

**MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024**

**SEASON 01  
EPISODE 06**



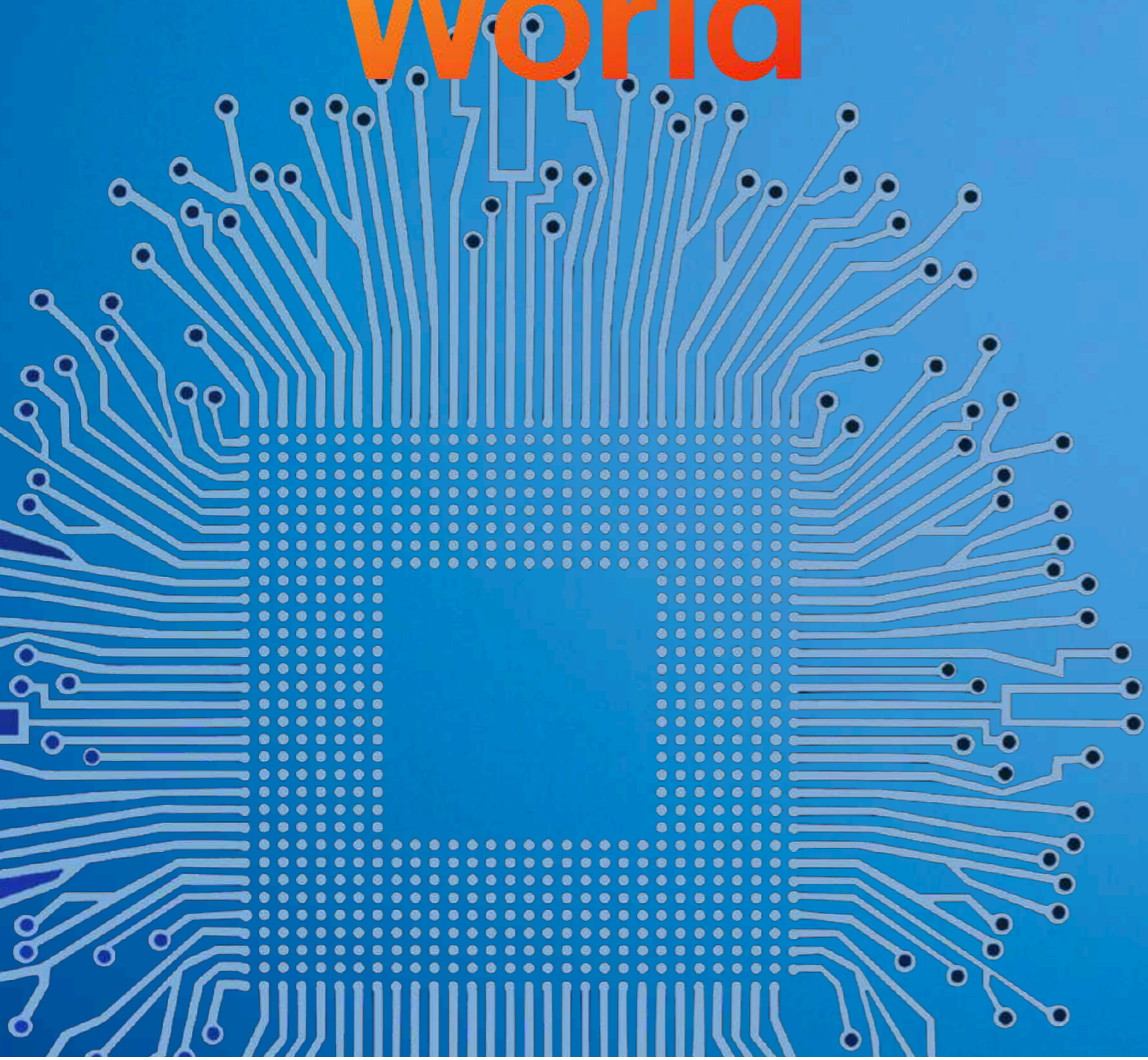


**PREVIOUSLY**

**in 180 sec**



# Digital World

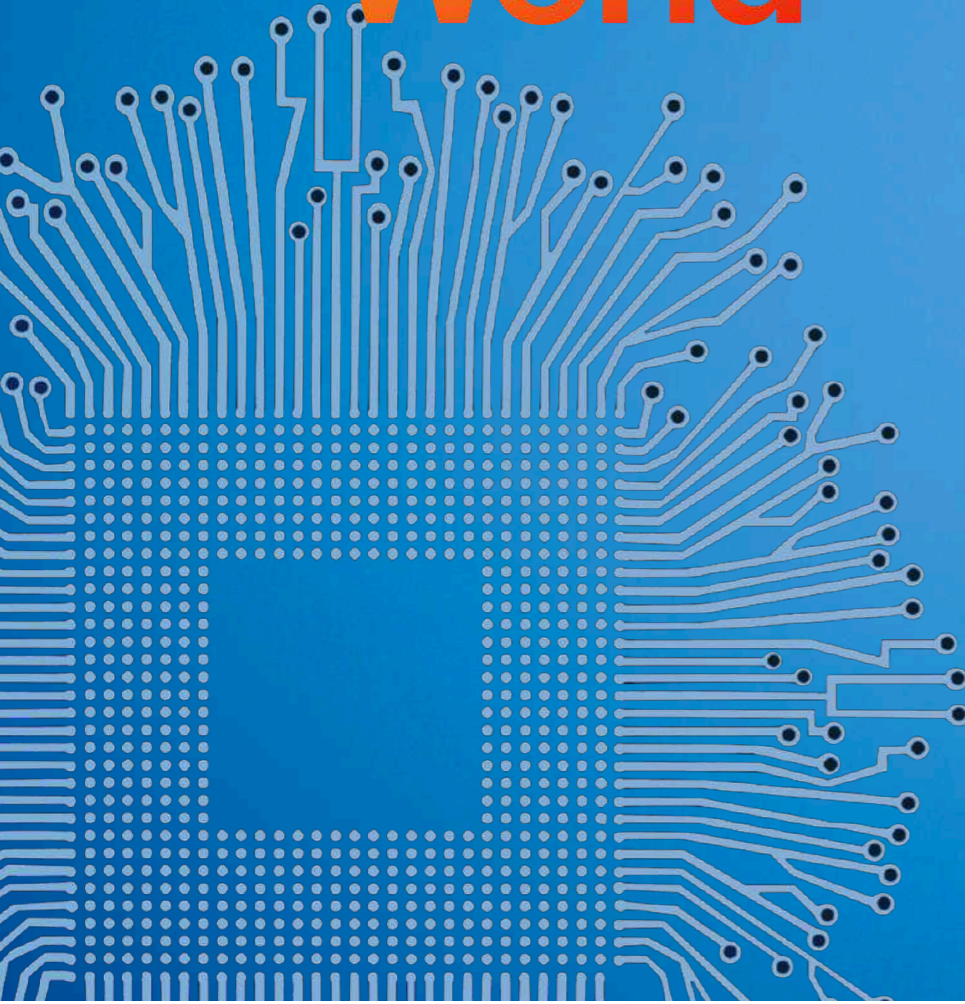


# Airline Industry





# Digital World



# 2021

# Airline Industry





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# OBJECTIFS DE DÉVELOPPEMENT DURABLE

**1** PAS DE PAUVRETÉ



**2** FAIM «ZÉRO»



**3** BONNE SANTÉ ET BIEN-ÊTRE



**4** ÉDUCATION DE QUALITÉ



**5** ÉGALITÉ ENTRE LES SEXES



**6** EAU PROPRE ET ASSAINISSEMENT



**7** ÉNERGIE PROPRE ET D'UN COÛT ABORDABLE



**8** TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE



**9** INDUSTRIE, INNOVATION ET INFRASTRUCTURE



**10** INÉGALITÉS RÉDUITES



**11** VILLES ET COMMUNAUTÉS DURABLES



**12** CONSOMMATION ET PRODUCTION RESPONSABLES



**13** MESURES RELATIVES À LA LUTTE CONTRE LES CHANGEMENTS CLIMATIQUES



**14** VIE AQUATIQUE



**15** VIE TERRESTRE



**16** PAIX, JUSTICE ET INSTITUTIONS EFFICACES



**17** PARTENARIATS POUR LA RÉALISATION DES OBJECTIFS





WeChat



Hubert Kratiroff

France



Scan the QR code to add me as a friend.



