



Bachelor Digital Business & Development
Communication et publicité digitale avancée

MARKETING
DIGITAL - IMC



MKTG

ALL YOU NEED IS
DIGITAL IMC*



4



- 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)

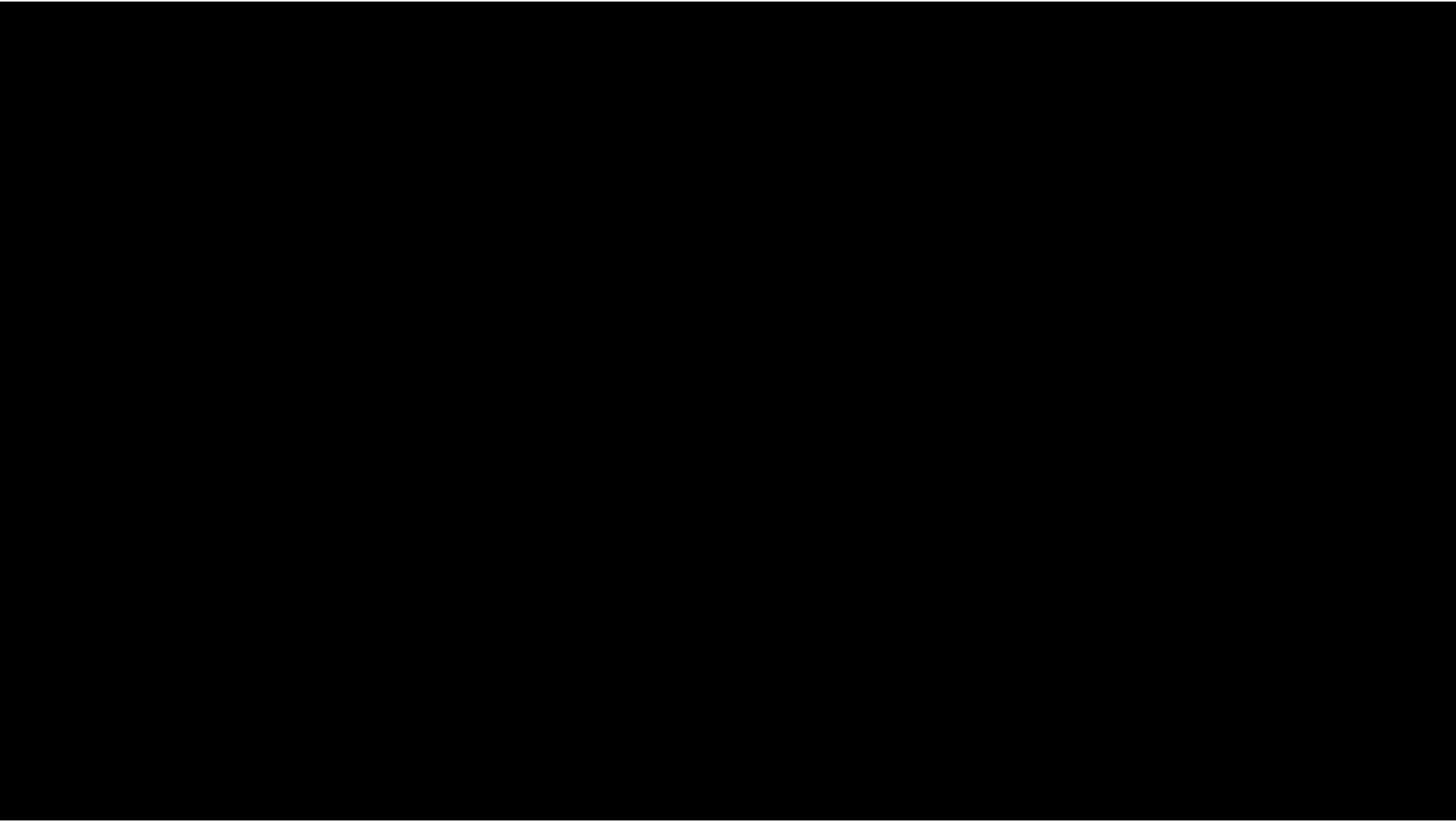


- 1 Retail Marketing (UX-CO2)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Funnel
- 5 Social commerce
- 6 Plateforme
- 7 Retail Media
- 8 U-commerce
- 9 GA4 - Data Driven Retail
- 10 Plan digital (commun)

