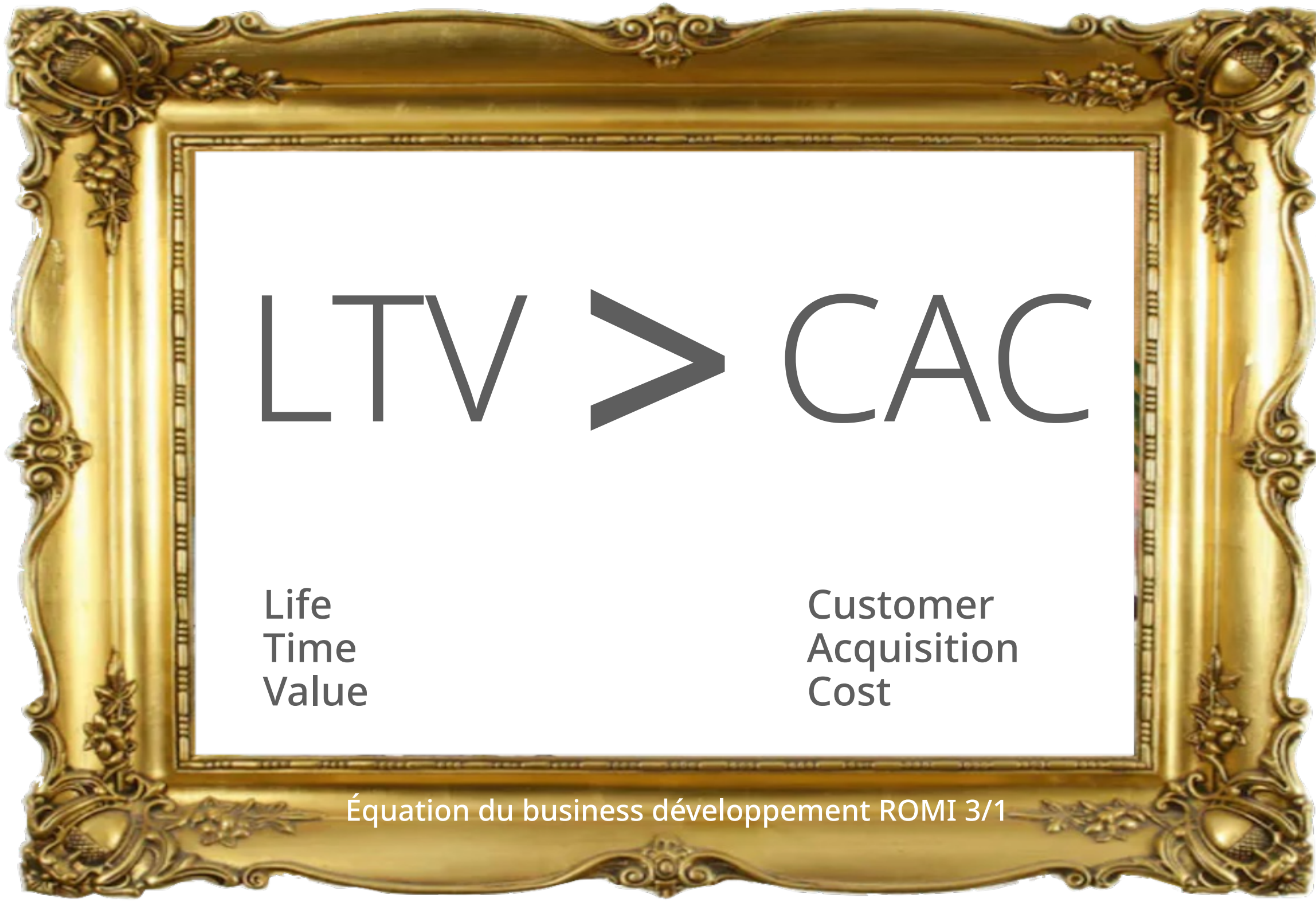


Blog Post



TwitterkedIn Post




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

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI 3/1

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

Sans Cookie Cookieless

Guerre / FPD et login

First party data

Walled Garden

Plateforme

2FA (2 factor auth)

Ouverture de compte

on-site

comment mesurer la SVoD par rapport à la VoL et la TV ? Comment mesurer le search sur le social ou le media ou encore les outils d'IA par rapport aux moteurs classiques ? On s'intéresse beaucoup aux activations off-site, animation off-site : retail media - dooh? = What is off-site advertising? Offsite ad formats like streaming and video ads offer the ability to reach consumers outside of a brand's physical footprint and drive brand awareness. Onsite advertising—such as in-store displays and promotions—provides a timely approach when shoppers are at the point of purchase. With offsite retail media, brands get to essentially join in on a retail ad campaign on other platforms such as display, paid search and social media

What is on-site media?

On-site media is any media that a brand puts on its owned-and-operated web properties — that is, its website and apps — to market its goods and services. On-site media can take many forms: blog posts, SEO keywords, flashy product images, audio, promotional videos, interactive product displays. Anything on the site that highlights how exceptional and useful the brand is and urges you to buy.

