





MKTG

ALL YOU NEED IS DIGITAL MARKETING

2024-2025 hubert kratiroff

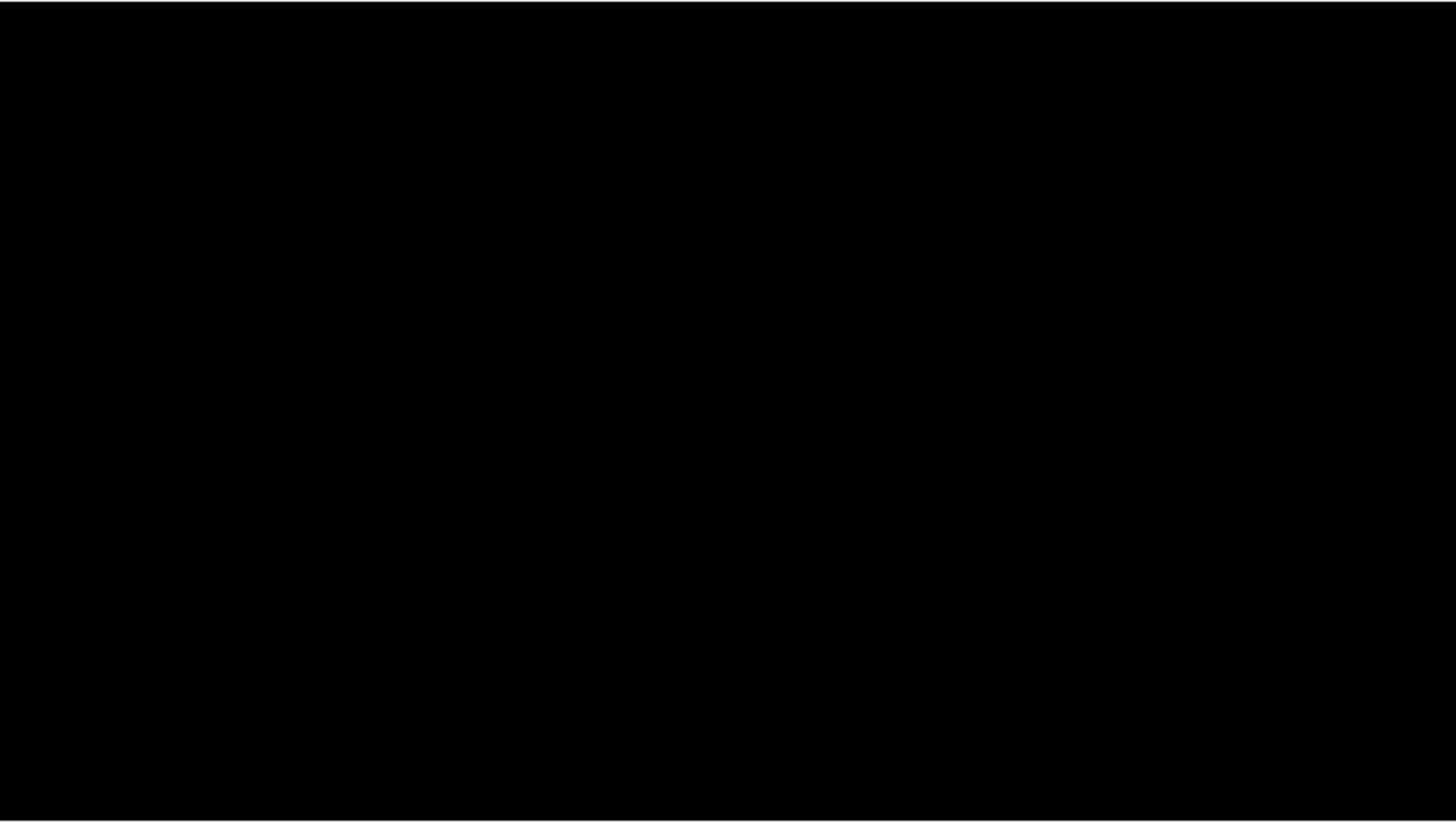


- 1 New Marketing (UX)
- 2 Décomposition Taxinomie
- 3 Stratégie - Secret Sauce
- 4 Plateformisation
- 5 Content marketing
- 6 Social Media & Influence
- 7 Search & Tech
- 8 AdTech - Modèle pub
- 9 Tool : Wireframing Proto

EP03

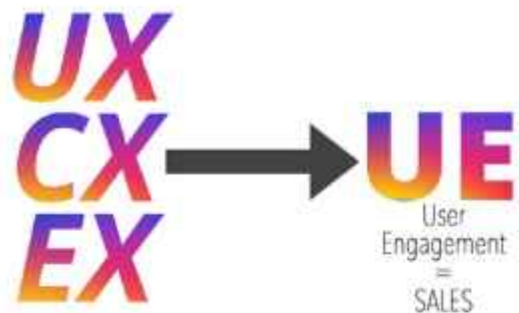
Stratégie

Secret Sauce





PREVIOUSLY
in 180 sec



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

NUMÉRIQUE
DIGITAL
CYBER
PROGRÈS MORAL



MMM
MODERN MARKETING MODEL
10 POINTS

VUCA

THE
TRUTH
IS IN
...

2%

POSITIONN
EMENT

ADVERTISING IS THE
PRICE ...

Marketing Opérationnel

26

M Mix

10

Trade / Retail Media

8

Digital M

8

3 PILIERS DU
DIGITAL
USER
UX JOURNEY
DATA

Why we buy: Features vs Jobs

Even though people buy this...



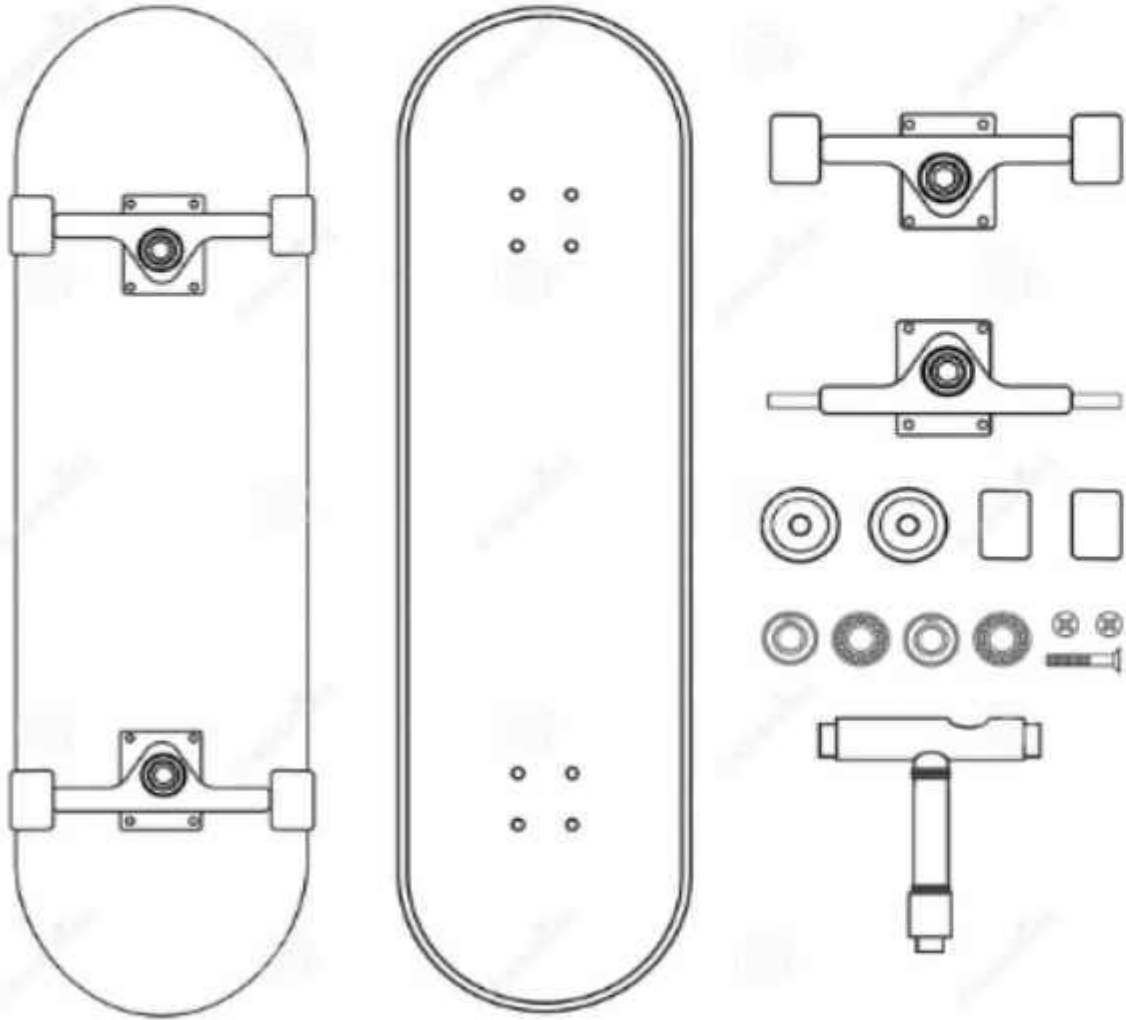
...they really want this



3 LOIS
DU
MARK
ETING

Why we buy: Features vs *Jobs*

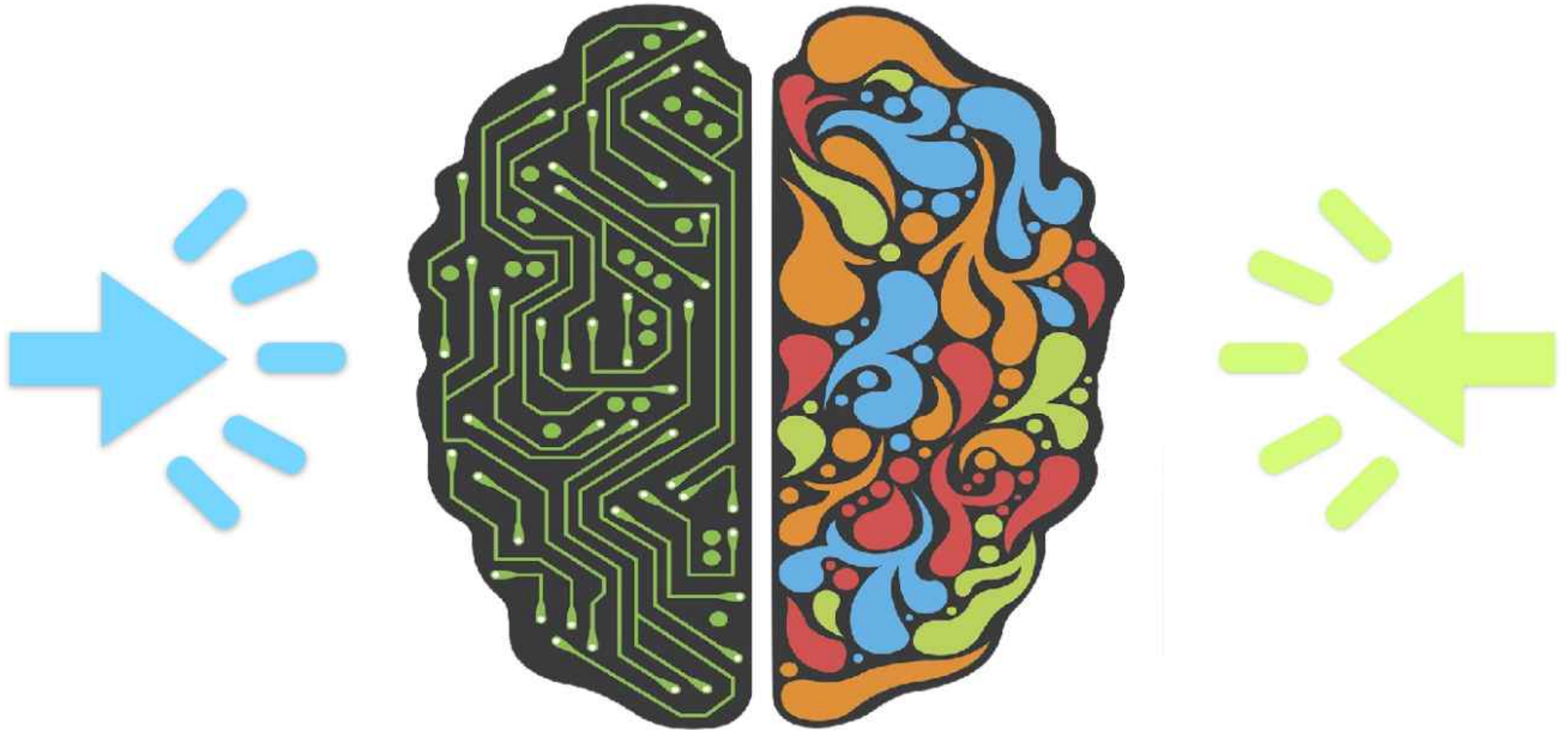
Even though people buy this...