EP04

AAARRR

Sale Funnel





PREVIOUSLY
in 180 sec

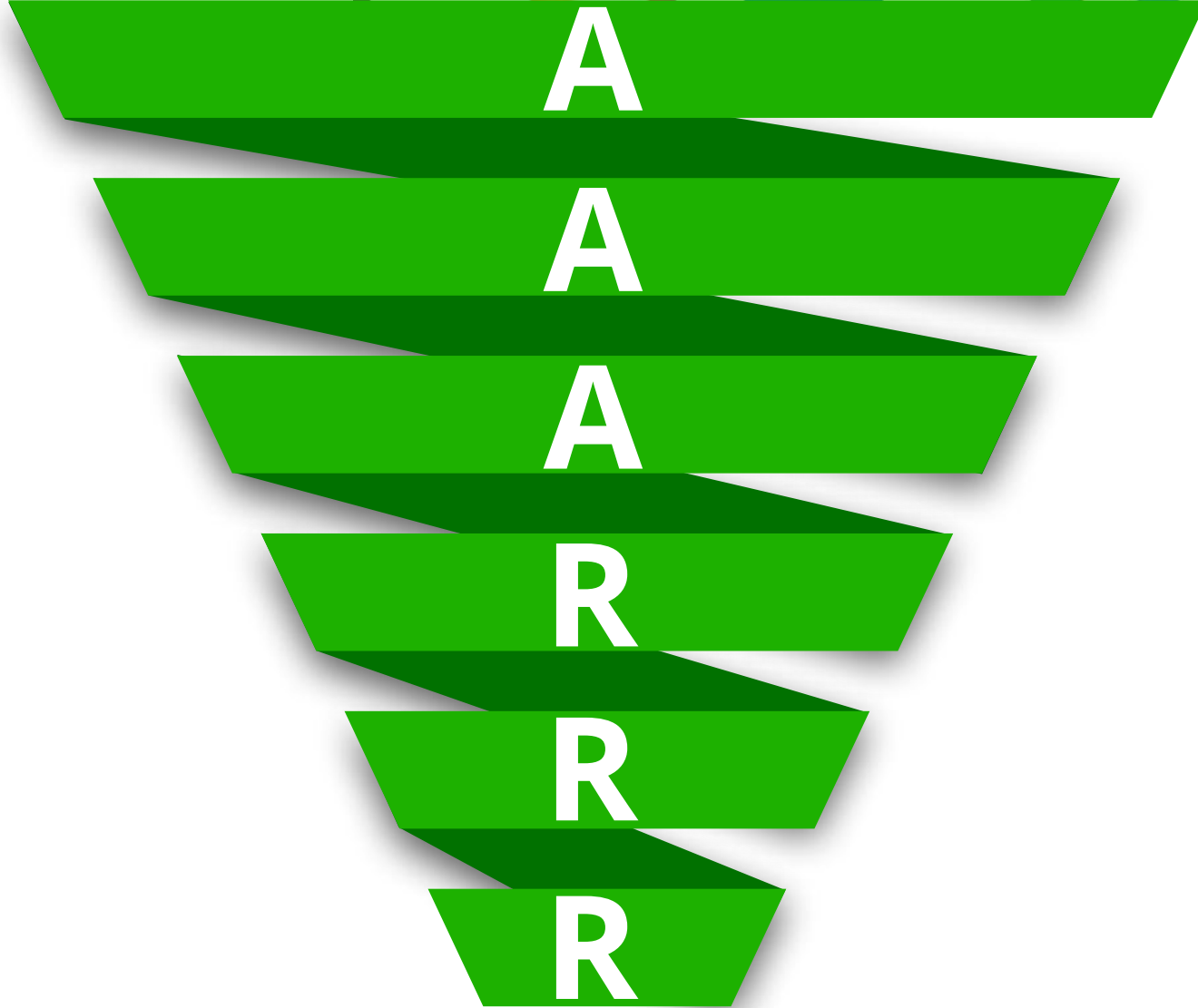


SALES FUNNEL



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



€

Awareness - Acquisition - Activation
Retention - Revenue - Referral



A

A

A

R

R

R€



Awareness - Acquisition - Activation
Retention - Revenue - Referral

stratégie funnel

1 **communication**
TOPfunnel

2 **marketing digital**
MIDfunnel

3 **vente**
BOTTOMfunnel

Lead nurturing stratégie funnel



COMMUNIQUER

NOTORIÉTÉ

SEO+SEA

SEARCH



MARKETER DIGITAL

ACTIVATION

CARTE + BASE



VENDRE

CLOSING

ENGAGEMENT

- 1 **communication**
- 2 **marketing digital**
- 3 **vente**

de l'innovation

STRATÉGIE D'INNOVATION

1

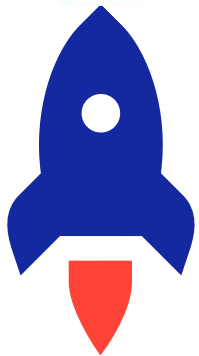
COMMUNIQUER

2

MARKETER DIGITAL

3

