





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 Search & Tech
- 7 Search & Tech (2)
- 8 Innovation
- 9 Social Media & Influence
AdTech - USE CASE



**A FEW
MOMENTS LATER**

News Feed Tech



hubert kratiroff





INARRÊTABLE

NOUVEL ALBUM DISPONIBLE

AVEC BABY GANG, BAD GYAL...

JUL
STORE

DU 6 AU 24 DÉCEMBRE

AUX TERRASSES DU PORT

(MARSEILLE)

JUL
INARRÊTABLE

New album out now



Official Store



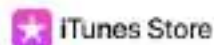
Play



Play



Play



Download



Play



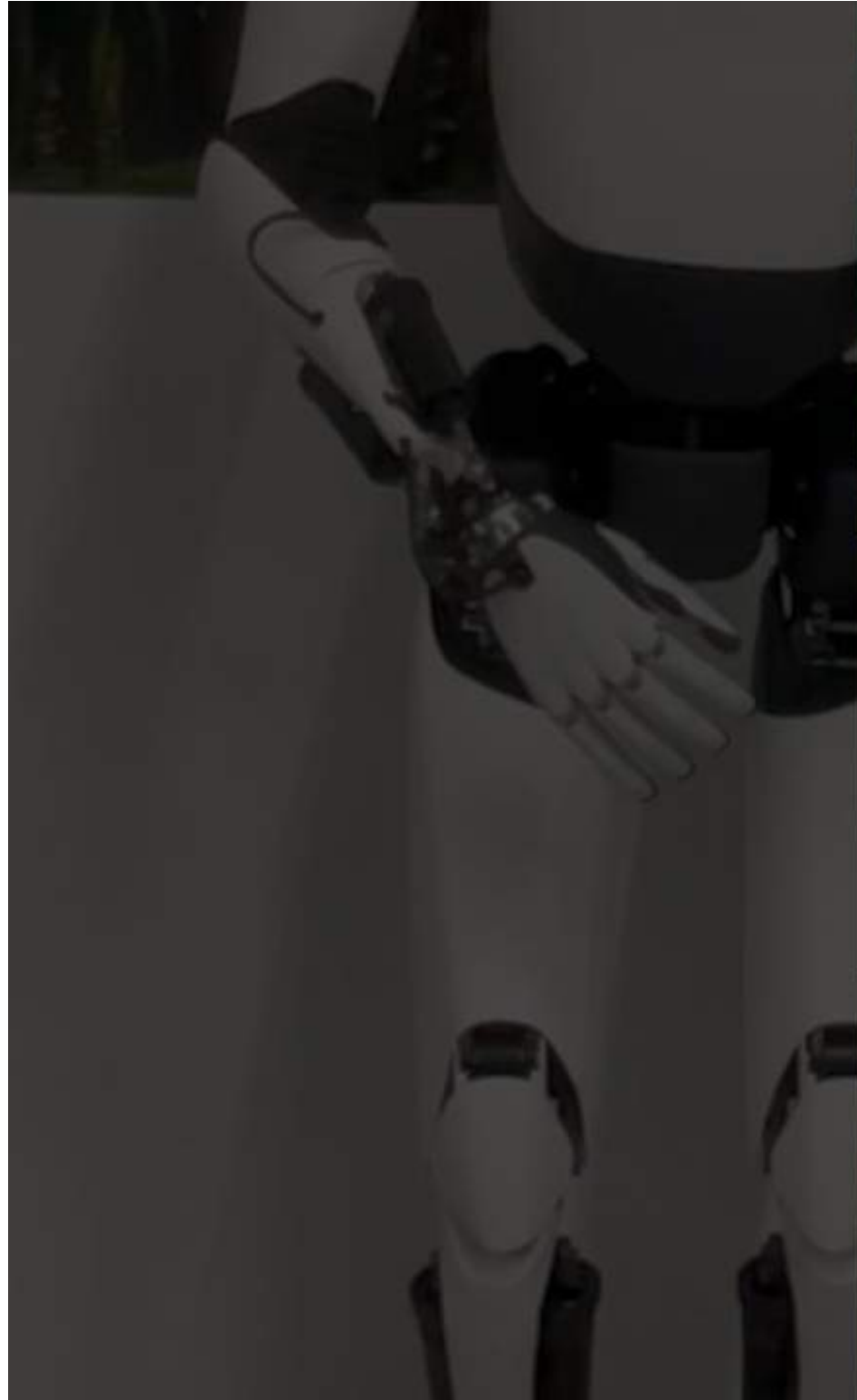
Play



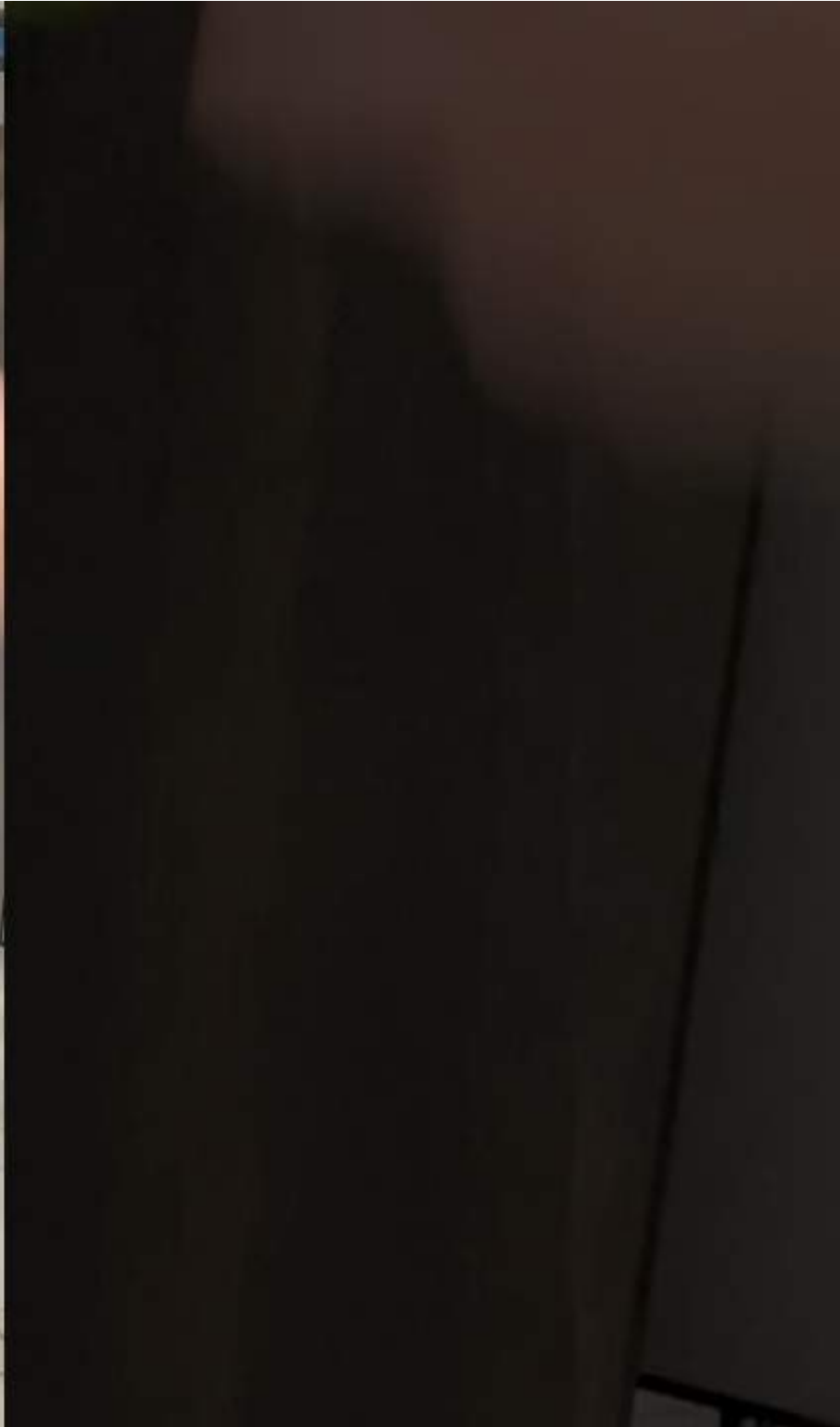
Play



Play



Got a new hand for Black Friday



Welcome to AWS re:Invent 2024

DECEMBER 2 - 6, 2024 | LAS VEGAS, NV

FULL CONFERENCE PASS: \$2,099

Register now

Log in

entrainment training

questionnement inference

Amazon EC2 Overview Features Pricing Instance Types ▾ FAQs Getting Started Resources

Amazon EC2 P5 Instances

Highest performance GPU-based instances for deep learning and HPC applications

[Get started with P5 Instances](#) [Reserve for future use](#)

Why Amazon EC2 P5 Instances?

Amazon Elastic Comp
H100 Tensor Core GP
Tensor Core GPUs del
learning (DL) and hig
you accelerate your ti
generation GPU-base
to 40%. These instan

Amazon Nova Foundation Models

Frontier intelligence and industry leading price-performance

[Get started with Amazon Nova](#) [Learn more at the user guide](#)

What is Amazon Nova?

Amazon Nova is
(FMs) that delive
available exclusi

Amazon Nova

State-of-the-art foundation models that deliver frontier intelligence and industry leading price performance

UNDERSTANDING MODELS

Amazon Nova
Micro

Amazon Nova
Lite

Amazon Nova
Pro

Amazon Nova
Premier
COMING SOON

CREATIVE CONTENT GENERATION MODELS

Amazon Nova
Canvas

Amazon Nova
Reel



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Amazon Nova

State-of-the-art foundation models that deliver frontier intelligence and industry leading price performance

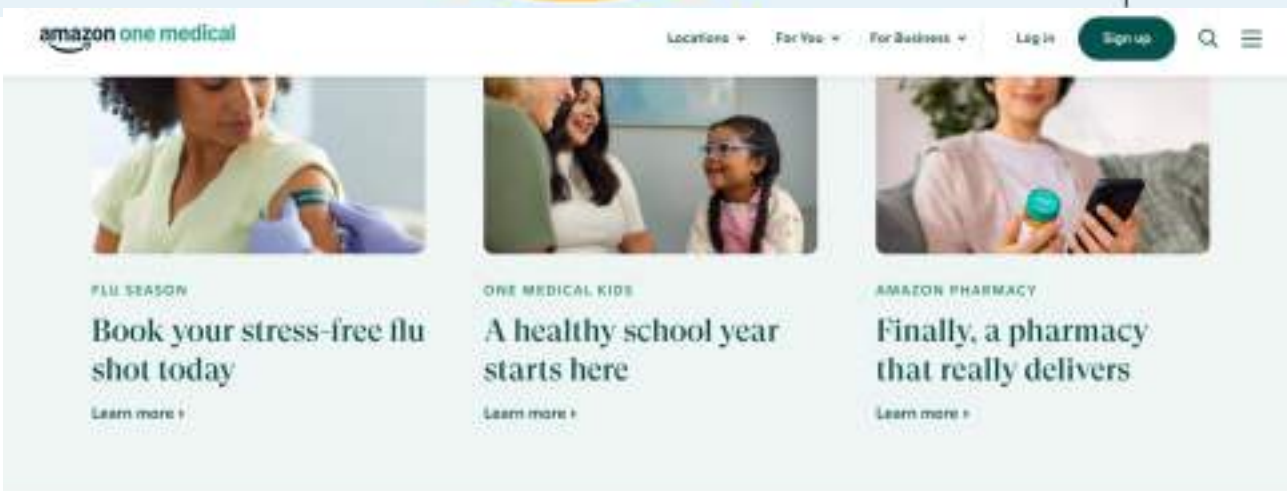




adaws

amazon

one medical



Get care today for knee pain

The screenshot shows the Amazon One Medical Prime membership page. It features the 'amazon one medical' and 'prime one medical' logos. The main headline is '24/7 on-demand care with Prime'. Below this, it states 'This membership benefit is exclusive for Prime members.' and includes a button 'Start your \$9.49/mo Prime membership trial'. A note mentions 'Members can easily book appointments within the app. Appointments are billed to you or your insurance.' To the right is an image of a green stethoscope. At the bottom, it says 'For \$9/month, Prime members get access to:'.





Google's first advanced nuclear clean energy deal

AMZ
build SMR small modular reactor





Search fashion, home, & more

SIGN UP

LOG IN



Shop Creator looks you love on the LTK app



lenamahfouf

Follow

6.8K followers

Collections



Fashion week 23



Beauté 🧴💄



Outfit Paris 🇫🇷



Look d'été ☀️

My products



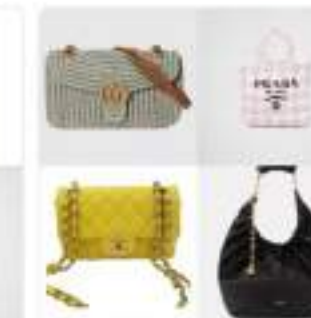
FW 2023



Matching set



Robes



Mes sacs



Les chaussures





Back

Anduril Partners with OpenAI to Advance U.S. Artificial Intelligence Leadership and Protect U.S. and Allied Forces

Share on



pourquoi acheter chat.com

?

?

?

?

100k

Qui fête ses 2 ans
cette semaine ?

canvasgirlbeauty
Stormi Steele

?

?

SONEIUM ?

?

activité du 10 février 2025 ?

4
4 4
4 4 4
4 4 4
4 4 4



iamstormisteele CANVAS BEAUTY BRAND

Follow

Message



292 Following 475.1K Followers 7.8M Likes

BODY GLAZE Creator. BIG RESTOCK HAPPENING SOON 🤪

www.canvasbeautybrand.com

📺 Videos

↕️ Reposts

📁 Liked

Pinned

POV: when you get compliments on how you smell everywhere you go



▶ 10M

Pinned

POV: Monday morning after you got over 4000 orders over the weekend!!



▶ 5M

Pinned

3000 orders to get out your warehouse every week

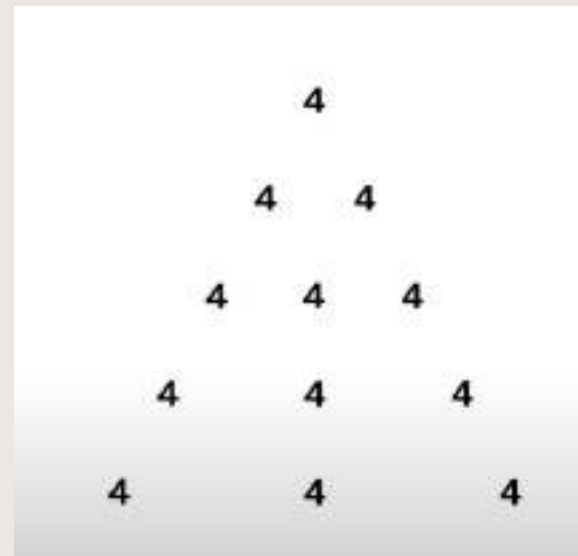
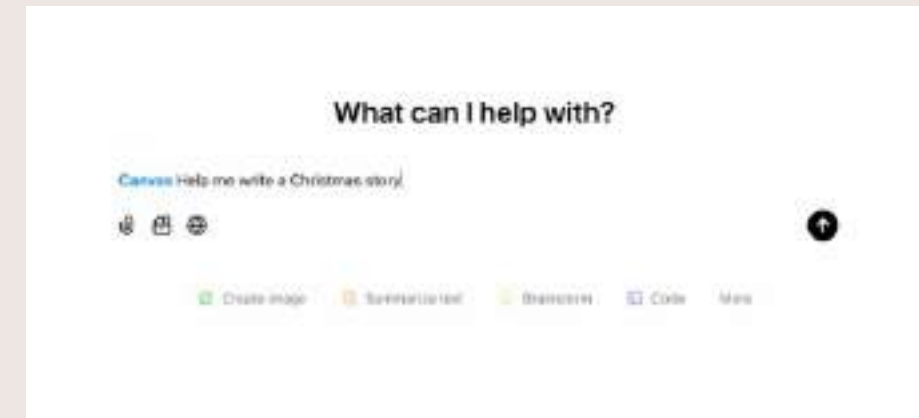


▶ 2.1M

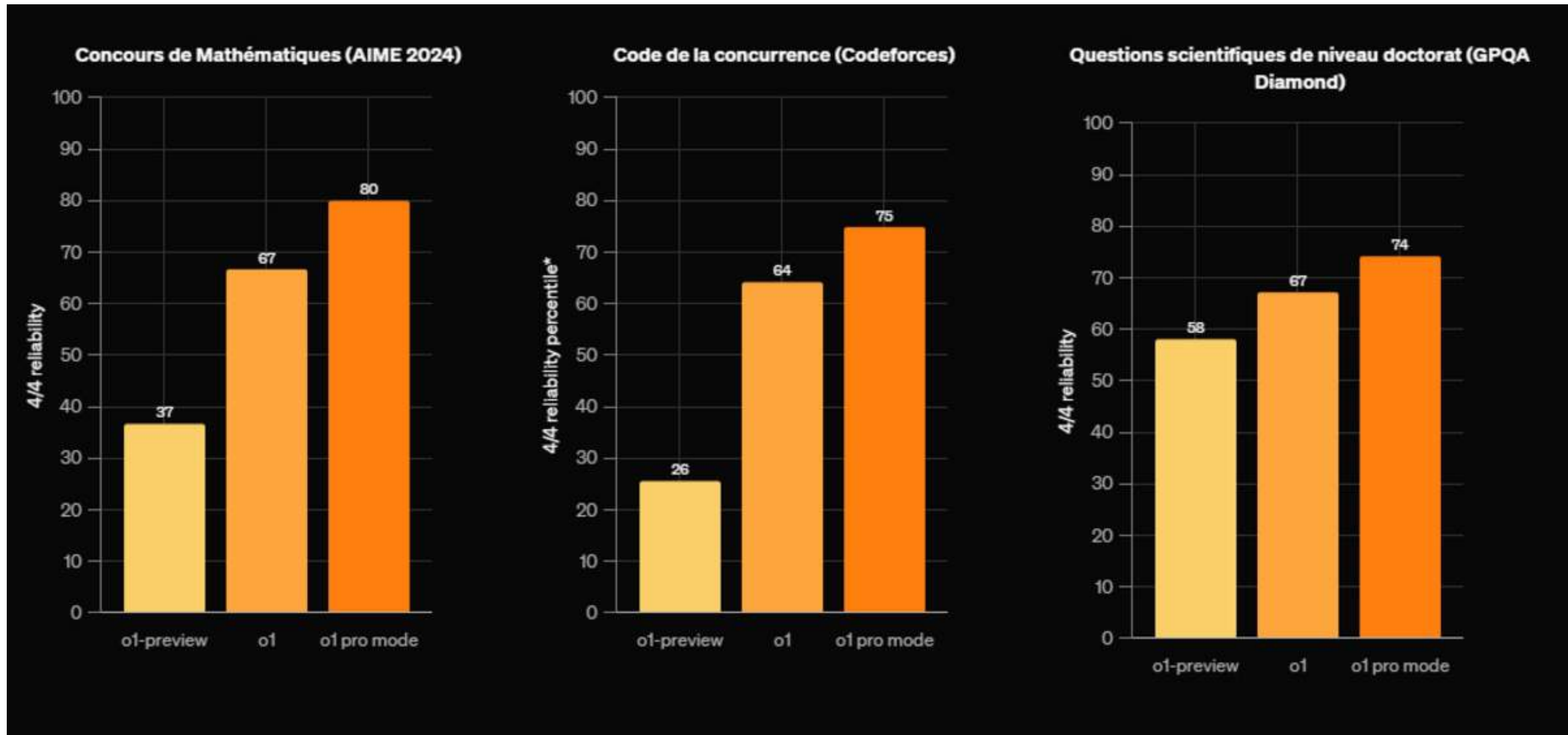
RFT

200\$

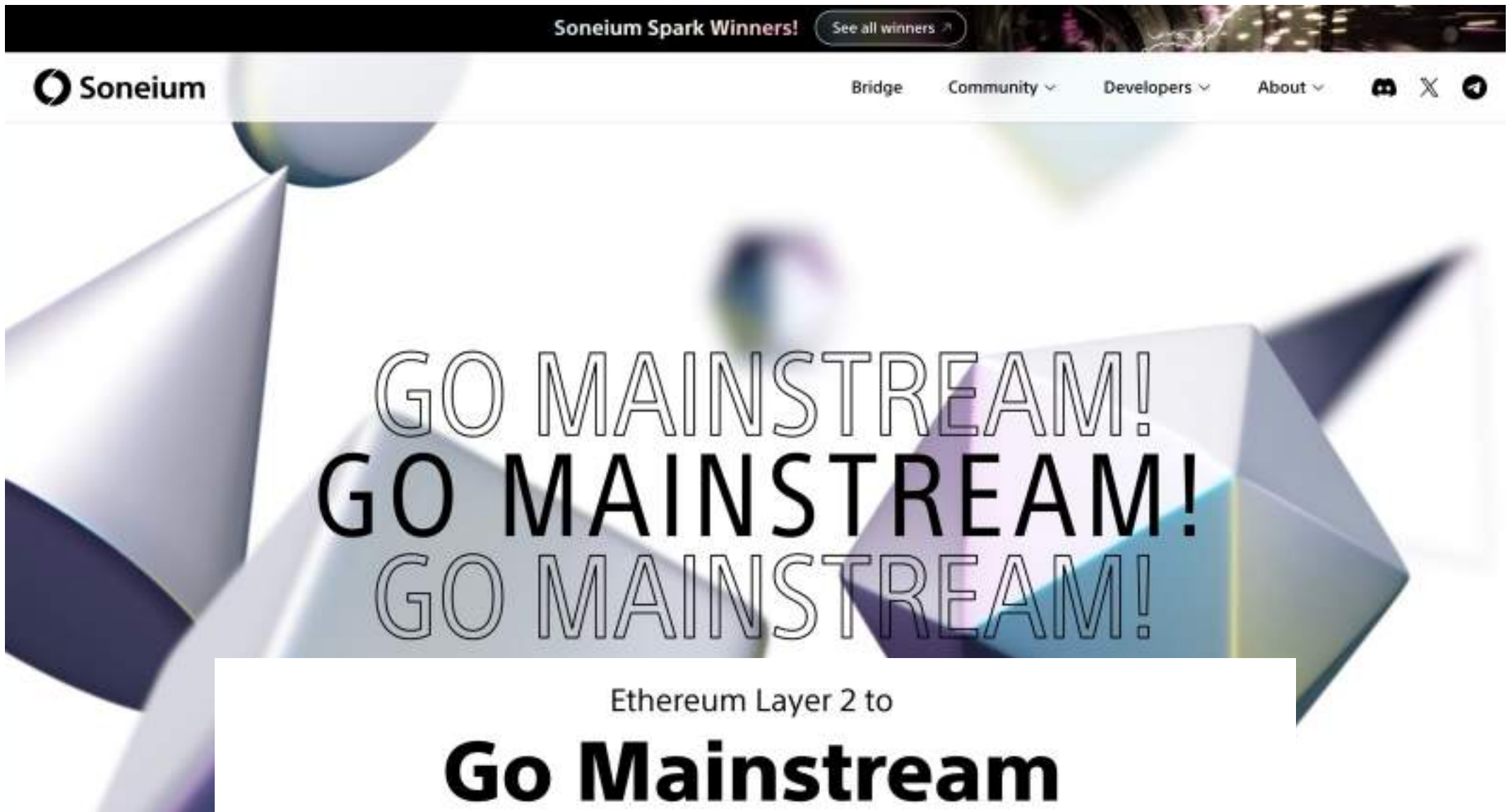
<https://openai.com/sora/>



<https://openai.com/index/introducing-canvas/>



o1 PRO + 200\$/m
(omni)



GO MAINSTREAM!
GO MAINSTREAM!
GO MAINSTREAM!

Ethereum Layer 2 to

Go Mainstream

On Soneium, everyone is a creator, no matter where you are or what you do. With our community, we aim to go mainstream with this public blockchain, empowering individuals and communities to collaborate, create, and fill the world with emotion together.

[Our Vision](#)[Bridge to Soneium](#)



PREVIOUSLY
in 180 sec

WEB3



web3

NBIC



PERVASION

IOT - IOB

Les IA

NEW WORLD

2% DE L'EMPREINTE
CARBONE

INNOVATION NOW PROGRÈS

THE FUTURE IS ALREADY HERE —
IT'S JUST NOT VERY EVENLY
DISTRIBUTED

GIBSON

CRYPTO

BLOCK CHAIN



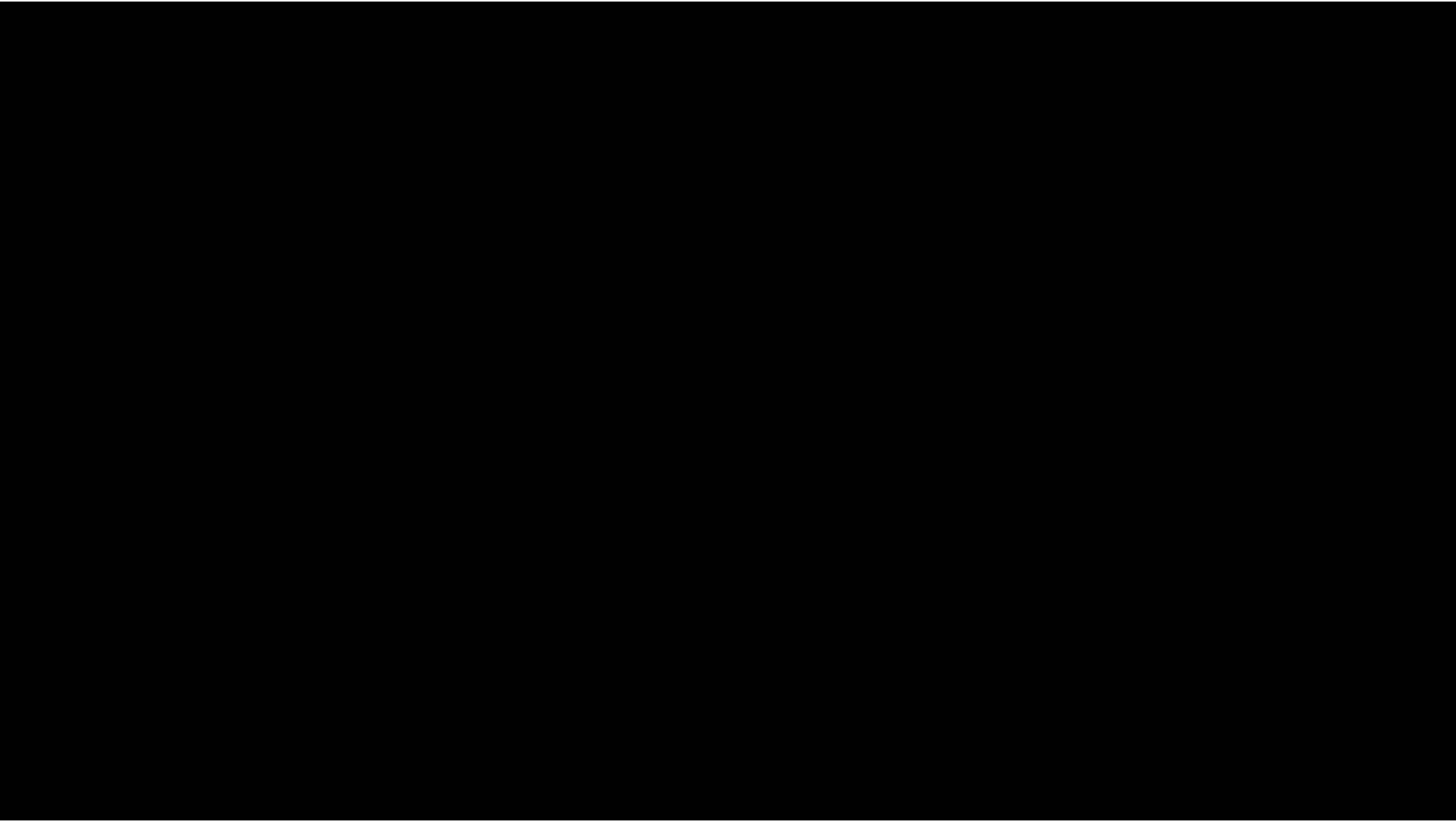
MKTG

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- 8 Innovation
- 9 SMM, Influence & Creator Economy
USE CASE



SMM

S O C I A L

M E D I A

M A R K E T I N G

SOCIAL
MEDIA
MANAGER

= CM + community
manager +



WE ARE SOCIAL INFLUENCE

Nous pensons que les idées créatives sont les traits d'union entre le territoire de la marque et celui de l'influenceur. Nous asseyons à la même table influenceurs et créatifs pour tirer le meilleur de chacun et enclencher une démarche de co-crédation. Des campagnes sur-mesure, construites sur la compréhension des communautés et en phase avec notre politique de transparence.

[Voir plus →](#)

WE ARE SOCIAL'S MONDAY MASHUP #679

TikTok introduces new AI avatars and translation tools, Instagram launches "Close Friends on Live", TikTok adds new UGC options to its 'Out of Phone' ads and more social media news.

