

MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024

**SEASON 01  
EPISODE 06**

**PREVIOUSLY  
in 180 sec**

Digital World = Airline Industry

Digital World Airline Industry  
**2%**

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SUSTAINABLE DEVELOPMENT GOALS

OBJECTIFS DE DÉVELOPPEMENT DURABLE

SUSTAINABLE DEVELOPMENT GOALS

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Hubert Kratiroff

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**PLAN  
DIGITAL**

1 marketer.  
2 communiquer  
3 vendre

l'innovation

1 2 3

MARKETER L'INNOVATION  
COMMUNIQUER  
RENTABILISER

1

MARKETER  
L'INNOVATION

2

COMMUNIQUER  
L'INNOVATION

3

RENTABILISER  
et VENDRE  
L'INNOVATION

**plan  
digital**

**VIRGINIE**



Virginie  
55 ans  
Vit à Lyon (Bardonnax)  
Vit avec son compagnon et ses 3 enfants  
Enfants : 3  
CSC : Océa  
Education : BEP  
CVI : Zaine entreprise  
Passionnée par l'artisanat, la brocante

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

Virginie en tant que DRH d'une ETI, ne sera plus forcément satisfaite des différentes générations de salariés qui ont des buts et attentes différentes

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

Virginie n'aime pas son logiciel de DRH mais elle n'a pas le influenceur le plus par son manque de connaissance informatique

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

salaires  
équilibre  
informatique  
digital

Revenus  
Ville  
Fréquences  
Usage mobile  
Know How

**BABETTE**



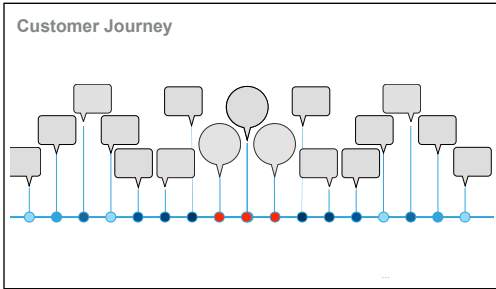
69 ans, retraitée de la fonction publique, mariée à Pierre, 2 enfants, 3 petit fils (dont 1 influencé)  
Vit à la campagne entretient son potager, son jardin et sa maison  
Garde-souvent ses petits enfants  
MARQUE: TEF, Jardiland, Nagui

« tout le monde se moque de ma télé et de mon téléphone. Ça? mais les clapets et pétards sont d'un autre monde. Il faudrait que j'en change tout.

Problèmes, attentes, frictions :  
son électroménager n'a pas été changé depuis 25 ans et sa TV est encore cathodique  
son téléphone à clapet ne lui permet pas de dialoguer avec ses petits enfants et de suivre leur vie sur les réseaux