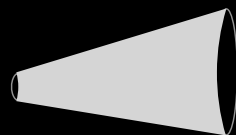
VENDRE



UX
EX

CX

KEY
TAKEWAY



$k \propto QI \times t \times A_t$

UX $\Rightarrow$ UE
user engagement
DIGITAL
mindset



SAMSUNG

360°

Tunnel de conversion / vente

Conversion funnel

Sales Pipeline

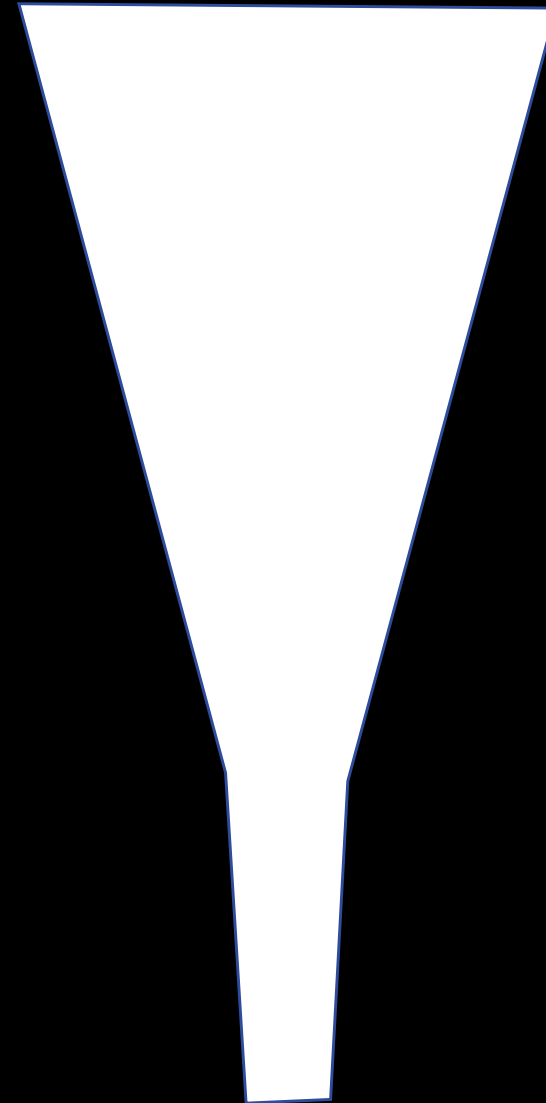
Lead Generation

Lead Nurturing



AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral



SAMSUNG

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

G

Notoriété
Acquisition
Activation
Retour
ACHAT
Parrainage



SAMSUNG

AAAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral

Notoriété
Acquisition
Activation
ACHAT
Parrainage
Retour

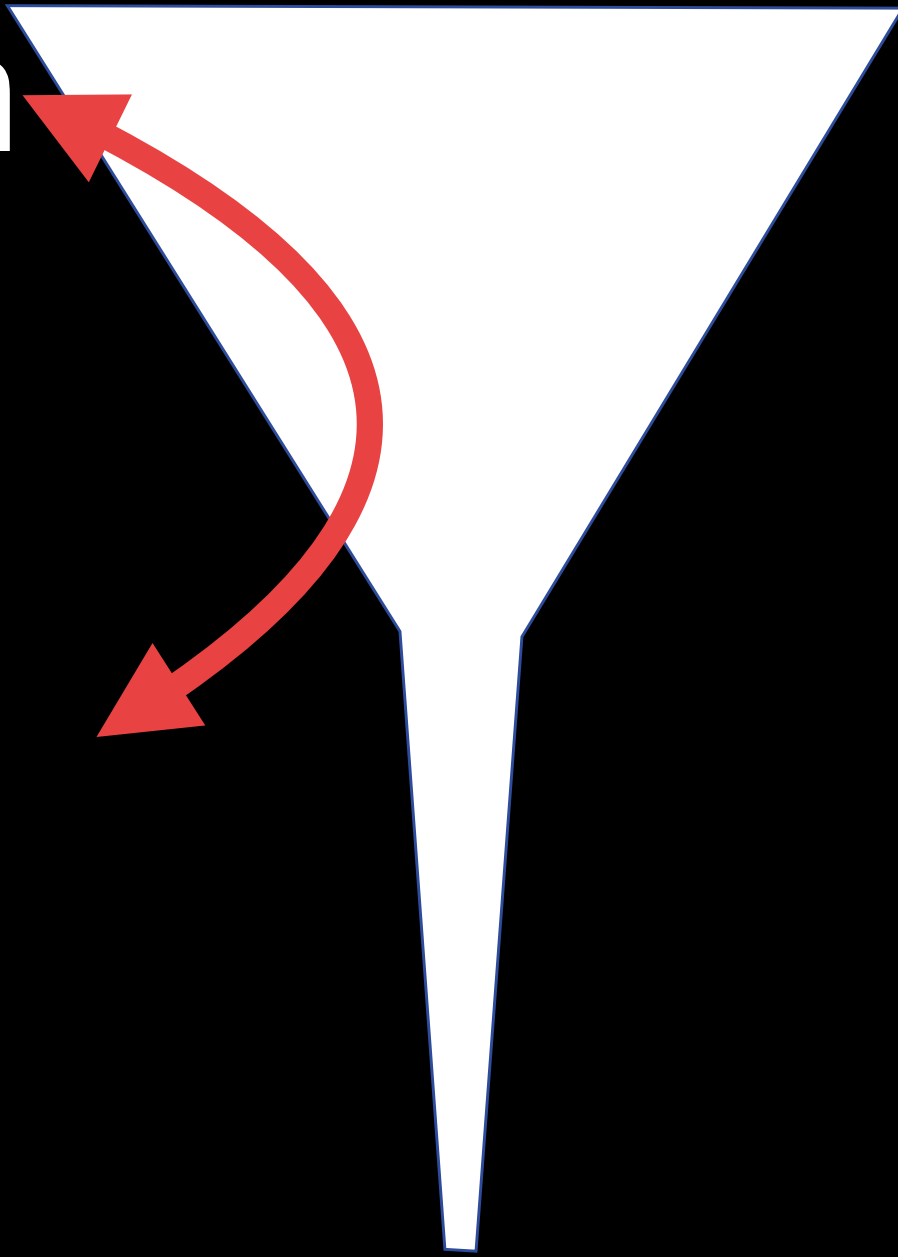


SAMSUNG

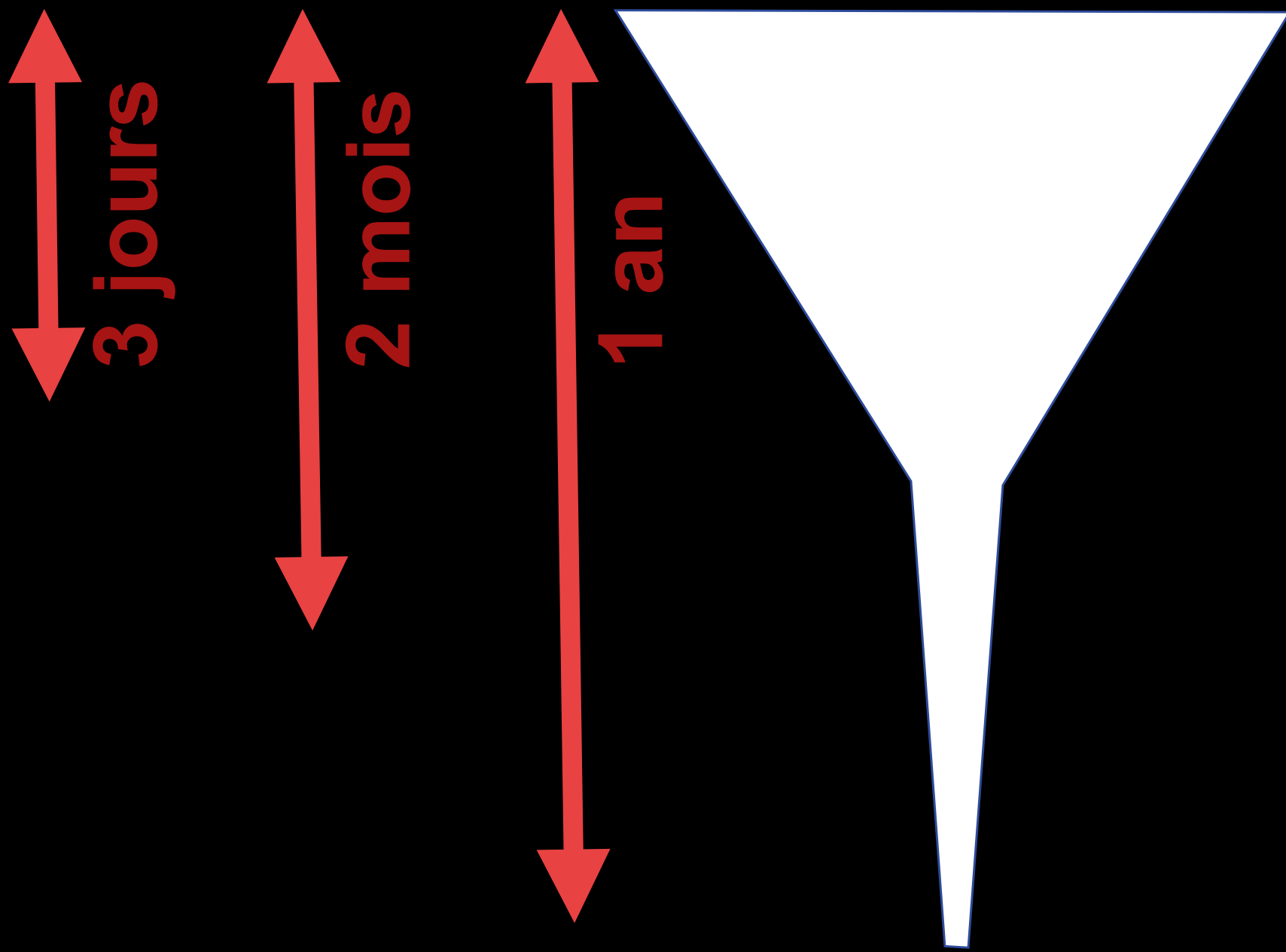
AAAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral



Acquisition
Activation
ACHAT
Notoriété
Retour
Parrainage



AAAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral



SAMSUNG

AAAA
RRR



Taux de conversion

SAMSUNG

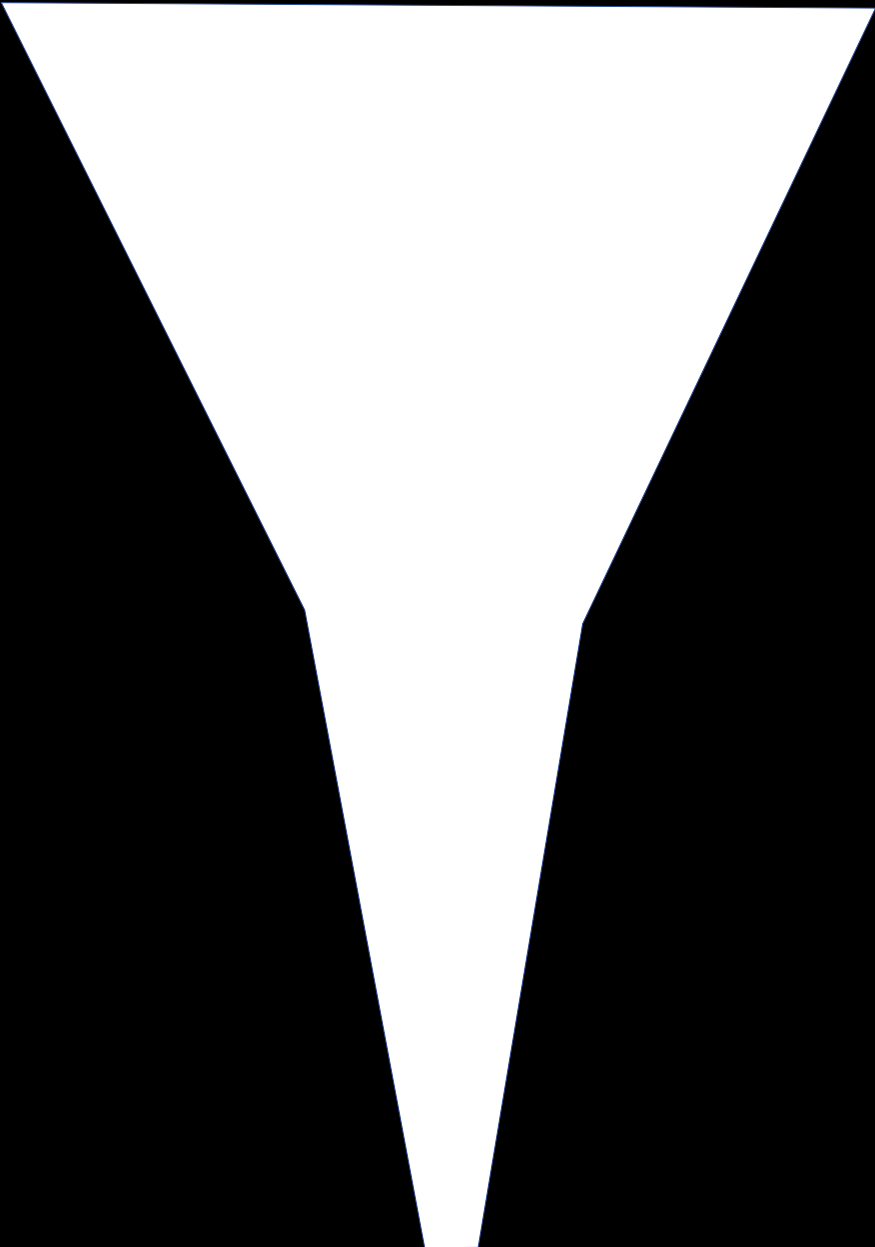
AAARRR



TOFU
Top of the Funnel

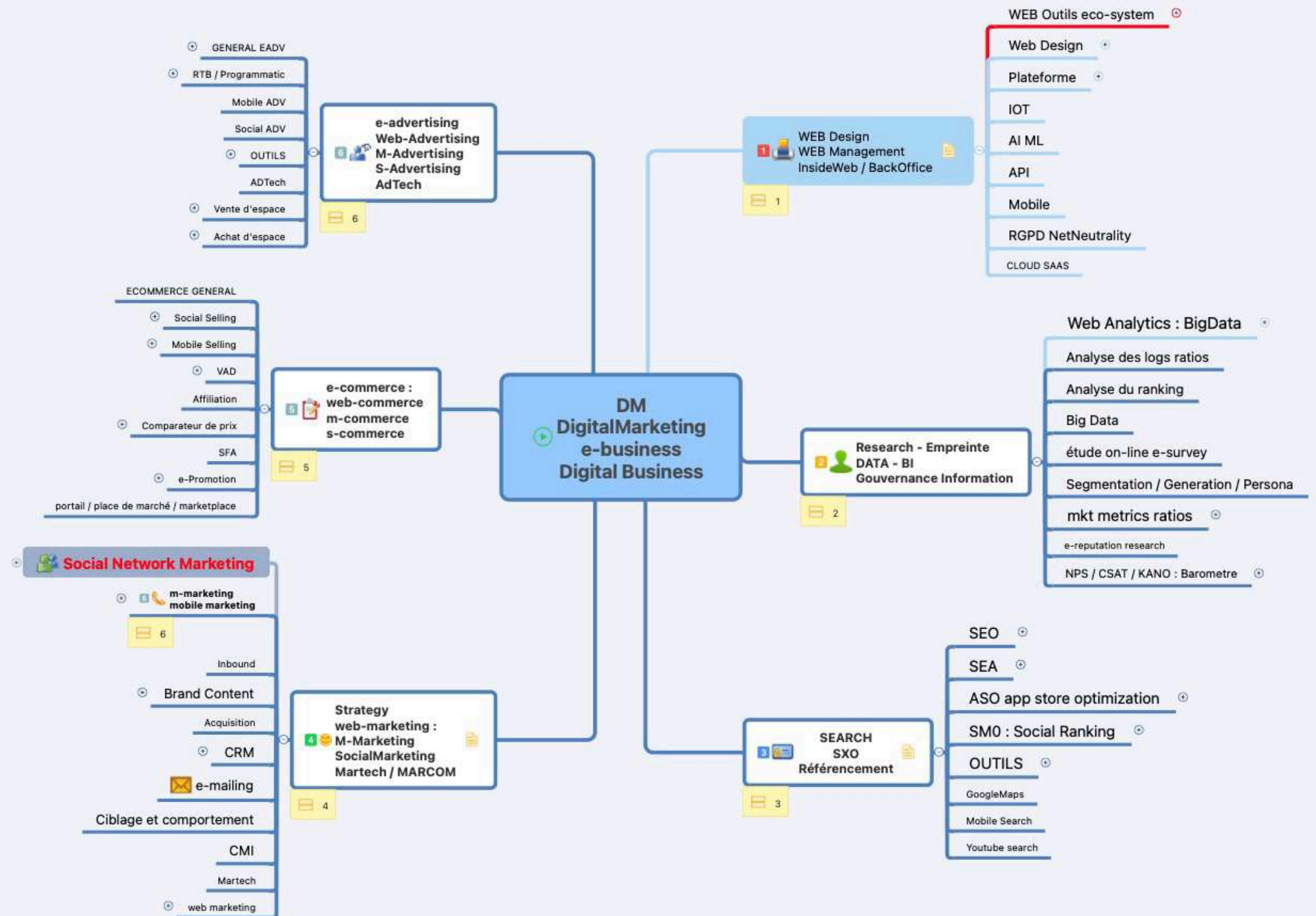
MOFU
Middle of the Funnel
MID FUNNEL

BOFU
Bottom of the Funnel



Taxinomie

Taxonomie



Attribution Contribution Sans Cookie

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



Attribution

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

pub

recherche

first clic

last clic

...

Contribution

Calcul du taux de contribution de chaque action :

5% pub RS

10% sea

15% seo

20% avis

15% blog / content

15% fiche produit

20% eboutique Samsung



Marketing Attribution
vs. Contribution

QUI A LE
DERNIER CONTACT ?

Sans Cookie Cookieless

Guerre : FPD et login

First party data

Walled Garden

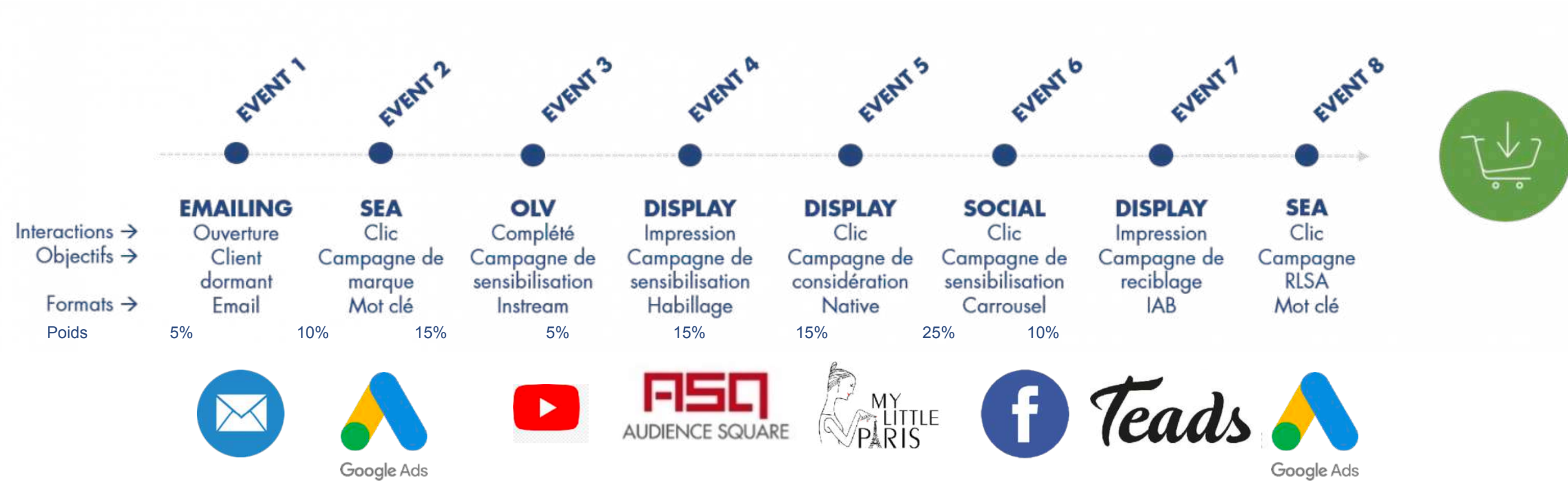
Plateforme

2FA (2 factor auth)

Ouverture de compte



Contribution



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

$$CAC < LTV$$

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

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

$$CAC < LTV$$

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

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

To calculate your LTV:CAC ratio, divide your LTV by your CAC from the previous example, which was \$24. The resulting ratio is 3.33:1, indicating that for every dollar spent on