What is off-site media?

Off-site media, then, is all of the media a brand publishes on other properties, usually in the form of advertising. There are numerous channels brands can use for their off-site media, including search, social media, display, video, mobile, podcasts — anywhere you can place an ad in front of a consumer online.

SALES FUNNEL

autres modèles



Users that visited

Main Page



Users that did

Sign Up action

Users that completed

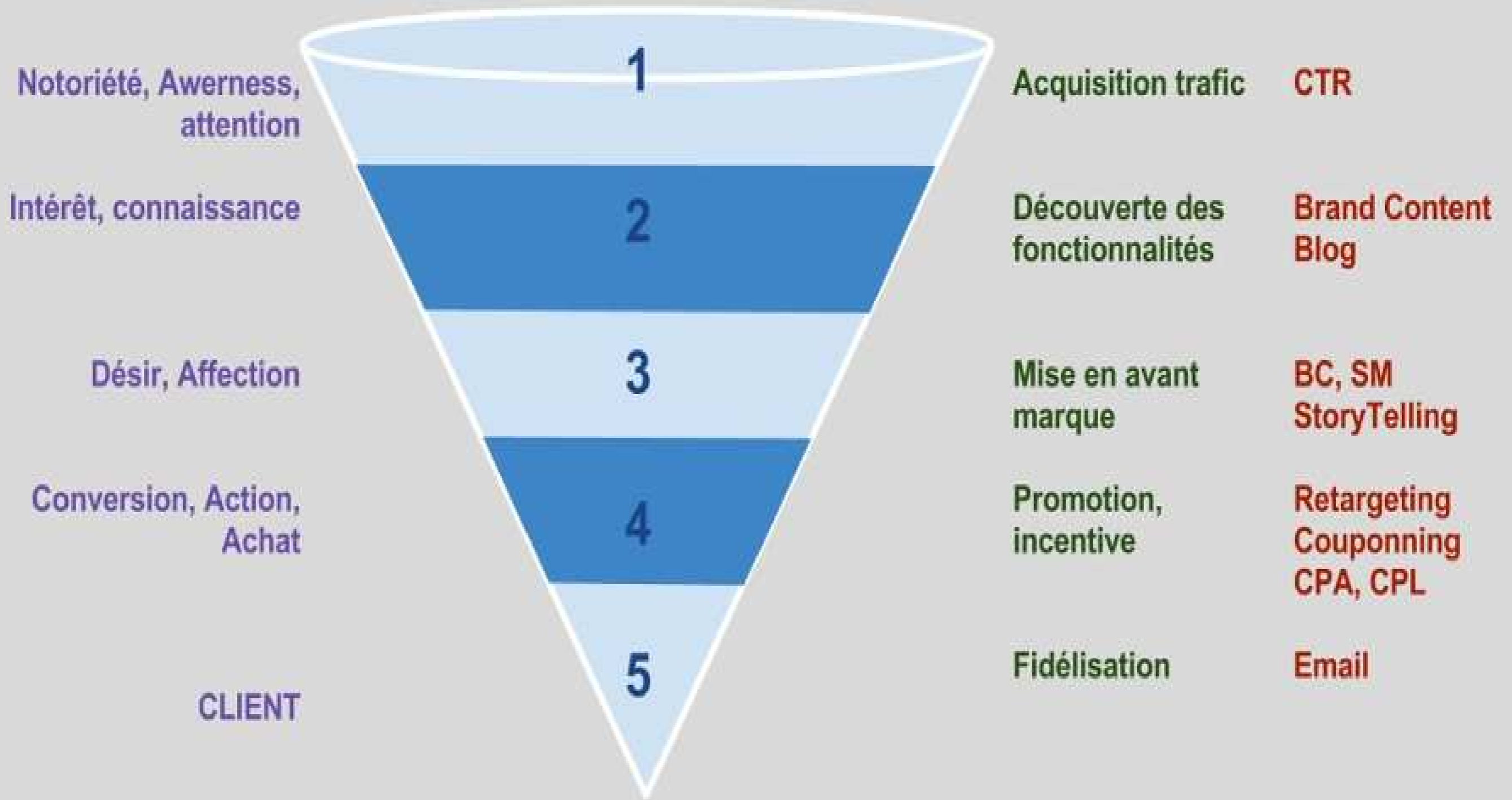
Onboarding

Users that did

Invite teammates action

Users that did

Paid



Prospect inconnu

Notoriété

Évaluation

Intention

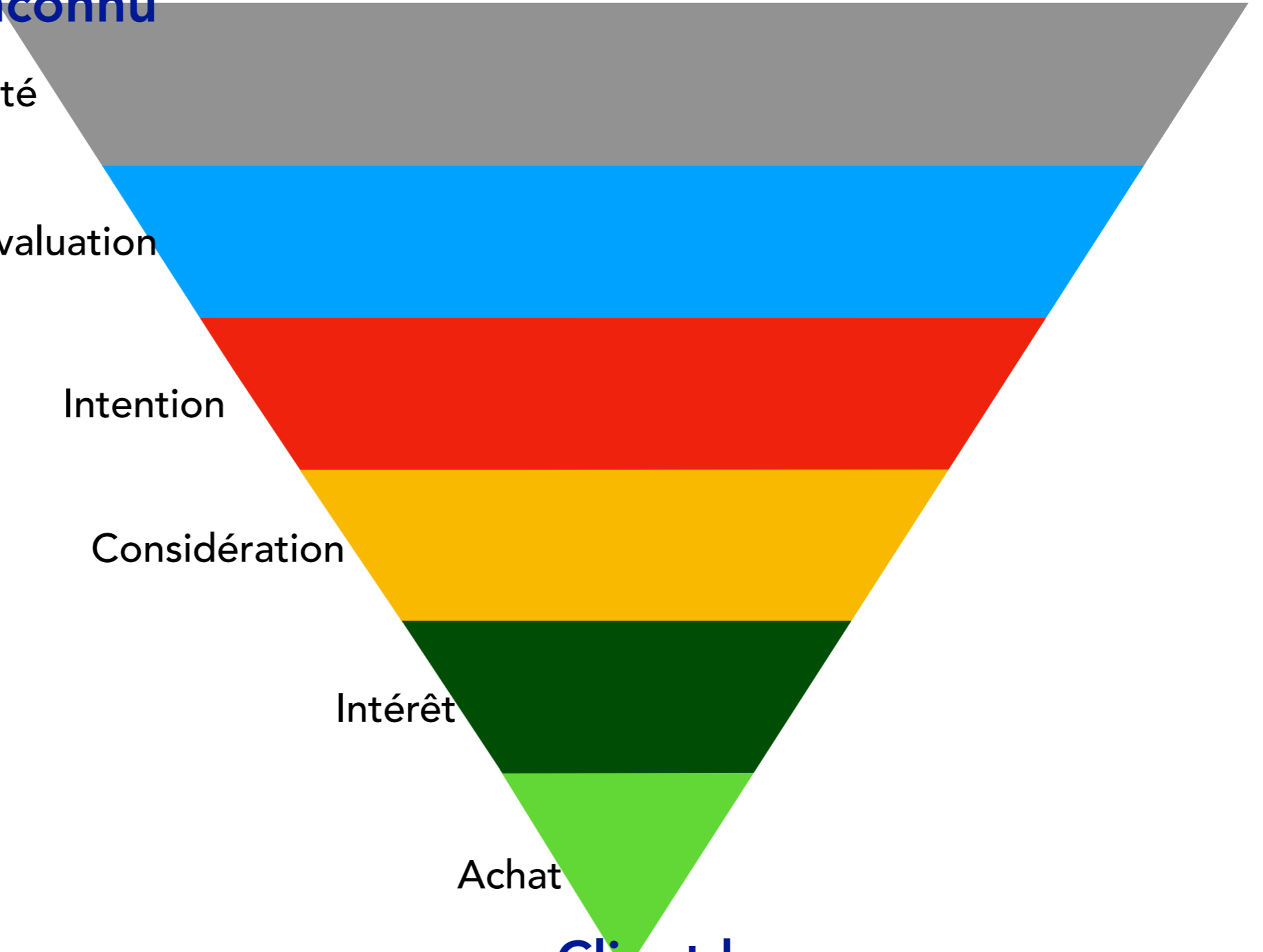
Considération

Intérêt

Achat

Client heureux

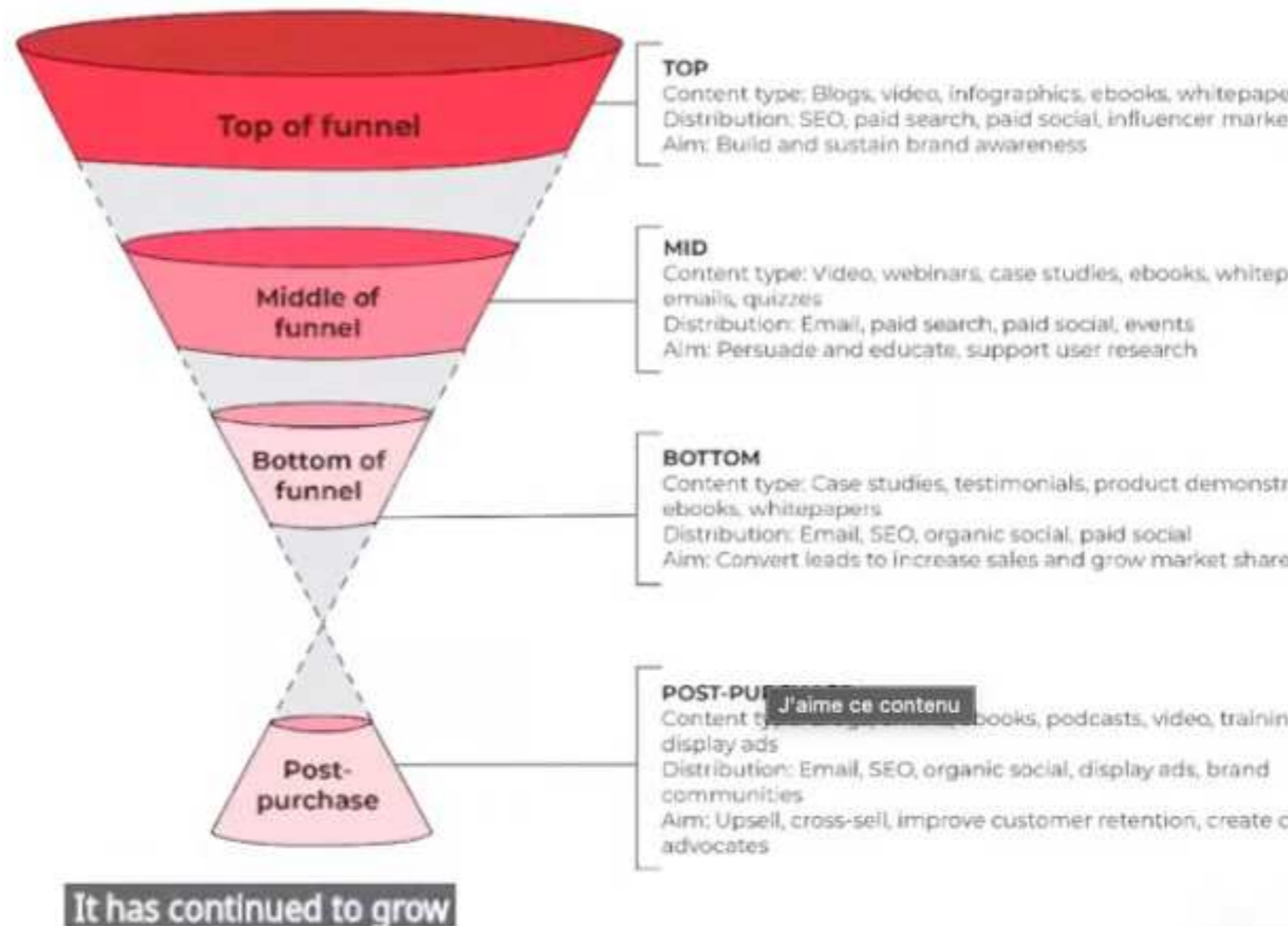
Closing moderne
Pyramide des
engagements habituels



FULL-FUNNEL RETAIL MEDIA

A full-funnel approach to retail media:

- **Raising awareness:** Showcasing products that shoppers are not aware of.
- **Generating consideration:** Creating interest and preference for brands.
- **Driving purchase:** Reaching in-market consumers close to the point of purchase.
- **Loyalty:** Retargeting to drive repeat purchase, or for special offers to encourage brand loyalty.



Modèle CRM simple (6 étapes fondamentales du modèle d'affaires)

- Génération / achat de leads (upper funnel)
- Lead nurturing (middle funnel)
- Conversion par le contenu et progression par les propositions (lower funnel)
- Livraison, vente et logistique
- Récurrence, abonnement (entretien), développement, après-vente et parrainage

