

Numérique
invention, technologie, recherche, technique, scientifique, code, brevet, secret techno...

Digital
innovation, utilisation, usage, assistance, clic commande, IHM (HCI), relation homme-machine...

Cyber
cybernétique, sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes, phishing, ransomware, PFH

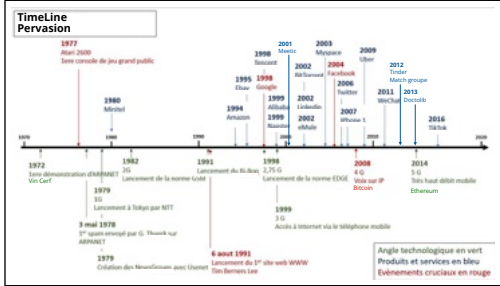
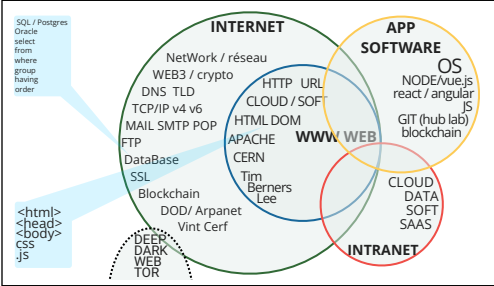
Numérique

Digital

Cyber

entreprise 1

entreprise 2



Digital
Numérique
Cyber
 +
Éthique
Progrès

=
 =
 =

DATA
 contrôle

INDIVIDUEL
 personnalisation

Politique
 moral + IAAct

PHF
 de Hubert Reeves

LA FIN DE LA CYBERSÉCURITÉ

LA FIN DE LA CYBERSÉCURITÉ

Après la fin d'internet et du digital... la fin des DSI ?

Où êtes-vous ?

Numérique

Digital

Cyber

1

2

3

Que manque t-il ?

Numérique

Digital

Cyber

1

2

3

Inventions

Innovations

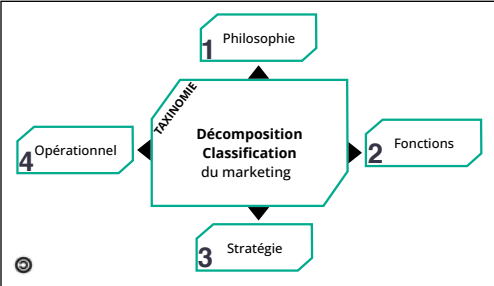
Progrès

entreprise 1

entreprise 2

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Décomposition / Classification du marketing



1

2

3

4

Philosophique
 vision culture

Fonction
 tâche d'entreprise

Stratégique
 long terme PM + BP

Opérationnelle
 court terme PA

0
 -

0
 -

4
 -

3
 26

Philosophie
 Consommateur au centre = démocratie marketing
 Consumer focus = vision & mission
 Enchantement de l'UX

customer obsession

Marketing STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à Ansoff

Sert de base au positionnement

Principe de la segmentation

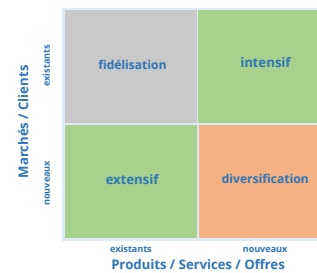
Outil de réflexion universel

PORTÉE, PÉRIMÈTRE

Individu Organisation BU Entreprise Groupe État Monde
Asso DAS Filiale Holding EU G20

Bonheur Santé Création Valeur Pénérnté Stabilité Paix
Séduction Éducation Notoriété, Image Mission Vision

Différentiation Compétitivité
Bonheur Santé Création Valeur Pénérnté Stabilité Paix
Séduction Éducation Notoriété, Image



PRODUCTS



Marketing Opérationnel

=

26 moyens en 3 catégories EN FUSION
Digital vs. Classique vs. Trade

Marketing Opérationnel

M Mix	10
Trade / Retail Media	8
Digital M	8

M3 - MMM - Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Persona
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion / IMC
10. Data & Measurement



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1. Strategy

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5. Segmentation Persona
6. Positioning
7. UX CX content
8. Distribution
9. Promotion / IMC
10. Data Measure

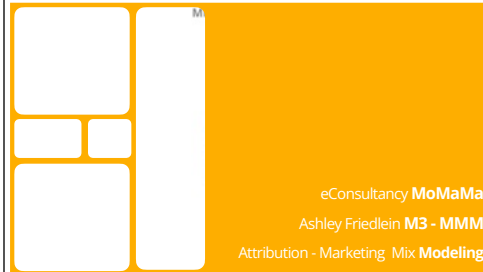
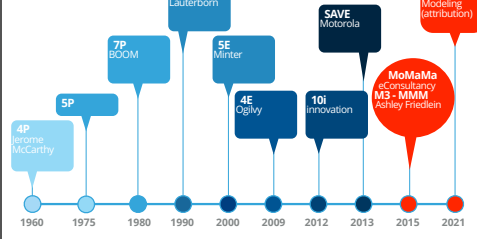


