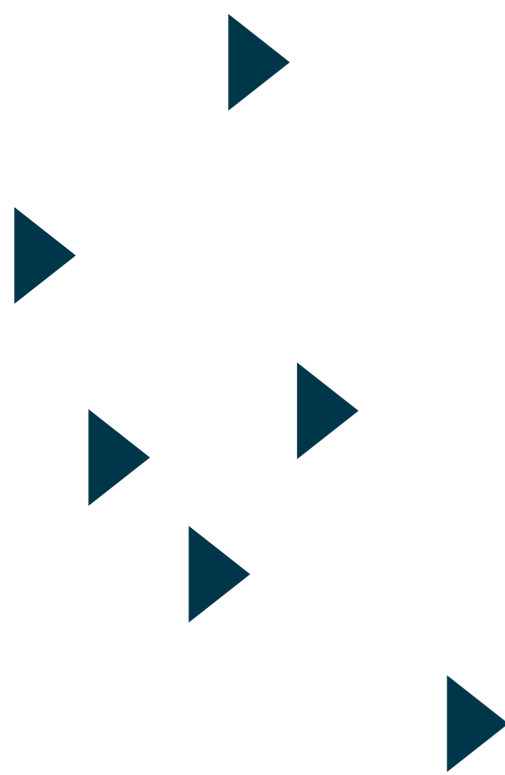




**S
H
N**

The image features a scenic background of a mountain valley with green fields in the foreground and rugged, snow-dusted peaks in the distance. Overlaid on this scene is the logo for the Alpine Business School. The logo consists of the acronym 'GEM' 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, arranged in three stacked 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**



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

EP04

Content Strategy

& AI



PREVIOUSLY

in 180 sec

SEM
=
SEARCH
=
référencement

SXO

SEA
AdTech



HTML //
CSS
JS
<HEAD - BODY>



WEB
IA

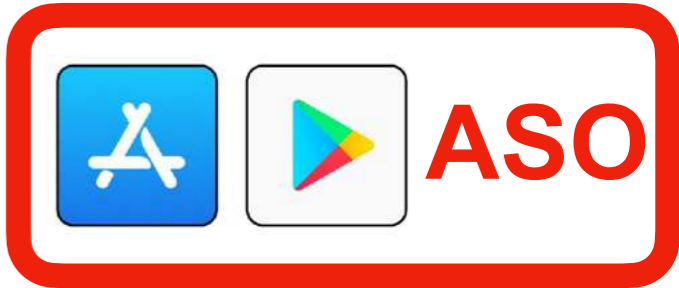
COCON
SÉMANTIQUE



SEO¹ & SAIO + SEA² + ASO³ +
SMO⁴ + Local⁵ + retail media⁶
AEO + GEO + SGE + SAIO

ZERO CLIC

« L'IA EST AUSSI
UN CLIENT »



STRATÉGIE de CONTENU

//

... *MARKETING d'INFLUENCE*

BRAND CONTENT

vs.