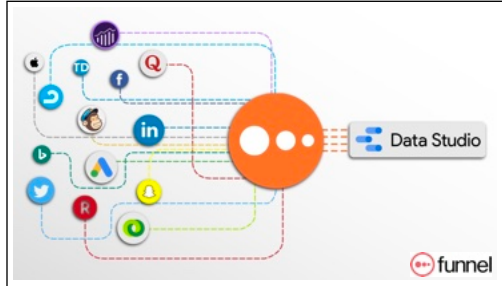
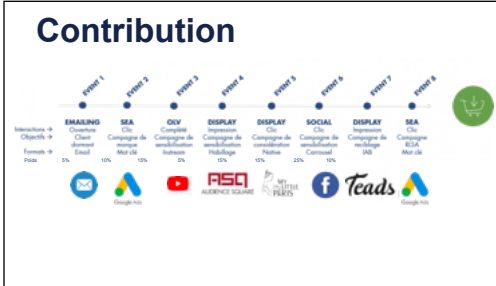
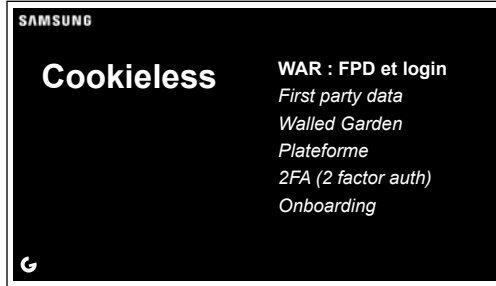
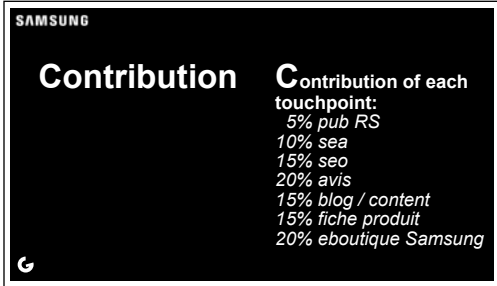
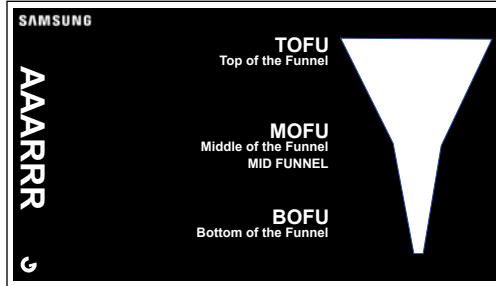
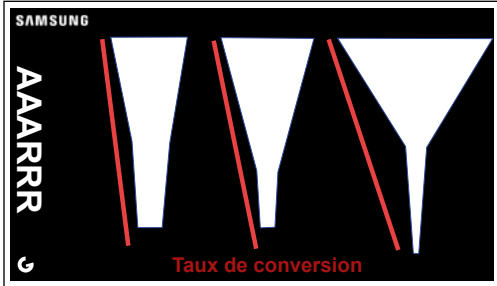
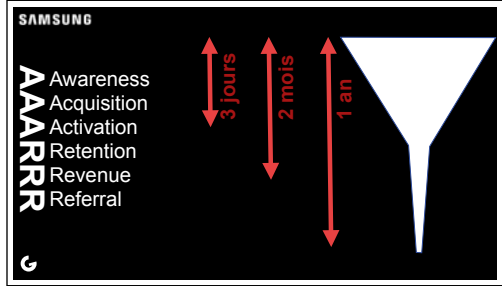
Utilise intensivement des appareils trop vieux, elle se sent jeune mais désqualifiée par ses outils