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MixMarketing TimeLine



Trade/Retail marketing

1. FDV
2. Retail Media
3. PIM Product Info Management
4. CGV, EDI, SCM & LOGistique (process)
5. COPromotion, comarketing, coadv
6. LOBBying / Public Relation
7. MERchandising / DOOH
8. Learn Marketing

Digital Marketing

1. Web Management
2. Data & Research management
3. Référencement (SEARCH)
4. Strategie (M/s/w)
5. Commerce (M/s/w)
6. Publicité (M/s/w)
7. ...
8. ...

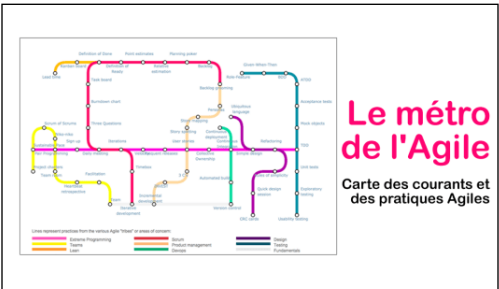
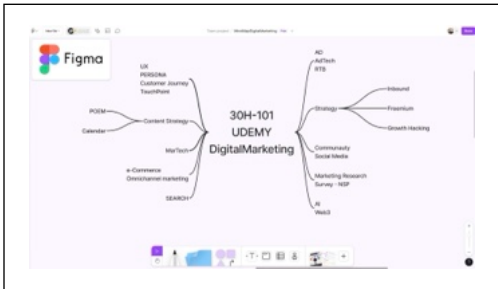
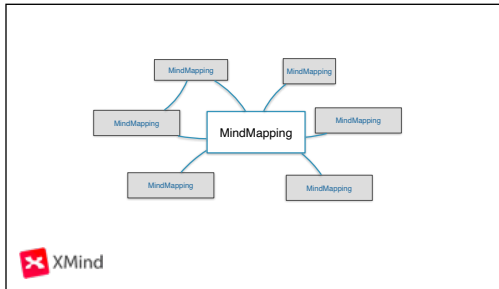
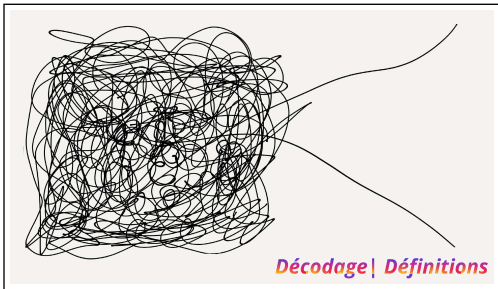
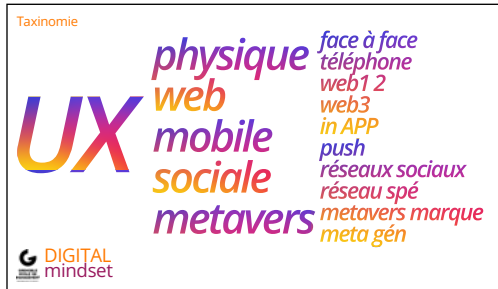
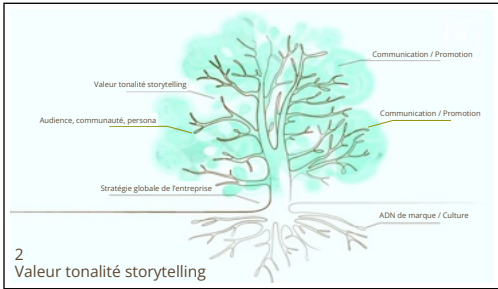
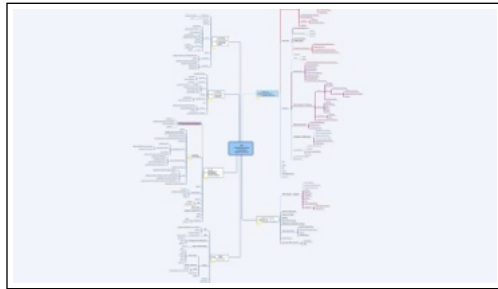
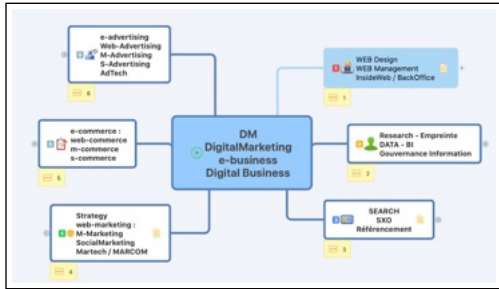
Digital Marketing (BIS)