...they **really** want this



Satisfaction objective / subjective



workshop

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

1

Philosophique
vision

0

-

2

Stratégique
long terme PM + BP

4

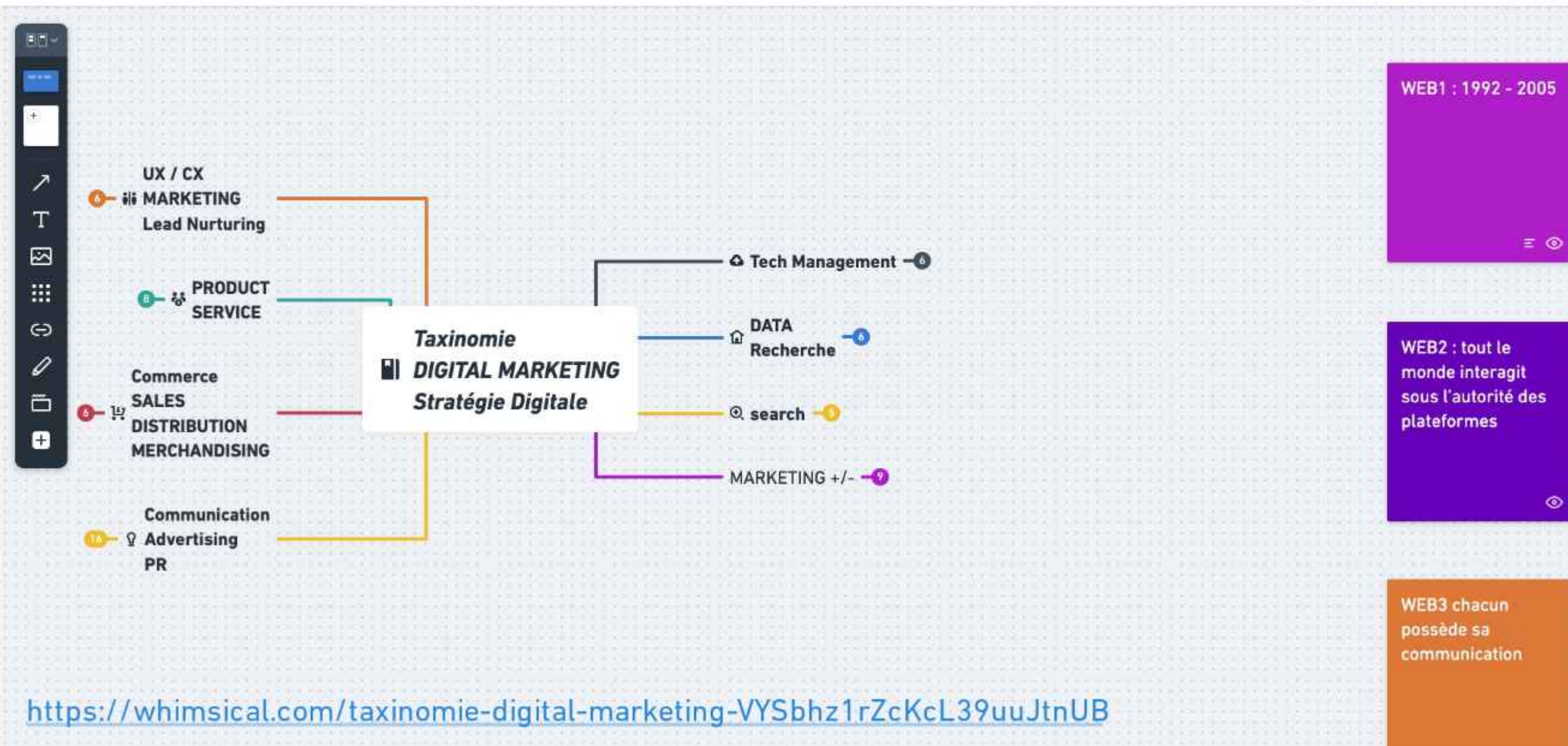
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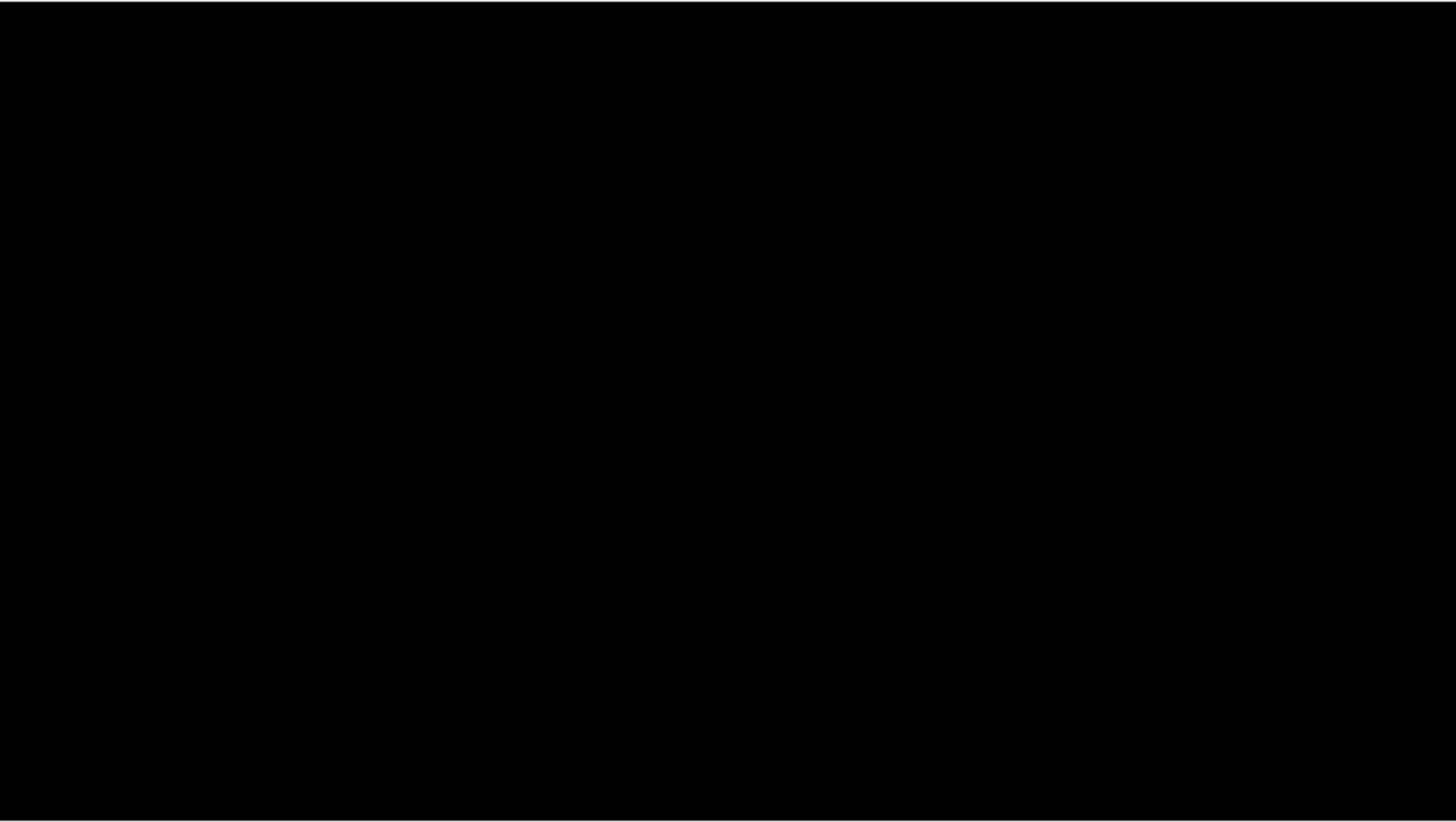
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Opérationnelle
Tactique
court terme PA

3

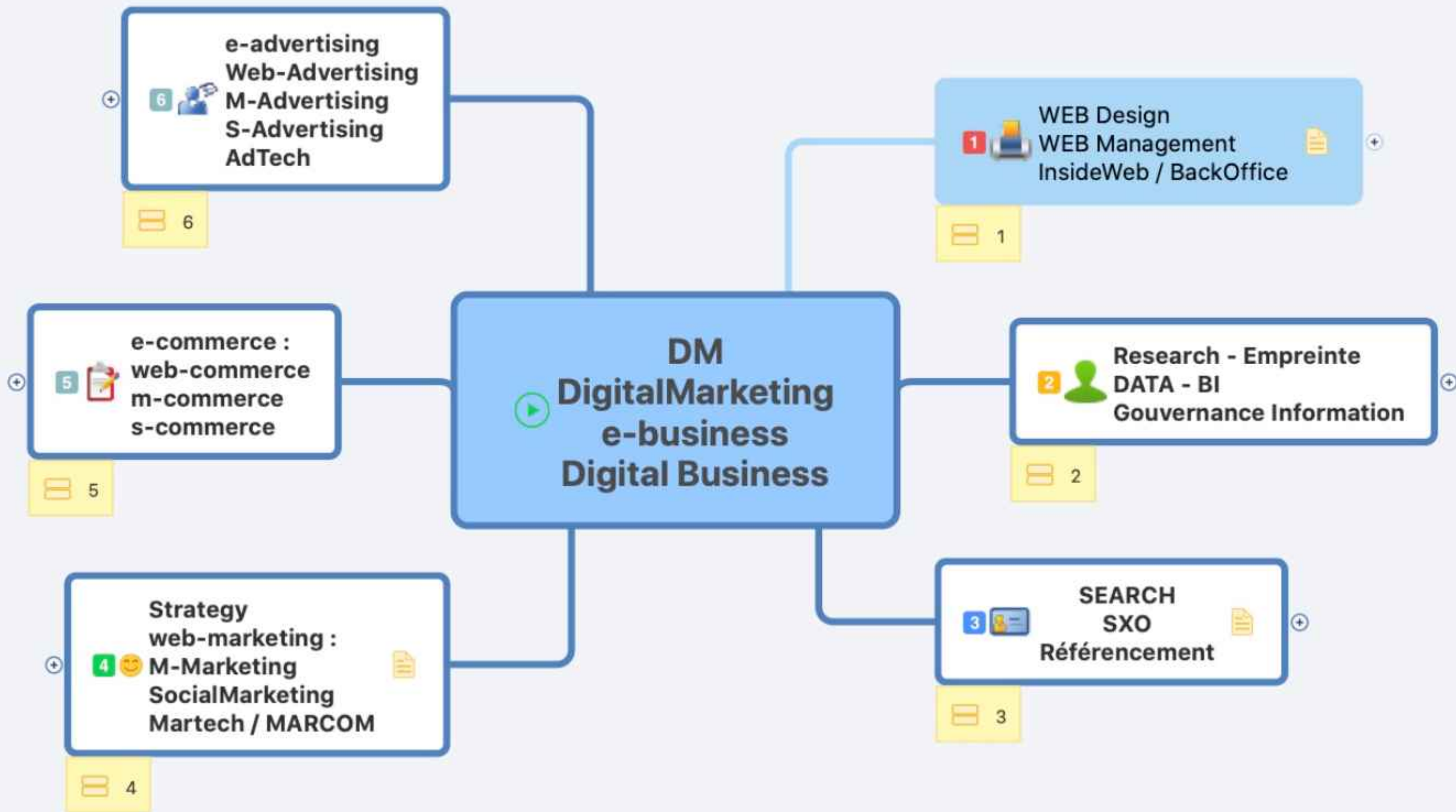
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STRATÉGIE