SAMSUNG

360°

Tunnel de conversion / vente

Conversion funnel

Sales Pipeline

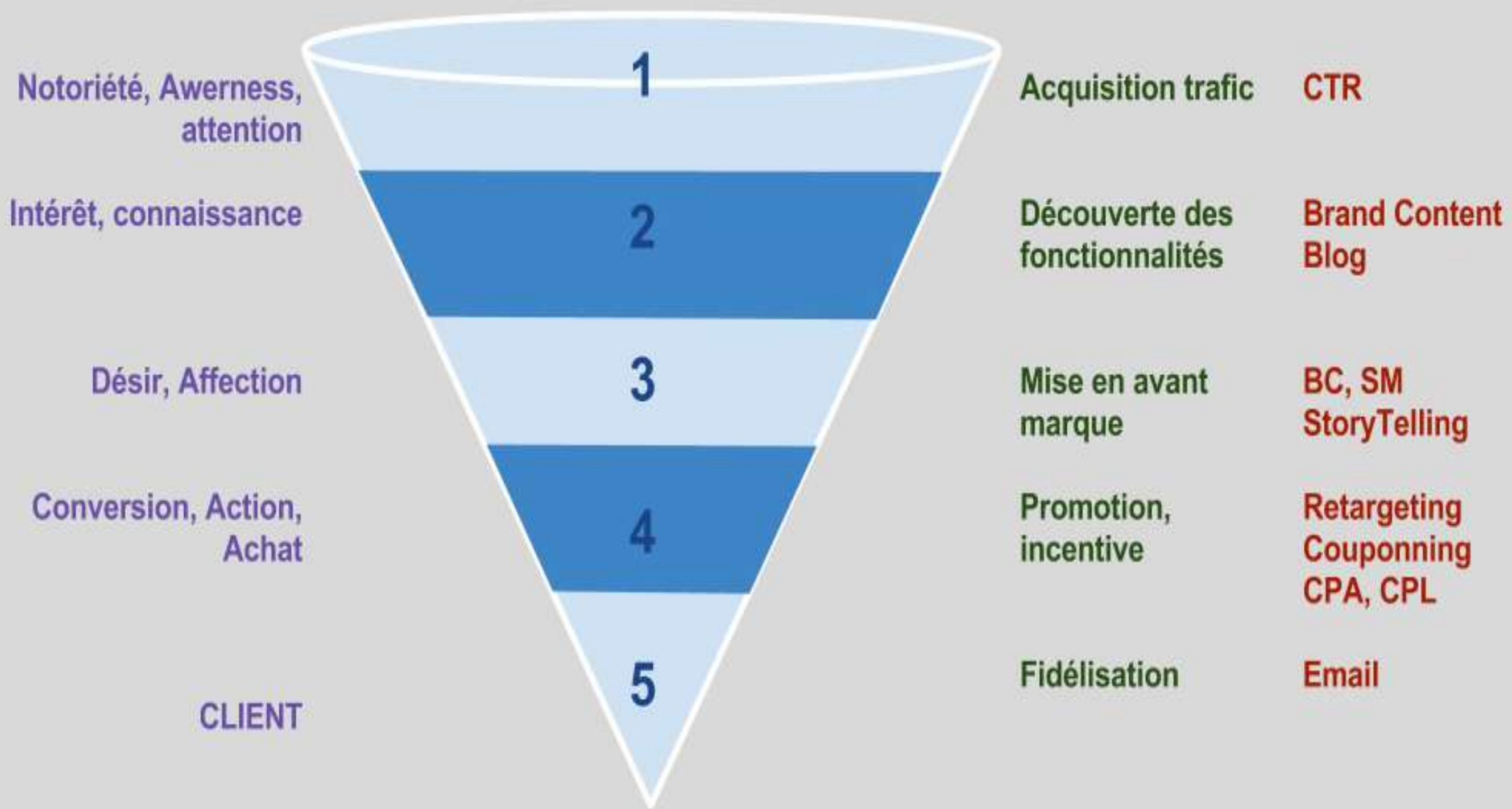
Lead Generation

Lead Nurturing

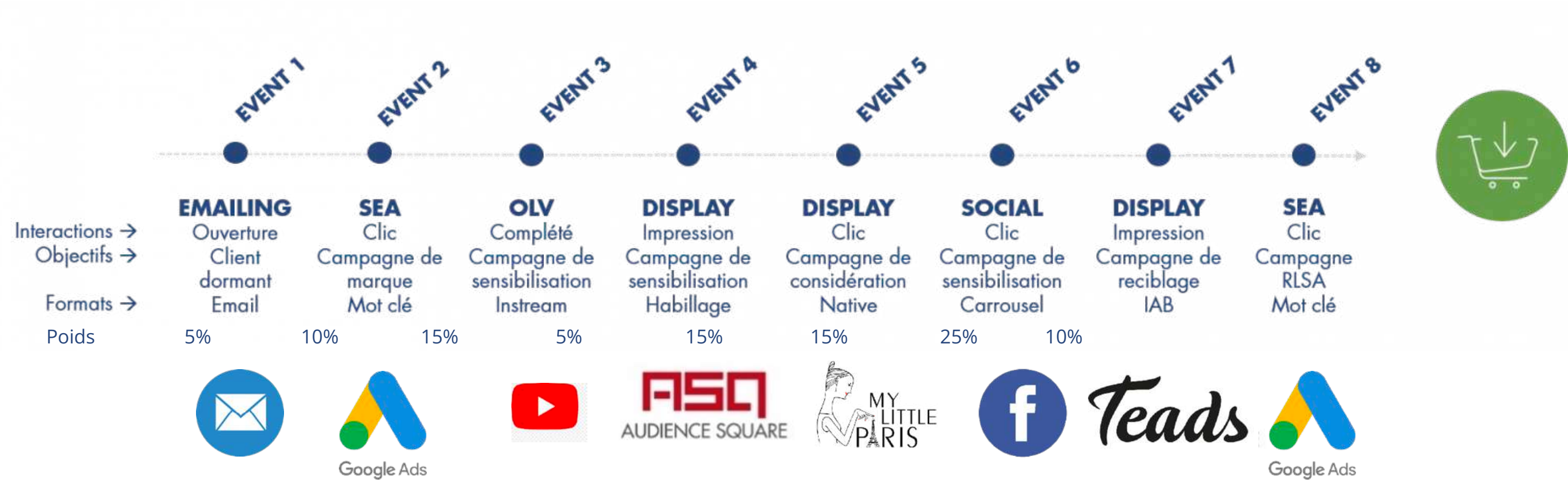


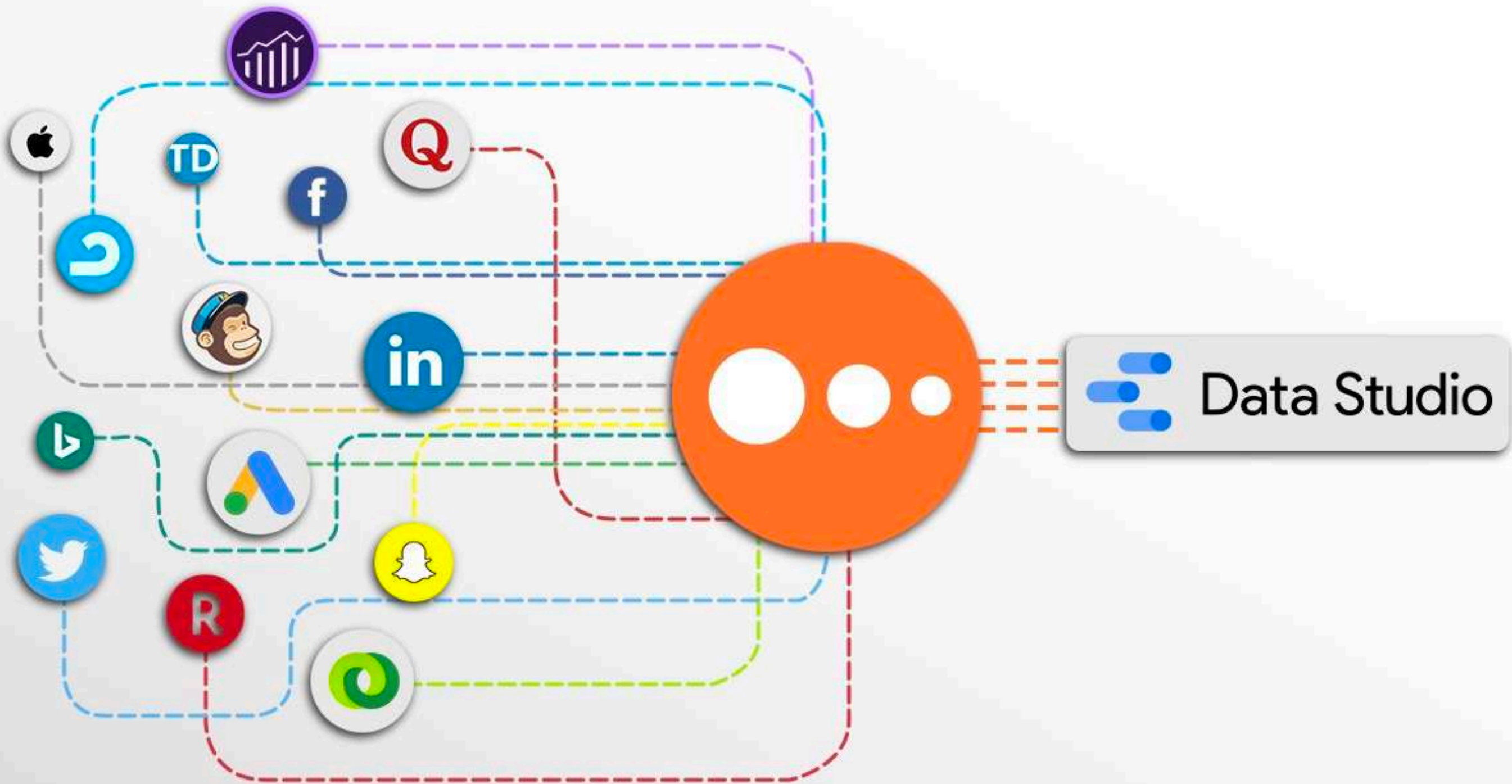
PAID
OWNED
EARNED
SHARED

marketing
média



Contribution







Funnel Analytics

Funnel Analytics



The industry's largest collection of marketing connectors

Access your sales and marketing data from any of your apps or platforms at any time in just a few clicks.

- ✓ 500+ silky smooth connections
- ✓ Always reliable and secure
- ✓ No coding necessary

