



Bachelor Digital Business & Development
Communication et publicité digitale avancée

MARKETING
DIGITAL - IMC



MKTG

ALL YOU NEED IS
DIGITAL IMC*



4

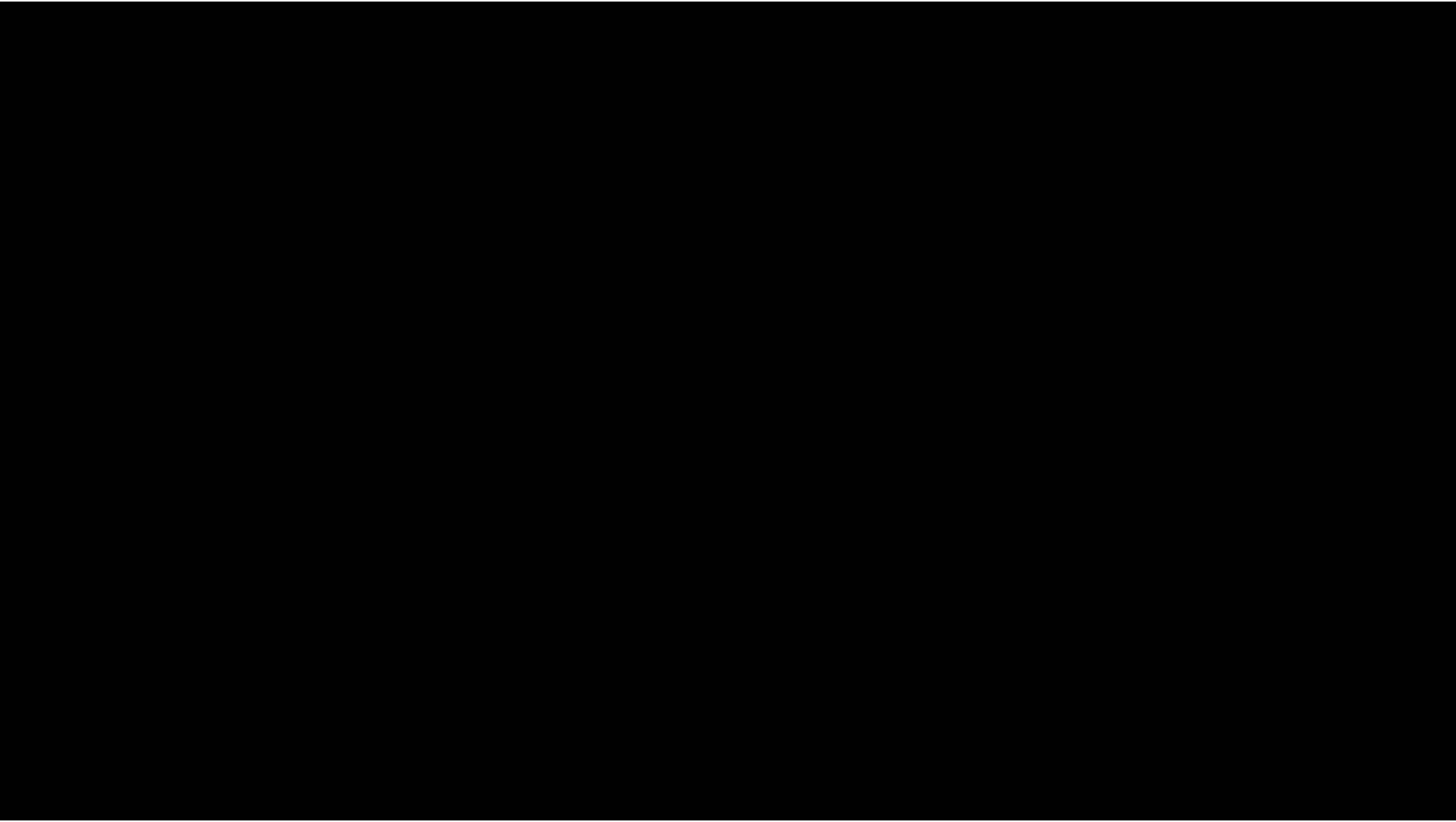


- 1 New Marketing (IMC-UX)
 - *décomposition taxinomie*
- 2 New Economy
 - *platform - plateformisation*
- 3 Stratégie - Secret Sauce
 - *stratégies digitales*
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence

EP04

CONTENT

Strategy





PREVIOUSLY
in 180 sec

full stack

...

marketer



a16z

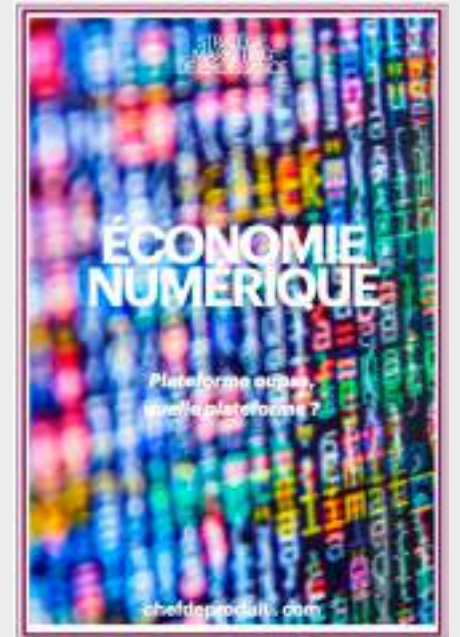
LTV > CAC

UX



Gary Vaynerchuk

DIGITAL MINDSET



«Software is eating the world»

a16z

Mark Andreessen

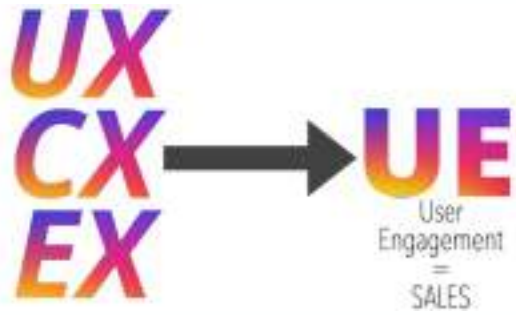
1

INTRO



UX => UE
user engagement
DIGITAL
mindset





NUMÉRIQUE
DIGITAL
CYBER
PROGRÈS MORAL



Marketing Opérationnel	26
M Mix	10
Trade / Retail Media	8
Digital M	8

marketing
créer de la valeur
pour l'écosystème,
le client et
l'entreprise

MMM
MODERN MARKETING MODEL
10 POINTS

3 PILIERS DU
DIGITAL
USER
UX JOURNEY
DATA



3 LOIS
DU
MARK
ETING

VUCA

THE
TRUTH
IS IN
...

2%

POSITIONN
EMENT

ADVERTISING IS THE
PRICE ...

GAFA
NATU
BATX

BIG
TECH
HYPERSCALER

DN
VB



BLOCK
CHAIN

*platform
x-tech*

WEB3



web3

SOCIAL ECOMMERCE
LOGISTIQUE MUSIQUE VISIO
CARTE OS INFO FAB
PARTAGE RENCONTRE
VIDEO SANTÉ IOT
TOURISME MOBILITÉ
FINANCE MOOC PAIEMENT

servicisation - disruption
uberisation - tycoonisation
plateformisation

SAAS
X-AAS

BIFACE
TRI-FACE
TWO-SIDED MARKET



AAARRRR

PROBLÈME
SOLUTION
DISTRIBUTION
SCALE

PDCA
X
20

YC

MARKETER
COMMUNIQUER
VENDRE



Unicorn

POC → PMF

M
V
P



CULTURE EATS STRATEGY FOR
BREAKFAST

PETER DRUCKER

JTBD (JOBS TO BE DONE)

TONY ULWICK

UX-CX
content omnicanal growth hacking
ZMOT platform ABM
SEO-A data driven copy cat
stratégies digitales
freemium inbound collaborative mutuelle
servicisation POEM attribution contribution

Cargo
Cult

STRATÉGIE de CONTENU

//

... *MARKETING d'INFLUENCE*

BRAND
CONTENT

vs.

content marketing

content strategy

*content mix to be
diversify*

content marketing



brand content







GOAT

attn:

BATTLE FOR ATTENTION

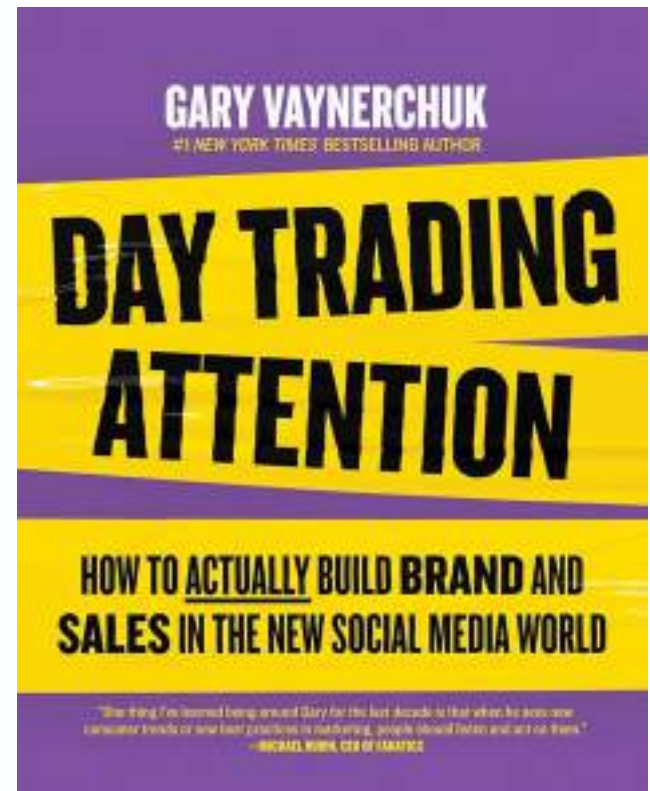
attn:

STORIES WORTH YOUR ATTENTION

WHAT'S NEW

DAY TRADING ATTENTION

READ THIS



TV, BVOD, VOL, social media with EyeTracking 7638 sessions

TV linéaire & BVOD = 100%

97% VOL

35% SM

89% TV linéaire & BVOD seen completely

56% pour la VOL

11% réseaux sociaux ;

20 secondes TV linéaire ou la BVOD with 94% attention = 19 secondes

2,5 more than VOL

Day Trading Attention: How to Actually Build... Gary Vaynerchuk ★★★★★ 59 Audible Audiobook \$25.52	Day Trading Attention: How to Actually Build... Gary Vaynerchuk ★★★★★ 58 Hardcover \$24.00	Building a StoryBrand: Clarify Your Message... Donald Miller ★★★★★ 10,138 Hardcover \$14.05	Day Trading Attention: How to Actually Build... Gary Vaynerchuk ★★★★★ 59 Kindle Edition 1 offer from \$17.99
Lean Marketing: More Leads. More Profit. Less... Alan Dibb ★★★★★ 40 Kindle Edition 1 offer from \$5.99	DotCom Secrets Russell Brunson ★★★★★ 2,977 Audible Audiobook \$12.46	The 1-Page Marketing Plan: Get New... Allan Dibb ★★★★★ 16,365 Kindle Edition 1 offer from \$5.99	YouTube Secrets: The Ultimate Guide to... Sean Cannell ★★★★★ 5,512 Paperback \$19.95
Crushing It!: How Great Entrepreneurs Build... Gary Vaynerchuk ★★★★★ 5,196 Audible Audiobook \$29.76	Building a StoryBrand: Clarify Your Message... Donald Miller ★★★★★ 10,138 Kindle Edition 1 offer from \$14.99	Expert Secrets Russell Brunson ★★★★★ 1,890 Audible Audiobook \$12.46	DotCom Secrets: The Underground Playbook... Russell Brunson ★★★★★ 2,977 Paperback \$15.99
Lean Marketing: More Leads. More Profit. Less... Alan Dibb ★★★★★ 40 Audible Audiobook \$18.42	Traffic Secrets: The Underground Playbook I... Russell Brunson ★★★★★ 1,148 Audible Audiobook \$12.46	Jab, Jab, Jab, Right Hook: How to Tell Your... Gary Vaynerchuk ★★★★★ 5,171 Audible Audiobook \$12.72	Day Trading Attention: How to Actually Build... Gary Vaynerchuk ★★★★★ 59 Paperback 4 offers from \$9.95
Marketing Made Simple: A Step-by-Step... Donald Miller ★★★★★ 1,148 Kindle Edition	The Pay Per Call Revolution: How an Elite... Sean Young ★★★★★ 1,148 Kindle Edition	Stories That Stick: How Storytelling Can... Michael Hyatt ★★★★★ 1,148 Kindle Edition	YouTube Secrets: The Ultimate Guide to... Sean Cannell ★★★★★ 5,512 Kindle Edition

[Membership](#)[Accreditation](#)[Standards & Guidelines](#)

Media Rating Council

The Media Rating Council (MRC) is a not-for-profit industry self regulatory body, established in 1963 at the request of US Congress, that audits and accredits media measurement products and data sources across Digital, Out-of-Home, Print, Radio, Television, and cross-media products.

Our Objectives

- **To secure** for the media industry and related users measurement services that are valid, reliable and effective.
- **To evolve and determine** minimum disclosure and ethical criteria for media measurement services.
- **To provide and administer** an audit system designed to inform users as to whether such measurements are conducted in conformance with the criteria and procedures developed.

OTT – Over the Top

SVOD – Subscription based video on demand

TVOD – Transactional video on demand

AVOD – Advertising based video on demand =

FAST - free ad-supported streaming TV

BVOD – Broadcaster video on demand

PVOD – Premium video on demand

Exemples :

SVOD : Netflix, Disney+, Amazon Prime.

AVOD : Roku Channel, Rakuten TV.

BVOD : TF1+, 6Play, Peacock.

FAST TV : Pluto TV, Samsung TV Plus, IMDB molotov

attn:

STORIES, CONTENT, BRAND, POSTs
WORTH YOUR ATTENTION

~~TIME
=
MONEY~~

“

ATTENTION

=

MONEY

”

UBM 2023

Écologie :
174 485
UBM



Catastrophes
climatiques :
123 182 UBM



Conflit en Ukraine :
79 292 UBM



Réforme des retraites :
85 429 UBM

Insécurité :
66 085 UBM



Pouvoir d'achat :
65 267 UBM



éducation :
53 785 UBM



Conflit israélo-palestinien :
50 601 UBM

Immigration :
36 141 UBM



Sécheresse :
19 455 UBM



Décès de Nahel à Nanterre (92)
et violences urbaines :
18 464 UBM



Politique industrielle :
16 242 UBM

L'UBM est un indicateur d'impact médiatique offline et online. Il quantifie le nombre d'individus potentiellement exposés à une information en France, quelle que soit la source de l'information et sur l'ensemble des canaux médiatiques, traditionnels ou digitaux; 100 UBM signifie que chaque Français de 15 ans et plus a été exposé une fois à un sujet.

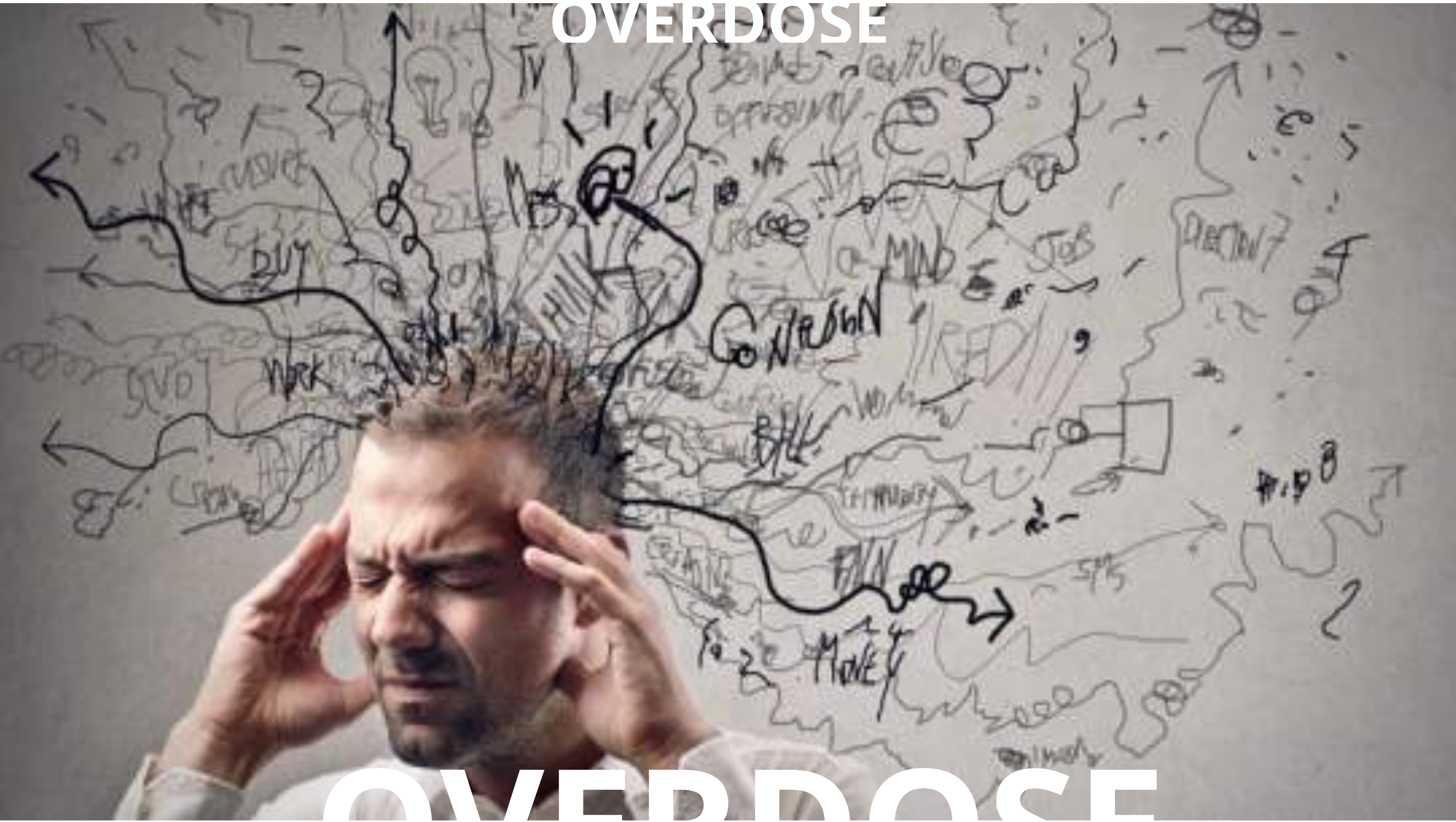
Une couverture divisée presque par quatre dans les JT de 20 heures par rapport à la première année, selon la Revue des médias / INA global (79 k UBM vs 223 k UBM en 2022)

Les bonnes nouvelles en matière de réindustrialisation³ (16 k UBM) éclairent un peu l'horizon, en lien avec une multitude d'annonces gouvernementales sur le sujet. 57 nouveaux sites ouverts en France.

UBM 2023

unité de bruit médiatique

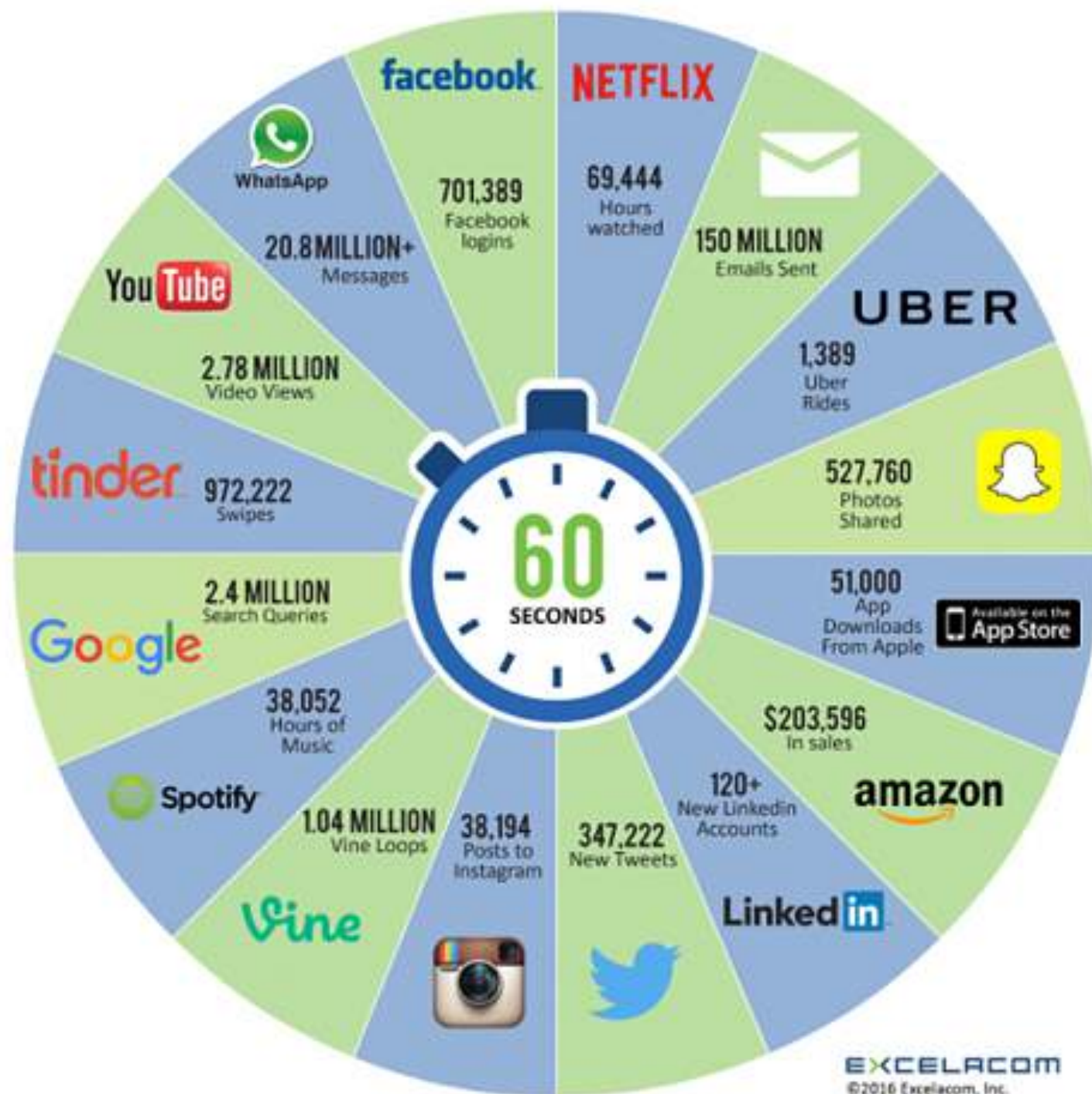
OVERDOSE



OVERDOSE

Info Cacophonie



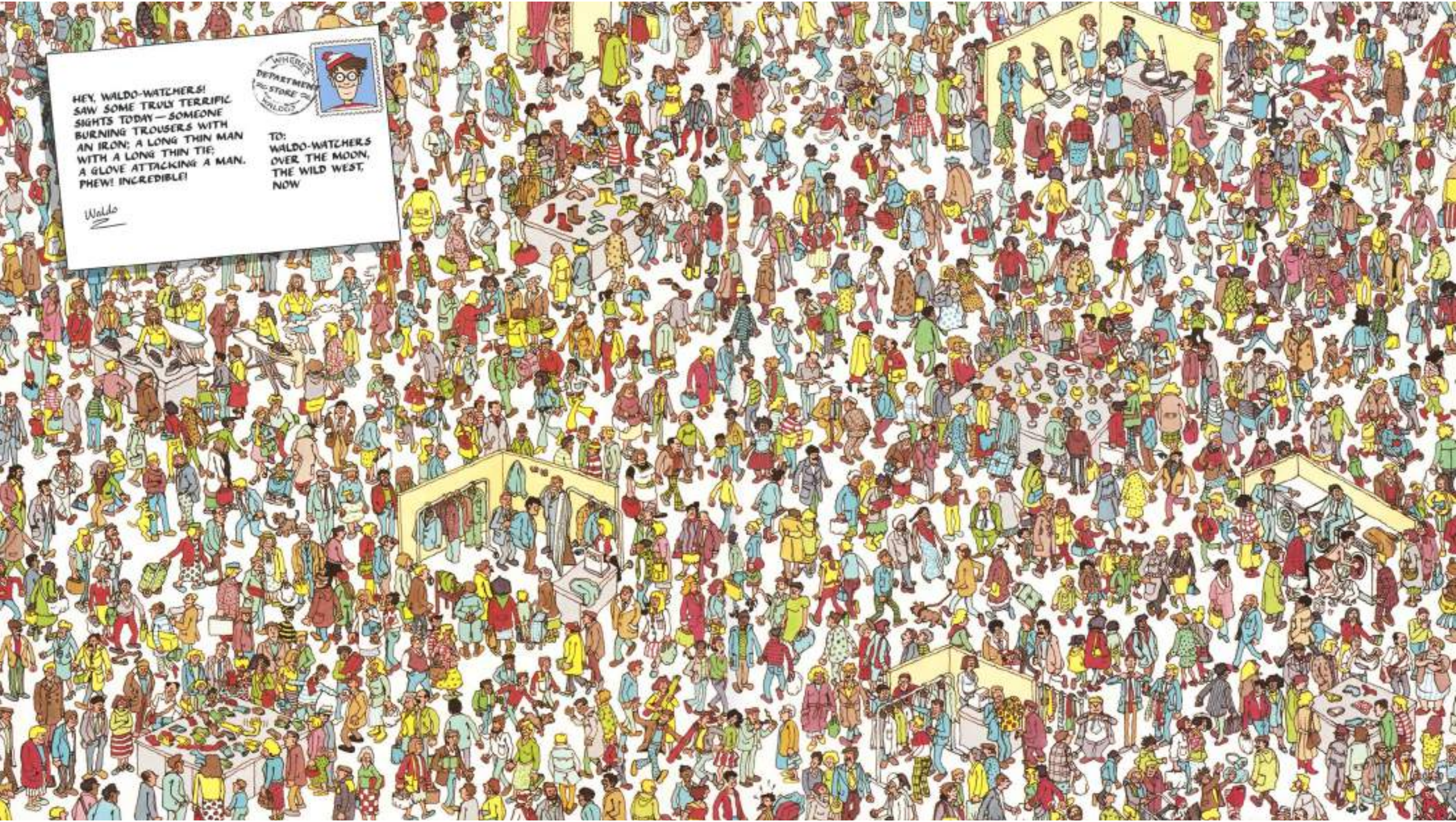


HEY, WALDO-WATCHERS!
SAW SOME TRULY TERRIFIC
SIGHTS TODAY—SOMEONE
BURNING TROUSERS WITH
AN IRON; A LONG THIN MAN
WITH A LONG THIN TIE;
A GLOVE ATTACKING A MAN.
PHEW! INCREDIBLE!

Waldo



TO:
WALDO-WATCHERS
OVER THE MOON,
THE WILD WEST,
NOW





Liu Bolin

infobesity / information overload

Info snacking

or

Digital Détox

or

Premium Content = Content Strategy



DETOX

**le rapport à l'infobésité
est une
aporie**



Native Advertising
Gamification
BrandContent
Influence
Curation
RTM / SEO
POEM



LoveMarks



YouTube

YouTube : vous pouvez désormais générer des revenus dès 500 abonnés



Formation

Se reconvertir comme data engineer pour valoriser les données des entreprises



Publicité

10 méthodes marketing à connaître



Culture web

Créer son blog : 5 conseils avant de se lancer



Formation

5 dispositifs pour financer sa reconversion dans le digital



MARKETING DE CONTENU



Be Bold. Go Native!

Sponsored by **LIGATUS**



Surpoids : Un ingénieur a découvert ce truc à faire tous les jours



Search Google or type a URL



Flexi



CREDIT



Lease.fr — W...



Lease.fr — WordPress



Internet Archive



Index



https://tp.pos...



Free vector ic...



Connexion



Add shortcut

FOMO // CONTENT

kratiroff 2021

PHILIPPE MICHEL

C'EST QUOI L'IDÉE?

Publicité, création et société de consommation

PRÉSENTÉ PAR

ANNE THÉVENET-ABITBOL

PRÉFACE DE FRÉDÉRIC BEIGBEDER



Les idées naissent d'une minuscule collision, d'un frottement entre des fragments de concepts qui n'avaient pas l'habitude de se fréquenter et c'est ainsi que des concepts auparavant froids se mettent à dégager de la chaleur et que des objets obscurs jusque-là commencent à émettre de la lumière. Petite chaleur, petite lumière qui menace de s'éteindre si l'on n'y prend garde.



MICHALON



cont
tent



hubert**krati**roff

#1 : DEFINITION 🖐️

CONTENT STRATEGY IS...

**ROB IT
TO GET IT.**

A woman in a pink sports top and white pants is running across a city street. The background is blurred, showing buildings, trees, and other people, suggesting a fast-paced environment. The text is overlaid on the top half of the image.