RACE

Reach

Act

Convert

Engage

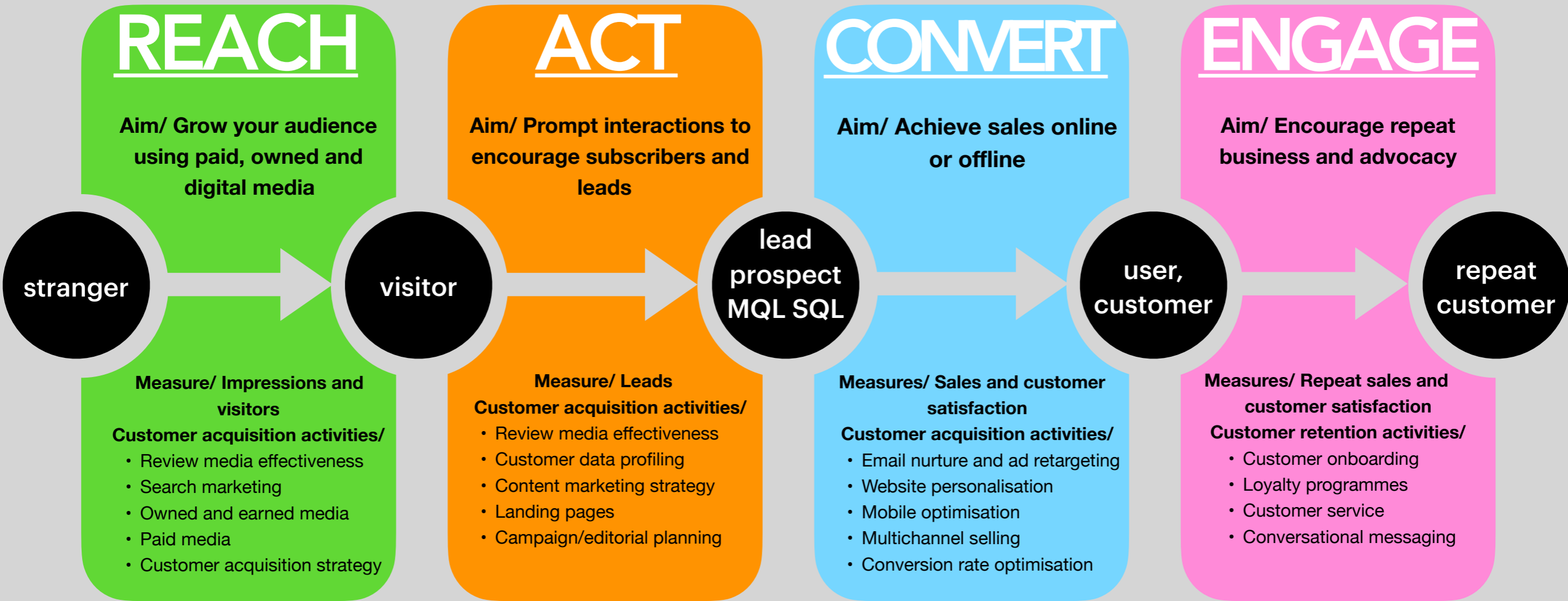
Modèle ACNCE

- Attention
- Capture
- Nurture
- Convert
- Expand

Modèle AARRR

- Acquisition
- Activation
- Rétention
- Revenu (CA)
- Parrainage (referral)