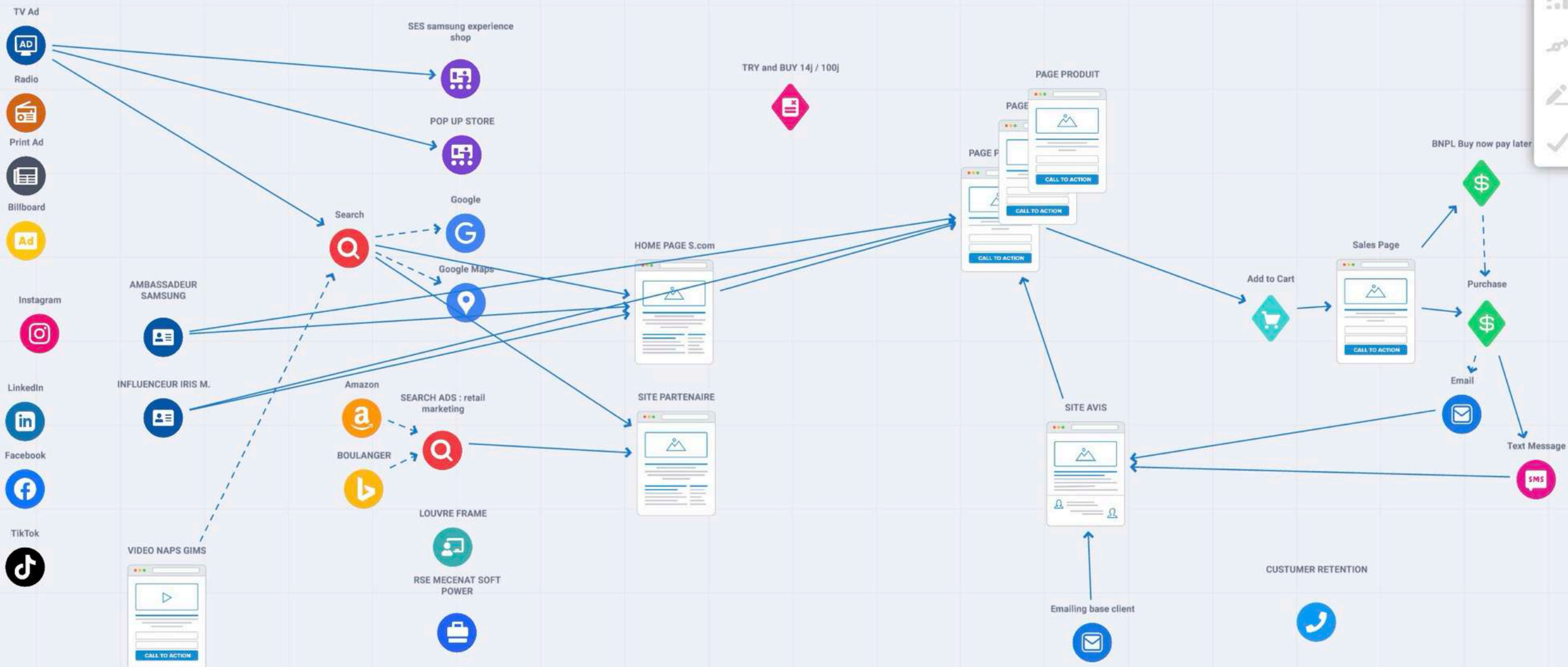


26% increase in marketing efficiency

Funnel customers see an average increase in returns on advertising spend of 26% over their first two years of using Funnel ¹

[See the benefits for B2C](#)

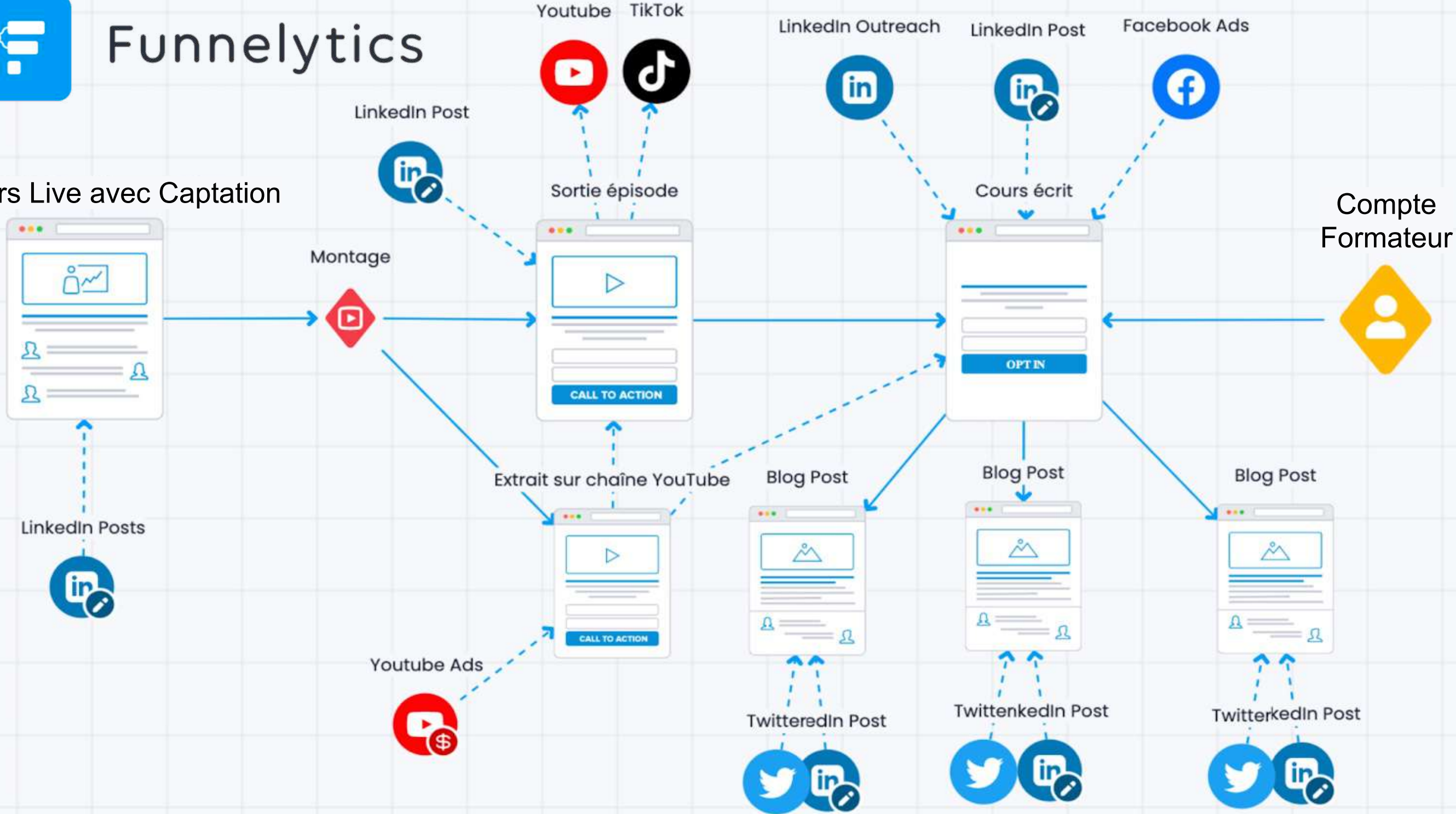
¹Data from a survey conducted by Funnel in July 2024. Aggregate advertising spend and revenue data was collected from 350 participating customers in the eCommerce and retail sector. Marketing efficiency was calculated as the online revenue reported divided by the aggregate advertising spend.