The process of creating valuable,
relevant content to attract, acquire,
and engage your audience

***ROB IT
TO GET IT.***



Content Marketing

The process of creating valuable, relevant content to attract, acquire, and engage your audience

CONTENT BIG PICTURE

Infobesity

1

Content
Strategy

2

Lovemark

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” could refer to:

1. Content marketing,
2. Brand content,
3. Content format strategy,
4. Content channel strategy, Content Distribution,
5. Content writing, CopyWriting,
6. Video and social strategies,
7. Digital Asset management (DAM)

Content strategy is the umbrella term that encapsulates all of these more specific content tactics

BRAND CONTENT

//vs.

content marketing

À l'inverse du #BrandContent, le #ContentMarketing
est #UserCentric

CLICK TO TWEET 

Brand Content = Brand Centric
Content Marketing = User Centric

BRAND CONTENT

||



Wikipedia
Coca-Cola - Wikipé...



Rayon Bolesens
The Coca-Cola Company veut écono...



Facebook
Coca-Cola



Coca-Cola
Logo Coca-Cola : évolution et ...



Wikipédia
Fichier:Coca-Cola Zero logo.svg ...



Vectazty
logo coca cola logo de marque de ...



Epicerie Com... - In stock
Coca-Cola Canette 33...



1860 La Palais - In stock
Coca-Cola 50cl - 1860



Bottle of B... - In stock
Coca Cola - Pet - Pa...



Piccantino - In stock
Coca-Cola Coca-Cola - B...



P. PAUL
Commander : Coca-co...



WordPress.com
Logo Coca Cola : de 1886 à ...



Heura
Coca-Cola Classique, 6x3...



Piccantino - In stock
Coca-Cola Coca-Cola - B...



Epidrive
Coca cola - Boutell...



CandyWorld - In stock
Coca-Cola Cherry



Getty Images
829 photos et imag...



sourire des saveurs - In stock
COCA COLA Metal box 33 cl ...



Dangers Alimentaires
Coca-Cola, a dangerous and carcinogenic ...



Capital
Coca-Cola: la baisse des coûts dope les ...



Siokhall - In stock
Coca-Cola Original - Verre...



Coca-Cola
Coca-Cola de México | Go...

content
marketing



Découvrir l'univers de Red Bull



Tout ce qu'il faut savoir sur la Coupe du monde de ski 2024



Red Bull BC One World Final Paris



VTT : le calendrier de la Coupe du Monde 2024

gopro nike

Innovations in Video Content Marketing: a game-changer for brands aiming to hook their audience. It's all about crafting stories that not only sell but stick.

GoPro's Adventure-Filled YouTube Channel : Take GoPro, for instance. They've turned their YouTube channel into an adrenaline-pumping showcase of user-generated content. It's not merely a display of the gadget's prowess; it demonstrates how users embody the brand's spirit of adventure in their daily lives. GoPro, in its essence, has become the content marketing definition of visual storytelling — crafting a space where the heartbeats of adventurers from all corners of the globe resonate with each frame.

GoPro's success stems from its ability to immerse the audience into a grand narrative of collective zeal and exploration. It's this sense of belonging that keeps them coming back for more thrilling videos, making GoPro a thought leader in using real-life excitement to fuel its marketing drive

Nike's One-Minute Talent Show : Nike took things up a notch with their "One-Minute Talent Show". Featuring famous athletes showcasing talents beyond sports was not just entertaining but it highlighted personal aspects often unseen by fans.

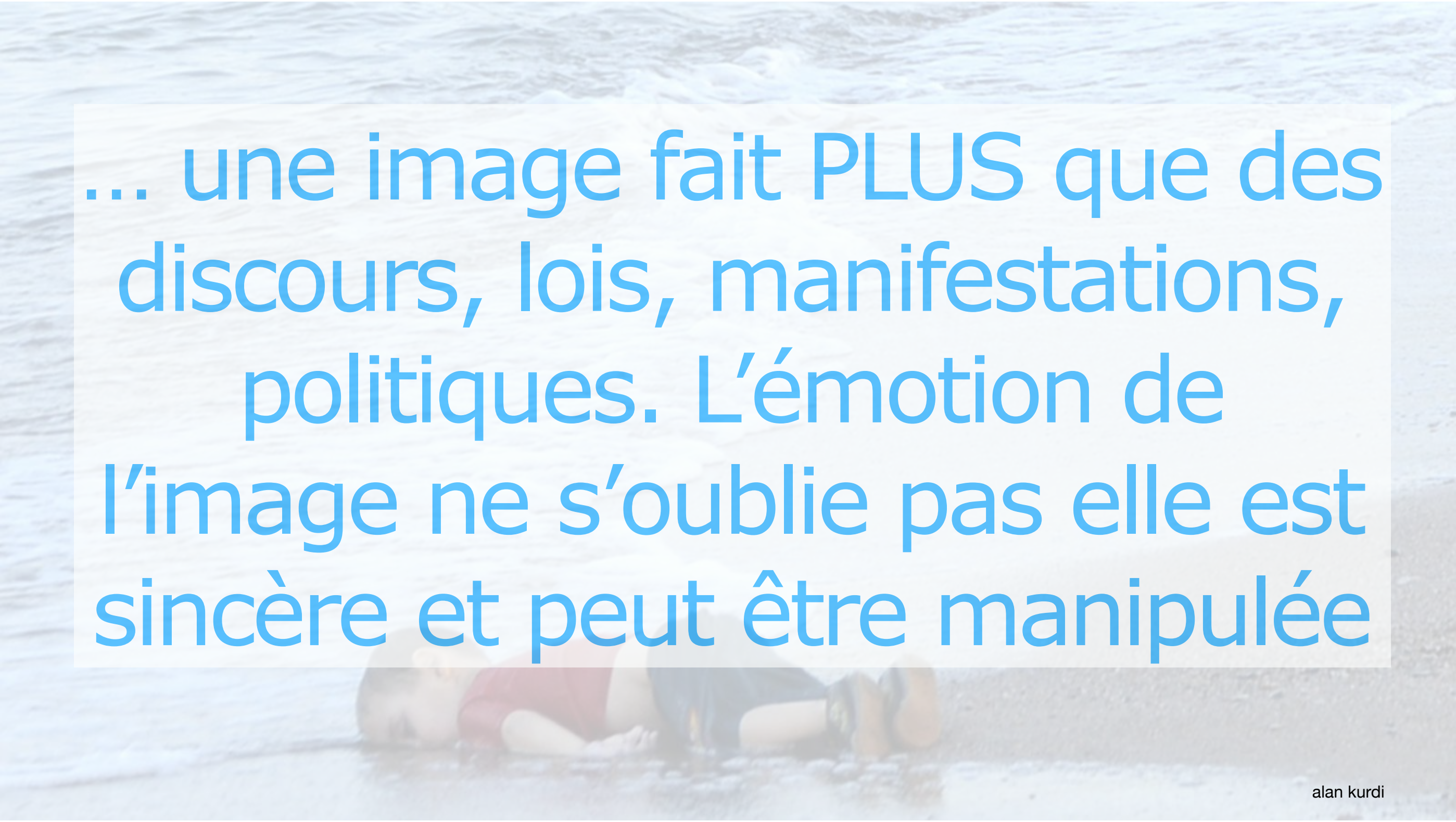
With its campaign, Nike masterfully harnessed the might of social media, transforming short videos into a medium that not only reinforced its identity beyond mere sports apparel but also established it as a pivotal force in shaping cultural and creative landscapes



**ce que la
STRATÉGIE DE CONTENU
apporte au**

marketing ?



A young child is lying face down on a sandy beach. The child is wearing a red swimsuit and dark shorts. The background shows the ocean with waves crashing onto the shore. The text is overlaid on a semi-transparent white box in the center of the image.

... 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

« Le brand content c'est
ce que devrait être la
bonne publicité »



Hubert Kratiroff
(Les fonctions du marketing)

« production de contenus
nouveaux par les
marques »



Hubert Kratiroff
(Les fonctions du marketing)

**Content is
king**



“Content is King”

Bill Gates, 1996



Context
is good



hk

Création de **contenu** :

UGC user generated content

experts (indépendant,
marque, consultant)

artistes (ponctuel, récurrent)

influenceurs (...)



Avant / Après

PUB : faire passer un message

**BrandContent :
partager une expérience**



...avant une marque
faisait des pubs,
aujourd'hui elle fait
des romans, des films,
des événements...



HK, prévision 2017



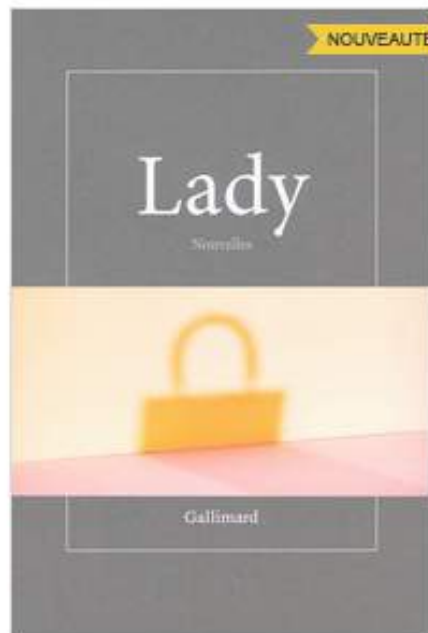
Dior

Lady

Nouvelles



Gallimard



> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE

COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, **Cécile Guilbert**, Nelly Kaprièlan, **Camille Laurens**, Alexander Maksik, Anthony Marra, **Éric Reinhardt** et de Colombe Schneck
Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kaprièlan ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm
Achevé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX^e-XXI^e siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896



Tweeter

Like 30

LADY

Nouvelles

nrf

GALLIMARD

CÉCILE GUILBERT, <i>Petite phénoménologie du sac à main en général et du Lady Dior en particulier</i>	9
ÉRIC REINHARDT, <i>Aya et Noriko</i>	21
ADAM GOPNIK, <i>Le sac à main philosophique</i>	43
ALEXANDER MAKSIK, <i>Les vieux maîtres</i>	51
CAMILLE LAURENS, <i>Le fond du sac</i>	75
ANTHONY MARRA, <i>La proposition</i>	85
NELLY KAPRIËLIAN, <i>Last Night a L. D. Saved My Life</i>	103
COLOMBE SCHNECK, <i>À l'intérieur</i>	113



branded content
content marketing
branded entertainment
product content
content marketing
brand content
content strategy
stratégie éditoriale
brand culture
bibliothèque de contenus



tous les contenus

contenu sponsorisé

contenu spectaculaire

publicité de la marque

fiche produit

production éditoriale

DAM digital asset management

CONTENT BIG PICTURE

Infobésité

1

Content
Stratégie

2

Lovemark

3

Technical Content



Marketing Content

1

Infobésité

FOMO
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

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

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



« contenu éditorial créé
par une marque »

la marque est un média

Hubert Kratiroff
(Les fonctions du marketing)



HISTORIQUE



CONTENT



Gutenberg



Zuckerberg Sandberg

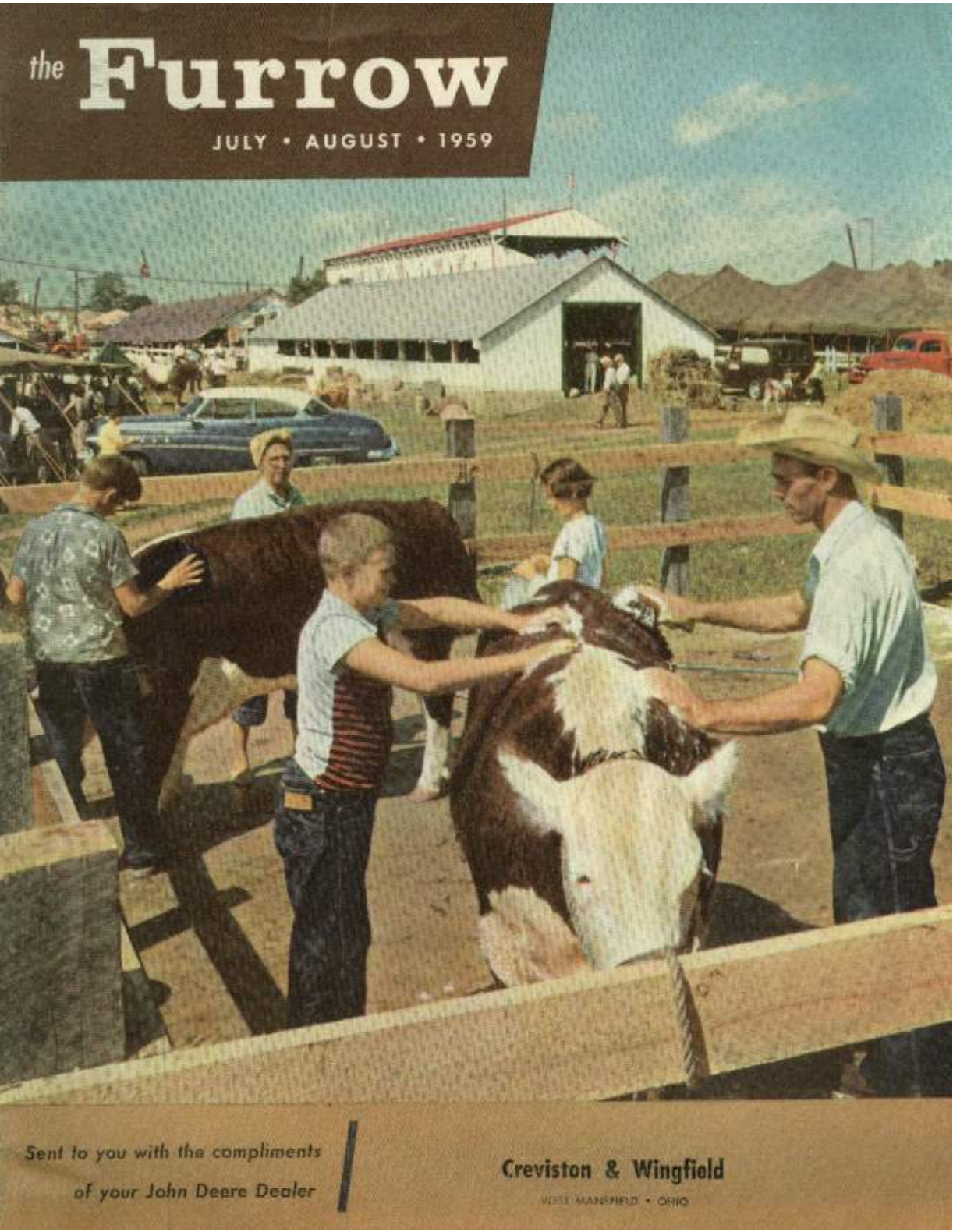


Bouddha
Confucius
Socrate



Proust
Marx
Sartre





APRIL, MAY, JUNE, 1897.

The Furrow

A JOURNAL FOR THE AMERICAN FARMER

PUBLISHED QUARTERLY BY

G. L. SHAUL
Clarinda, Iowa.

AGENCY FOR THE

Gelebrated John Deere Plows Cultivators and Harrows

SPRING ANNOUNCEMENT It gives us pleasure to announce to our many friends that our stock of

**H
A
R
D
W
A
R
E**

Implements, Vehicles and Hardware

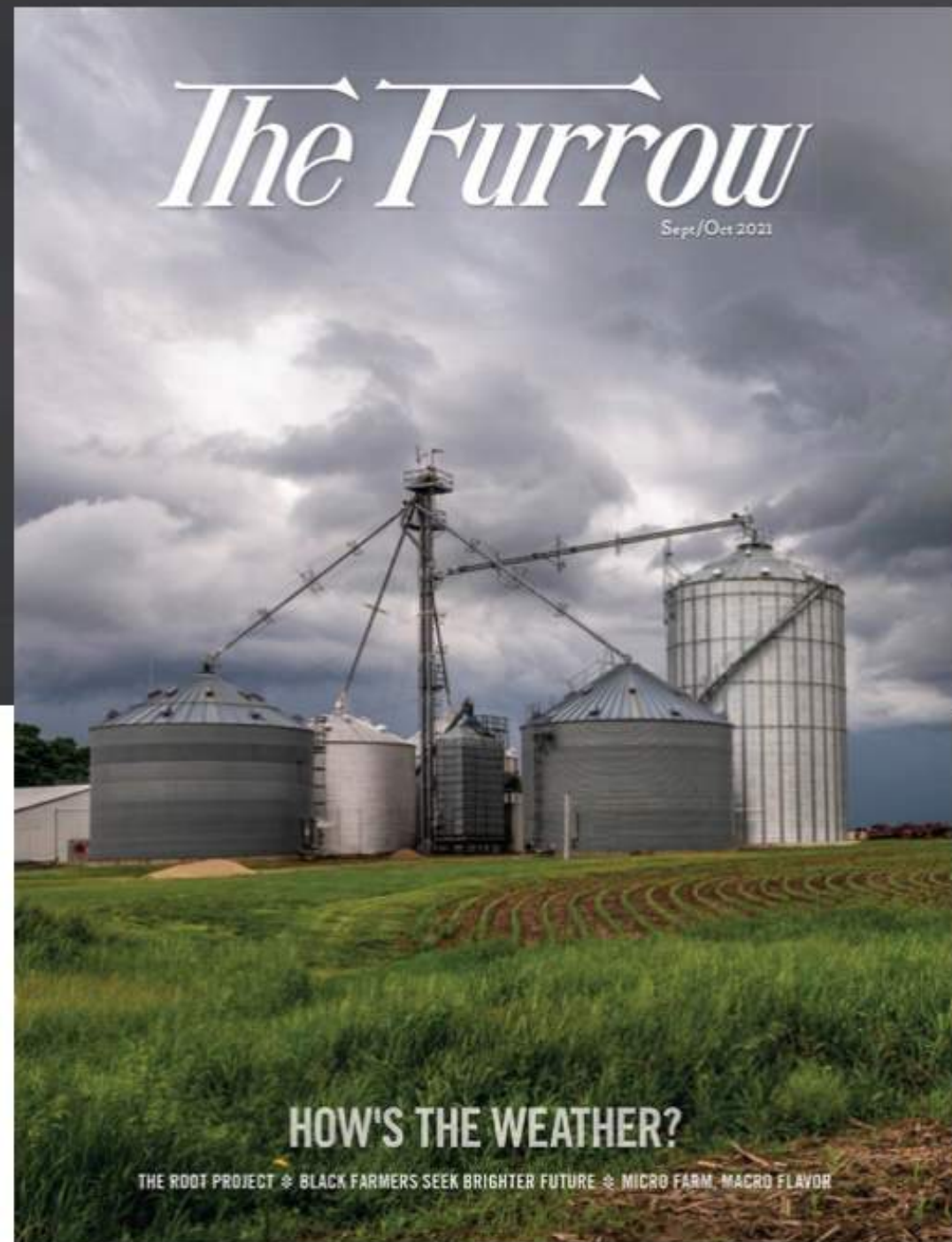
for the spring trade of 1897 is complete in every department. It is a satisfaction to be able to offer our patrons the VERY BEST in these lines. We have some LEADERS which it will pay you to examine early, and we believe we can suit you in quality and price. It is well to remember that PRICE DEPENDS UPON QUALITY. If you expect to invest anything in farm machinery, vehicles or building material this spring it will be to your interest to examine our stock, as it is generally conceded that the man or firm who sells the

John Deere Plows

has the best in their class, and it is reasonably safe to assume that other lines will be kept up to the standard of these goods. You will make a great mistake if you do not

SEE OUR GOODS AND GET OUR PRICES BEFORE BUYING

the furrow
John Deere
1897



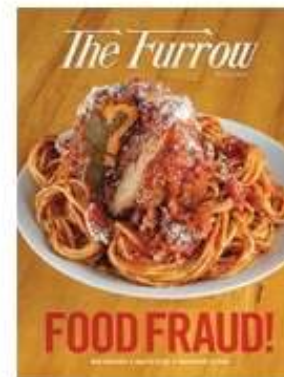
About The Furrow

The Furrow was first established by John Deere Company in 1895 as "A Journal for the American Farmer." The goal of the magazine remains the same - to tell stories that people enjoy reading and provide them with knowledge that they can apply in their operations.

[Meet The Furrow Team](#)

Back Issues

[See All >](#)



Summer 2021 Issue



Spring 2021 Issue



March 2021 Issue



February 2021 Issue

APRIL, MAY, JUNE, 1897.

The Furrow

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PUBLISHED QUARTERLY BY

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H A R D W A R E Implements, Vehicles and Hardware

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John Deere Plows

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SEE OUR GOODS AND GET OUR PRICES BEFORE BUYING

C. B.

AUTOMNE 2021

LE SILLON

LE MAGAZINE DE
JOHN DEERE



Sur la piste du bas-carbone

Alléger son empreinte climatique
et valoriser la séquestration
du CO₂





Créateur de :

contenus

événements

compétition

documentaires

redbull.fr = site média

galerie photo 12 rue du Mail

géré sur 160 pays par 3000 personnes media house

Red Bull excelle dans la création de contenu sans agence



3 à 8 millions
de vues live
200 millions sur YT
2 milliards JT



Ricard



Pirelli

contents

WORDS

method



Piliers thématiques

Persona

Mission éditoriale

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?”

4 Steps to Getting Your Content Strategy Off the Ground



Define

What do you want to create?
Why is this important?
Who is it for?
What results do you want?
How will it be measured?



Map

What channels will you use?
What formats are best?
How often will you publish?
Who's going to create it?
Who can you connect with?



Launch

Act! — Perfection is nothing compared to practiced production.



Measure and Revise

What performs “best”?
What performs “worst”?
What's the ROI?
What do we need to change?
Are these the right tools?

Types of Tangible Content Assets

Includes anything written, visual, or downloadable you use in your content marketing



Blogs



Checklists



Memes



Case Studies



Guides



Newsletters



White Papers



Videos



Articles



Ebooks



Podcasts



Reports



Infographics



Social Media



Emails



Templates



Webinars

... and more

Here's 25 different content formats to shake up your strategy

- Visual -

- Webinars (Live and On Demand)
- Videos (Traditional & Interactive)
 - Memes
 - Infographics
 - Virtual Reality
- Display (banners, GIFS)
 - Animations
- Social Images
 - LookBook
 - Slideshares

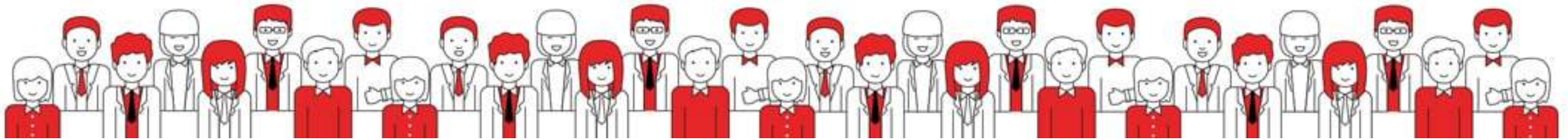


- Audio -

- Podcasts
- Voice App
- Digital Radio
- Audio Books

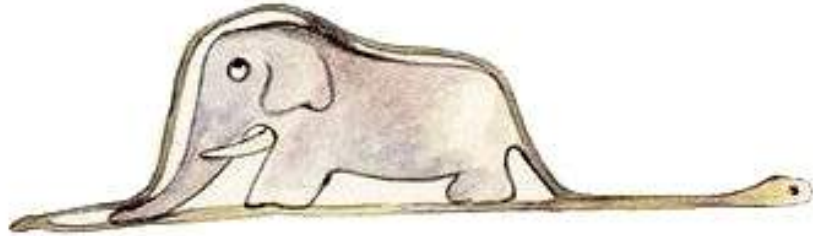
- Written -

- Analyst Report
- How-to Guide
 - eBook
 - Workbook
 - Checklists
- Business Case
- Case Studies
- Vendor Guides
 - Reviews
- Interactive PDFs
 - eNewsletter





Ceci n'est pas un chapeau.



Ceci n'est pas une pipe.

Ceci n'est pas un cours !

Subtilité du contenu

Step 1: Define Your Content Strategy

Your content has a mission — so define it.

What content do you create?

Why is that content important?

Who do you create content for?

What results will that content deliver to those audiences?

How will you measure the success of your content?

Step 2: Map Your Content Strategy

You need a plan for implementing your content.

What channels will you use to distribute your content?

What formats work best for those channels?

How frequently will you publish?

Who will create the content?

Are there influencers in your space you could connect with?

Step 3. Launch Your Content Strategy

Act — perfection is nothing compared to practiced production.

Post your first video. Publish your first blog. Print your first sales one-pager.

If you're thinking of launching or redefining your content strategy, take a cue from Nike: just do it™.

Step 4: Measure and Revise Your Content Strategy

Don't stop at publication. Learn and evolve your strategy to better meet your goals.

What content performs “best” in terms of our goals?

What content performs “worst”?

What is the ROI on our content strategy based on these goals?

Do we need to change the way we measure content performance?

Can we increase ROI with content repurposing?

Are there new tools or formats we should consider?

Remember, though: content can take time. Don't rush to launch a podcast or start creating videos just because other brands are doing it.

Give your content the time it needs to perform and tweak your strategy slowly, testing new variables (e.g. content length, format, channel, voice, subject matter, etc.) one at a time till you find the right recipe for your brand.

PHASE 1: How to Build Your Content Strategy?

A vague idea like content strategy leaves a lot of interpretation to those — probably you — responsible for deciding what your content strategy actually is and how you’re going to execute it.

When we talk about “content strategy” at Orbit, we’re usually referring to a “content marketing strategy” — or how to use content for marketing purposes.

But content isn’t only for your prospects and customers. Content can serve a variety of purposes, so defining what content strategy means to your team will help you narrow in on the more tactical elements of that strategy.

If you’re focused exclusively on marketing, check out our content marketing mission statement guide. This formula can help you build your content marketing strategy in less than an hour — use our free template to get that done next week[Opens a new window!](#)

our content is where audience X gets information Y that offers benefit Z

And you can use this same formula to define your broader content strategy that extends beyond marketing:

Our content is where OUR SALES TEAM gets PRODUCT INFO so SALES AND DELIVERY ARE ALIGNED.

Our content is where PATIENTS get BILLING INFO that offers them TRANSPARENT COSTS.

Our content is where CUSTOMERS get TROUBLESHOOTING GUIDANCE that EMPOWERS THEM TO BETTER USE OUR PRODUCTS.

Here are some real-world content marketing strategy mission statements:

An example of a content marketing strategy might be: Our content is where CIOs get TRENDING SECURITY REPORTS that offer them INSIGHTS INTO EVOLVING CYBERSECURITY THREATS

Swift Passport – “Where international travelers get travel tips and news to make travel easier.”

Enchanting Marketing – “Help small business owners find their writing voice so they can share their ideas with gusto, connect with their readers, and sell more without selling their soul.”

Tellabs – “The best source for info on optical LANs. We show IT buyers how to address tech and business challenges, identify trends, reduce expenses and improve user experiences.”

Working Moms Only – “To Supply the tools that can give every working mom the ability to lead a healthy, wealthy and more balanced/blended lifestyle.

How will you repurpose your content?

One of the biggest errors in content development is to create a piece of content, hit publish, and then move onto the next piece of content.

It's a huge waste and reduces the ROI of your content strategy drastically. Explore ways to repurpose your existing content. Turning a blog into a video or social media post extends both the reach of your content and the ideas on which your content rests

How to Measure Your Content Strategy

Once your content strategy implementation is in full-swing, you'll need to begin measuring content performance.

Not sure what to measure? We wrote about the best content marketing metrics in our guide, so be sure to check that out.

A key takeaway? What's highly visible may not be very important.

Example 1: Page Traffic

That is a highly visible metric using analytics. If the goal of your content is to get more traffic, then leveraging SEO content is key to reaching your goal.

But “more traffic” may not always be what you want.

Example 2: Conversion Rate

More likely, you want that traffic to convert — and so you actually want conversion rates to increase. That could mean less traffic that converts more!

This is harder to measure — and harder to directly change — and yet is probably one of the most common goals of content marketing strategies.

Example 3: Brand Awareness

At the same time, maybe a key goal of your content strategy is brand awareness. And then a LinkedIn video that has massive reach with absolutely 0 direct conversions achieves your goal.

That's why defining your content strategy — who you create what content for and why — is so critical. Because if you don't know why you're creating content, you can't know whether the content is working.

Example 4: Support Calls

There are times when you want your content to actually decrease conversions! (I know, we said it!)

Consider the use of help videos that give your existing customers support so they can self-solve basic problems.

In this case, a bunch of folks NOT calling your technical support team or customer service team is success — and measuring video views and assessing that metric in parallel with service calls to your teams could help you ascertain the success of your tutorial videos.

Content marketing can serve many purposes:

Acquiring website traffic.

Building brand trust.

Promoting a product or service.

Convincing people to download something.

Convincing people to buy something.