# 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





**digital  
platform**

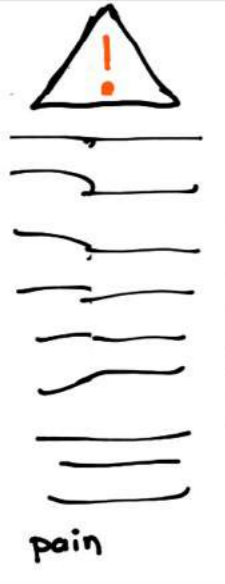
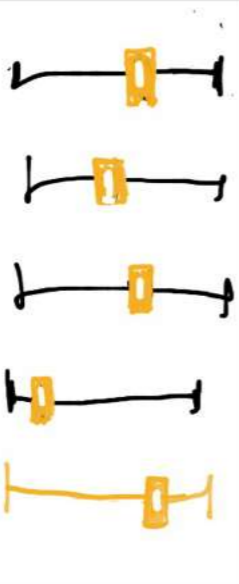
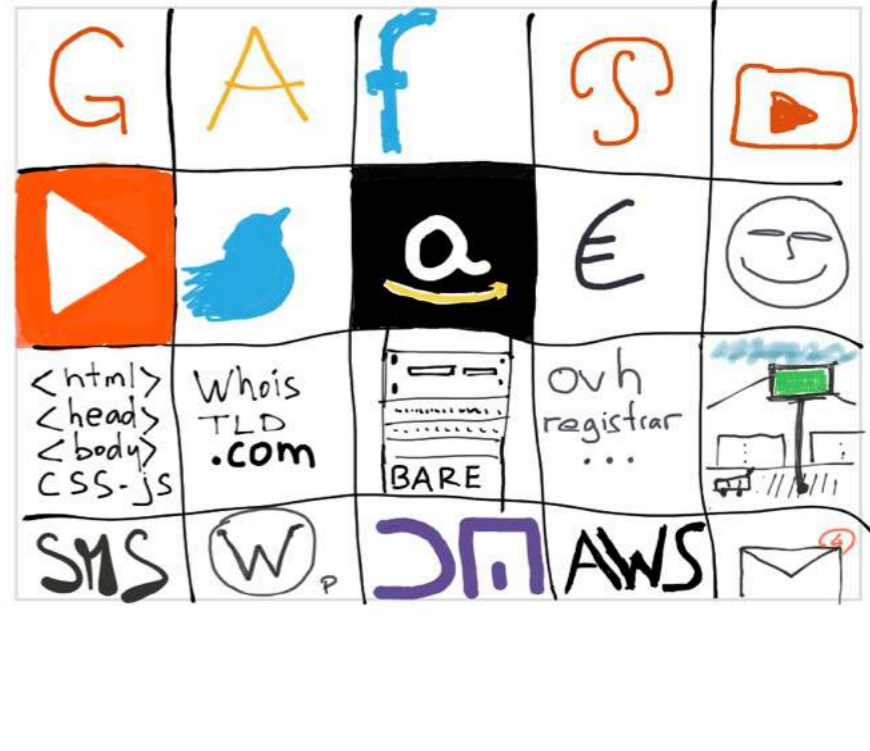
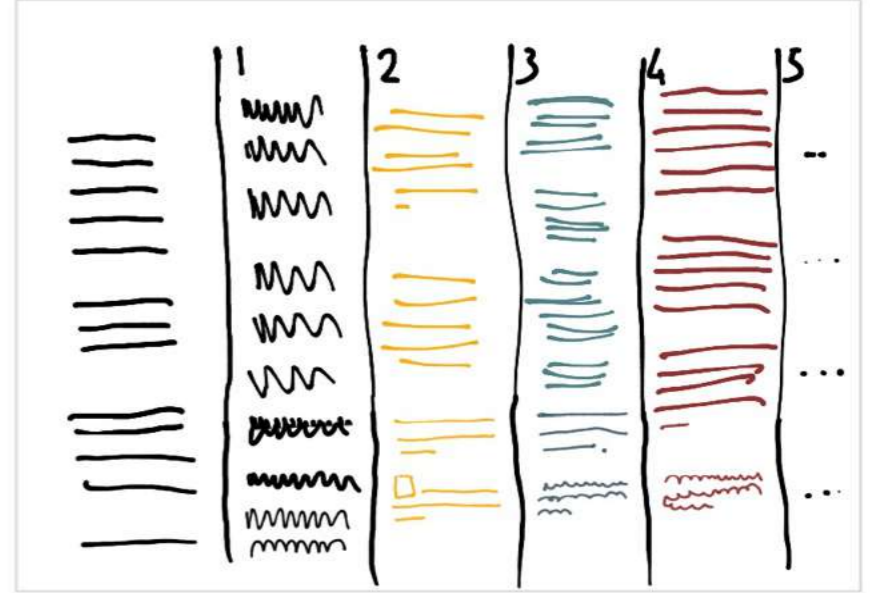
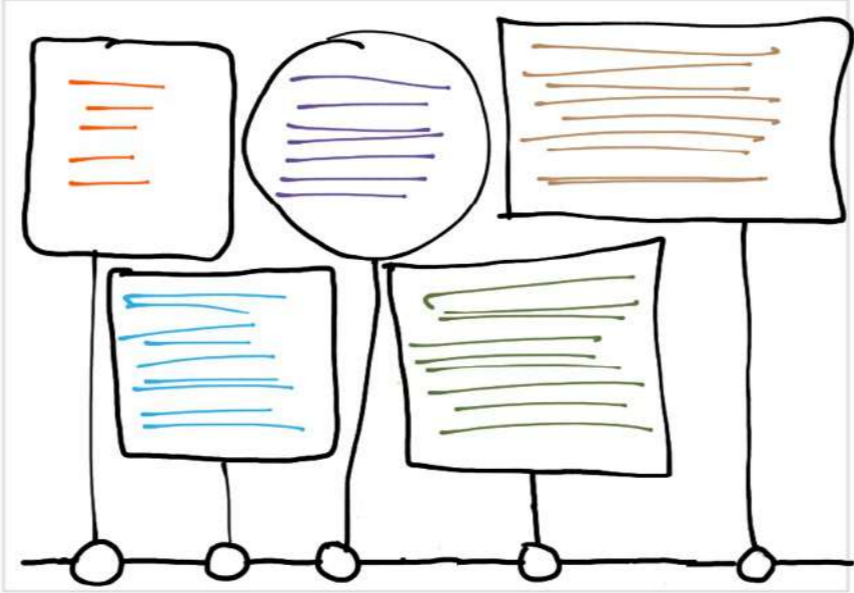
**PAUL**



32 ans  
Célib  
CP

“ ”

pain





« 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.

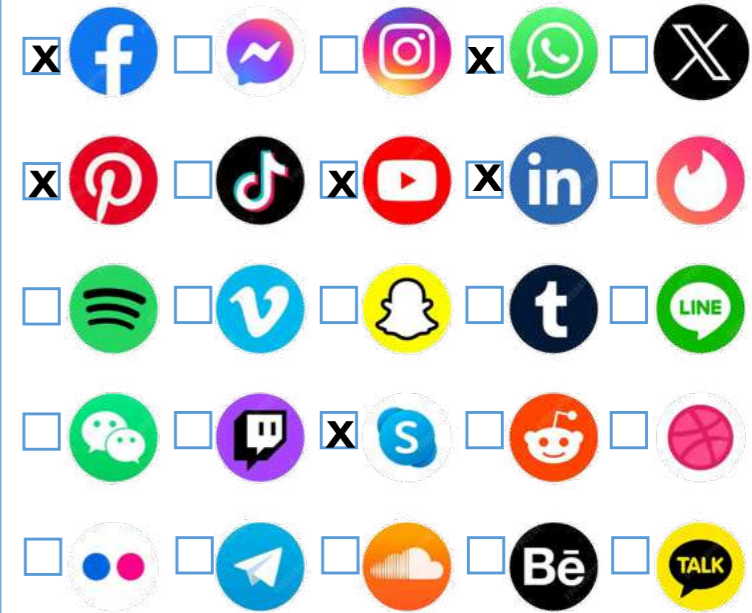
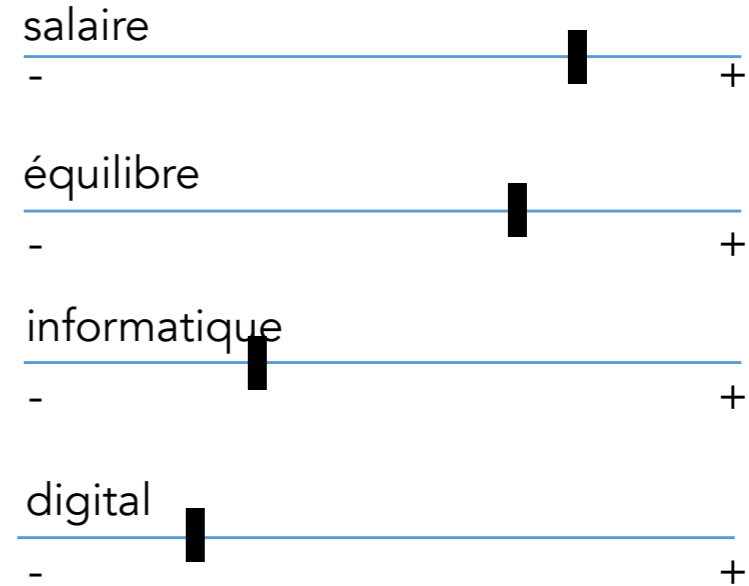
Appréciée de toutes et tous elle privilégie les contacts en face à face

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



# BABETTE



« *tout le monde se moque de ma télé et de mon téléphone. C'est vrai les clapets et péritel sont d'un autre monde. Il faudrait que je change tout.* »

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

69 ans, retraitée de la fonction publique, mariée à Pierre, 2 enfants, 3 petit fils (dont 1 influenceur)