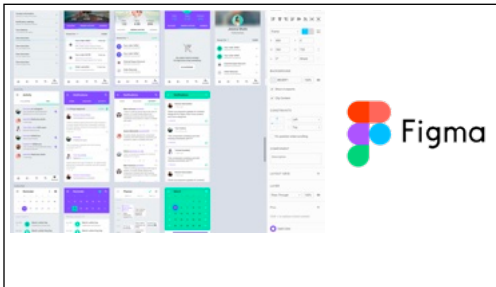
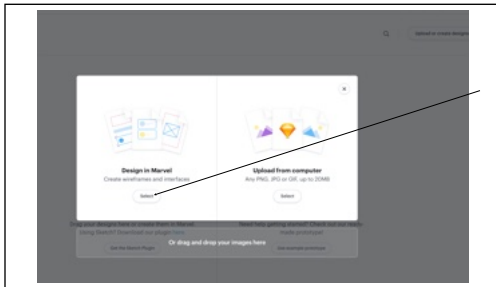
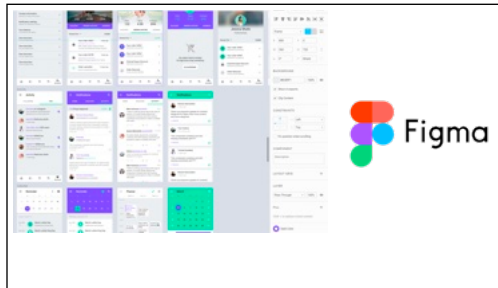
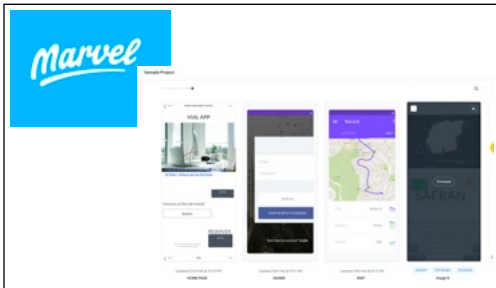
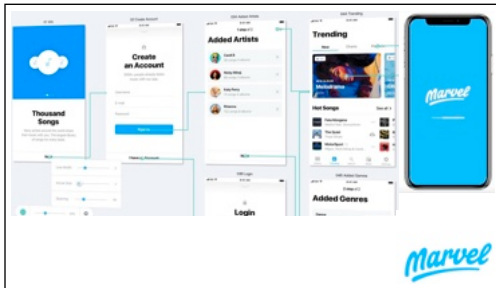
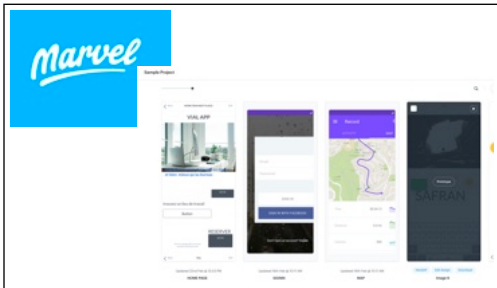
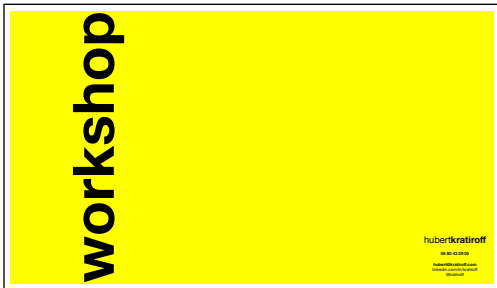
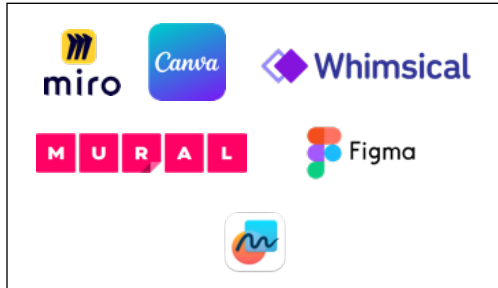
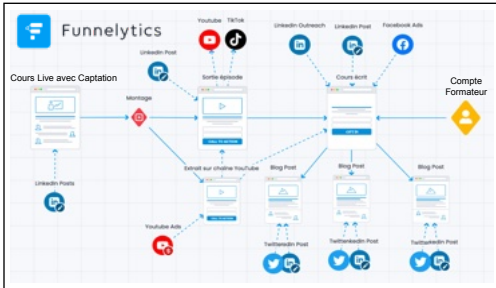
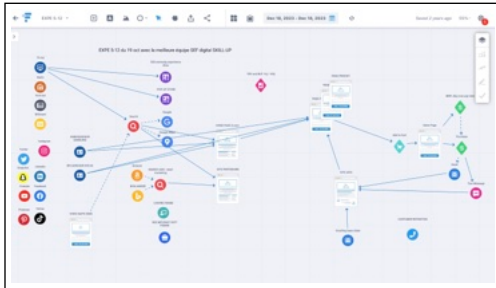
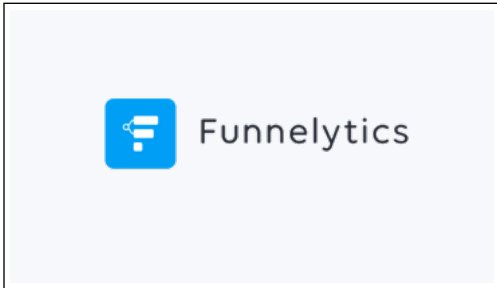
Revenus  
Ville  
Fréquences  
Usage mobile  
Know How