So many companies out there produce content without putting in any thought beyond staying top of mind. Some companies are so bad about it that I actually subscribe to their newsletters just so that I can swipe the topic, write better content, and optimize it to earn more organic search data for my clients.

These are what you're looking for:

Raw Traffic (Sessions and Users).

Goal Conversions.

Goal Conversion Rates.

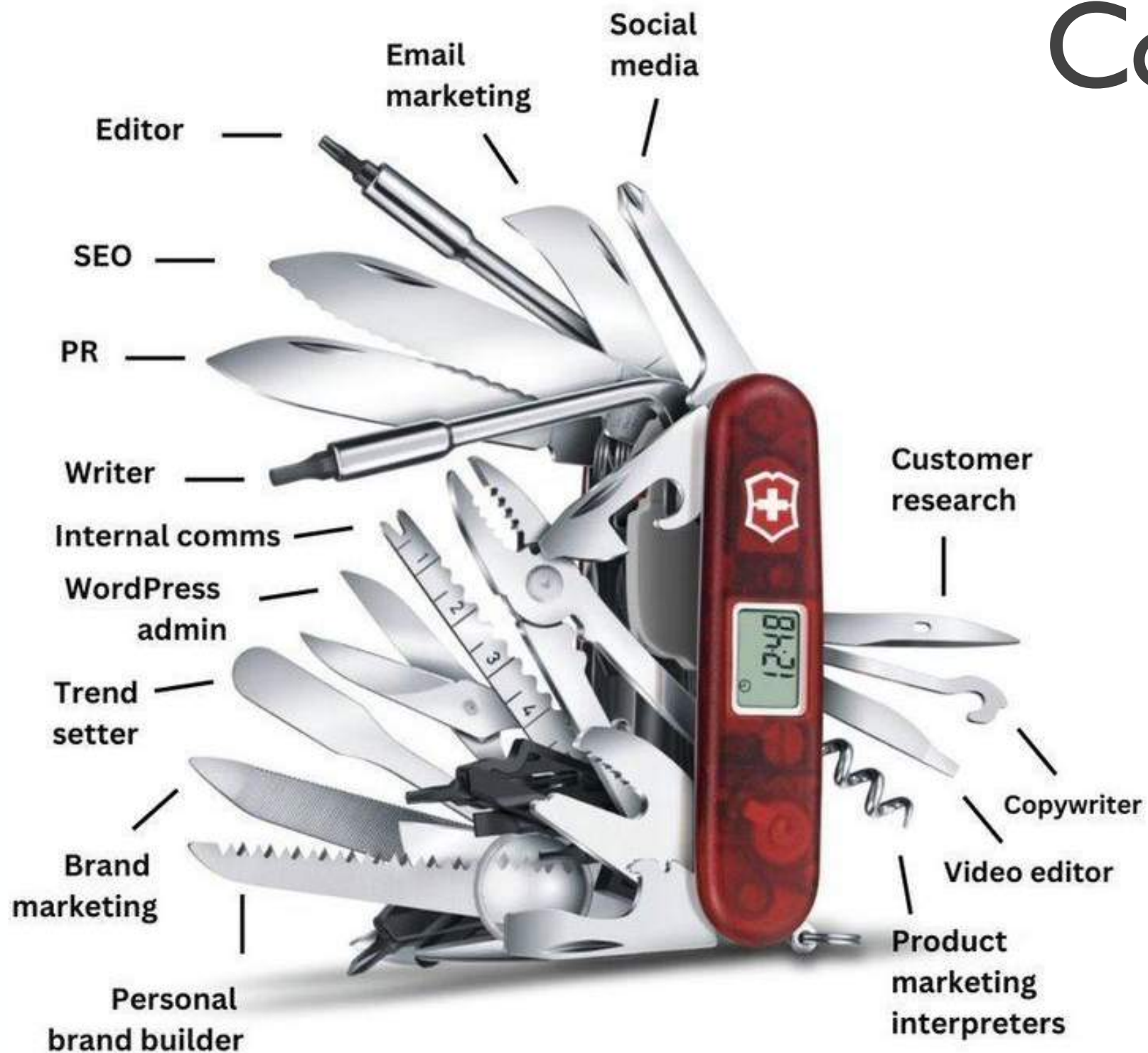
eCommerce Conversions



ENTERPRISE CONTENT MANAGEMENT



Content Marketing



Content Marketing

● Strategy

● Platform

● Sharing Triggers

● Format

● Metrics

● Checklist

● Content type

● Goals

1 Cs Content strategy											68 Pv Page views	76 Uv Unique visitors	84 Nv New visitors	92 Br Bounce rate	99 Tf Traffic																			
2 Ar Article	70 Sh Slideshow											69 Ni New leads	77 Do Downloads	85 Cl Cost per lead	93 Kp Key pages	100 Le Leads																		
3 V Video	71 Po Podcast											70 Bm Brand metrics	78 Rp Reputation metrics	86 Pm PR metrics	94 Dg Demographic metrics	101 Br Branding																		
4 Im Image or visual content	72 Pr Press release	18 Ho "How to" based	21 Re Reviews	25 Qu Question-based	30 Ti Timesaving	35 Bp Best practice	40 Co Compilations	45 Ca Case study	50 St Stats	55 De Debates	58 We Website	63 Bl Blogs	71 Of Offline media	79 Mi Microsite	87 Am Acquisition metrics	94 Rm Retention metrics	102 Sa Spots																	
5 Ev Event	73 Wb Webinar	19 Iv Interviews	22 As Ask the experts	26 Rs Resources	31 Lb Linkbait	36 Hi Hivemind-based	41 Ee Event-based	46 Rc Research	51 Tr Trends	56 Cm Competitions	60 Tw Twitter	64 Fa Facebook	72 Li LinkedIn	80 Pi Pinterest	88 Is Instagram	95 Sc Search metrics	103 S Search																	
6 Gm Game	74 Ap App	20 Qz Quizzes	23 Ex Experiments	27 Pd Productivity	32 Fu Fun	37 Te Templates	42 Bg Beginner's guides	47 In Inspiration	52 Op Opinion	57 Ch Checklist	61 Yo Youtube	65 Vm Vimeo	73 Tt TikTok	81 Fo Forums	89 Tu Tumblr	96 Nm New members	104 Me Members																	
7 To Tool	75 Eb Ebook											24 De Definitions	28 Gl Glossaries	33 Da Data	38 Pc Product-based	43 Sv Surveys	48 An Analysis	53 Fi Fiction	58 Gf Gifts	62 Re Reddit	66 Sn Snapchat	74 Wa WhatsApp	82 Sl Slideshare	90 Fl Flickr	97 Sm Social metrics	105 Sh Shares								
8 P Print	76 So Social											29 Ga Galleries	34 Mm Mindmaps	39 Fr Frameworks	44 Tm Testimonials	49 Dm Demos	54 Nj Newspapers											67 Fm Facebook Messenger	75 Ps Partner sites	83 Ad Advertising			98 Eg Engagement metrics	106 En Engagement
9 El Elearning	77 Em Email																					67 Fm Facebook Messenger	75 Ps Partner sites	83 Ad Advertising			98 Eg Engagement metrics	106 En Engagement						

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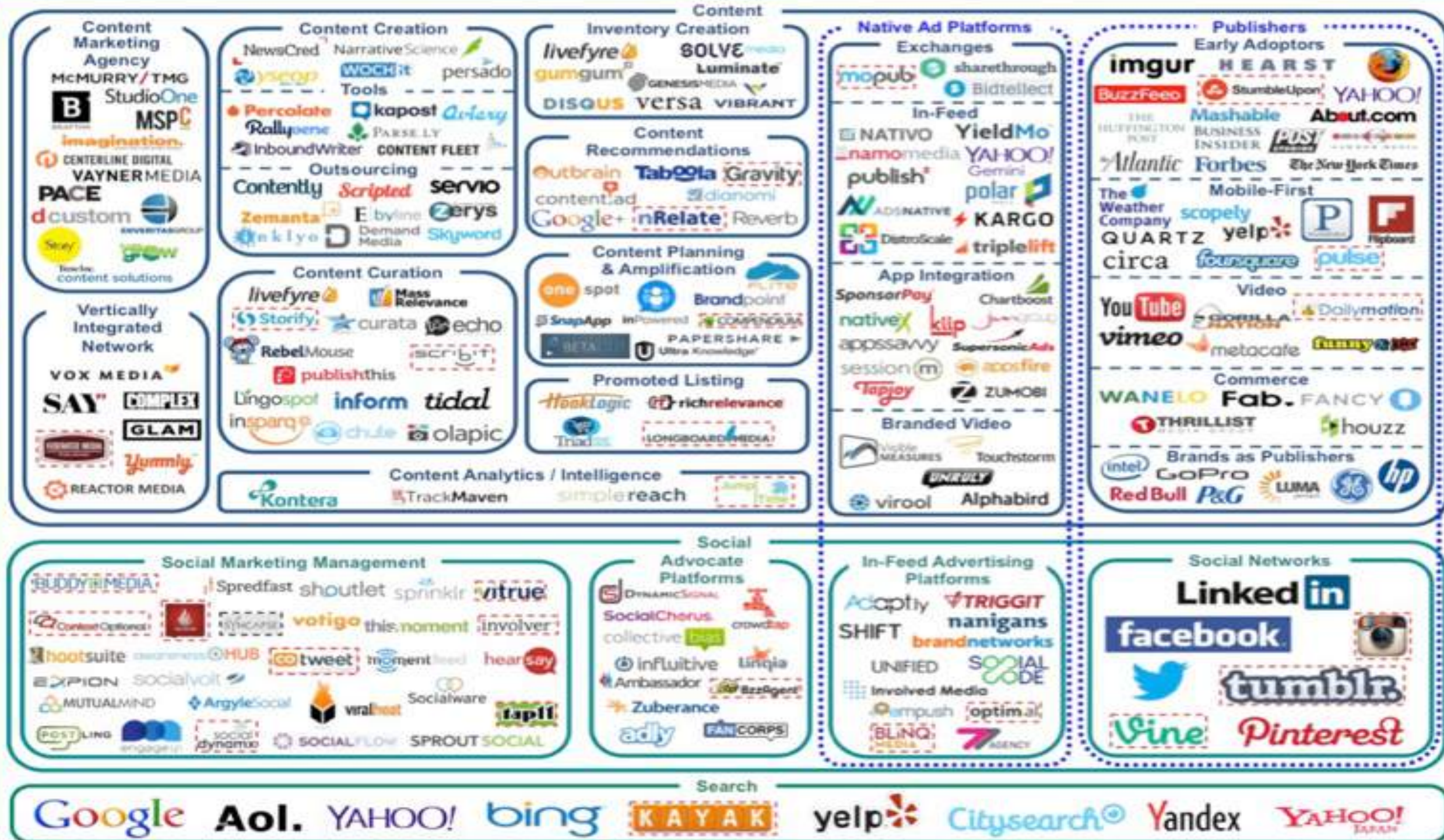
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CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



types de content

Ludique

Informatif, technique, innovant

Pratique, utile

Aide à la décision



marque ?

logo

image

vente

notoriété

valeur

culture

storytelling

+ DES CONTENUS

capital actif géré par le MRM & DAM



Avant / Après

PUB : faire passer un message

**BrandContent :
partager une expérience**



Avant / Après

- 1) Le consommateur devient un public**
- 2) L'annonceur devient directeur des programmes**
- 3) La marque se transforme en éditeur (média, publisher)**
- 4) Le contenu créé devient un actif (asset)**



AVANT / APRÈS

Prise de parole limité à la transmission de messages

Transmission :
unidirectionnelle, capte l'attention, répétition, couverture

Message : objectifs de clarté, mémorisation, attribution, affinité

Partager un contenu

Proposer une expérience éditoriale

Apporte une valeur pour le récepteur (drôle, info, pratique, culturel...)

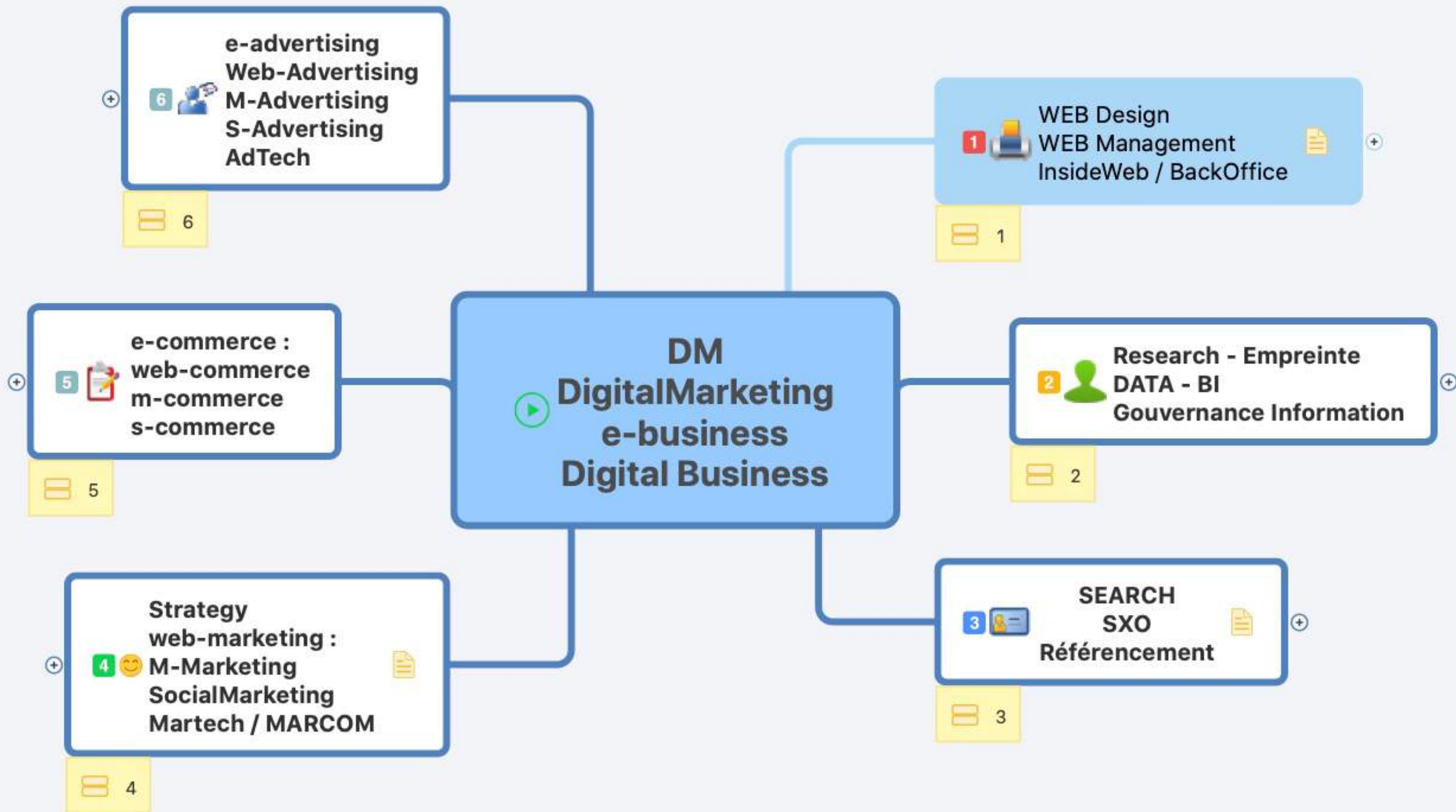
Discours citoyens non client, la personne et non le consommateur

Avant / après

**avant une marque faisait sa pub maintenant
elle fait son histoire**

**nouveau format pour nouveau message :
le storytelling est difficile en pub classique
(seule les marques de luxe s'offre des films
pub de trois minutes pour raconter une
histoire)**





Arbre du marketing Internet

Mike Robinson



Sélim Niederhoffer

50⁺
TECHNIQUES
POUR VENDRE
EN LIGNE

Le guide du COPYWRITING

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



● Éditions
EYROLLES

● Éditions
EYROLLES



Sélim Niederhoffer



Le guide du COPYWRITING

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



● Éditions
EYROLLES

ÉCRIRE MIEUX POUR VENDRE PLUS ”

Si l'humain n'a désormais plus que huit secondes d'attention, comment capter celle de votre lecteur ou de votre client potentiel ? Boîte mail qui déborde, smartphone qui enchaîne les notifications : comment sortir du lot pour faire entendre votre message et vendre votre offre ?

C'est la mission du copywriter ! À la croisée de la rédaction commerciale, de la publicité, du SEO et du storytelling, les compétences du copywriter sont de plus en plus recherchées car elles ont une influence décisive dans la réussite d'un projet. Sélim Niederhoffer partage ici ses conseils concrets pour vous aider à devenir copywriter professionnel ou pour faire votre propre copywriting.

- ” **Attirez l'attention et sortez du lot** : découvrez et copiez-collez les structures de 27 titres qui tuent et qui feront toujours cliquer, quel que soit votre domaine !
- ” **Rédigez votre page de vente facilement** : utilisez les cinq structures de base, ou la Super Structure pour mener votre lecteur du début à la fin de votre message et pour lui donner envie d'acheter.
- ” **Ne soyez plus jamais bloqué face à une page blanche** : le copywriter n'attend pas l'inspiration. Découvrez les sept techniques anti-blocage des meilleurs rédacteurs.
- ” **Améliorez votre style et vendez plus** : 50 techniques pour rendre vos pages de vente, e-mails, sites internet, vidéos de vente et articles plus impactants et convaincants.



SÉLIM NIEDERHOFFER est copywriter et coach depuis 2010. Il a rapidement troqué Excel et les longues réunions à la Défense pour Word et l'aventure artdeseduire.com. Collaborateur de Forbes.fr et de Technikart, il a créé **Les Mots Magiques**, le site et la chaîne Youtube du copywriting en français. www.les-mots-magiques.com



https://youtu.be/9e9TPAka79E?si=9deCTq6L6h_8wsH-

The Art Of Pitch



tl;dr

is

every

thing

you

are

Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612



Description du cours

Accueil

À propos

Programmes et cours

Services aux entreprises

Jeunesse

Fonds ENH-Netflix

Événements

Nouvelles

Soutenez l'ÉNH

À LA UNE



L'ÉNH dévoile les
récipiendaires 2019 du
Fonds ÉNH-Netflix

Ce cours vise à apprendre aux étudiants à reconnaître et à maîtriser les divers éléments qui composent la structure d'un sketch humoristique destiné à la télévision ou au web :

la structure générale, l'entrée en matière, le conflit, les dialogues, les personnages, la chute. L'étudiant sera ainsi en mesure de constater l'apport d'une structure bien comprise au potentiel humoristique d'un sketch.

{ objectifs pédagogiques }

{ méthodologie }

- Comprendre la structure narrative d'un sketch
- Développer des techniques d'écriture qui permettront aux étudiants d'être plus efficaces lors de l'écriture de sketches
- Comprendre les exigences de l'écriture pour la télévision et le web
- Développer l'esprit d'analyse
- Initier à la script-édition

- Théorie
- Exercices d'écriture
- Visionnements
- Analyses et discussions en groupe
- Rétroactions

Accueil

À propos

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Services aux entreprises

Jeunesse

Fonds ENH-Netflix

Événements

Nouvelles

Soutenez l'ÉNH

À LA UNE



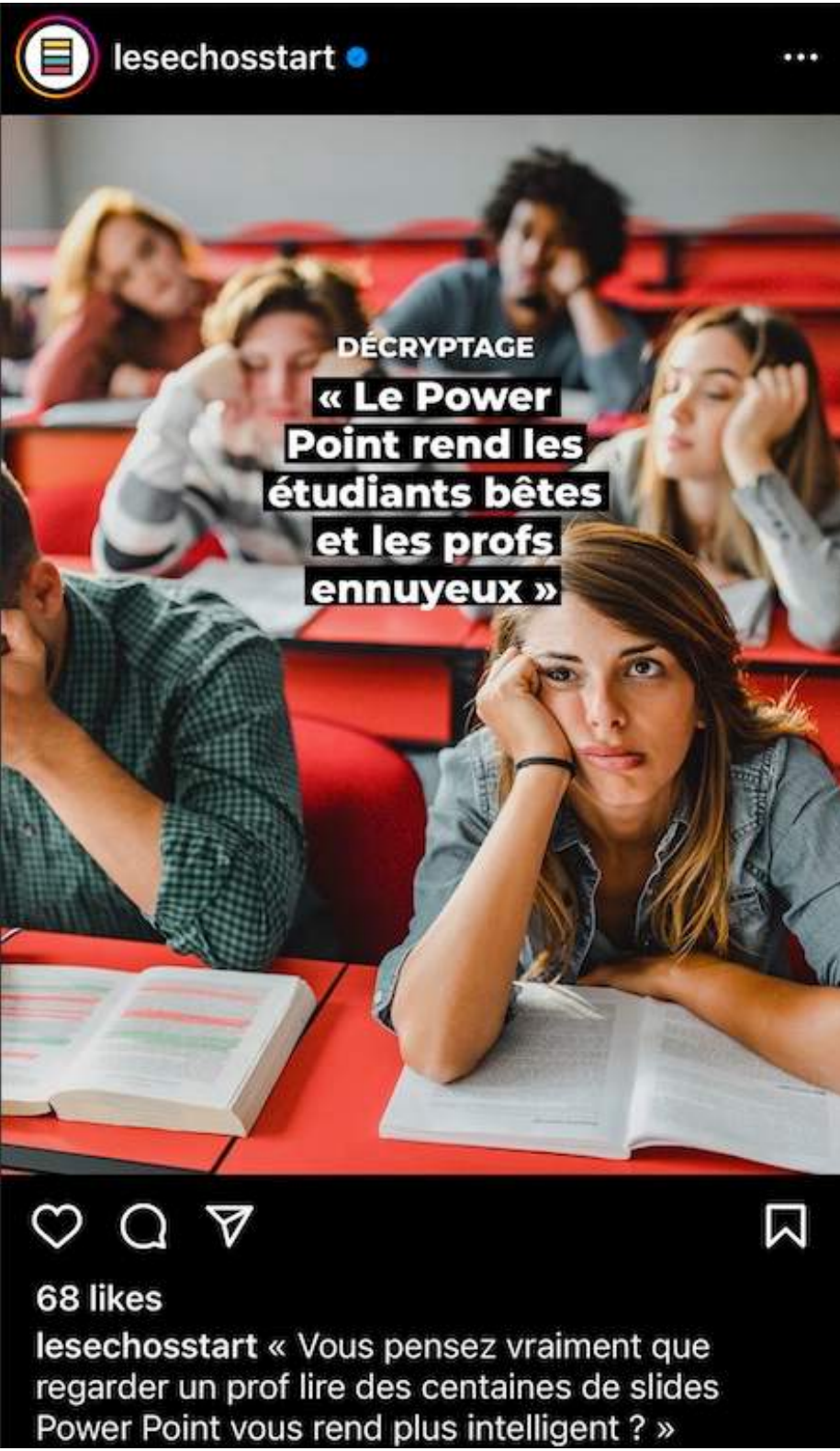
L'ÉNH dévoile les
récipiendaires 2019 du
Fonds ÉNH-Netflix

{objectifs pédagogiques}

- Initier l'étudiant aux principes de base de l'écriture de scénarios de fiction
- Développer sa capacité à créer un univers et une prémisse de départ ayant un bon potentiel dramatique, propice à la comédie
- Développer sa capacité à créer des personnages engageants, riches et...drôles
- Familiariser l'étudiant aux principes fondamentaux de la construction d'une histoire
- Développer sa capacité à faire émerger un propos dominant dans son histoire
- Initier l'étudiant à l'écriture de deux documents indispensables dans le processus d'écriture de scénarios : le synopsis et le scène-à-scène
- Développer la capacité de l'étudiant à écrire une scène solide – incluant arc et mouvement – ainsi qu'à développer une oreille pour le dialogue

{méthodologie}

- Cours magistral
- Discussions
- Visionnements d'épisodes de comédies télé et d'extraits de films
- Devoirs réalisés à l'extérieur des cours, exercices réalisés en classe
- Lectures de textes choisis



by



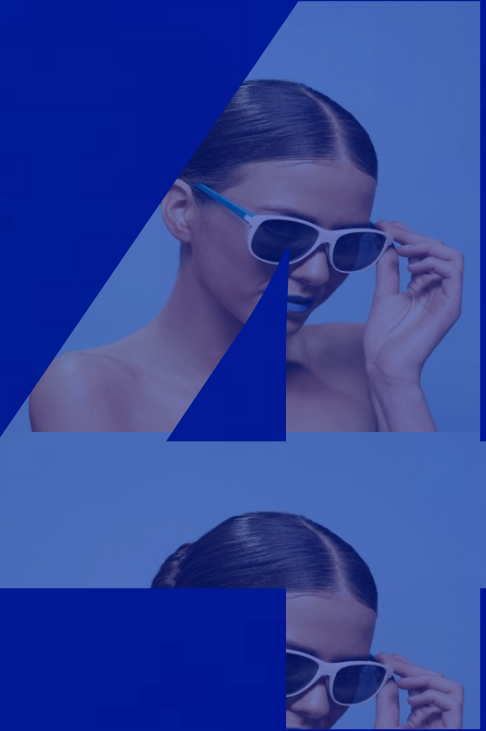
PowerPoint



bullet

StoryTelling

NoStory : NoBusiness





L'INTUITION

←..... ET SI→

ON L'ÉCOUTAIT VRAIMENT ?



Playlist (20 talks)

The most popular talks of all time

Are schools killing creativity? What makes a great leader? How can I find happiness? These 20 talks are the ones that you and your fellow TED fans just can't stop sharing.



Watch now



Add to list



Favorite

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Playlist (20 talks): The most popular talks of all time



Ken Robinson

Do schools kill creativity?

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

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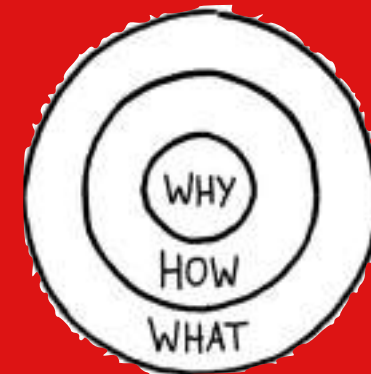
Let's write the future
with buildings that care.