Vit à la campagne entretien son potager, son jardin et sa maison

Garde souvent ses petits enfants

MARQUE : TF1, Jardiland, Nagui

**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**

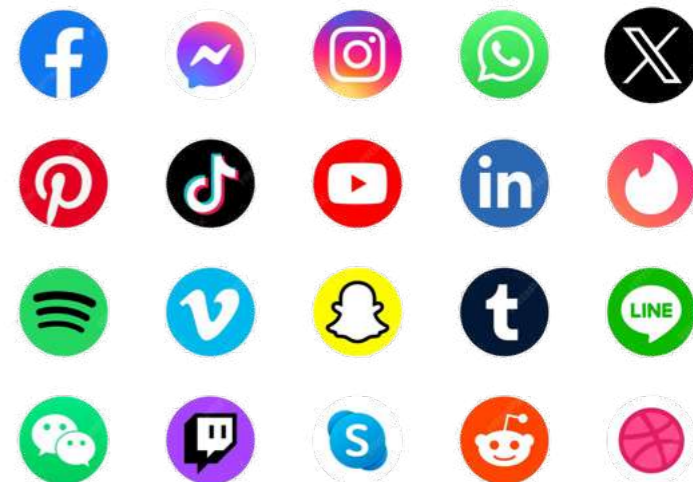
Revenus

Ville

Fréquences

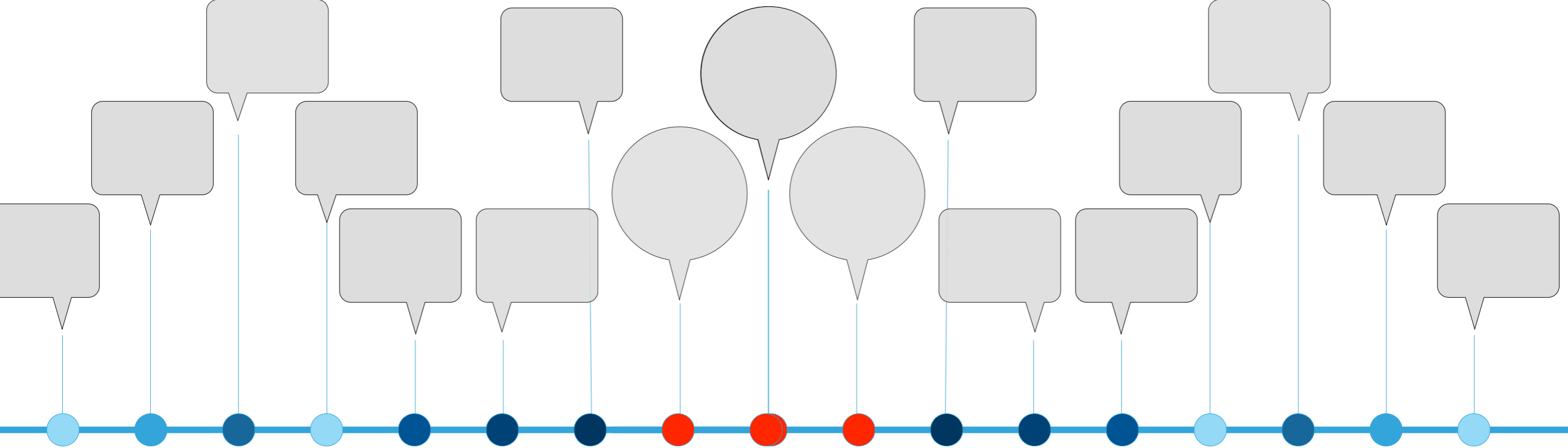
Usage mobile

Know How





# Customer Journey



...