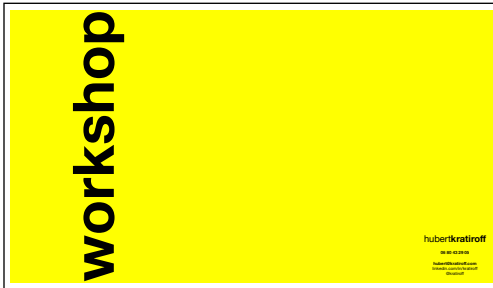


**Customer Journey Map** Journey Map Title

Touchpoints	Time of touchpoint						
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

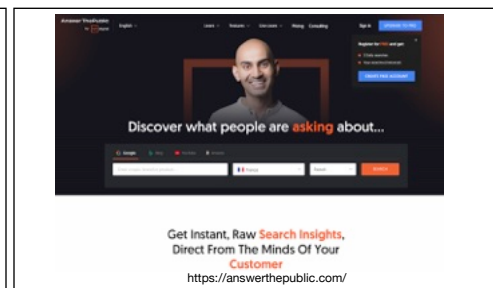
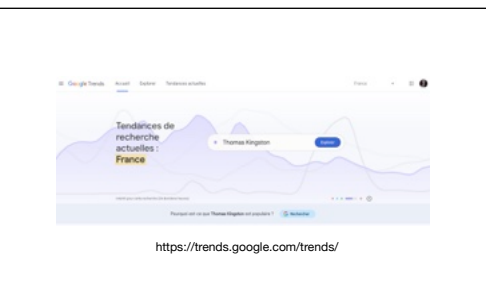
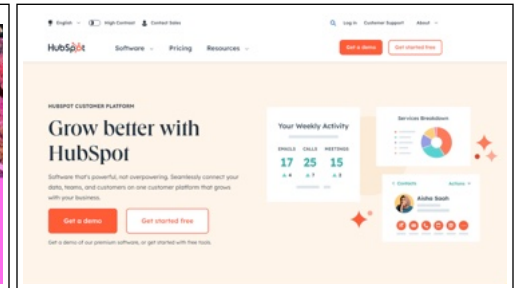
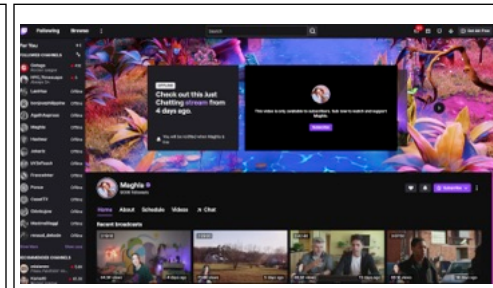
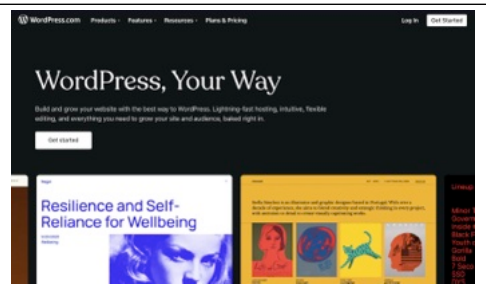
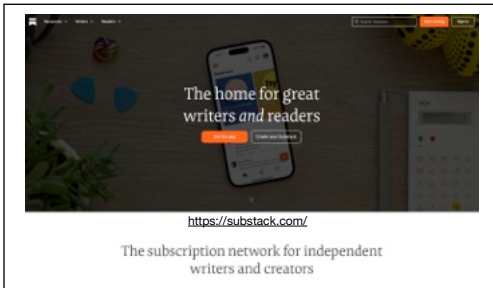


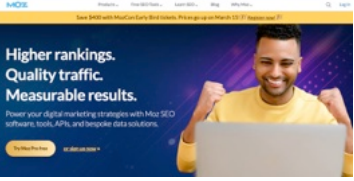




Ordre / Définition / Schéma :