content marketing

content strategy

content mix to be diversify

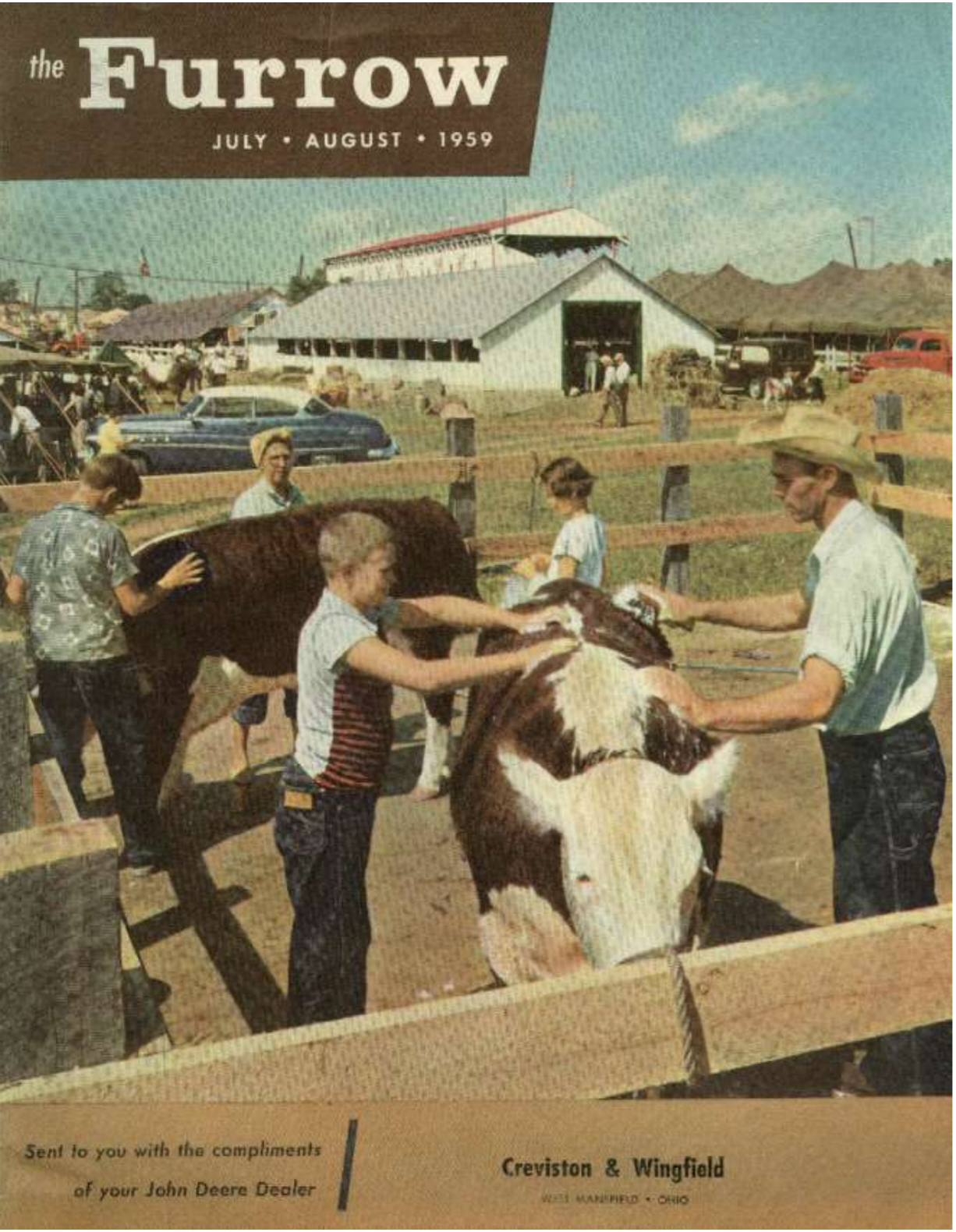


content marketing



brand content





attn:



BATTLE FOR ATTENTION

~~TIME
=
MONEY~~

“ATTENTION
=
MONEY”

WHAT'S NEW

DAY TRADING

ATTENTION

READ THIS

GARY VAYNERCHUK

#1 NEW YORK TIMES BESTSELLING AUTHOR

DAY TRADING ATTENTION

HOW TO ACTUALLY BUILD BRAND AND
SALES IN THE NEW SOCIAL MEDIA WORLD

"One thing I've learned being around Gary for the last decade is that when he sees new consumer trends or new best practices in marketing, people should listen and act on them."

—MICHAEL RUBIN, CEO OF FANATICS



"Day Trading Attention" de Gary Vaynerchuk explore comment les entreprises peuvent capter et utiliser l'attention des consommateurs dans le paysage numérique actuel. Vaynerchuk souligne l'importance de comprendre et d'exploiter les canaux d'attention sous-évalués, notamment via les réseaux sociaux. Il compare l'attention en ligne à la volatilité du marché boursier, où les marques doivent agir rapidement pour rester pertinentes. Le livre met en lumière la nécessité de l'agilité, expliquant comment les entreprises doivent s'adapter aux tendances émergentes et aux algorithmes changeants des plateformes comme TikTok, Instagram et LinkedIn. Vaynerchuk insiste sur le storytelling, la création de contenus authentiques et engageants, et l'importance de la marque personnelle. Il offre des conseils pratiques et des exemples concrets pour construire une marque et augmenter les ventes, mettant l'accent sur la compréhension des consommateurs modernes, plus informés et exigeants. Il prône l'utilisation de diverses plateformes pour diversifier le contenu, tout en soulignant l'importance des données et de l'analyse pour affiner les stratégies marketing. "Day Trading Attention" est un guide pour naviguer dans le monde rapide du marketing digital, où l'attention est la nouvelle monnaie.

« contenu éditorial créé
par une marque »

la marque est un média



Hubert Kratiroff
(Les fonctions du marketing)

Création de **contenus** :

UGC user generated content
(review, comment, client, utilisateur, testeur)

experts (indépendant, KOL, créateur
de contenus, marque, consultant, salarié)

artistes (ponctuel, récurrent)

influenceurs (mega...nano)