AAARRR

*TUNNEL FUNNEL ENTONNOIR PIPELINE*





A

A

A

R

R

R

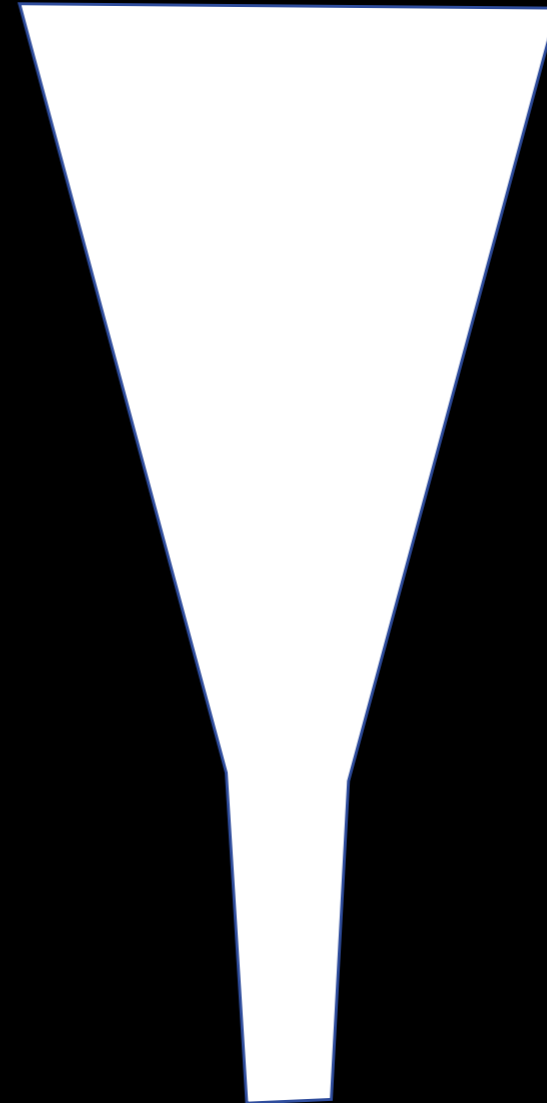
€



**SAMSUNG**

**AAARRR**

**Awareness**  
**Acquisition**  
**Activation**  
**Retention**  
**Revenue**  
**Referral**

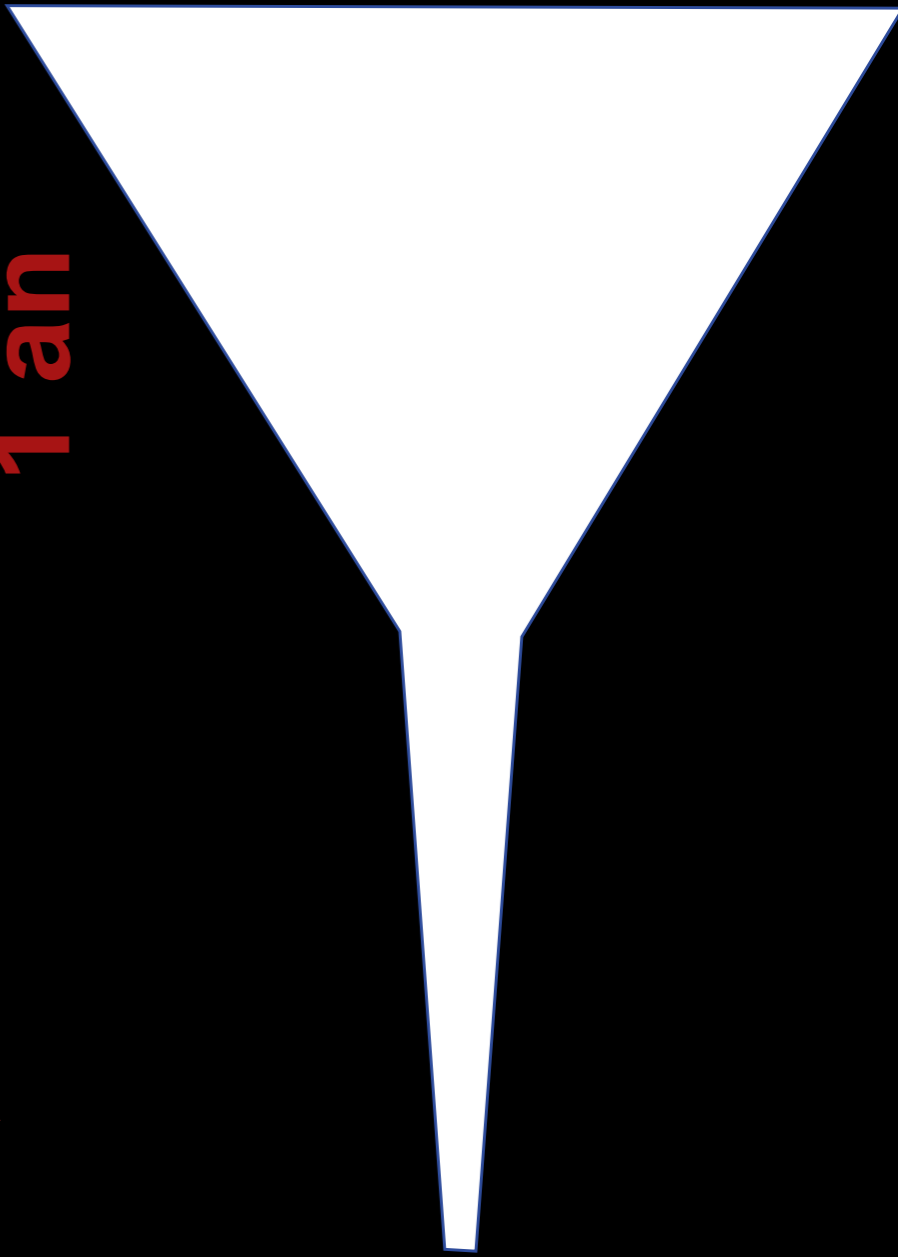


**A**Awareness  
**A**Acquisition  
**A**Activation  
**R**Retention  
**R**Revenue  
**R**Referral

3 jours

2 mois

1 an



**SAMSUNG**

**AAAA  
RRRR**



**Taux de conversion**





**SAMSUNG**

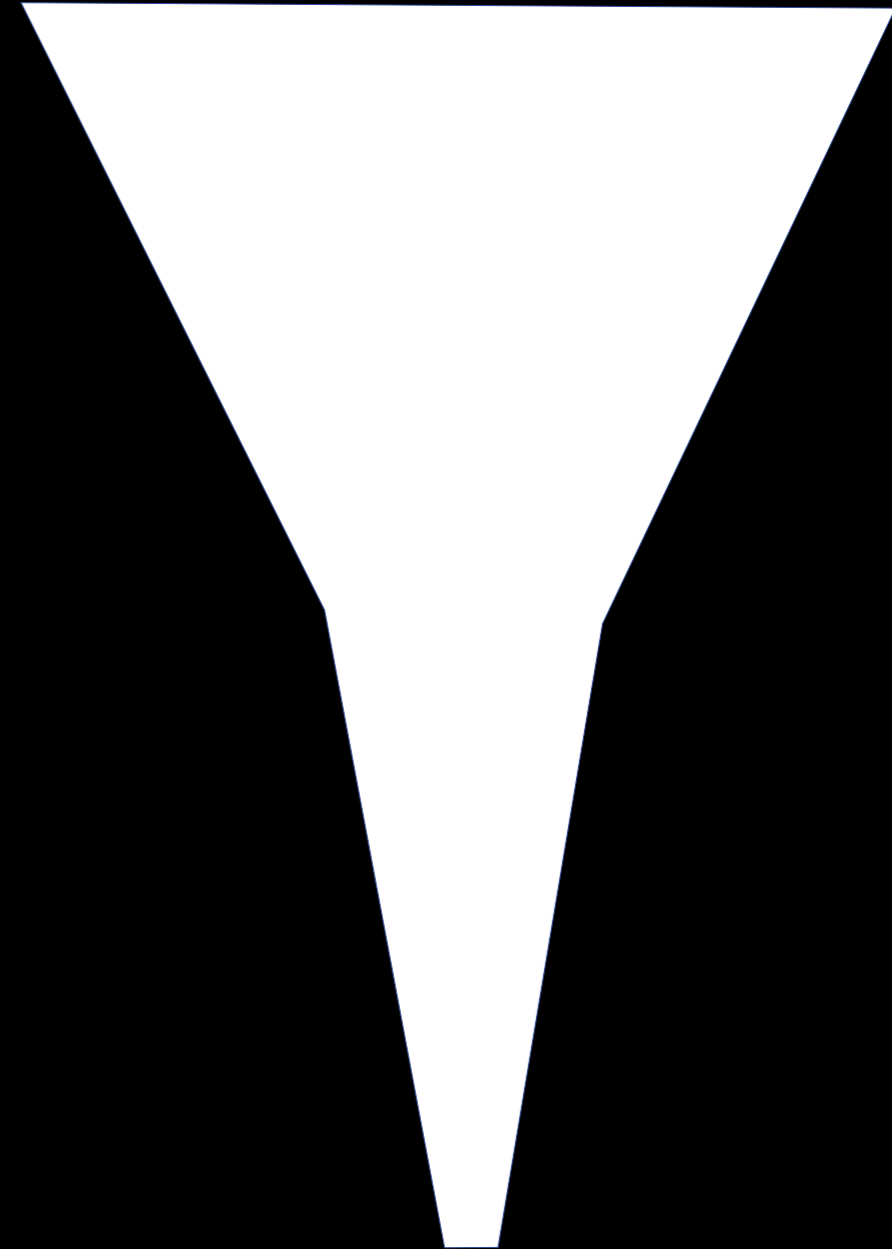
**AAAARRRR**



**TOFU**  
Top of the Funnel

**MOFU**  
Middle of the Funnel  
**MID FUNNEL**

**BOFU**  
Bottom of the Funnel



**Attribution  
Contribution  
CookieLESS**

- last clic
- all touchpoints
- Walled Garden

# Attribution

LAST CLIC

*pub*

*recherche*

*first clic*

...





# Contribution

Contribution of each touchpoint:

*5% pub RS*

*10% sea*

*15% seo*

*20% avis*

*15% blog / content*

*15% fiche produit*

*20% eboutique Samsung*



# Cookieless

**WAR : FPD et login**

*First party data*

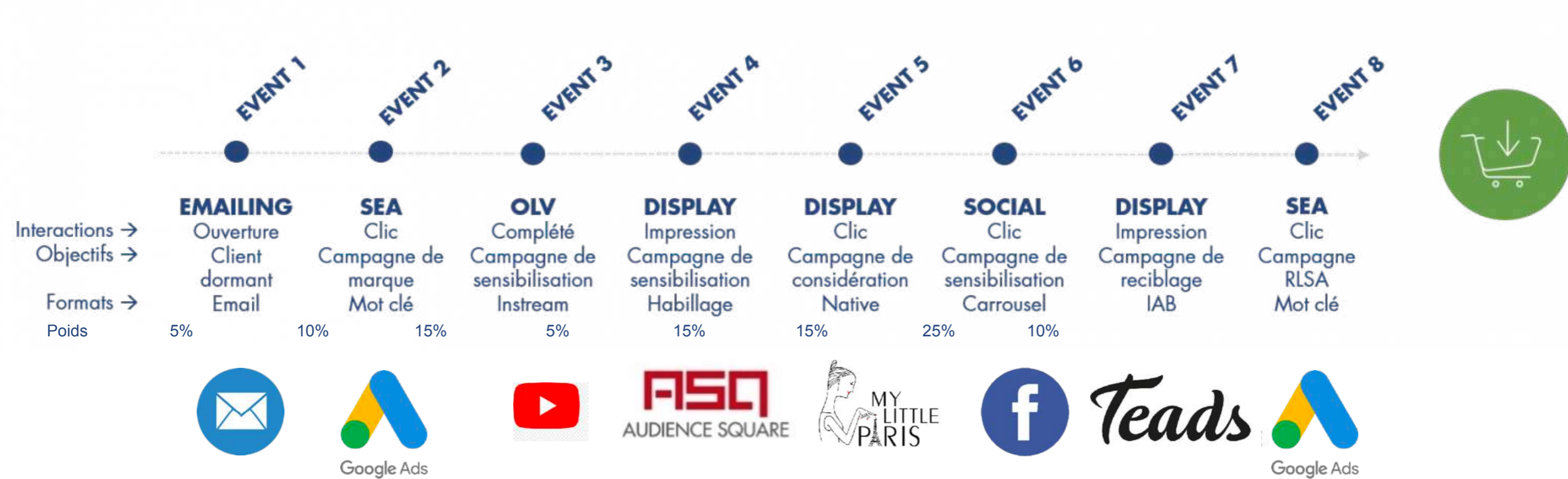
*Walled Garden*

*Plateforme*

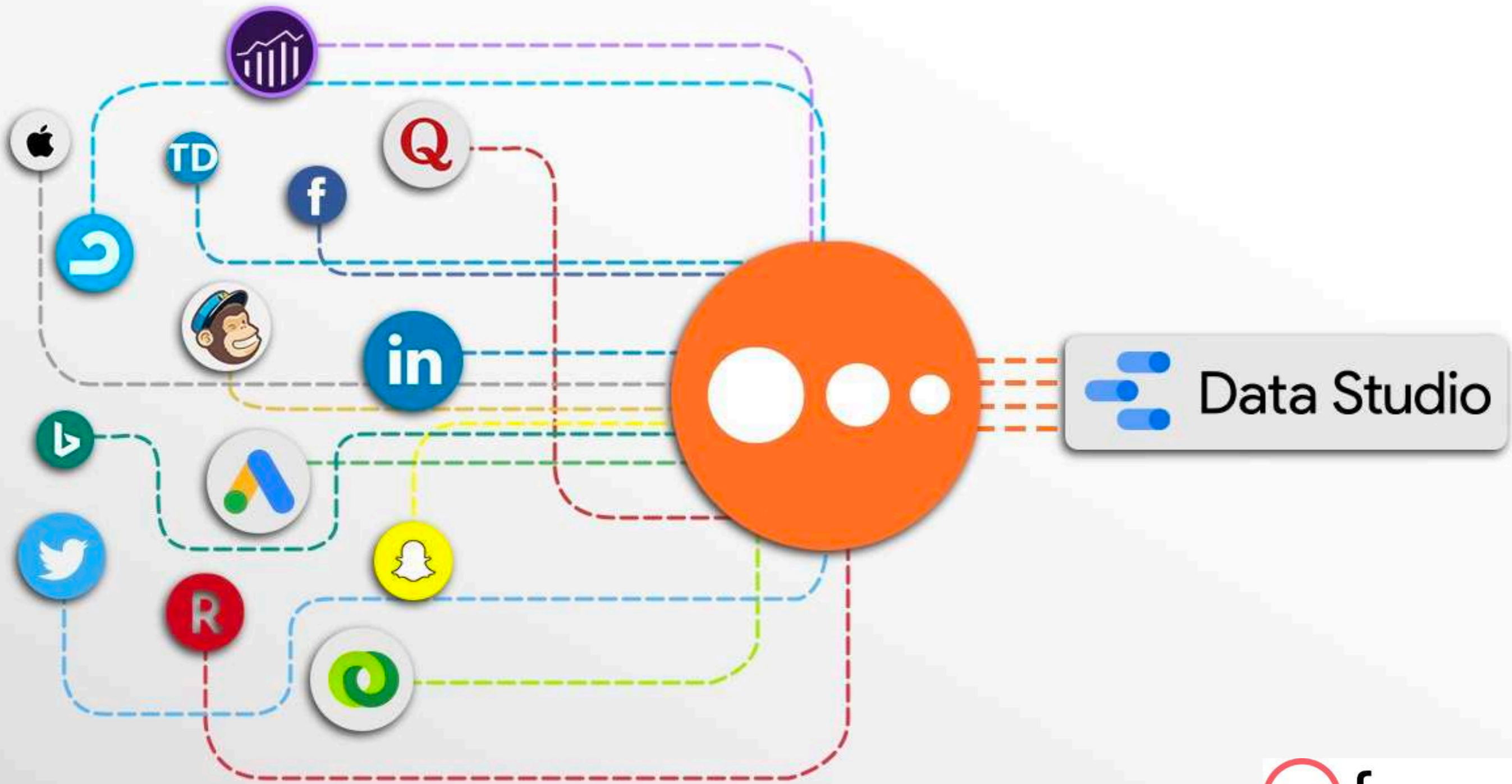
*2FA (2 factor auth)*

*Onboarding*

# Contribution



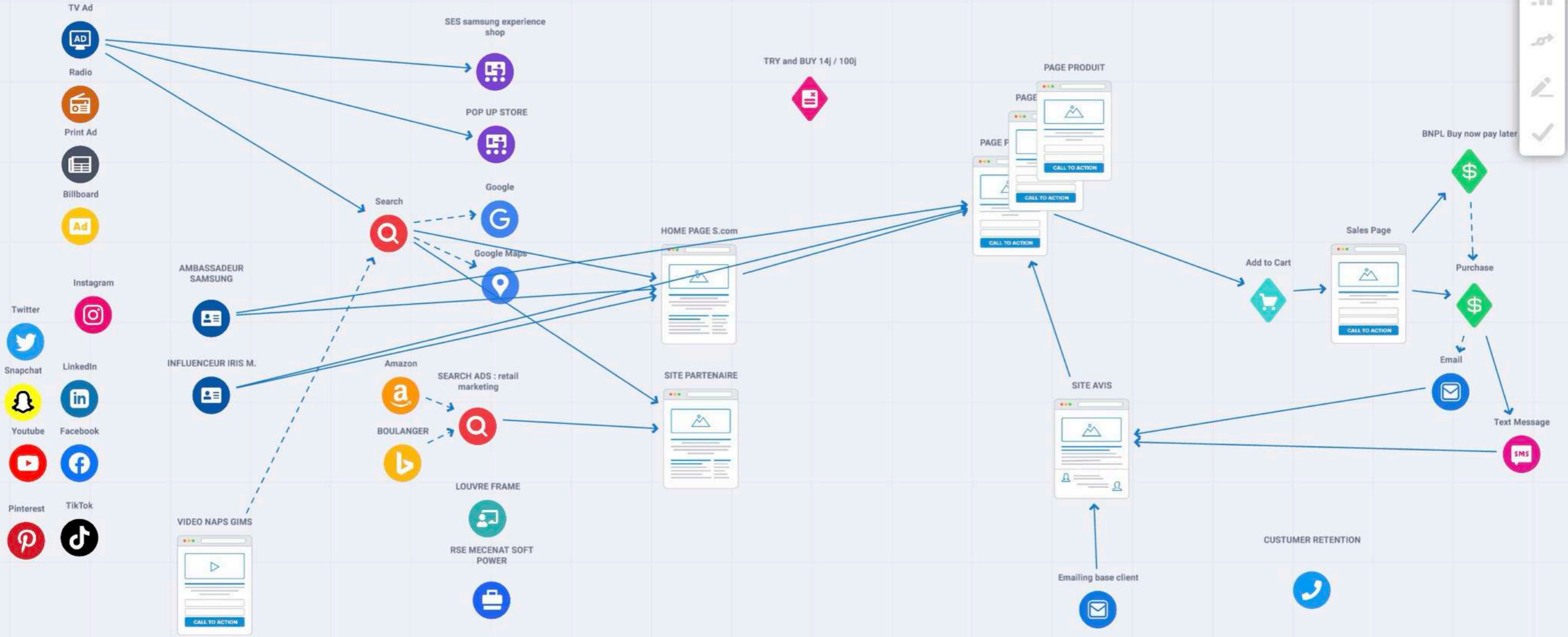






Funnel Analytics

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







# Funnelytics

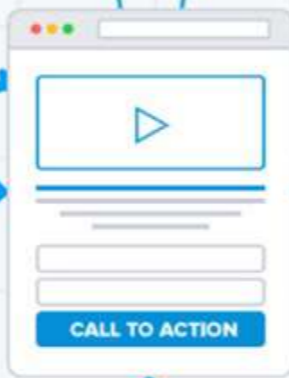
Cours Live avec Captation



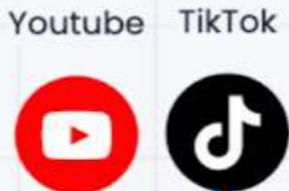
LinkedIn Posts



Montage



Sortie épisode



LinkedIn Post



Extrait sur chaîne YouTube



Youtube Ads



Blog Post



TwitteredIn Post



Blog Post



TwittenkedIn Post



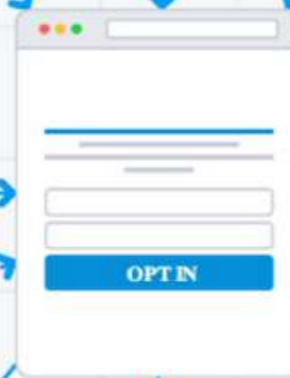
Blog Post



TwitterkedIn Post



Cours écrit



LinkedIn Outreach



LinkedIn Post



Facebook Ads



Compte Formateur





# workshop

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06 80 43 29 05

**hubert@kratioff.com**  
linkedin.com/in/kratioff  
@kratioff

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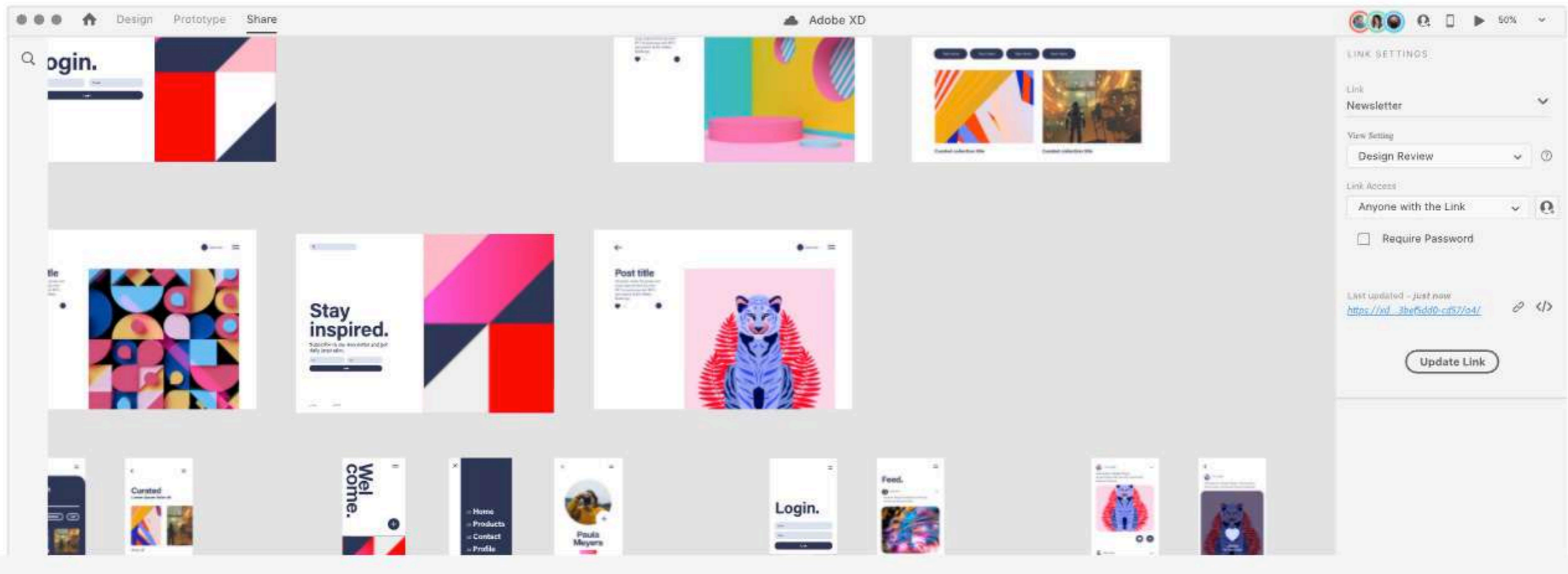


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MSD BY HUBERT KRATIROFF  
2024**

**SEASON 01  
EPISODE 07**

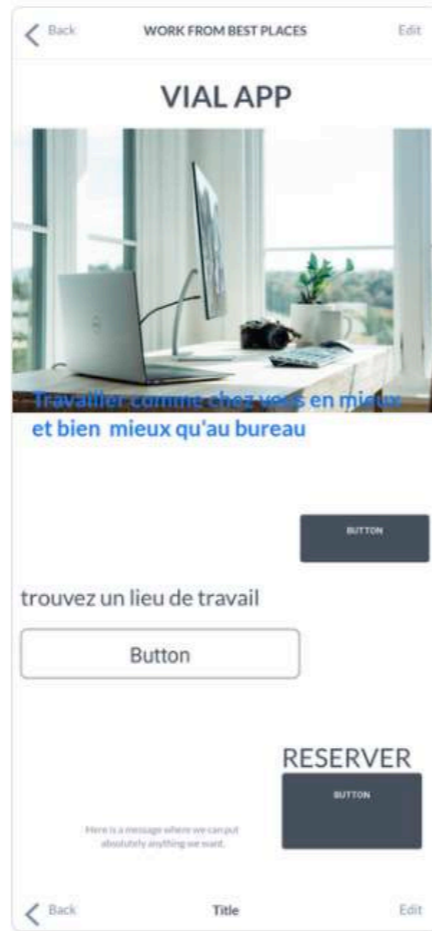
# Le tout, avec Adobe XD

Essayer Adobe XD gratuitement



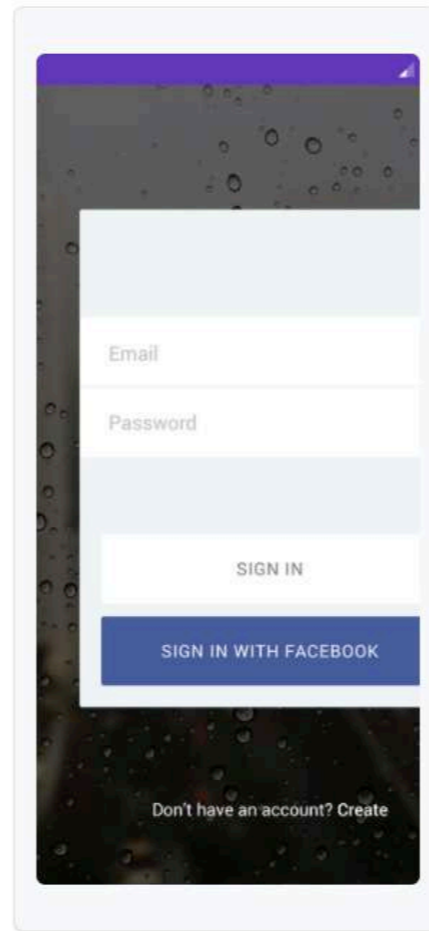


Sample Project



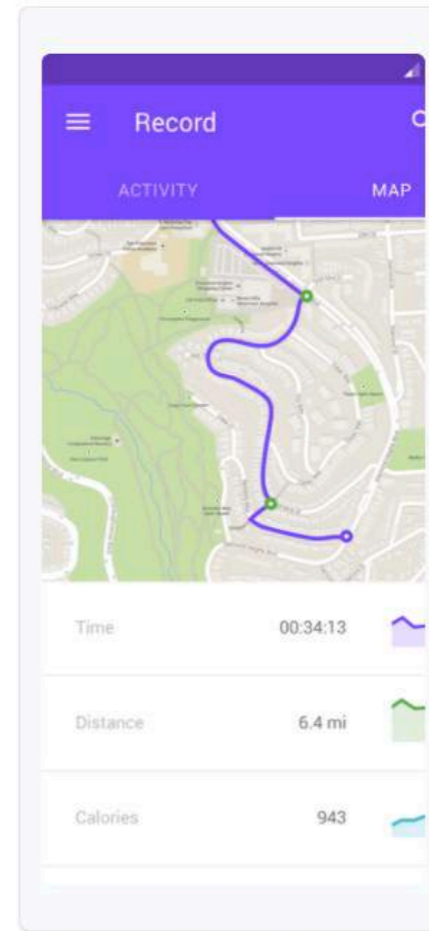
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HOME PAGE