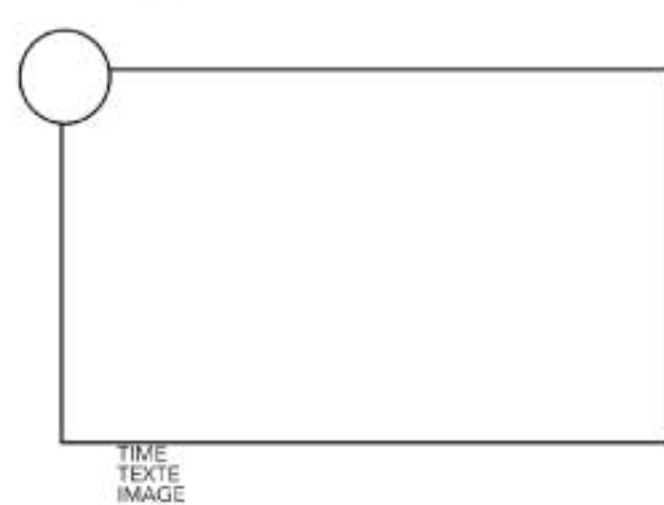
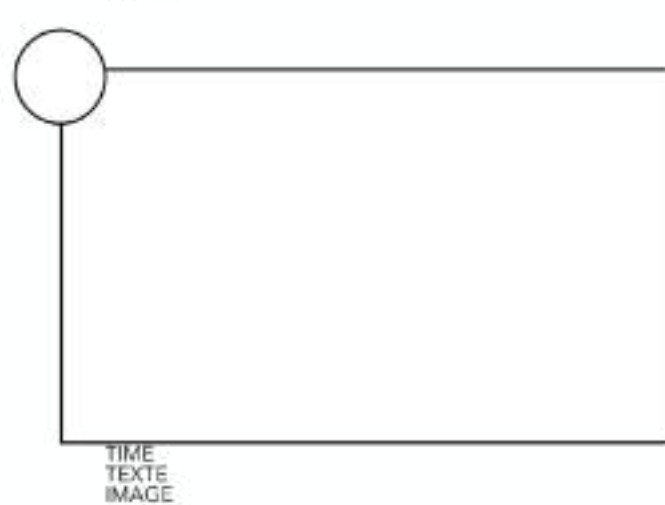
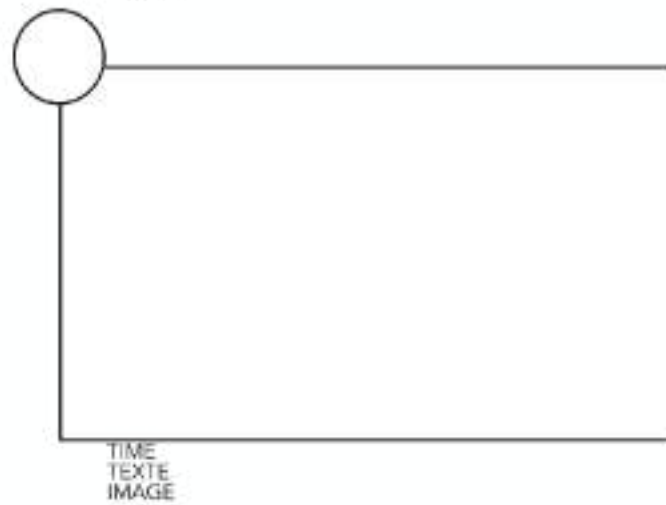
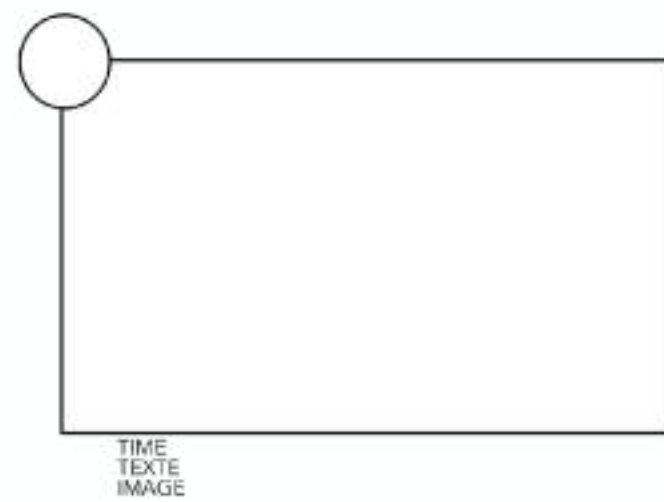
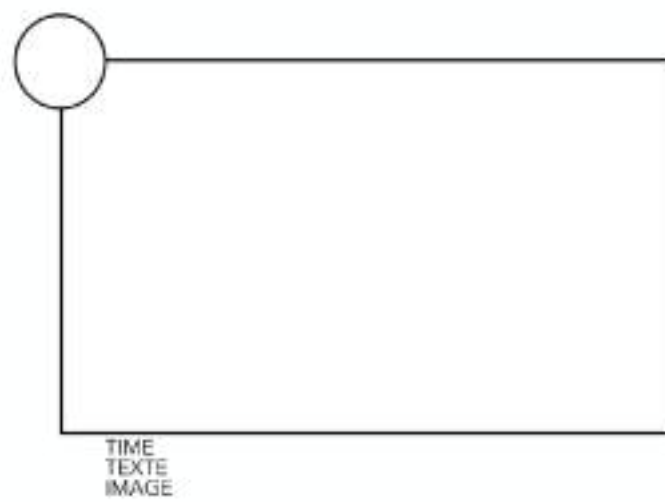
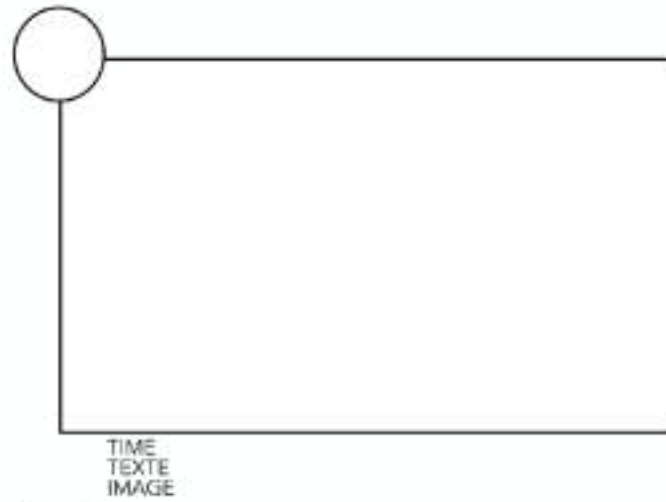
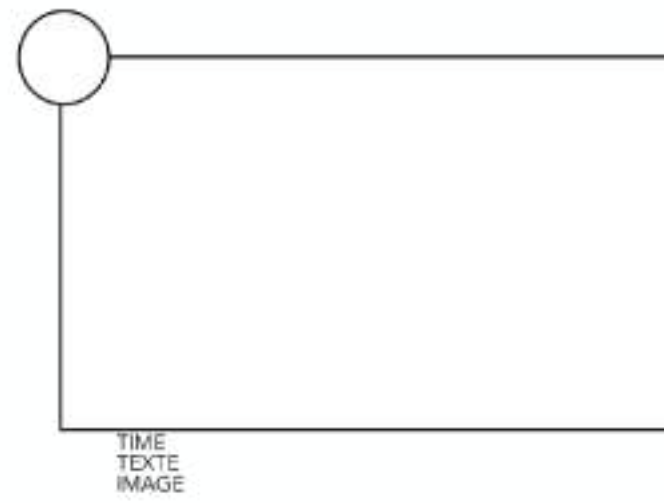
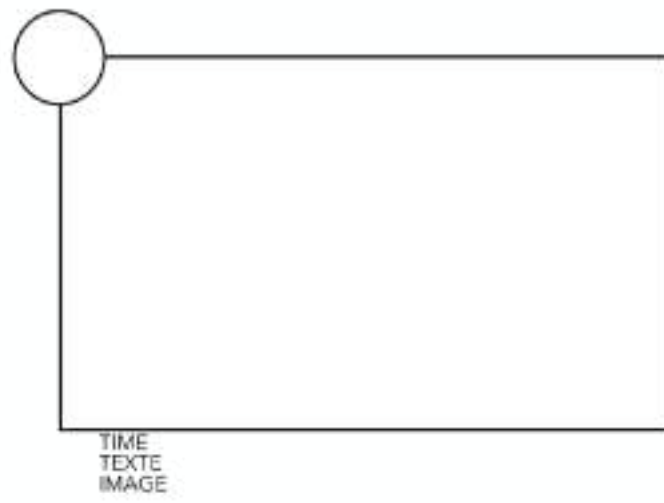
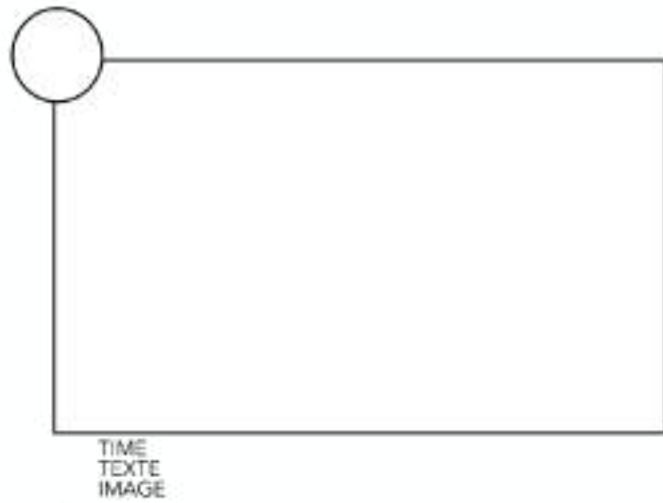
FIND OUT MORE



Simon Sinek

WHY





ooo

Thank you for your email! I'll be out of the office for the holiday break, spending time with my family back home in Canada; the weather looks to be fantastic!



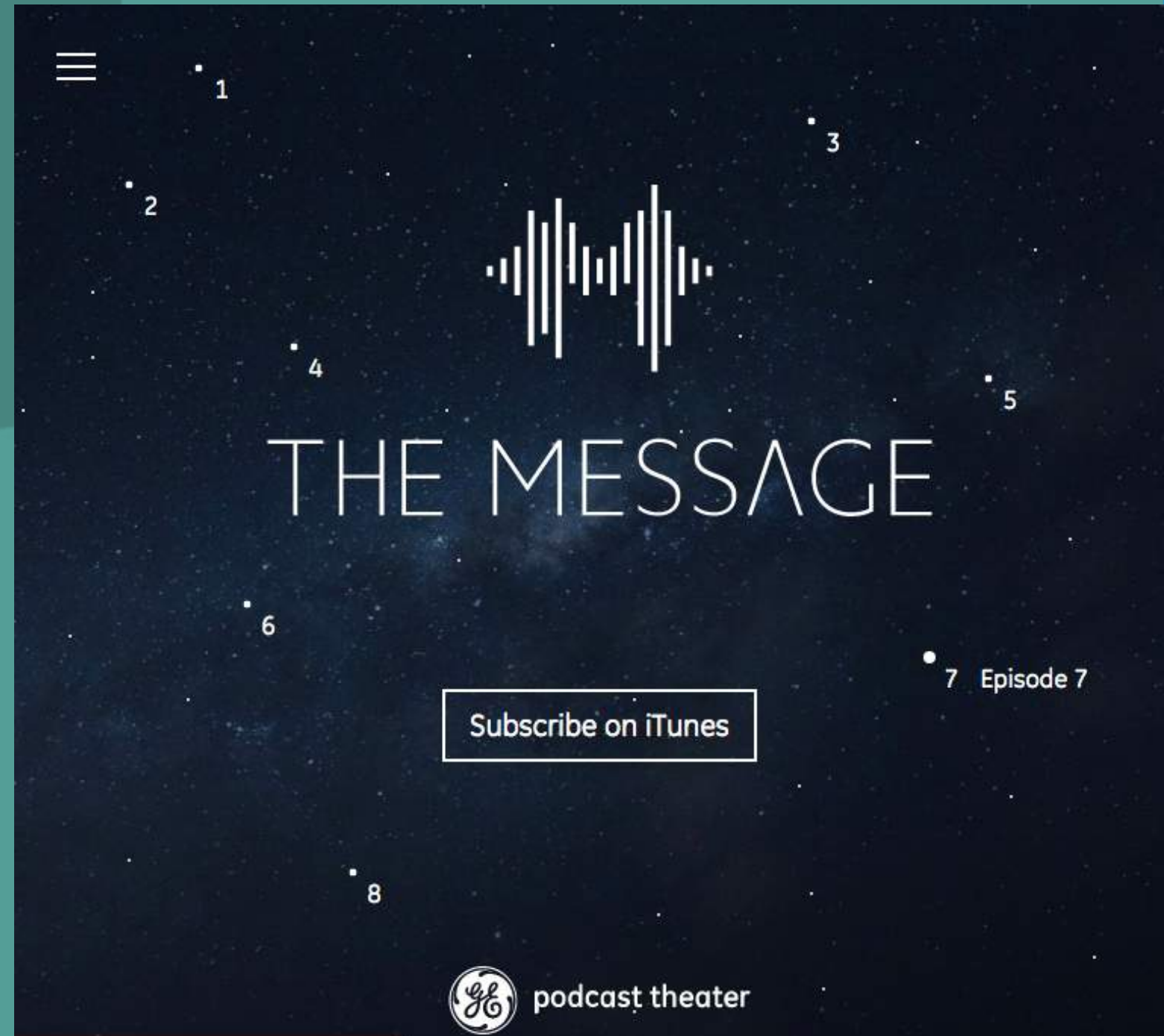
Know that I would probably rather be responding to your email; instead I'll be reliving my childhood "character building" experiences of shoveling the driveway 2-3 times a day (that's me in Kitimat 1989).

If you can't wait for my return, at least feel sorry for me. I'll get back to your email on the 28th, or after I've thawed out.

Regards, Stevan



GE the message



Episode 1

THE MESSAGE

SubscribeiTunes



→

Episode 1



The NSA has tasked the Cypher Group with decoding a verified alien message that has plagued codebreakers for decades. In this episode, Nicky introduces the members of the Cypher Group and "The Message" to the world in her podcast Cyphercast.

Released 10/4/15

Episode 2



New details about The Message are revealed as the group embarks on their journey to decode it. How will they do it? What does it take? What do they need to know? What is The Message? All of your questions answered in this episode of The Message. CAUTION: LISTEN AT YOUR OWN RISK

Released 10/11/15

Episode 8

The group creates a plan that will help them find an answer, but puts a team member's life in greater danger. Even at the expense of their team, they continue pushing their plan further to solve the mystery of The Message.



Released 11/21/15

Volvo Trucks - The Ballerina Stunt (Live Test)

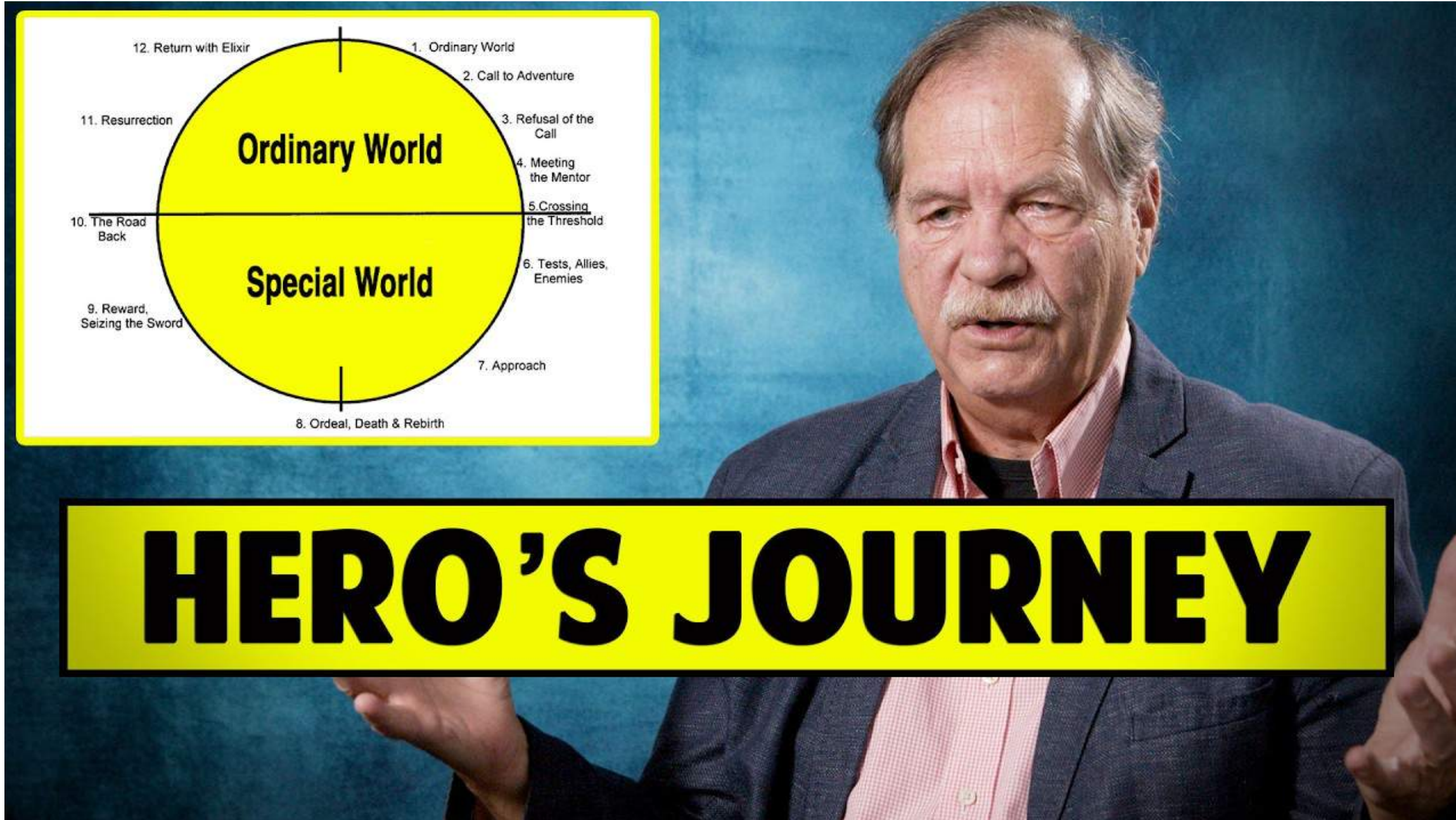




Data Storytelling

Conference & Awards

12 Stages Of The Hero's Journey - Christopher Vogler



Pour captiver votre audience, utilisez des techniques éprouvées comme le voyage du héros, popularisé par Joseph Campbell.

Cette structure narrative suit un protagoniste à travers différentes étapes : appel à l'aventure, défis, transformation, et retour triomphal. Cette approche engage le public en montrant une évolution personnelle et des victoires face à l'adversité.

Une autre technique est le récit en trois actes : introduction, confrontation, résolution. Cela donne une progression claire à votre histoire, maintenant l'intérêt tout au long.

Utilisez aussi des arcs émotionnels pour toucher votre audience, en jouant sur les hauts et les bas émotionnels pour renforcer l'empathie.



traduit et adapté d'après Campbell (2010) et Duarte (2011)

prime video

Home

Movies

TV shows

prime

Episodes

Details

S1 E1 - The Hero's Adventure

March 20, 2018 · 58min · 13+

Long before medieval knights charged off to slay dragons, tales of heroic adventures were an integral part of all world cultures. Campbell challenges everyone to see the presence of a heroic journey in his or her life.

Available to buy

Buy SD \$1.99

More purchase options

S1 E3 - The First Storytellers

June 22, 1988 · 58min · 13+

Campbell compares the creation story in Genesis with creation stories from around the world. Because the world changes, religion has to be transformed and new mythologies created. People today are stuck with myths that don't fit their needs.

Available to buy

S1 E4 - Sacrifice and Bliss

Available to buy

The 6 Primary Story Arcs + 12 CV stages

All stories move, but some stories only have one movement

- 1/ **Rags to Riches** (rise) ... education & work (or chance but without education 2/)
- 2/ **Riches to Rags** (fall) ... heritage fortune then nothing
- 3/ **Man in a Hole** (fall then rise) ... strenght
- 4/ **Icarus** / Freytag's Pyramid (rise then fall) ... self-confidence & arrogance lead to fail
- 5/ **Cinderella** (rise then fall then rise) ... emotional
- 6/ **Oedipus** (fall then rise then fall) ... hazard

12 stages of Hero's Journey by Christopher VOGLER

... youtube video: « <https://www.youtube.com/watch?v=oNNaMuBOxv4> »

Beginning

Middle

End

Climax

Rising action

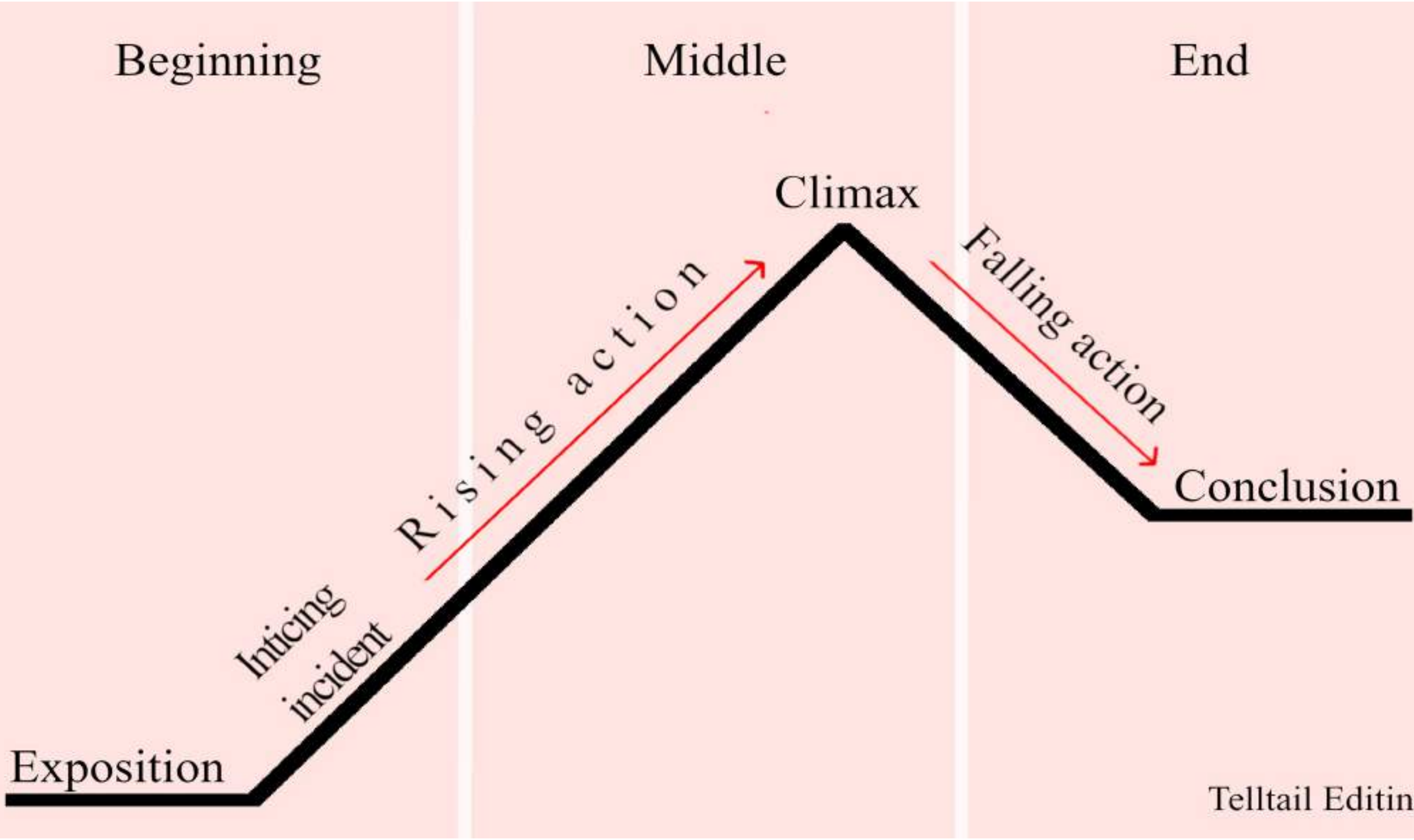
Falling action

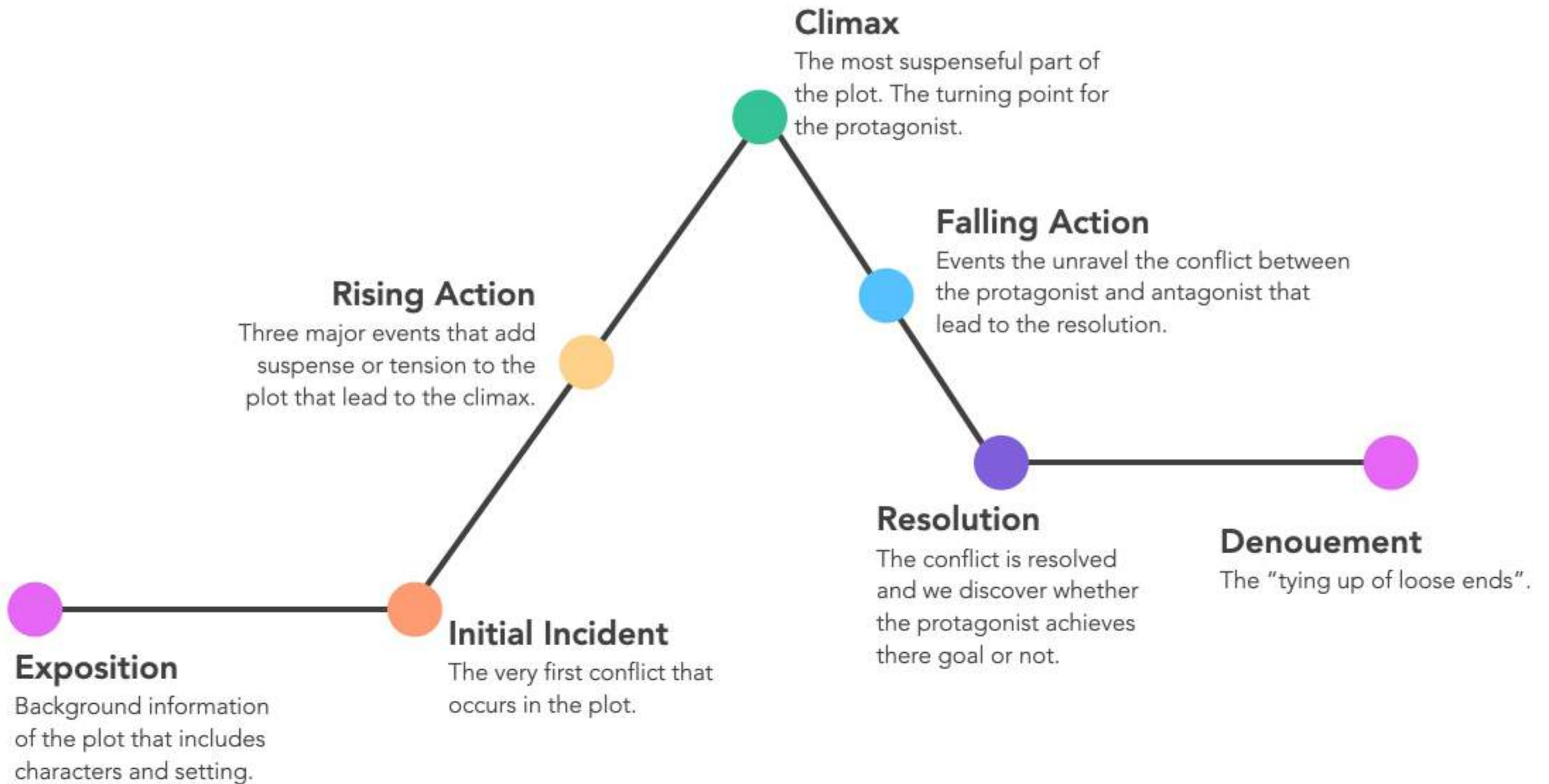
Conclusion

*Inticing
incident*

Exposition

Telltail Editing





STORY ARC

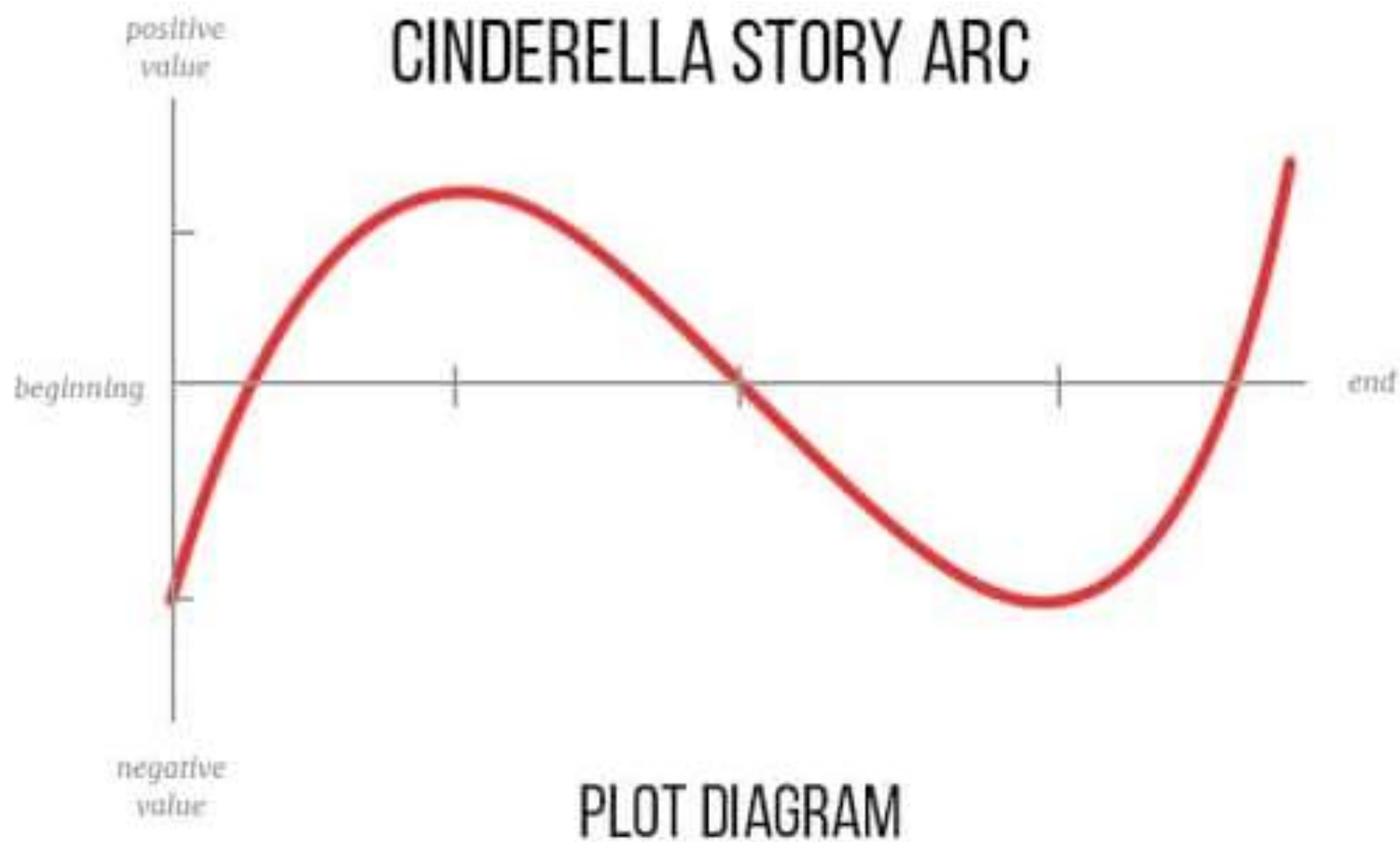
NARRATIVE ARC



ProWritingAid



CINDERELLA STORY ARC



PLOT DIAGRAM

moments

moments

moments

moments

FROM

MICRO-MOMENT

TO

NANO-MOMENTS

moments

moments

moments

moments

FMOT FIRST MOMENT OF TRUTH by P&G

ZMOT by Google

ZERO MOMENT OF TRUTH

SECOND MOMENT OF TRUTH

ULTIMATE

MICRO-MOMENTS



Information

Direction
Hours

Action
Decision

Purchase
Promotion
Sales-Saving

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-**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:

???