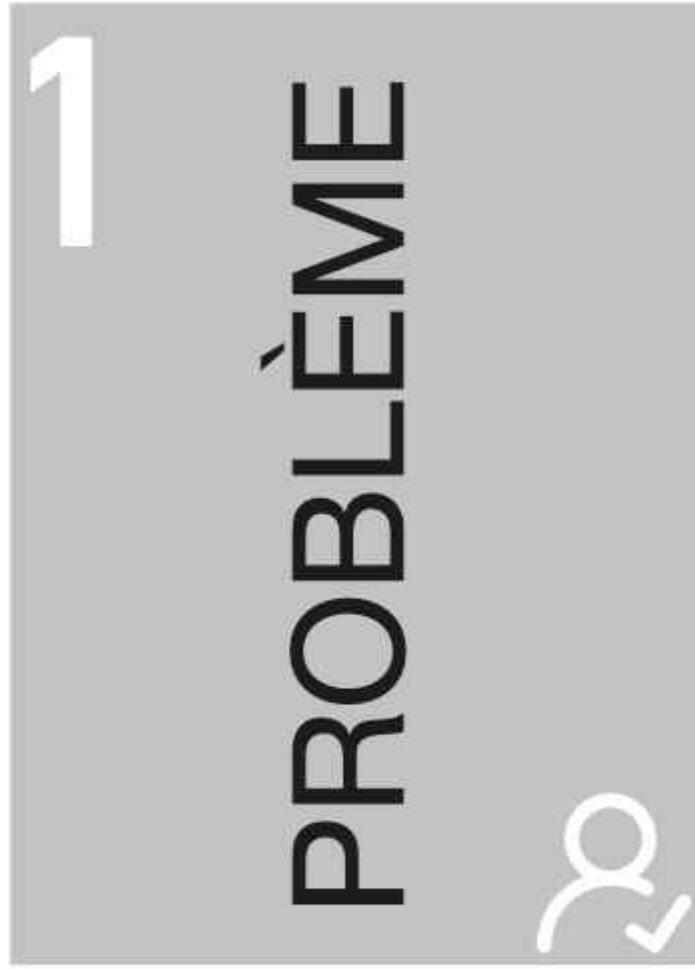
1

**Secret
Sauce**



SECRET SAUCE





Recette du succès des entreprises

1 PROBLÈME

ANALYSE
BI
Marché
Search listening
Veille
Persona
Carte empathie
Parcours
Touchpoint
UX
Design Thinking
Divergeant
VOC
Service client



2 SOLUTION

Product-Management
Service
Use case
Prototype
MVP
POC
Pilot
GTM
PMF
Pivot
Scalable
Démonstrateur
Market-Pull
Demand-Marketing



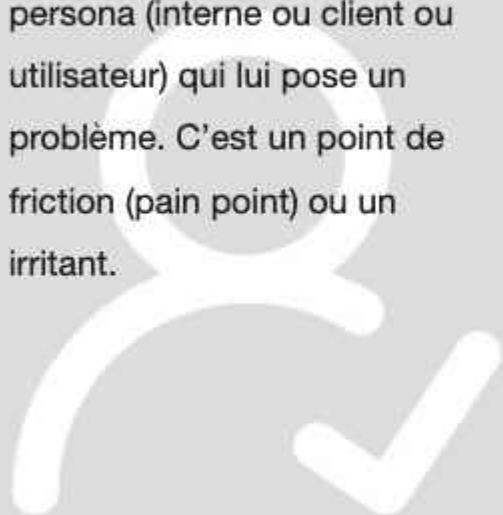
3 DISTRIBUTION

Stratégie
Objectifs
Communication
Vente
SAAS
Service
APP
SuperAPP
IOT
Capteur
PAAS IAAS
Réseaux S
Points de vente
Agent
Intermédiaires
Franchises
...



PROBLÈME.

Il y a une situation pour un persona (interne ou client ou utilisateur) qui lui pose un problème. C'est un point de friction (pain point) ou un irritant.



SOLUTION.

Vous avez une solution qui résout 20% à 80% du problème pour plus de 50% de la population.



Le PFH ne se résout pas
Hubert REEVES



DISTRIBUTION.

Si vous avez la solution à un problème / vous êtes un sauveur, ... si vous le distribuez / vous êtes riches



hk



Recette du succès des scaleup

1

PROBLÈME

- ANALYSE
- BI
- Marché
- Search listening
- Veille
- Persona
- Carte empathie
- Parcours
- Touchpoint
- UX
- Design Thinking
- Divergeant
- VOC
- Service client



2

SOLUTION

- Product-Management
- Service
- Use case
- Prototype
- MVP
- POC
- Pilot
- GTM
- PMF
- Pivot
- Scalable
- Démonstrateur
- Market-Pull
- Demand-Marketing



3

DISTRIBUTION

- Stratégie
- Objectifs
- Communication
- Vente
- SAAS
- Service
- APP
- SuperAPP
- IOT
- Capteur
- PAAS IAAS
- Réseaux S
- Points de vente
- Agent
- Intermédiaires
- Franchises



4

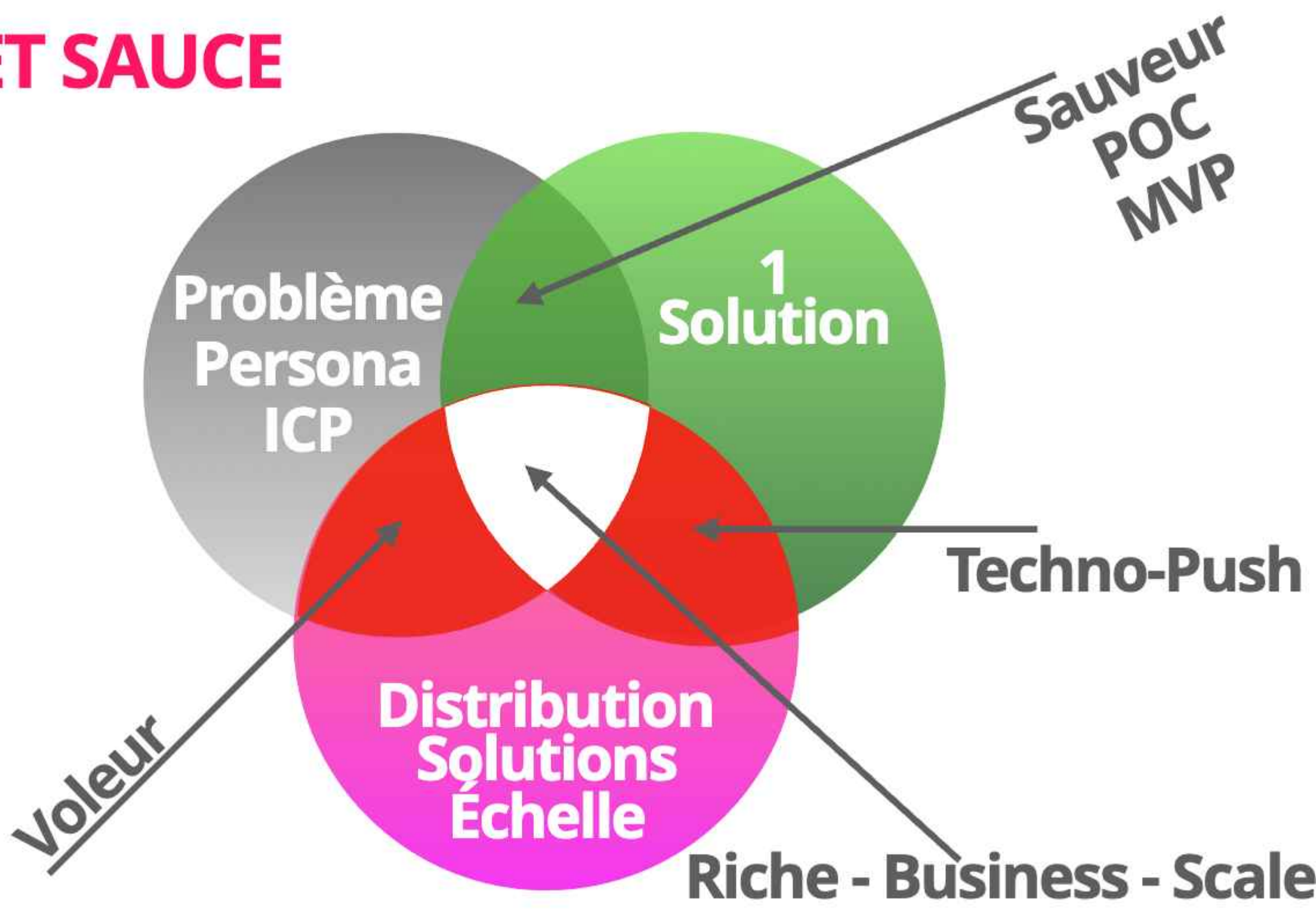
GROWTH

- Growth hacking
- Scale
- Scale up
- Échelle
- 0 marginal cost





SECRET SAUCE



techno push
vs.
market pull

techno
push
putsch

1/
*marketing de
l'offre*

**techno
push
putsch**

CATALOGUE PRODUIT
Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

Portefeuille de clients

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

(solution qui résout le problème)

Distribution

2/

*marketing de la
demande*





SECRET SAUCE





BUSINESS SECRET SAUCE



Inputs / Entrées Intrants

Idée
Mat. première
Énergie
Temps
Ressources humaines
Travail



Process Fabrication

ajouter
enlever
travailler
attendre
changer
assembler
mutualiser / faciliter
distribuer / intermédiaire
tech / design / product
marketing
Customer Service

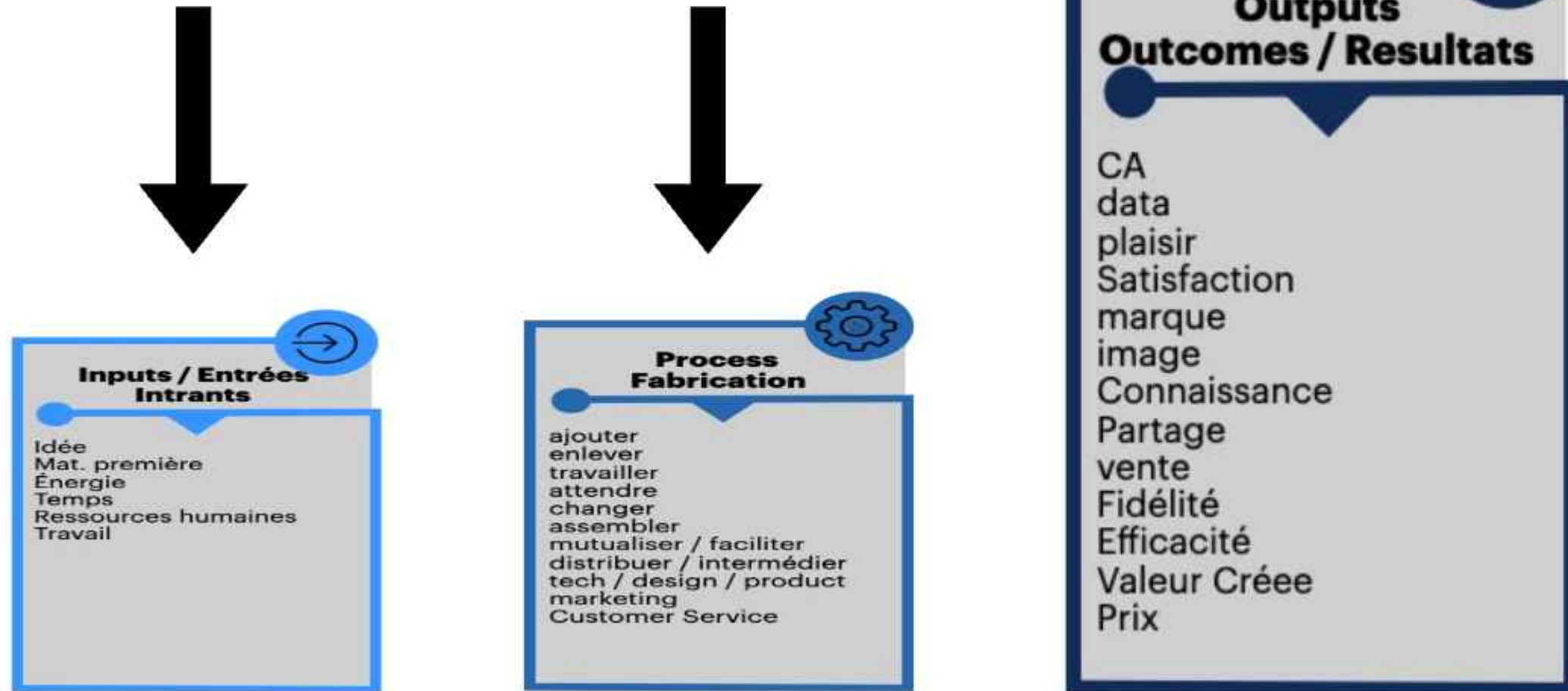


Outputs Outcomes / Resultats

CA
data
plaisir
Satisfaction
marque
image
Connaissance
Partage
vente
Fidélité
Efficacité
Valeur Créée
Prix

