

Bachelor Digital Business & Development
Communication et publicité digitale avancée

**MARKETING
DIGITAL - IMC**

BDDB - 2025-2026 Hubert Kratoff

Bachelor Digital Business & Development
Communication et publicité digitale avancée

MTG

ALL YOU NEED IS
DIGITAL IMC*

4

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DIGITALE

- 1 INTRO - CO2 (commun)
- 2 Digital IMC
- 3 Search Web + IA
- 4 IA & Tech
- 5 Social Media
- 6 Influence Marketing
- 7 Content marketing
- 8 ADTech & Innovation
- 9 IA-Chatbot -Mail-WhatsApp
- 10 Plan digital (commun)

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E-COMMERCE

- 1 Retail Marketing (UX-CO2)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Funnel
- 5 Social commerce
- 6 Plateforme
- 7 Retail Media
- 8 U-commerce
- 9 GA4 - Data Driven Retail
- 10 Plan digital (commun)

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BDDB
E-RETAIL

**EP04
AAARRR**

Sale Funnel

PREVIOUSLY

in 180 sec

PREVIOUSLY

in 180 sec

**SALES
FUNNEL**

AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE

AAARRR

Awareness - Acquisition - Activation
Retention - Revenue - Referral

AAARRR

Awareness - Acquisition - Activation
Retention - Revenue - Referral

stratégie funnel

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

Awareness - Acquisition - Activation
Retention - Revenue - Referral

Lead nurturing stratégie funnel

- 1 **COMMUNIQUER**
NOTORIÉTÉ
SEO+SEA
SEARCH
- 2 **MARKETER DIGITAL**
ACTIVATION
CARTE + BASE
- 3 **VENDRE**
CLOSING
ENGAGEMENT

1 communication
2 marketing digital
3 vente

de l'innovation

STRATÉGIE D'INNOVATION

- 1 **COMMUNIQUER**
- 2 **MARKETER DIGITAL**
- 3 **VENDRE**

UX EX CX

KEY TAKEAWAY

UX => UE
user engagement

Act Think Impact

UX EX CX

AAARRR

SAMSUNG

360°
Tunnel de conversion / vente
Conversion funnel
Sales Pipeline
Lead Generation
Lead Nurturing

SAMSUNG

AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral



SAMSUNG

AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral

Notoriété
Acquisition
Activation
Retour
ACHAT
Parrainage



SAMSUNG

AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral

Notoriété
Acquisition
Activation
ACHAT
Parrainage
Retour



SAMSUNG

AAARRR

Awareness
Acquisition
Activation
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Acquisition
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Parrainage

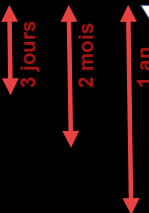


SAMSUNG

AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral

3 jours
2 mois
1 an



SAMSUNG

AAARRR

Taux de conversion



SAMSUNG

AAARRR

TOFU
Top of the Funnel

MOFU
Middle of the Funnel
MID FUNNEL

BOFU
Bottom of the Funnel



Taxinomie

Taxonomie

SAMSUNG



SAMSUNG

Attribution
Contribution
Sans Cookie

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

SAMSUNG

Attribution

100% de l'efficacité est attribué à une action :

pub
recherche
first clic
last clic
...

SAMSUNG

Contribution

Calcul du taux de contribution de chaque action :

- 5% pub RS
- 10% sea
- 15% seo
- 20% avis
- 15% blog / content
- 15% fiche produit
- 20% eboutique Samsung

(Marketing Attribution vs. Contribution)

QUI A LE DERNIER CONTACT ?

SAMSUNG

Sans Cookie
Cookieless

Guerre : FPD et login
First party data
Walled Garden
Plateforme
2FA (2 factor auth)
Ouverture de compte

Contribution



CAC < LTV

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

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

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

Imagine your customers spend an average of \$20 twice a year, for two years. This would result in an LTV of \$80 ($\$20 \times 2 \times 2$).