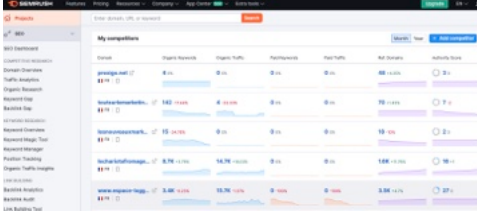
- 1 Prototype (wireframing)
- 2 MVP (mini viable product)
- 3 PMF (product market fit)
- 4 Pivot (changement de stratégie)
- 5 Scale (passage à l'échelle)
- 6 POC (proof of concept)
- 7 GTM (Go to Market)
- 8 Démonstrateur, Pilot
- 9 Use case (Business case, cas d'usage)





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My competitors

Domain	Organic Traffic	Organic Keywords	Paid Traffic	Ad Revenue	Authority Score
searchenginejournal.com	8.1M	2.1M	1.1M	1.1M	95
moz.com	1.2M	1.2M	0.1M	0.1M	75
ahrefs.com	1.1M	0.9M	0.1M	0.1M	70
backlinko.com	0.7M	1.1M	0.1M	0.1M	65
www.semrush.com	3.8M	15.7M	0.1M	3.8M	87

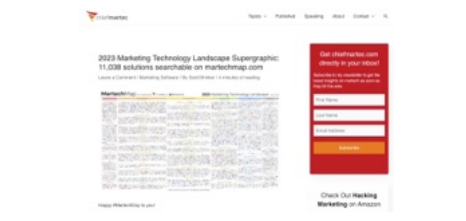
<https://www.semrush.com/>



Martech-Map

2023 Marketing Technology Landscape Supergraphic: 11,038 solutions searchable on martechmap.com

<https://martechmap.com/>




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The Periodic Table of Content Marketing

A handy guide to content marketing strategies.

<https://www.contentmarketinginstitute.com/>



CONTENT MARKETING / NATIVE LUMAscape

MARKETING OPS

AD OPS

DESIGN

SOCIAL OPS

WEB OPS

DATA OPS

MOBILITY

Gartner



CONTENT MARKETING / NATIVE LUMAscape

MARKETER


CONSUMER

Google, AOL, Yahoo!, Bing, etc.




MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF 2024

SEASON01 EPISODE 09



TECH TOOLS



DM DigitalMarketing e-business Digital Business

- e-advertising: Web-Advertising, M-Advertising, S-Advertising, AdTech
- e-commerce: Web-commerce, M-commerce, e-commerce
- Strategy: web-marketing, M-Marketing, SocialMarketing, Martech / MARCOM
- WEB Design: Web Management, Intranet / BackOffice
- Research - Empreinte: DATA + BI, Governance Information
- SEARCH: SEO, Refinement



Whimsical

DIGITAL MARKETING

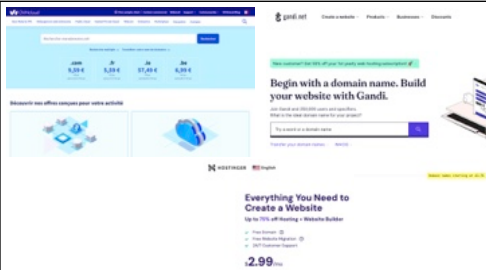
Strategic Digital

<https://whimsical.com/taxonomie-digital-marketing-9Y5Shz1z2KcL3PauJn0B>



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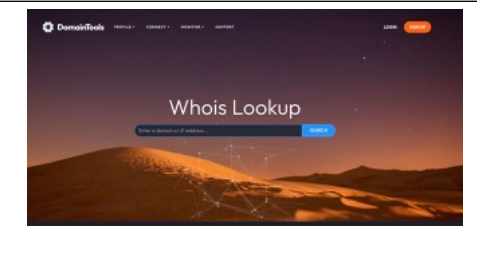