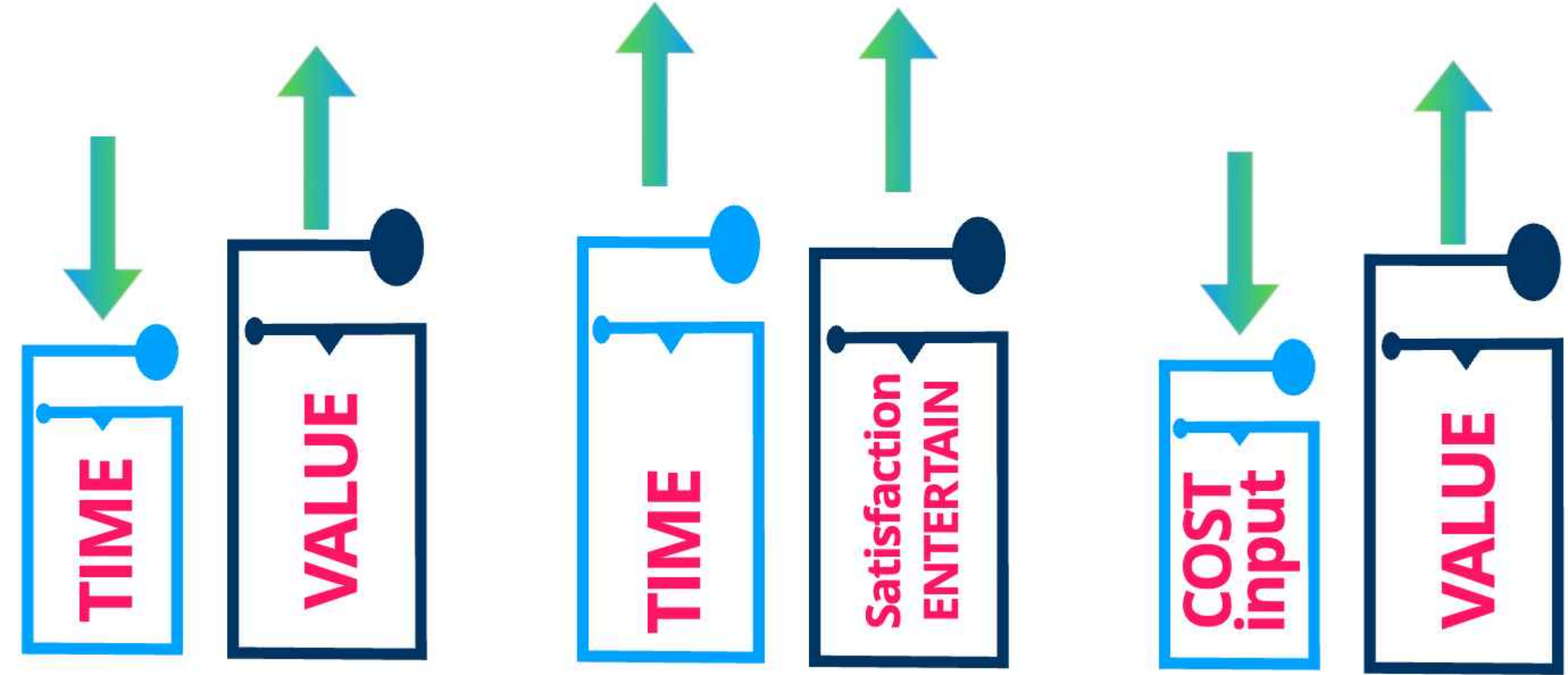


BUSINESS SECRET SAUCE



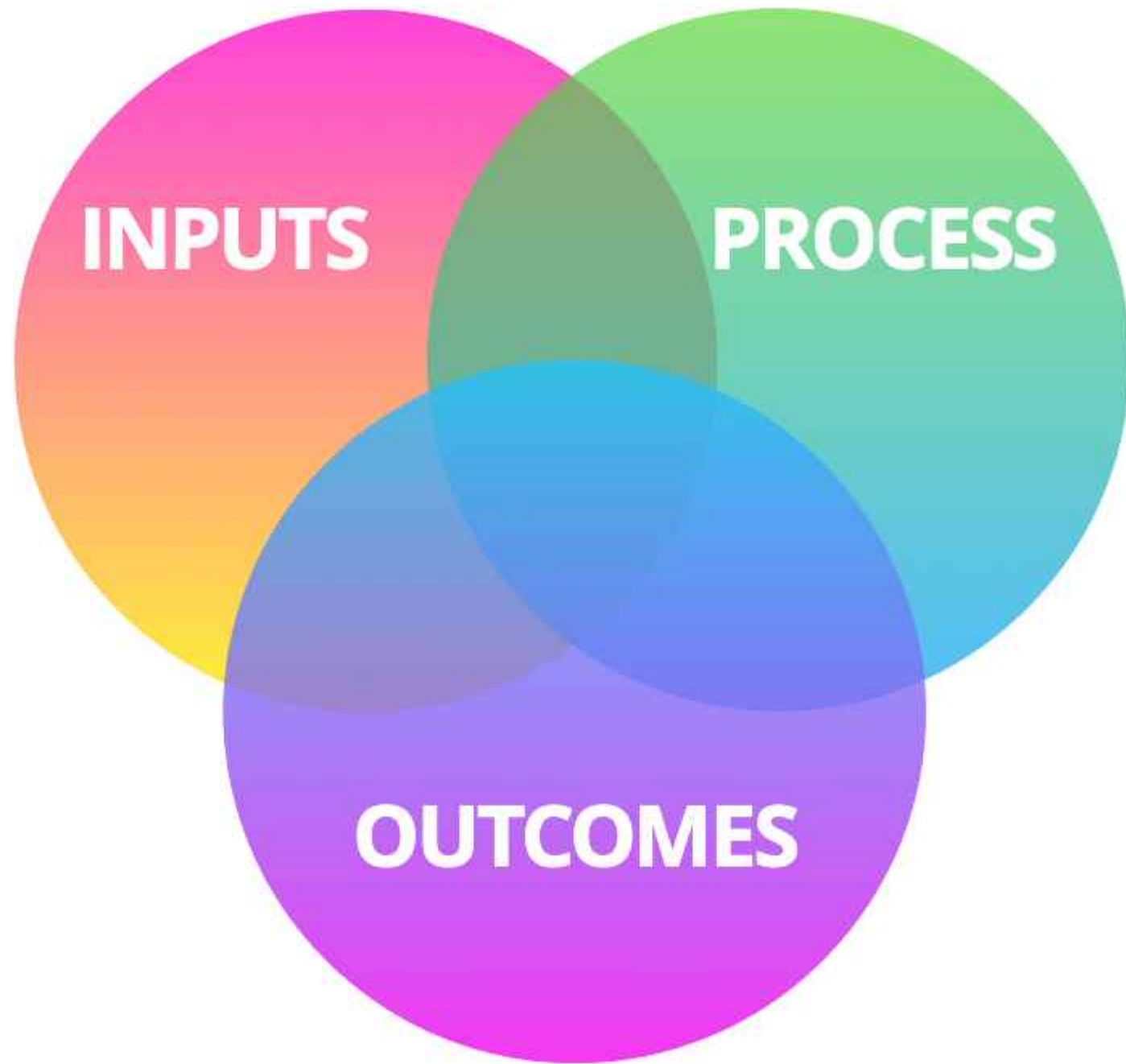


3 BUSINESS MODELS



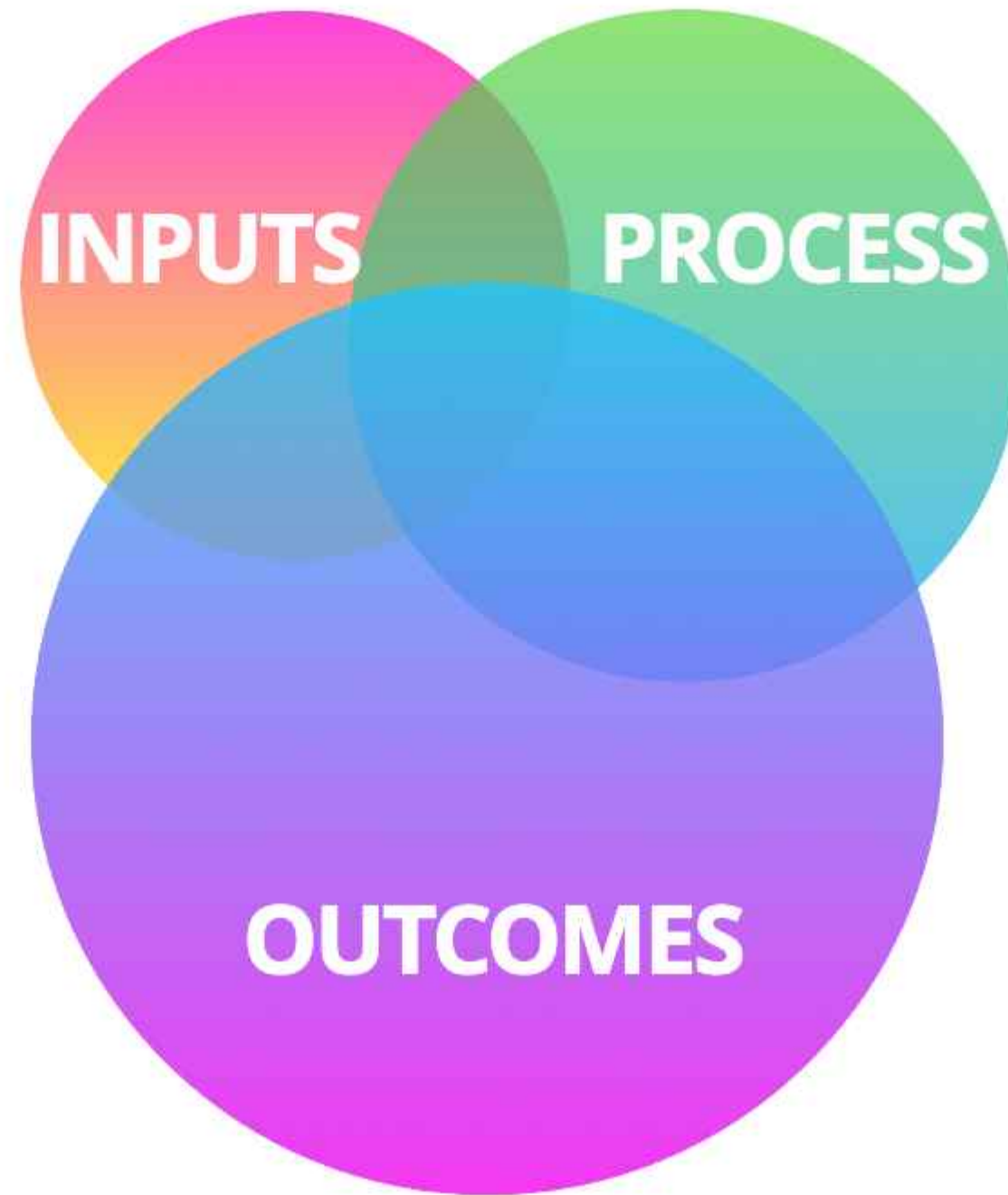


BUSINESS SECRET SAUCE





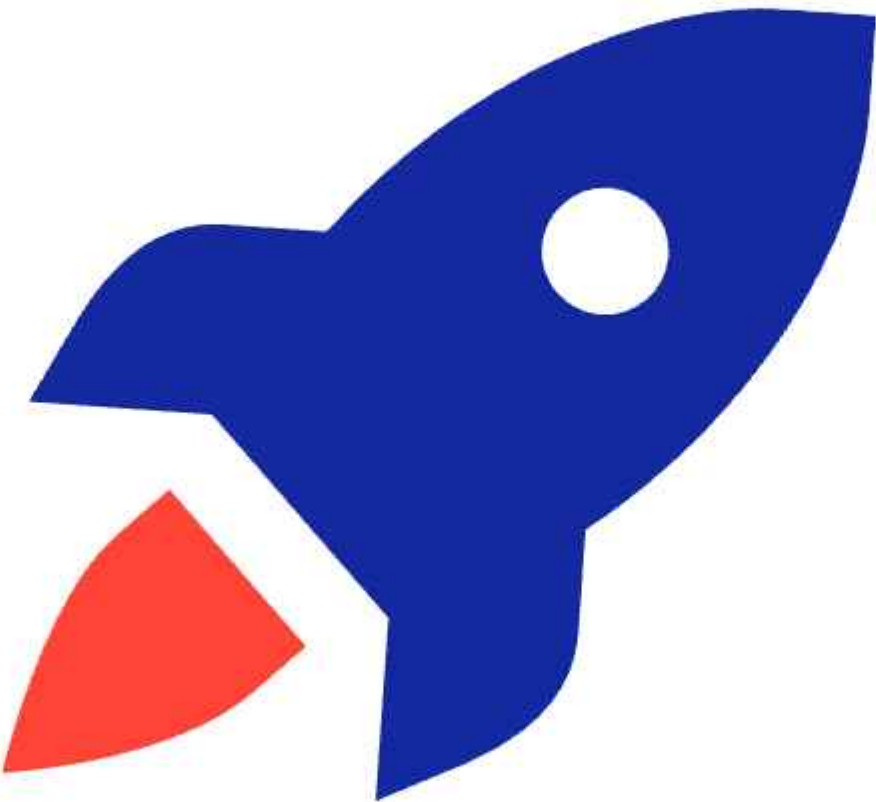
BUSINESS SECRET SAUCE





SECRET SAUCE







Les startups infusent le monde économique

RASOIR OKAM*



“All things being equal, the simplest solution tends to be the best one.”