I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



I-want-to-do moments:

When someone wants help completing a task or trying something new.



I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.



I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.²

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.³



I-want-to-go moments

2X

increase in "near me" search interest in the past year.⁴

82%

of smartphone users use a search engine when looking for a local business.⁵



I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.⁶

100M+

hours of "how-to" content have been watched on YouTube so far this year.⁷



I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.⁸

29%

increase in mobile conversion rates in the past year.⁹

workshop

From micro moments to nano-moments
Google imagines the theory of ZMOT and evolves to defining 4 micro-moments.

1/ Can you be more precise for each moment and build sub parts

2/ Can you imagine Moment 5 and 6 (or more)

hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
[linkedin.com/in/kratiroff](https://www.linkedin.com/in/kratiroff)
[@kratiroff](https://www.instagram.com/kratiroff)

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



POESM

Paid Media

Owned Media

Earned Social

Shared Social

Managed Marketing



PAID

Achat d'espace

Displays

Liens sponsorisés

Programmatique & RTB



OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing



EARNED

**Ensemble des retombées générées
gratuitement par une marque**

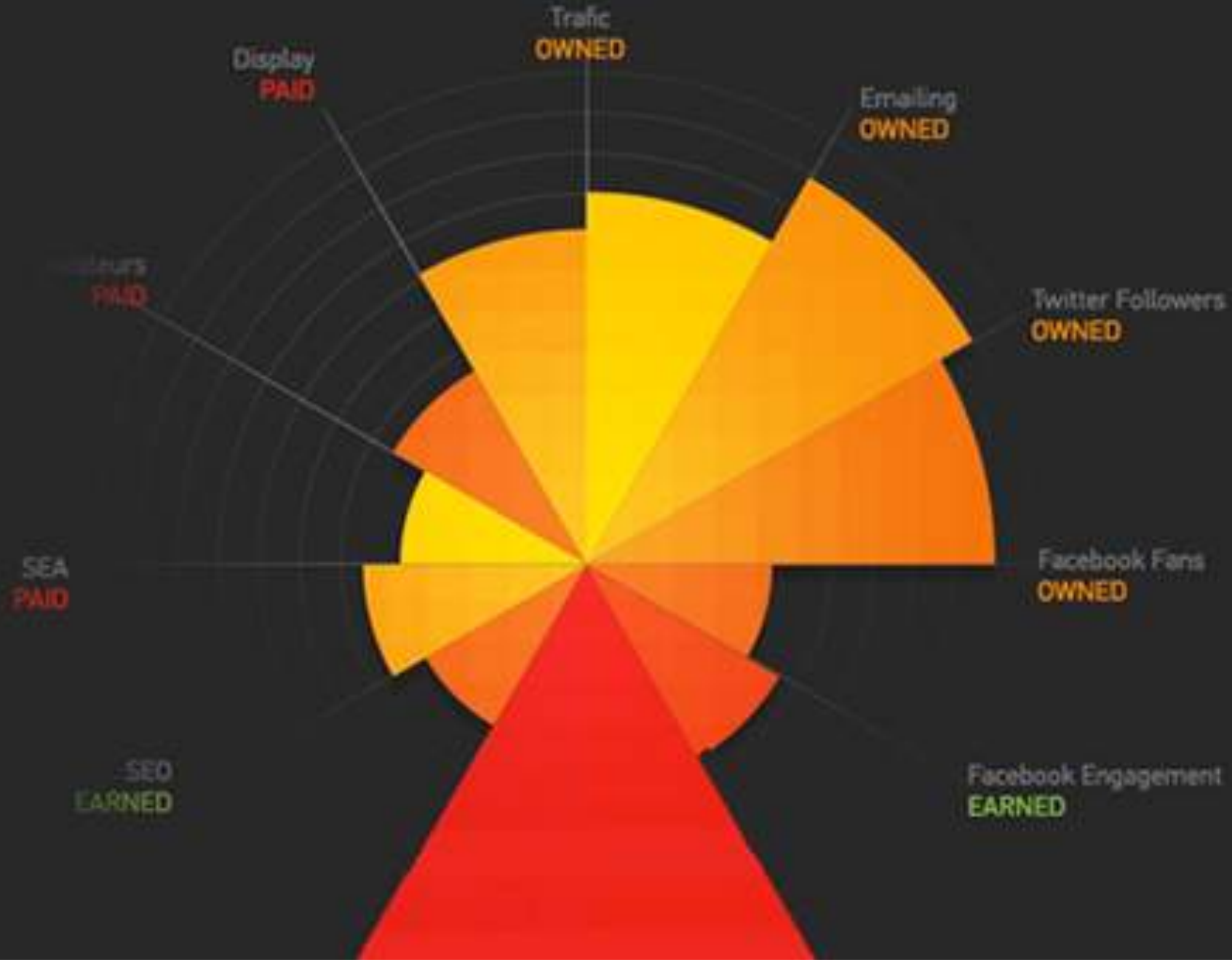


SHARED

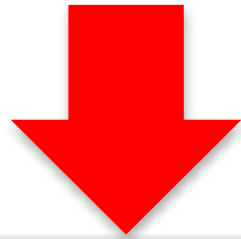
**Earned via les partages de réseaux sociaux
(retweet, like ...)**



Empreinte digitale

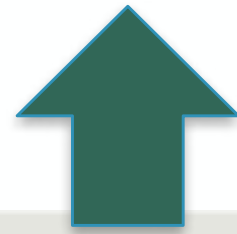


CONTENT STRATEGY



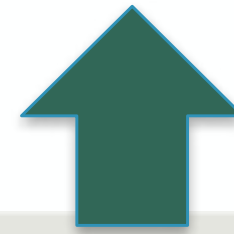
PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers



Loi de Metcalfe et viral loop

Loi de Metcalfe

La **Loi de Metcalfe** est une loi théorique et empirique énoncée par [Robert Metcalfe](#) (fondateur de la société [3Com](#) et à l'origine du protocole [Ethernet](#)).

L'utilité d'un réseau est proportionnelle au carré du nombre de ses utilisateurs.

Sommaire [masquer]

- 1 Explications
- 2 Applications
- 3 Voir aussi
 - 3.1 Articles connexes
 - 3.2 Liens externes
 - 3.3 Bibliographie
 - 3.4 Notes et références

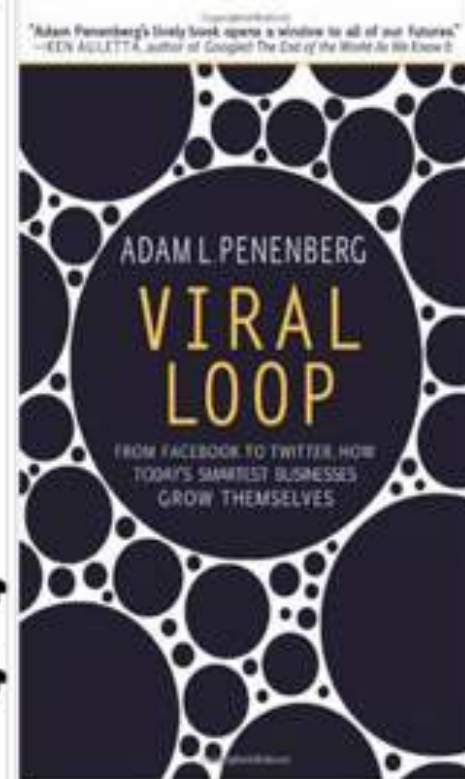
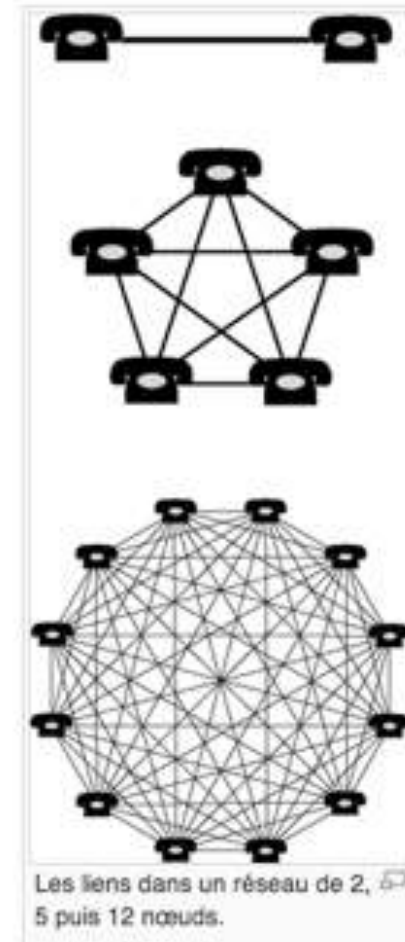
Explications [modifier | modifier le code]

La loi de Metcalfe explique les effets de réseau liées aux [technologies de l'information](#), applicable à des réseaux comme [Internet](#), les systèmes de [réseautage social](#) et le [World Wide Web](#). Elle s'explique par le fait que le nombre de liens potentiels dans un réseau avec n nœuds est $n(n-1)/2$, fonction [équivalente](#) à $n^2/2$ pour n tendant vers l'infini.

Applications [modifier | modifier le code]

La *Loi de Metcalfe* dit simplement que plus il y a d'utilisateurs dans un réseau, plus ce réseau aura de la valeur.

- Elle trouve à s'appliquer dans n'importe quel réseau social (de type [Facebook](#) par exemple). Si vous vous trouvez seul inscrit vous n'y trouvez aucune utilité mais si toutes vos connaissances font également partie du réseau alors les fonctions de partage et d'échange commencent à prendre du sens.
- Elle explique aussi que le contenu d'outils [collaboratifs](#) ([Wikipédia](#) par exemple) s'enrichit et devient plus efficace, de manière encore plus rapide que la vitesse de croissance du nombre des contributeurs.
- Elle est en rapport avec la 3eme colonne du [Triangle de Pascal](#) 1, 3, 6, 10, 15, 21, ..., soit 1 pour 2 noeuds, 10 pour 5 noeuds, et 66 pour 12 noeuds.



Stop

Paid media

Media passif

Client passif



GO

Earned media
Media participatif
Client VRM



CURATION

Verbe : curer !



Selection + Aggregation +
Editorialization + Contextualisation +
Enrichment + Share
=
Curation



CURATION : TOOLS

Scoop.it

Curata

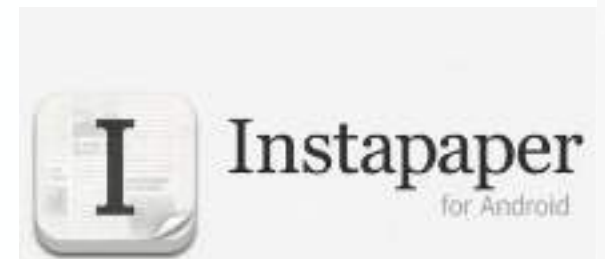
Pocket (getpocket)

Instapaper

Paper.li FlipBoard

Pinterest, Bundlr, Stumbleupon et Pearltrees

Source : Medium, TheConversation





modern marketing

Curated by [kratiroff](#)

Paste a link to create a new scoop

[Scoop without link](#) | [Upload your own document](#) | [Get suggestions](#)Scooped by [kratiroff](#)

Live Desktop Broadcasts, Mid-Roll Video Ads & More: 7 Facebook Changes You May Have Missed

Scooped by [kratiroff](#)

Le monde en 2022 selon IBM

From [www.ladn.eu](#) - January 15, 3:27 PM

* A la lecture des tendances d'IBM pour 2022 on frissonne. Autant d'excitation que de peur. L'entreprise prévoit que dans 5 ans, grâce aux avancées technologiques, une grande partie de l'invisible sera visible.*

Scooped by [kratiroff](#)

'We're the Uber of X!'

From [www.entrepreneur.com](#) - January 5, 10:38 AM

* A concept of the structure that aspires to become the Uber of



MODERN MARKETING BY KRATIROFF

le meilleur des articles, cours et cas

Suivre



Par Kratiroff

CURATION

Curation = 1/3 brand content

Easy, fast, reliable, trust



CURATION

Influence marketing

Follow the right persons, account

Copy, cite, quote, steal, plagiarism



CURATION

Show a curation of at least 10 articles on the subject your are studying for your thesis (or any other school related subject) in a curation tool like instapaper, or scoopit or feedly.

Send me the link to this tool

hubertkratiroff

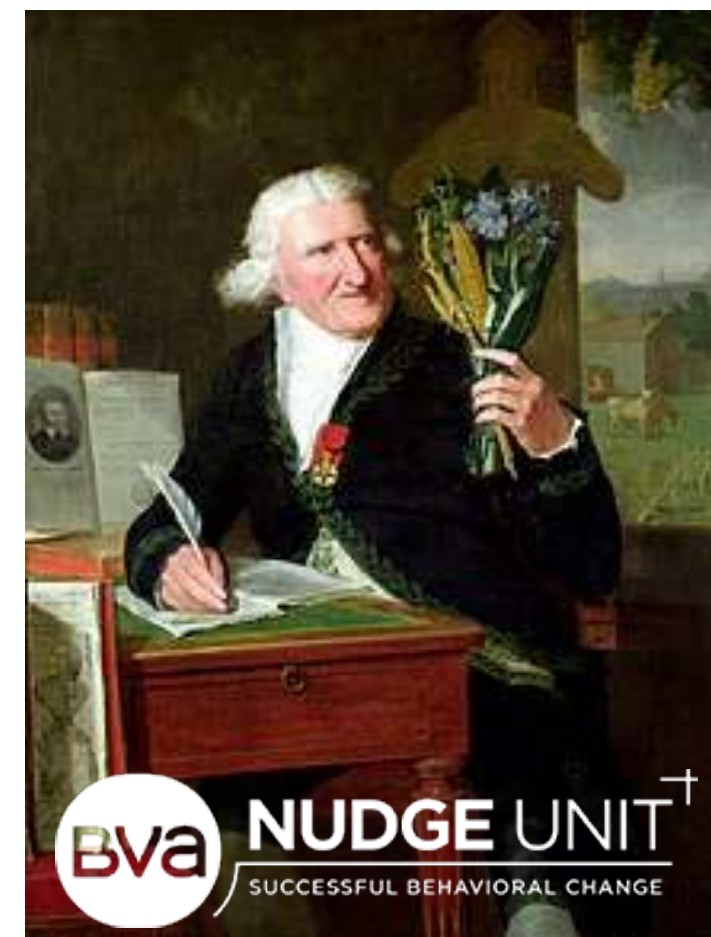
06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff

NUDGE

marketing





1785 «Les Sablons» LouisXVI & Antoine Parmentier



BVA Nudge Consulting is a global consultancy that applies the best of Behavioral Science to help organizations and humans to...

Be healthy



Be happy



Be green









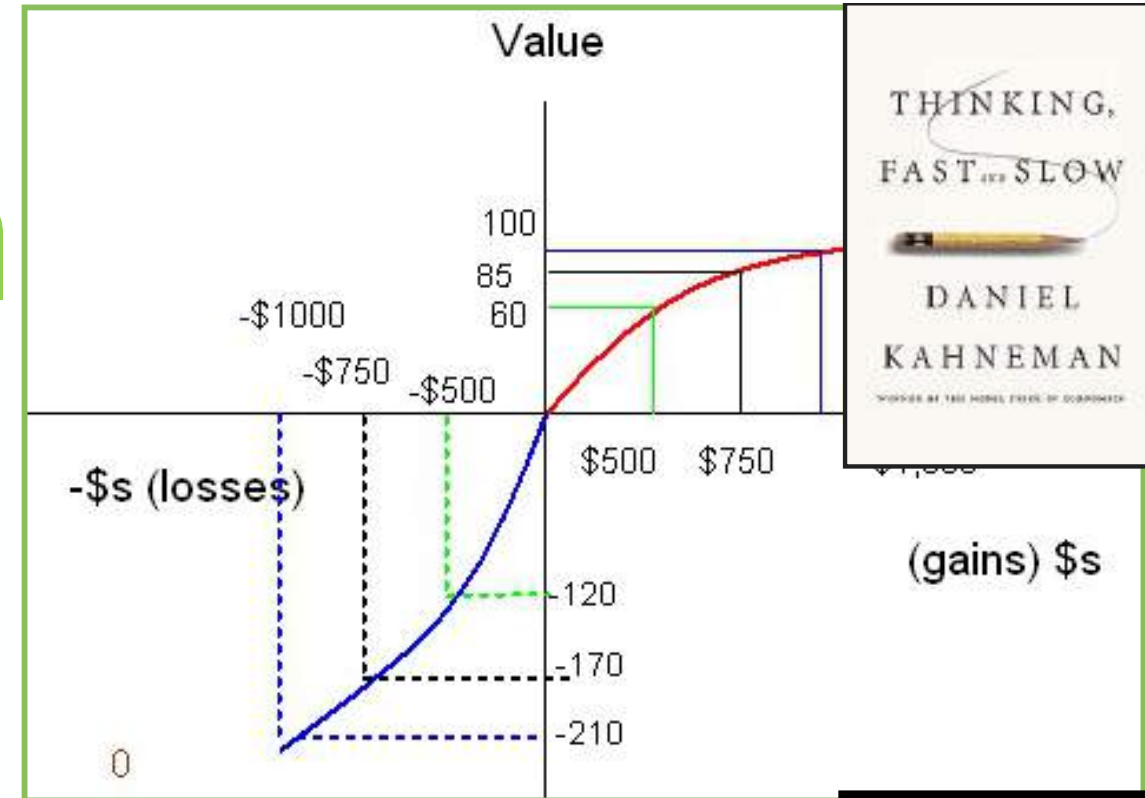






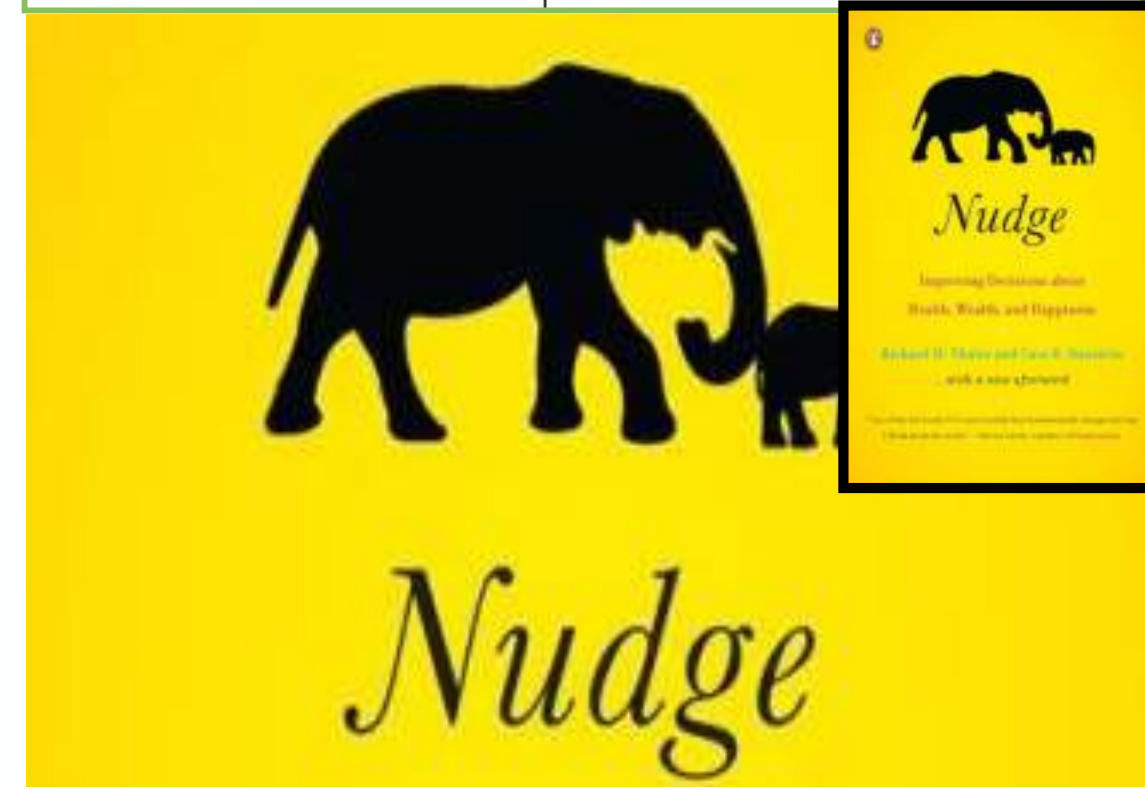
Daniel Kahneman

2002 Decision making
under uncertainty



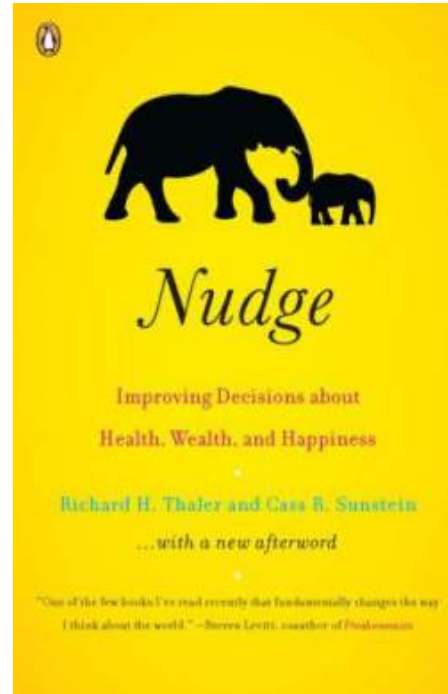
Richard Thaler

Nobel 2017 pour Nudge



Richard Thaler

Nobel 2017 Nudge



to encourage or persuade someone to do something in a gentle way

inciter sans que l'incitation soit perceptible, sans contrainte ni récompense

The tendency to like (or dislike) everything about a person—including things you have not observed—is known as the halo effect.

Quote from Thinking, Fast and Slow by Daniel Kahneman

THINKING, FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

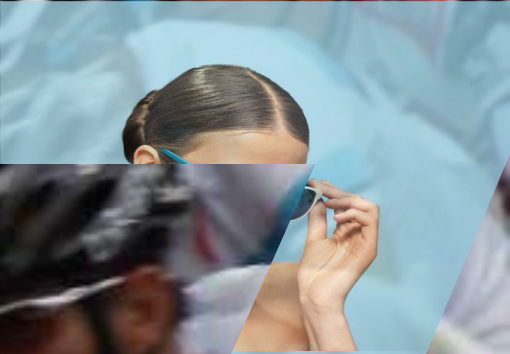


THINKING, FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS



native advertising 101

TSLM KRATIROFF



What is native advertising?

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

Native advertising is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear.

NA fit “natively” and seamlessly on the web page or SM feeds.

Unlike banner, sponsored post or display ads, NA doesn't really look like ads, so it don't disrupt the user's interaction with the page.



[Home](#) / [Business Guidance](#) / [Business Guidance Resources](#)

Native Advertising: A Guide for Businesses

Tags: [Advertising and Marketing](#) | [Endorsements, Influencers, and Reviews](#) |
[Online Advertising and Marketing](#) | [Advertising and Marketing Basics](#)

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is “native advertising,” content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. But as native advertising evolves, are consumers able to differentiate advertising from other content?

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.



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.**

3 conditions «native»

La **transparence**, qui assure une identification très claire de la provenance des contenus.

L'intégration qui assure la linéarité de l'expérience utilisateur au sein de la marque média.

La **qualité**, qui répond à des critères d'exigence en adéquation avec le média

AdYouLike

Adyoulike est le leader Européen du Native Advertising. Cette nouvelle forme de publicité promeut l'intégration du contenu de marque au cœur du contenu éditorial et de l'expérience utilisateur.

Les formats natifs sont beaucoup plus engageants que les formats classiques de publicité et sont mieux perçus par les utilisateurs car ils sont non intrusifs et racontent une histoire en parfaite affinité avec le site média qui les accueille.

CHIFFRES CLES

Création en avril 2011 : 12 salariés

21 806 000 VU/ mois*

20 000 000 de vidéos vues/mois

Plus de 100 campagnes réalisées

GARANTIES

Formats 100% Native Advertising

60 Sites Ultra Premium

Mode d'achat sur mesure : CPV, CPM, CPC

Performance : CTR > 5%, garantie vidéo vue à 100%

Web Mobile Tablette



Adyoulike
Native Advertising

ArtText / UX writing

**Un texte si beau qu'il
est conservé**





LEARN MARKETING

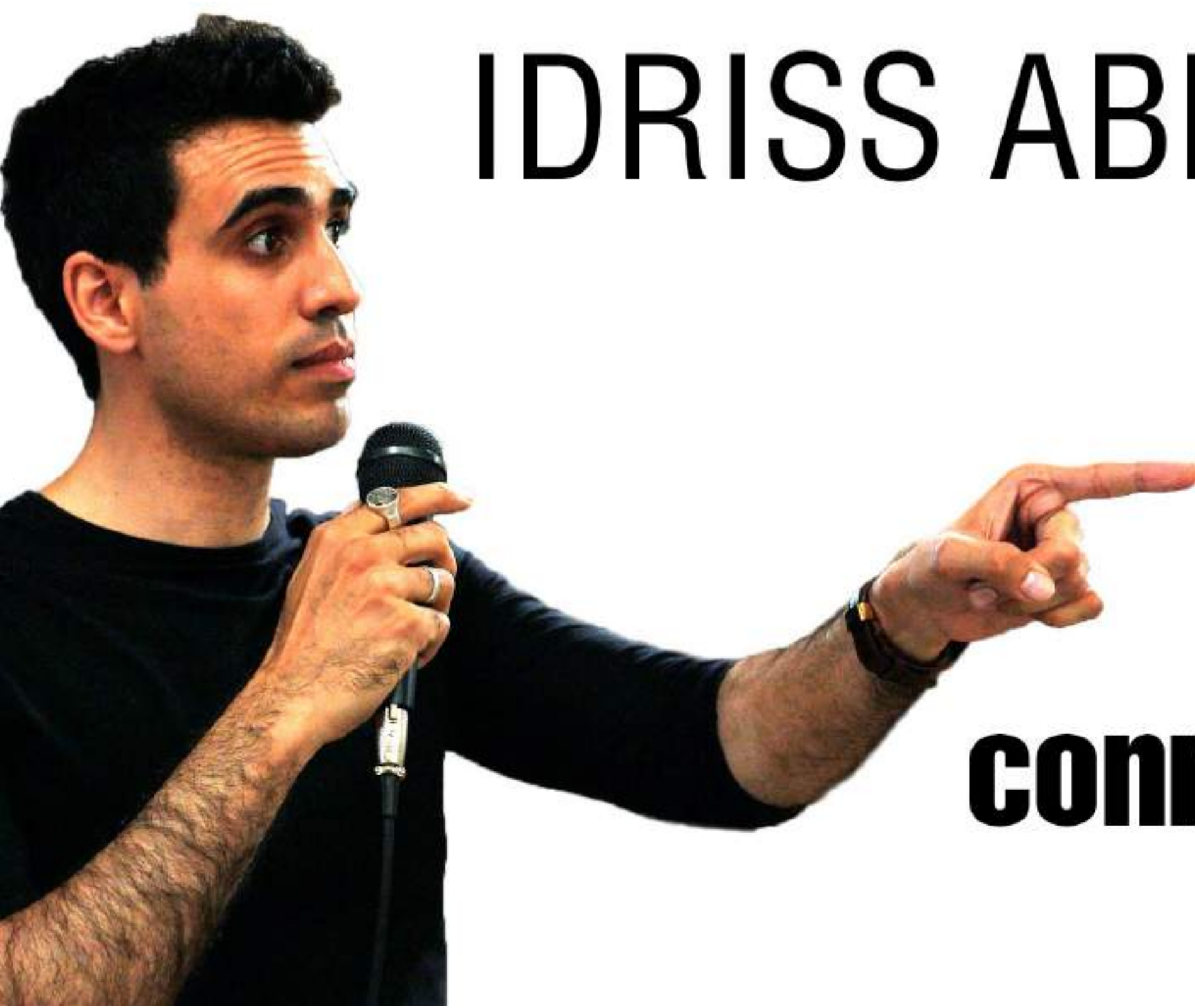
TENDANCE EN

PLEIN ESSOR

BEST IN CLASS

CONTENT MARKETING



A man with dark hair and a black t-shirt is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a watch on his left wrist and a ring on his right ring finger. The background is plain white.