[Read More](#)

social graph

nb publication

nb follower

frequency

authority

interest graph

tiktokisation

dwell time

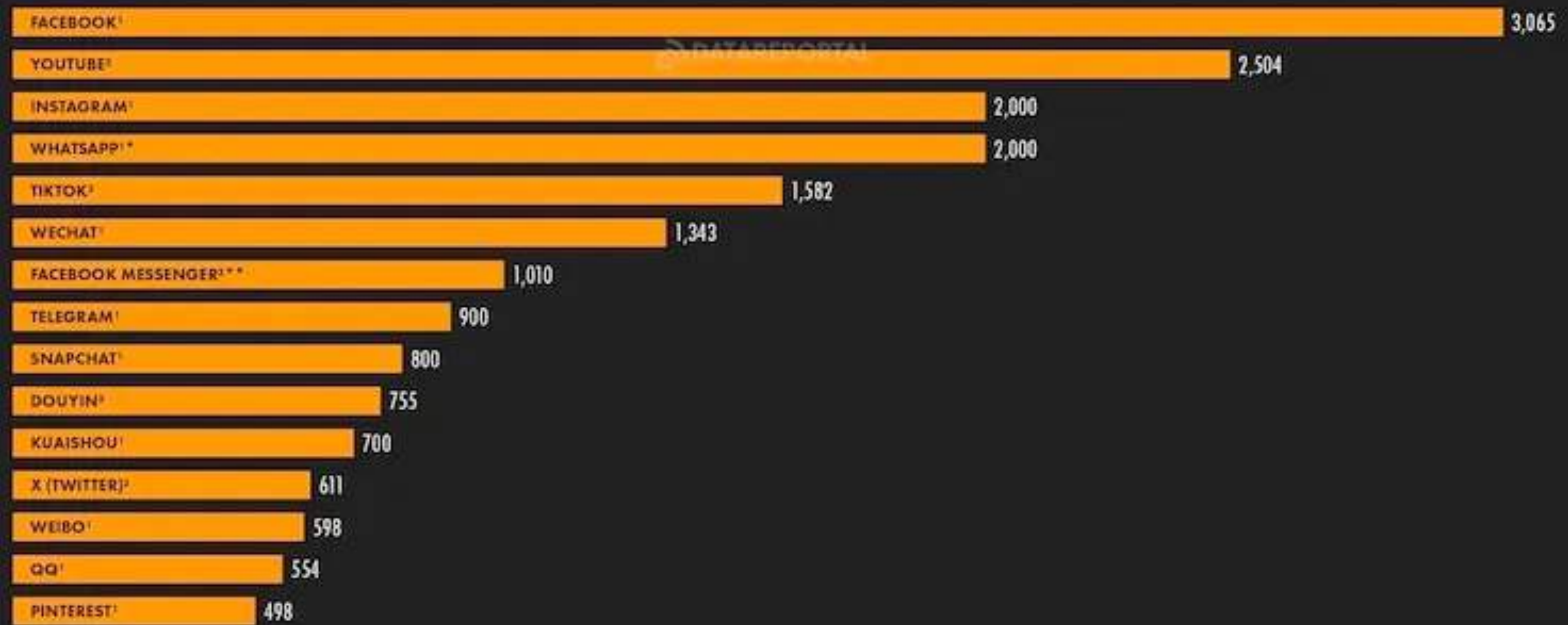
15%

new = old

APR
2024

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

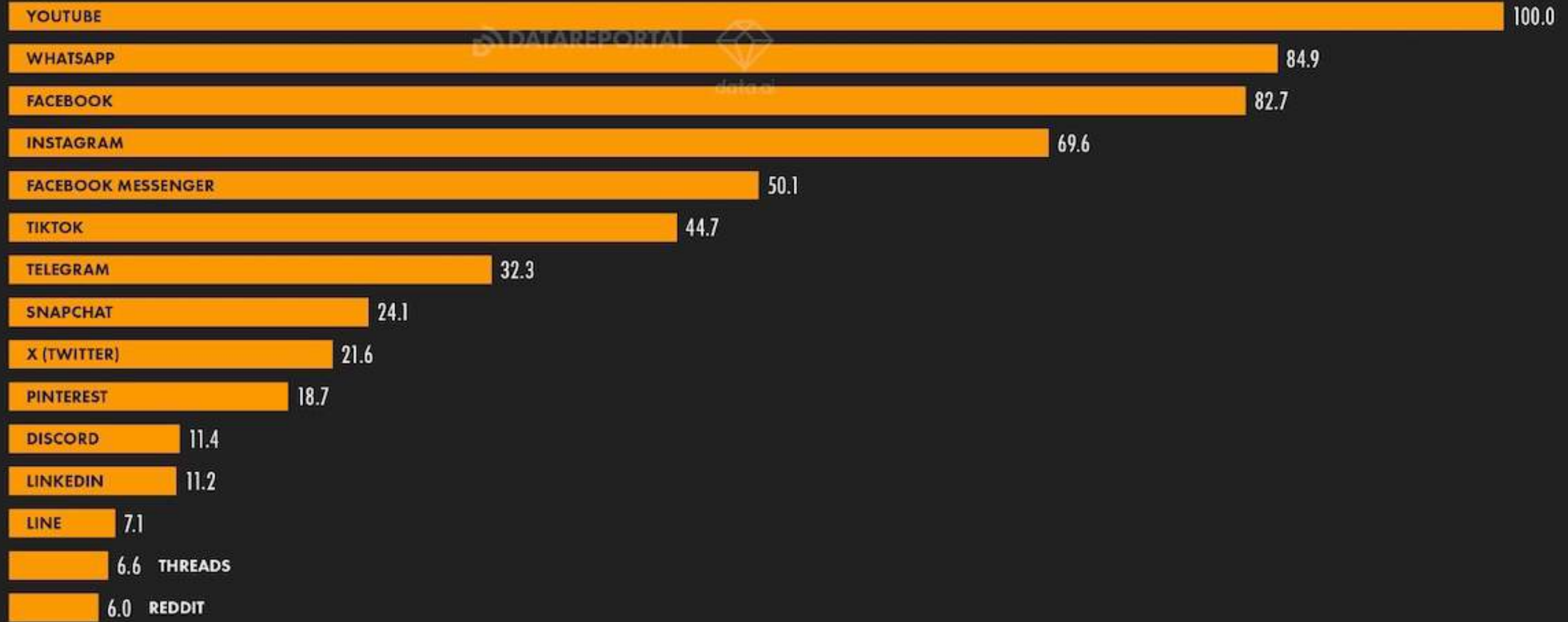


threads 150 m

JUL
2024

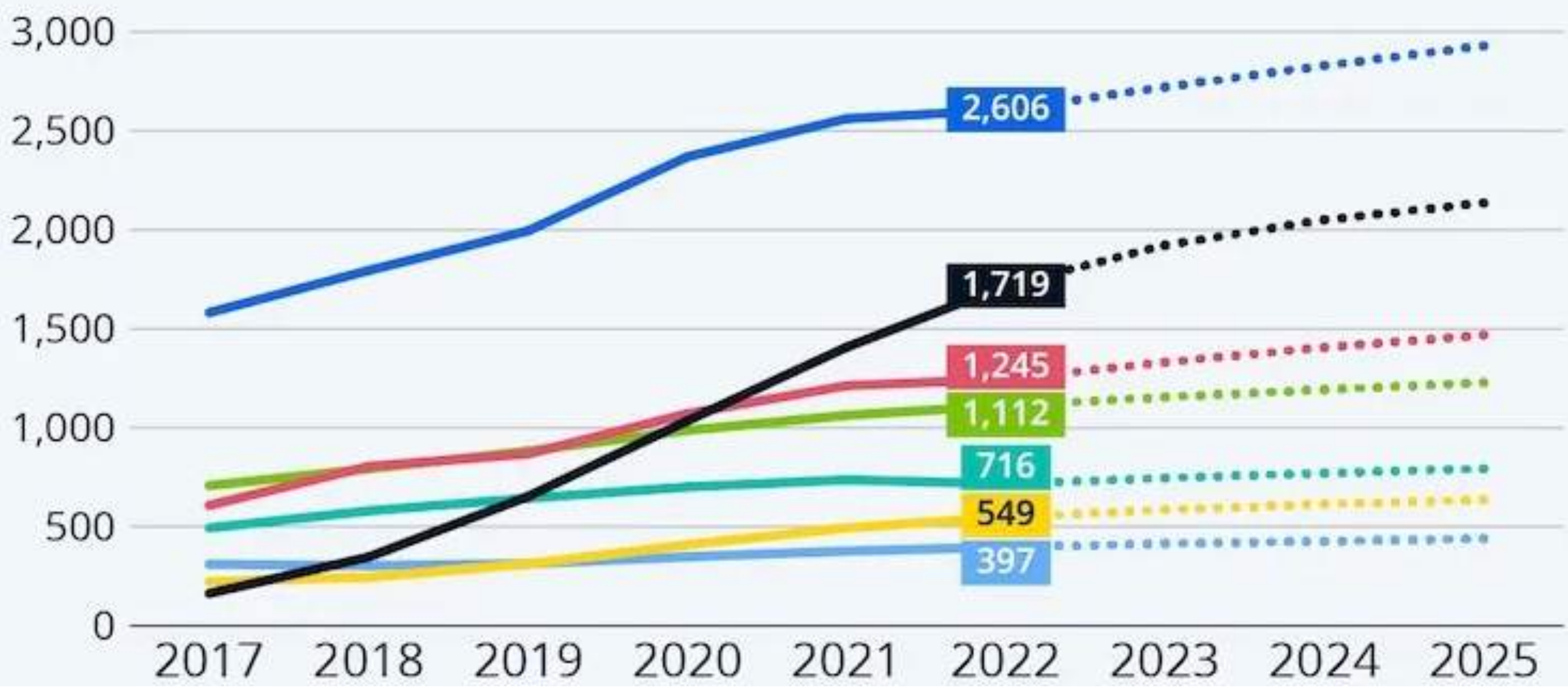
SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP BETWEEN 01 MARCH 2024 AND 31 MAY 2024



SOURCE: DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** BASED ON A SELECTION OF APPS ONLY. DATA IS NOT AVAILABLE FOR APPLE IMESSAGE. FIGURES BASED ON MONTHLY AVERAGE NUMBER OF IPHONE AND ANDROID PHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED BETWEEN 01 MARCH 2024 AND 31 MAY 2024. VALUES ARE AN INDEX OF EACH PLATFORM'S AVERAGE MONTHLY ACTIVE USERS FOR THE STATED PERIOD COMPARED WITH USERS OF THE TOP APP DURING THE SAME PERIOD. DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

Facebook TikTok Instagram WeChat
LinkedIn Snapchat Twitter

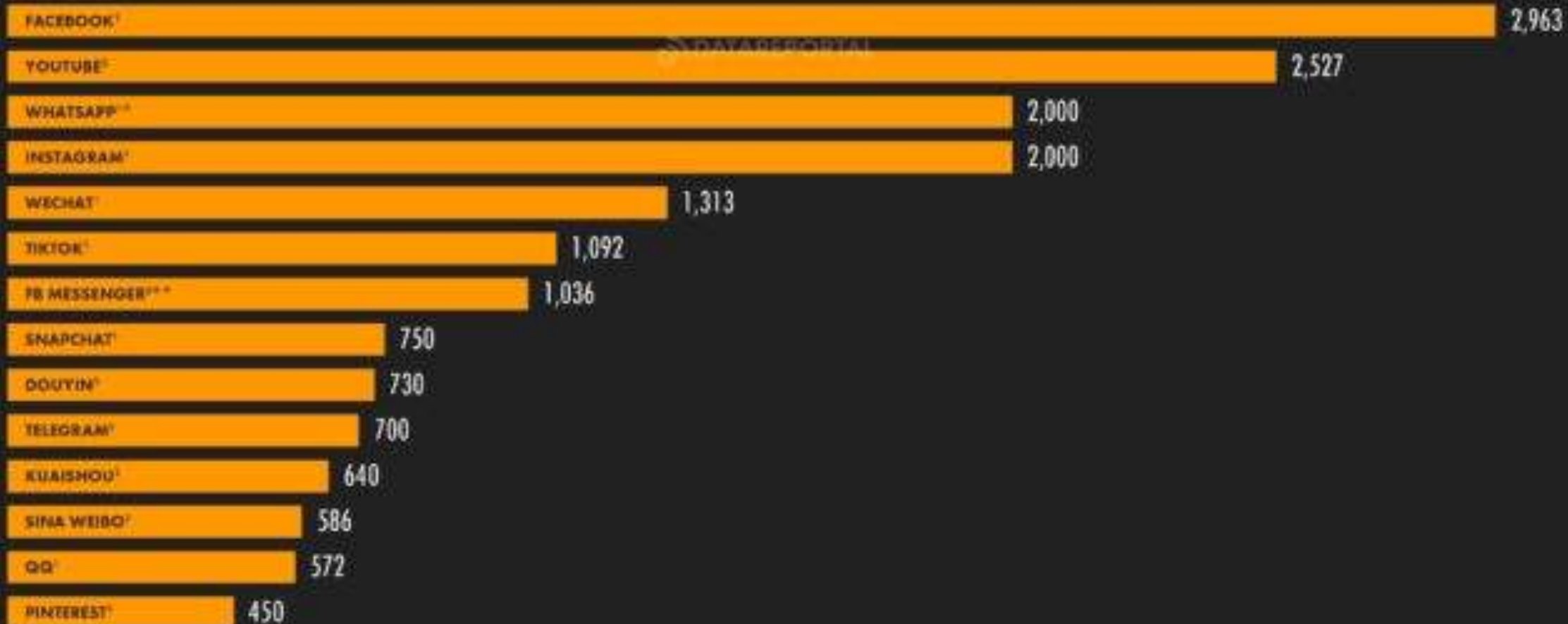


APR
2023

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



Les chiffres d'Instagram en France en 2023

- La France compte 23,7 millions d'utilisateurs d'Instagram en janvier 2023,
- 58,6 % des usagers d'internet âgés de 16 à 64 ans utilisent l'application au moins une fois par mois,
- 19,4 % des Français qui utilisent les réseaux sociaux font d'Instagram leur plateforme favorite,
- Les Français passent en moyenne 8h36 par mois sur l'application,
- L'application mobile se classe 5e en 2022 en termes d'utilisateurs mensuels actifs,
- C'est aussi la 5e application la plus téléchargée en 2022.

Sources : [étude We Are Social/Meltwater \(avril 2023\)](#), [étude We Are Social/Meltwater \(France 2023\)](#)

APR
2023

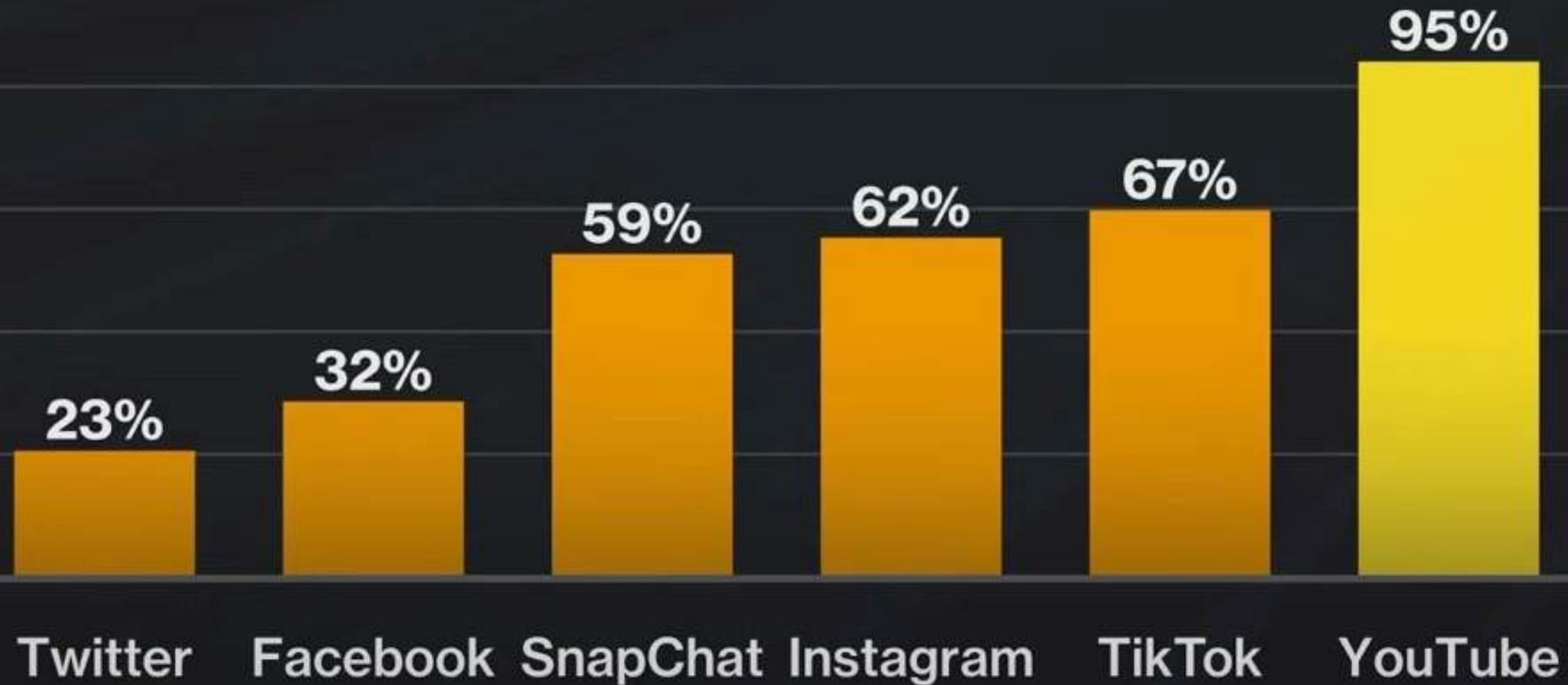
TIME SPENT USING SOCIAL APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 OCTOBER AND 31 DECEMBER 2022



SOCIAL MEDIA WARS

% of teens using these apps or sites





#1 News App

AppStore | 08 August 2024

united-states	cambodia	guatemala	montenegro	south africa
united-kingdom	cameroon	guyana	montserrat	south korea
france	cape-verde	honduras	morocco	sri lanka
italy	cayman-islands	hongkong	mozambique	st kitts & nevis
spain	chad	iceland	myanmar	st lucia
afghanistan	chile	india	namibia	st vincent & grenadines
algeria	colombia	indonesia	nepal	suriname
angola	congo	iraq	nicaragua	taiwan
anguilla	costa-rica	jordan	niger	tajikistan
antigua-and-barbuda	côte-d'ivoire	kenya	nigeria	tanzania
argentina	cyprus	kosovo	oman	thailand
azerbaijan	dominica	kuwait	pakistan	tonga
bahamas	dominican-republic	laos	palau	trinidad & tobago
bahrain	dr-congo	liberia	panama	tunisia
barbados	ecuador	libya	peru	turkey
belarus	egypt	macao	philippines	turkmenistan
belgium	el-salvador	madagascar	poland	turks-and-caicos-islands
belize	eswatini	malawi	portugal	uganda
benin	micronesia	malaysia	qatar	united arab emirates
bermuda	fiji	maldives	russia	uruguay
bhutan	gabon	mali	rwanda	uzbekistan
bolivia	gambia	malta	saudi arabia	venezuela
bosnia-and-herzegovina	georgia	mauritania	senegal	vietnam
botswana	ghana	mauritius	sierra leone	yemen
brazil	greece	mexico	singapore	zambia
british-virgin-islands	grenada	moldova	solomon islands	zimbabwe
brunei		mongolia		
burkina-faso				



Home

Search

Notifications

Chat

Feeds

Lists

Profile

Settings

New Post



Starter Kit Numérique & Digital

by @jptimsit.bsky.social

Follow all



Si vous voulez vous tenir au courant de l'actualité dans le digital, voici une liste de comptes à suivre.
Elle vous est proposée par Jean-Philippe Timsit et Jonathan Chan.

People

Posts



Jean-Philippe Timsit

@jptimsit.bsky.social

✓ Following

Follows You

Le marketing stratégique digital, c'est l'art de péter les règles imposées par les monopoleurs / Auteur & Conférencier / Dernier livre: urk.me/VnzakW / Contact: www.jeanphilippetimsit.com / J'adore Mass Effect



Jonathan Chan 🔦

@chanperco.bsky.social

✓ Following

Follows You

I create cool content for you
B2B Creator Content at La Brigade Du Web



Fadouce

@fadouce.bsky.social

✓ Following

Social networking, numérique & médias et business. Welcome here 🍷



oliviersauvage.bsky.social

@oliviersauvage.bsky.social

✓ Following



Renaud Joly

@renaudjoly.com

✓ Following

E-commerce, ux, seo, ia, data, photographie, musique... « L'intuition, l'expérience, 2 sous de gamberge ». Humour second degré pratiquant 📍 Lille



Fief

@fiefgraph.bsky.social

✓ Following

Social Data Analyst
Discord : discord.gg/BHggfMMarvS
Tipee : fr.tipee.com/fiefgraph...

Top Apps Across iOS and Google Play

Q2 2024



France



CONSUMER SPEND

Rank	Change	App Name
1	▲ 1	 TikTok
2	▼ 1	 Deezer
3	=	 Disney+
4	=	 Tinder
5	=	 Google One
6	▲ 6	 Amazon Prime Video
7	▼ 1	 YouTube
8	▼ 1	 LinkedIn
9	▼ 1	 Crunchyroll
10	▲ 151	 Amazon Shopping

DOWNLOADS

Rank	Change	App Name
1	=	 Temu
2	▲ 6	 TikTok
3	▲ 1	 ChatGPT
4	▲ 10	 France Identité
5	▼ 2	 SHEIN
6	▲ 1	 Telegram
7	▼ 2	 WhatsApp Messenger
8	▲ 1	 CapCut
9	▲ 23	 Google Chrome
10	▼ 4	 Facebook



/the social dilemma

Gutenberg



Zuckerberg Sandberg







Amazon Ads : le guide pour créer vos publicités Amazon

Vous souhaitez bénéficier de l'importante visibilité de la marketplace Amazon ? Découvrez comment lancer votre première campagne Amazon Ads et ainsi booster vos ventes.

Nous contacter →



COMPRENDRE

APPROFONDIR

DÉMARRER

OPTIMISER

youtube in living room



70B paid to creator > Netflix

BEST TIMES TO POST

TIME #1: FROM 10:00AM-11:30AM

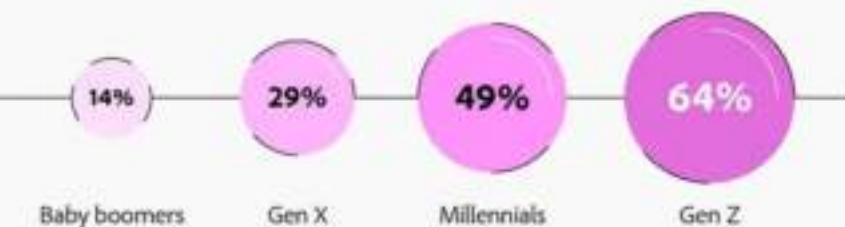
TIME #2: FROM 3:00PM-5:00PM

TikTok: The New Google

Have consumers ever used TikTok as a search engine?



By Generation

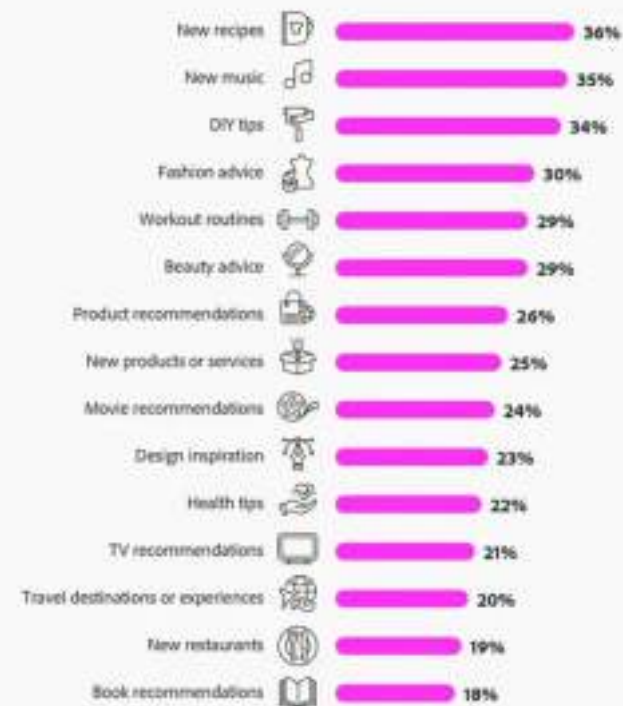


Nearly 1 in 10 Gen Zers said they were more likely to rely on TikTok than Google as a search engine.

Which platforms did consumers find most helpful when searching for information?



What have consumers looked for when using TikTok as a search engine?





little red book
Xiao hong shu
小红书



Weixin
wechat



tiktok
Douyin





首页 动态 热门 频道

动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19

番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多

专栏 活动 小黑屋

直播 课堂 音乐PLUS

联系客服



直播 动画 番剧 国创 漫画 音乐 游戏 知识 视频



marketing
d'influence



06:04



100

REALGRUMPYCAT
Posts

Follow



realgrumpycat



2573 likes

realgrumpycat Give the gift that keeps being terrible all year long... more

View all 24 comments

6 days ago



realgrumpycat



A man with short, dark, spiky hair and a beard, wearing a white long-sleeved shirt, is looking back over his right shoulder towards the camera. He is standing against a plain, light-colored background.

**utiliser la notoriété
d'expert, influenceur,
ambassadeur, KOL
pour diffuser le
contenu de la marque**

PROFILS

D'influenceurs



MEGA - INFLUENCEURS

AUDIENCE : +1 million

ACCESSIBILITÉ : Coût très élevé et profils très sollicités par les marques

VISIBILITÉ ★★★★★

ENGAGEMENT ★☆☆☆☆

CONVERSION ★☆☆☆☆

MACRO - INFLUENCEURS

AUDIENCE : 100 000 à 1 million

ACCESSIBILITÉ : Coût élevé et rares disponibilités

VISIBILITÉ ★★★★★

ENGAGEMENT ★★★★★

CONVERSION ★★★★★



MICRO - INFLUENCEURS

AUDIENCE : 10 000 à 100 000

ACCESSIBILITÉ : Coût réduit (mais en hausse) et disponibilité élevée (mais en baisse)

VISIBILITÉ ★★★★★

ENGAGEMENT ★★★★★

CONVERSION ★★★★★

NANO - INFLUENCEURS

AUDIENCE : - de 10 000

ACCESSIBILITÉ : Coût bas à gratuits et disponibilité élevée, souvent volontaire

VISIBILITÉ ★★★★★

ENGAGEMENT ★★★★★

CONVERSION ★★★★★



— COLLABORER AVEC LES MEILLEURS PROFILS SELON LES ENJEUX





改善

Kaizen

[kai - zen] • Japon

Déf. (n) : En tant que philosophie, le kaizen promeut un état d'esprit où de tout petits changements progressifs créent un impact au fil du temps.

UN DOCUMENTAIRE ■

INOXTAG, BASILE MONNOT, S

KAIZEN: 1 an pour gravir l'Everest !



Inoxtag

8,22 M d'abonnés

Rejoindre



Abonné

9647961 vues · il y a 17 heures · #1 des Tendances

Devenir alpiniste et gravir l'Everest en 1 an, jour pour jour ? C'est

Pendant 1 an, vous allez me suivre dans ce documentaire pour



Brut.



19:40 / 20:32



3 jours dans les coulisses du ZEvent 2024

Networking

Publishing

Sharing



Collaborating

Discussing

Messaging

#ForYouClass



TikTok
Model
Biface
TriFace

Caroline Mignaux

Form Zero to Hero

Prologue

Introduction

Chapitre 1

Le *personal branding*, c'est quoi ?

Les 5 bienfaits du *personal branding*

Le *personal branding*, un vrai film d'erreurs !

Qu'est-ce qui vous empêche de sauter le pas ?

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La genèse : se positionner

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Investir sur vous 121

Construire en public 128



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1 000 fans et Dream 100 : que des multiples de 10 dans ma team 141

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Welcome to the *social internet.*



Bluesky is **social media as it should be.**
Find your community among millions of
users, unleash your creativity, and **have
some fun again.**

Log In or Sign Up

Or find us on the [App Store](#) and [Google Play Store](#)



BlueSky // BSKY

Active

Library ID: 597125799312974

Started running on Nov 13, 2024

Platforms    

This ad has multiple versions 



Debeaulieu

Sponsored

Library ID: 597125799312974



Fleurissez votre quotidien. À commander sur Debeaulieu-paris.com

ABONNEMENT FLORAL
FLEURISSEZ VOTRE QUOTIDIEN



Age 

18-65+ years old

Advertisers can choose a minimum and maximum age of who will be shown an ad.

Gender 

All

Advertisers can choose to target their ad based on gender.

EU ad delivery

Reach

4,134

The number of [Accounts Center accounts](#) in the EU that saw this ad at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Center accounts. This metric is [estimated](#).

Reach by location, age and gender 

The demographic breakdown of [Accounts Center accounts](#) in the EU that saw this ad.

Location 	Age Range 	Gender 	Reach 
France	25-34	Unknown	22

Ad Library

Search all the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.

[See what's new](#)

Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

France ▼

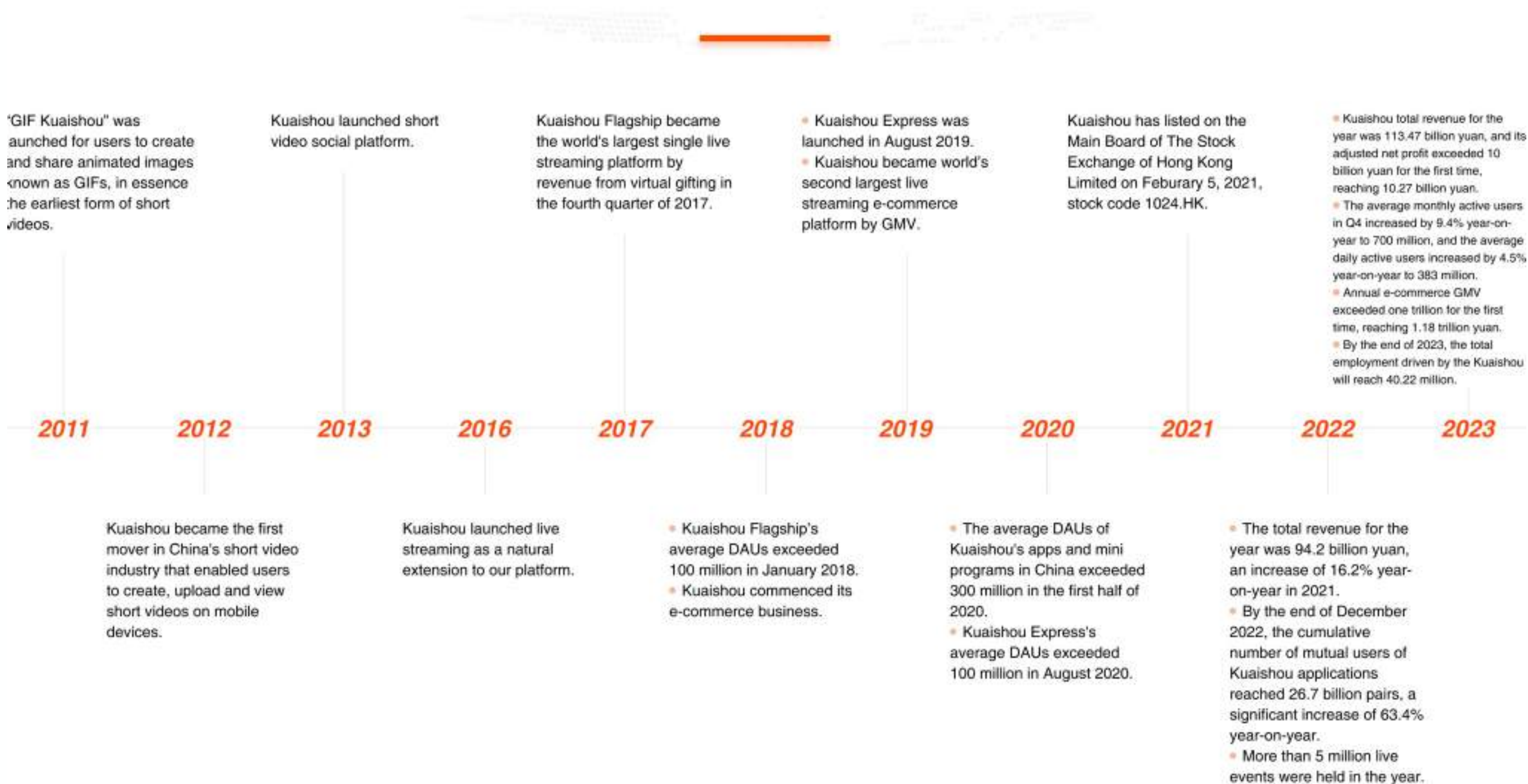
Ad category ▼



Choose an ad category



Saved searches





Hubert Kratiroff 

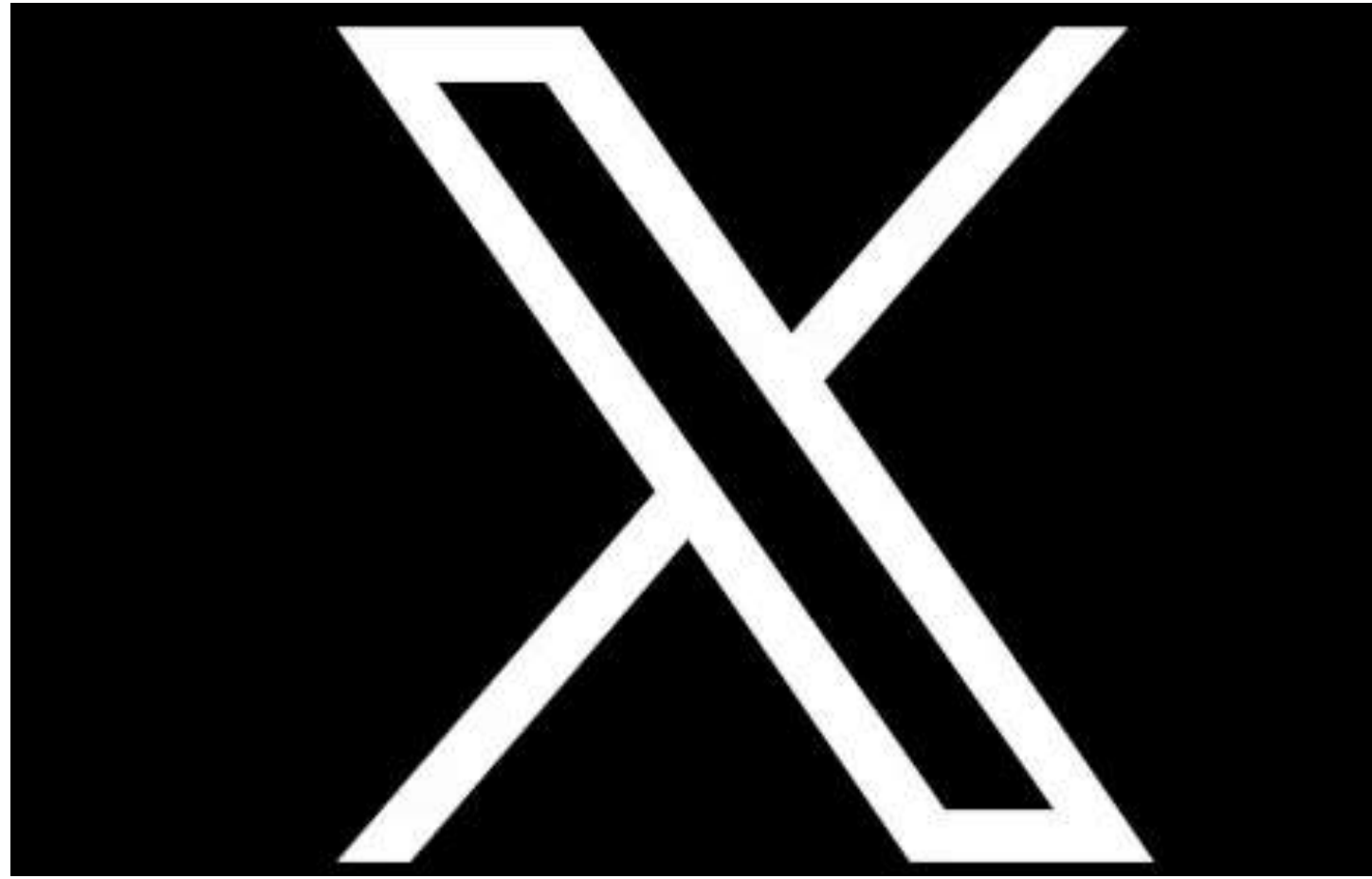
France



Scan the QR code to add me on WeChat

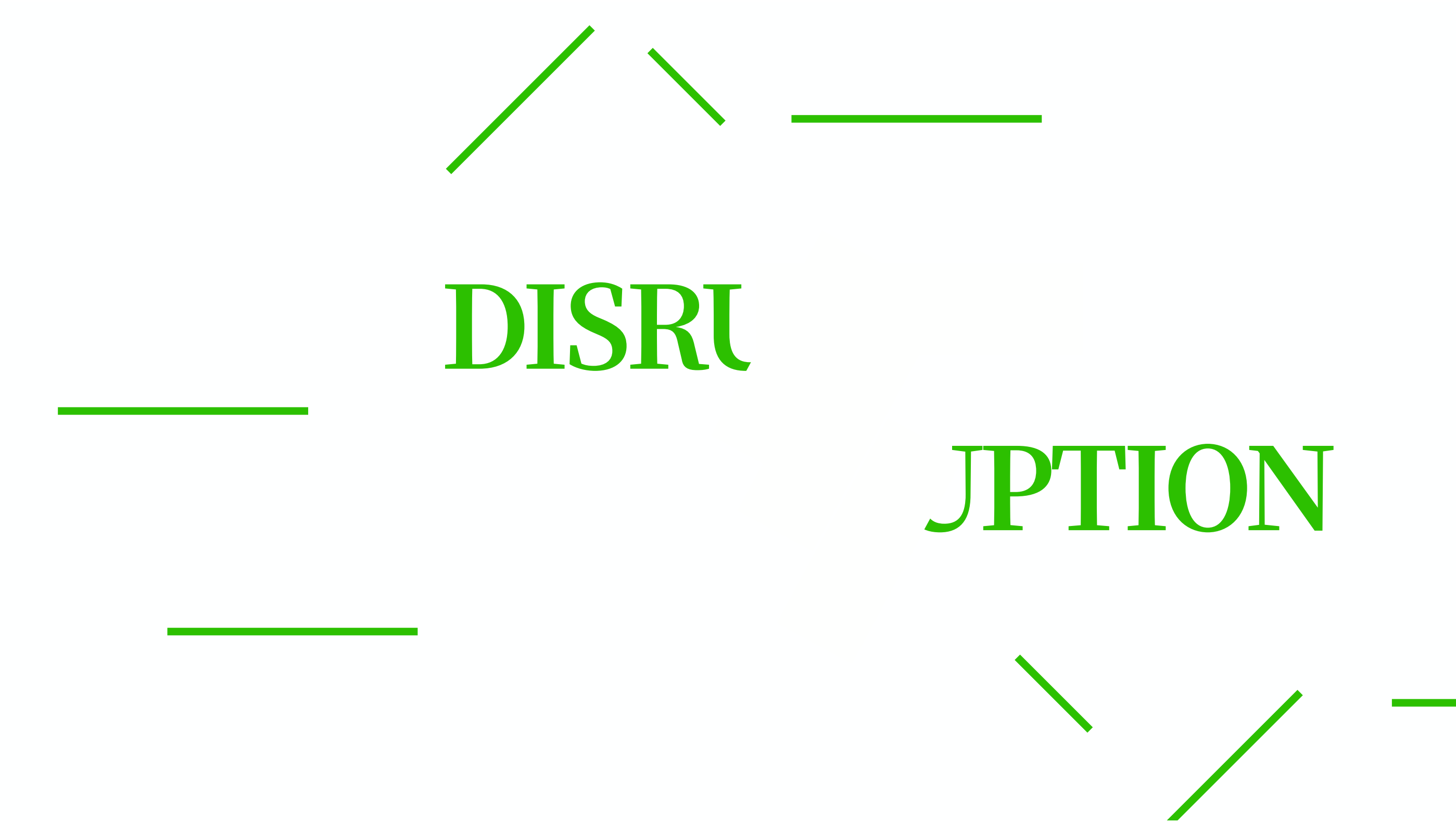
Everything

APP



The Harvard Business Review defines a super app as “a single application, accessible by mobile device or web browser, that offers multiple diversified services for everyday personal or commercial life, relies on a common financial transaction platform, leverages intra-app data to tailor offerings, and is widely adopted.”