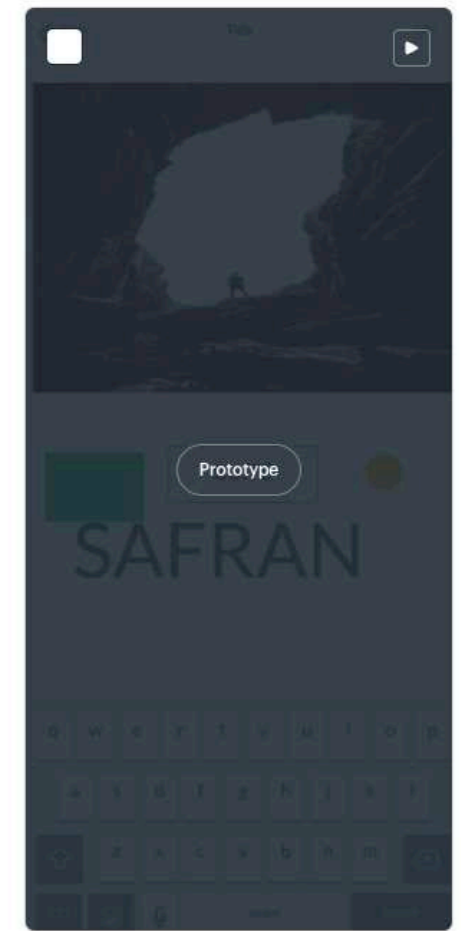
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SIGNIN



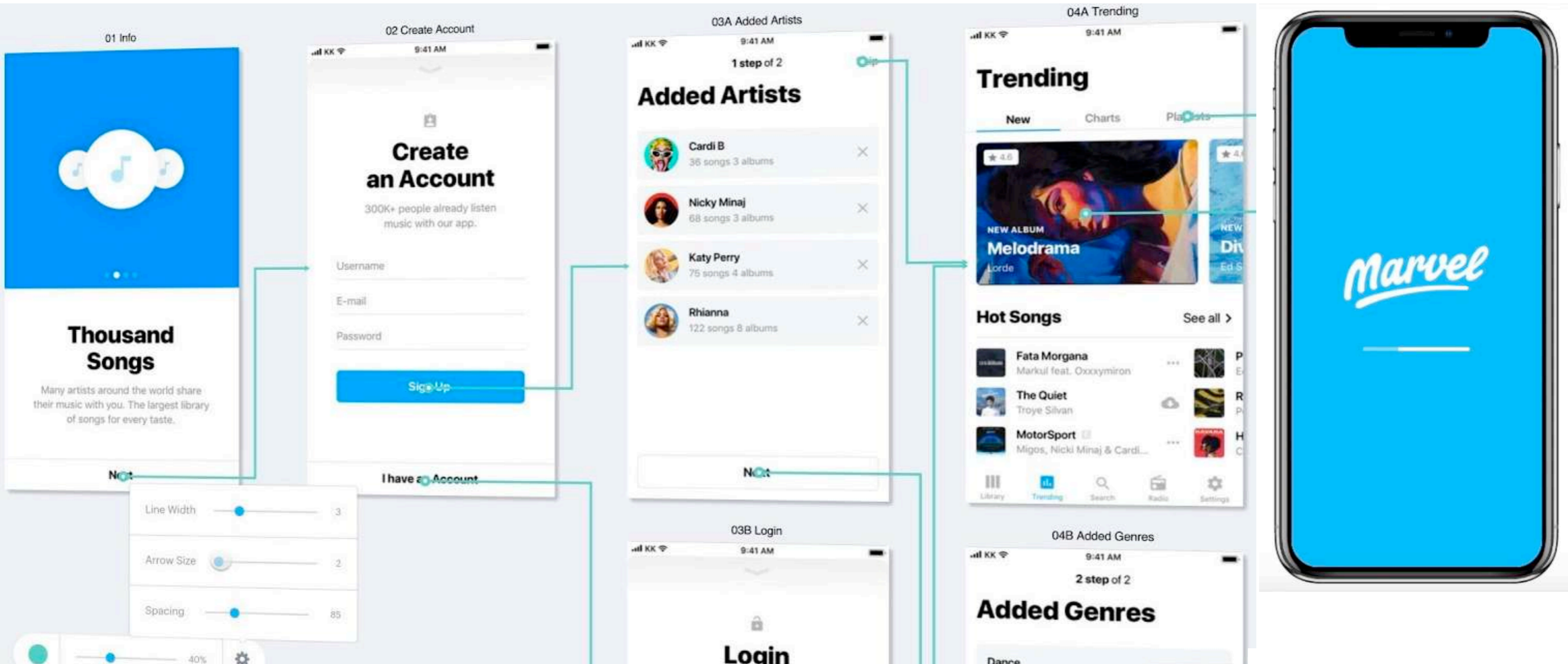
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MAP