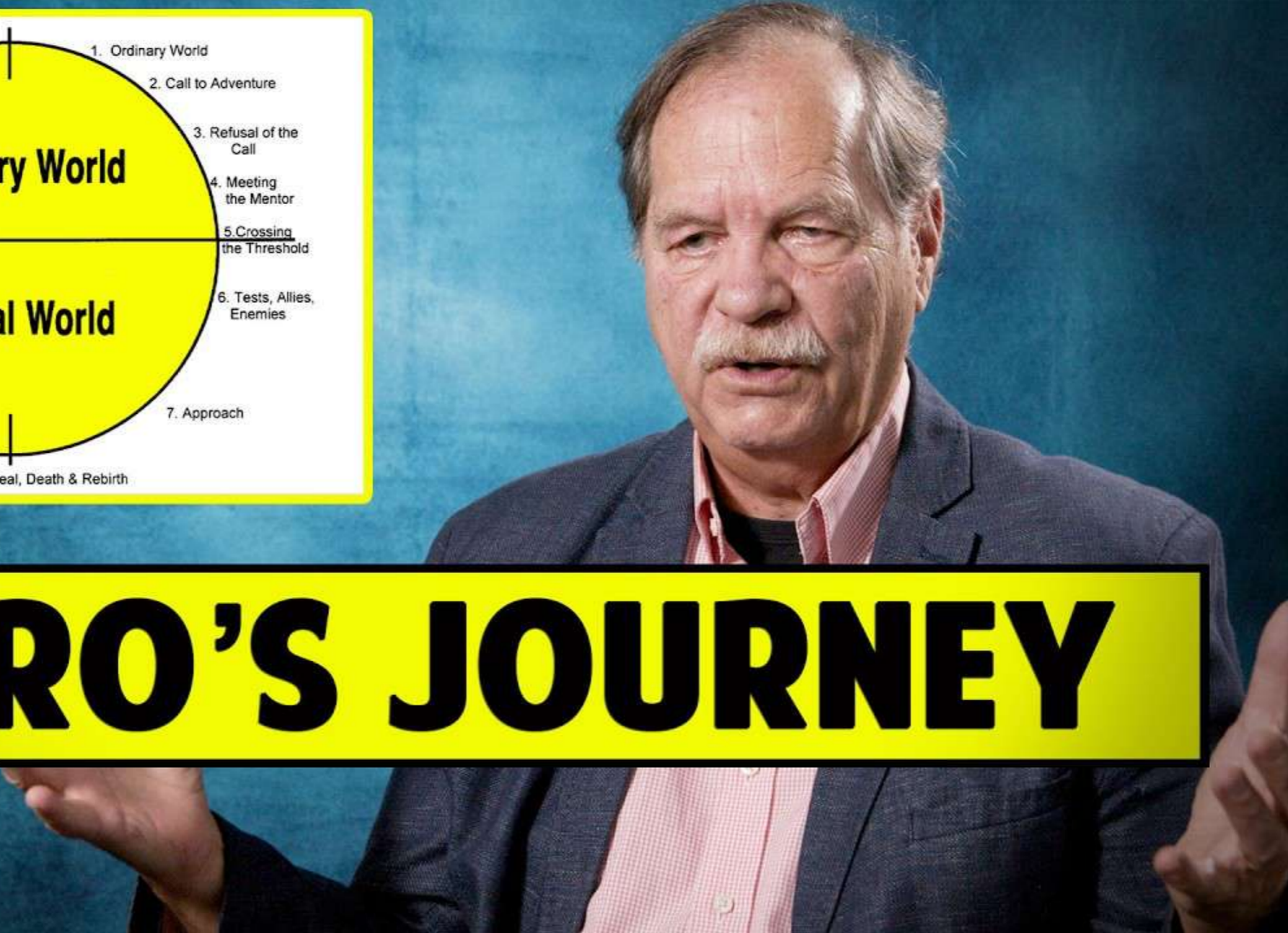
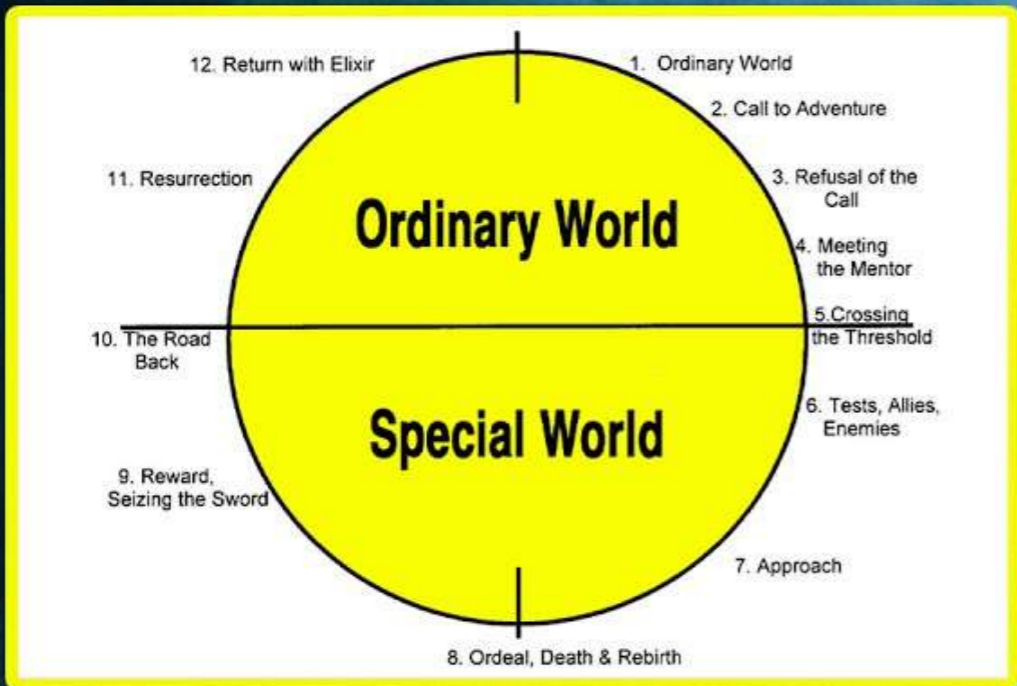