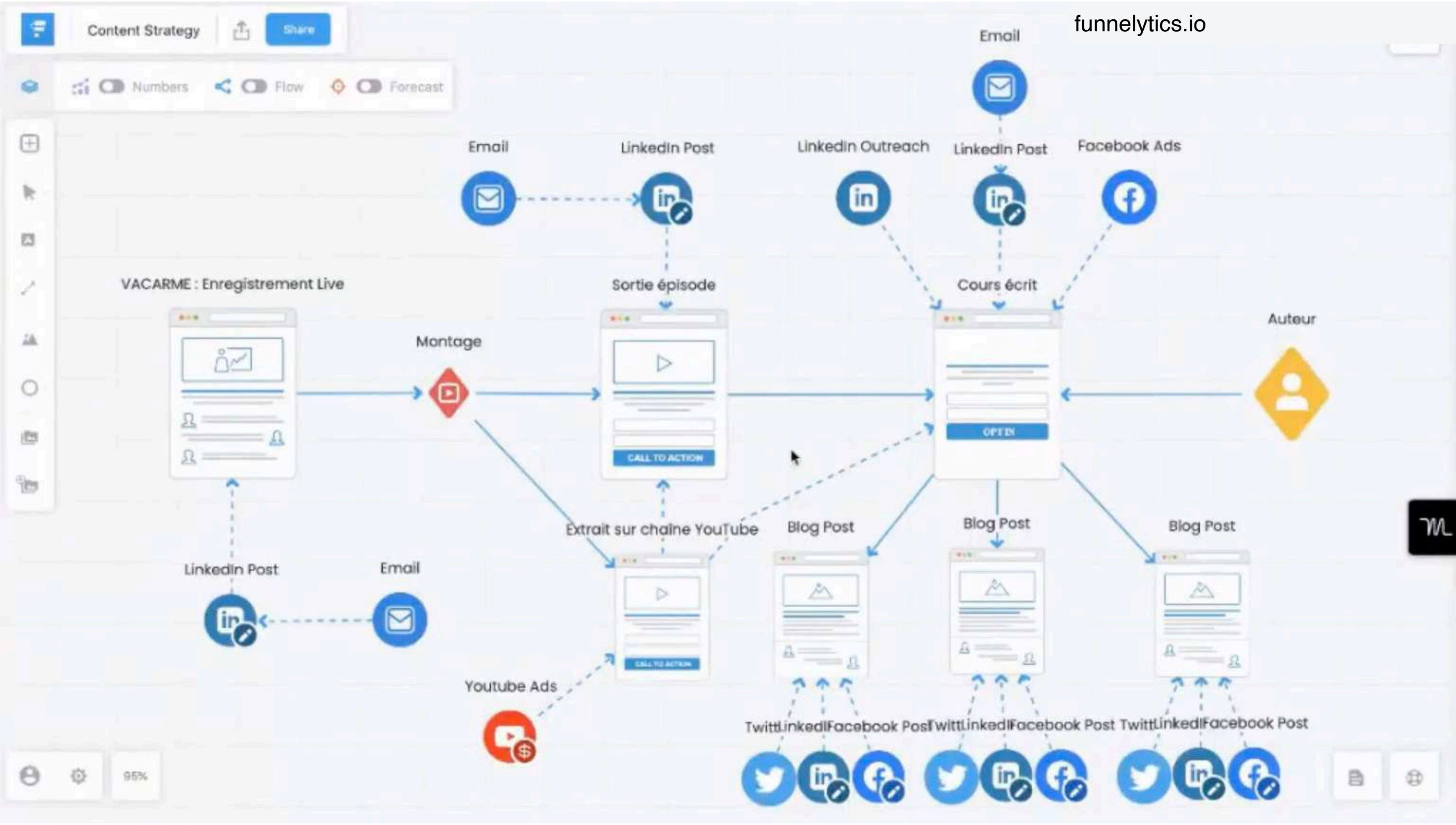


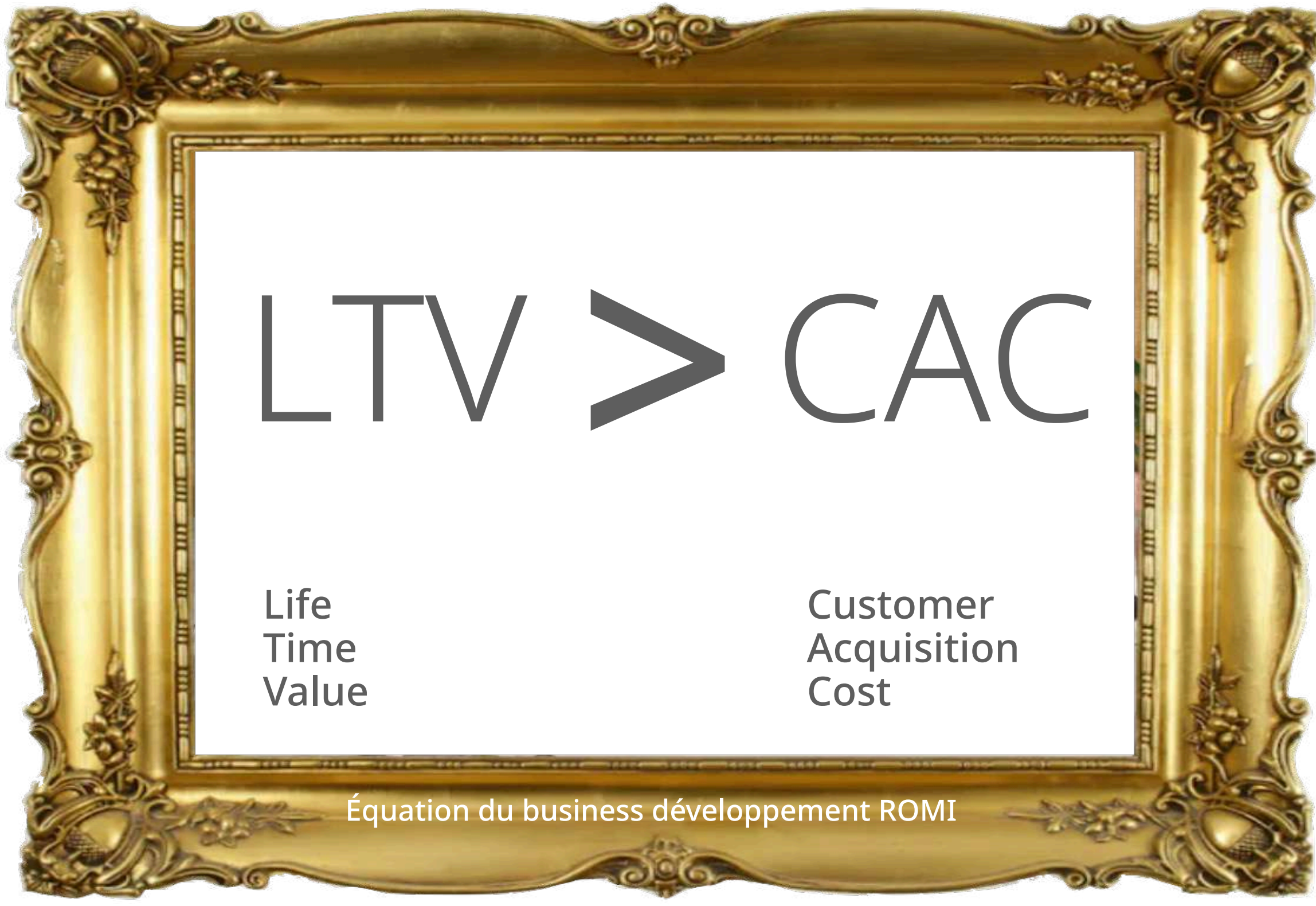


Funnelytics

Cours Live avec Captation





An ornate, heavy gold-colored frame with intricate scrollwork and floral patterns, surrounding the central text.
$$\text{LTV} > \text{CAC}$$

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI

$$LTV > CAC$$

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI

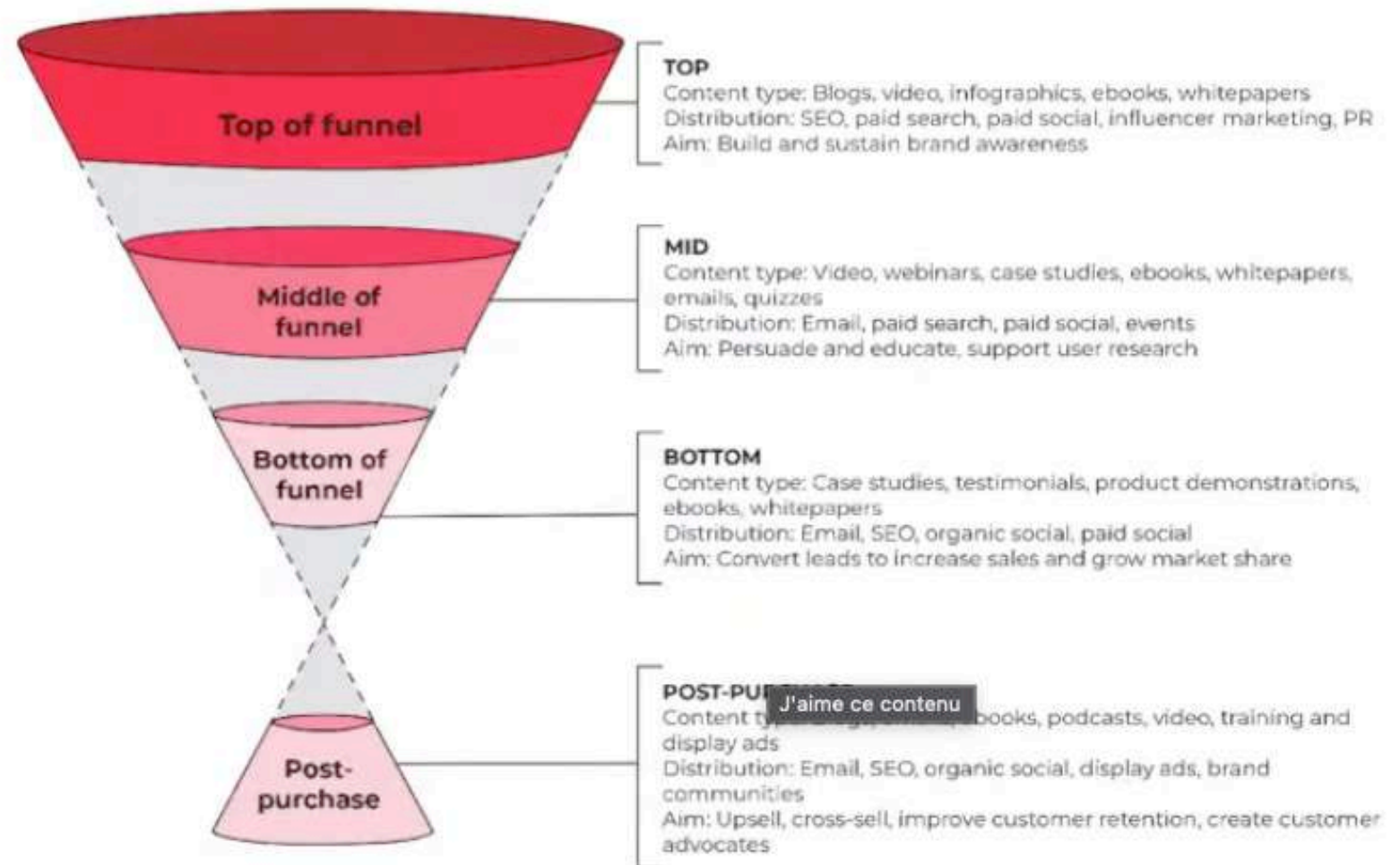
Plusieurs Modèles de FUNNEL

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.