The term became more popular due to the rise of **WeChat** and **Alipay** in China — services with **1.2 billion** and **711 million users**, respectively, that have become embedded in the population’s daily life. Beyond messaging, people use WeChat for various tasks like video conferencing, video games and mobile payment, among other applications. Alipay, on the other hand, is an all-in-one financial app that supports debit, credit and transfer payments, while also offering services such as wealth management and loans.



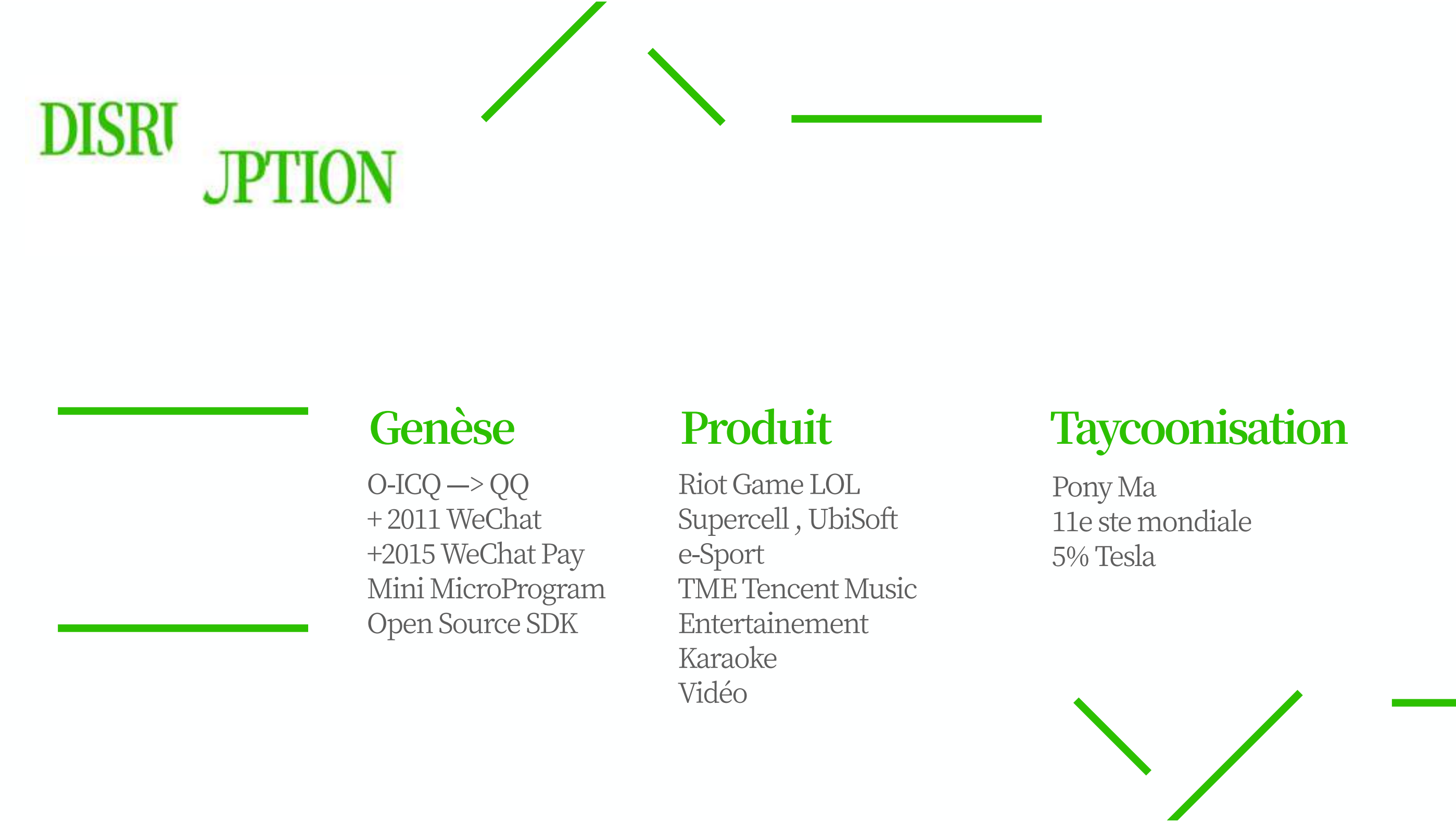
DISRU

The image features a minimalist design with several green lines of varying lengths and orientations scattered across a white background. These lines form a partial frame around the central text. The text 'DISRU' is written in a large, green, serif font, positioned in the upper-left quadrant of the composition.

JPTION

The text 'JPTION' is written in a large, green, serif font, positioned in the lower-right quadrant of the composition. It is aligned horizontally with the text 'DISRU'.

DISRUPTION



Genèse

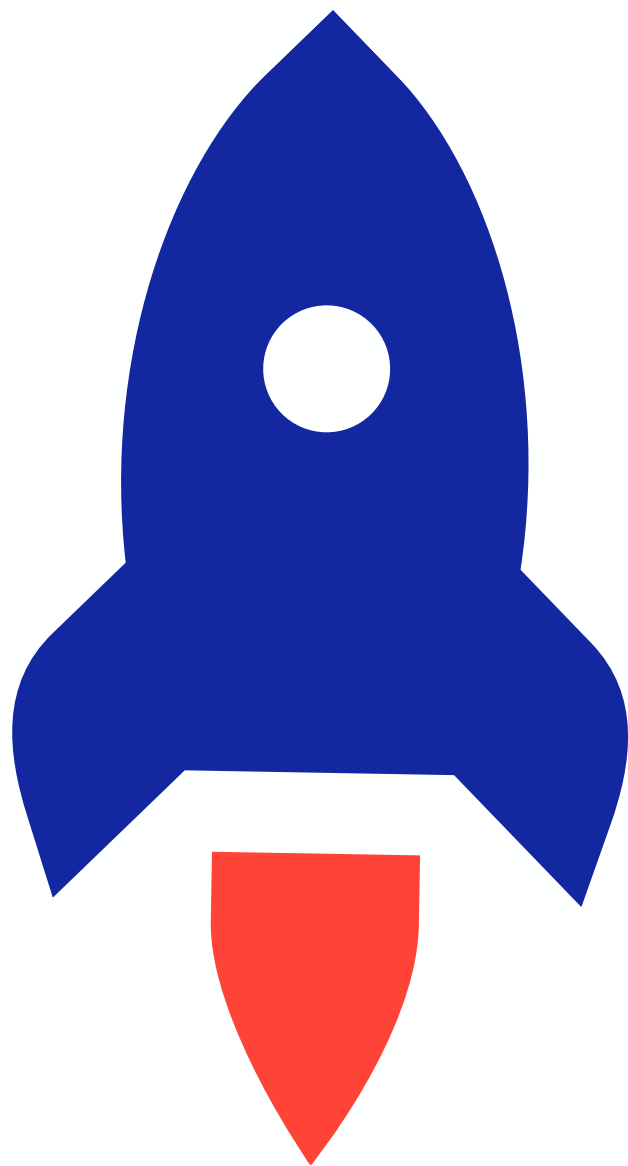
O-ICQ —> QQ
+ 2011 WeChat
+2015 WeChat Pay
Mini MicroProgram
Open Source SDK

Produit

Riot Game LOL
Supercell , UbiSoft
e-Sport
TME Tencent Music
Entertainment
Karaoke
Vidéo

Taycoonisation

Pony Ma
11e ste mondiale
5% Tesla



creator economy

utiliser la notoriété d'expert, influenceur, ambassadeur,
KOL pour diffuser le contenu de la marque

The Creator Economy Market Map

Content creation



Financing



Administrative tools

Analytics & operations



Off-platform monetization tools

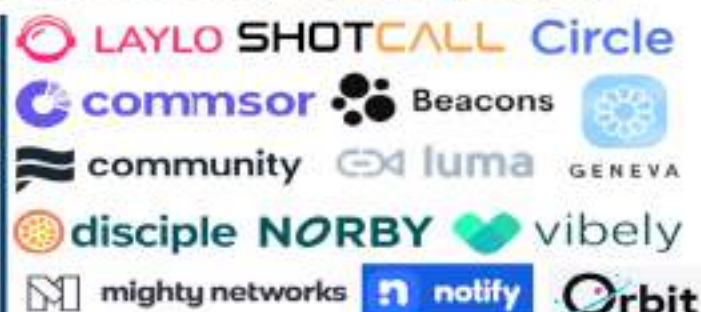
Subscriptions



Fan interactions



Community management



Blockchain



Courses



Merchandise



Ad platforms





Threads, an Instagram app 12+

Share ideas & trends with text

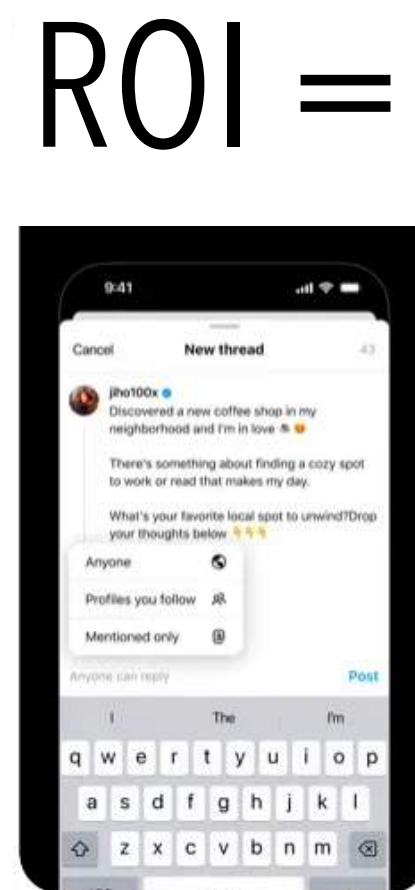
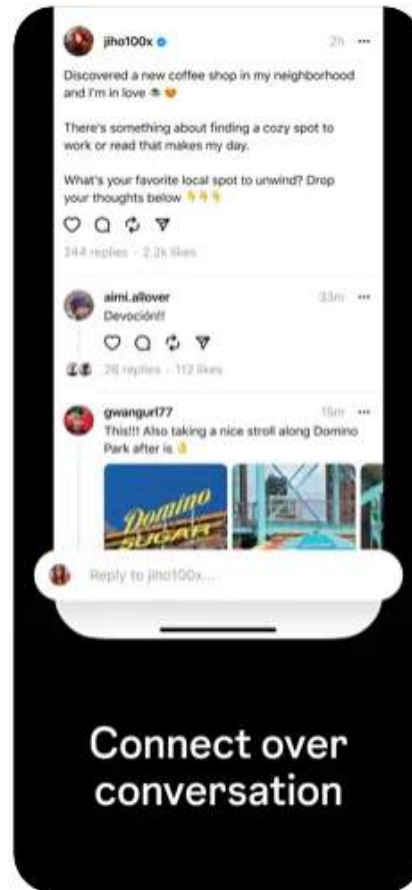
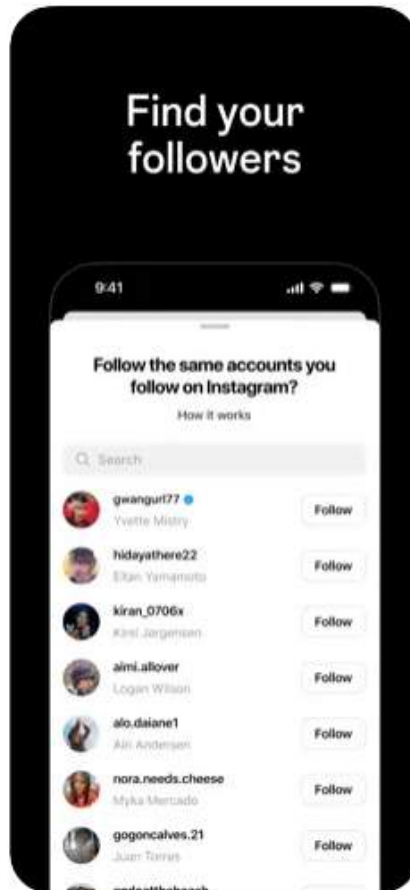
Instagram, Inc.

#3 in Social Networking

★★★★☆ 3.7 • 24.3K Ratings

Free

iPhone Screenshots



4.5 milliards de users
3h / jour
15 milliards de CA
 $ROI = \text{pub} \times 10$

Sommaire



#1

L'utilisation des
réseaux sociaux
PAGE 6

#2

La perception des
créateurs de contenu
PAGE 10

#3

Le rôle des créateurs
de contenu
PAGE 17

#4

La perception
des partenariats
PAGE 25

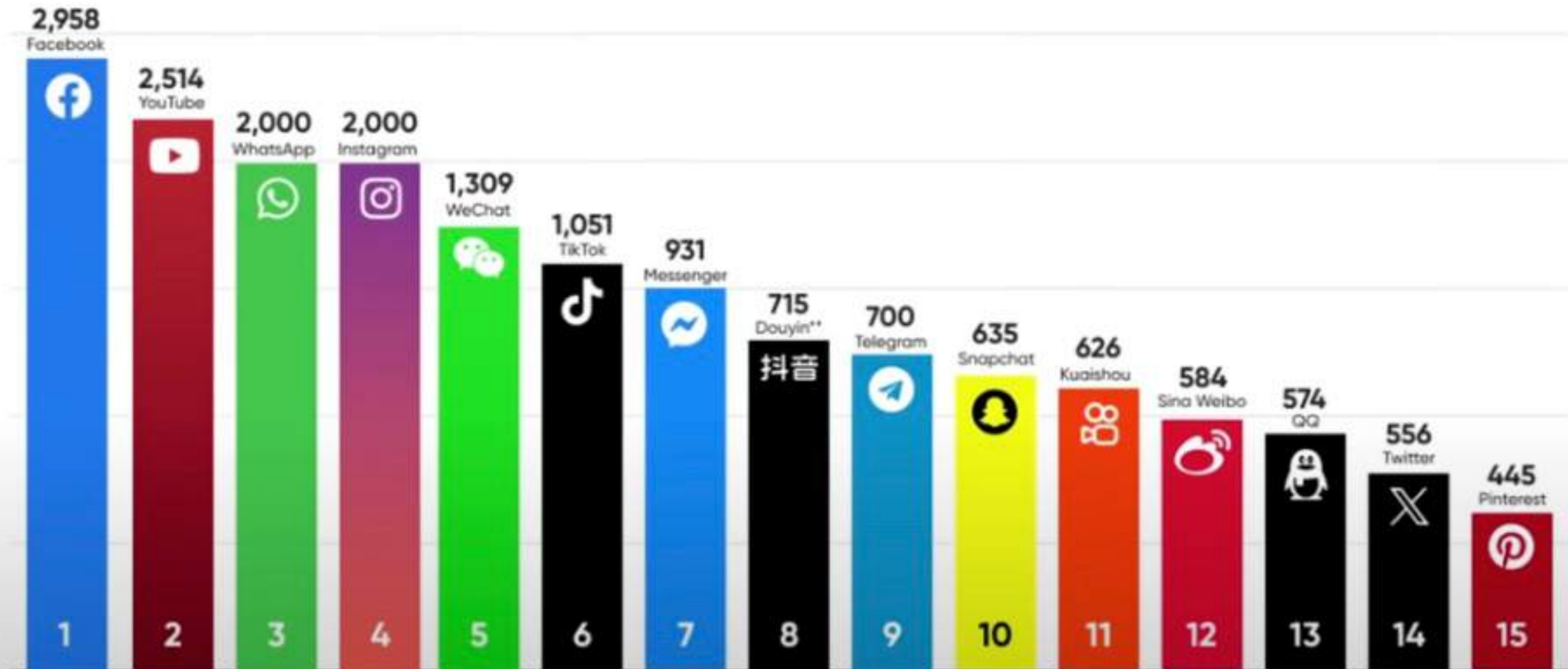
#5

L'influence responsable
PAGE 31

Quelques chiffres extraits de l'étude

- **63 %** des 18-24 ans indiquent suivre des créateurs de contenu sur les réseaux sociaux
- En adhérant à ces créateurs de contenu, **51%** des sondés cherchent à s'informer et **47 %** le font pour s'occuper
- Seuls **31%** suivent des stars issues de la télé-réalité, contre **61%** qui suivent des créateurs de contenu dont c'est le métier
- **1 Français sur 4** accorde sa confiance à l'avis d'un créateur de contenu au moment d'acheter un produit.
- **40%** des répondants estiment que seule une minorité de créateurs de contenu mène trop de campagnes

Social Media Platform Users in Millions



source: [statista.com](https://www.statista.com)

tagembed

nano : moins de 10k (niche)

micro : 10 à 100k

macro : 100 à 500k

mega : plus de 500k (célébrité)

types d'influenceurs

<https://neads.io/blog/types-dinfluenceurs/>

Le nouveau programme cross-fonctionnel



accord avec la marque

affinité avec la cible

=

engagement

(KPI : impression clic like commentaire action
code promo, lien...)

Creator Economy : 1/ Podcast

Podcast = 2004 iPod+Broadcast*

Natif / Replay / Livre audio

Paris Podcast Festival

* Ben Hammersley



Rester à l'écoute

13-14.10.2023
à la Gaîté Lyrique

Rencontres, découvertes, ateliers, journée professionnelle, débats, masterclasses, et la compétition officielle : le Paris Podcast Festival revient pour sa 6e édition !

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NEWS AND ANALYSIS ON THE BIGGEST EVENTS IN AUDIO



Hot Pod Insider is the podcast industry's go-to source for news, analysis, and interviews on the companies and people changing the audio world. Subscribers receive three newsletters each week, diving deep into the moment's most important subjects and stories. For a limited time, all new monthly and annual subscriptions come with a **30-day free trial**. To receive only Hot Pod's free edition once a week, [subscribe here](#).

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For You

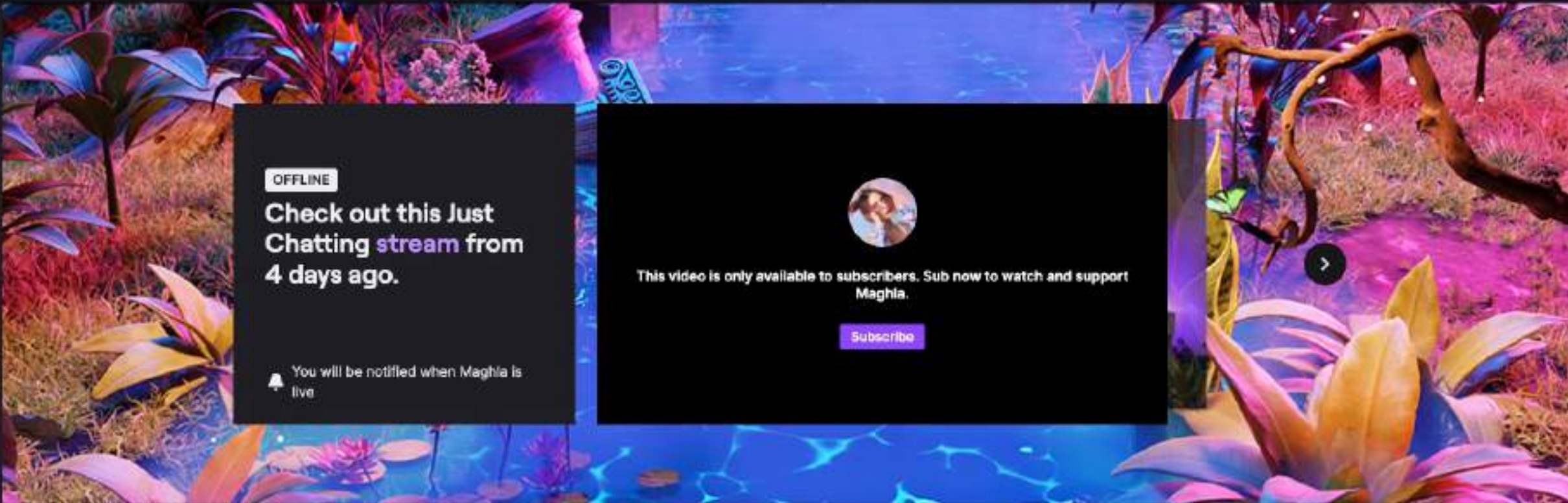
FOLLOWED CHANNELS

- Gotaga
Rocket League41K
- NYC_Timescape
Always On3
- LamHua
Offline
- bonjourphilippine
Offline
- AgathAuproux
Offline
- Maghla
Offline
- Hasheur
Offline
- Jokariz
Offline
- bYZeTouch
Offline
- FranceInter
Offline
- Ponce
Offline
- CauetTV
Offline
- Grimkujow
Offline
- MaximeBiaggi
Offline
- renaud_decode
Offline

Show MoreShow Less

RECOMMENDED CHANNELS

- mistermyv
FINAL FANTASY VII...5.6K
- Kamet0
Rocket League61.2K



OFFLINE

Check out this Just Chatting stream from 4 days ago.

You will be notified when Maghla is live



This video is only available to subscribers. Sub now to watch and support Maghla.