William of Ockham

Solutions
complexes
complètes
multi-factorielles

**simple
solution**

**BEST
CHOICE**

...FIRST PRINCIPLE

* écriture complexe / rasoir d'Ockham / principe de parcimonie

Harvard Business Review

44 ENTREPRENEURSHIP

Strategy for
Start-Ups

Joshua Davis, Eric L. Scott,
and Scott Stern

60 LEADERSHIP

The Surprising
Power of Questions

Alison Wood Brooks
and Leslie K. John

66 ARTIFICIAL INTELLIGENCE

Marketing in
the Age of Alexa

Ming Douma and Neil Bendle

110 STRATEGY

Managing
21st-Century
Political Risk

Candace Rice and Amy Zegart

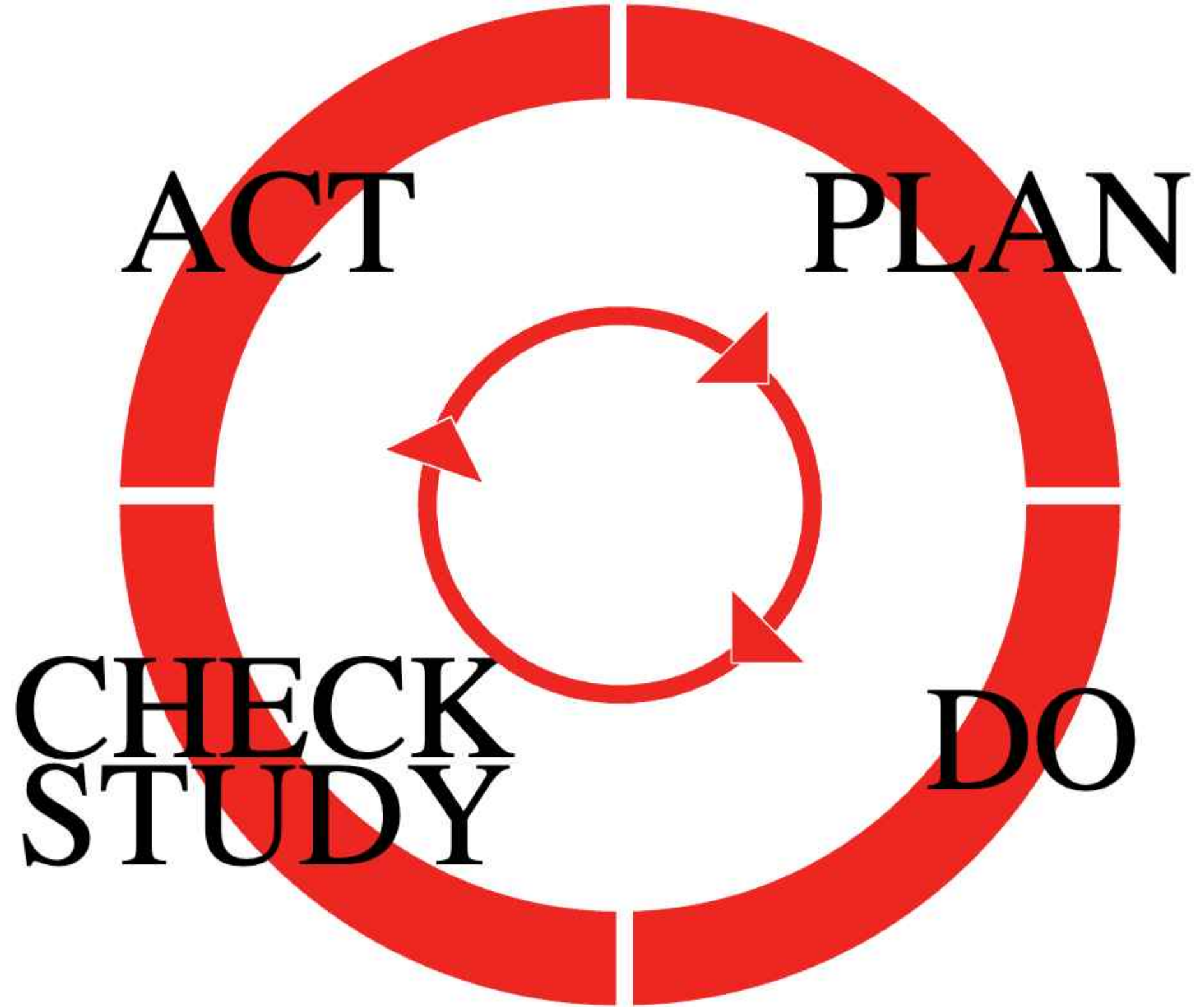


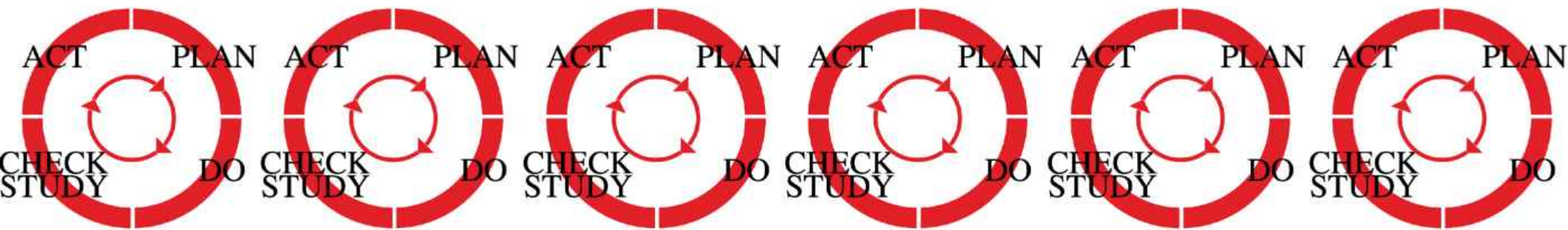
DOUBLE
ISSUE



AGILE AT SCALE

HOW TO CREATE A TRULY
FLEXIBLE ORGANIZATION

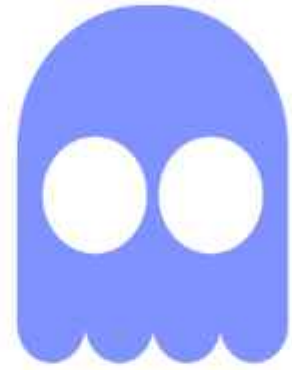
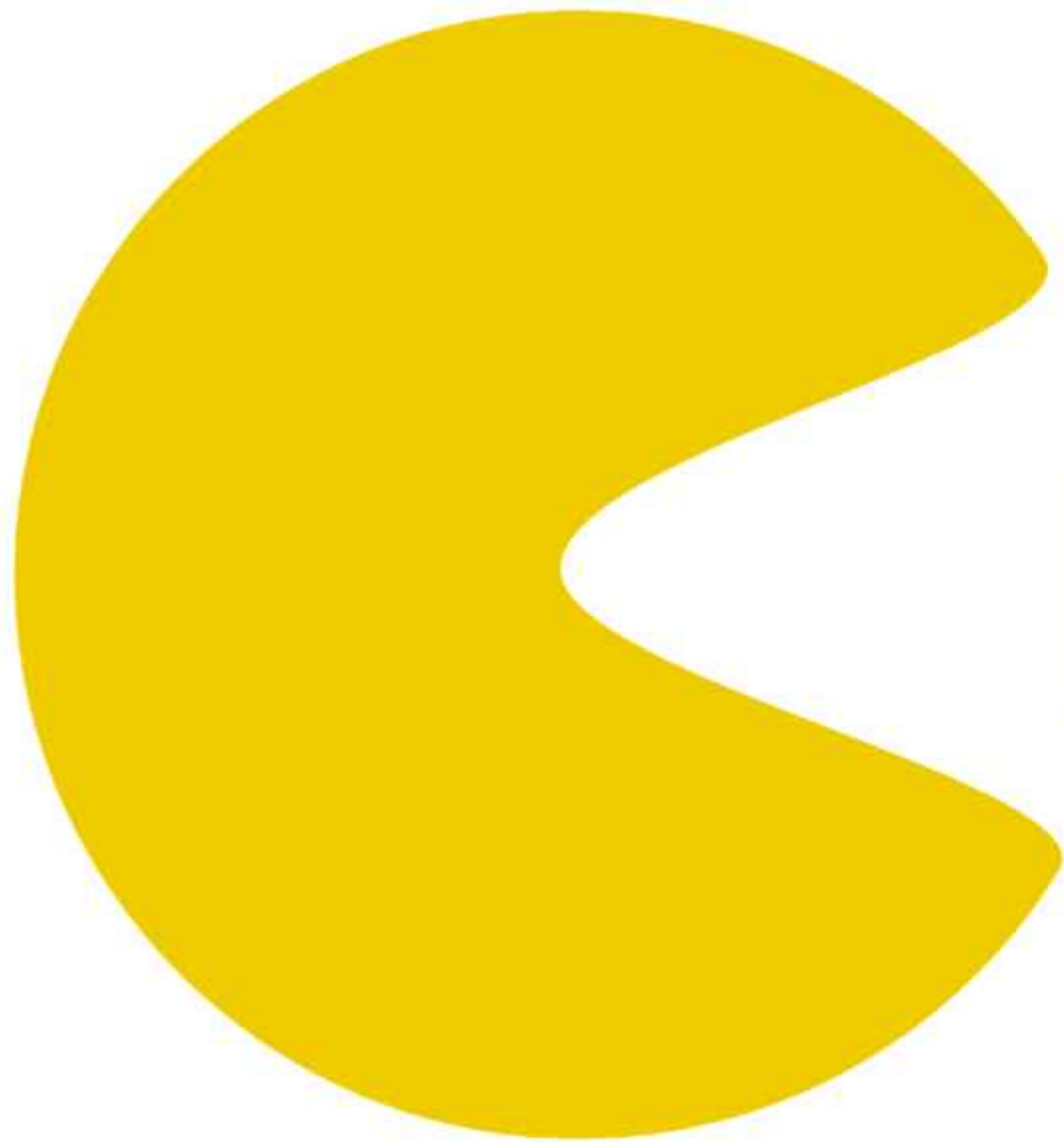




system push work

vs.

pull model



CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

Cargo Cult

JIRA
SLACK

Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see Cargo cult (disambiguation).

A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the **Second World War**.