IDRISS ABERKANE

**Économie
de la
connaissance**

Primer Google

That is, we had to reach them when they had tiny pockets of downtime—like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.





Gagnant du trophée européen «Digital Skills Award 2016»

Google



Hubert

hubert@c4cgroupe.com



MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

COMMENCER



TOUS LES COURS

1 BADGE(S)



Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvrirez les meilleurs moyens d'intégrer Twitter à votre travail.

Connectez-vous pour commencer



Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content



Personalized

Select a job-specific learning track customized to your specific learning needs



On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve

Bon choix!

Vous avez terminé le cours Twitter Amplify

[Voir toutes les ressources](#)



Super ! Je suis à présent un Gourou
@TwitterAmplify ! Cliquez ici pour prendre
votre envol : <https://twitterflightschool.com>
#TwitterFlightSchool

~20

Tweet

FACEBOOK BLUEPRINT

The tools you need to learn how Facebook can help grow your business

[Start Courses](#)

Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.

Sign up for a free account & gain access to our certification courses | [Get started today ►](#)

What do you want to learn today?

 Search our docs and learning resources

Search



Get certified.

Show the world that you mean business.



Watch our training videos.

Learn HubSpot at your pace, on your schedule.



View HubSpot Projects.

Achieve your goals using multiple HubSpot tools.



Changez de vie : **apprenez à coder**

Le Wagon apporte un **savoir-faire technique** aux **esprits créatifs**.

Découvrez notre programme

Postulez pour 9 semaines de formation

Codez *the startup way*

Devenez développeur web

Maîtrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Plongez dans Javascript et explorez jQuery ou encore React.js, la dernière librairie Javascript développée par Facebook. [Plus d'infos.](#)

Comprenez la technique

Apprenez à penser comme un "Software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.

Adoptez le bon workflow

Il existe **une bonne façon** de travailler sur un produit tech. Ecrire les user stories, dessiner le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull-requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.



Don't just Learn to Code: Think Like a Software Engineer

Reinvent Your Career in 12 weeks

[Start Your Application](#)[Watch the Video](#) 

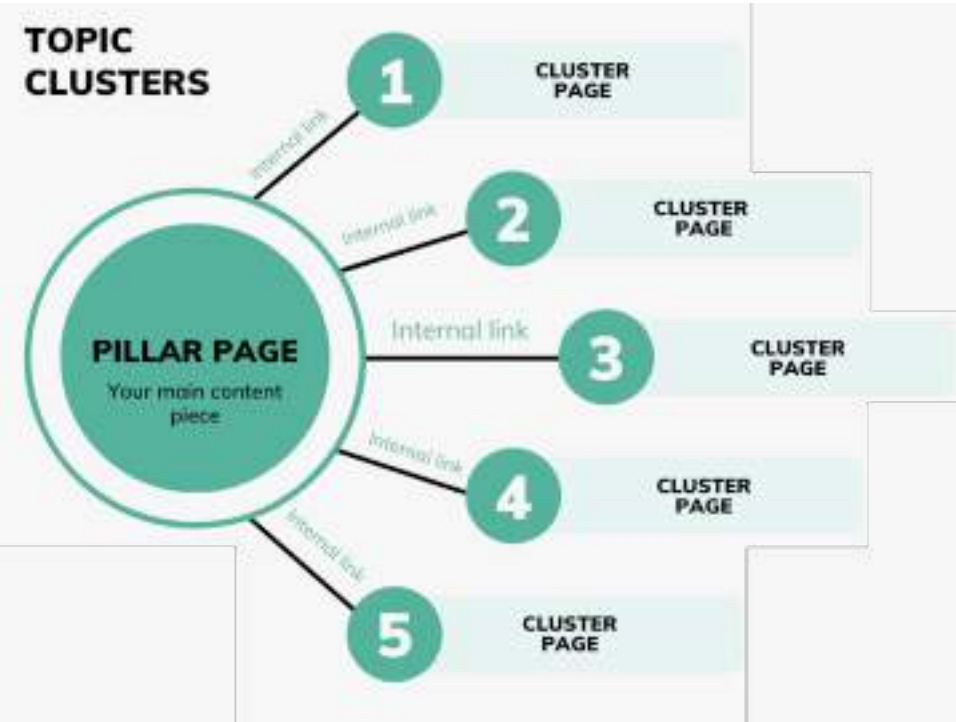
Here's Why We've Been Called the Leading
Bootcamp in the Country

EXEMPLES

BRAND

CONTENT



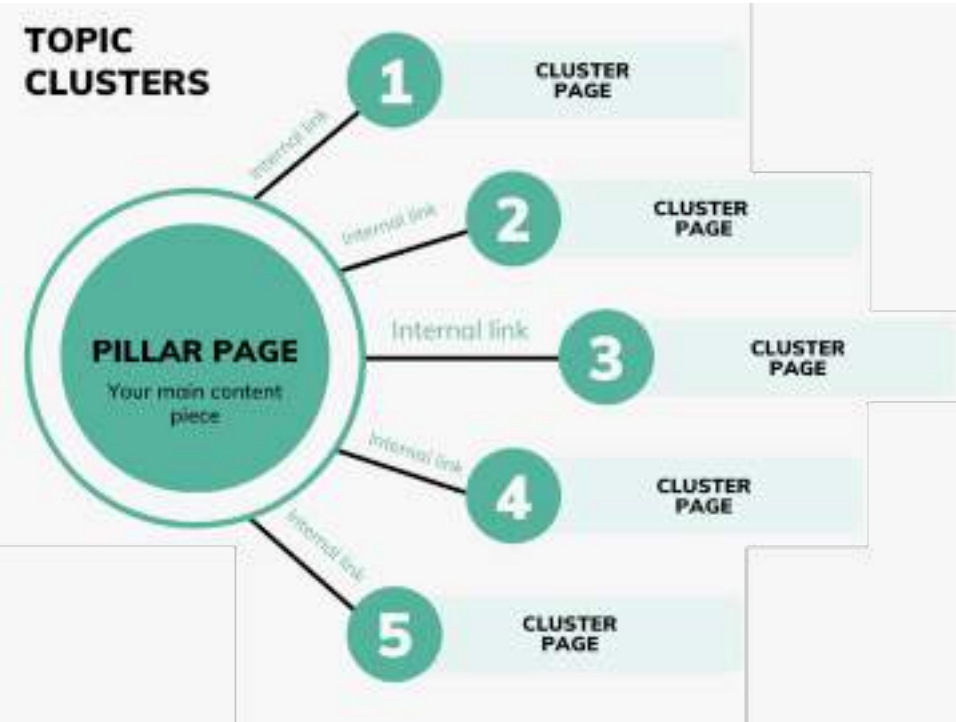


What are Topic Clusters?

A topic cluster (or content cluster or semantic cocoon or topic cluster) is a group of interconnected, thematically related pages on a website.

Each cluster includes one pillar page, which is the main page that provides a broad overview of a particular topic. And multiple cluster pages, which cover associated subtopics.





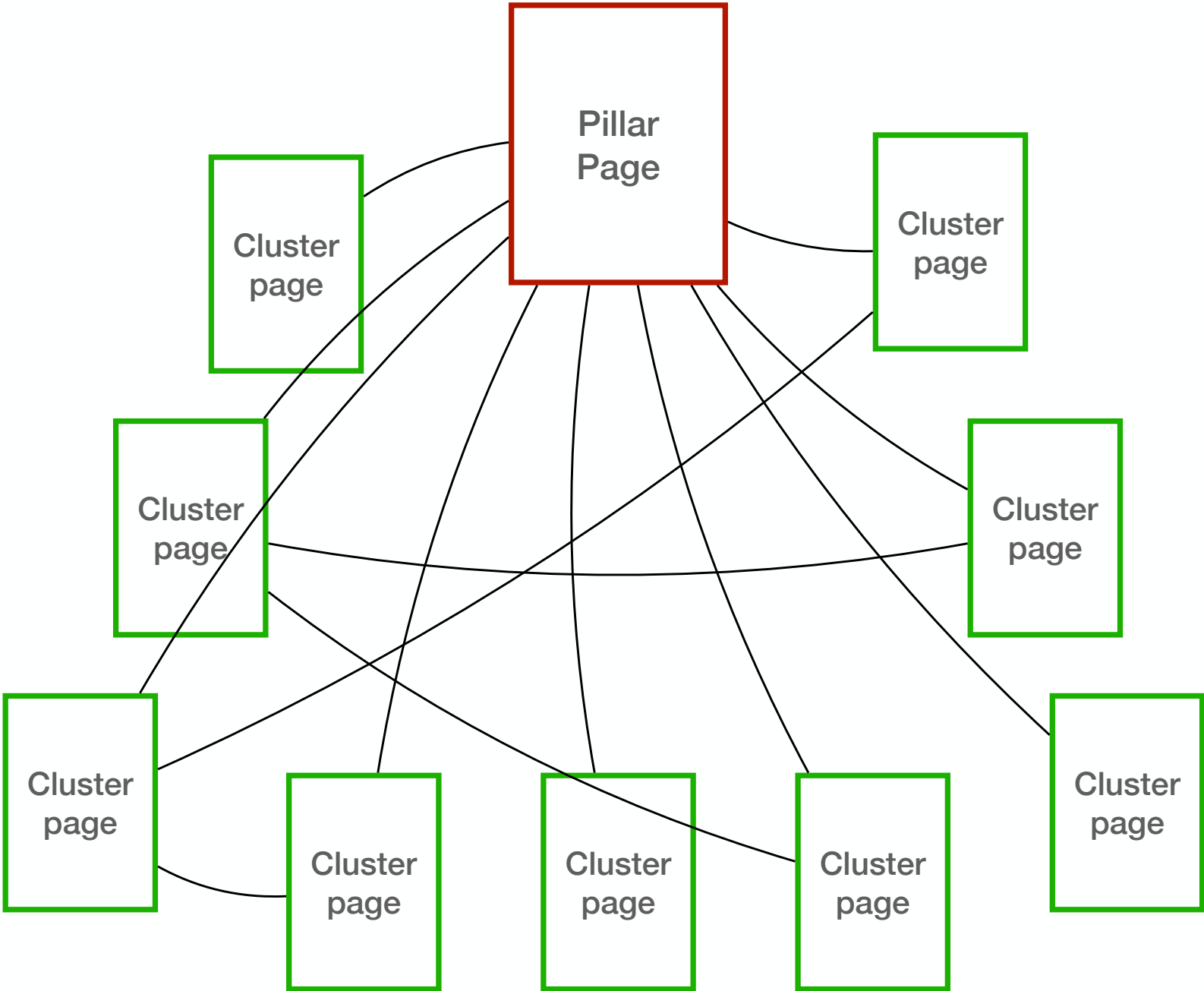
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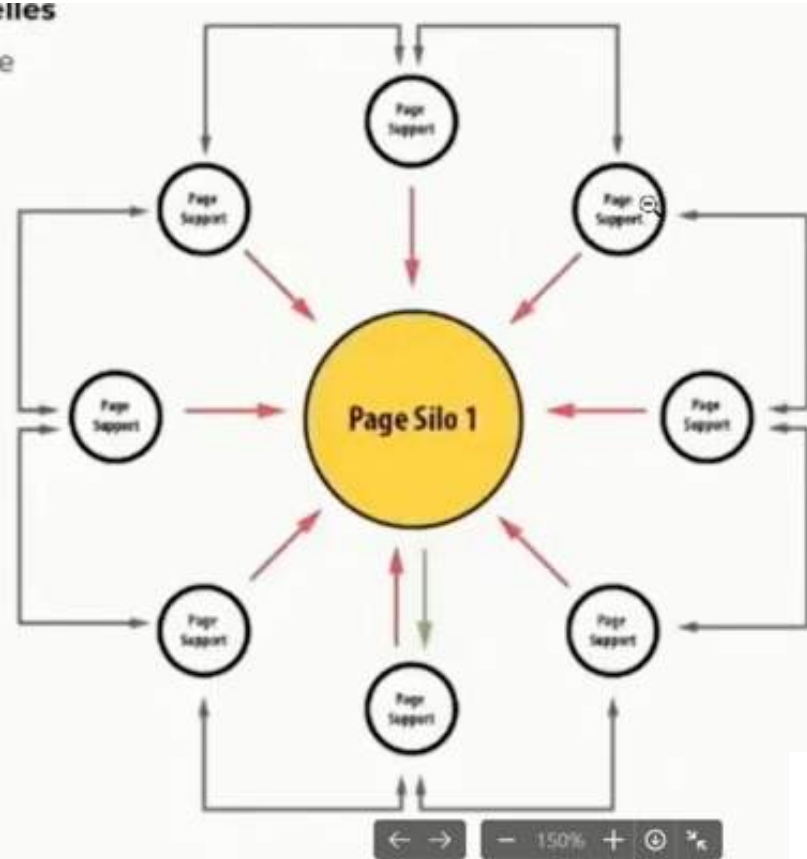


Topic Cluster / Semantic Cocon / Pillar Cluster Model / Content Cluster



Topic Cluster Example





What are Topic Clusters?

Topic clusters AKA content clusters are an SEO strategy to organize and maximize the effectiveness of topic-focused website content. The 'Pillar' of your cluster is the main topic you are covering. The 'Clusters' of your content are the subtopics you are creating content for. Then, pages are linked together naturally to demonstrate your knowledge on a topic.

- Have you created content for the subtopics within a larger topic?
- Are you targeting long-tail keywords for the topic you want to rank for?

Origines du cocon sémantique

Travaux de [Bruce Clay](#) et des [frères Peyronnet](#)

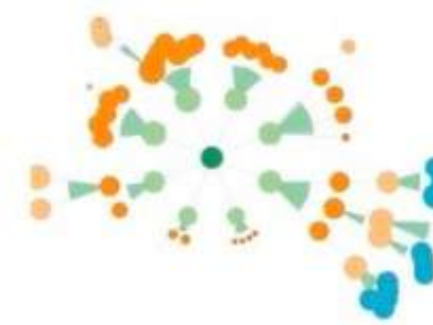
Concept par [Laurent Bourelly](#) cf. sa [formation](#)

Dés 2010 !

Communauté cocon / outils - [Christian Méline](#)



UN SITE MAL ORGANISÉ



UN SITE BIEN ORGANISÉ



20 - 60 pages per KeyWords

sujet ≠ keywords

Définition du cocon sémantique

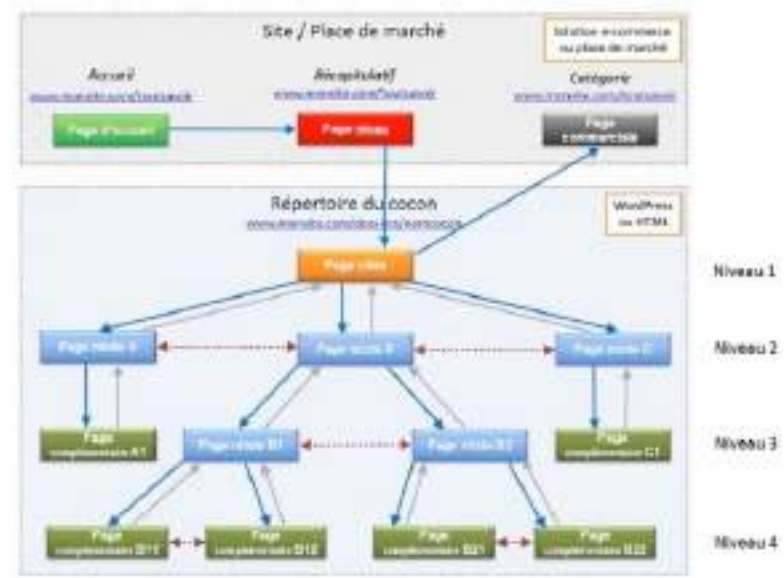
Groupe de pages de contenu

Traitent d'un sujet

Proches sémantiquement

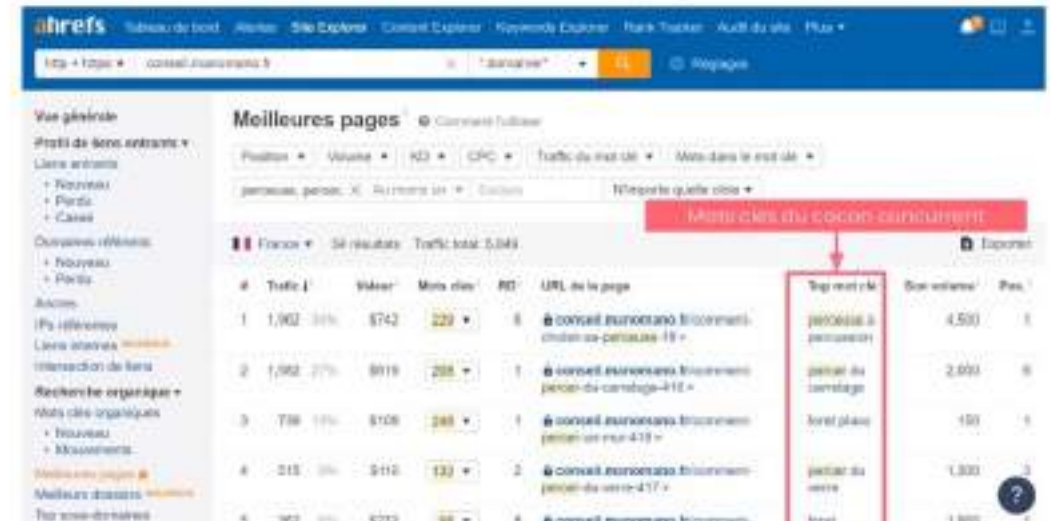
Bien maillées / glissement sémantique

Déposées dans un espace dédié sur un site internet



Identifier les mots clés des cocons concurrents

Ahrefs > Meilleures pages



Prioriser les thématiques à fort ROI

01-2. étudier la concurrence

D'où l'on part, où l'on veut aller, contre qui :

Domaine	SEO		Contenu	Popularité		
	SemRush KW	SemRush Rank	Nb pages index	TrustFlow	CitationFlow	Domaines référents
[Bar]	1 300	61 000	3 000	18	29	524
[Bar]	13 400	3 300	14 000	12	34	1 034
[Bar]	2 100	19 100	451	18	29	369
[Bar]	95	1 68 000	45	18	22	55



Exemple : site web secteur tourisme

THÉMATIQUE	CONTENUS A CREER	TRAFIC POTENTIEL	TRANSACTIONS POTENTIELLES	CA POTENTIEL
Thaïlande	80	+4K	+50	+24K
USA	50	+3K	+20	+17K
Japon	75	+2K	+15	+15K

01-3. définir la stratégie

Quantité

Nb pages / mots : plus fort, plus vite ?

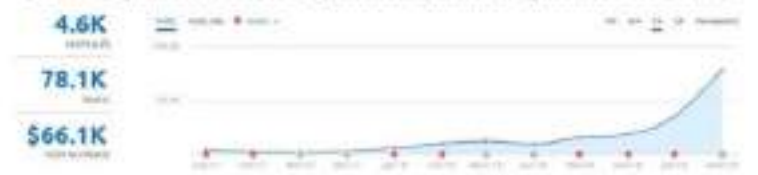
Qualité

Equipe 100 % Fr, formée

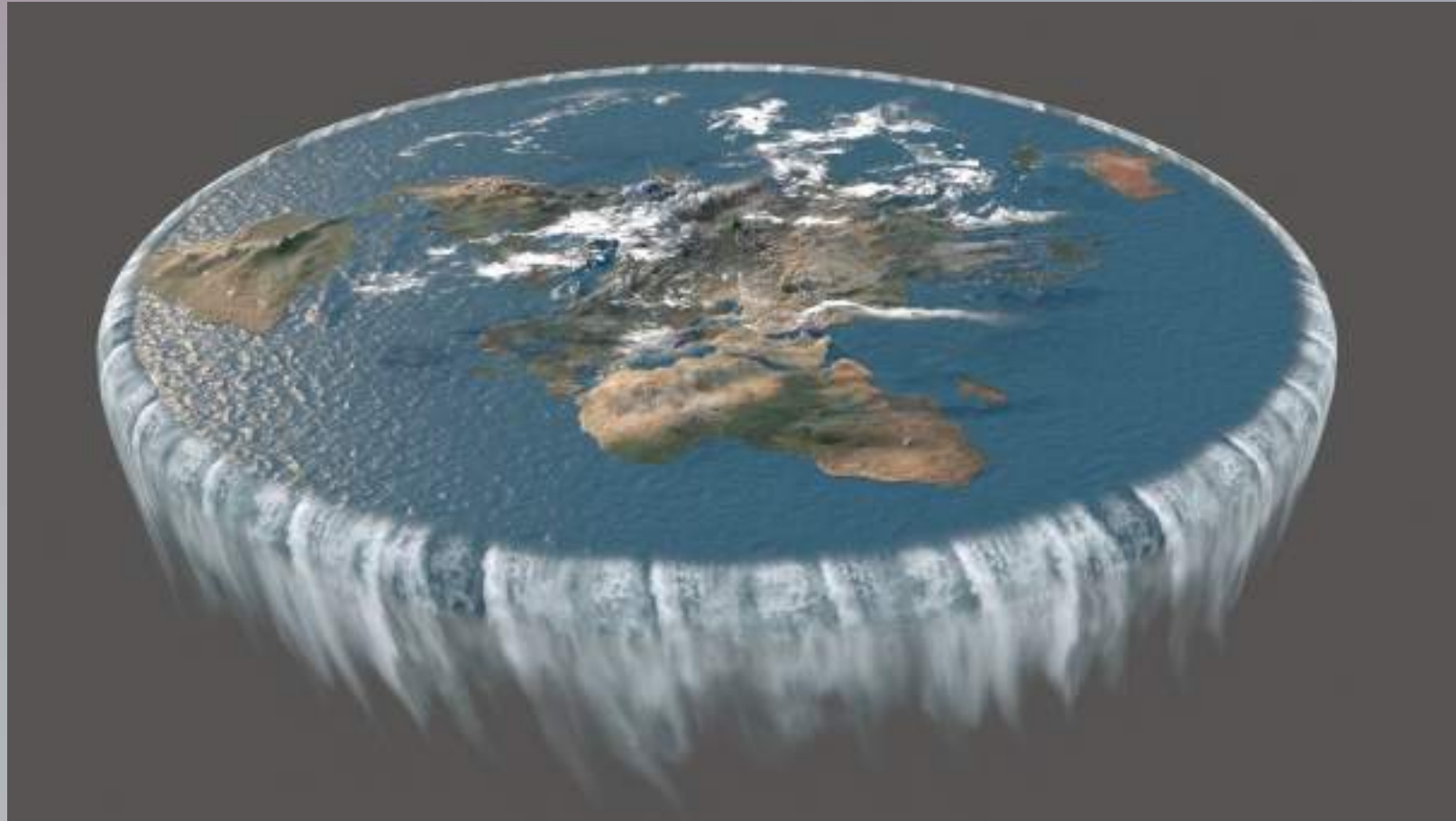
Optimisation SEO

Optimisation sémantique

Poêles à granulés : de la 14ème à la première position en 2 mois



Filter Bubbles



The 6 Primary Story Arcs + 12 CV stages

All stories move, but some stories only have one movement

- 1/ **Rags to Riches** (rise) ... education & work (or chance but without education 2/)
- 2/ **Riches to Rags** (fall) ... heritage fortune then nothing
- 3/ **Man in a Hole** (fall then rise) ... strenght
- 4/ **Icarus** / Freytag's Pyramid (rise then fall) ... self-confidence & arrogance lead to fail
- 5/ **Cinderella** (rise then fall then rise) ... emotional
- 6/ **Oedipus** (fall then rise then fall) ... hazard

12 stages of Hero's Journey by Christopher VOGLER

... youtube video: « <https://www.youtube.com/watch?v=oNNaMuBOxv4> »

GATED CONTENT

Gated content is any type of content that prospects can only access after they've shared their contact information and other details (like their name, job title, and company). Usually through a lead capture form

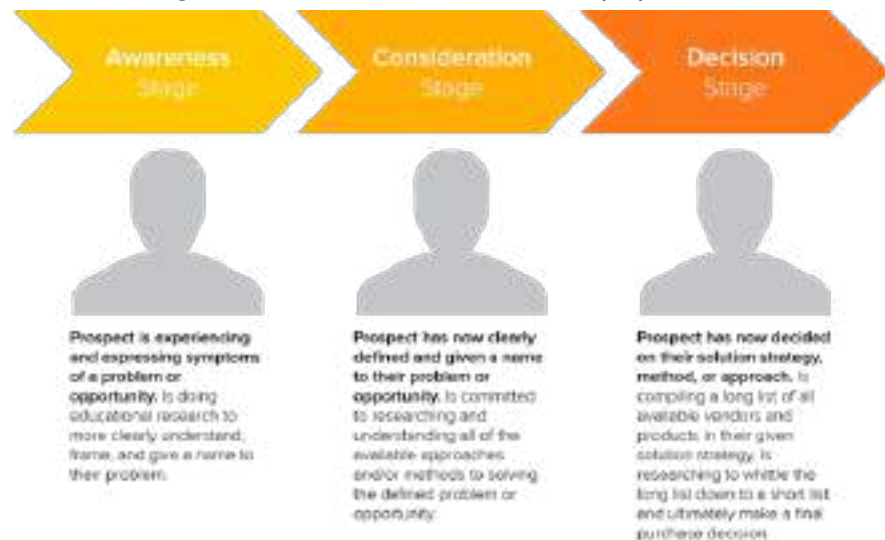
Usually, users arrive at your website and see a CTA or pop-up that offers them access to a piece of content in exchange for their information. This could be their email address in exchange for a content offer, for example.

It's important to note that gated content for inbound marketing is free and not hidden behind a paywall. Users just need to submit their information to access the content.

Now, you might be wondering, "Why would I hide my content from my audience?"