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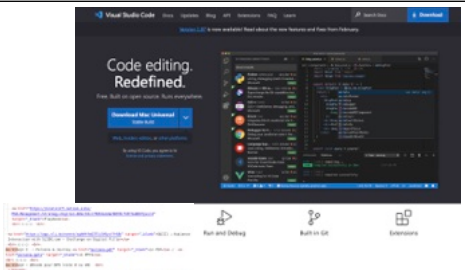
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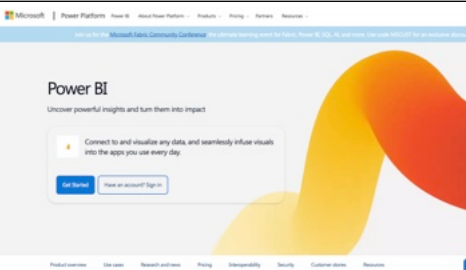
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# SEARCH ENGINE

2025

## SGE = RESPONSE ENGINE

WebStory =  
story snap on website mobile and laptop

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[https://amp.dev/documentation/guides-and-tutorials/start/visual\\_story/](https://amp.dev/documentation/guides-and-tutorials/start/visual_story/)  
<https://creators.google/en-us/content-creation-products/own-your-content/web-stories>  
<https://www.canva.com/templates/?query=story>

Hubspot  
 Google Trends GA4  
 Moz + RankExplorer, SEO accessible + Ahrefs  
 Semrush  
 Screaming Frog SEO  
 OVH Registrar / TLD  
 HTML+ CSS+ JS → META + element  
 landing page + linktree  
 Tech browser F12 vs. cmd+opt+i [ctrl + maj + i]  
 no code : notion airtable make canvas  
 Semj Ahrefs, SEMJuice, Hubspot, SimilarWeb, ContentSquare, AB  
 Tasty, Botify, iProspect, NP Digital, JDN, Siècle Digital, Emarketing,  
 Ecommerce, Relation Client et Leptidigital

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 chatbot pour n'importe quel site web - <http://Chatbase.co>  
 CRM gestion RH- <https://www.siiit.io/fr>  
 Guide <https://www.glideapps.com/>  
 Zapier <https://zapier.com/>  
 Softr <https://www.softr.io/>  
 Airtable <https://www.airtable.com/>  
 Webflow <https://webflow.com/>  
 Bubble.io <https://bubble.io/>  
 WeWeb <https://www.weweb.io/>  
 MAKE NOTION  
 Xapo <https://www.xapo.com/>  
 créer des mind map facilement - <http://Gilmind.com>  
 texte en diapositives - <http://Decktopus.com>  
 coder toutes vos idées - <https://autocode.com>  
 recherches - <http://Betterresearch.com>

recherches - <http://Betterresearch.com>  
 notes assistée par IA - <http://Fathom.video>  
 blog à partir de zéro - <http://Simulai.co>  
 Montez vos réels en un clic <http://Submagic.co>  
 Midjourney gratuit - <http://Lexica.art>  
 illustrations comme un professionnel - <http://Roughly.app>  
 rédaction d'articles SEO - <http://Trolly.ai>  
 vidéos animées grâce à l'IA <http://Hey.gen.com>  
 prompts efficaces pour ChatGPT; <https://promptvibes.com/>  
 billets moins cher - <http://Going.com>  
 créer ce qui vous vient à l'esprit - <https://www.literallyanything.io/>  
 analyser le comportement de votre trafic : <https://clarity.microsoft.com/>

outil d'automatisation marketing

- AgileCRM, une solution automatisée dédiée aux petites structures
- LeadSquared, automation pour les petites et moyennes entreprises
- Plezi, le logiciel de marketing automation B2B pour les marketeurs débordés
- Marketo (Adobe Marketo Engage), automatisation pour les grandes entreprises

Google Analytics, comprendre et analyser son audience

- Google Search Console, suivre son référencement
- Google Trends, identifier les tendances et faire de la veille
- PageSpeed, connaître et comprendre la vitesse de son site
- Google Workspace + Gemini
- Google Trends