Ceremonial cross of John Frum cargo cult, Tanna Island, New Hebrides (now Vanuatu), 1957.

https://fr.wikipedia.org/wiki/Culte_du_cargo

POC



Prototypage Wireframing

Sample Project



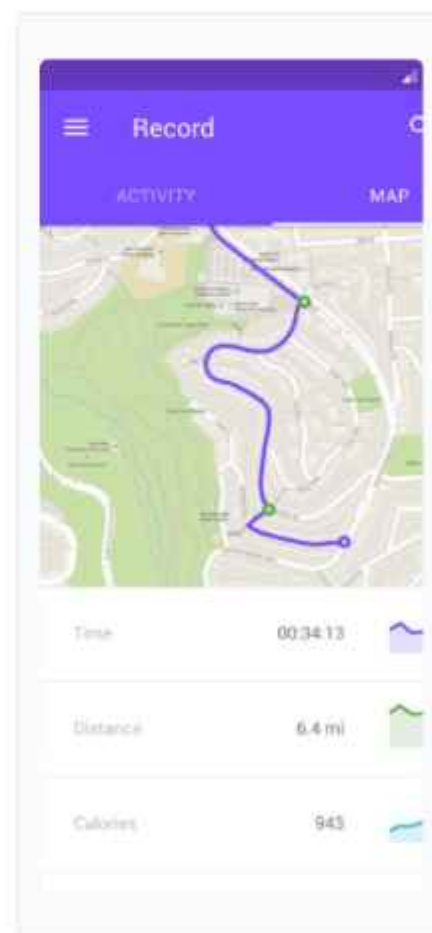
Updated 22nd Feb @ 12:03 PM

HOME PAGE



Updated 16th Feb @ 10:11 AM

SIGNIN



Updated 16th Feb @ 10:11 AM

MAP



Handoff

Edit design

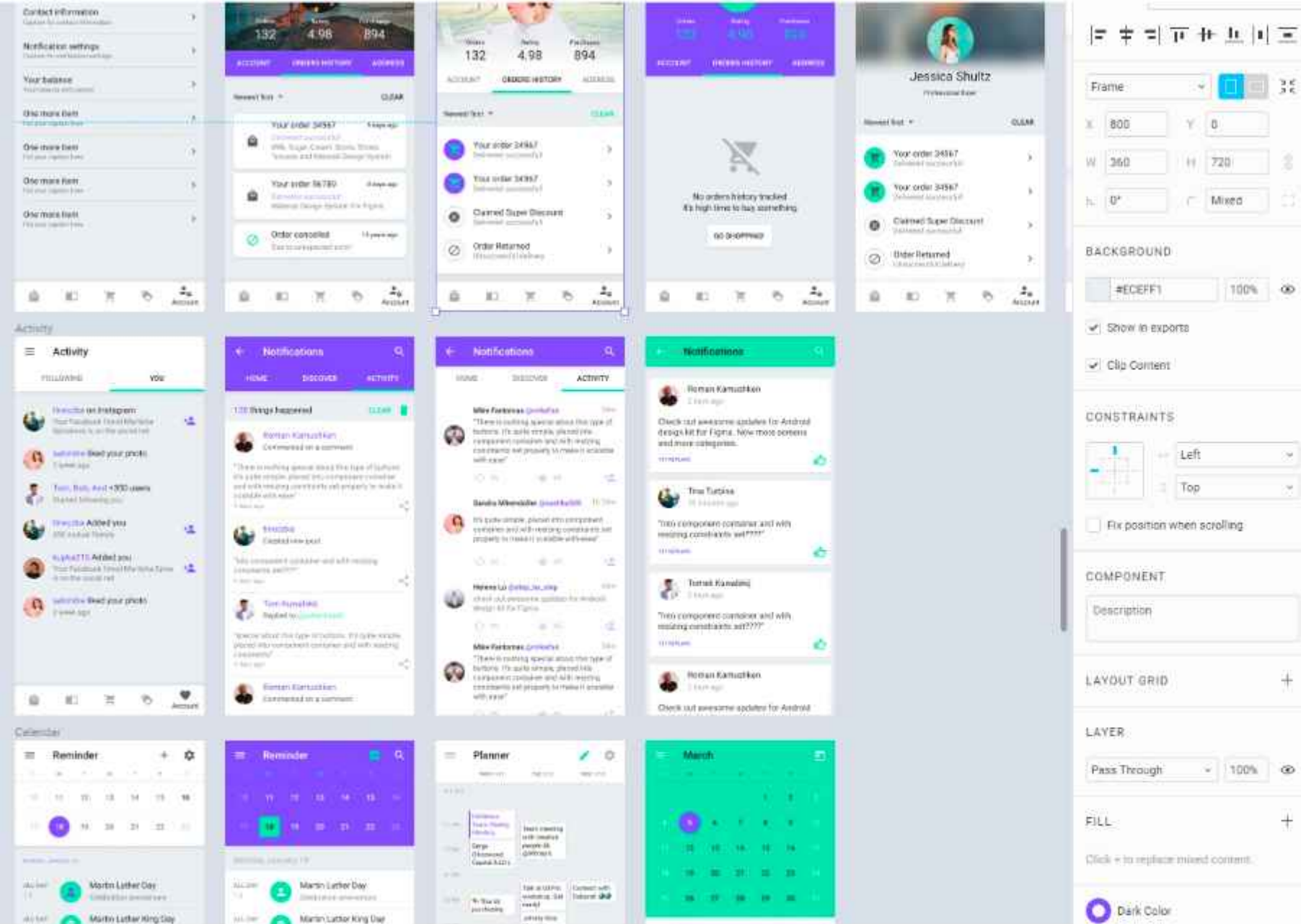
Download

Image 9

Prototyping Wireframing



Figma



MVS

minimum viable strategy

MVP

minimum viable product



MILP

minimum lovable product



PME

PF *(product fit 1+ user)*

≠

PMMF *(infini ∞)*

Ordre / Définition / Schéma /

- | | | |
|---|----------------------|------------------------------|
| 1 | Prototype | (wireframing) |
| 2 | MVP | (mini viable product) |
| 3 | PMF | (product market fit) |
| 4 | Pivot | (changement de stratégie) |
| 5 | Scale | (passage à l'échelle) |
| 6 | POC | (proof of concept) |
| 7 | GTM | (Go to Market) |
| 8 | Démonstrateur, Pilot | |
| 9 | Use case | (Business case, cas d'usage) |

2

—

**DIGITAL
Strategy**

UX-CX

FlyWheel

**growth
hacking**

content

omnicanal

micro-moment

platform

ZMOT

ABM

SEO-A

**stratégies
digitales**

**copy
cat**

**data
driven**

HOOK MODEL

freemium

inbound

**collaborative
mutuelle**

servicisation

POEM

*attribution
contribution*

PLAN DIGITAL





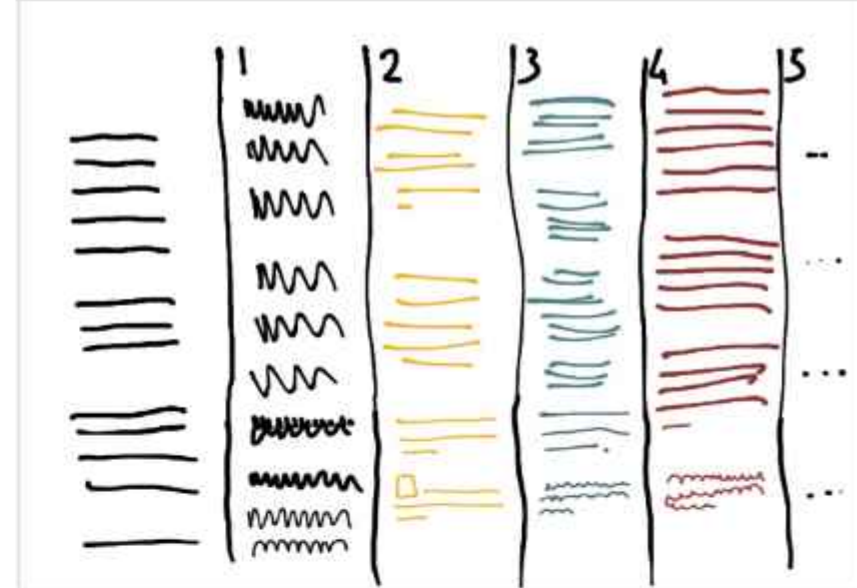
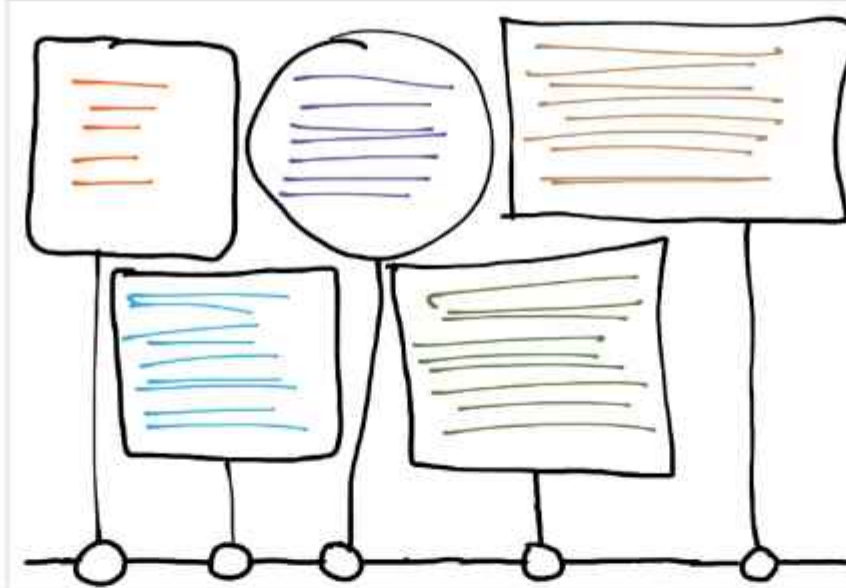
32 ans
Célib
CP



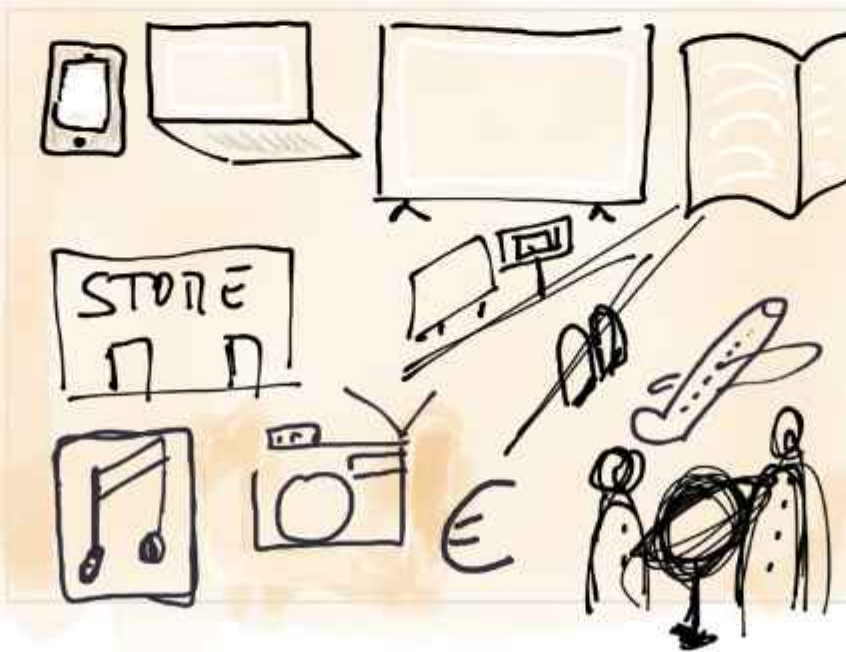
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0000000000000000
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pain



<u>OPE₁</u>	. - - - .	E
<u>OPE₂</u>	- - - -	E
<u>OPE₃</u>	- - -	E
<u>OPE₄</u>	. - - - -	E



G	A	f	S	YouTube icon
YouTube icon	Twitter icon	Amazon icon	€	Smiley face
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SMS	W _P	API	AWS	Envelope icon

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



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 ?
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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