Subscribe



Maghla
900K followers

- 
- 
- Subscribe
- 

- Home
- About
- Schedule
- Videos
- Chat

Recent broadcasts

- 2:19:10



64.3K views4 days ago
- 2:29:20



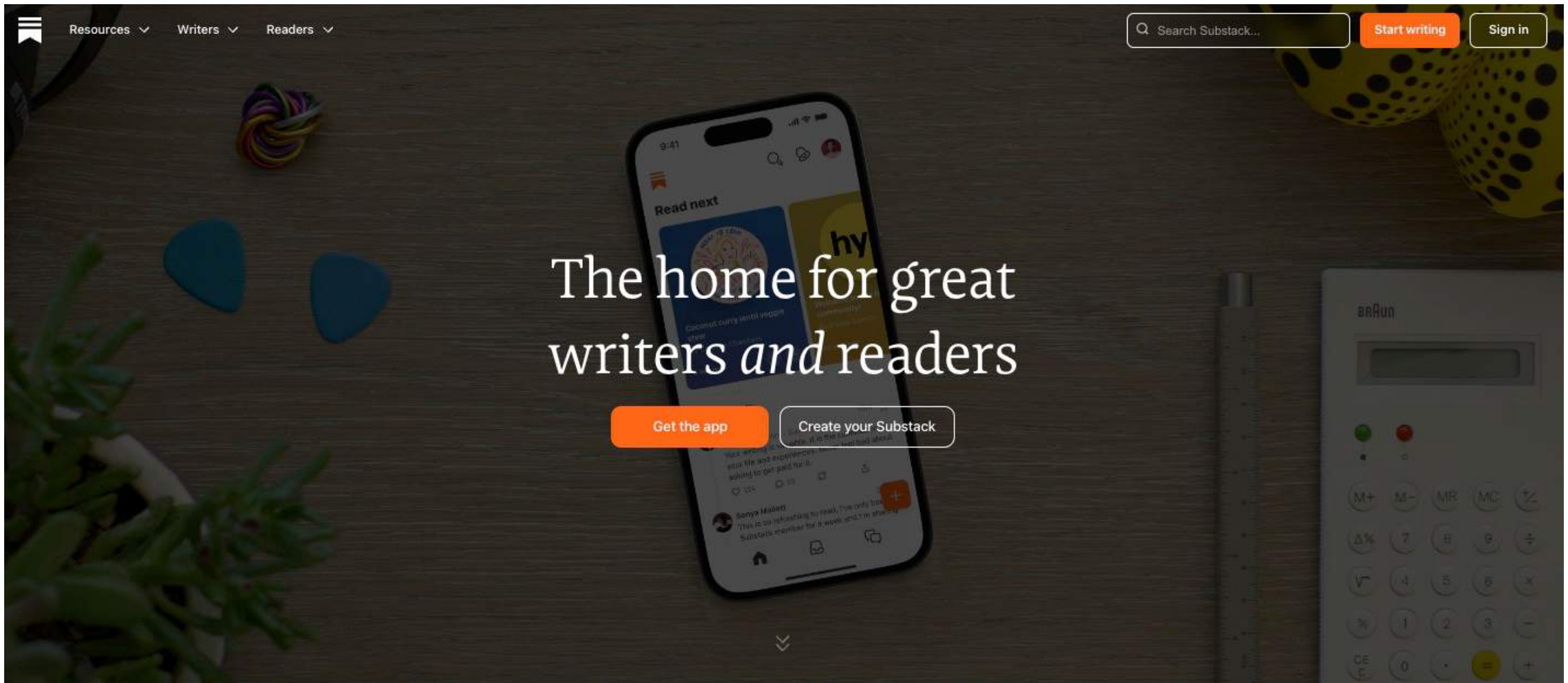
70.6K views5 days ago
- 2:42:40



68.5K views15 days ago
- 3:07:50



65.1K views16 days ago



The home for great
writers *and* readers

Get the app

Create your Substack

<https://substack.com/>

The subscription network for independent
writers and creators

1. CREATE CONTENT

Videos



Photos



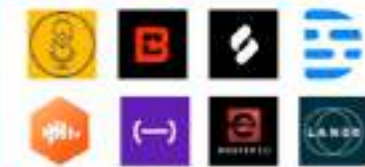
Livestream



Highlights



Audio

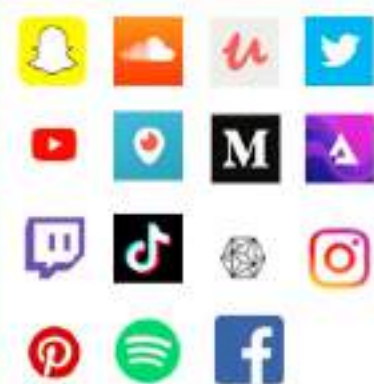


Games



2. GROW

Media platforms



3. OWN YOUR AUDIENCE

Community



Livestream



Email



Crypto



4. MONETIZE YOUR AUDIENCE ONLINE

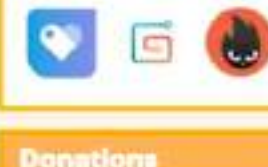
Memberships



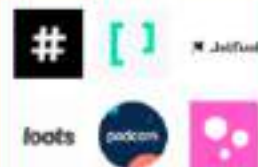
Courses



Digital Downloads



Brand Deals



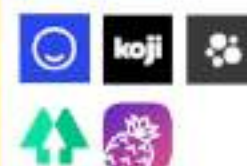
Donations



Events



Link in Bio

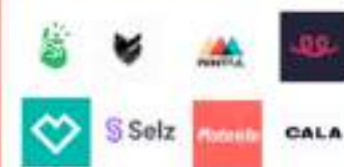


Fan Interactions



5. OFFLINE

Merchandising



Others



6. MANAGE YOUR BIZ

Business-in-a-box



FinTech



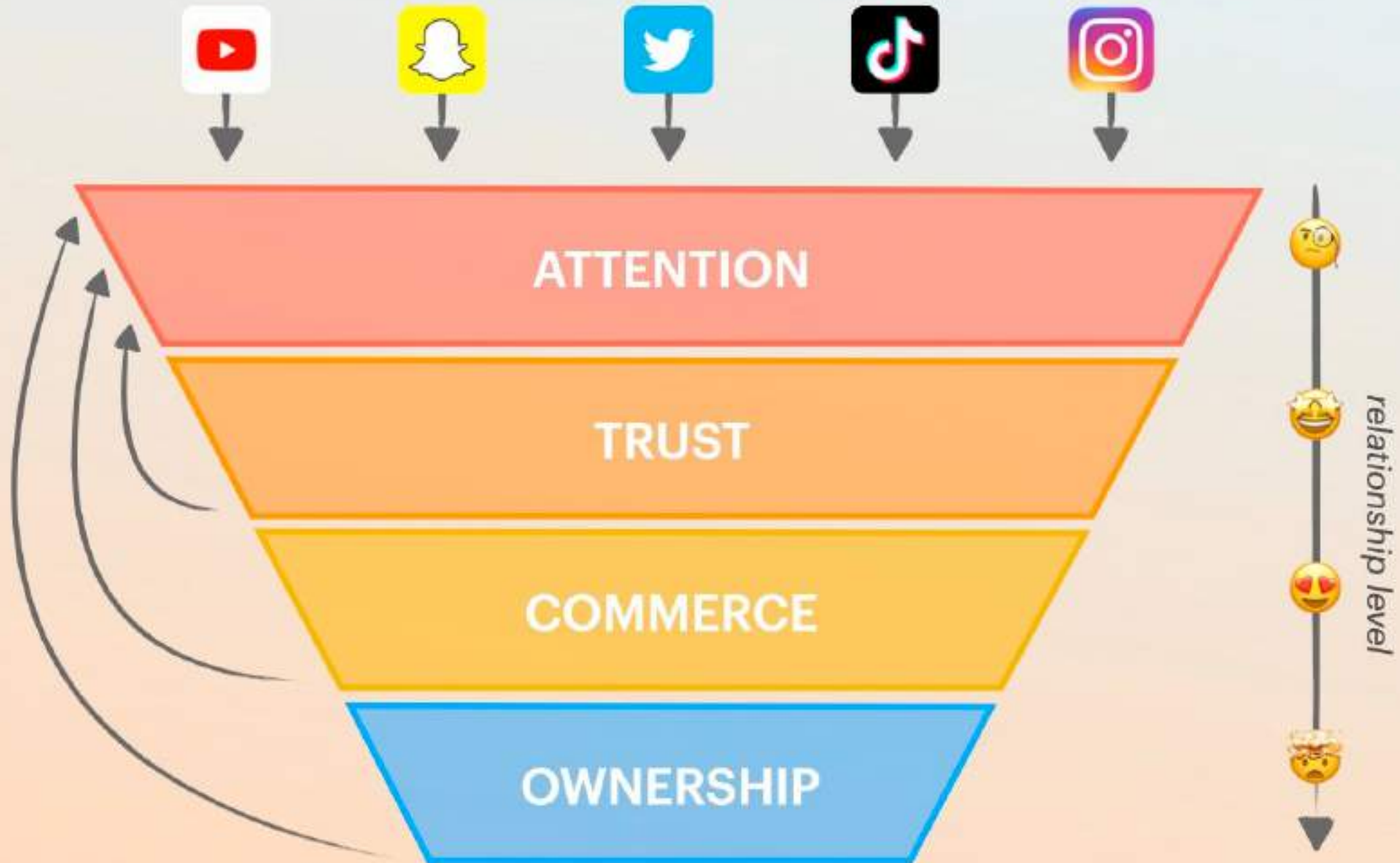
Analytics



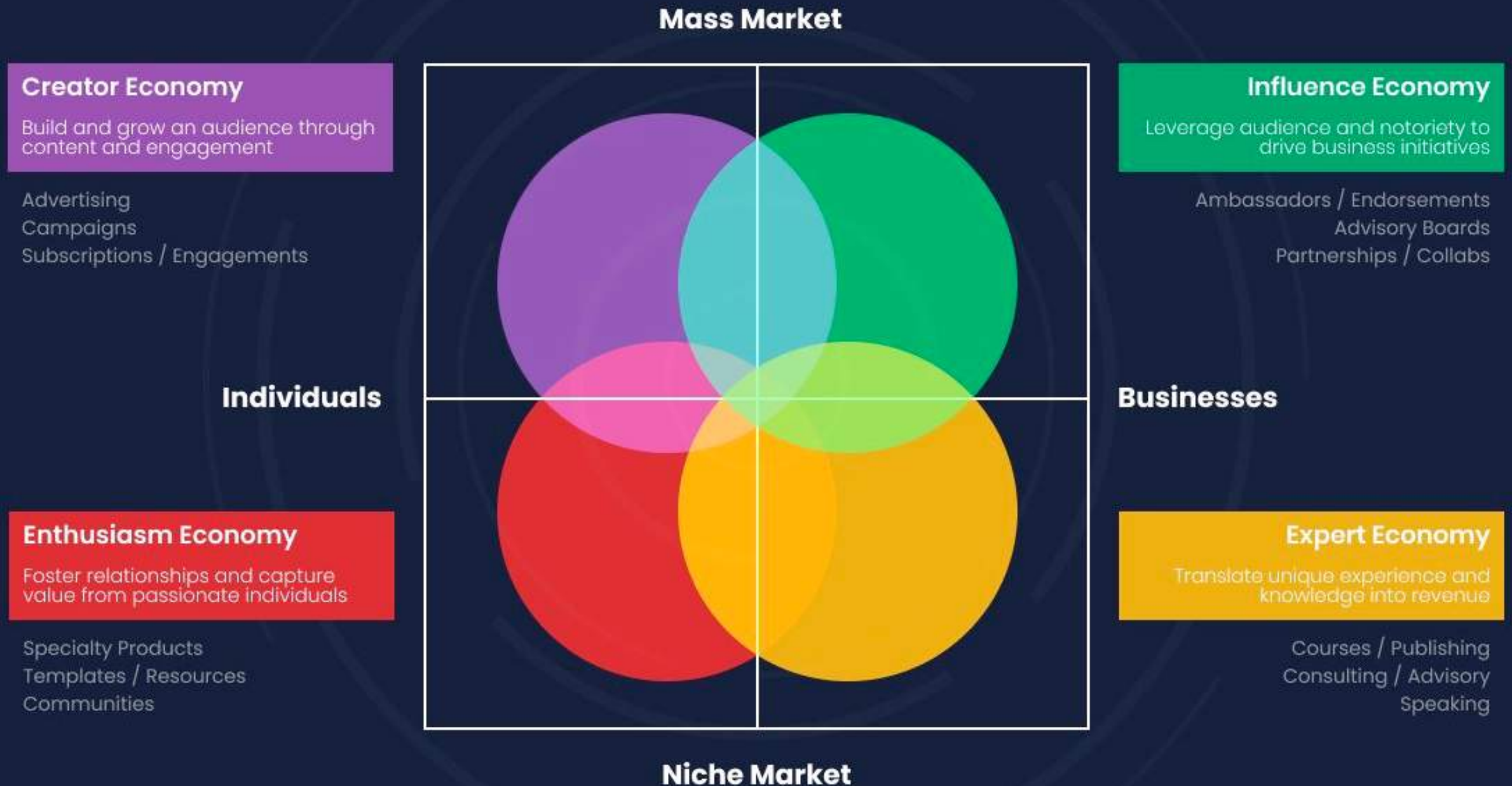
Project mgmt



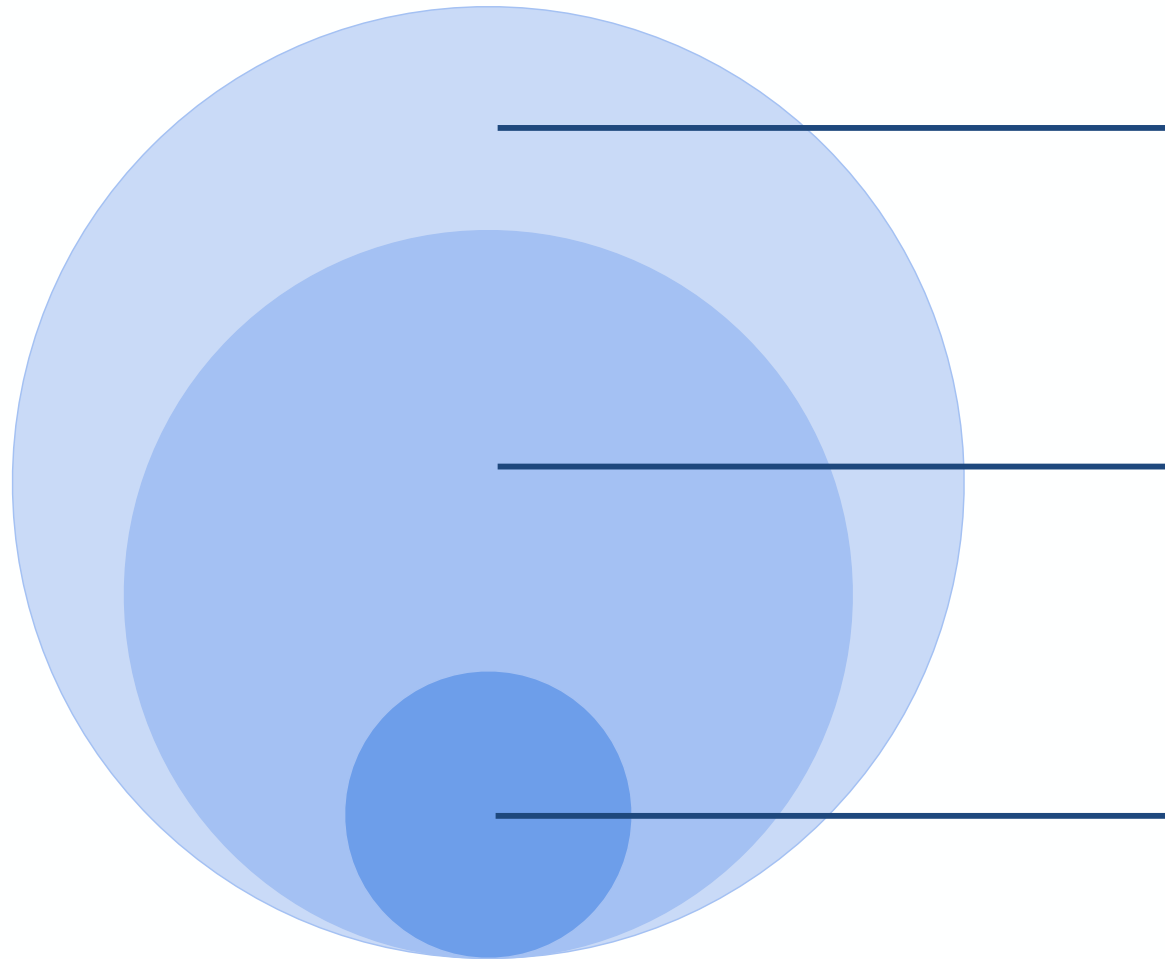
The Creator Lifecycle



The "Creator" Economy



Markets : TAM - SAM - SOM



TAM

Total Available Market

All users interested by your type of offer
100% market share

SAM

Serviceable Available Market

All users interested by your type of offer that
can be served by a company's products or
services

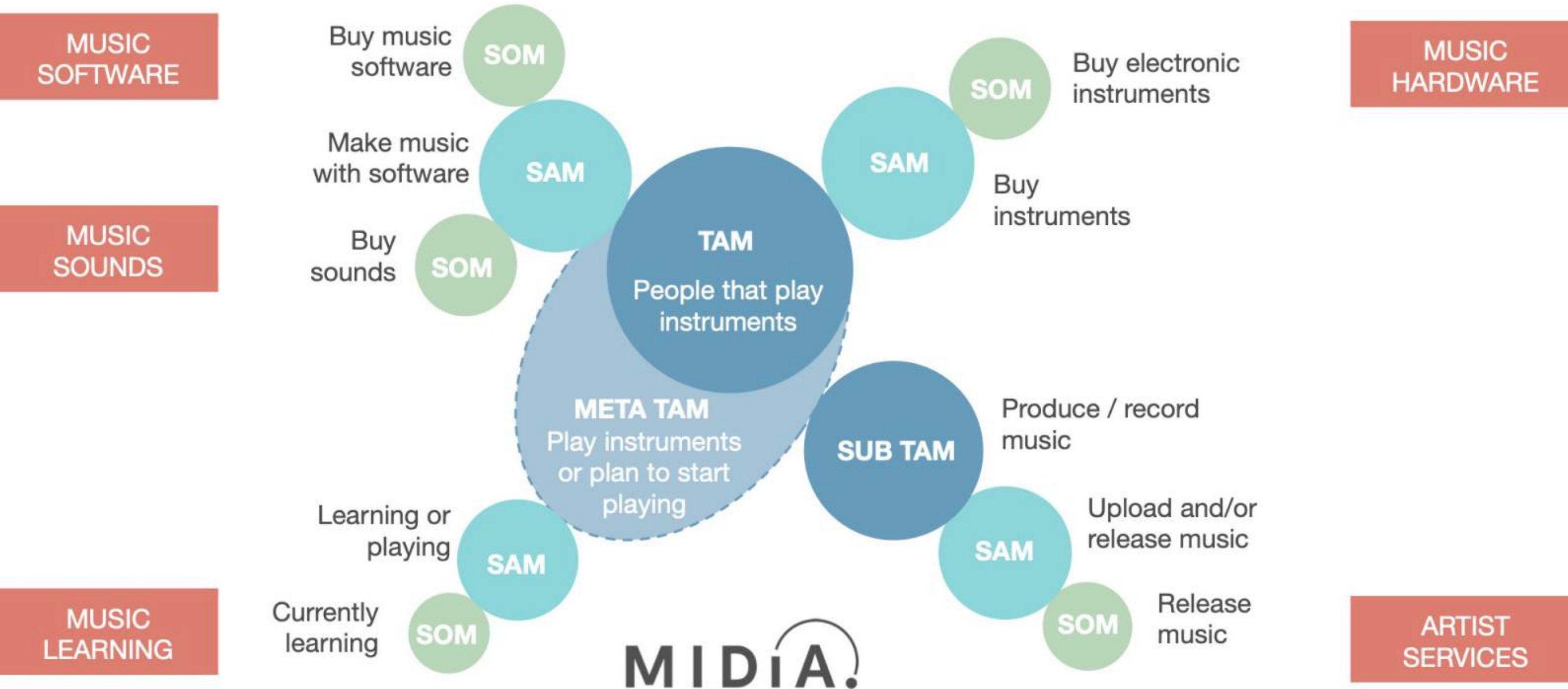
SOM

Serviceable Obtainable Market

All users interested by your type of offer you
can realistically adress, talk, touch or capture

There are multiple, interconnected and interdependent addressable markets for music creator tools

Conceptual overviews addressable markets for music creator tools



The New Creator Economy



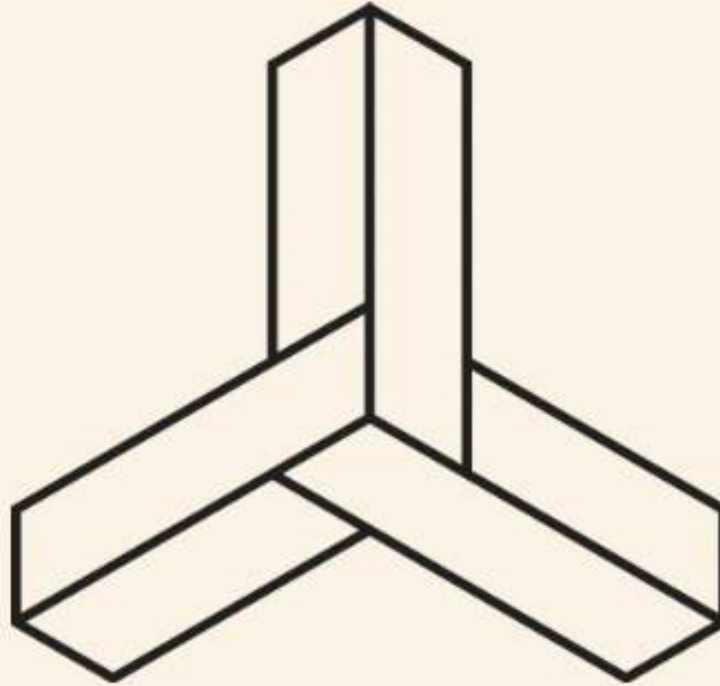
Ownership

Blockchains enable creators to truly own their digital content.



Monetization

Web3 enables creators to earn their fair share.



Community

Fans are rewarded for their community participation.



首页 动态 热门 频道

动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19

番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多

专栏 活动 小黑屋

直播 课堂 音乐PLUS

联系客服



直播 动画 番剧 国创 漫画 赛事 会员购 游戏下载 知识 生活 时尚 娱乐 影视 音乐 直播 课堂 音乐PLUS





Pinduoduo

App store screenshots

UISOURCES



Pinduoduo, 300M people are fighting: Shopping app, Newcomer exclusive: 888 yuan red envelope

Discount area: nine nine special sale

Time limited flash sales: 1 yuan

Now in winter



精彩活动

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PINDUODUO E-COMMERCE PLATFORM

-9.9特卖



精选专题

查看更多>



热门 手机 食品 电器 女装 母婴 水果



【掉落包赔】卫生间置物架壁挂浴室卧室厕所墙上置物架免

退货包运费 极速退款 满35返2

¥2.5 已拼8.2万件

入选收纳架畅销榜

彩漂剂【快漂净】白色白色衣物彩漂粉去渍去黄家用去污



usb小风扇迷你手持学生可充电静音便携式桌面

KEBINSI官方旗舰店

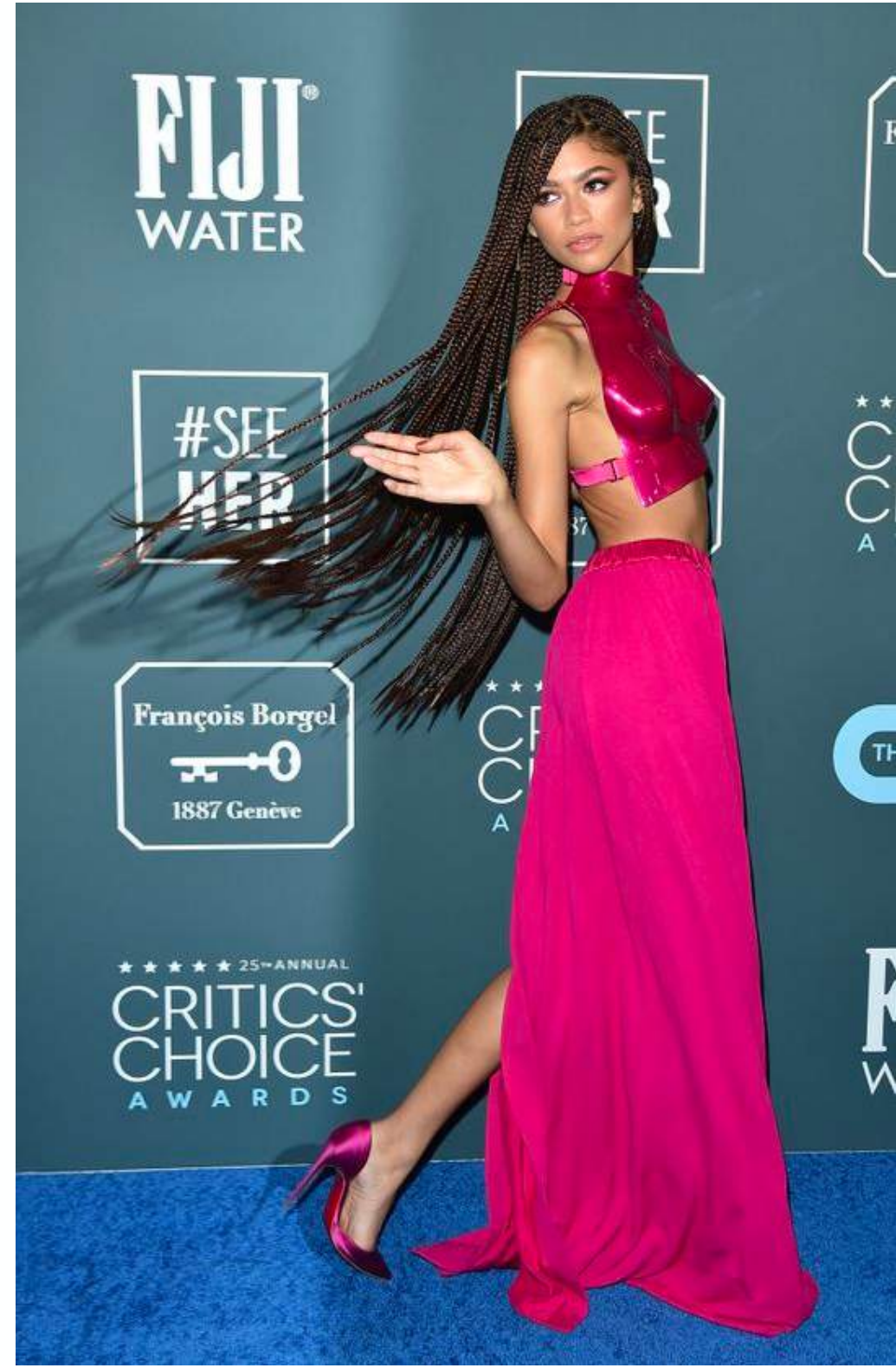
退货包运费 极速退款

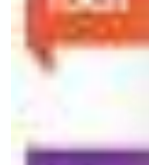
¥5.9 已拼10万+件





GEN#Zendaya





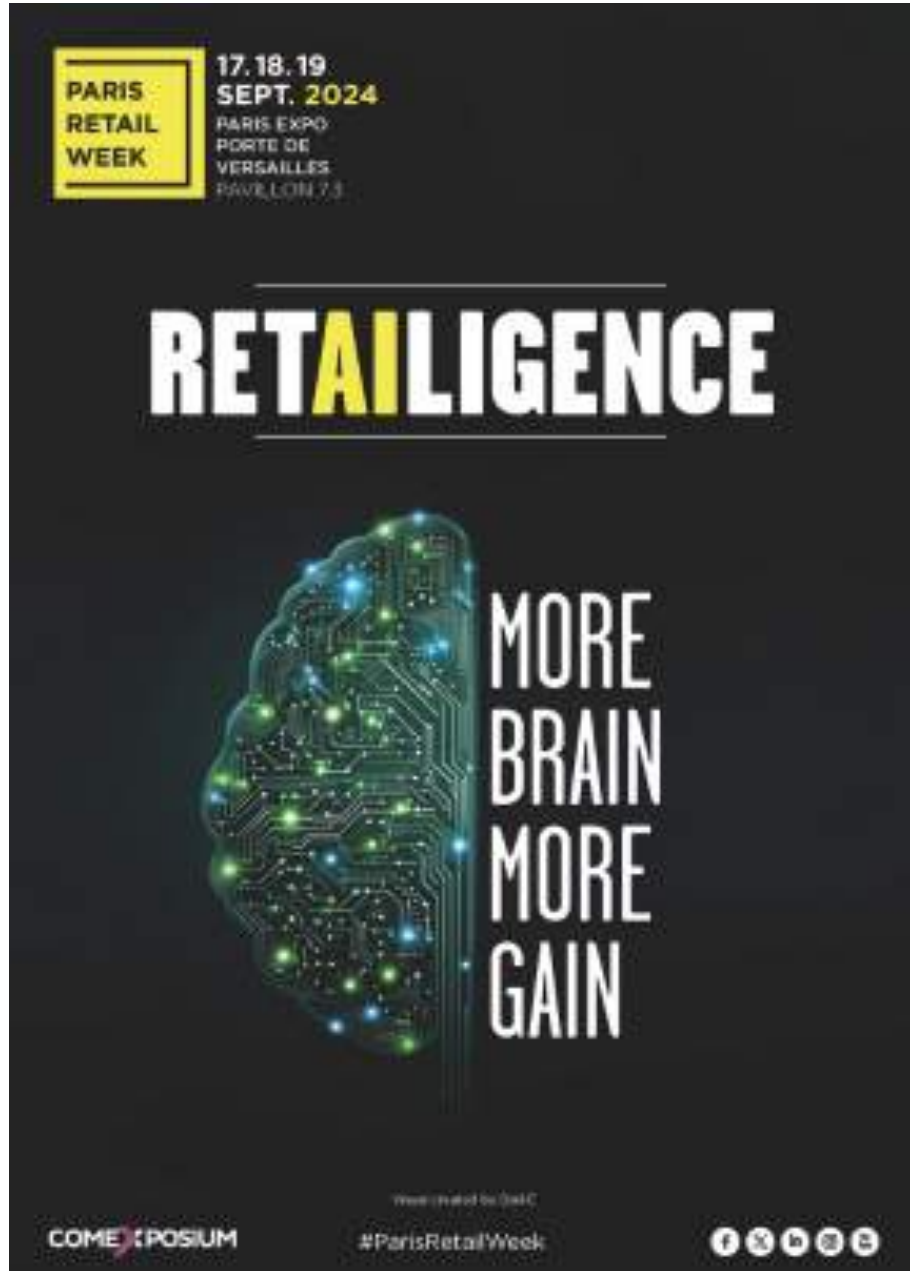
Consumer journey stage	SEE	THINK		DO	CARE
Priority	4	2		1	3
Audience segment	(Anyone that could buy from you) Example: People that will own a car at some point in their life	(Anyone starting to consider buying from your industry) Example: People starting to consider buying a new car	(Anyone starting to consider buying from your industry) Example: People starting to consider buying a used car	(Anyone looking to buy from you now) Example: People comparing car insurance options	(Your existing customers)
Message(s)	[INSERT TOP-LEVEL MESSAGE]	[INSERT MESSAGING THAT MAKES THE USP'S TANGIBLE...]	[INSERT MESSAGING THAT MAKES THE USP'S TANGIBLE...]	[INSERT URGENCY-TO-ACT MESSAGE]	[INSERT RETENTION/UPSELL MESSAGE]
What we want people to think in this phase	e.g. Understand that Bank X exists and that it provides car insurance	e.g. Understand that there is no fee the first year when buying a new car	e.g. Understand that you have the lowest deductible in the market	e.g. Understand that if you order within 24h you get 3 free car washes	e.g. Understand that Bank X has been voted best car insurance by users for 3rd year in a row
KPI(s)	Awareness	Branded searches and direct traffic to site		Sales	Retention/Churn
Digital targeting & ad formats	TBD by channel (targeting often so called "similar audiences")	TBD by channel (targeting often remarketing lists)	TBD by channel (targeting often remarketing lists)	TBD by channel (targeting often remarketing lists and direct search engine targeting)	TBD by channel (targeting often CRM system)

K GEN = BTS + blackpink (lisa manaban



AdTech MarTech





RETAILIGENCE
RETAILIGENCE



<https://numeum.fr/>

Syndicat et organisation professionnelle de l'écosystème
numérique en France

Engager le numérique

ESN • Éditeur de logiciels • Conseil en technologies • Plateforme

NOS ÉVÉNEMENTS →

Numeum est membre de la fédération Syntec





French Programmatic Trend

April 2024

Monthly Overview ▼

Month on Month:

Advertiser spendings	Impressions	CPM
-5%	-2%	-3%

Year on Year:

Advertiser spendings	Impressions	CPM
+ 9 %	+ 5 %	+ 3 %

Top Programmatic Demand - Deal market ▼

Top Programmatic Advertisers:

▼ Only filtered on deals

Advertiser	Share of Voice	CPM	MoM Spending trend
1. TotalEnergies - Total Direct Energie	2.5%	€8.06	+ 173%
2. Action.com	2.5%	€11.43	+ 256%
3. Carrefour	2.4%	€4.07	+ 8%
4. E Leclerc	2.2%	€3.90	+ 9%
5. EDF	2.2%	€9.60	+ 176%
6. Carnival Corporation & plc - Princess Cruises	2.0%	€3.35	+ 119%
7. Ferrero - Nutella	1.7%	€7.48	+ 4%
8. Amazon	1.7%	€5.49	+ 186%
9. Renault	1.5%	€7.53	- 57%
10. Alphabet - Google	1.5%	€8.00	+ 363%

1. TotalEnergies - Total Direct Energie	2.5%	€8.06	+ 173%
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8. Amazon	1.7%	€5.49	+ 186%
9. Renault	1.5%	€7.53	- 57%
10. Alphabet - Google	1.5%	€8.00	+ 363%

Top Advertisers Verticals:

▼ Only filtered on deals

Business Segment	Share of Voice	CPM	MoM Spending trend
1. Retail and E-commerce	18.1%	€4.80	+ 19%
2. Automotive & Vehicles	10.7%	€6.62	- 25%
3. Consumer Packaged Goods (CPG)	8.8%	€6.27	+ 11%

Le marché dépasse son niveau de 2019

		vs 2022	vs 2019
Marché Global	34,1 Mds €	+3,7%	+0,7%
5 médias Presse, TV, Radio, Affichage, Cinéma	8,2 milliards €	-0,4%	-3,8%
Digital Display, Search, Social et Médias Propriétaires Numériques	9,6 milliards €	+6,1%	+40,6%
Autres médias MD, Annuaire, Promos et PLV, Evènementiel	16,3 milliards €	+4,4%	-11,9%

Évolution des différents leviers de communication

	Valeur 2023 (en M€)	2023/2022	2023/2019	indice 2019
Digital	9 577	6,1%	40,6%	140
Promotions & PLV*	6 062	9,6%	5,0%	104
Radio	839	3,9%	0,5%	100
Télévision	4 072	-2,8%	0,3%	100
Publicité extérieure	1 384	5,1%	-0,8%	99
Evènementiel**	4 678	19,3%	-3,9%	95
Presse	1 772	-3,1%	-15,4%	84
Cinéma	151	34,0%	-16,5%	83
Annuaire	436	-7,5%	-28,4%	71
Marketing direct	5 082	-10,0%	-29,5%	70
MARCHÉ GLOBAL DE LA COMMUNICATION	34 053	3,7%	0,7%	100

*dont communication par l'objet = 1,4 milliard soit +3,5% vs 2022

** L'évènementiel comprend le parrainage, le mécénat, les relations publiques et les salons et foires

5 Médias
 Autres Médias
 Digital

L'indice 100
correspond à
l'évolution moyenne
totale du marché

Média	Recettes 2023 (en M€)	Variation vs 2022 (%)	Variation vs 2019 (%)
Total des médias	17,317	3,4	14,1
Cinéma	82	30,4	-17,3
Radio	722	3,1	1,1
Presse	1,749 dont +/- 500 digital	-2,7	Non spécifié
Publicité extérieure	1,285 dont 268 digital	5,2	-1,9
Télévision	3,382	-3	Non spécifié
Recettes digitales (TV, Presse, Radio, DOOH)	897	8,1	39,6
Audio digital	Non spécifié	21,7	Non spécifié
Vidéo digital	Non spécifié	17,3	Non spécifié
DOOH (Digital out of home)	Non spécifié	17,1	27,9
Annuaire	460	-8 %	-34 %
Courrier publicitaire + ISA	1,008	-7 %	-28 %

Baromètre Unifié du Marché Publicitaire et de la Communication (BUMP)

INVESTISSEMENTS EN COMMUNICATION DES ANNONCEURS PAR MEDIA	Valeur 2023	Part de marché	Evol 2023/2022	Evol 2023/2019
	en M€	en %	en %	en %
Presse	1 772	5,2%	-3,1%	-15,4%
Télévision	4 072	12,0%	-2,8%	0,3%
Radio	839	2,5%	3,9%	0,5%
Publicité extérieure	1 384	4,1%	5,1%	-0,8%
Cinéma	151	0,4%	34,0%	-16,5%
Sous Total 5 MEDIAS	8 218	24,1%	-0,4%	-3,8%
Marketing direct	5 082	14,9%	-10,0%	-29,5%
Courrier publicitaire	1 787	5,2%	-7,4%	-28,1%
ISA	1 820	5,3%	-16,1%	-35,3%
Autre marketing direct	1 475	4,3%	-4,6%	-22,6%
Annuaire	436	1,3%	-7,5%	-28,4%
Promotions	6 062	17,8%	9,6%	5,0%
dont Communication par l'objet	1 400	4,1%	3,5%	-0,2%
Evènementiel*	4 678	13,7%	19,3%	-3,9%
Sous Total AUTRES MEDIAS	16 257	47,7%	4,4%	-11,9%
Digital	9 577	28,1%	6,1%	40,6%
MARCHE DE LA COMMUNICATION	34 053	100,0%	3,7%	0,7%

6- search**	4 096	10,6%	65,2%
7- social**	2 468	11,5%	70,0%
8- display**	1 778	5,7%	38,8%
9- autres leviers (affiliat	970	7,3%	25,7%

L'évènementiel comprend le parrainage, le mécénat, les foires, les expositions et les relations publiques.

Source : FRANCE PUB

9- autres leviers (affiliation, emailing, comparateurs)**

Télévision, un recul modéré

3 382
millions €

≡ **-3%**
vs 2022

≡ **-0,6%**
vs 2019



6 379
annonceurs

Top 3 annonceurs

1.



2.



3.

FERRERO

TV LINÉAIRE

2 691 annonceurs

dont
exclusifs

18%

TV DISPLAY

4 421 annonceurs

dont
exclusifs

47%

REPLAY IPTV

1 952 annonceurs

dont
exclusifs

7%

Un marché digital dynamique

TOTAL

9,312 milliards €

⌆ **+9,5%**
vs 2022

⌆ **+56%**
vs 2019

Search

4,096 milliards €

+11%
vs 2022

+65%
vs 2019

Social

2,468 milliards €

+12%
vs 2022

+70%
vs 2019

Display

1,778 milliard €

+6%
vs 2022

+39%
vs 2019

Autres
leviers

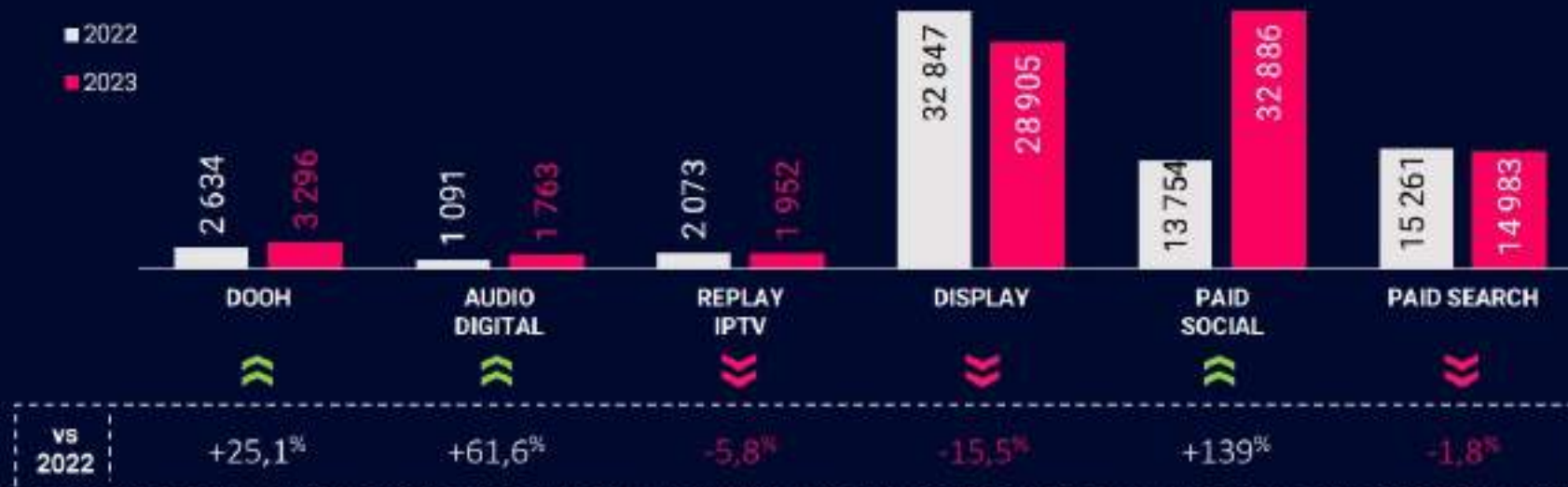
0,970 milliard €

+7%
vs 2022

+26%
vs 2019

56 856 annonceurs en digital

dont 76% exclusifs digitaux



97% des annonceurs du paid social utilisent Meta

32 886

annonceurs
Paid Social



Instagram



Facebook



TikTok



Snapchat



Top 3 secteurs

1.
MODE



13%

2.
DISTRIBUTION



12%

3.
SERVICES



8%

Top 3 annonceurs

amazon



L'observatoire du numérique

Numeum produit des études et des notes de conjoncture chaque semestre pour donner une vision claire du marché du numérique et de son évolution.

[VOIR LES ÉTUDES](#)

CHIFFRES DU SECTEUR

CHIFFRES DE NUMEUM

661 334

salariés dans le
secteur

66,2

milliards d'euros
de chiffre
d'affaires

29 348

entreprises

311,1

Indice février
2024

An ornate, heavy gold-colored frame with intricate scrollwork and floral patterns, surrounding the central text.