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Image 9

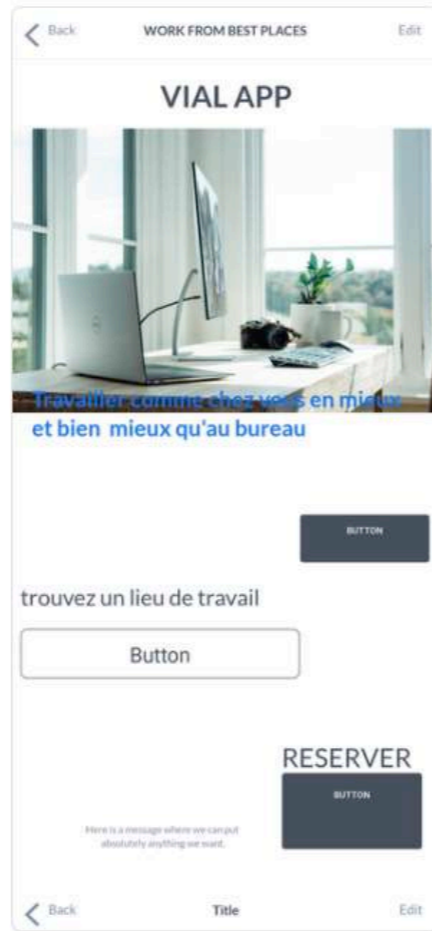


Marvel



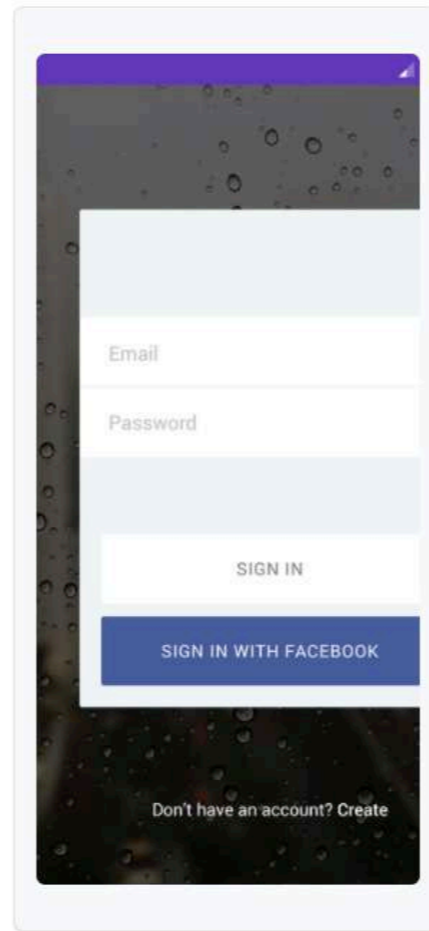


Sample Project



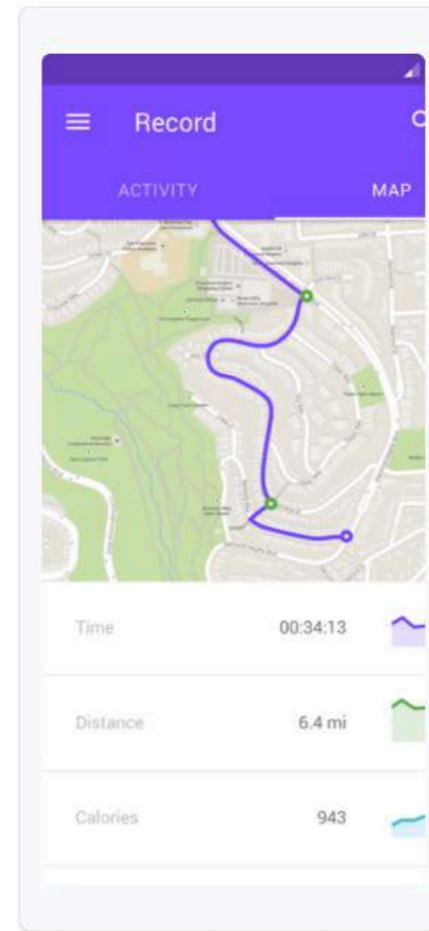
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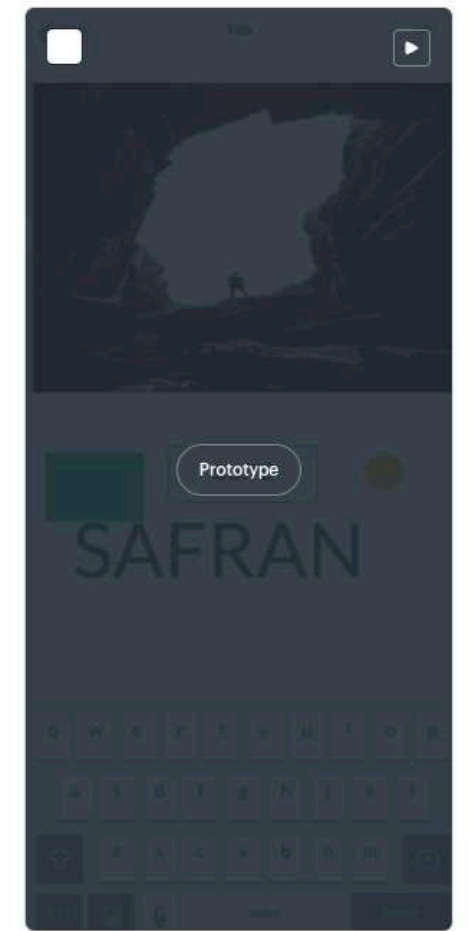
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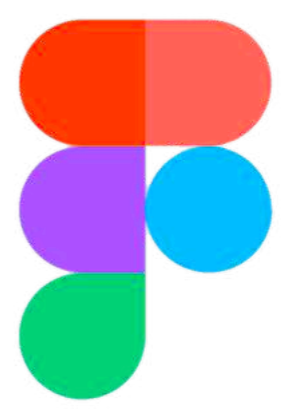
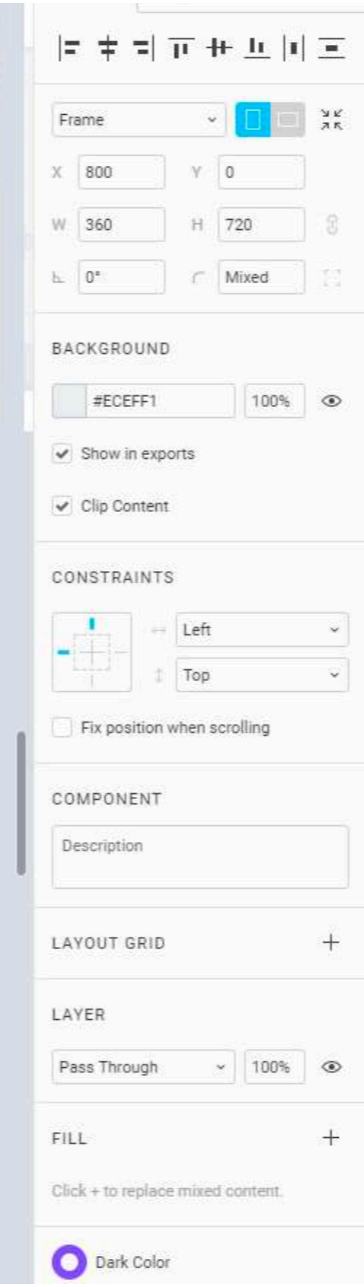
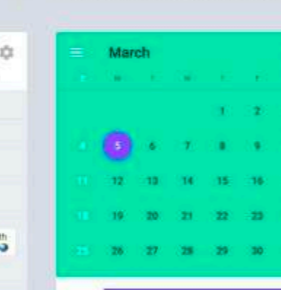
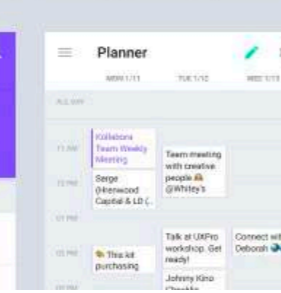
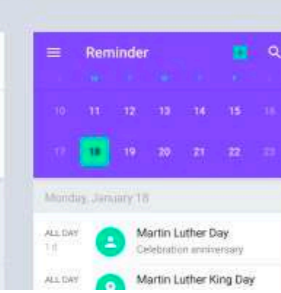
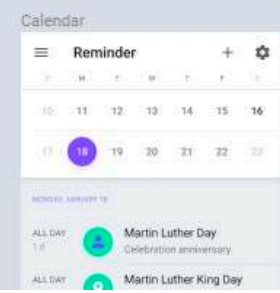
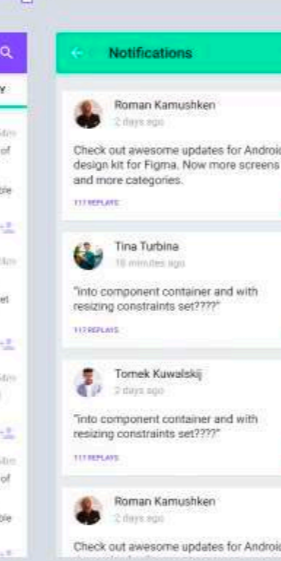
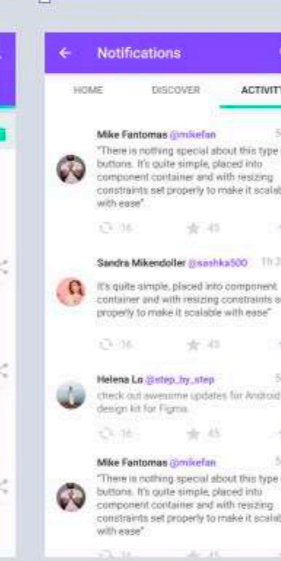
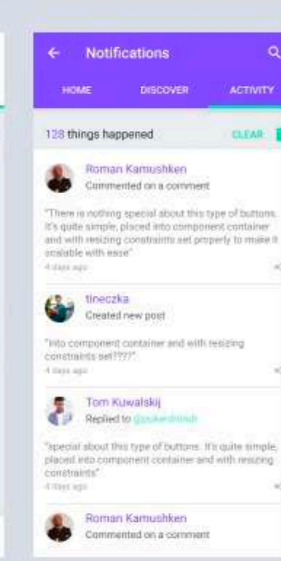
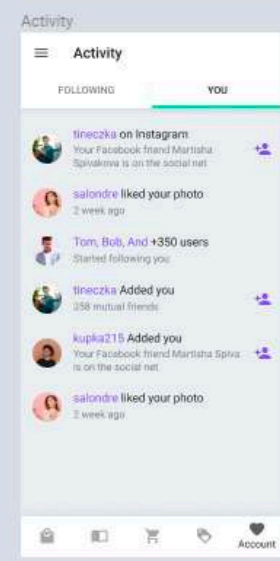
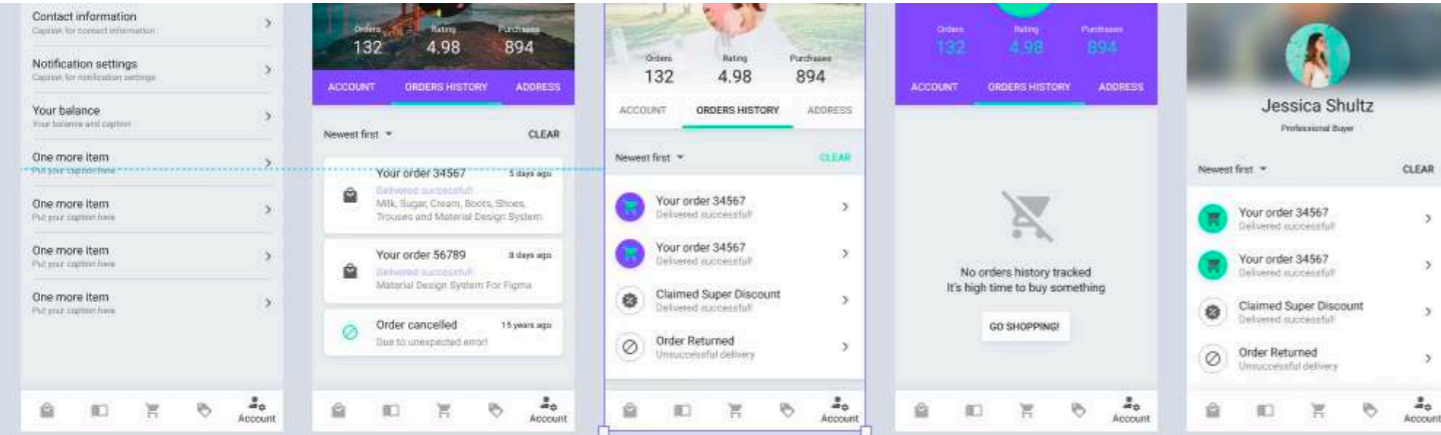
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MAP



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Image 9



Figma



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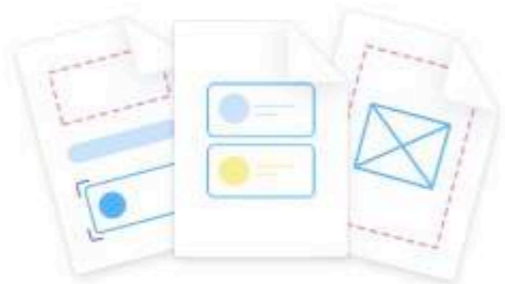
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Use example prototype



Upload or create designs



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Create wireframes and interfaces