-

+

-

+

-

+

-

+



Customer Journey

Parcours client



Premier
touchpoint
2009



2eme
contact
2012



3eme
contact
2015



Achat
2018



SAV
2020



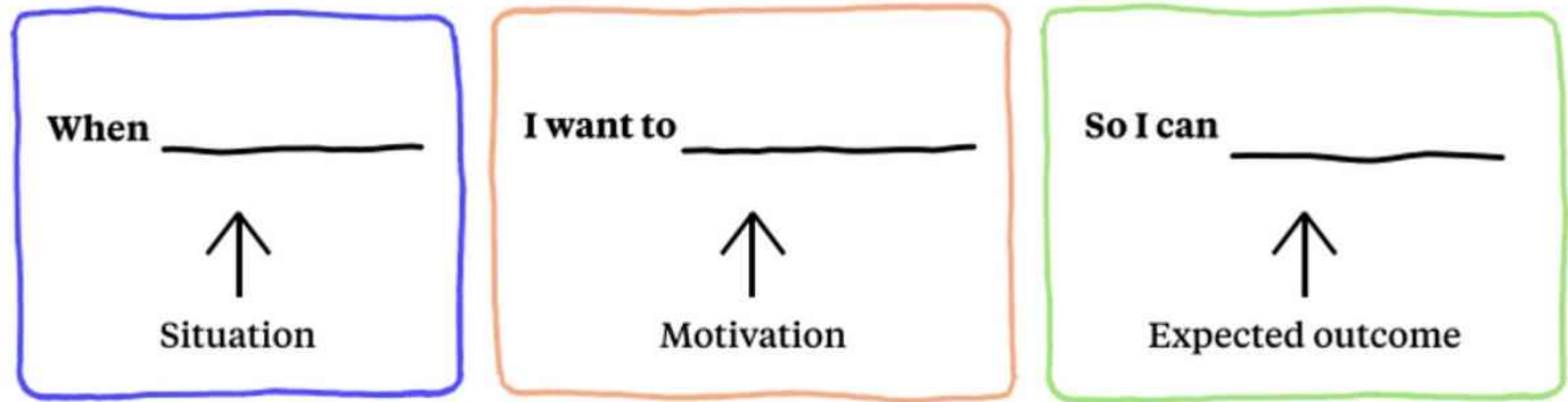
Recommande
2022



JTBD

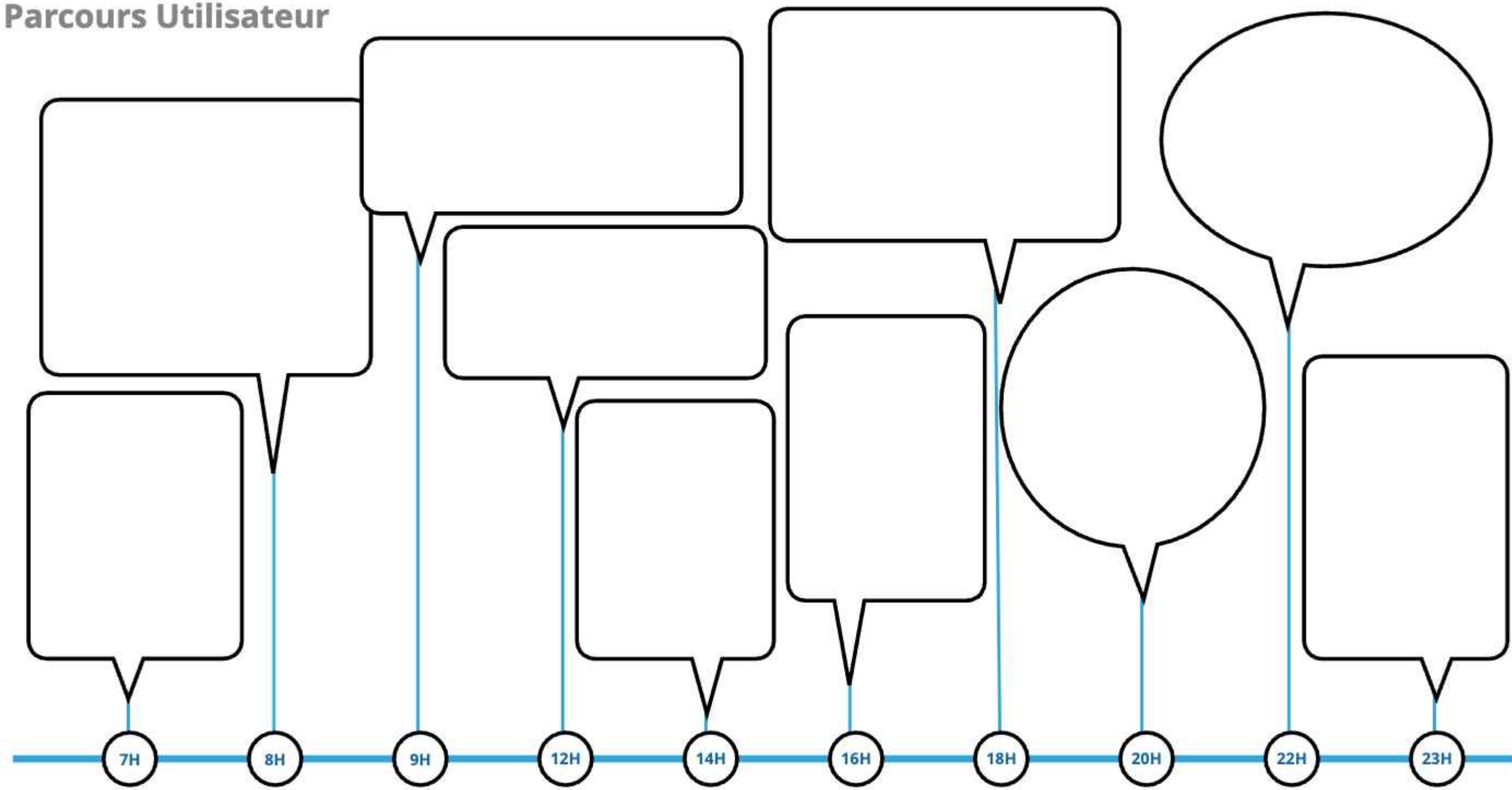
Jobs to Be Done

Hiring a product to complete a task

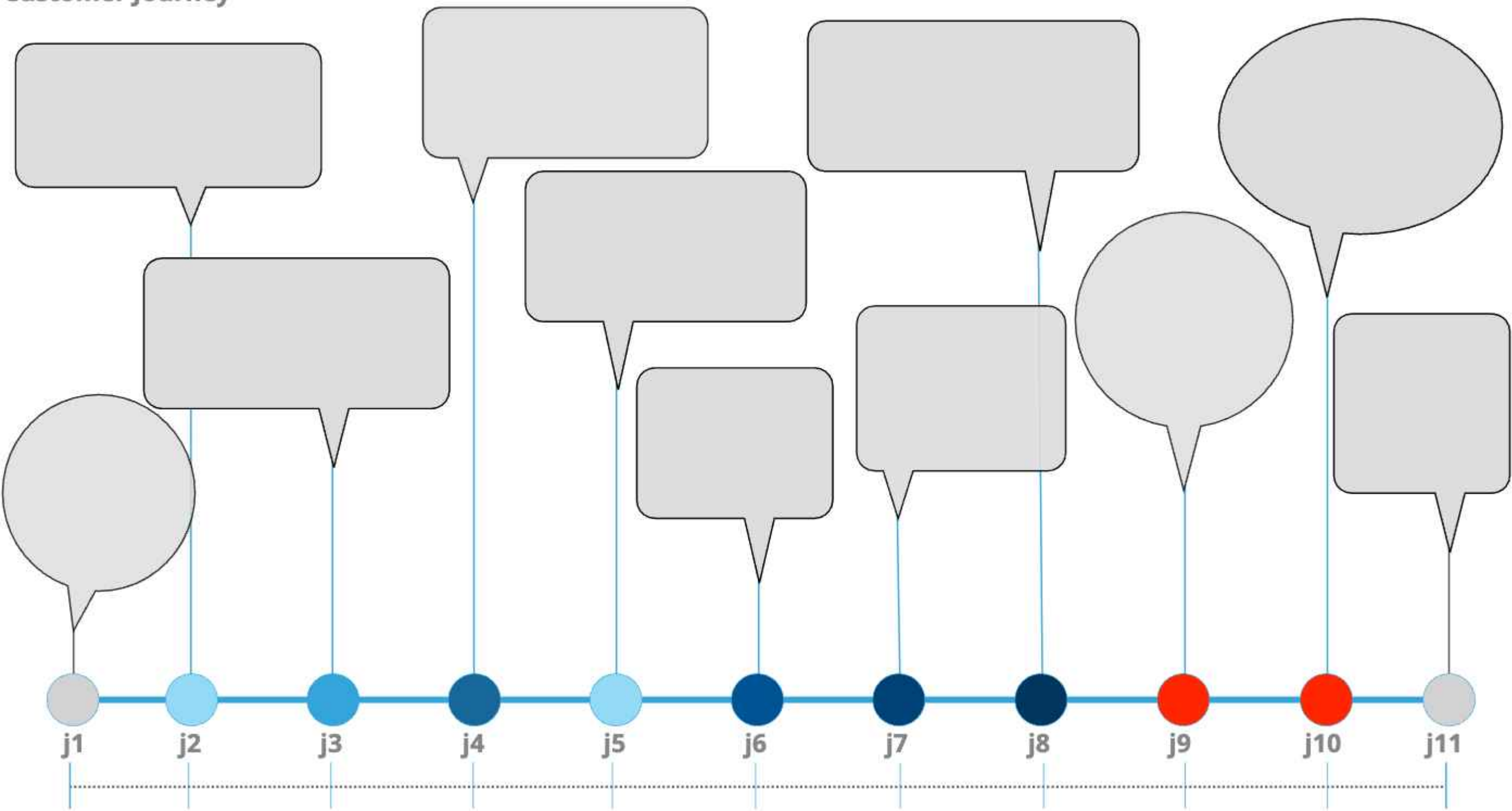


User Story + Epic

Parcours Utilisateur



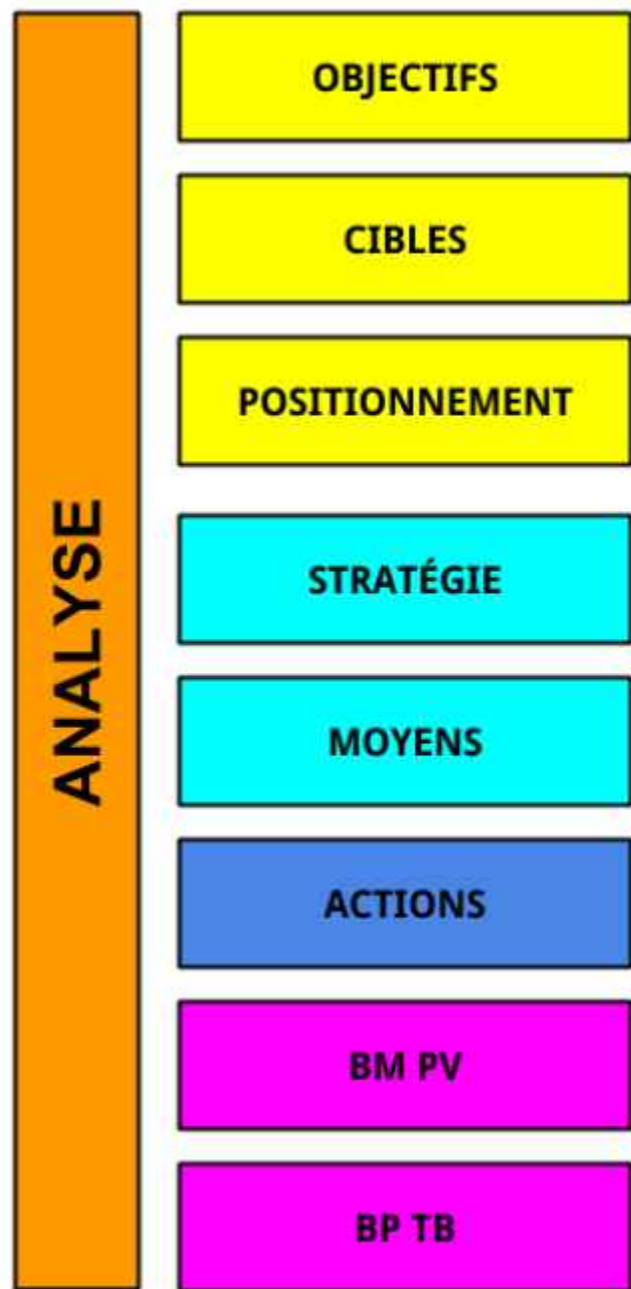
Customer Journey



Détail du parcours client

[illegible]

AOSMAF



SOSTAC



SOSTAC



HOW DO WE MONITOR PERFORMANCE?