StoryTelling

NoStory : NoBusiness



12 Stages Of The Hero's Journey - Christopher Vogler



HERO'S JOURNEY

CONTENT BIG PICTURE

Infobesity

Content
Strategy

Lovemark

1

2

3

1

Infobesity

FOMO
Info-Snacking
10 hours
Hyper Choix
Digital Detox
NoMoPhobia

2

BRAND CONTENT

StoryTelling / Newsletter
Quality Writing
Native ad / Gamification
Curation / Vidéo / Podcast
RTM / SEO / NewsHack
Livre blanc / Webinar
Learn Marketing / WebSerie

POEM

3

LOVEMARKS

UX writing
USER Respect
Loyalty Beyond Reason



The Future Beyond Brands
Kevin Roberts

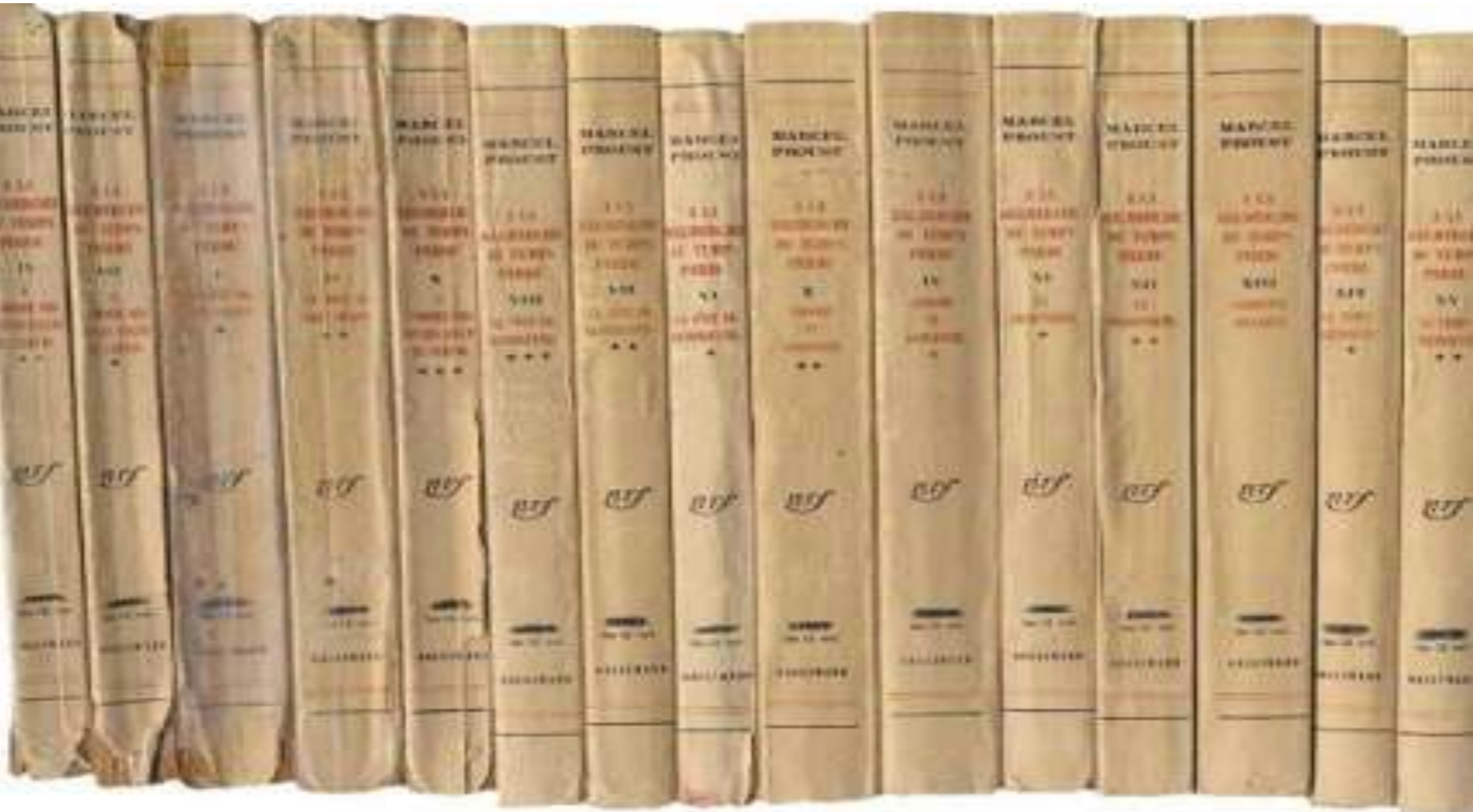
”content strategy”

création de contenu de valeur
pour le contexte capable
d'attirer, d'acquérir, d'engager
votre audience.



ce que la
STRATÉGIE DE CONTENU
apporte au

marketing ?



LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714

LIBRARIUS
1714



... une image fait PLUS que des discours, lois, manifestations, politiques. L'émotion de l'image ne s'oublie pas elle est sincère et peut être manipulée



FESTIVAL DE CANNES

**Content is
king**



“Content is King”

Bill Gates, 1996



Context
is good



hk

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:

???

CONTENT DISTRIBUTION



POEM

...

POESM

G

POESM

Paid Media

Owned Media

Earned Social

Shared Social

Managed Marketing



Conférence de rédaction



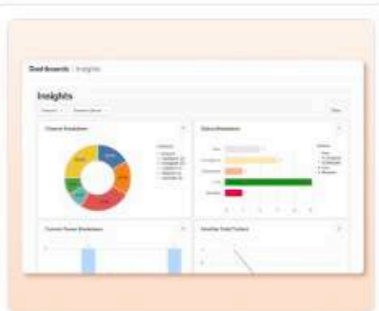
1/3 curation
1/3 recyclage
1/3 nouveau
content





PERSONA 20 max

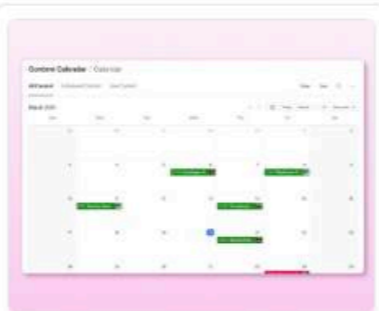




Insights

Section
Dashboards

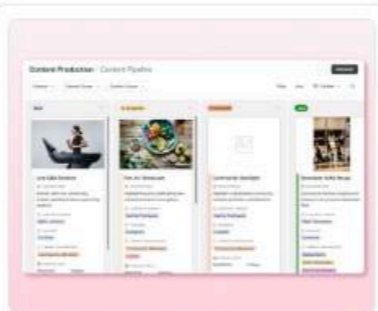
Description
Insights serves as a comprehe...



Calendar

Section
Content Production

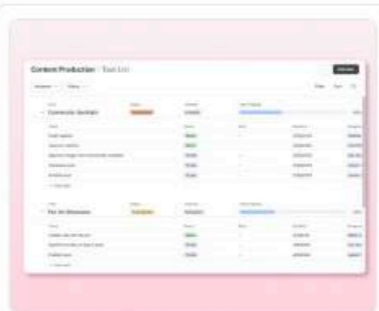
Description
The calendar view provides a ...



Content Pipeline

Section
Content Production

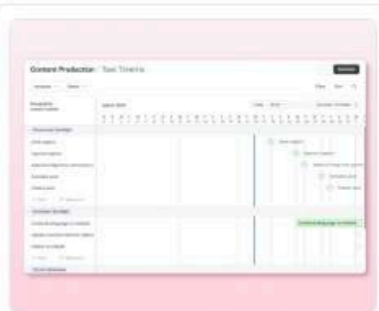
Description
The Content Pipeline page ser...



Task List

Section
Content Production

Description
The Task List compiles all task...



Task Timeline

Section
Content Production

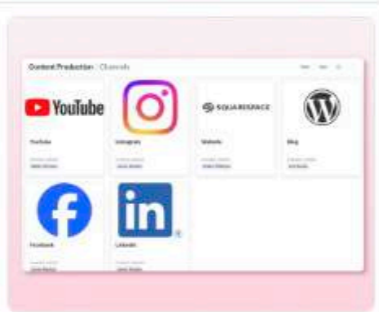
Description
The Task Timeline provides a ...



My Work

Section
Content Production

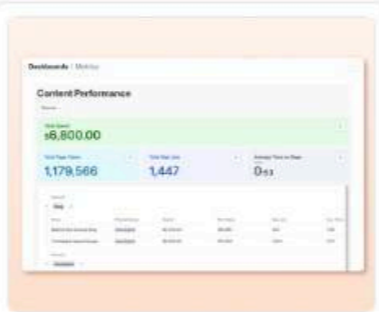
Description
My Work aggregates all



Channels

Section
Content Production

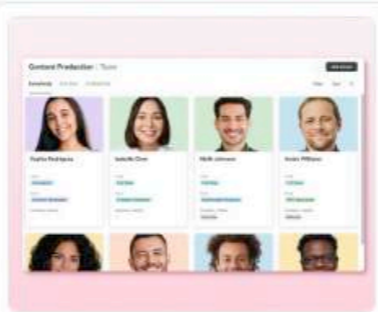
Description
The Channels page is dedicat...



Metrics

Section
Dashboards

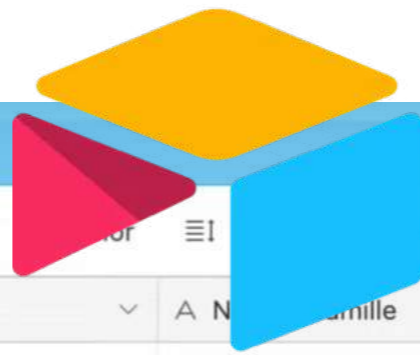
Description
The Metrics page provides co...