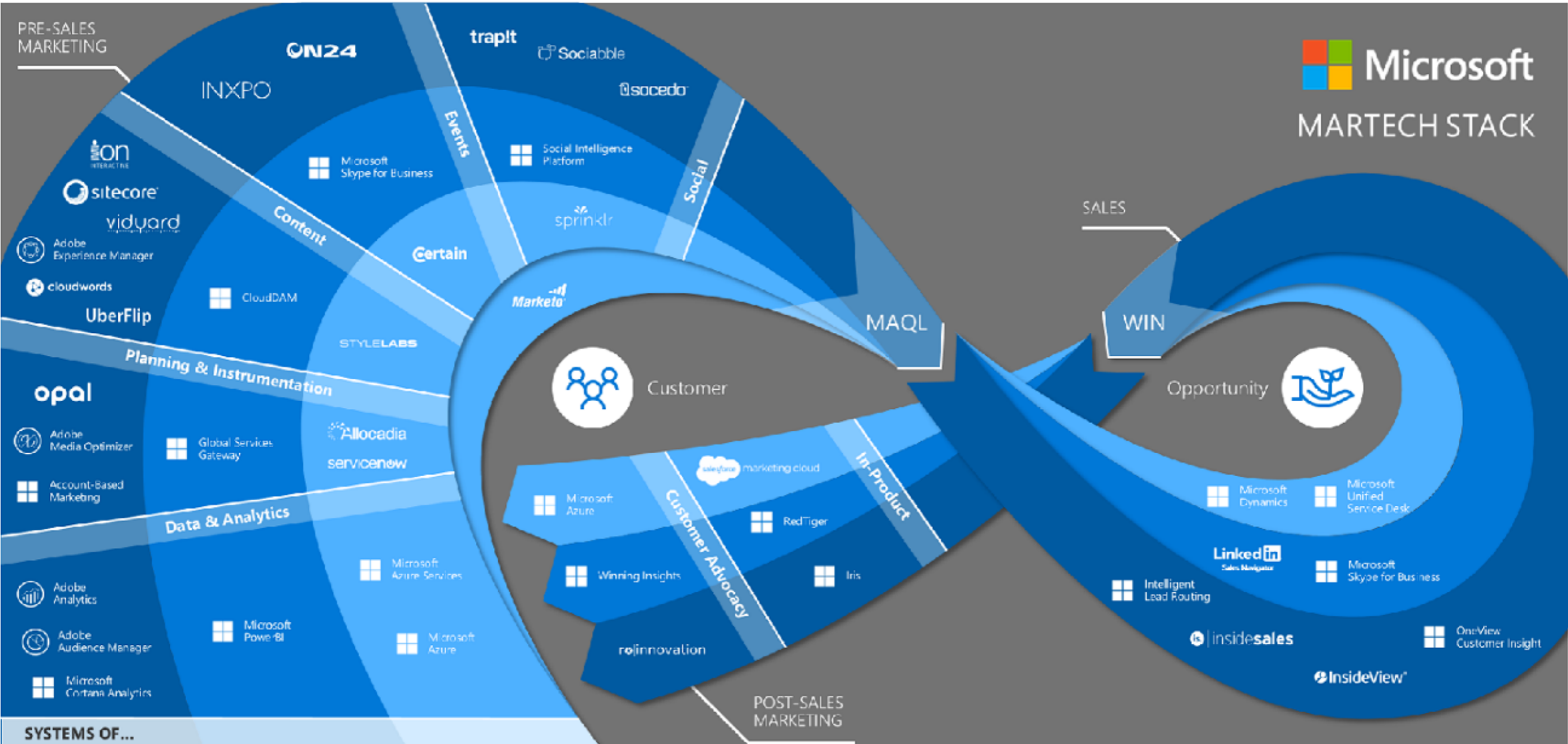
RACE





Microsoft

MARTECH STACK



Our technology vision is to create an efficient and highly scalable Marketing to Sales automation platform that enables marketers, sellers and partners to create seamless and responsive customer experiences, making it simple to find, try, use, share and buy Microsoft products. Customer information and insights are surfaced to enable both Marketers and Sellers to precisely add value to customer interactions along a multifaceted, rich customer conversation that spans from initial digital engagement to personalized sales discussions.