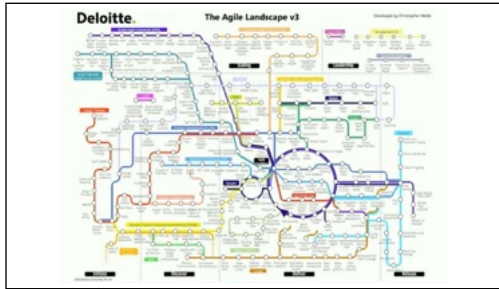
1. Web Management
2. Data & Research management
3. Référencement (SEARCH)
4. Web (Strat, com, pub...)
5. Mobile (Strat, com, pub...)
6. Social (Strat, com, pub...)
7. Metavers (Strat, com, pub...)
8.



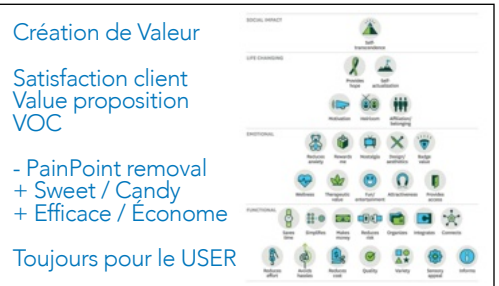
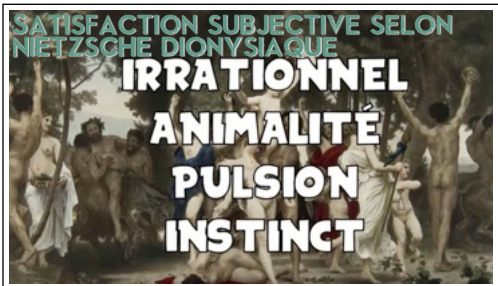
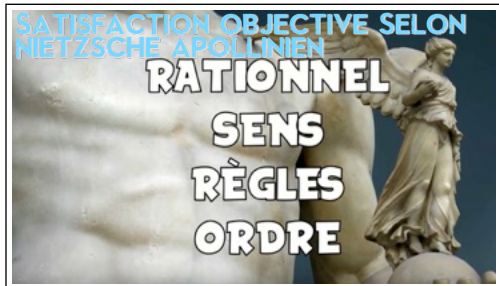
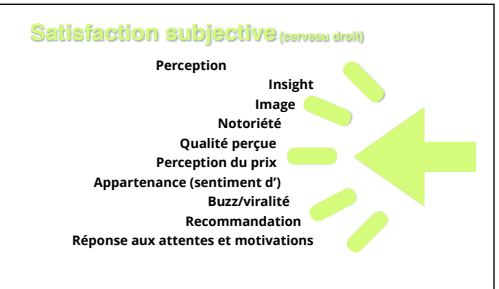
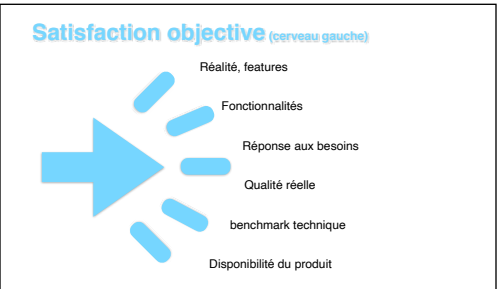
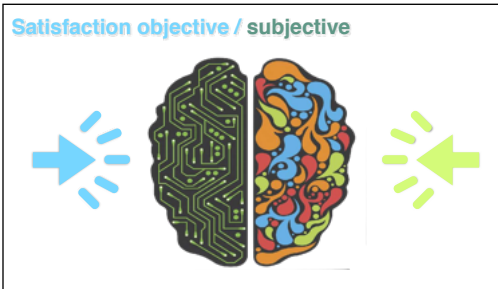
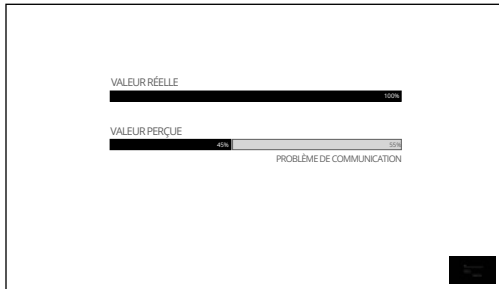
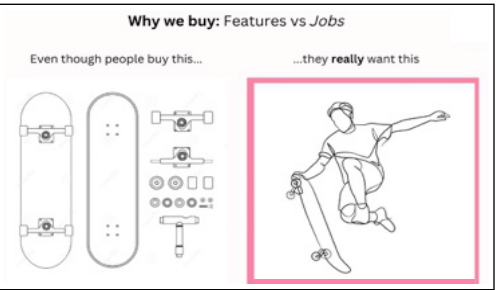
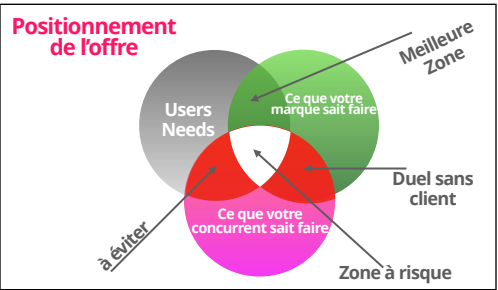
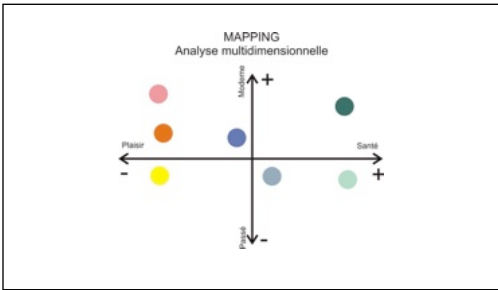
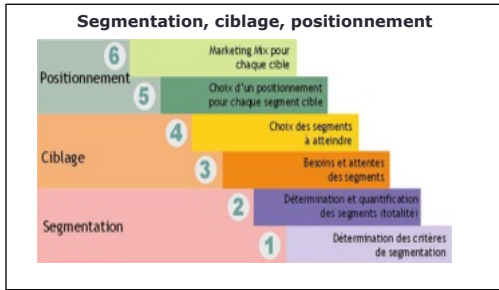
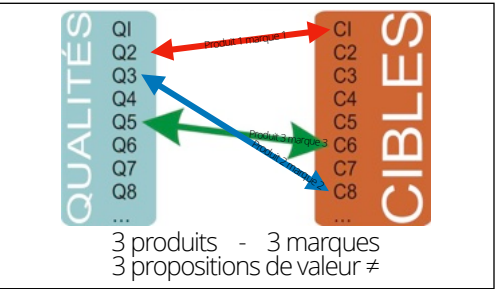
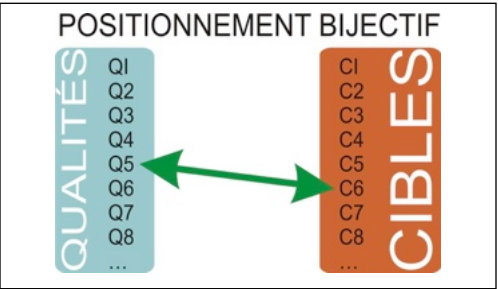
TAXINOMIE