It has continued to grow



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

RACE

Reach

Act

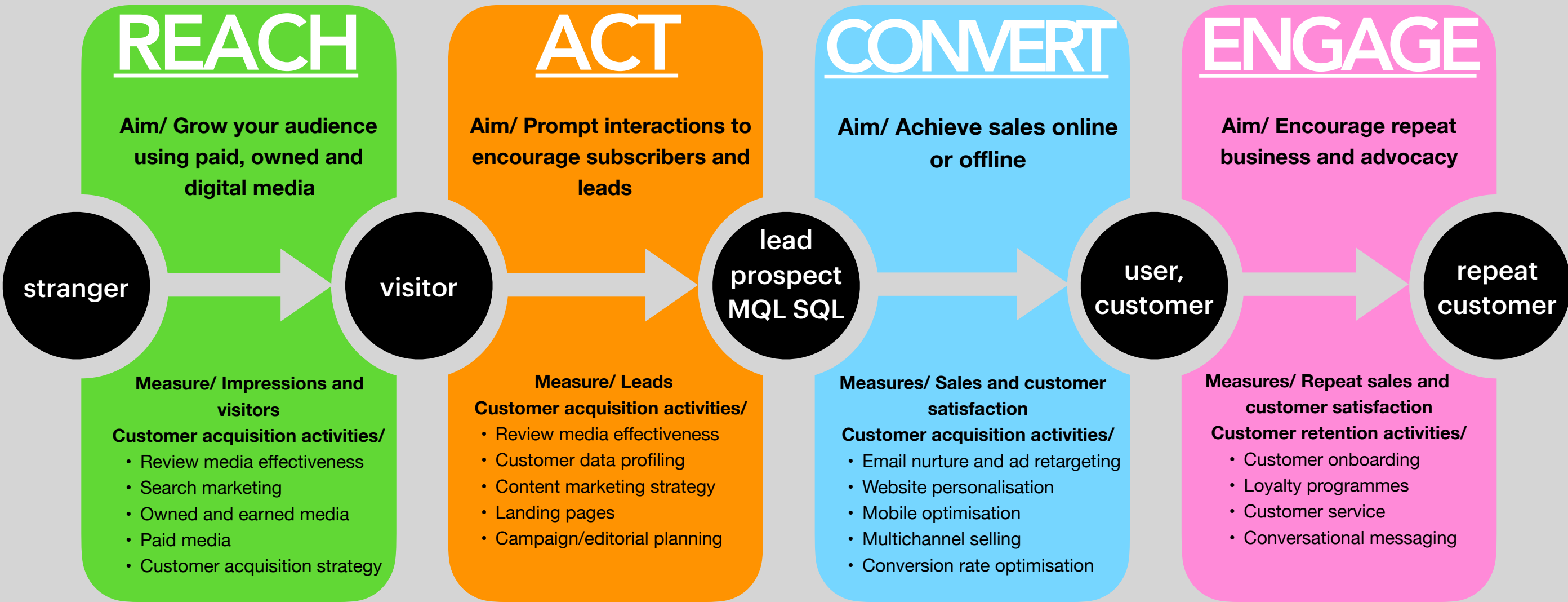
Convert

Engage

Modèle ACNCE

- Attention
- Capture
- Nurture
- Convert
- Expand

RACE



workshop

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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:

???

SALES FUNNEL





AAARRR

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)

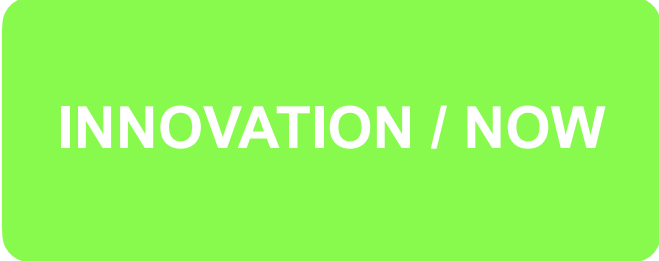
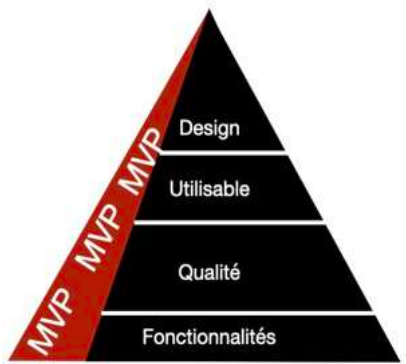
TONY ULWICK

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



1 marketer 2 communiquer 3 vendre



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.

**Act
Think
Impact**



L'école en quelques chiffres.

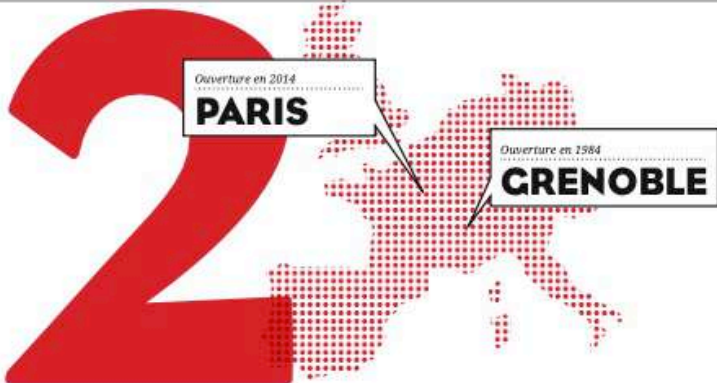
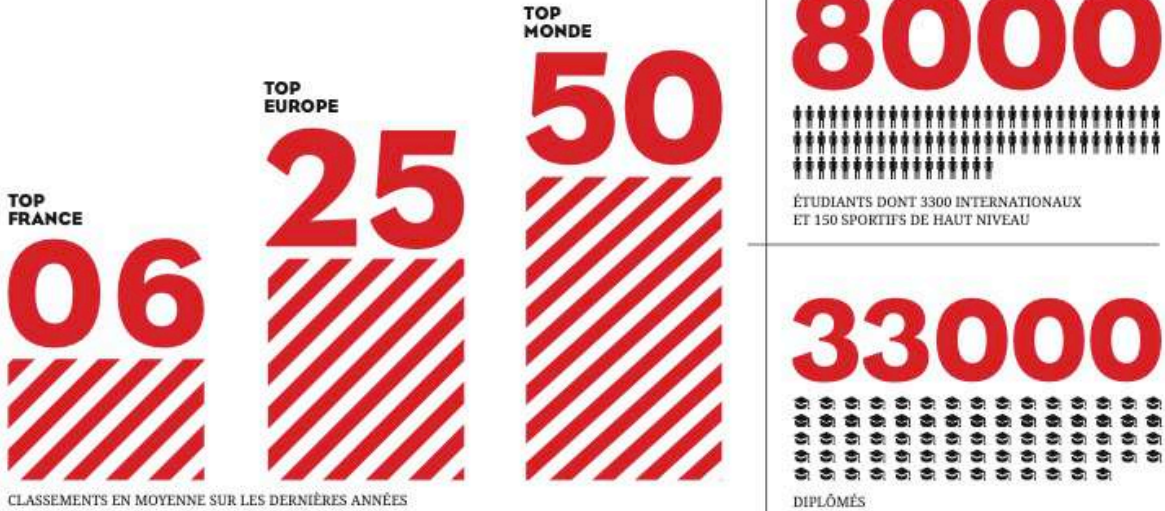


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

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

6 CHAIRES



- 7000 PROFESSIONNELS D'ENTREPRISE QUI PARTICIPENT À LA VIE DE L'ÉCOLE
- 250 ENTREPRISES PRÉSENTES SUR LES FORUMS DE RECRUTEMENT DE L'ÉCOLE
- 1000 CADRES PRÉSENTS LORS DES JURYS D'ENTRÉE ET DE SORTIE



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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