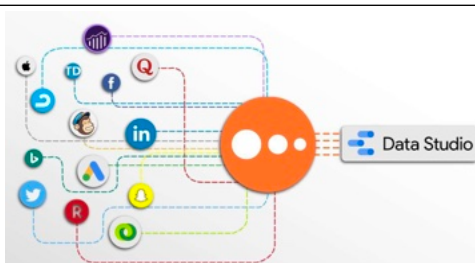
To calculate your LTV:CAC ratio, divide your LTV by your CAC from the previous example, which was \$24. The resulting ratio is 3.331, indicating that for every dollar spent on

360°
Tunnel de conversion / vente
Conversion funnel
Sales Pipeline
Lead Generation
Lead Nurturing

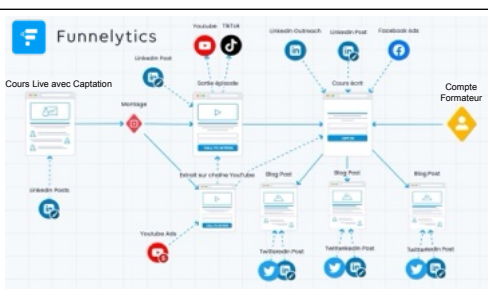
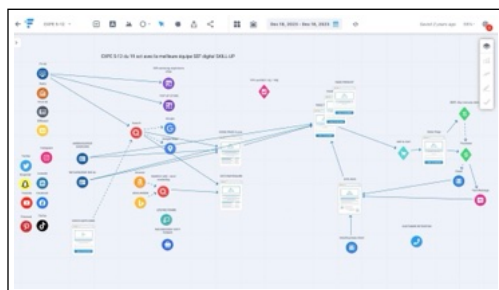
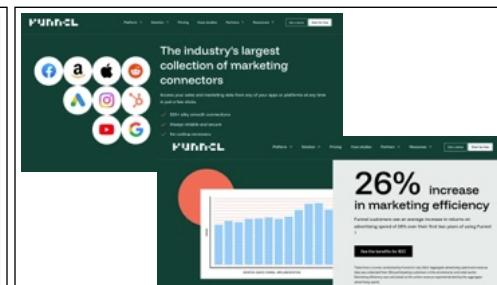
**PAID
OWNED
EARNED
SHARED**

marketing
média

SAMSUNG

 Funnelytics

PURINOL.



LTV > CAC

Life Time Value	Customer Acquisition Cost
-----------------------	---------------------------------

Équation du business développement ROM

LTV > CAC

Life
Time
Value

Customer Acquisition Cost

Équation du business développement ROMI

Plusieurs Modèles de FUNNEL

FULL-FUNNEL RETAIL MEDIA

A full-funnel approach to retail media

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



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

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

Modèle AARRR

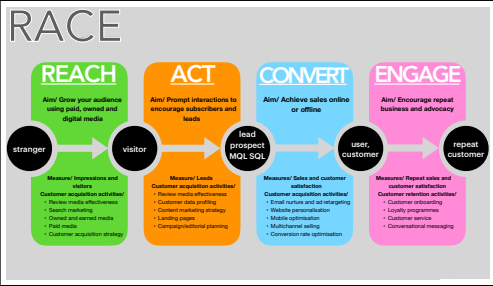
- Acquisition
- Activation
- Rétribution
- Revenu (CA)
- Parrainage (referral)

RACE

Reach
Act
Convert
Engage

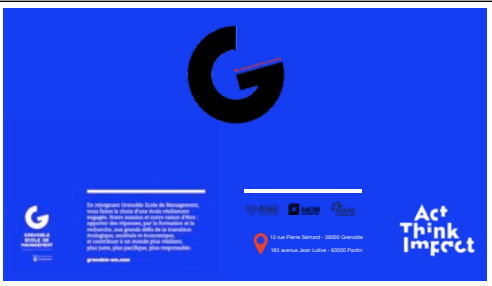
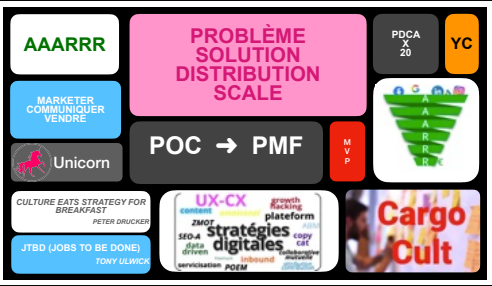
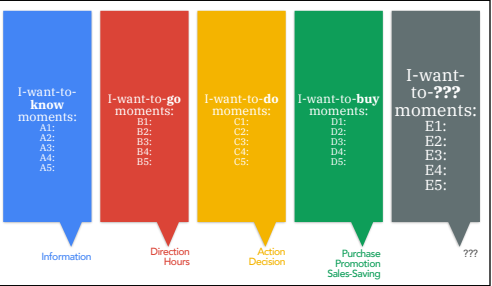
Modèle ACNCE

- Attention
- Capture
- Nurture
- Convert
- Expand



workshop

huberkrattroff



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