Digital Marketing





*Discipline reine du
marketing
=
Positionnement*



The Battle For Your Mind

Key TakeAways

ce qu'il faut retenir

Adresser une qualité à une cible



Célébrissime Ford Model T : à la fois modèle d'innovation et source des maux
Exceptionnellement en rouge, contrairement à l'aphorisme de Henry *

« TRUTH
IS IN THE
PRODUCT »

BILL BERNBACH
DDB

TAXINOMIE



Arbre du marketing Internet

Mike
Robinson

[illegible]

workshop

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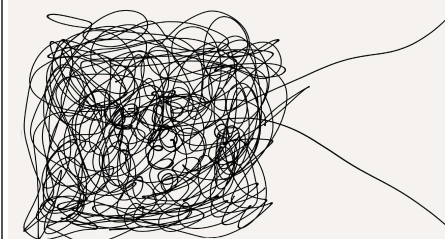
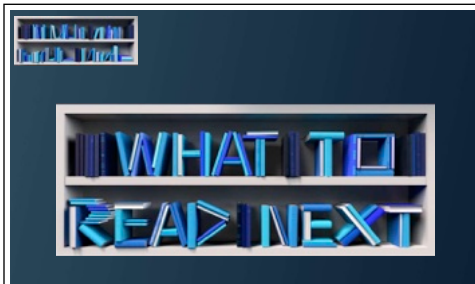
ATELIER PROJET

Taxinomie




physique
web
mobile
sociale
metavers

face à face
téléphone
web1 2
web3
in APP
push
réseaux sociaux
réseau spé
metavers marque
meta gén



Décodage | Définitions


XMind


XMind 8
The Most Popular Mind Mapping Tool


coggle


coggle.it


Whimsical


Whimsical



<https://whimsical.com/taxinomie-digital-marketing-VYS8hz3d2cKcL3PuuJhoUB>

Taxinomie du Marketing Digital



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ALL YOU NEED IS
DIGITAL MARKETING


MTG


G
GEMINALE
ECOLE DE
MANAGEMENT

L'école en quelques chiffres.






Act Think Impact

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