CAC x 3 /an

Customer
Acquisition
Cost

coût pub + enchères
pourvoir achat
coût juridique
concurrence
ARPU baisse
difficulté abonnement



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



A

A

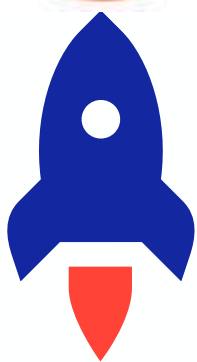
A

R

R

R

€



UX
EX

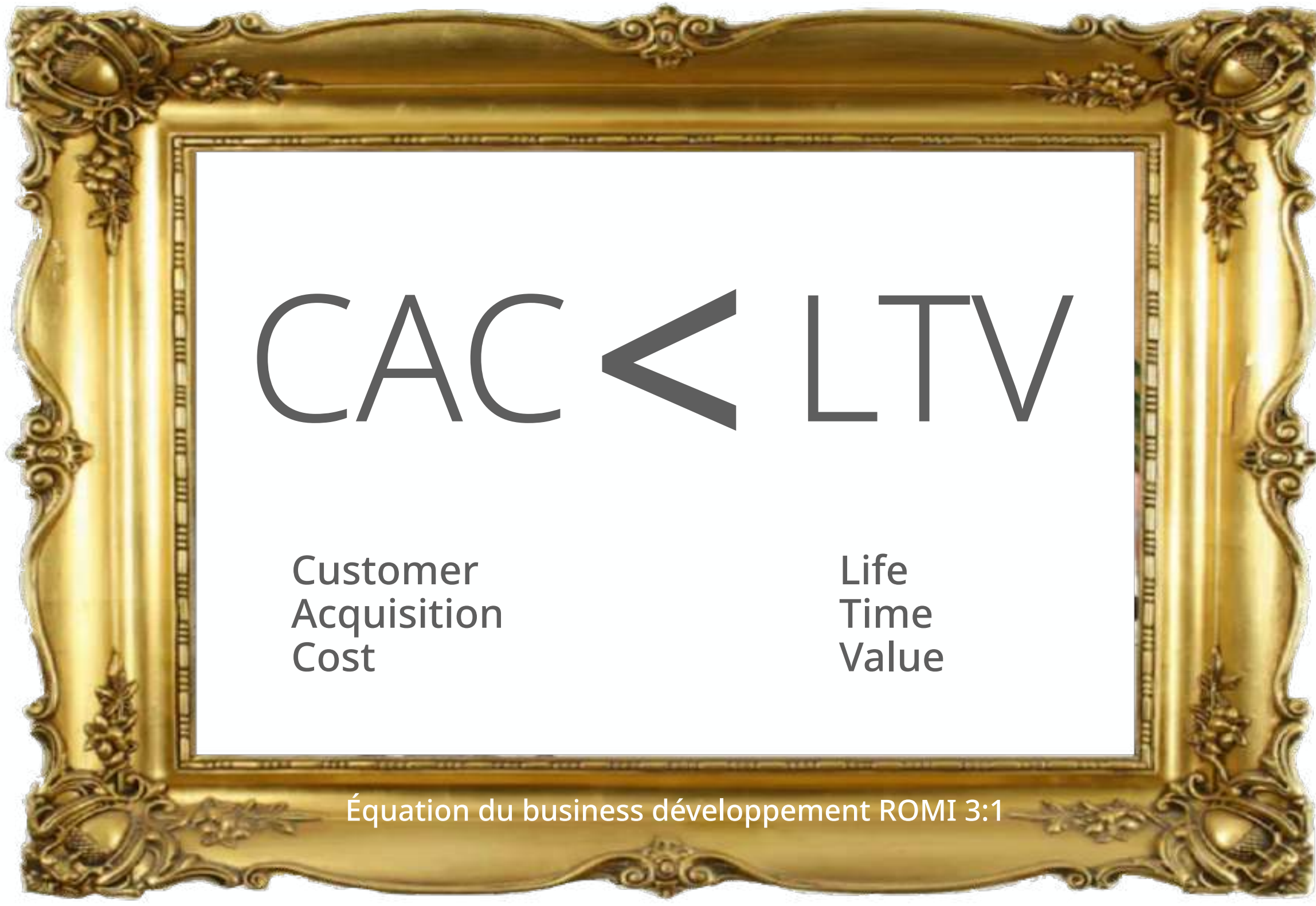
@kratiroff | ©2023

UX $\Rightarrow$ UE
user engagement
DIGITAL
mindset

CX

k $\propto$ QI x t x At



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

Customer
Acquisition
Cost

Life
Time
Value

Équation du business développement ROMI 3:1

$$CAC < LTV$$

Customer
Acquisition
Cost

Life
Time
Value

Équation du business développement ROMI 3:1

SAMSUNG

360°

Tunnel de conversion / vente

Conversion funnel

Sales Pipeline

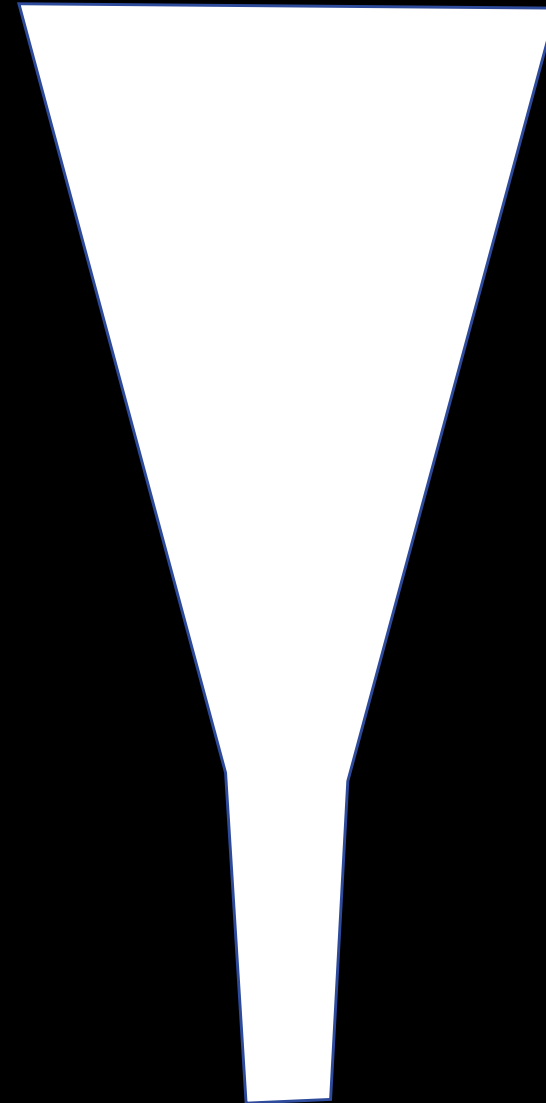
Lead Generation

Lead Nurturing



AAARRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral



SAMSUNG

AAAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral

Notoriété
Acquisition
Activation
ACHAT
Parrainage
Retour



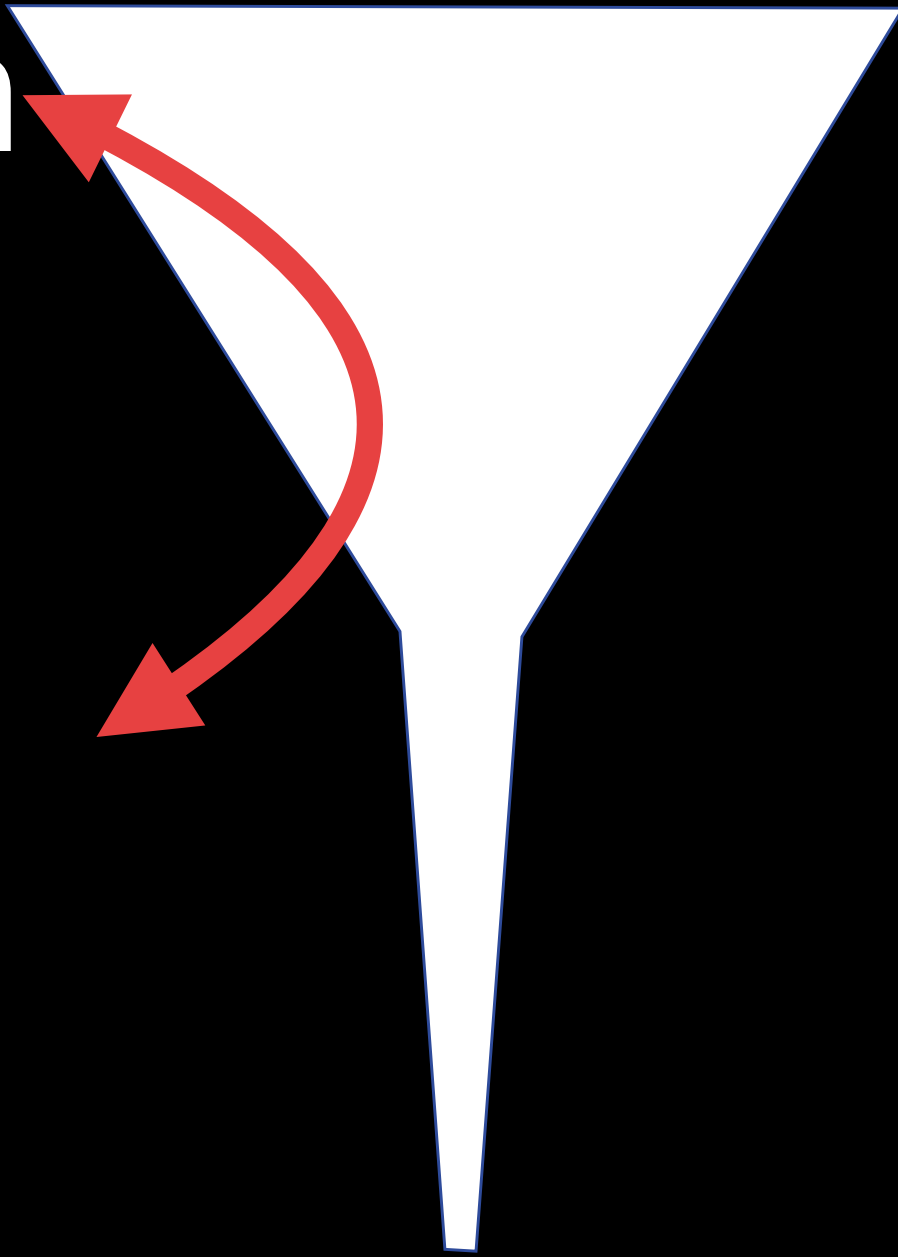
SAMSUNG

AAAAARRRR

Awareness
Acquisition
Activation
Retention
Revenue
Referral

G

Acquisition
Activation
ACHAT
Notoriété
Retour
Parrainage



AAAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral

3 jours

2 mois

1 an



SAMSUNG

AAAARRR



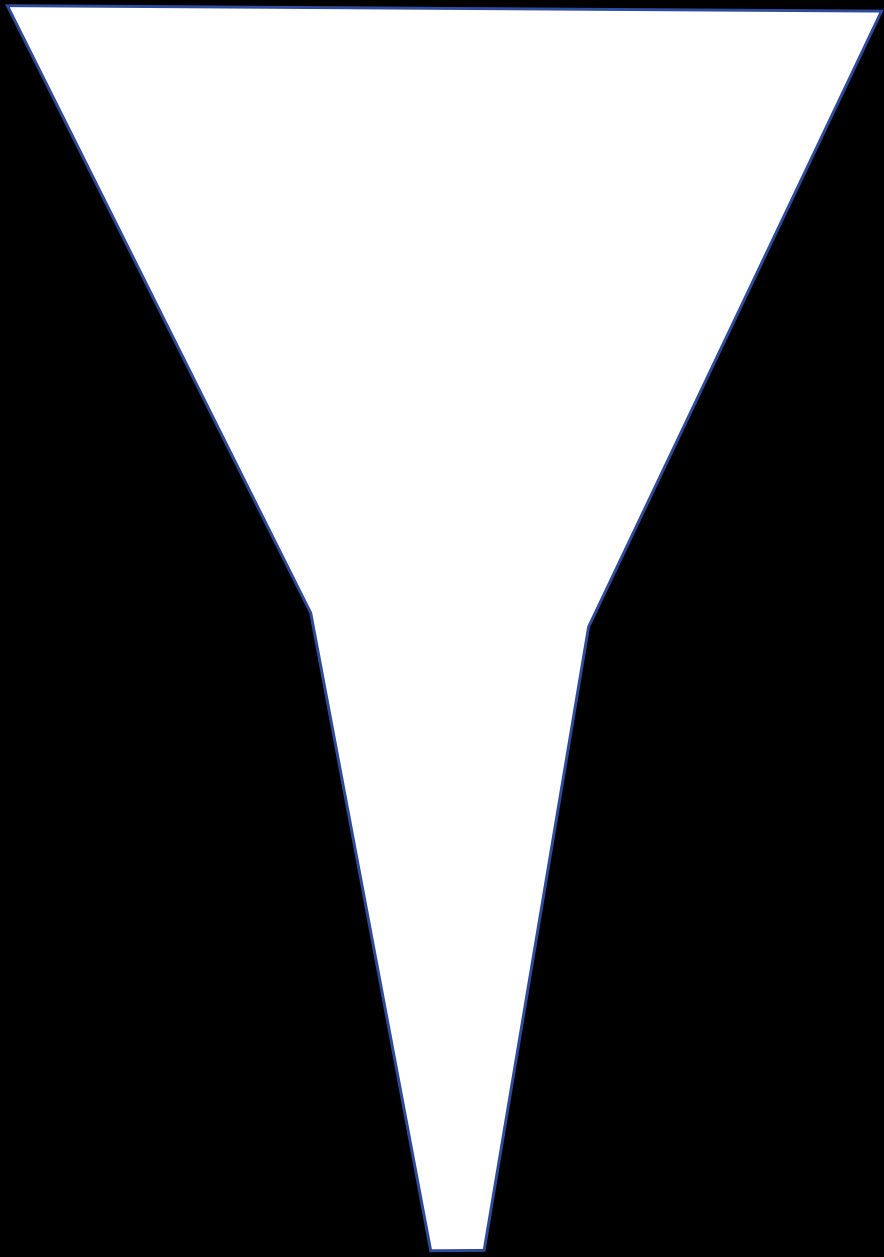
Taux de conversion

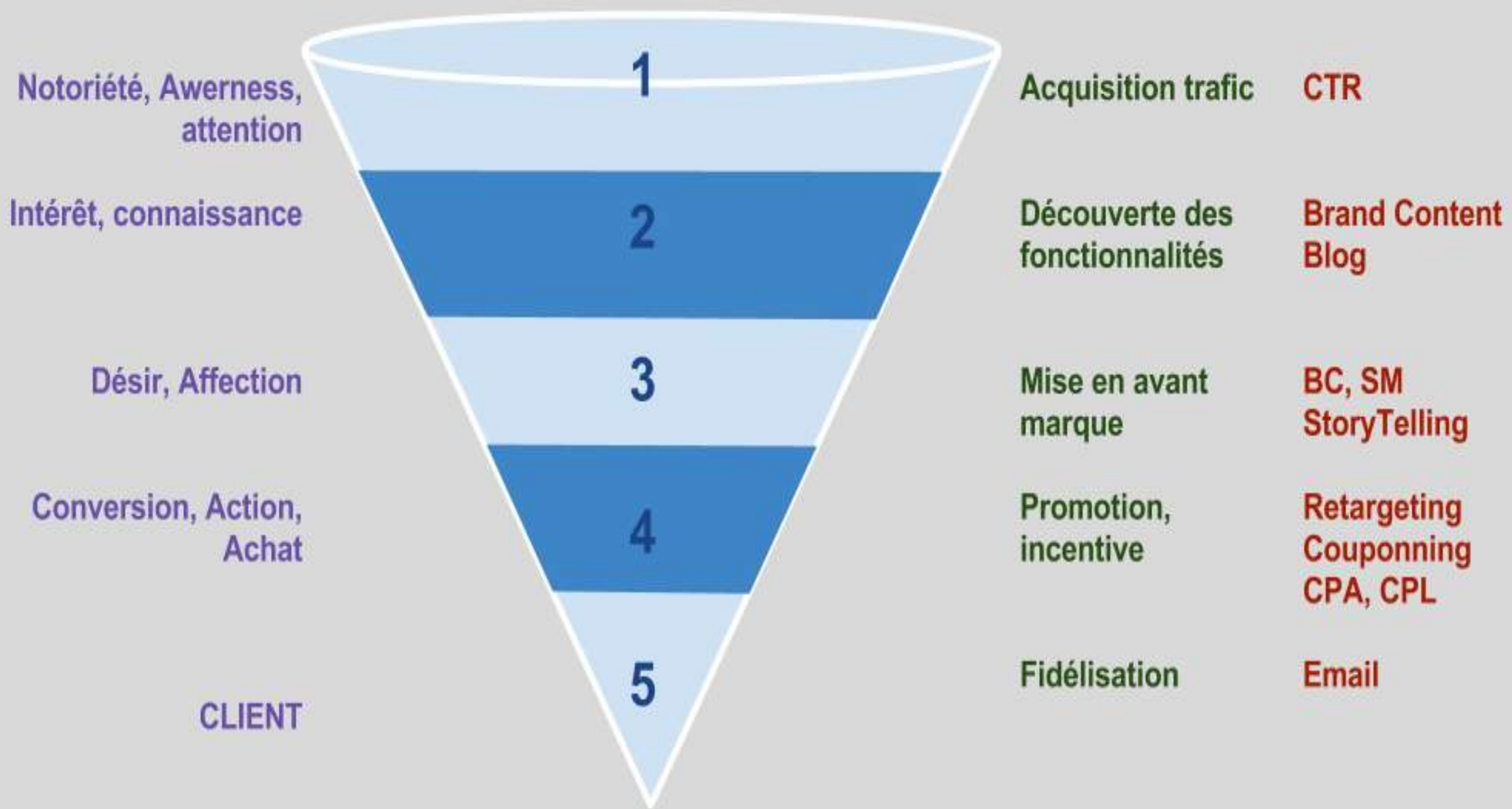


TOFU
Top of the Funnel

MOFU
Middle of the Funnel
MID FUNNEL

BOFU
Bottom of the Funnel





Intent Data & Moment Client

👉 Réinvente ton Funnel Marketing

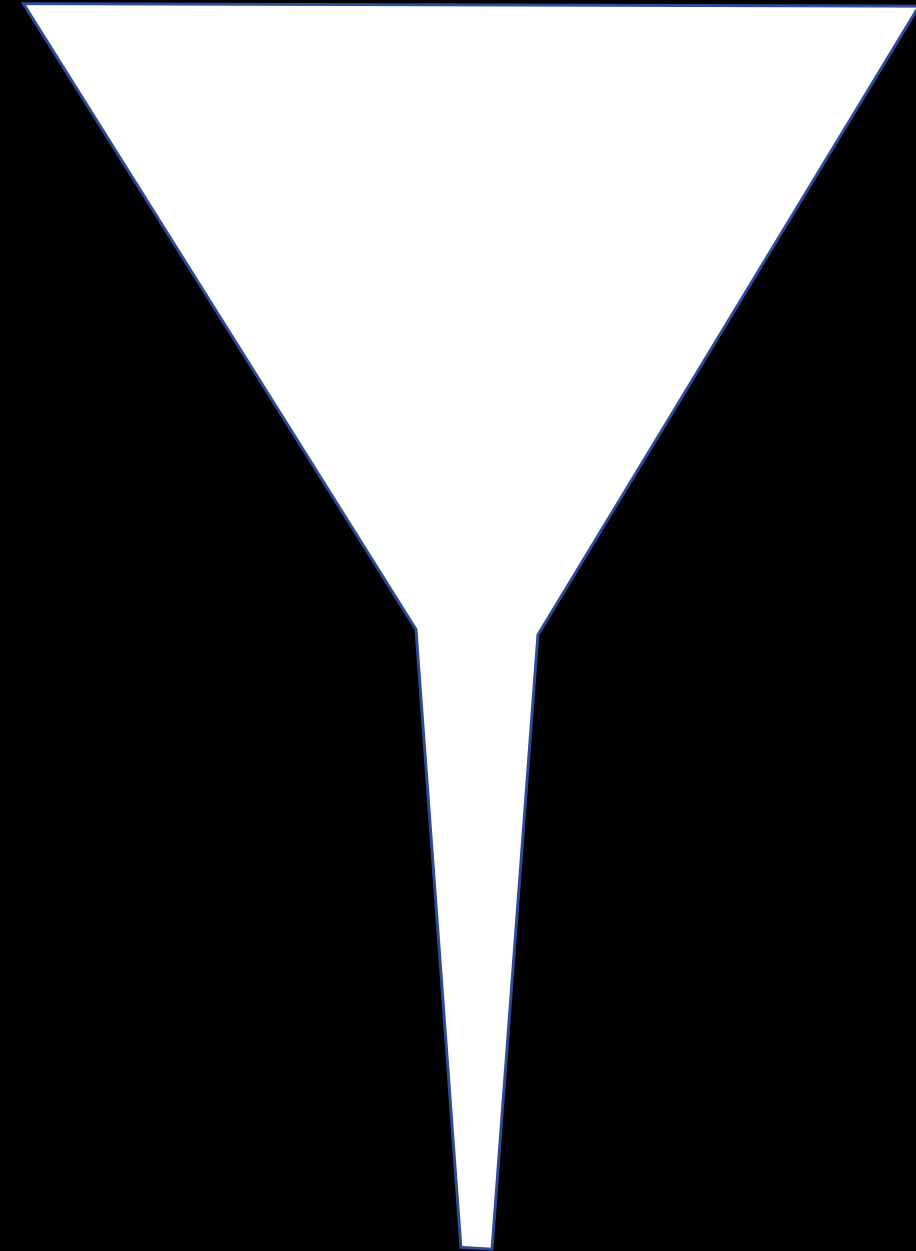
Maturité de l'audience	C'est quoi ?	Que faire ?	Objectifs
Déclencheur ou démarrage d'un parcours d'achat	Une "douleur" ou une "émotion" conduit à vouloir changer de situation	Travaille sur tes Persona & le Job To Be Done	• Détecte les douleurs, émotions et JTBD "compatibles" avec ton offre
Recherche Passive de Solution	À ce stade, la recherche est dite "passive", l'audience évalue de multiples pistes différentes et parfois surprenantes	Propose des contenus "découverte" sur les pistes qui intéressent ton audience	• Attire une audience • Collecte des <u>données d'intention</u> • Détecte des leads et Nurture-les
Activateur & Recherche Active de Solution	A ce stade, tu risques l'inaction de tes leads Trouve le bon activateur pour qu'ils s'intéressent à ton offre et te shortlistent parmi d'autres prestataires	Travaille sur le marketing du risque avec des contenus "évaluation" (ma solution VS inaction ou Ma solution VS concurrence)	• Rassure tes leads sur la pertinence de ton offre et de tes pratiques • Détecte le <u>Moment client</u> • Passe du marketing à la vente
Décision	Ils choisissent ton offre (ou pas) !	Travaille sur le fit entre tes process commerciaux et leurs Processus d'achat	• Démontre • Rassure • Vends
Usage	Les clients utilisent ton offre pour résoudre leurs problèmes	Assure-toi que ce qu'ils ont vécu durant leur parcours d'achat correspond à l'usage qu'ils font de ton offre	• Surdélivre • Fidélise • Produis de la preuve sociale • Recommence en mieux :)