Optimising through:

- 5 S's, KPI's and web analytics
- User experience review
- Conversion rate optimisation
- Frequency of reporting
- Process of reporting and actions

WHERE ARE WE NOW?

Marketplace SWOT:

- 5 S's performance and other KPI's (& trend)
- Customer insight (who, why, how?)
- Market Trends
- Competitor analysis
- Internal capabilities and resources

WHERE DO WE WANT TO BE?

5 S's objectives:

- Sell** - customer acquisition and retention targets
- Serve** - customer satisfaction targets
- Sizzle** - wow factor (added value)
- Speak** - engaging customers
- Save** - quantified efficiency gains



THE DETAILS OF TACTICS

Who does what and when:

- Responsibilities and structures
- Processes and systems
- Internal resources and skills
- External agencies

HOW EXACTLY DO WE GET THERE?

Marketing mix:

- 8 P's
- Incl. Communications Mix
- Content Plan
- Contact Plan

HOW DO WE GET THERE?

STOP & SIT:

- Segments
- Target markets
- Objectives
- Positioning (OVP)
- &
- Sequence (Trust, Try, Buy...)
- Integration (CRM & D/Base)
- Targeting and segmentation

3

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GROWTH



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



SAMSUNG

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

Notoriété
Acquisition
Activation
Retour
ACHAT
Parrainage



1 marketer.

2 communiquer

3 vendre

l'innovation

Periodic Table of Community Strategy V 1.0

CS Community Strategy			Ri Rituals	Q Questions	Tk Tokens			Fbg Facebook Group	Wh WhatsApp						Cso Community Strategist	Cco Chief Community Officer			
CPr Community of Practice	SuC Support Community	AMA Ask Me Anything	Au Audio	Fu Fun	M Models	W Whiteboards	Er Expertise Request	Lig LinkedIn Group	Dis Discord	Nps Net Promoter Score	Fpd First Party Data	CSR Corporate Social Responsibility	ESG Environmental Social Governance	Rrv Repeat revenue	Co Community owner	Cs Community Sponsor	Cpu Community Purpose	Mr Membership Requirements	Cb Community Budget
CPu Community of Purpose	BC Brand Community	Fr Frameworks	P Podcasts	L Lists	O Opinions	Mm Mind Maps	Pi Photos/ Illustrations	Tw Twitch	Re Reddit	Ef Efficiencies	Ead Employee Advocacy	Cad Customer Advocacy	Pad Partner Advocacy	Cin Customer Insight	Ca Community administrator	Can Community analyst	Cgu Community Guidelines	Mc Membership Cost	Cai Alignment within business/ org.
CPr Community of Product	LC Learning Community	Te Templates	Rv Reviews	Su Surveys	H How Tos	N News	Wa Walkthroughs	Gu Guild	In Insided	Ed Education	Tl Thought Leadership	R Reach	Sov Share of Voice	Ai Advisor Insight	Cm Community moderator	Cadv Community advocate	Cch Community Charter	Cmf Community Measurement Framework	Ct Community Techstack
CPI Community of Play	NC Networking Community	Qu Quizzes	Vi Video	E Events	C Checklists	A Analysis	Me Meetings	Dc Discourse	K Khoros	Ps Problem Solving	Ea Establishing Authority	Aw Awareness	Bs Brand salience	Pi Partner Insight	Ch Community host	Cc Community champion	Cel Community elder	Coc Content Calendar	Cgo Community Legal Governance
CPIc Community of Place	SC Social Community	Ch Challenges	Da Data	P Polls	Tt Top Tens	Dem Demos	S Summaries	Ci Circle	Hv Hivebrite	If Influitive	Ltv Lifetime Value	Lg Lead Generation	Sc Sales Conversion	Ei Employee Insight	Cv Community volunteer	Cle Community leader	Cne Community newbie	Mg Moderation Guidelines	Cdg Community Data Governance
		G Guides	Gl Glossaries	Pai Pains	Pas Passions	We Welcomes	Co Competitions	Mn Mighty Networks	T Tribe	Tel Telligent	Orb Orbitlove	Cs Customer Satisfaction	Lo Loyalty	Psi Product/ Service Innovation	Co Co-creation	Ccn Community contributor	Cre Community reader	Csu Community Survey	Cex Community External Comms
		T Timesavers	D Debates	De Deconstructions	Gi GIF	Mo Modules	Rc Recipes	Z Zapnito	HI Higher Logic	Dp Disciple	Cr Commace	Fd Fundraising	Dpc Drive Purposeful Change	Dt Digital Transformation	Cn Develop and Build Connections	Cme Community member	Cin Community inactives	Cca Crisis Comms alignment	Cic Community internal comms
																CV Community VIPs	Cbe Community beta testers		
		Dg Define goals/ aims/objectives	Dcc Define community category/type	Dam Define audience+ motivations	Dr Define any requirements for joining community	Drbo Define role of brand or organisation	Dtm Define community Timelines/ Milestones	Dre Define community resources	Db Define budget	Dm Define moderation models/process	Cp Choose community platform	Dm Define measures/KPIs	Cmf Create measurement framework	DGov Define governance requirements (safeguarding/ data etc.)					
		Im Intrinsic motivations	Em Extrinsic motivations	Sc Support cause	Col Collaborate	Rew Rewards	Cu Curiosity	Im Improve product/service	Rec Recognition	Ce Collective effort	VIP To become a VIP	Ser Customer Service	Inc Incentives	Dch Drive change					



JOBS TO BE DONE

THEORY TO PRACTICE

ANTHONY W. ULWICK

FOREWORD BY ALEX OSTERWALDER

“
*JOBS TO
BE DONE*

TONY ULWICK

”

JOBS TO BE DONE

THEORY TO PRACTICE

ANTHONY W. ULWICK

FOREWORD BY **ALEX OSTERWALDER**

*"I call him the **Deming of Innovation** because, more than anyone else, Tony has turned innovation, into a science."* **-PHILIP KOTLER**

Jobs-to-be-Done is best defined as a perspective—a lens through which you can observe markets, customers, needs, competitors, and customer segments differently, and by doing so, make innovation far more predictable and profitable.

JOBS TO BE DONE: Theory to Practice takes the theory and the ODI process to the next level. This jobs-to-be-done book reveals:

Why companies fail at innovation and how to avoid the two most critical mistakes that companies make. How to employ the Jobs-to-be-Done Theory Needs Framework to categorize, define, capture, organize and prioritize customer needs.

The Jobs-to-be-Done Growth Strategy Matrix—a tool that fills in the holes in disruptive innovation theory, and other innovation theories, by examining them through a Jobs lens. It defines and reveals which of the 5 growth strategies to pursue in a given situation. Improvements to the Outcome-Driven Innovation process—and how the process ties customer-defined metrics to the customer's Job-to-be-Done, transforming every aspect of opportunity discovery, marketing and innovation. Outcome-Based Segmentation: what is it and how it uncovers hidden opportunities for growth. The 84 steps associated with the ODI process, revealing in detail what it takes to turn Jobs Theory into practice. A three-phased approach that a company can use to build a competency in innovation. The JTBD Language of Innovation – the lexicon of terms needed to establish a common language for innovation.

The book also includes six detailed case studies of companies that applied the Outcome-Driven Innovation process and achieved impressive results including: Microsoft, Kroll Ontrack, Arm & Hammer, Bosch, Abbott Medical Optics, and Hussmann.

SUN TZU
L'ART DE
LA GUERRE

愛

“
SUN TZU

*L'ART DE
LA GUERRE*
孙子兵法

”



Sun TZU - L'Art de la guerre 孙子兵法

- I. De l'évaluation 始计, shǐjì
- II. De l'engagement 作战, zuòzhàn
- III. Des propositions de la victoire et de la défaite 谋攻, móugōng
- IV. De la mesure dans la disposition des moyens 军形, jūnxíng
- V. De la contenance 兵势, bīngshì
- VI. Du plein et du vide 虚实, xūshí
- VII. De l'affrontement direct et indirect 军争, jūnzhēng
- VIII. Des neuf changements 九变, jiǔbiàn
- IX. De la distribution des moyens 行军, xíngjūn
- X. De la topographie 地形, dìxíng
- XI. Des neuf sortes de terrains 九地, jiǔdì
- XII. De l'art d'attaquer par le feu 火攻, huǒgōng
- XIII. De la concorde et de la discorde 用间, yòngjiàn

AAARRR

PROBLÈME
SOLUTION
DISTRIBUTION
SCALE

PDCA
X
20

YC

MARKETER
COMMUNIQUER
VENDRE



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 platform
ZMOT SEO-A data driven ABM copy cat
stratégies digitales
freemium inbound collaborative mutuelle attribution contribution
servicisation POEM

Cargo
Cult

ALL YOU NEED IS DIGITAL MARKETING

MKTG



**GRENOBLE
ECOLE DE
MANAGEMENT**

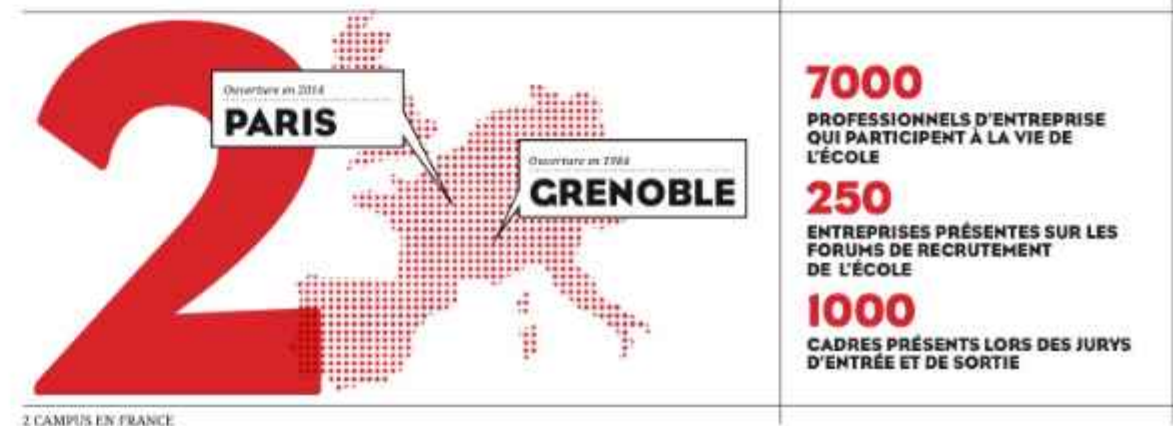
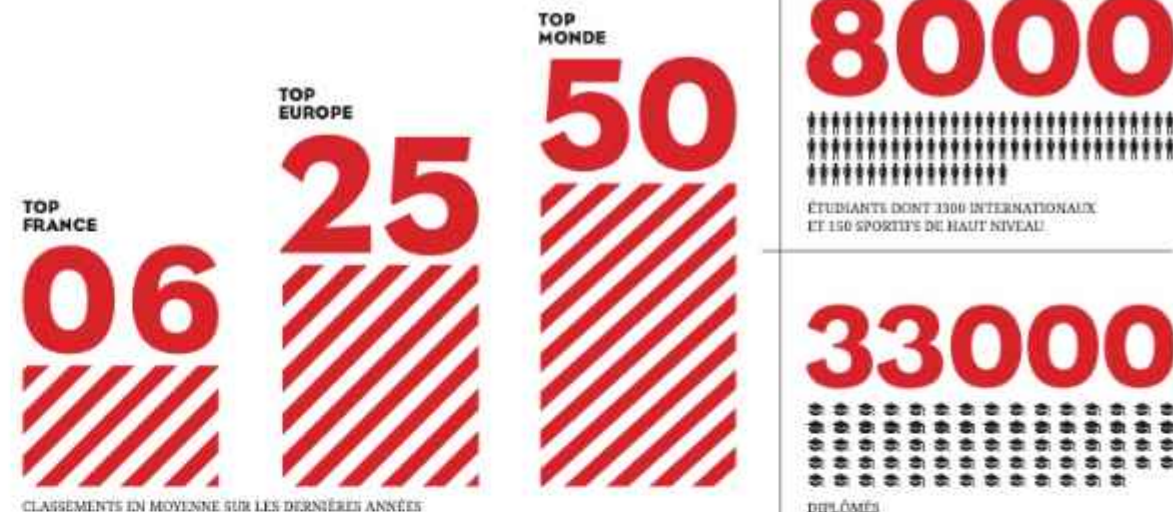
L'école en quelques chiffres.



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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