Purchase

Select

Evaluate

Expand

Need

Customer

Onboard

Implement

Advocate

Recommend

Renew

Optimize

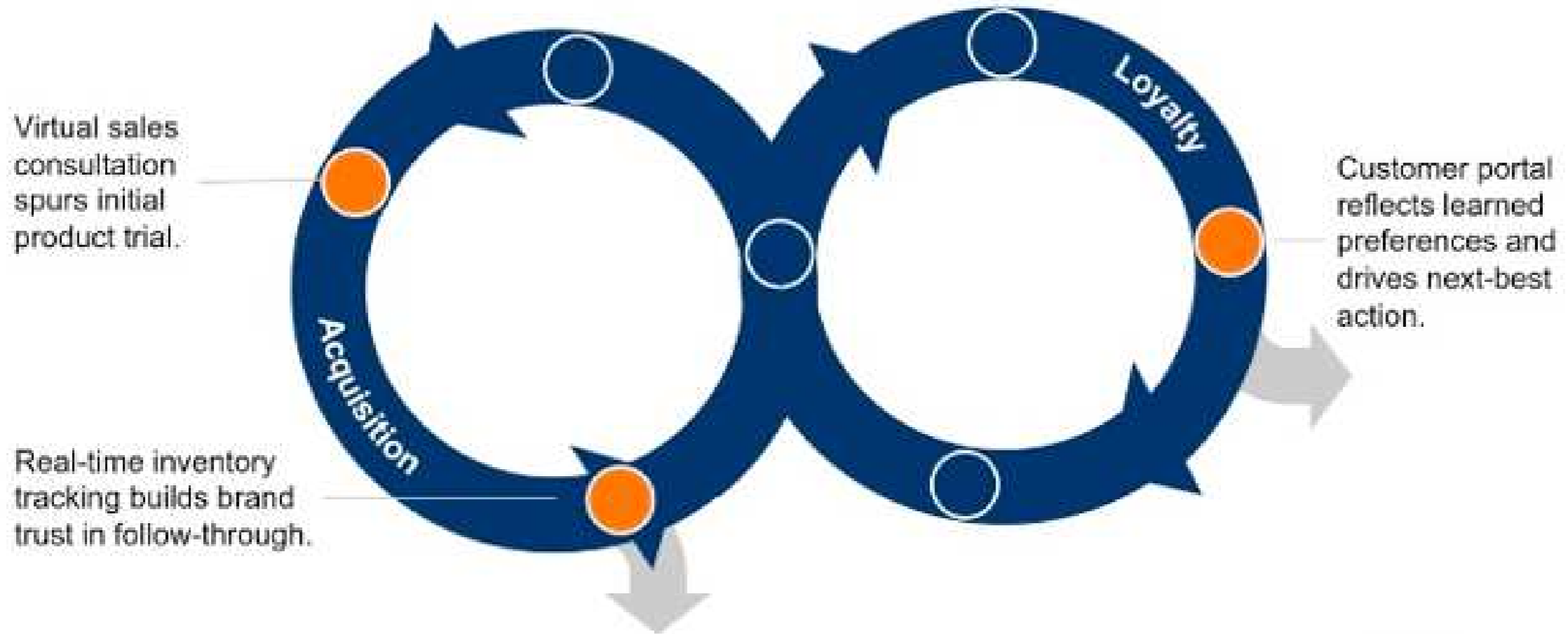
Adopt

Engage

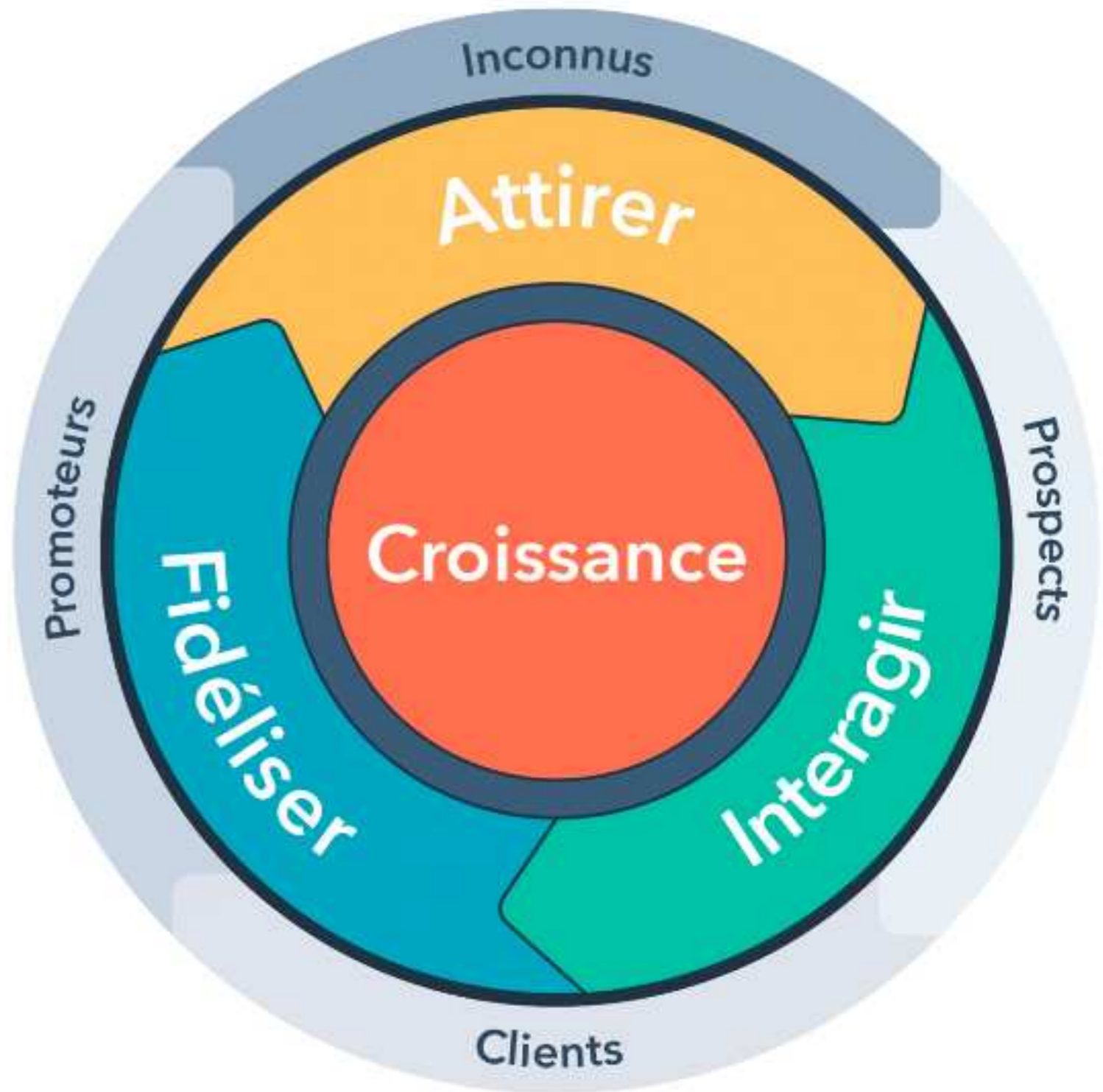
Use

Gartner®

Customer Journey



HubSpot



salesforce



There Are 7 Main Stages in a Sales Pipeline



1. Prospecting



5. Negotiation and commitment



2. Lead qualification



6. Opportunity won



3. Demo or meeting



7. Post-purchase

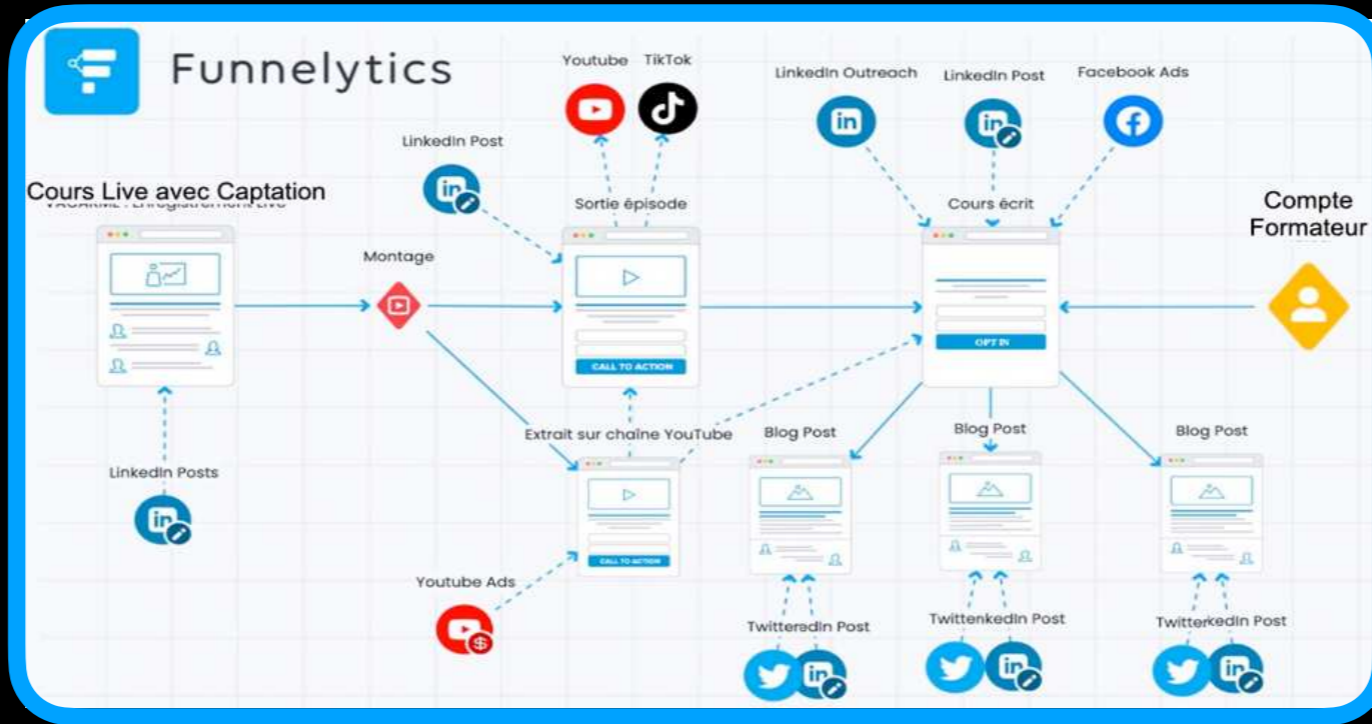


4. Proposal

AAARRR