Team

Section
Content Production

Description
The Team page is a directory ...



Airtable

Personnes | Entités | + Add or import

Views | Grid view | Hide fields | Filter | Group | Sort

Find a view

- Grid view

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

Create...

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

Content Marketing Pipeline

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 +1 more	12 The psycholog... PUB Why everyo... DRAFT	13 Timing your so... PUB Data visualiza... EDIT	14 +1 more
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 +1 more
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	30 Data viz week	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

2017 tools roundup
Oct 23 PUB

5 ways to use data to s...
Oct 24 PUB

Data viz for dummies
Oct 26 PUB

Has data visualization changed t...
Oct 26 PUB

Why everyone... your team nee...
Oct 25 PUB

Sélim Niederhoffer

50⁺
TECHNIQUES
POUR VENDRE
EN LIGNE

Le guide du COPYWRITING

Pages de vente, newsletters,
sites web, réseaux sociaux...



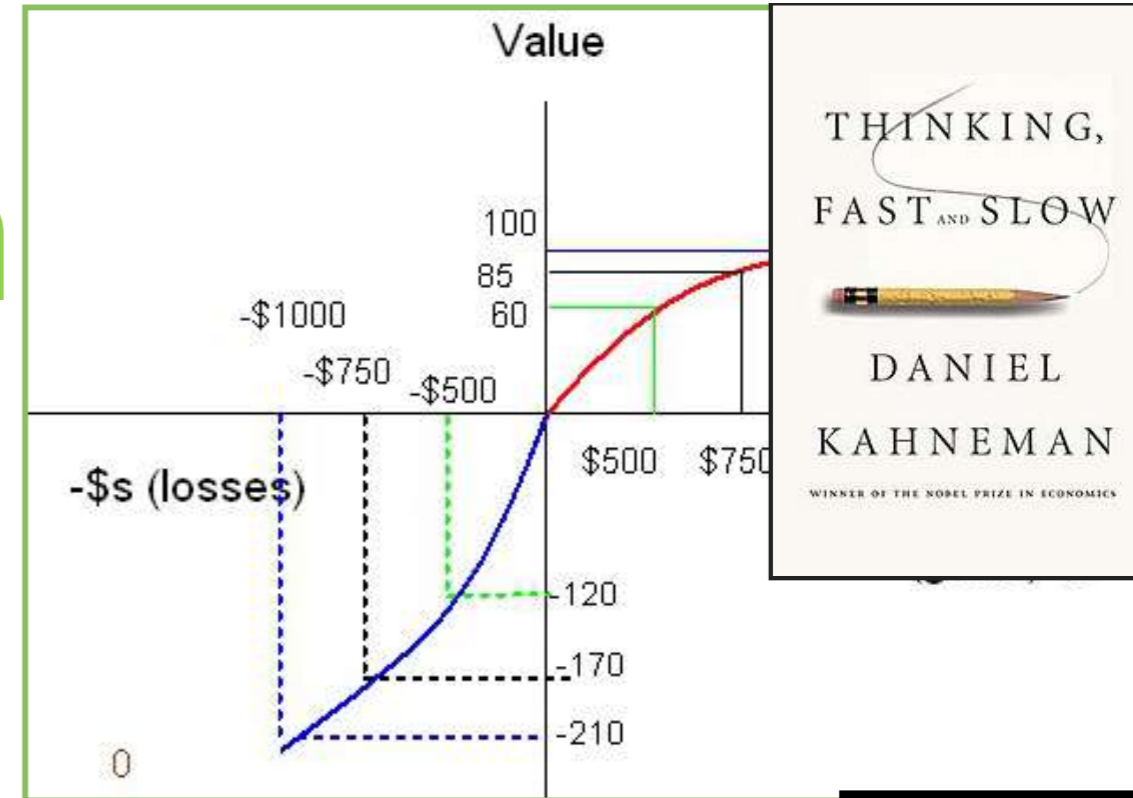
Éditions
EYROLLES

Éditions
EYROLLES



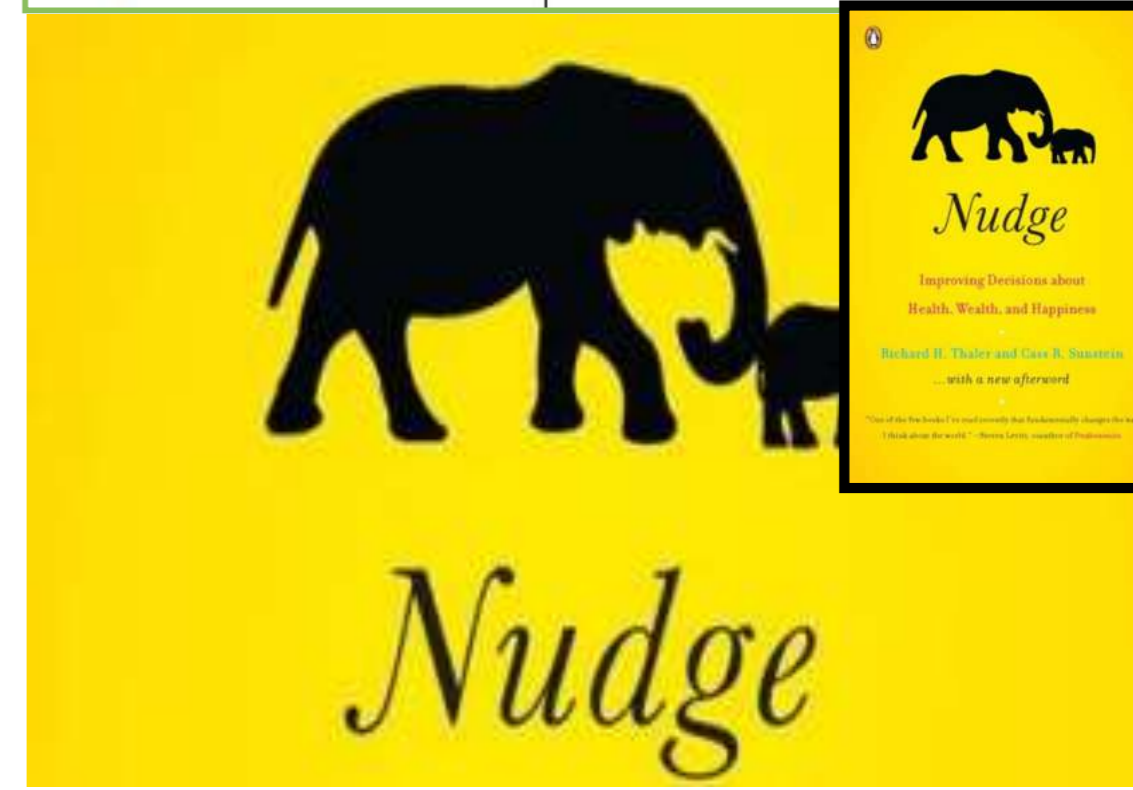