Ordre des étapes

Durée du cycle de vente

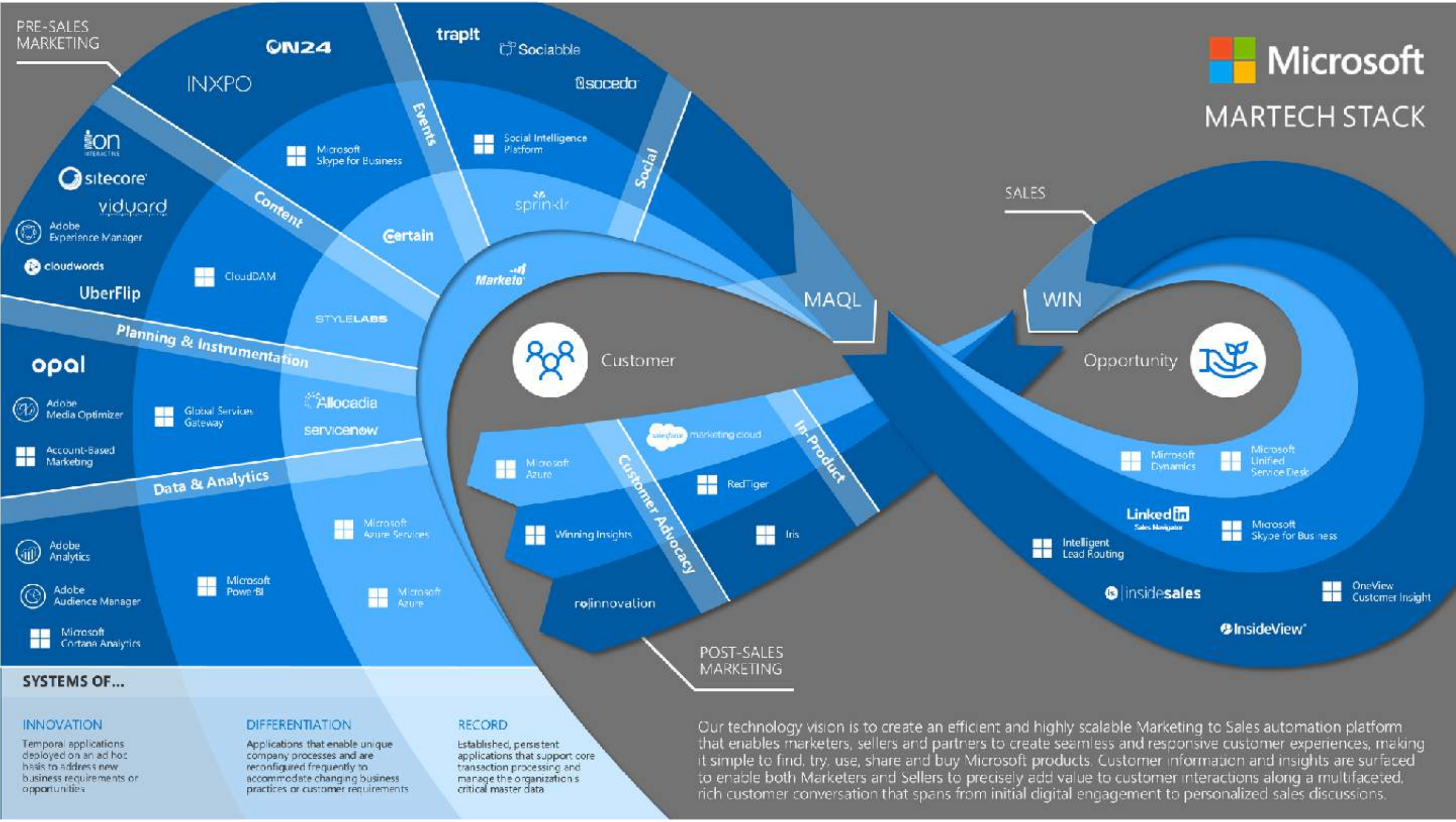
Taux de conversion

Stades du lead generation
et lead nurturing



Microsoft

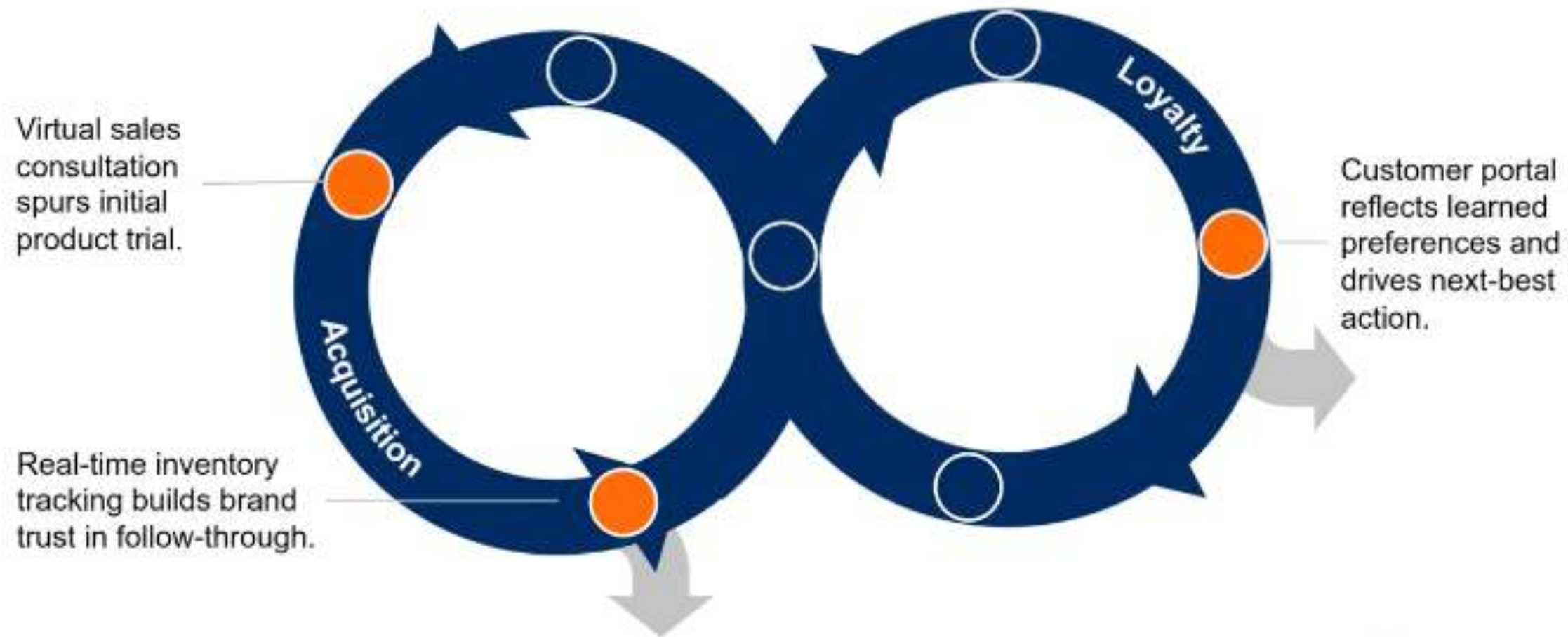
MARTECH STACK



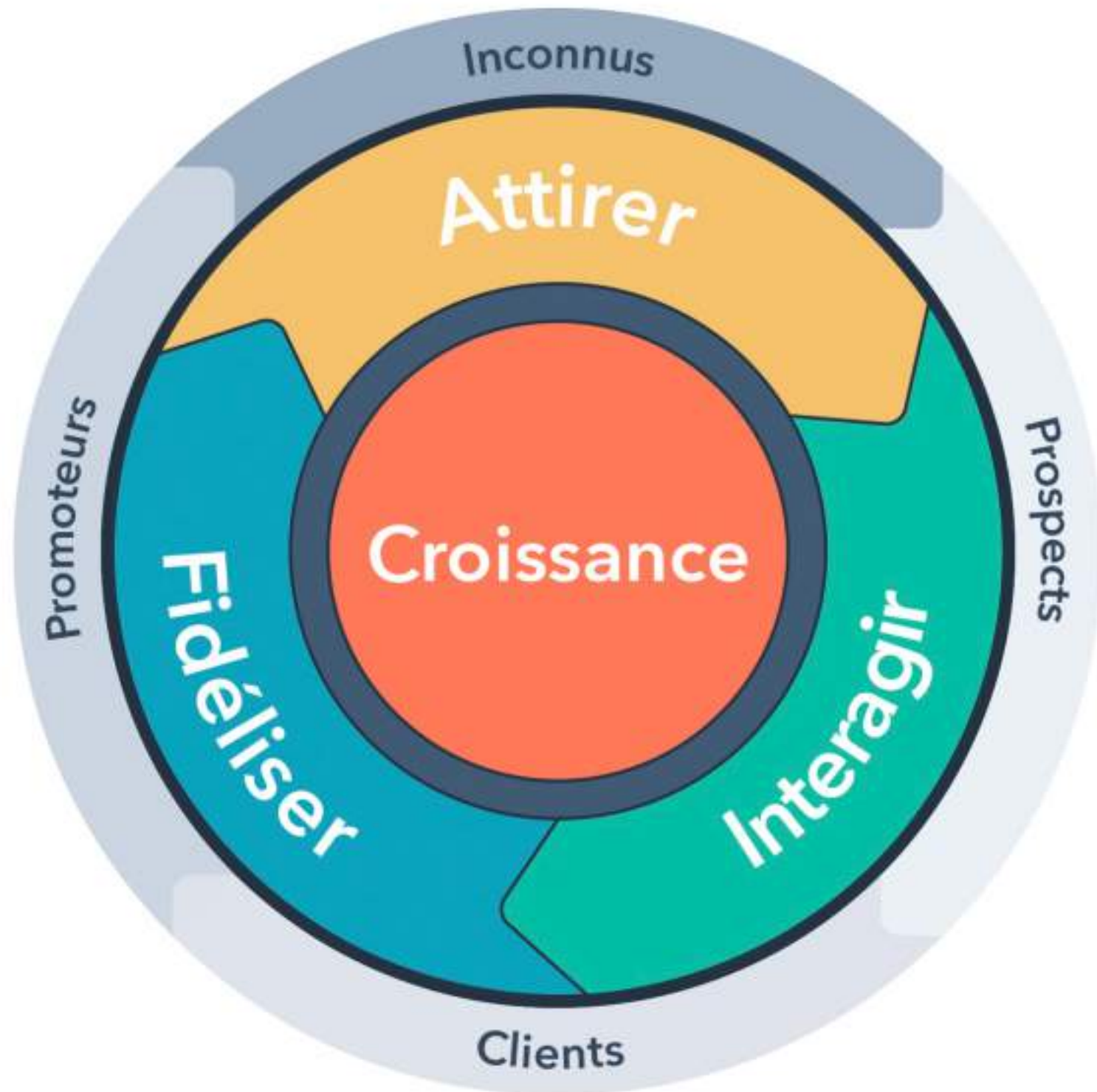


Gartner®

Customer Journey



HubSpot



SAMSUNG

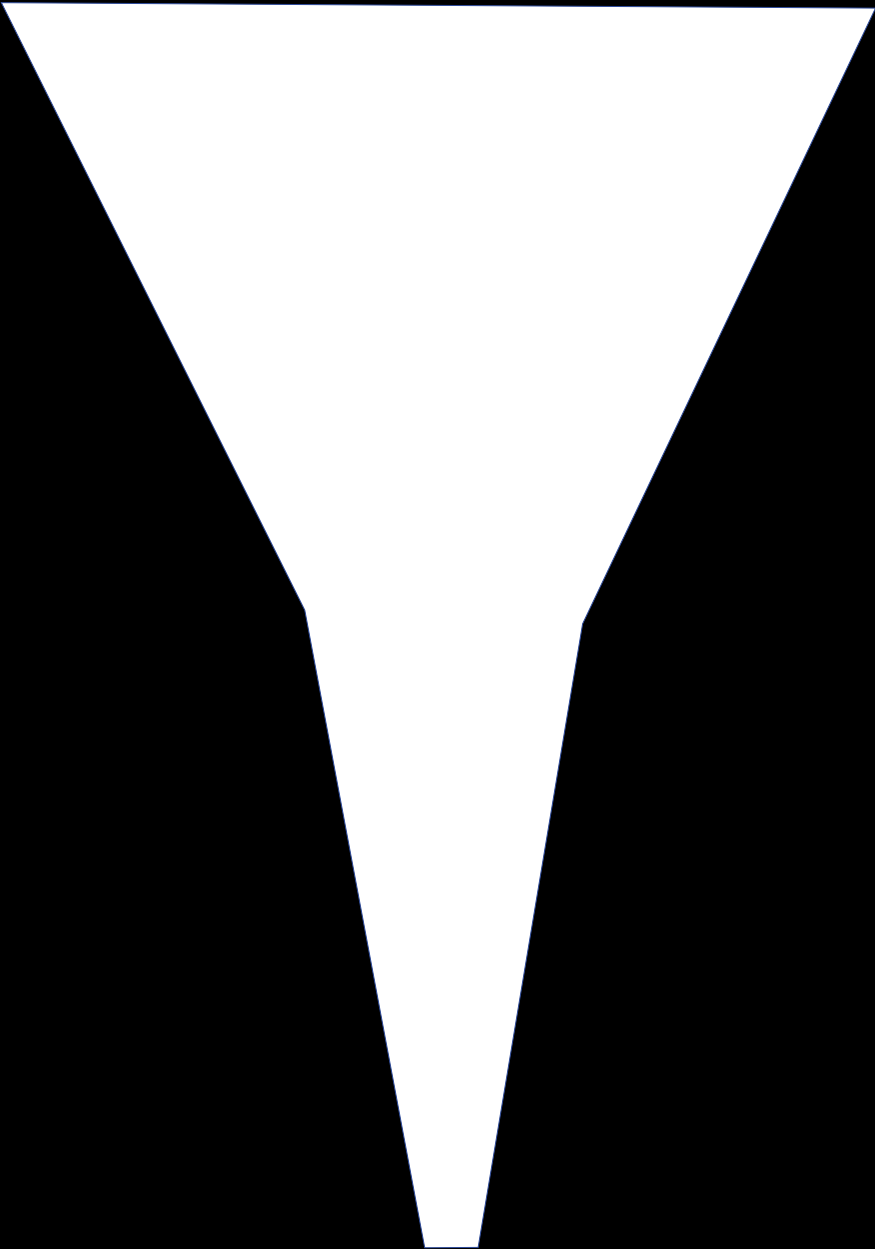
AAAA
RRRR



TOFU
Top of the Funnel

MOFU
Middle of the Funnel
MID FUNNEL

BOFU
Bottom of the Funnel



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



Sans Cookie Cookieless

Guerre : FPD et login

First party data

Walled Garden

Plateforme

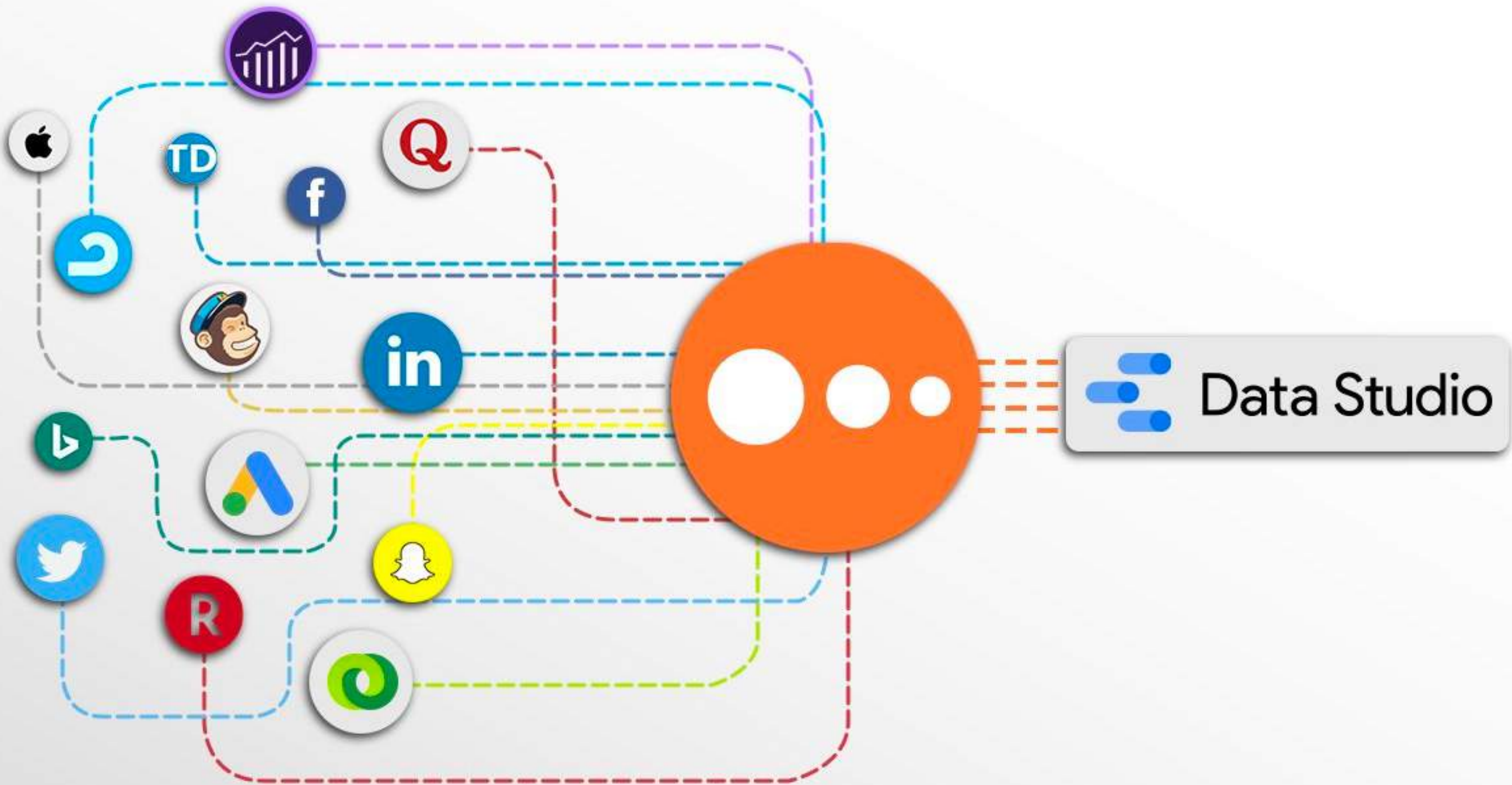
2FA (2 factor auth)

Ouverture de compte

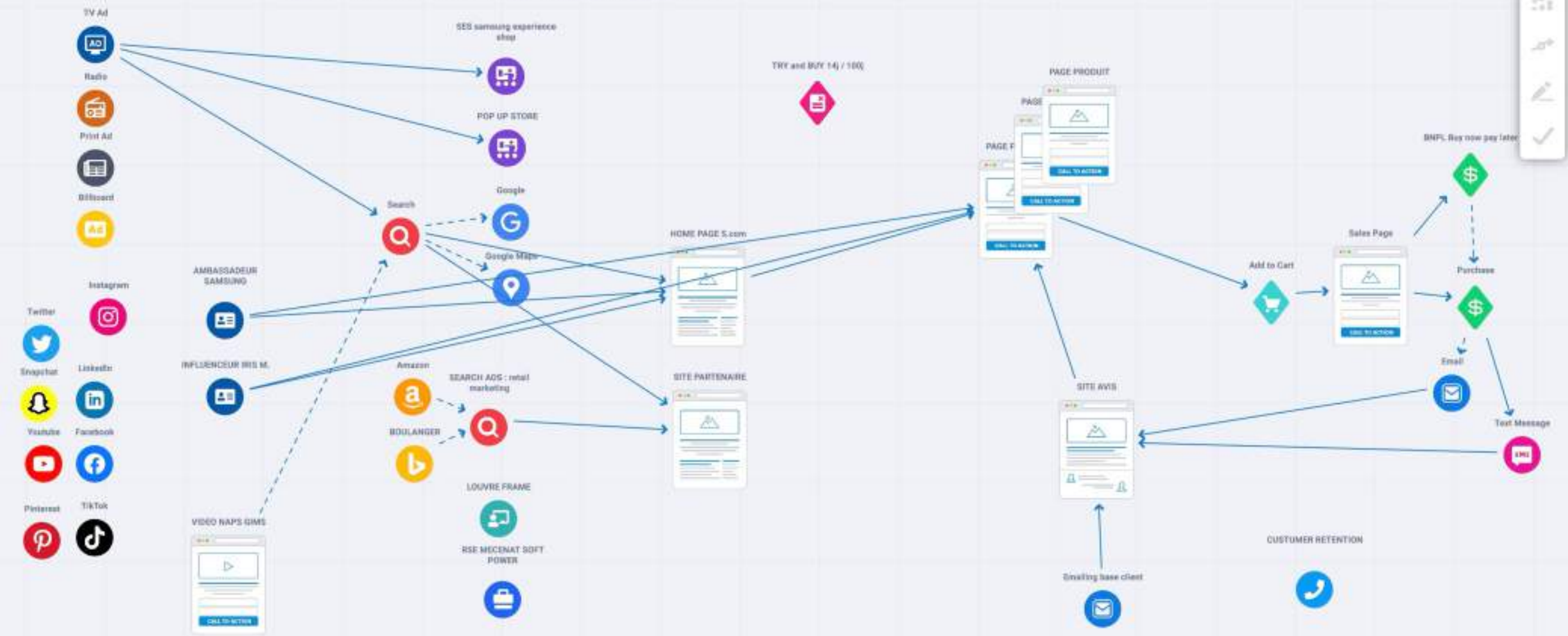


Contribution





EXPE 5-12 du 19 oct avec la meilleure équipe SEF digital SKILL-UP



**PAID
OWNED
EARNED
SHARED**

**marketing
média**

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

$$CAC < LTV$$

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

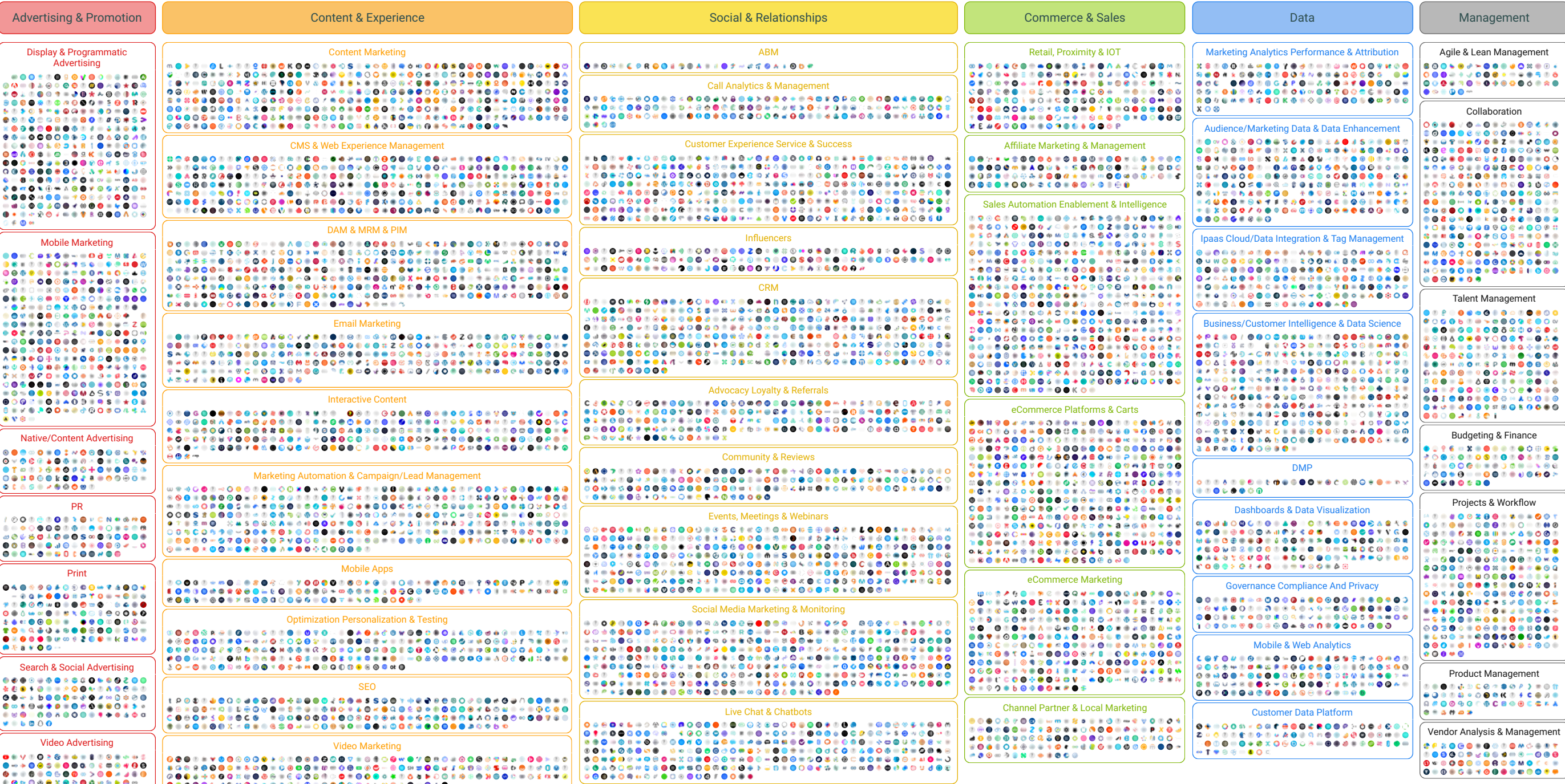
To calculate the LTV:CAC ratio, divide the customer lifetime value by the cost of customer acquisition.

$$CAC < LTV$$

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

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



A pile of colorful confetti and wood shavings is scattered on a white surface. 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.

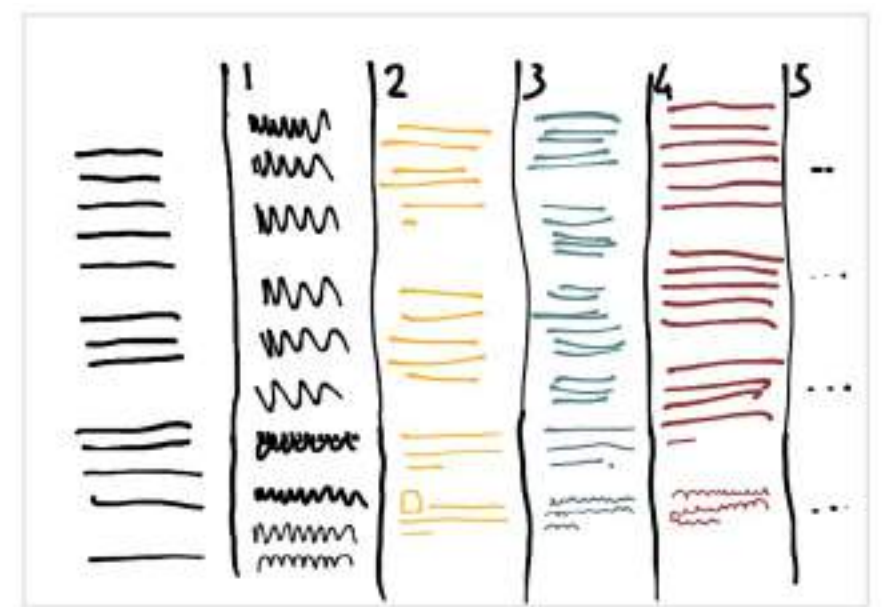
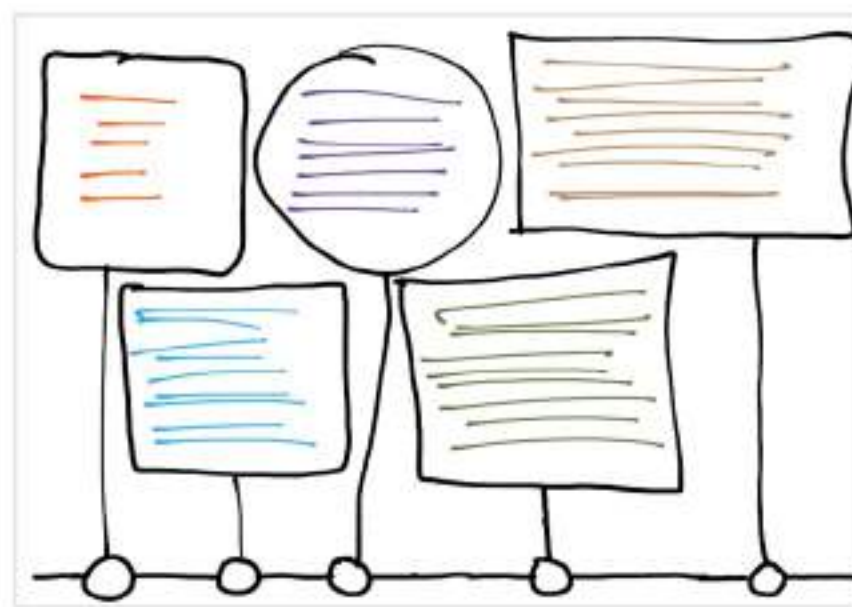
PLAN DIGITAL

PAUL

32 ans
Célib
CP

“ ”

pain



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



G	A	f	S	▶
▶	🐦	a	€	😊
<html> <head> <body> CSS.js	Whois TLD .com	BARE	ovh registrar ...	📺
SMS	Wp	DOM	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



ES

Executive Summary

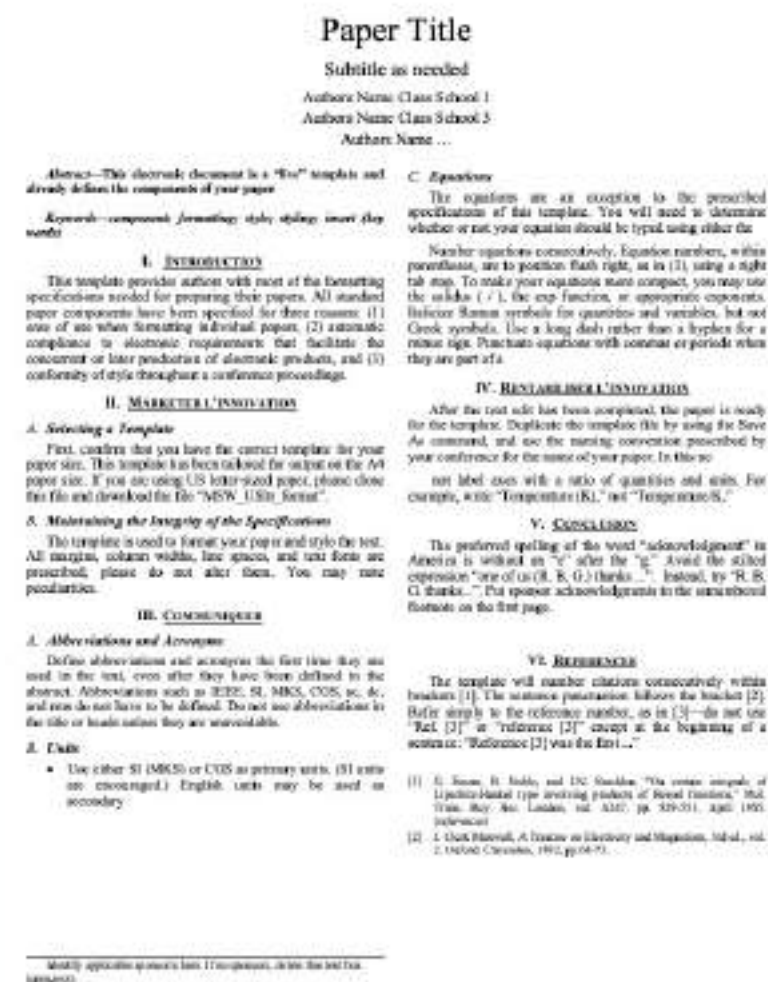
1ère page 1300 caractères

modèle PAPER1

Suite du dossier *selon modèle*

présentation

Oral tiré au sort



VOC
Persona
Empathy Map
ICP
Pain Points
Insights

01.

VOC





PERSONA
20 max



this
person
doesn't
exist
.com

CV

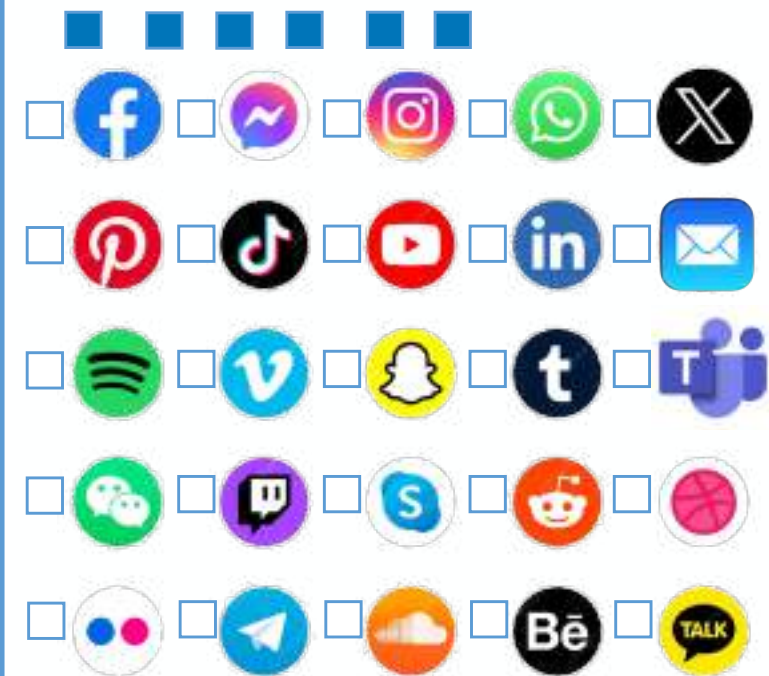
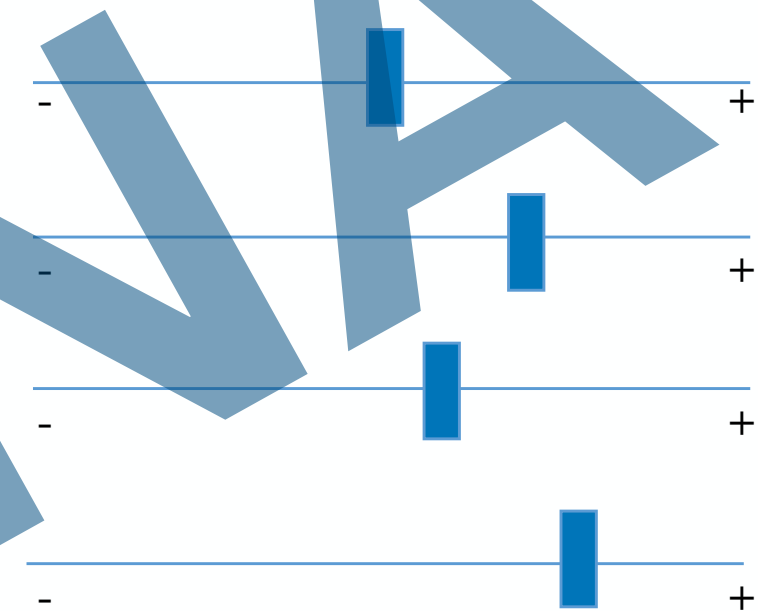
Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points / EPIC / USER STORY

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 ?

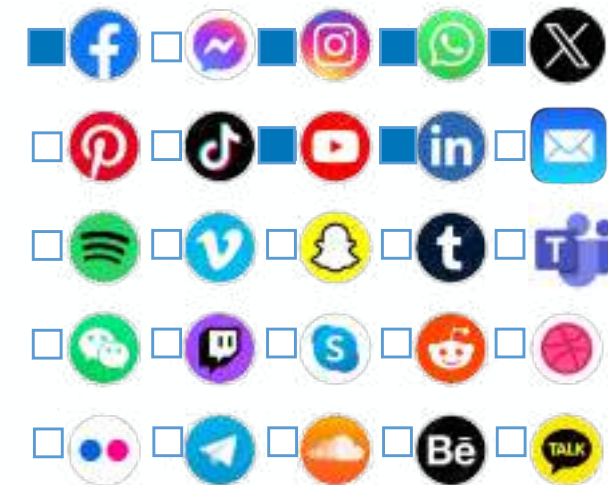
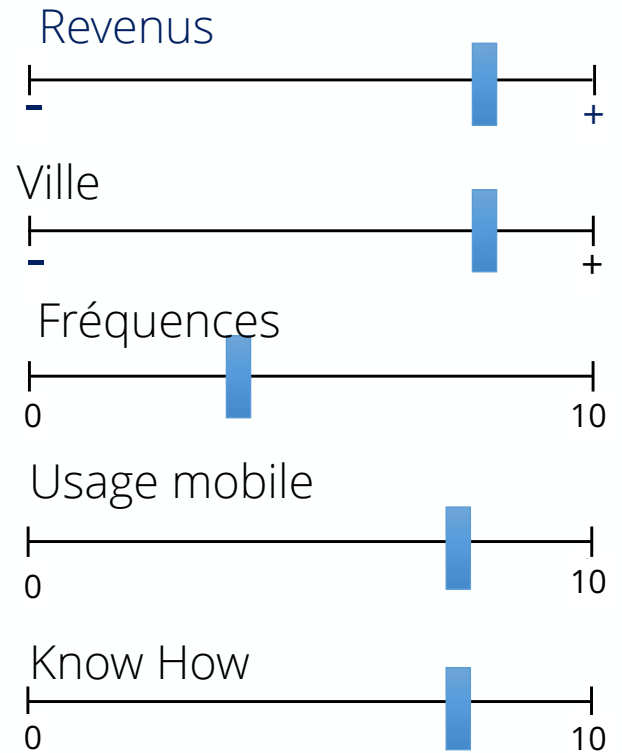
...

...

...

...

Empathie map si besoin pour mieux comprendre le persona





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 ?

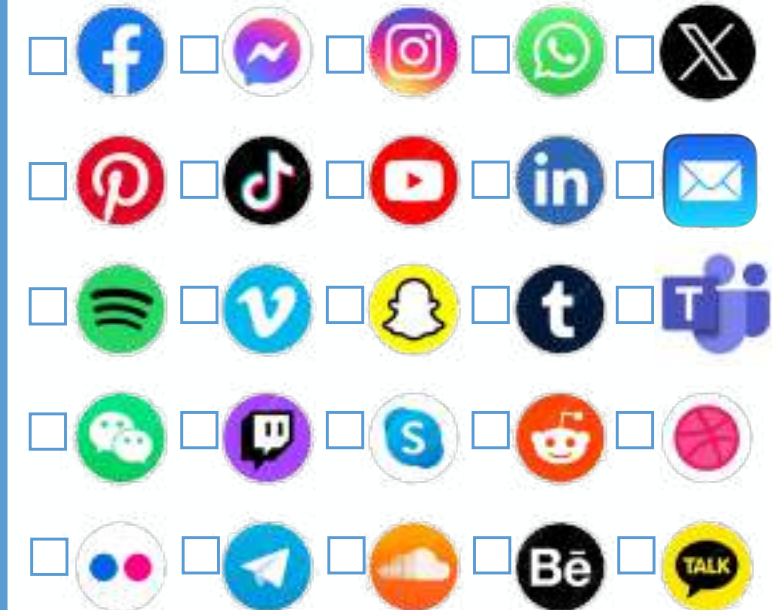
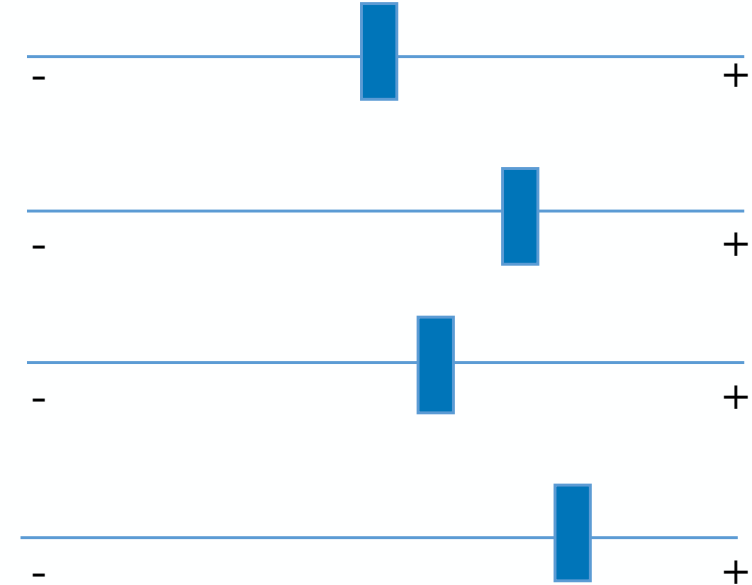
Quels sont les besoins et attentes ?

Pourquoi n'est-il/elle pas satisfait des solutions
existantes ?

...

...

Empathie map si besoin pour mieux comprendre le
persona



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

ICP / ABM



PERSONA



PERSONA

ICP

ideal customer profil

Question :

qui sont les
utilisateurs ?