COMMUNIQUER
MARKETING DIGITAL
VENDRE

LEAD NURTURING
LEAD SCORING



EMBASER
ENCARTER

LAST CLIC
ATTRIBUTION
CONTRIBUTION

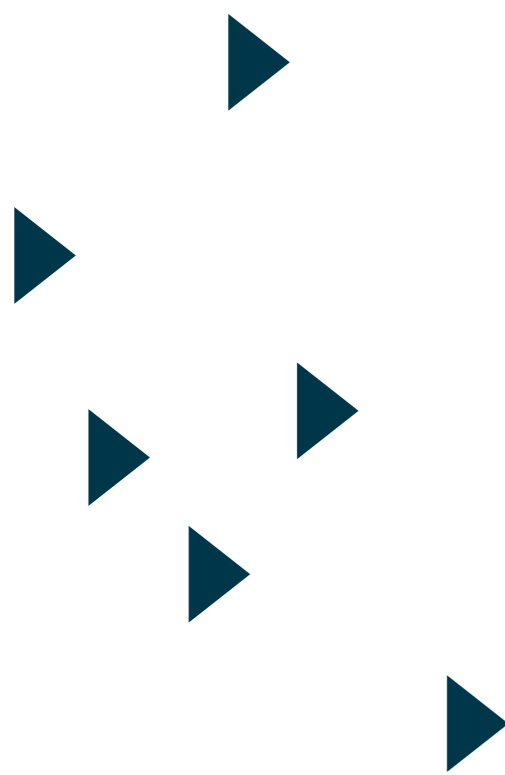


TOP FUNNEL MID FUNNEL
BOTTOM FUNNEL



UX *physique*
web
mobile
sociale
metavers





EXPLORE

BEYOND

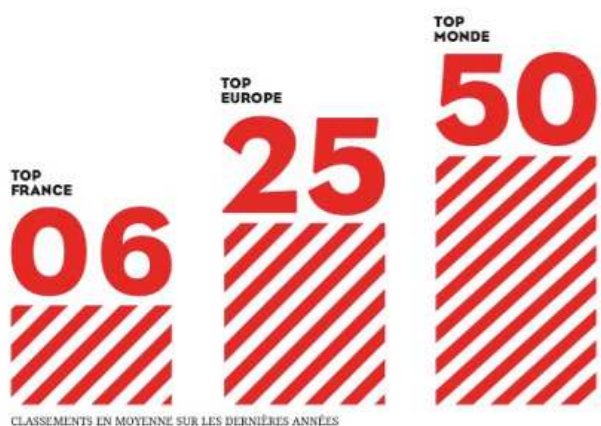
HORIZONS

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



Une école pour comprendre le monde et agir avec discernement

GEM est une grande école de management internationale, triplement accréditée et Société à Mission. Elle combine excellence académique, recherche à impact et pédagogie immersive pour former des professionnels capables d'agir avec lucidité face aux grandes transitions économiques, environnementales et sociétales. Présente en France et connectée à un large réseau international, GEM accompagne des trajectoires exigeantes. Rejoignez une communauté engagée.





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

grenoble-em.com



12 rue Pierre Sépard - 38000 Grenoble
183 avenue Jean Lolive - 93500 Pantin