Daniel Kahneman

2002 Decision making under uncertainty (S1 S2)



Richard Thaler

Nobel 2017 pour **Nudge**



Persona
Mission éditoriale
Piliers thématiques

audit de la plateforme de marque actuelle
concerne tout le monde dans l'entreprise
et toutes les entreprises

EEAT

Experience
Expertise
Authority
Trust

E-E-A-T: Making experience and expertise your content advantage

E-E-A-T, YMYL, and other factors to consider when creating a content strategy to beat your SEO competitors and satisfy your audience.

Google probably won't ever tell us how its algorithms work – but that doesn't mean it won't drop a few hints.

Google's Search Quality Rater guidelines mention [E-E-A-T](#) (experience, expertise, authoritativeness and trustworthiness) 126 times – which is a pretty big indicator that this is important, according to [Melissa Fach](#), lead SEO content manager at Kelley Blue Book & Autotrader.

Leveraged correctly, ensuring your content delivers E-E-A-T to a high standard can supercharge your SEO, she explained.

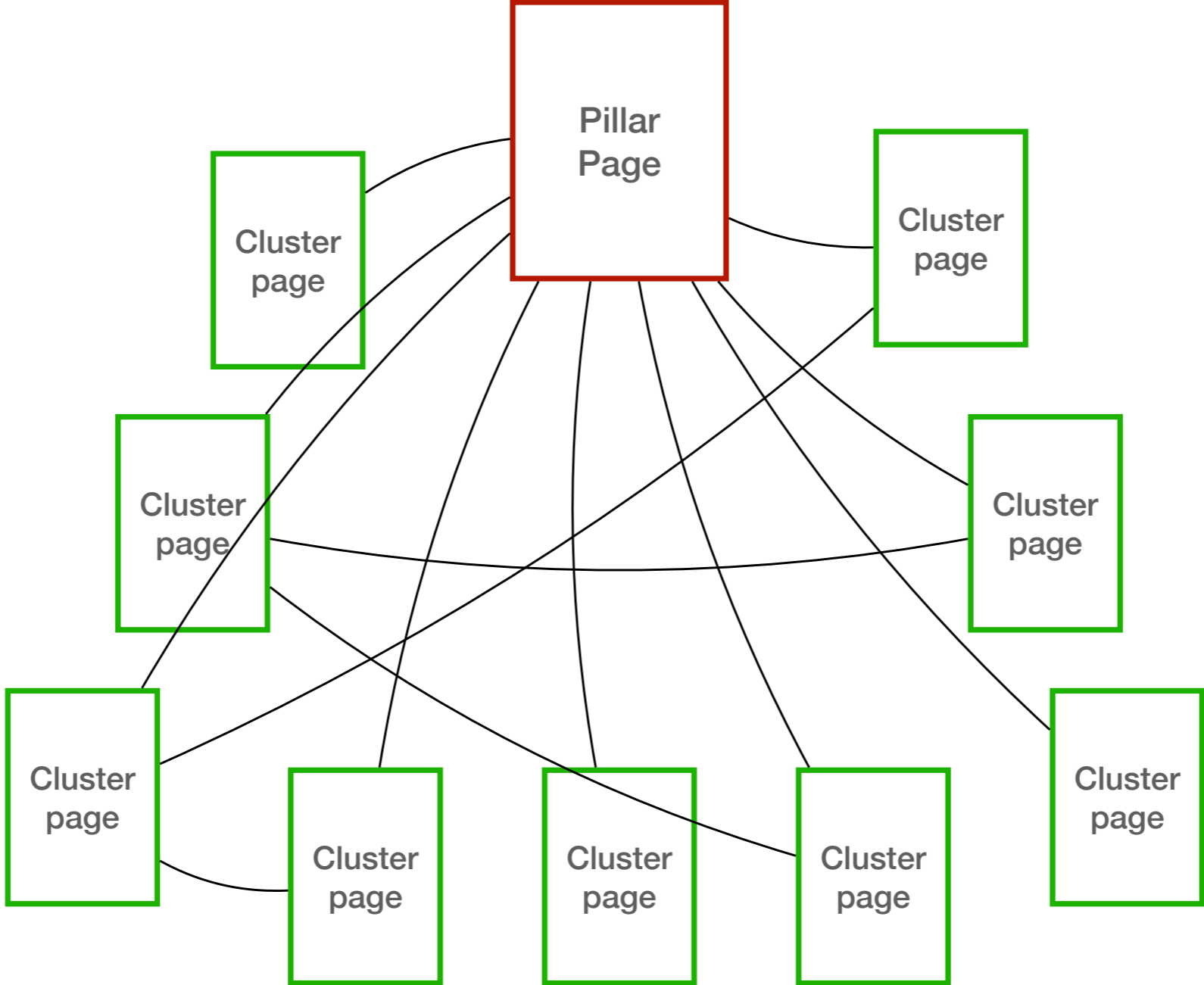
Here's how you can use experience and expertise to your content advantage, as presented by Fach at [SMX Advanced](#).