Typically, the goal of gated content is to generate leads. Marketers will create targeted content for their audience and use it to attract leads. Gated content isn't used for brand awareness or visibility

While gated content is a strategy for lead generation, ungated content is meant to improve SEO and increase website traffic. On the other hand, gated content could be white papers, ebooks, or webinars.



hubert**krati**roff

#1 : Content Calendar 🖐️

Content Strategy

**ROB IT
TO GET IT.**

Conférence de rédaction





CONTENT MIX

Marketing Mix

MMM

Modern Marketing Model

Marketing Mix Modeling



S PETITS CHEVAUX A TYPES DE CONTEN



POESM

Paid

Owned

Earned

Shared

Media



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



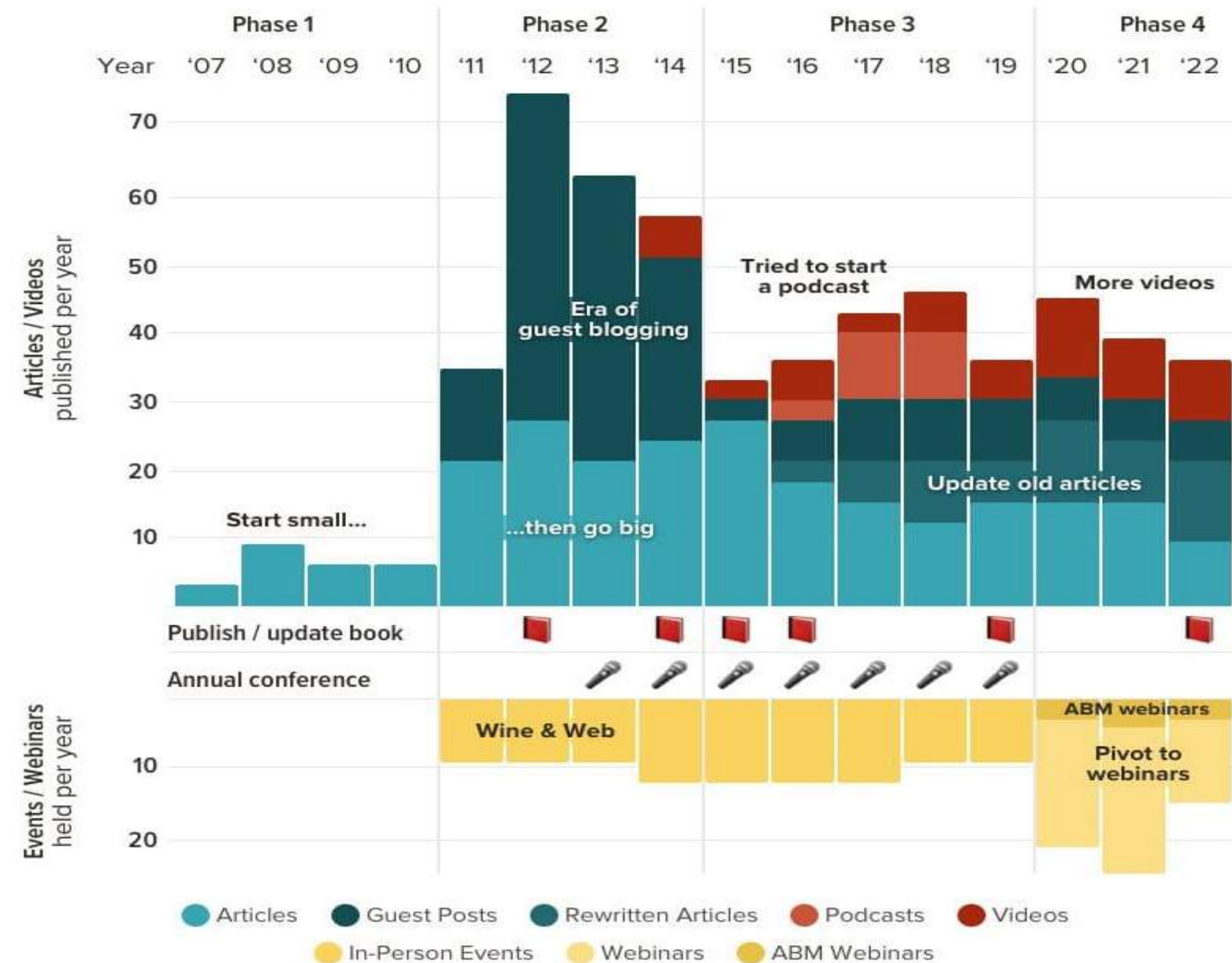


PERSONA
20 max



Evolution of a 15-year old B2B content strategy

A summary of Orbit's marketing history



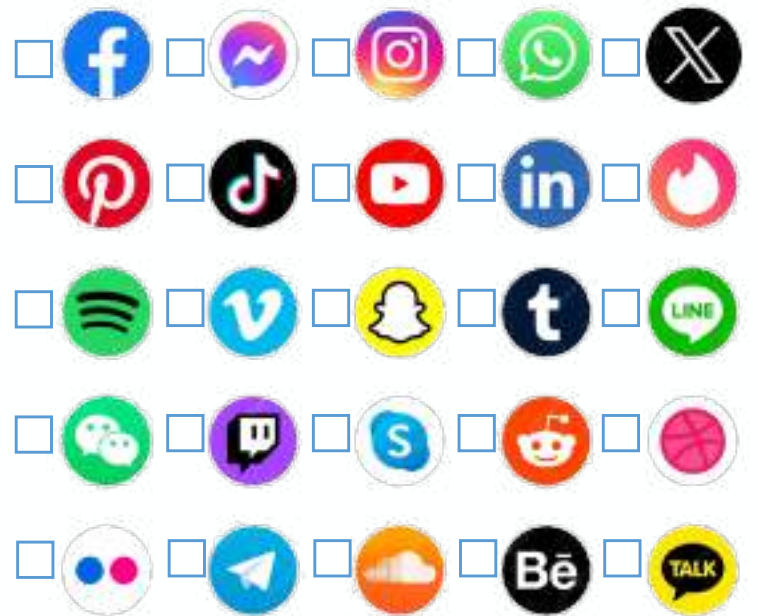
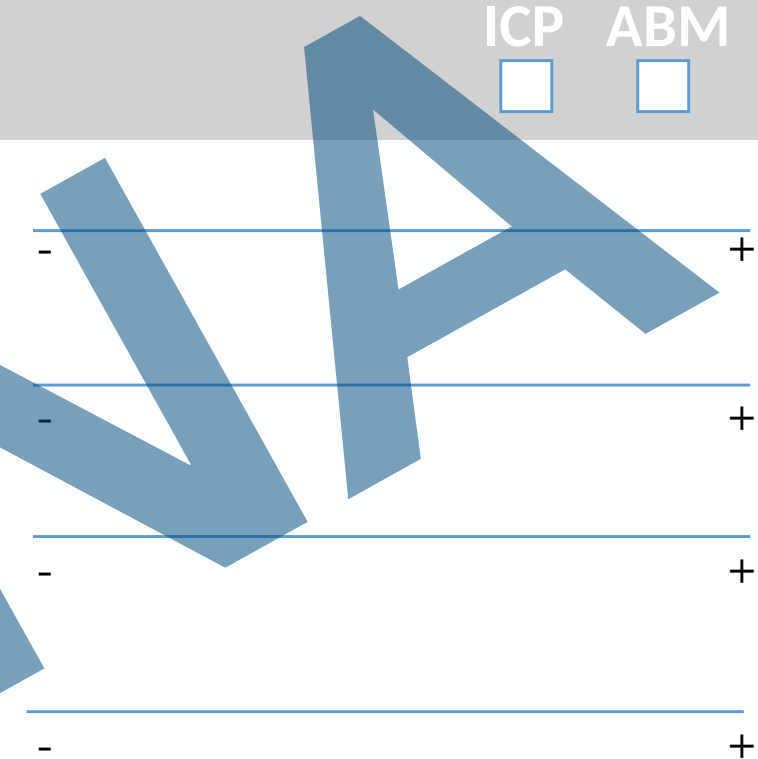
this
person
doesn't
exist
.com

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



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 ?

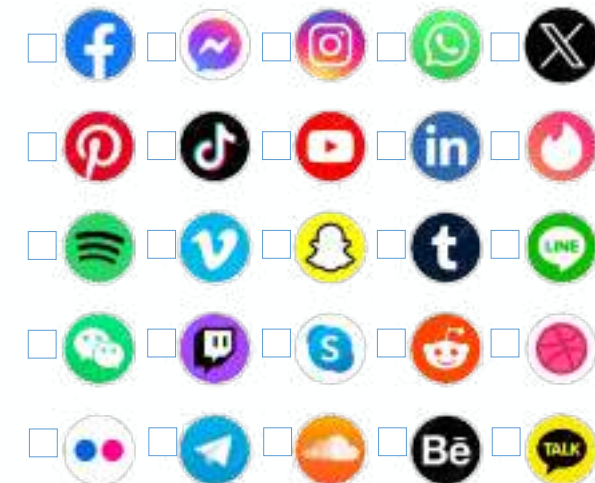
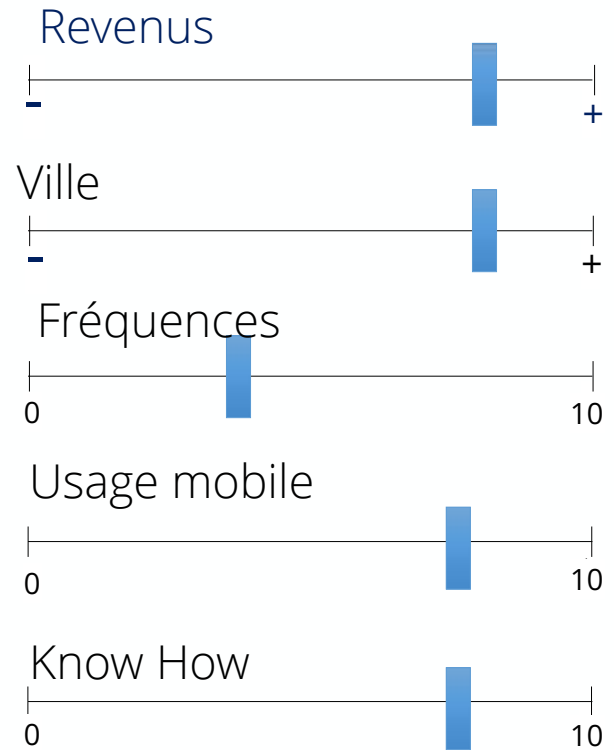
...

...

...

...

Empathie map si besoin pour mieux comprendre le persona





PERSONA

ICP

ideal customer profil



Insights

Section

Dashboards

Description

Insights serves as a comprehensive overview of your content performance, providing a clear view of key metrics and trends across various channels.



Calendar

Section

Content Production

Description

The calendar view provides a visual representation of your content production schedule, allowing you to plan and track your content releases over time.



Content Pipeline

Section

Content Production

Description

The Content Pipeline page serves as a central hub for managing your content workflow, from ideation to publication, ensuring a smooth and efficient process.



Task List

Section

Content Production

Description

The Task List compiles all your content production tasks, providing a clear overview of what needs to be done and when, helping you stay organized and on track.



Task Timeline

Section

Content Production

Description

The Task Timeline provides a detailed view of your content production tasks, showing the progress of each task and allowing you to manage your workflow effectively.



My Work

Section

Content Production

Description

My Work aggregates all your content production tasks and provides a comprehensive overview of your work, allowing you to track your progress and manage your workload.



Channels

Section

Content Production

Description

The Channels page is dedicated to managing your content distribution across various social media and publishing platforms, ensuring your content reaches your target audience.



Metrics

Section

Dashboards

Description

The Metrics page provides a detailed analysis of your content performance, showing key metrics and trends that help you understand your audience and optimize your content strategy.



Team

Section

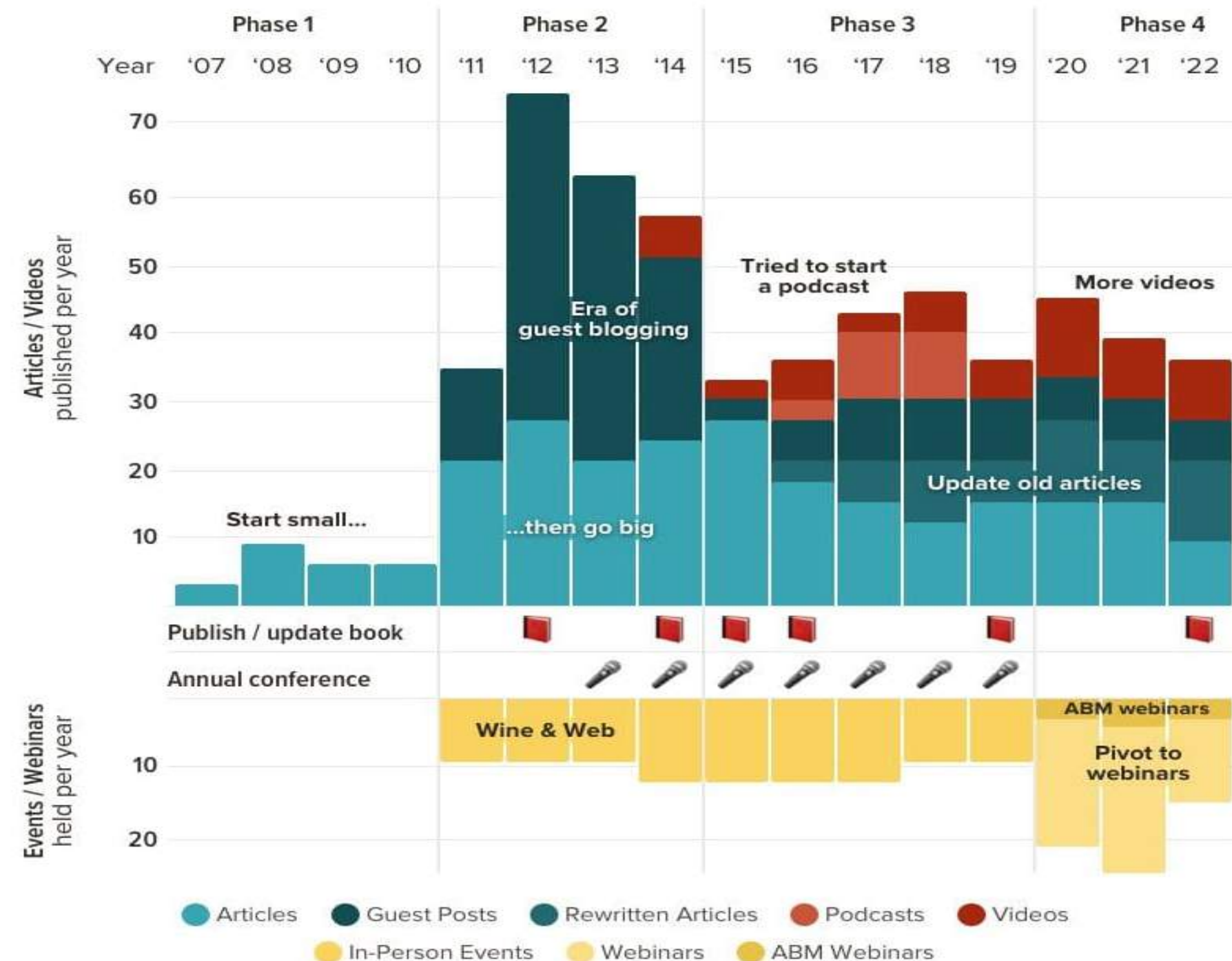
Content Production

Description

The Team page is a directory of your content production team, providing a clear overview of team members and their roles, facilitating collaboration and communication.

Evolution of a 15-year old B2B content strategy

A summary of Orbit's marketing history



LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
31	01 Jour de l'an Journée Mondiale de la Paix	02	03	04 Journée Mondiale du Brésil	05	06 Épiphanie Rallye Paris-Dakar (jusqu'au 17/01)
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28 Journée de la protection des données GDPR GM Appreciation Day	29	30	31 Maddy Keynote Inbound Marketing France	01	02	03
04	05	06	07	08	09	10

LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
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PLANNING BRAND CONTENT

DATE DEBUT 05/01/15
Fréquence 7
Début d'action 201

DATE	ETAT	N°	Description	Evenements externes	Média 1 site	Média 2 BLOG	Média 3 Newsletter	Média 4	Média 5	Média 6
lundi 5 janvier 15	EC	201	Description du contenu, de l'opération	Salon	x				x	
lundi 12 janvier 15	FAIT	202	Description du contenu, de l'opération	Foire	x	x	x	x	x	x
lundi 19 janvier 15	FINI	203	Description du contenu, de l'opération	Semaine de la XXX	x	x	x	x	x	
lundi 26 janvier 15	EC	204	Description du contenu, de l'opération			x	x			
lundi 2 février 15	ATT	205	Description du contenu, de l'opération		x				x	
lundi 9 février 15	FINI	206	Description du contenu, de l'opération	sant valentin		x		x		x
lundi 16 février 15	EC	207	Description du contenu, de l'opération			x				
lundi 23 février 15	FAIT	208	Description du contenu, de l'opération		x	x	x			
lundi 2 mars 15	ATT	209	Description du contenu, de l'opération	Sport			x			
lundi 9 mars 15	EC	210	Description du contenu, de l'opération		x		x		x	
lundi 16 mars 15	FAIT	211	Description du contenu, de l'opération	Election		x		x		x
lundi 23 mars 15	ATT	212	Description du contenu, de l'opération				x			
lundi 30 mars 15	EC	213	Description du contenu, de l'opération	Salon maison et objet	x		x		x	
lundi 6 avril 15	FAIT	214	Description du contenu, de l'opération			x		x		x
lundi 13 avril 15	FINI	215	Description du contenu, de l'opération	Biennale de Venise	x		x		x	
lundi 20 avril 15	EC	216	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 27 avril 15	FAIT	217	Description du contenu, de l'opération			x	x	x		x
lundi 4 mai 15	FINI	218	Description du contenu, de l'opération	Ouverture de XXX			x			
lundi 11 mai 15	EC	219	Description du contenu, de l'opération		x		x		x	
lundi 18 mai 15	ATT	220	Description du contenu, de l'opération			x		x		x
lundi 25 mai 15	FINI	221	Description du contenu, de l'opération							
lundi 1 juin 15	EC	222	Description du contenu, de l'opération		x		x		x	
lundi 8 juin 15	FAIT	223	Description du contenu, de l'opération			x	x			x
lundi 15 juin 15	FINI	224	Description du contenu, de l'opération		x				x	
lundi 22 juin 15	ATT	225	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 29 juin 15	ATT	226	Description du contenu, de l'opération		x	x			x	x
lundi 6 juillet 15	FAIT	227	Description du contenu, de l'opération			x	x			x
lundi 13 juillet 15	ATT	228	Description du contenu, de l'opération		x		x		x	
lundi 20 juillet 15	ATT	229	Description du contenu, de l'opération			x	x	x		x
lundi 27 juillet 15	ATT	230	Description du contenu, de l'opération				x			
lundi 3 août 15	NEANT	231	NEANT							
lundi 10 août 15	NEANT	232	NEANT							
lundi 17 août 15	ATT	233	Description du contenu, de l'opération		x	x				
lundi 24 août 15	EC	234	Description du contenu, de l'opération			x	x			
lundi 31 août 15	ATT	235	Description du contenu, de l'opération							
lundi 7 septembre 15	ATT	236	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 14 septembre 15	ATT	237	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 21 septembre 15	ATT	238	Description du contenu, de l'opération						x	x
lundi 28 septembre 15	ATT	239	Description du contenu, de l'opération		x	x			x	x
lundi 5 octobre 15	FAIT	240	Description du contenu, de l'opération			x	x	x		x
lundi 12 octobre 15	ATT	241	Description du contenu, de l'opération				x			
lundi 19 octobre 15	ATT	242	Description du contenu, de l'opération		x		x			
lundi 26 octobre 15	ATT	243	Description du contenu, de l'opération		x					
lundi 2 novembre 15	ATT	244	Description du contenu, de l'opération			x				
lundi 9 novembre 15	ATT	245	Description du contenu, de l'opération		x	x	x	x	x	
lundi 16 novembre 15	ATT	246	Description du contenu, de l'opération							
lundi 23 novembre 15	ATT	247	Description du contenu, de l'opération		x					
lundi 30 novembre 15	EC	248	Description du contenu, de l'opération		x				x	
lundi 7 décembre 15	ATT	249	Description du contenu, de l'opération			x		x		x
lundi 14 décembre 15	ATT	250	Description du contenu, de l'opération							

2023

Conclusion

BRAND CONTENT

be informed

involved in

of your

A photograph of a night festival or outdoor event. The scene is illuminated by warm, glowing string lights that are strung across the frame. In the background, there are silhouettes of trees and a crowd of people, suggesting a lively atmosphere. The sky is a deep blue, indicating twilight or early evening. The overall mood is romantic and festive.

LOVEMARK

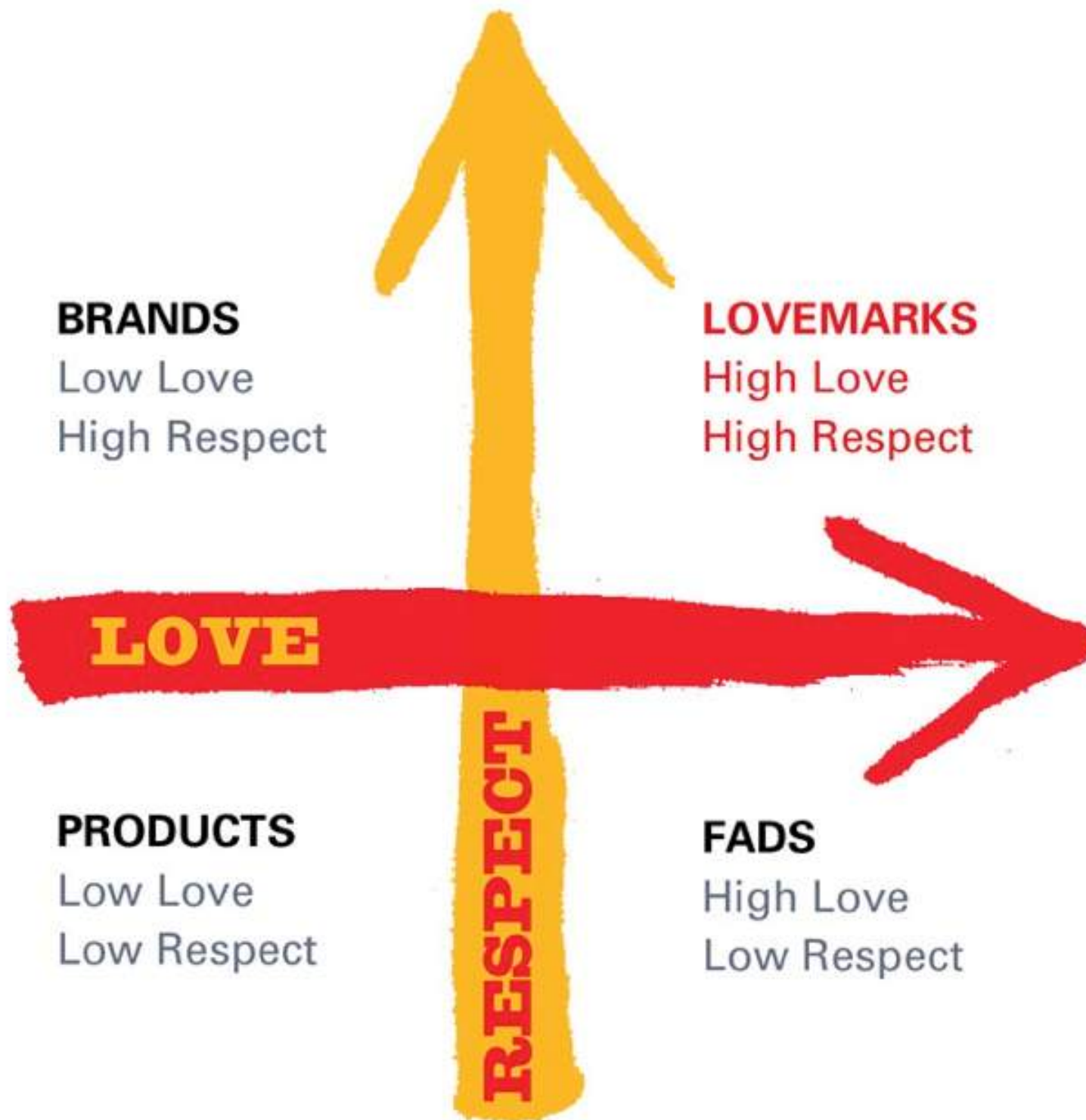


Kevin Roberts
former CEO

the future beyond brands lovemarks



KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI



THE LOVEMARKER

The Lovemarker is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

How to use the Lovemarker

Score: 2 points for Hot, 1 point for Warm and 0 points for Cold.

No Respect, no Lovemark. You must score at least 25 Respect points to be considered for Lovemark status.

What your points mean:

0 to 36 points = Commodity

37 to 40 = Brand

41+ = Lovemark

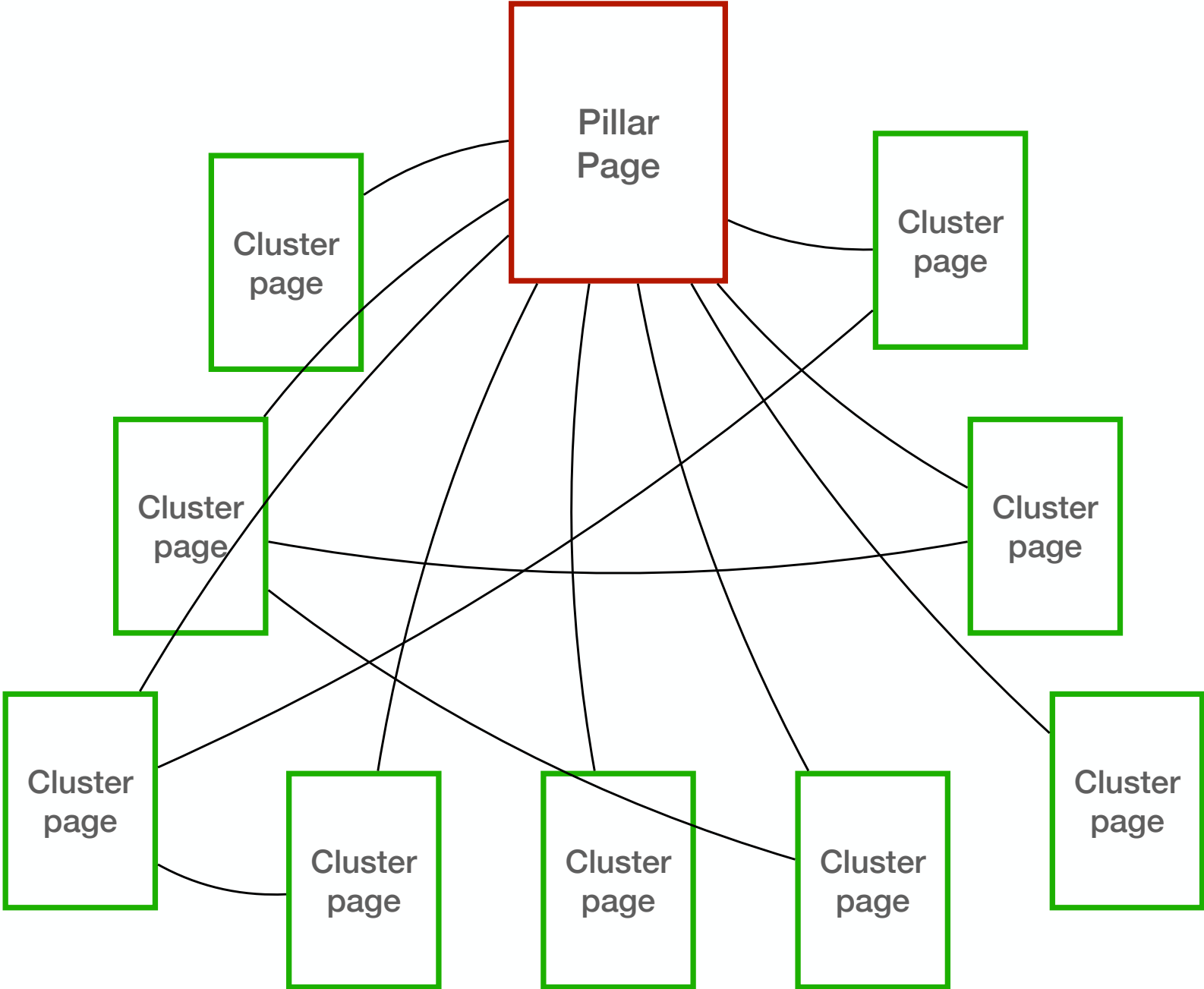
RESPECT

PERFORMANCE			TRUST			REPUTATION					
	HOT	WARM	COLD		HOT	WARM	COLD		HOT	WARM	COLD
Innovation				Reliability				Leadership			
Quality				Sustainability				Honesty			
Service				Ease				Responsibility			
Identity				Openness				Efficacy			
Value				Security							

LOVE

MYSTERY			SENSUALITY			INTIMACY					
	HOT	WARM	COLD		HOT	WARM	COLD		HOT	WARM	COLD
Great Stories	☐	☐	☐	Sound	☐	☐	☐	Commitment	☐	☐	☐
Past Present Future	☐	☐	☐	Sight	☐	☐	☐	Passion	☐	☐	☐
Taps Into Dreams	☐	☐	☐	Smell	☐	☐	☐	Empathy	☐	☐	☐
Myths and Icons	☐	☐	☐	Touch	☐	☐	☐				
Inspiration	☐	☐	☐	Taste	☐	☐	☐				

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



LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
31	01 Jour de l'an Journée Mondiale de la Paix	02	03	04 Journée Mondiale du Brésil	05	06 Épiphanie Rallye Paris-Dakar (jusqu'au 17/01)
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workshop

NUDGE

Imagine a nudge for these different situations:

- 1/ How to convince student to be on time at 9am?
- 2/ How to be sure to have the attention of an entire group of students?
- 3/ How to convince people to do a 12hours digital detox every week?
- 4/ Can you find a way to do at least three hours of sport every week?
- 5/ How do you invite people to go and vote on the next election?
- 6/ You want to know the email address (and more) of your website visitors?

FOREWORD BY MICHAEL BRENNER
VP CONTENT STRATEGY, SAP

JOE PULIZZI

COAUTHOR OF GET CONTENT GET CUSTOMERS

EPIC CONTENT MARKETING

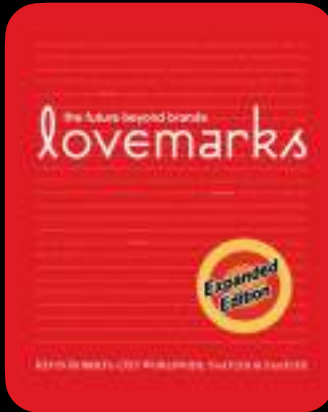
HOW TO TELL A DIFFERENT STORY,
BREAK THROUGH THE CLUTTER, AND
WIN MORE CUSTOMERS BY MARKETING LESS

MARKETING
CONTENT

EAT

**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

workshop

hubert**krati**off

06 80 43 29 05

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@krati**off**

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:

???

- 1.Qrcode
- 2.Slido
- 3.Exemple de phygital
- 4.MVP
- 5.digital=?
- 6.UX ≠ CX ?
- 7.SEO
- 8.NPS
- 9.What is WHOIS
- 10.VOC
- 11.Zero to ... ? (book)
- 12.Def. marketing
- 13.Formula for NPS
- 14.Full Stack
15. EX ?????????
- 16.TAM vs. SAM
17. Reddit

18. SAM vs SOM
19. Audience Interaction
20. 3 digital pillars
21. POC
22. Done is better than ??
23. Fail fast or slow
24. SGE
25. GTM
26. Deming Wheel in startup
27. CES ?
28. ICP
29. IOT
30. Linkedin SSI
31. MtoM
32. Moore (Gordon)
33. Rifkin

34. Touchpoint
35. WEB3
36. customer journey
37. Csat
38. YC Business Model
39. POC
40. PAIN POINT
41. SXO
42. Empathy MAP
43. SERP
44. Unicorn
45. Sales funnel
46. Contribution
- 47.PMF
- 48.Registrar
- 49.Kai-Fu LEE

CURATION

Show a curation of at least 10 articles on the subject your are studying for your thesis (or any other school related subject) in a curation tool like instapaper, or scoopit or feedly.