**Keeping an
empty chair
so the
customer is
always in the
room**





« Je n'aime pas faire de vagues ou gérer des conflits, le débat est la meilleure manière de progresser »

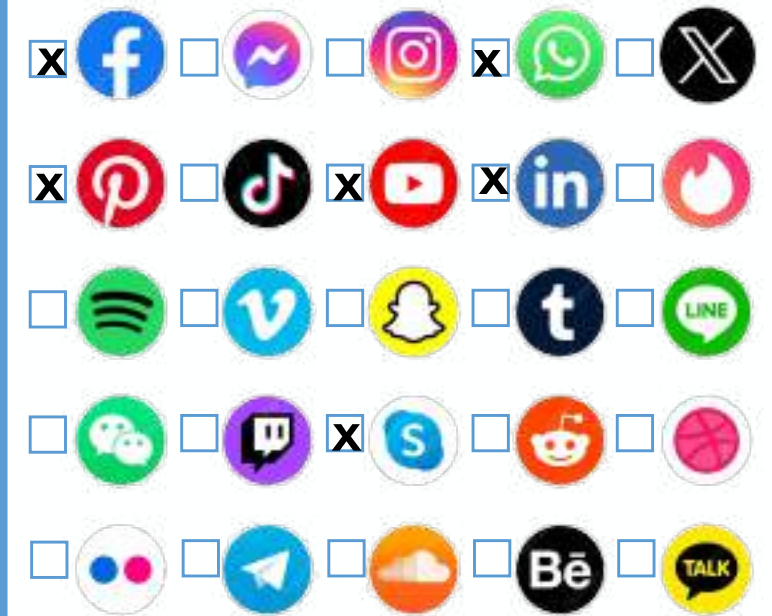
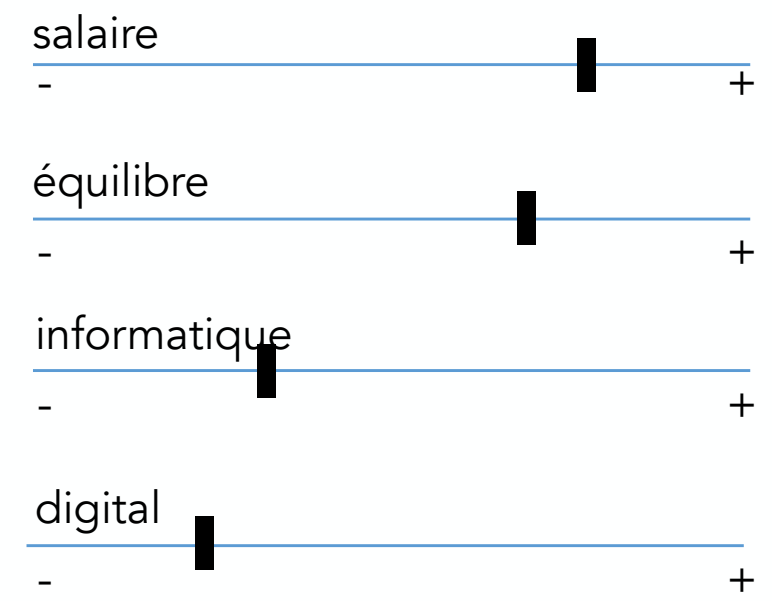
Très belle progression dans l'entreprise Virginie est DRH à 55 ans en commençant assistante il y a 32 ans.
Appréciee de toutes et tous elle privilégie les contacts en face à face

Virginie
55
Vit à Lyon (banlieue)
Vit avec son compagnon et ses 3 enfants
Enfant : 3
JOB : DRH
Education : BEP
CV : 2eme entreprise
Passionné par l'artisanat, la brocante

Virginie en tant que DRH d'une ETI, ne sais plus comment satisfaire les différentes générations de salariés qui ont des buts et attentes différentes

Virginie cherche une innovation a mettre à son actif dans l'entreprise, mais c'est dur dans les RH

Virginie n'aime pas son logiciel de SIRH mais elle n'a pas su influencer le choix par son manque de connaissance informatique



John



« QUOTE : happy
to be an

entrepreneur in

Description: funder of an IOT
company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live With

Education

Resumé

Company 2012...2020

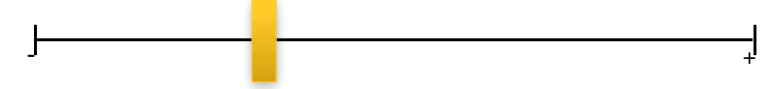
Products

PAIN POINTS

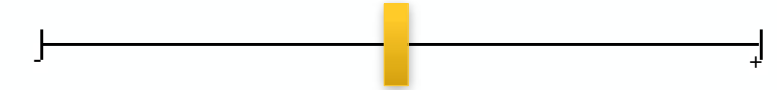
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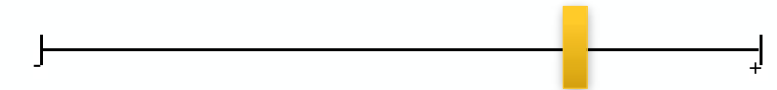
Revenues

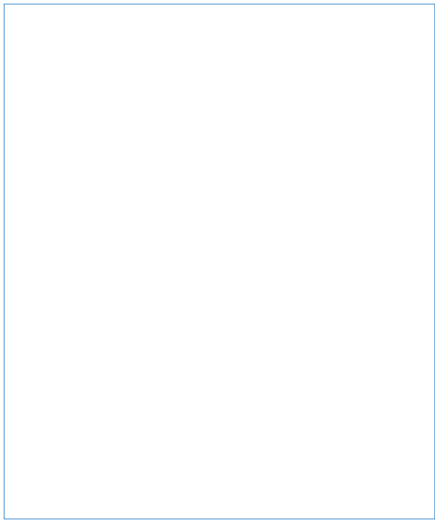


Type of city



Frequency





Surnom

Age

Vit à

Vit avec

Enfant

JOB

Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points

-

+

-

+

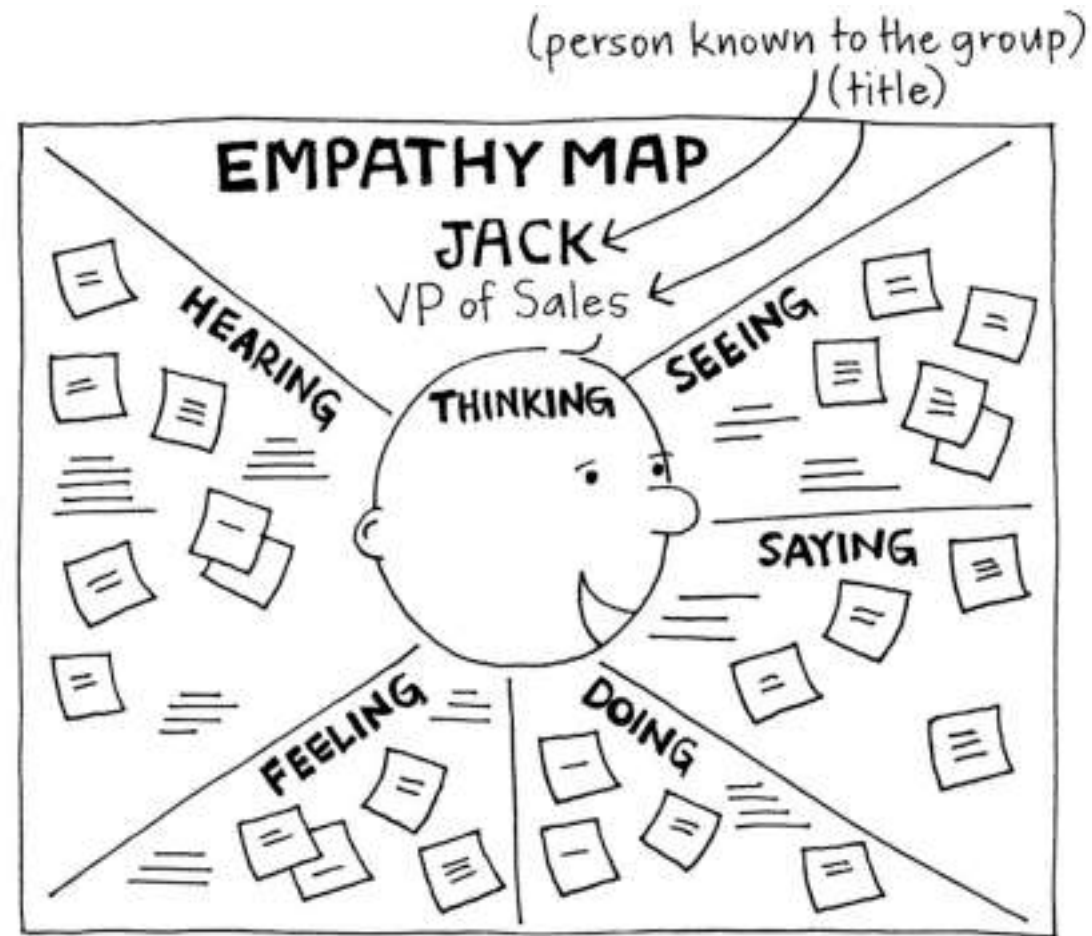
-

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-

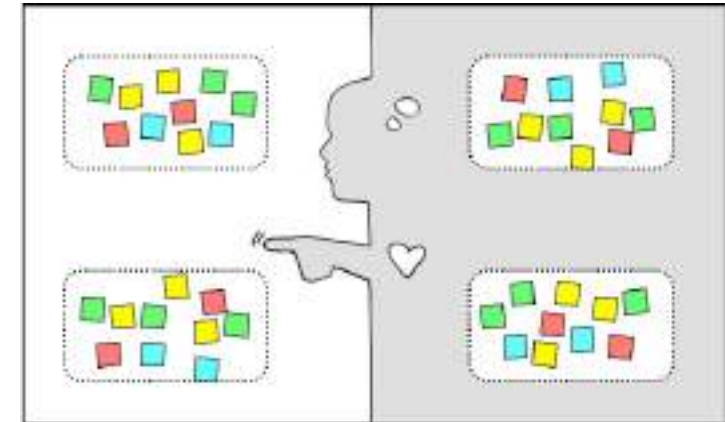
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METHOD

EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY:** What are some quotes and defining words your user said?
- DO:** What actions and behaviors did you notice?
- THINK:** What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL:** What emotions might your subject be feeling?

Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.

Parcours client
Point de contact
UX
Channel Audit
Omni Channels
MCA

02.



visible

ARRIVEE

DEPART



parcours total

Premier
touchpoint
2009



2eme
contact
2012



3eme
contact
2015



Achat
2018



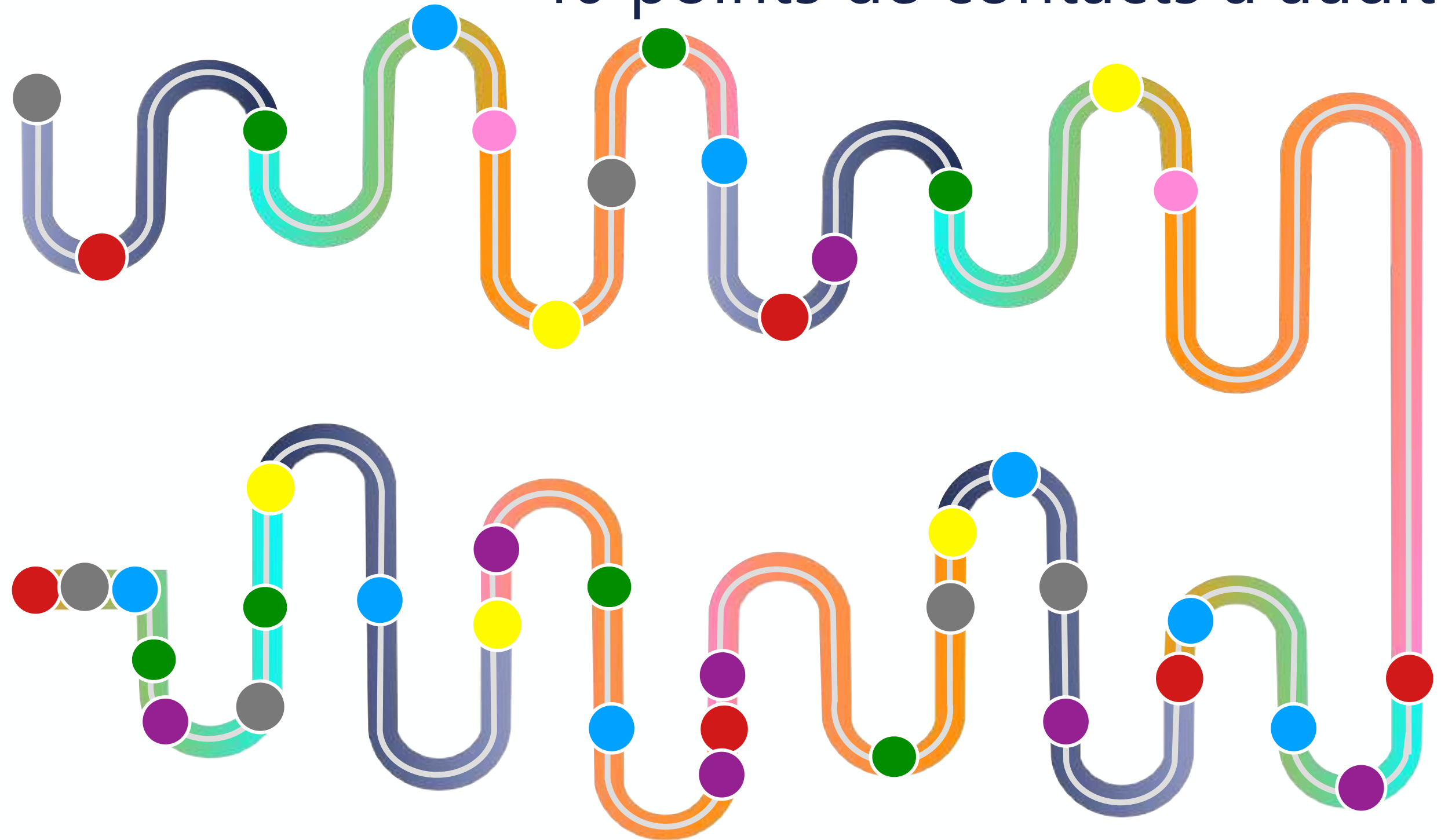
SAV
2020



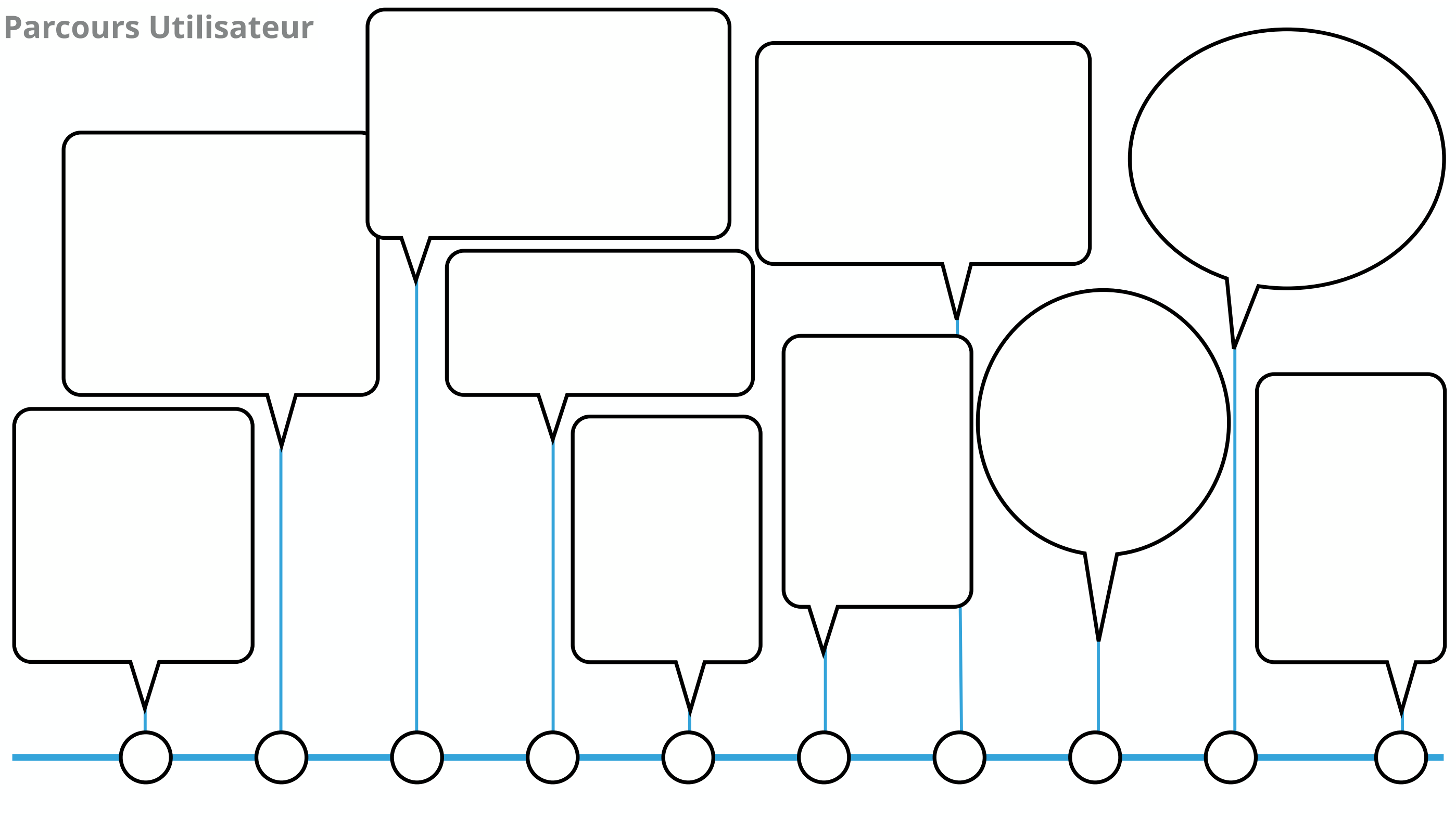
Recommande
2022



40 points de contacts à auditer

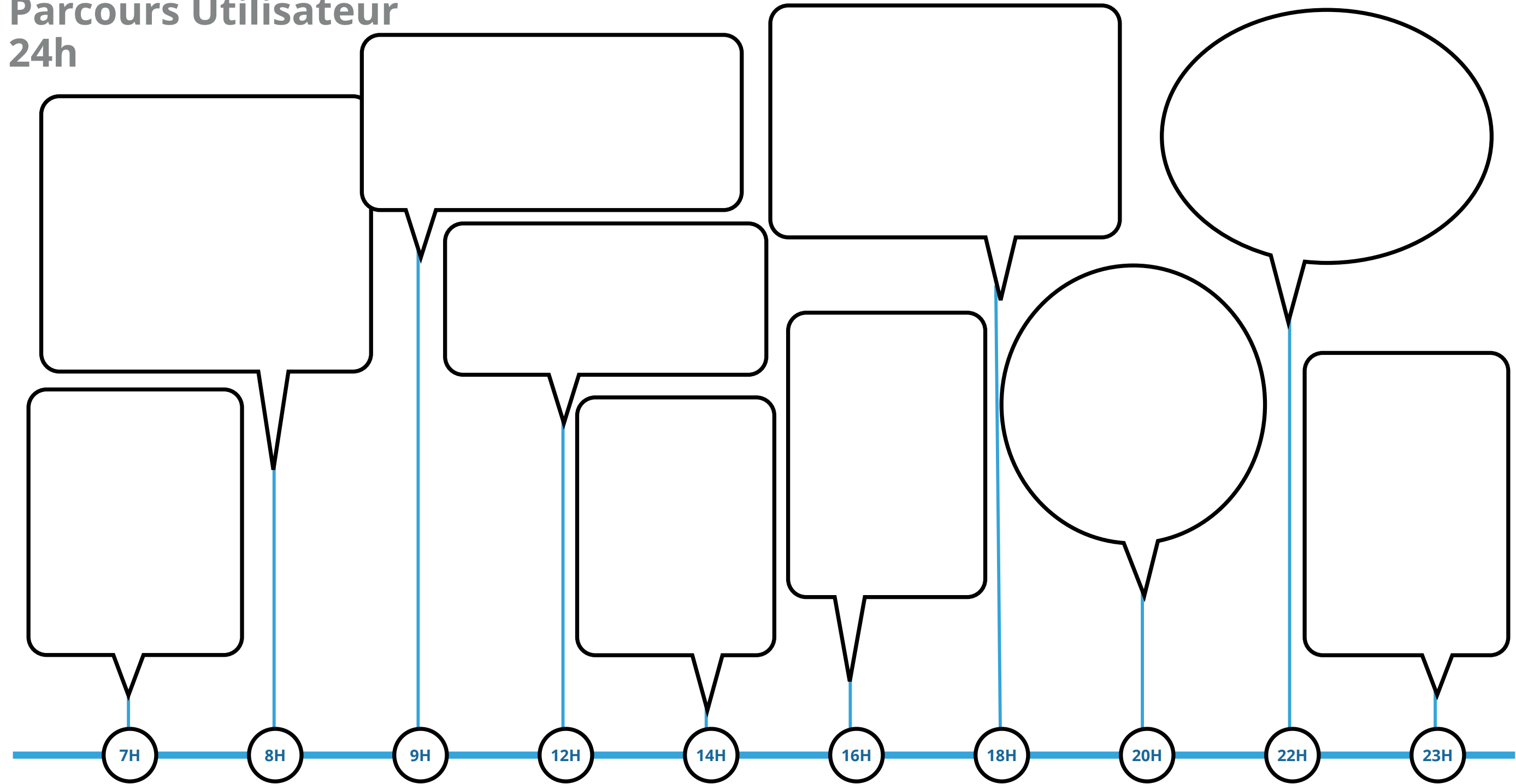


Parcours Utilisateur

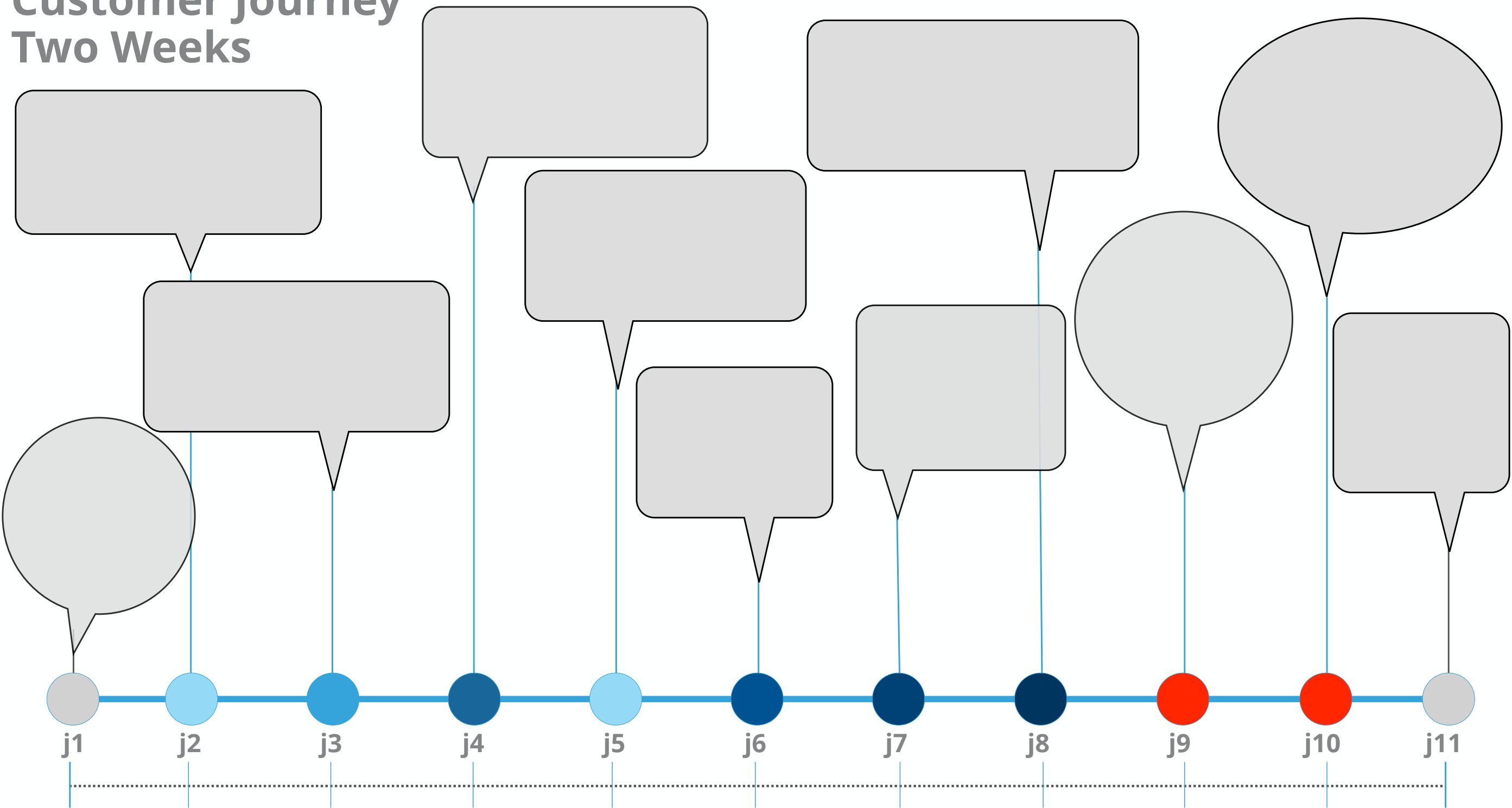


Parcours Utilisateur

24h



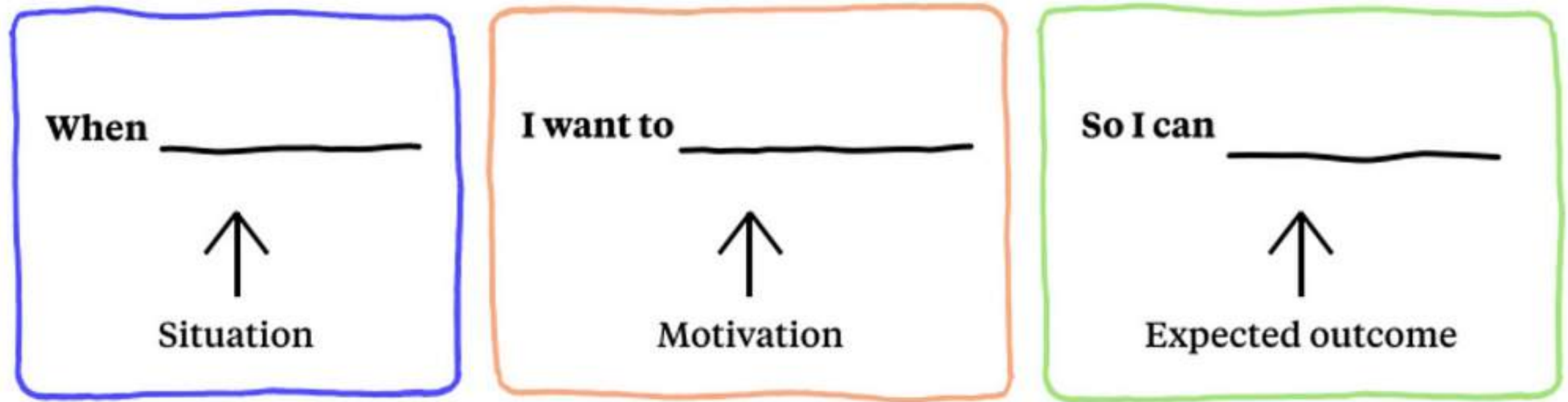
Customer Journey Two Weeks



JTBD

Jobs to Be Done

Hiring a product to complete a task



User Story + Epic

[illegible]

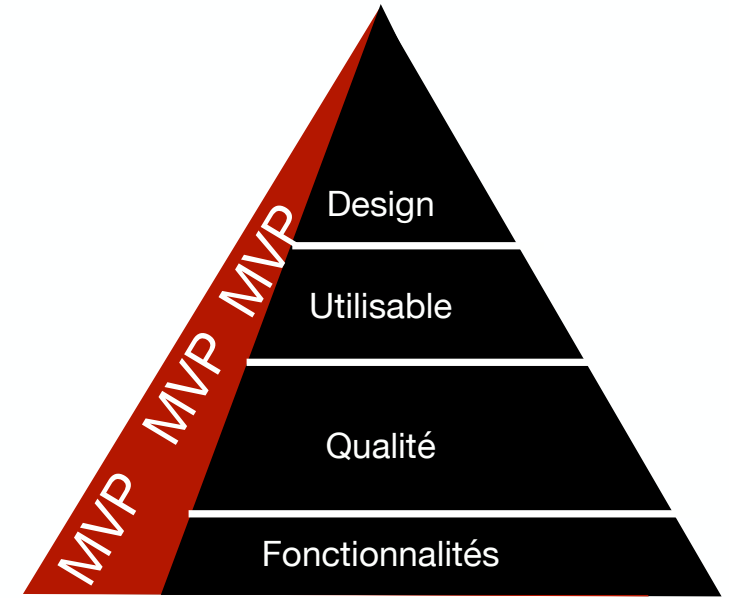


@kratiroff

Value proposition
Prototypage
MVP

03.

MVP



minimum viable product





FIGMA

Prototyping Wireframing



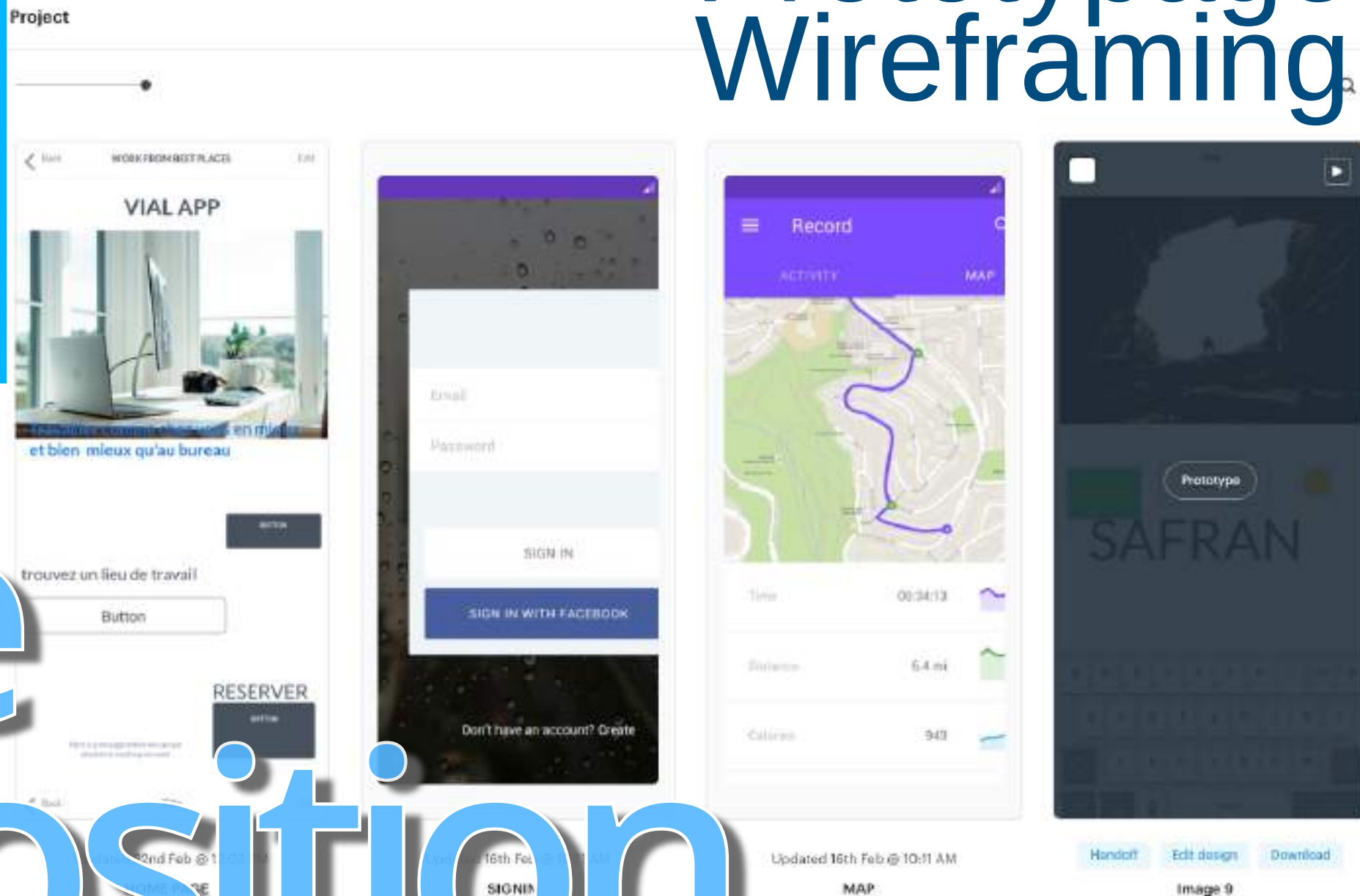
Figma

Value Proposition

Marvel

Prototyping Wireframing

Value Proposition



Content Calendar
by audience
by channel
Budget
CAC

04.

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:

???

POESM

Paid Media

Owned Media

Earned Social

Shared Social

Managed Marketing





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 and time periods.



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 and creation to distribution and analysis.



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.



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 the timeline for completion.



My Work

Section

Content Production

Description

My Work aggregates all your content production tasks and provides a comprehensive overview of your work, including task status, progress, and completion dates.



Channels

Section

Content Production

Description

The Channels page is dedicated to managing your content distribution across various social media and content management platforms.



Metrics

Section

Dashboards

Description

The Metrics page provides a detailed overview of your content performance, including key metrics such as reach, engagement, and conversion rates.



Team

Section

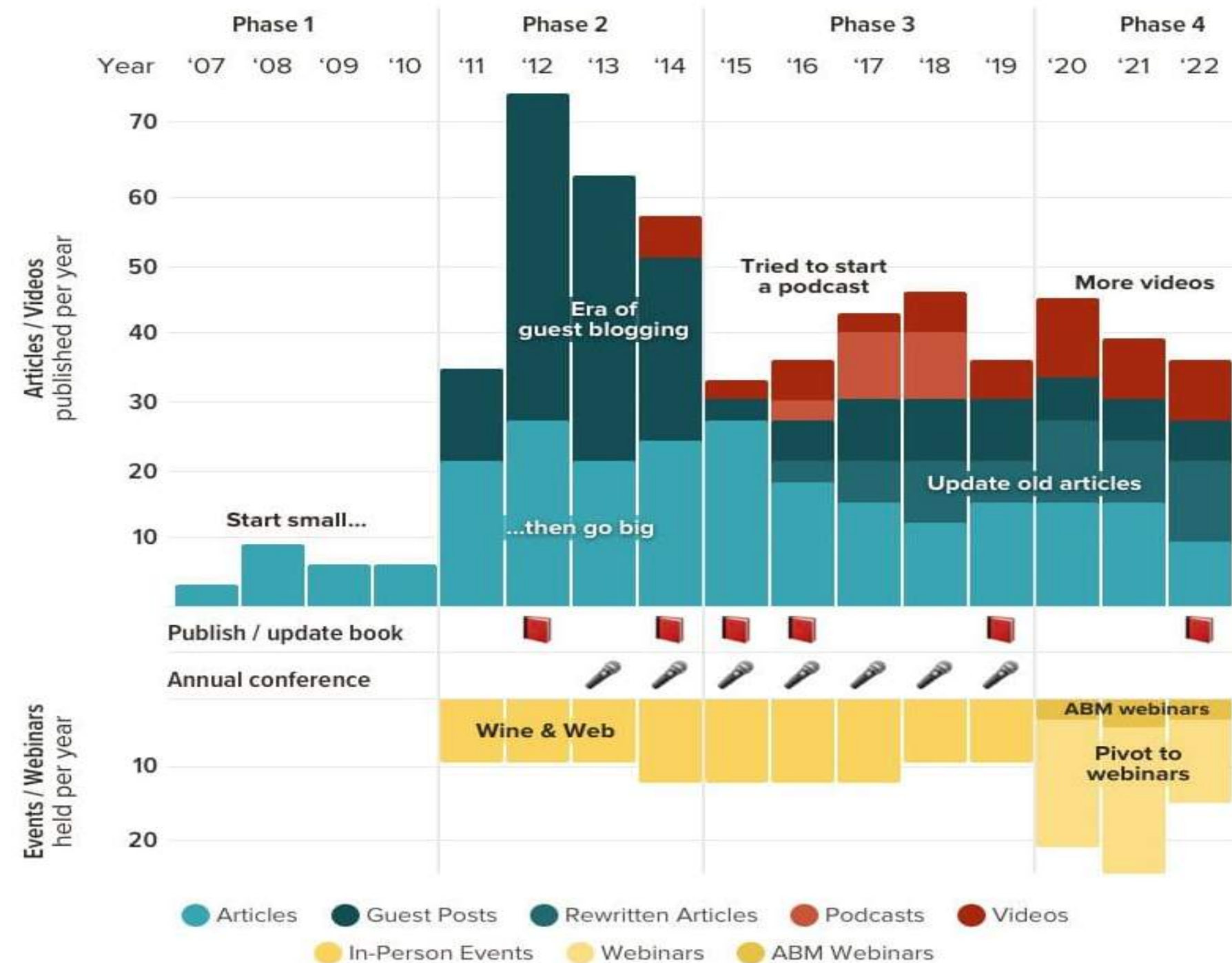
Content Production

Description

The Team page is a directory of your content production team, providing a clear view of team members, their roles, and their contact information.