Experience is a priority

Google [updated its E-A-T guidelines](#) in December 2022 to add an extra 'e', which stands for experience – and it's a factor all SEOs should prioritize when it comes to their content strategy. Fach explained:

- “The experience aspect is really great because anyone can learn to write about any topic – but only someone with experience can provide the insights people need to make a decision that could impact their life, whether it be health or financial or even just what they're going to eat for dinner.
- “So does your content demonstrate it was produced with some degree of experience, such as actual use of a product? Or has the writer actually visited a place they're discussing?”

Topic Cluster / Semantic Cocon / Pillar Cluster Model / Content Cluster





LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

BEST IN CLASS

CONTENT MARKETING



Selection + Aggregation +
Editorialization + Contextualisation +
Enrichment + Share

=

Curation





Contenu **sponsorisé**, **pertinent** pour l'utilisateur, qui **n'interrompt** pas son expérience de lecture, et qui s'intègre dans l'environnement éditorial qui l'accueille

NATIVE ADVERTISING

Le native advertising, trait d'union entre les centres d'intérêt des cibles des annonceurs et les univers thématiques développés par les marques médias avec l'utilisation des data comportementales observées sur les audiences digitales, est un **vecteur d'accélération de cette mise en relation.**

iab.

NATIVE ADVERTISING PLAYBOOK 2.0



TODAY'S NATIVE AD TYPES AND CRITERIA FOR HOW TO EVALUATE

There are three primary types of feeds where Native Ads typically appear:

- **Content feeds** typically include articles, images or video branded/native content; e.g., publisher content sites and news aggregators such as CNN and Yahoo
- **Product feeds** typically include product, services or app-install branded/native content; e.g., retail sites and app listings such as Amazon, Etsy and eBay
- **Social feeds** typically include social content, articles, videos, stories, images and music branded/native content; e.g., social networking and messaging apps such as Facebook, Instagram, and Twitter.
Note: On social feeds, there are no In-Content Ads.

The Art Of Pitch



tl;dr

is

every

thing

you

are

TAXINOMIE

Digital Marketing



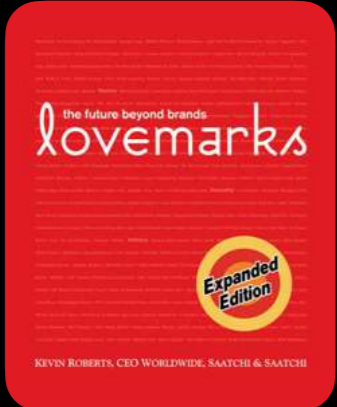
Arbre du marketing Internet

Mike Robinson



E E A T
Experience
Expertise
Authority
Trust


**COPY-
WRITING
NUDGE
CURATION**



**StoryTelling
NoStory : NoBusiness**

**CONTENT CLUSTER
SEMANTIC COCOON
TOPIC CLUSTER**

POESM
**Paid
Owned
Earned
Shared
Media**



#1 : CONTENT CALENDAR 🖐️
CONFÉRENCE DE RÉDACTION



CONTENT :
**PERSONA
CONTENT PILLARS
NORTH STAR**



**NATIVE
ADVERTISING
LEARN
MARKETING**

**GATED
CONTENT**



BRAND CONTENT
//vs.
content marketing