Send me the link to this tool

hubertkratiroff

06 80 43 29 05

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linkedin.com/in/kratiroff
@kratiroff

«Connect the dots» entre les 3 concepts de la liste et proposer votre point de vue sur les convergences et divergences en 2 à 3 paragraphes (min 150 words).

It's a group work, you can use any tool, including AI, to prepare but during the exercise-test just a single sheet of paper (handwriting only) is allowed.

GROUP WORKSHOP

- | | | | |
|-----|----------------|----------------|---------------|
| 1. | Strategy | - AAARRR | - Lead |
| 2. | SAAS | - Cloud | - UX |
| 3. | Zero to One | - Wearable | - Rolex |
| 4. | Data Marketing | - Survey | - Bias |
| 5. | PLG | - Quality | - Advertising |
| 6. | Persona | - Market Pull | - Techno Push |
| 7. | Lead Nurturing | - Sales | - Email |
| 8. | Gafam | - Batx | - Next |
| 9. | Ecosystem | - Platform | - Coopetition |
| 10. | AAARRR | - UV | - Cookieless |
| 11. | SQL | - CRO | - MQL |
| 12. | VUCA | - BI | - SWOT |
| 13. | Positioning | - Difficult | - Target |
| 14. | Analysis | - Goal | - Strategy |
| 15. | Data | - MMM | - Pricing |
| 16. | LTV | - Rule | - CAC |
| 17. | Taxonomy | - Retail Media | - Search |
| 18. | SEO | - SEA | - KPI |
| 19. | Reach | - SMO | - Time Line |
| 20. | SGE | - SERP | - Answer |

THINK
OUTSIDE
THE
BOX



Working Backwards

By Amazon



[Quora.com](#)

Amazon's approach to new product development is about working backwards from the customer. The product manager starts by writing a press release announcing the finished product. The press release is targeted at the end customer and contains information about the customer's problem, how current solutions are failing, and why the new product will address this problem.

The press release itself is a gut-check for whether or not the product is worth building. If the team is not excited about reading it then document needs to be revised or perhaps the idea should be revisited altogether. As the team begins development the press release serves as a guide for the team to reflect on and compare with what is being built.

The New York Times

What's Amazon's Secret?

Former executives at the tech giant give an inside account of its management culture in a new book.

 Give this article



Amazon «WORKING BACKWARDS from customer» : communiqué de presse fictif / infographie finale / pitch / vidéo / website

Customer delight is our ultimate goal



Working Backwards



Insights, Stories,
and Secrets from
Inside Amazon

Colin Bryar
and Bill Carr

Press Release



- Focus on the customer need
- The customer quote is key
- Leap into the future: Think BIG
- Avoid jargon
- Say it simply and clearly



AWS financial

The FAQ



- Include both customer FAQs and stakeholder FAQs
- Include the hard questions
- Share your Press Release early to gather questions



The Visuals



- Rough idea – rough drawing
- Match fidelity to maturity of your idea
- Don't be afraid to be provocative
- Create discussion



Amazon «WORKING BACKWARDS from customer» : communiqué de presse fictif / infographie finale / pitch / vidéo / website



Client Utilisateur

*prêt pour le départ
vers un monde meilleur*



article de presse

*pour le lancement du
service, quel sera l'article
de presse idéal*



foire aux questions

*quelles seront les questions
des clients, utilisateurs...
Quelles réponses ?*



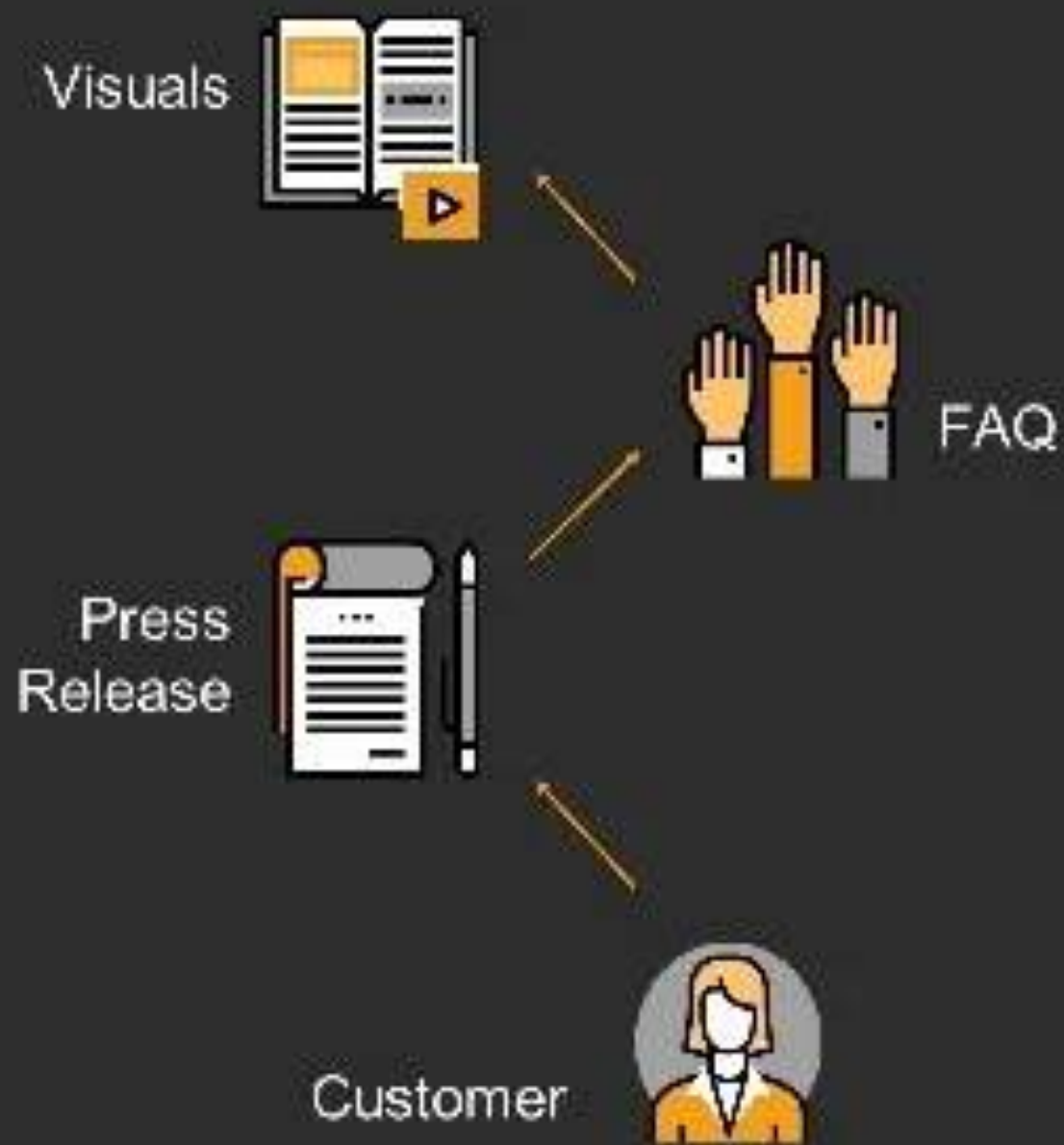
parcours client

*quand un client aura un
problème, comment le solutionner*



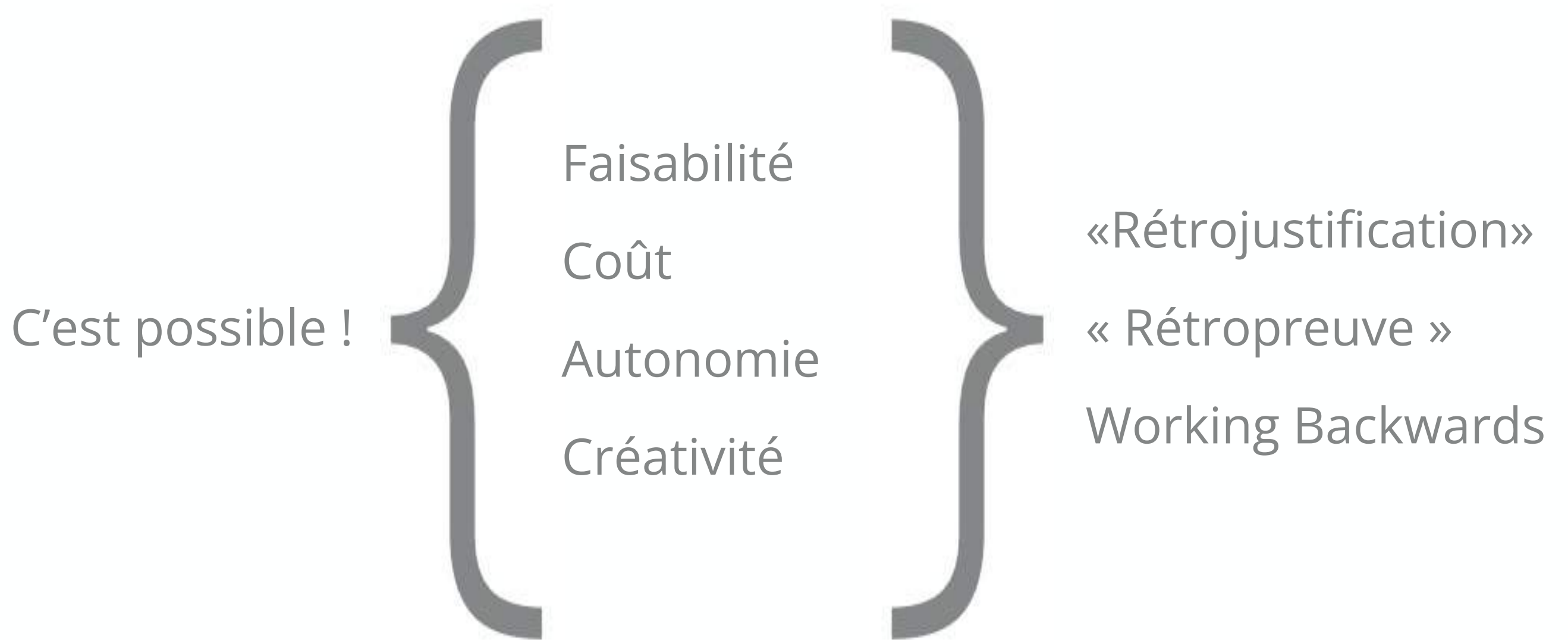
prototype

*essai de service ou produit
pour tests et modifications*



Working backwards is a process

Use it to get clarity, not to document
what you've already decided to do



Un exemple AMAZON

Here's an example outline for the press release:

- **Heading** - Name the product in a way the reader (i.e. your target customers) will understand.
- **Sub-Heading** - Describe who the market for the product is and what benefit they get. One sentence only underneath the title.
- **Summary** - Give a summary of the product and the benefit. Assume the reader will not read anything else so make this paragraph good.
- **Problem** - Describe the problem your product solves.
- **Solution** - Describe how your product elegantly solves the problem.
- **Quote from You** - A quote from a spokesperson in your company.
- **How to Get Started** - Describe how easy it is to get started.
- **Customer Quote** - Provide a quote from a hypothetical customer that describes how they experienced the benefit.
- **Closing and Call to Action** - Wrap it up and give pointers where the reader should go next.

Titre : Contenant les produits/services sous une forme qui résonnera avec le client.

Sous-rubrique : Décrire de manière concise le client visé ou le public cible en une phrase au maximum

Résumé : Mettre l'accent sur les avantages que les produits donnerons au client. Partir du principe que le lecteur concentrera l'essentiel de son attention ici. Le résumé doit donc être de haute qualité.

Problème : Identifier un problème, puis décrire comment les produits en question offrent une solution

Solution : Comment les produits résoudre le problème dans la pratique ? Le langage doit être pertinent et ne pas utiliser de jargon technique.

Citation interne : Inclure une citation inspirante d'un représentant de l'entreprise expliquant les raisons du développement des produits

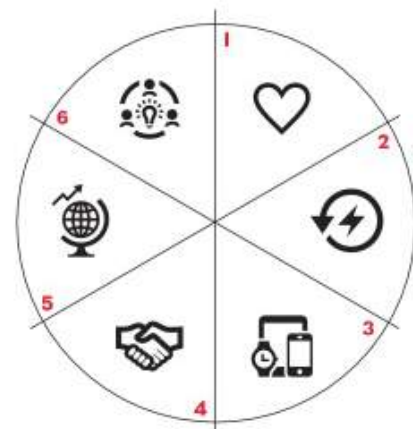
L'entreprise doit également détailler ce qu'elle espère que le client gagnera en utilisant les produits. Est-ce du temps ou de l'argent supplémentaire ? Peut-être est-ce lié à la confiance ou à un sentiment accru d'autonomie ?

Appel à l'action : Il est important d'orienter le client afin qu'il profite des nouveaux produits.

TÉMOIGNAGES citation review client : l'équipe doit créer un témoignage hypothétique. Mettre l'accent sur les avantages des produits

FAQ : répondant aux questions ou préoccupations courantes.

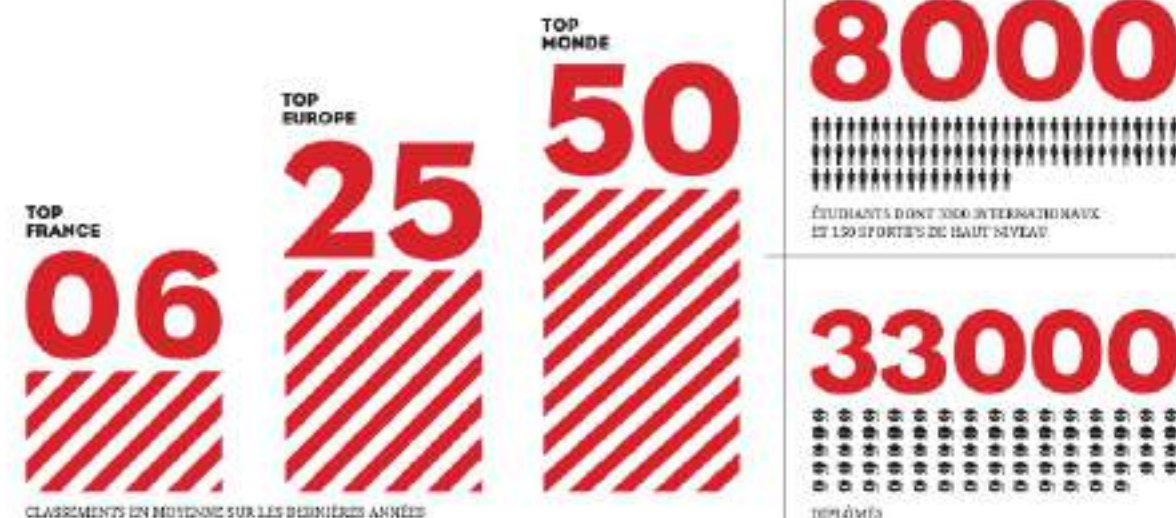
L'école en quelques chiffres.



6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES





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.

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Act
Think
Impact

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Bachelor Digital Business & Development
Communication et publicité digitale avancée

MARKETING
DIGITAL - IMC

Bachelor Digital Business & Development
Communication et publicité digitale avancée



MKTG

ALL YOU NEED IS
DIGITAL IMC*



5

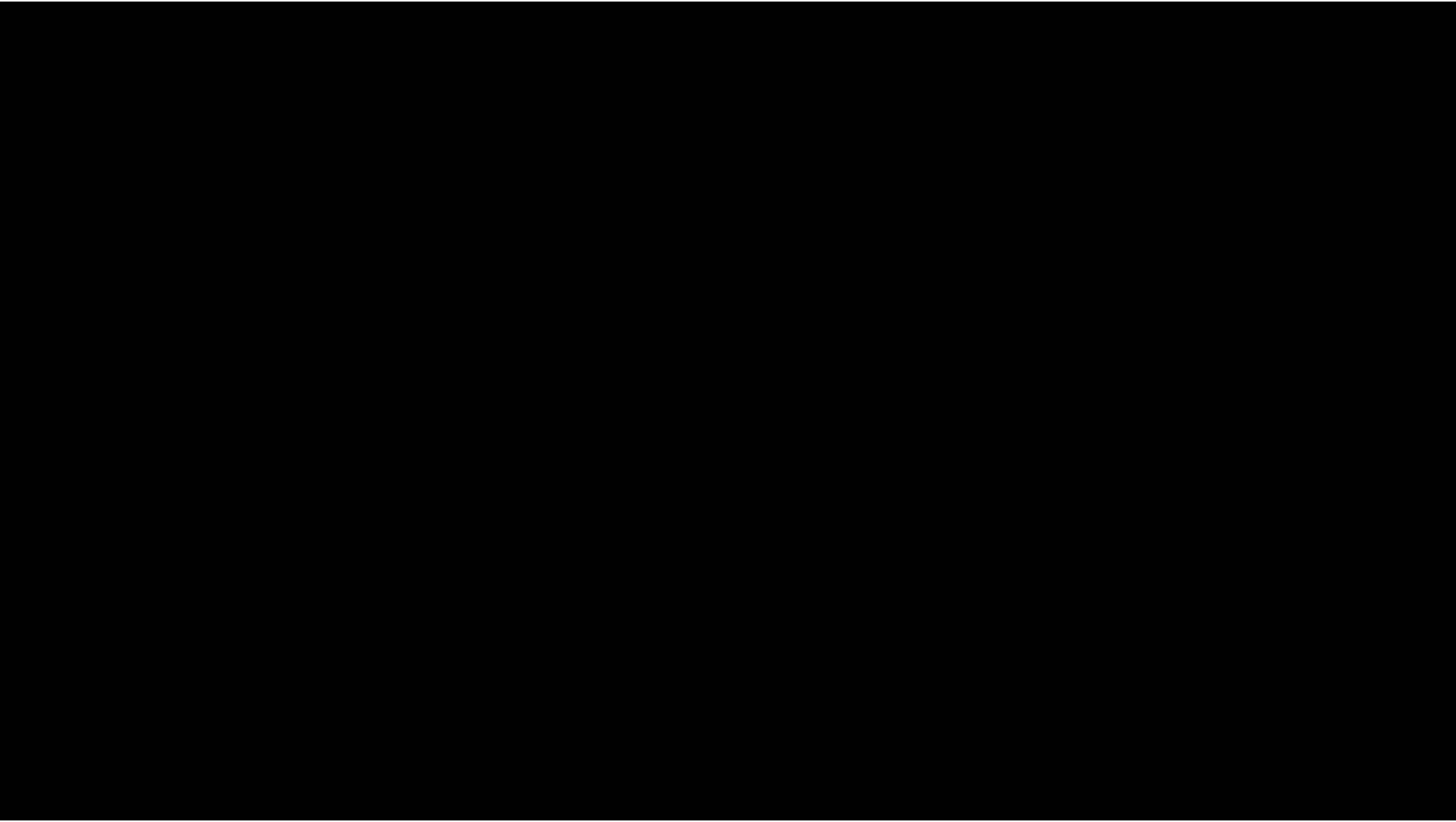


- 1 New Marketing (IMC-UX)
 - *décomposition taxinomie*
- 2 New Economy
 - *platform - plateformisation*
- 3 Stratégie - Secret Sauce
 - *stratégies digitales*
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence

EP05

SEARCH

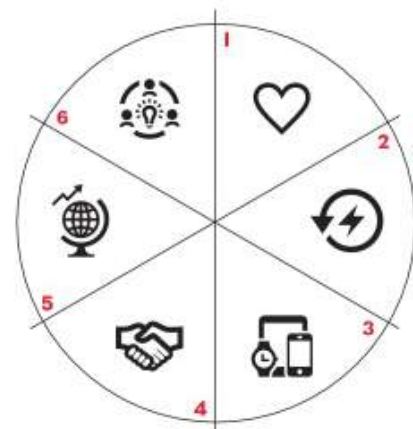
AI-search





PREVIOUSLY
in 180 sec

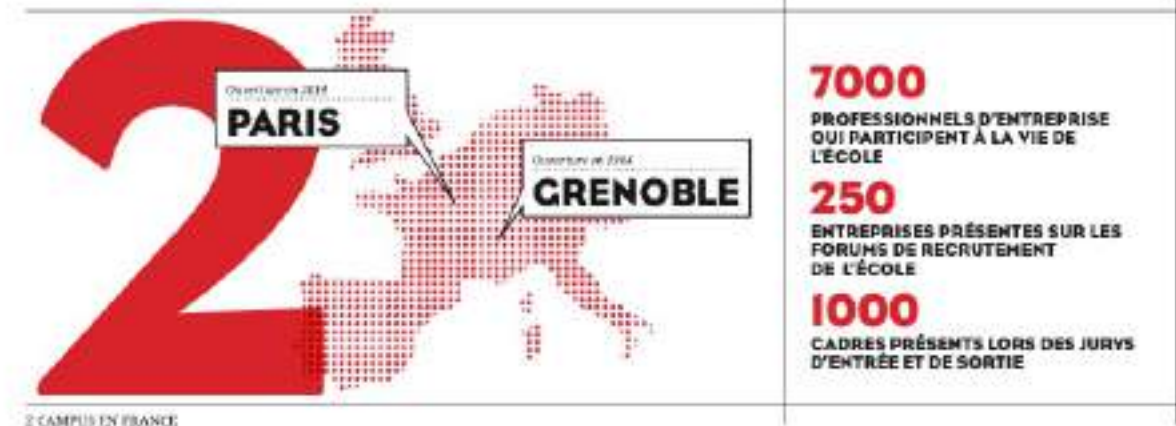
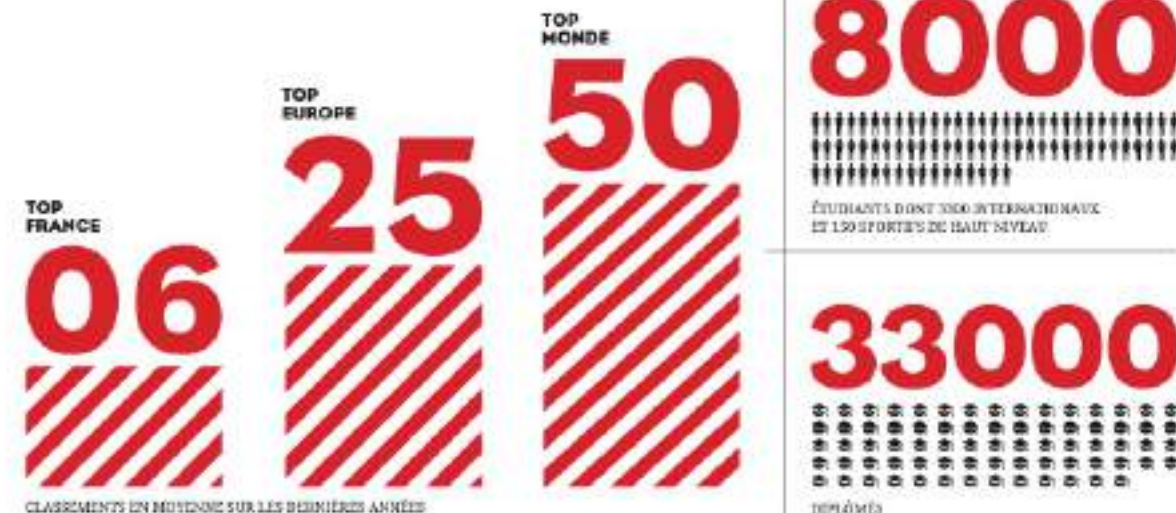
L'école en quelques chiffres.



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4#NEW Digital Plan

1/ New Marketing

New mix, new def, new
positioning, new taxonomy

2/ NewWorld Innovation

Révolutions industrielles
NBIC
IA WEB3

3/ New digital Strategy

ArtOfWar
VUCA
AAARRR

4/ New Digital Plan

Persona
Customer Journey
Calendar

// REDPILL

Are you RED/BLUE pill?

A pile of colorful confetti and wood shavings is scattered on a white background. The confetti consists of small, multi-colored pieces in shades of red, yellow, blue, and green. The wood shavings are light brown and elongated. The text "PLAN DIGITAL" is overlaid in the center of the image.

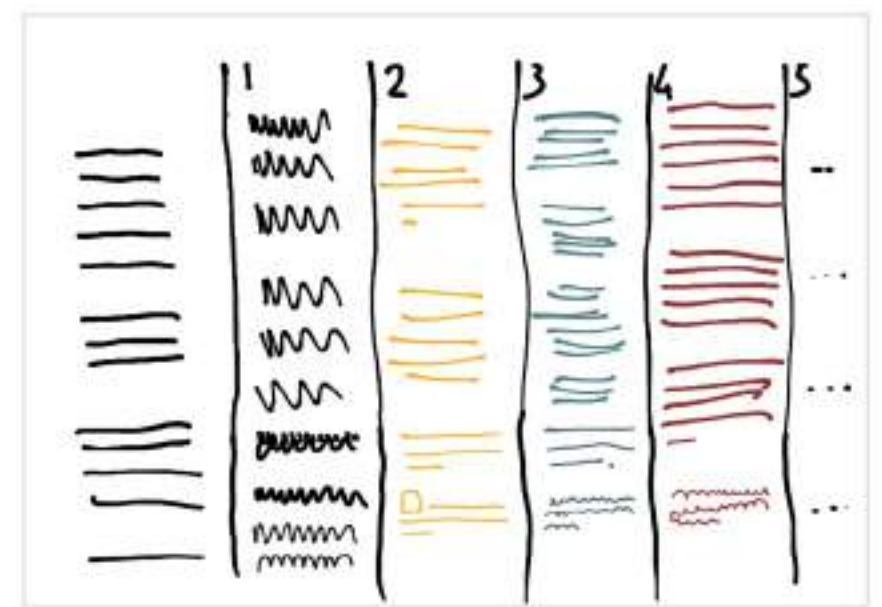
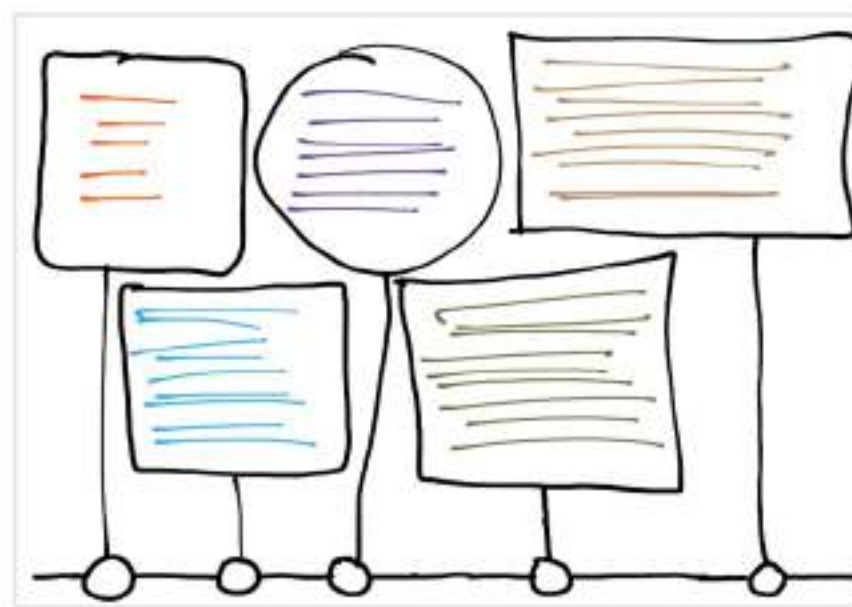
**PLAN
DIGITAL**

PAUL

32 ans
Célib
CP

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OPE1	- - - -	€
OPE2	- - - -	€
OPE3	- - - -	€
OPE4	- - - -	€



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SMS	Wp	📺	AWS	✉

PRÉREQUIS



3 piliers du digital

Persona + EmpathyMap + ICP

Parcours client + point de contact

UX et NPS

Proto + Value Proposition

Content calendar, target, channel

Budget

AAARRR + sales funnel



SOMMAIRE



VOC
Persona
Empathy Map
ICP
Pain Point
Insights

Parcours client
Point de contact
UX
Channel Audit
Omni Channels
MCA

Prototypage
MVP
Value proposition

Content Calendar
by audience
by channel
Budget
CAC

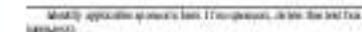
AAARRR
Sales Funnel
LTV
TAM SAM SOM
IS & BP

01. 02. 03. 04. 05.

DIGITAL PLAN EXECUTIVE SUMMARY



Oral tiré au sort



VOC
Persona
Empathy Map
ICP
Pain Points
Insights

01.