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)
07 76ème cérémonie des Golden Globes (jusqu'au 10/01)	08 CES Las Vegas (jusqu'au 11/01)	09 Soldes d'hiver	10	11	12 Journée Mondiale des Roux	13 Journée Mondiale sans pantalon
14 Open d'Australie (jusqu'au 21/01)	15 Paris Men Fashion Week (jusqu'au 23/01)	16	17 Journée Internationale de la cuisine Italienne	18	19 Fête du Pop-Corn	20
21 Blue Monday Journée du câlin	22	23	24 46ème festival de la Bande Dessinée d'Angoulême (jusqu'au 27/01)	25	26	27
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
28	29	30	31	01 Tournoi des 6 Nations (jusqu'au 16/02)	02 Chandeleur Journée de la Marmotte	03 Finale SuperBowl
04 Journée Mondiale contre le cancer Anniversaire de Facebook	05 Nouvel an Chinois Journée Mondiale du Nutella	06 Journée Mondiale sans téléphone Safer internet Day	07	08 New York Fashion Week (jusqu'au 16/02)	09 Vacances Zone B Victoires de la musique	10 Cérémonie des Grammy Awards
11	12	13 Journée Mondiale de la radio	14 Saint Valentin	15	16 Vacances Zone A Carnaval de Venise London FWeek	17
18	19	20	21 Milan Fashion week (jusqu'au 27/02)	22 44e cérémonie des Césars	23 Vacances Zone C Salon de l'agriculture	24 90ème cérémonie des Oscars
25 Mobile World Congress (jusqu'au 28/02)	26	27 Paris Fashion Week (jusqu'au 06/03)	28 Journée Mondiale sans Facebook	01	02	03
04	05	06	07	08	09	10

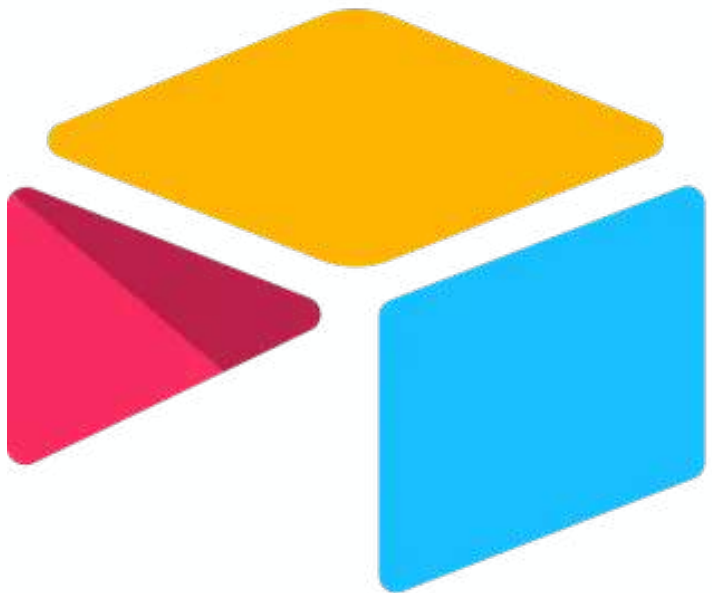
PLANNING BRAND CONTENT

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							

Présenter la liste des Contenus Digitaux par :

- date dans un calendrier
- persona dans une gallery
- produit dans une autre gallery
- producteur dans une liste
- état d'achèvement dans un Kanban
- thème dans une autre liste



Airtable

Find a view

Grid view ✓

☐	Nom Complet ▾	Prénom ▾	Nom de famille ▾	
1	Vincent Ertveld	Vincent	Ertveld	Kre
2	Jean Nabuse	Jean	Nabuse	Ad
3	Emma Tome			
+				

Create... ▾

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



Content Marketing Pipeline ▾

Editorial ▾ Content Ideas Personas Published Stories Verticals SEO Keywords Series

Calendar Using 4 fields and date ranges Filter Sort Color

Month Two week Today < > October 2017

Records are assigned the first color that they match.

- Where Publication Date is within the next week and Status is...
- Where Publication Date is before today and Status is not Pu...
- Otherwise

+ Add color

Calendar view showing content items with dates and status (DRAFT, PUB).

Timeline view showing content items with dates and status (PUB).

AAARRR
Sales Funnel
LTV
TAM SAM SOM
IS & BP

05.

DATA

01
10
01
10
01
10

@kratiroff



SALES FUNNEL



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



A

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Lead Nurturing

Awareness - Acquisition - Activation
Retention - Revenue - Referral



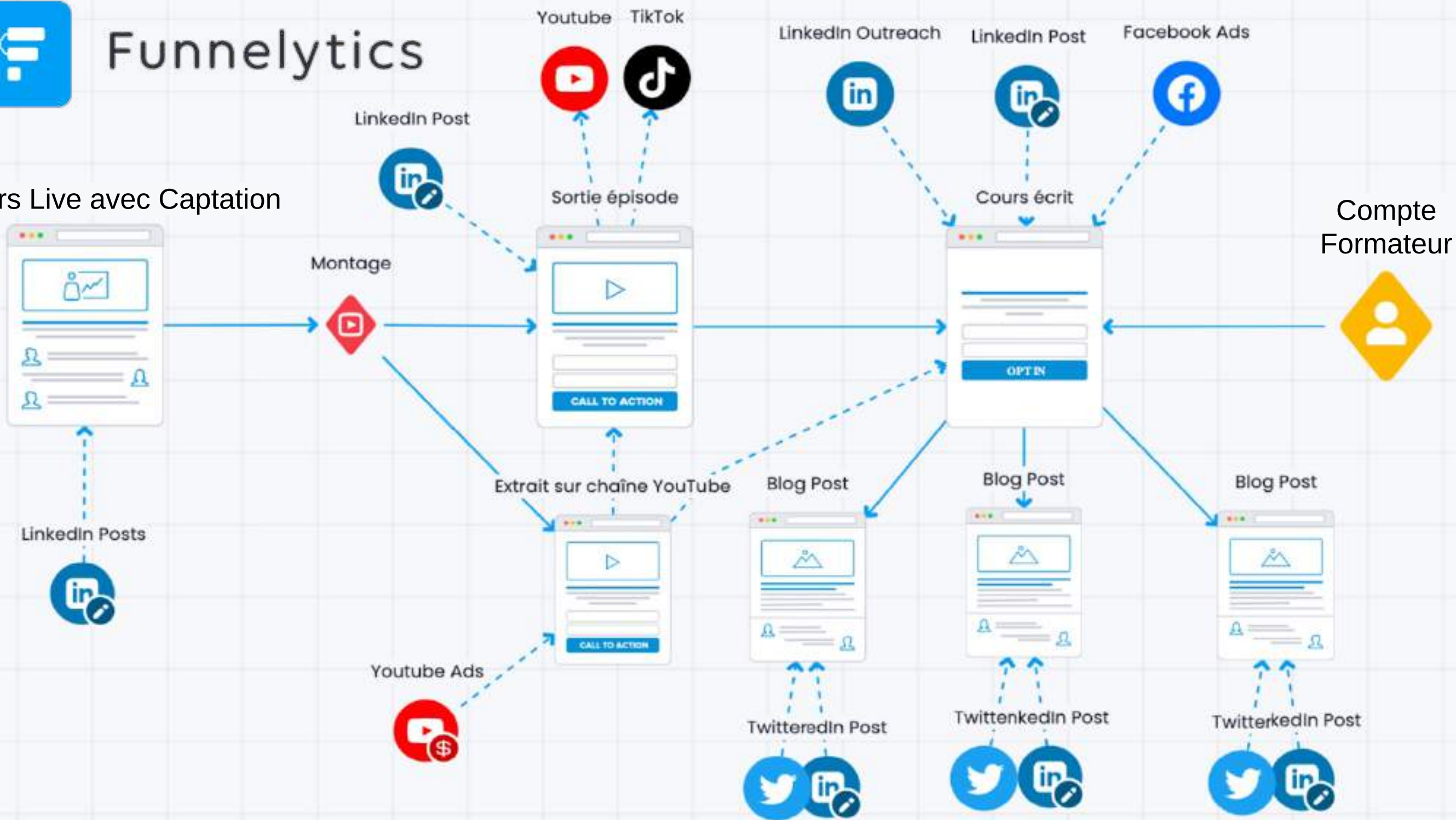
Funnel Analytics

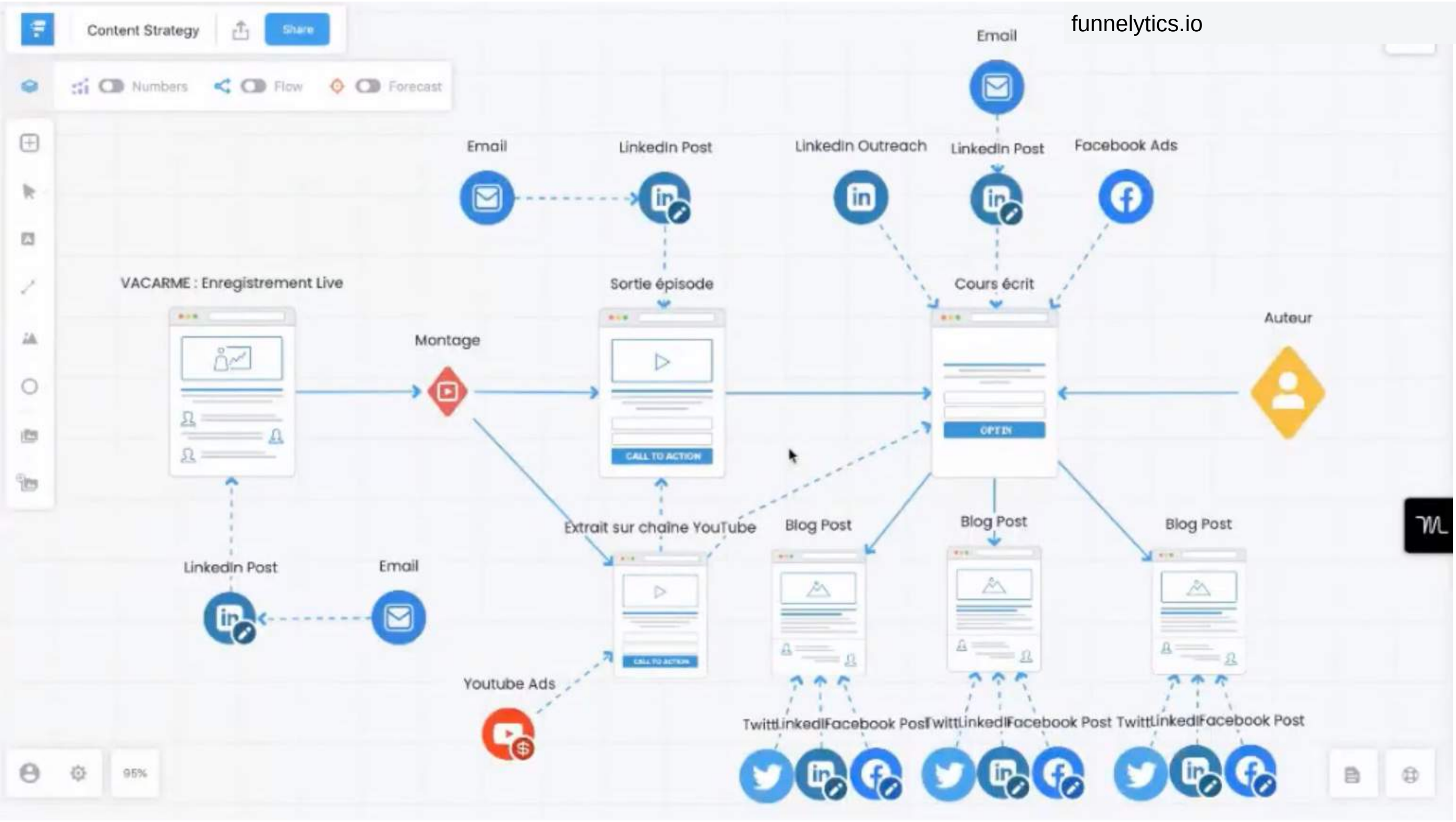
Funnel Analytics



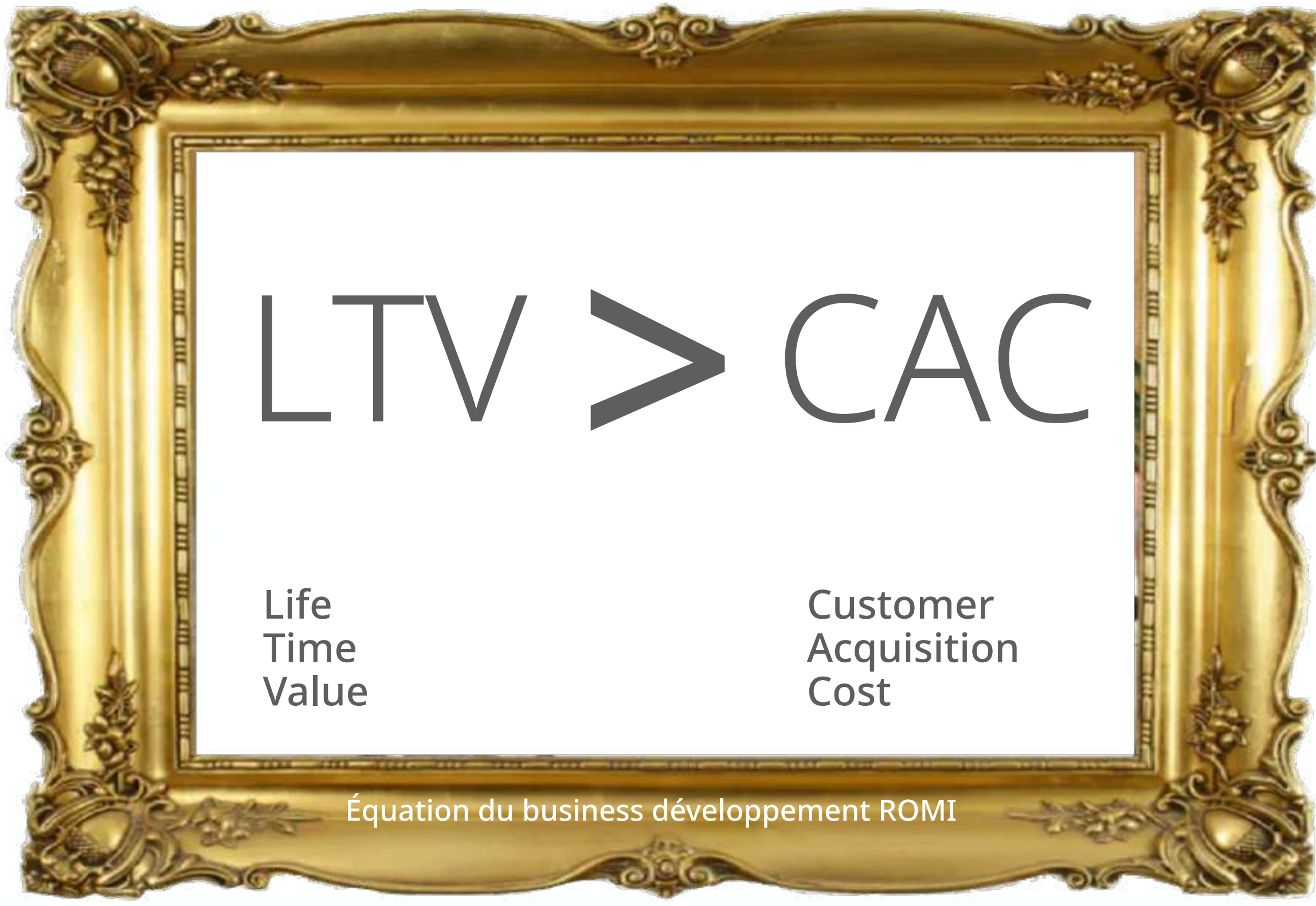
Funnelytics

Cours Live avec Captation





Business plan / Income Statement	Periode 1	Periode 2	Periode 3
Chiffre d'affaires / Ventes / Revenu / Net sales			
Coût de production / Coût des marchandises / Négoce Achat / Prix de revient / Cost of Sales			
Marge Brute / Marge commerciale / Gross Profit			
Frais de commercialisation et R&D/ selling operating expenses - R&D			
Frais généraux / Charges d'exploitation / Dépenses administrative / General Expenses			
Marge-Bénéfice d'exploitation / Operating income / EBIDTA			
Frais financier / interest expense			
Provision et Taxes / Provision and income taxes			
Bénéfice Net courant / Net income			

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

"Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life."
AL RIES, BESTSELLING AUTHOR OF POSITIONING: THE BATTLE FOR YOUR MIND

THE 1-PAGE MARKETING PLAN



GET NEW CUSTOMERS,
MAKE MORE MONEY,
AND STAND OUT
FROM THE CROWD

ALLAN DIB

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market 	 2. My Message To My Target Market 	 3. The Media I Will Use To Reach My Target Market
	 4. My Lead Capture System 	 5. My Lead Nurturing System 	 6. My Sales Conversion Strategy
	 7. How I Deliver A World Class Experience 	 8. How I Increase Customer Lifetime Value 	 9. How I Orchestrate And Stimulate Referrals

A/ BEFORE prospect

1/ My Target Market

2/ My Message To My Target Market

3/ The Media I Will Use To Reach My Target Market

B/ DURING leads

4/ My Lead Capture System

5/ My Lead Nurturing System

6/ My Sales Conversion Strategy

C/ AFTER customer

7. How I Deliver A World Class Experience

8. How I Increase Customer Lifetime Value

9. How I Orchestrate And Stimulate Referrals

workshop

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Picks and Shovels

NoQueue.cio
API for UX

API : Interface entre Applications Programmées

Météo
Carte
Finance

...





Vous inventez une API qui permet de supprimer les queues et files d'attentes. Votre client vous envoie :

- Le type de convocation (musée, aéroport, gare, vente, médecin ...)
- L'heure de début et de fin
- La liste des personnes convoquées

Vous lui retournez la liste des personnes avec l'horaire précis de convocation

Votre algorithme tient compte des habitudes, des informations tiktok, insta, snap, tinder, facebook, linkedin, du comportement. Votre machine learning (IA) ajuste les horaires futurs en fonction des heures d'arrivées réelles.

Sur place les personnes sont taguées pour comparer la prévision et la réalité. Ils peuvent aussi, comme dans Waze, déclarer la durée et la taille de la file d'attente.

Tous ces éléments améliorent les futures prédictions.

NoQueue est une plateforme biface, attention au double persona !

ipapi : un outil gratuit pour géolocaliser vos visiteurs en temps réel

Fabian Ropars, le 29 octobre 2018

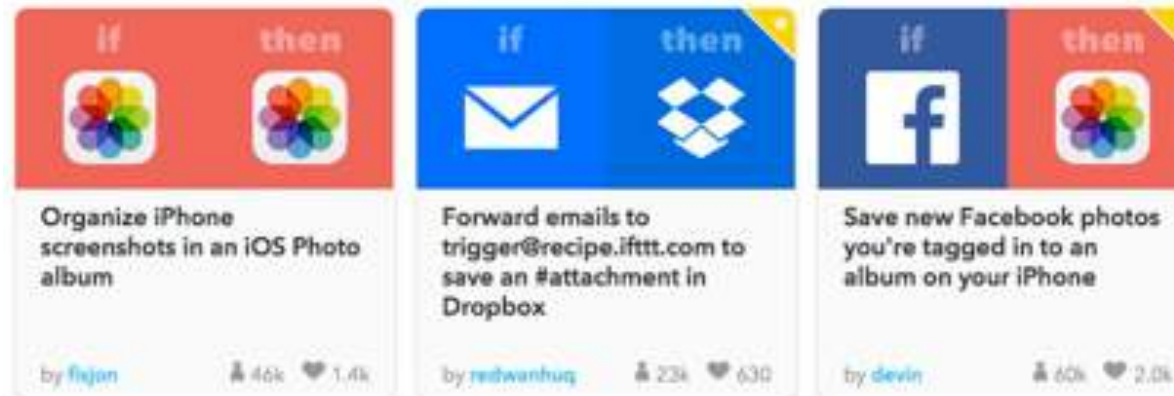
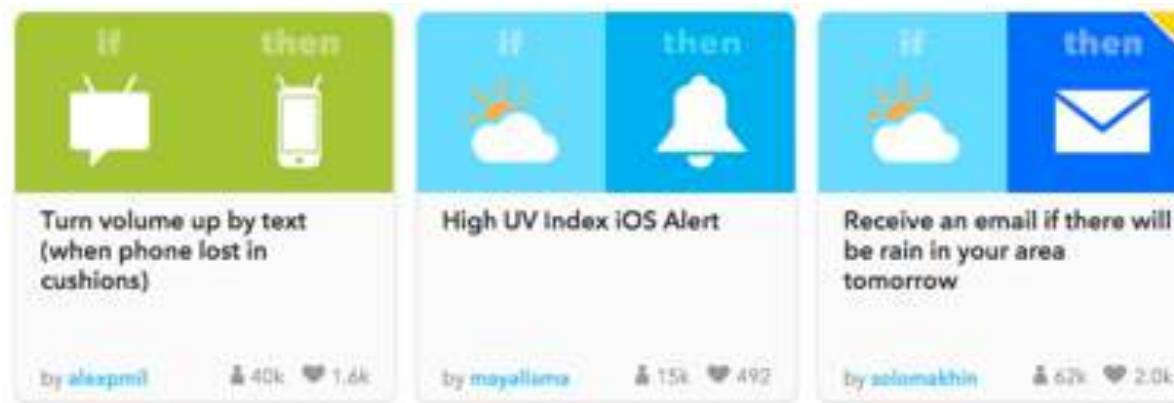
Nous vous présentons régulièrement les différents produits d'APIlayer, cette start-up est en effet spécialiste des API permettant d'automatiser certaines tâches, et de donner de la valeur aux données. Leur dernier né s'appelle [ipapi](#), et le service permet de géolocaliser les visiteurs grâce à leur adresse IP.

Toutes les datas disponibles grâce aux adresses IP



Des tarifs pour tous les besoins

		BEST VALUE	
 Free	 Standard	 Business	 Business Pro
Free forever, no exceptions.	Basic level — core features and up to 50,000 monthly requests.	Our best-seller — advanced features and up to 500,000 monthly requests.	Professional level — complete set of API features and up to 2 million monthly requests.
\$0 per month	\$10 per month or \$8 if billed yearly	\$50 per month or \$40 if billed yearly	\$100 per month or \$80 if billed yearly
SIGN UP	SIGN UP	SIGN UP	SIGN UP



Build apps that communicate
with everyone in the world.
Voice & Video, Messaging, and
Authentication APIs for every
application.

Get a free API key



Lancer l'API qui révolutionne l'UX :

fluidité de l'accès aux locaux

pas d'attente

rapidité du onboarding

temps supplémentaire pour achats

meilleure UX

...

moins de personnel de contrôle

travail plus agréable

ventes additionnelle

OBJECTIF VALO : passer de 1 à 500 millions !

The logo for 'MAIS' is displayed in a large, bold, sans-serif font. The letters are filled with a vertical gradient, transitioning from a deep blue at the top to a vibrant orange at the bottom.

l'équipe
avant
l'idée

Les grandes
réussites viennent
des bonnes équipes
qui ont pivoté... plus
que des grandes
idées !

**Les VC (venture capitalist)
choisissent d'abord l'équipe ...
et l'orientent sur un bon projet**

A close-up photograph of two hands, one from the left and one from the right, holding a light-colored rectangular sign. The sign has the words "VENTURE" and "CAPITAL" stacked vertically in a bold, sans-serif font. The background is blurred, showing what appears to be a person's face and some office equipment.

**VENTURE
CAPITAL**

- 1/ Présentation équipe (1mn oral)
- 2/ Persona (1)
- 3/ Carte d'empathie (simple)
- 4/ Parcours client (7j)
- 5/ Product Backlog (10 user stories)
- 6/ Prototype (Marvel App)
- 7/ Content Calendar
- 8/ Sales Funnel and data

Better done than perfect



In 2002, according to tech legend, a mandate was issued by Amazon founder Jeff Bezos. This mandate – also known as the “Bezos API Mandate” or “Amazon API Mandate”- would serve to form the backbone of Amazon in the modern web space, informing both the API development paradigm in the corporate mindset and a general improved approach to externalizing API functions.

Below, we'll talk about the mandate and discuss why it has become so legendary in the API space. We'll dive into each point's specifics and look at how the mandate formed much of the modern thought around APIs and microservices.

The Jeff Bezos API Mandate

The mandate in question was issued in 2002 to Amazon by founder Jeff Bezos. For many reasons, it's become somewhat legendary in the API/microservices space, as it formed the basis for much of the modern API design paradigm within the corporate view. By legend, the mandate is as follows:

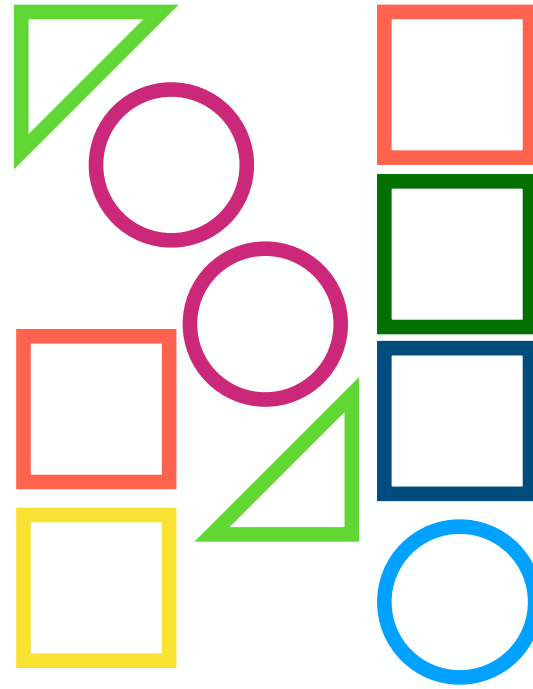
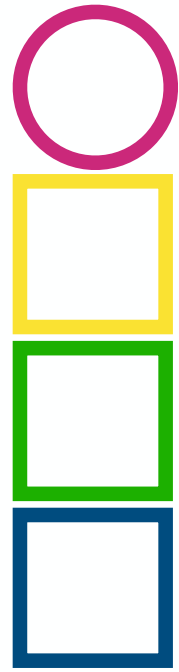
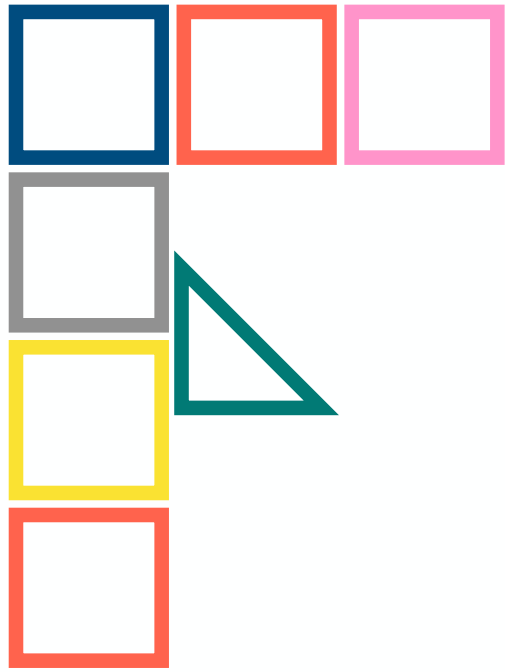
1. All teams will henceforth expose their data and functionality through service interfaces.
2. Teams must communicate with each other through these interfaces.
3. There will be no other form of interprocess communication allowed: no direct linking, no direct reads of another team's data store, no shared-memory model, no back-doors whatsoever. The only communication allowed is via service interface calls over the network.
4. It doesn't matter what technology they use. HTTP, Corba, Pubsub, custom protocols – doesn't matter.
5. All service interfaces, without exception, must be designed from the ground up to be externalizable. That is to say, the team must plan and design to be able to expose the interface to developers in the outside world. No exceptions.
6. Anyone who doesn't do this will be fired.
7. Thank you; have a nice day!

This mandate helped encourage a lot of Amazon's thinking around AWS, externalized infrastructure, and business-to-business functionality. Let's dig into each of these points (with the exception of 6 and 7, which are more cheeky than API-minded) and look at why they may be important, generally speaking.

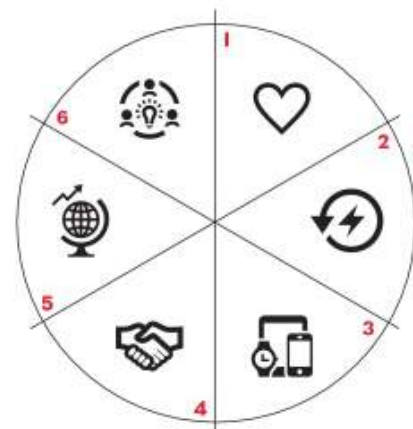
Before we do so, it's important to mention that this memo is often unattributed – the original source seems to have been lost to time due to the shutdown of Google+ (for an early reference, see this post by API Evangelist (<https://apievangelist.com/2012/01/12/the-secret-to-amazons-success-internal-apis/>)). Nonetheless, the lessons imparted are essential, and as such, we're going to discuss them with the assumption that the memo did exist in the form commonly shared.

Data and Functionality Exposure

“1. All teams will henceforth expose their data and functionality through service interfaces.”



L'école en quelques chiffres.

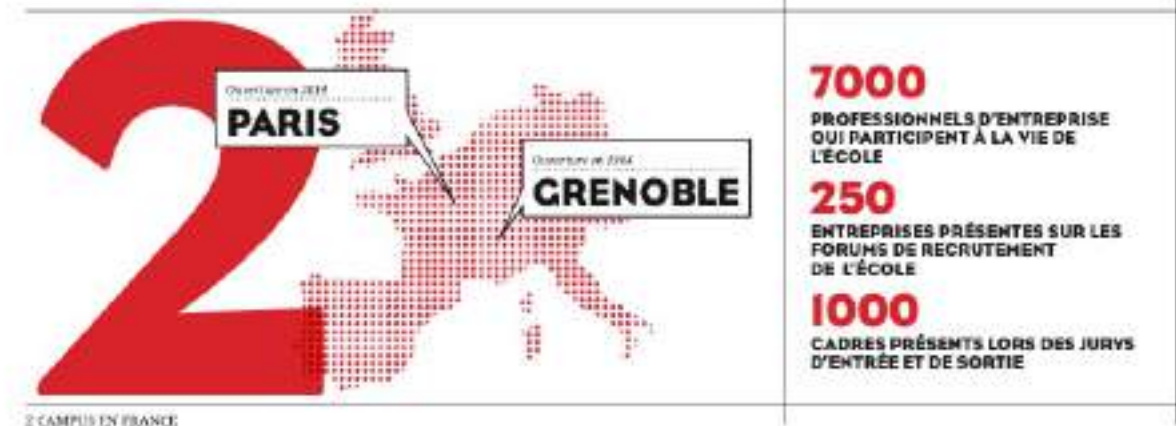
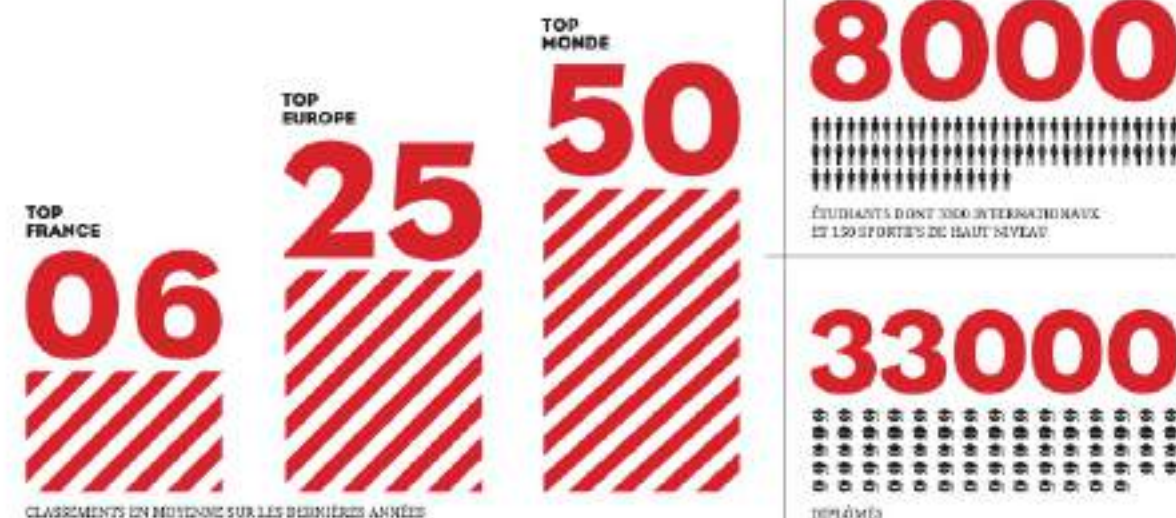


- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE 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.

grenoble-em.com



12 rue Pierre Sépard - 38000 Grenoble

183 avenue Jean Lolive - 93500 Pantin

Act
Think
Impact