Select



### Upload from computer

Any PNG, JPG or GIF, up to 20MB

Select

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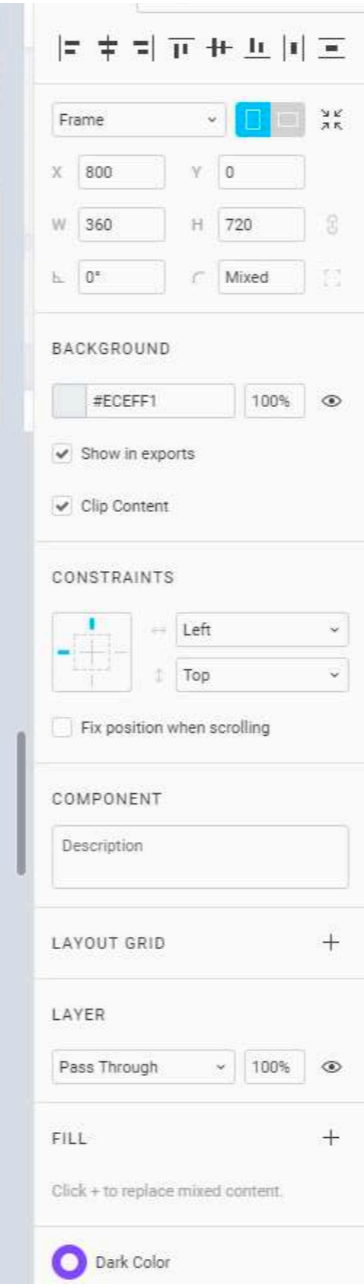
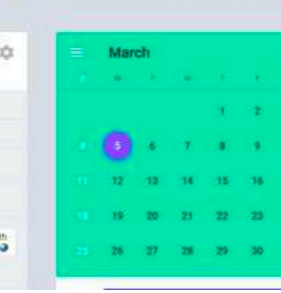
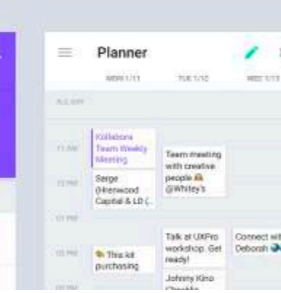
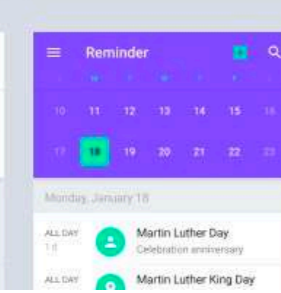
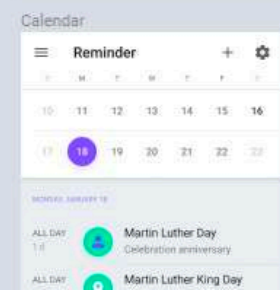
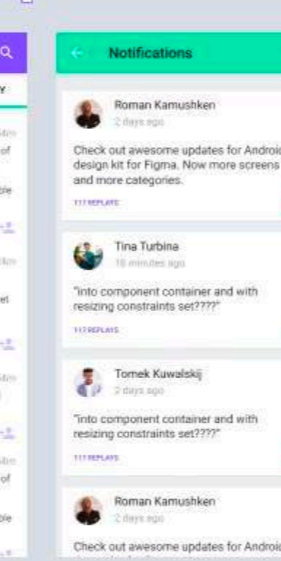
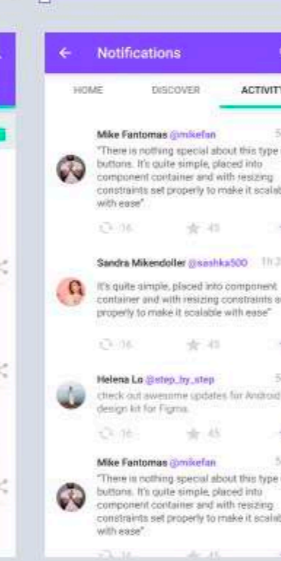
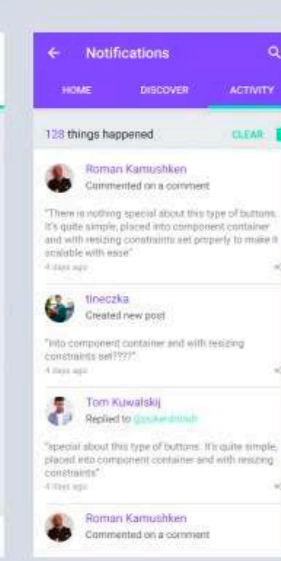
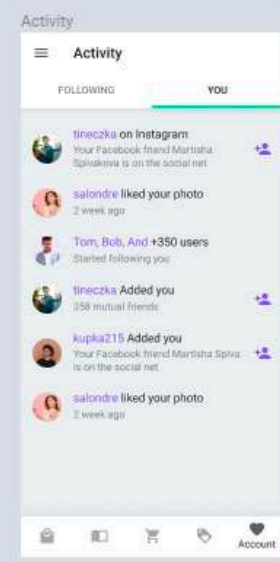
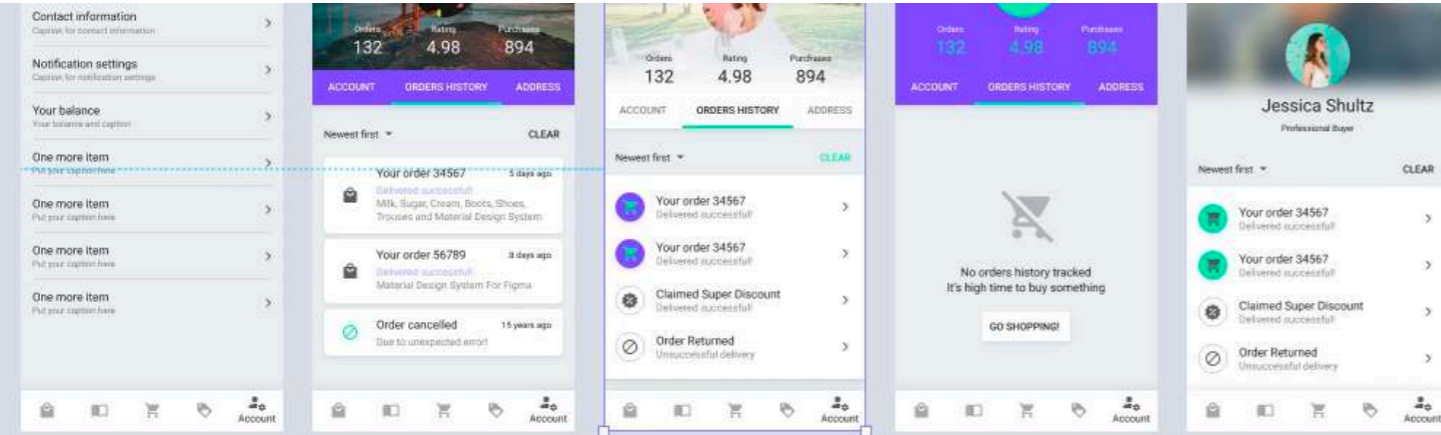
Or drag and drop your images here

Need help getting started? Check out our ready-

made prototype!

Use example prototype





# MILP

minimum lovable product

M♥P

# workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com  
linkedin.com/in/kratioff  
@kratioff

# 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)



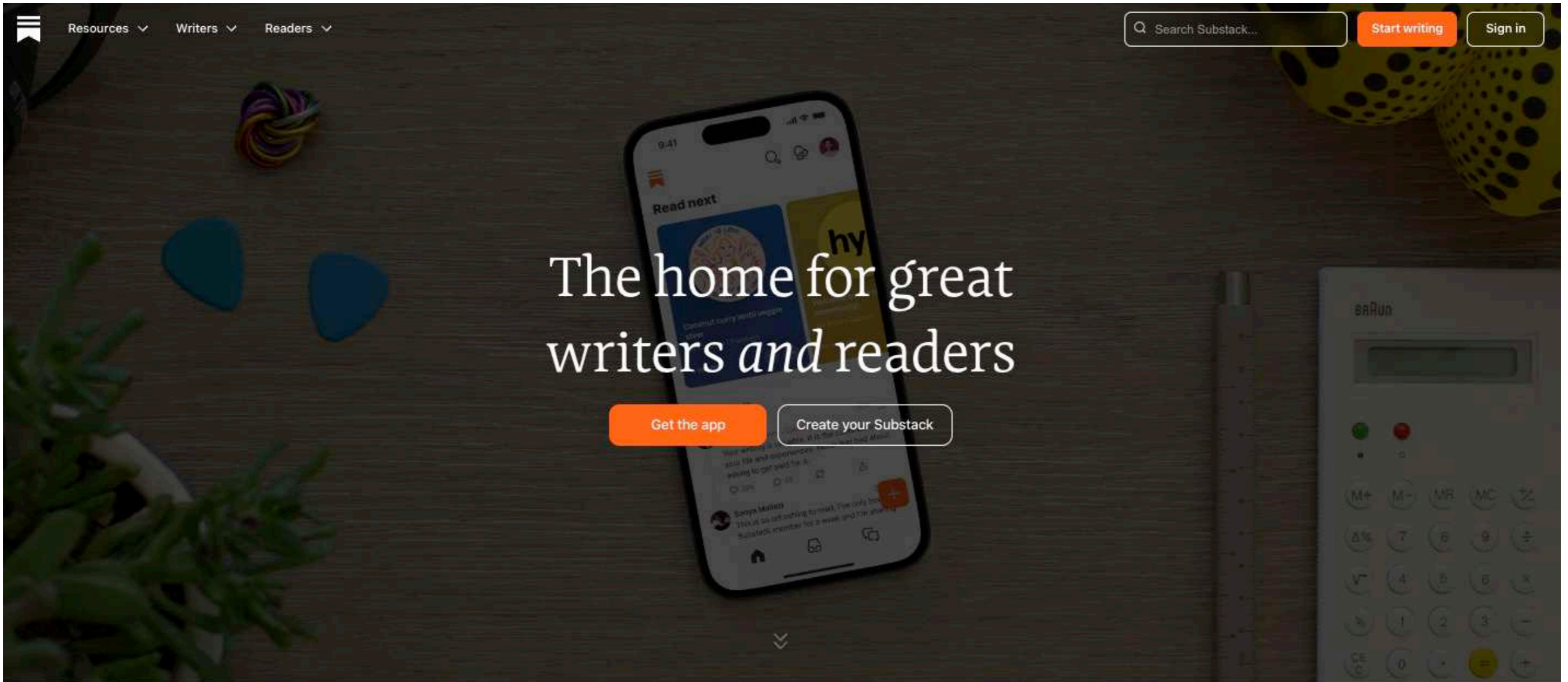
# MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF 2024

# PROJECT



## Illustration 1 : Magic Quadrant pour le commerce digital





<https://substack.com/>

The subscription network for independent  
writers and creators

# WordPress, Your Way

Build and grow your website with the best way to WordPress. Lightning-fast hosting, intuitive, flexible editing, and everything you need to grow your site and audience, baked right in.

Get started

Negai

## Resilience and Self-Reliance for Wellbeing

5/25/2023  
Wellbeing



ORGANIZER

INFO WORK | R. DAS TRINAS ZDE, LISBOA REACH ME

Stella Sánchez is an illustrator and graphic designer based in Portugal. With over a decade of experience, she aims to blend creativity and strategic thinking in every project, with attention to detail to create visually captivating works.



LOSS AND GRIEF



BY 1972



STOIC TIGER



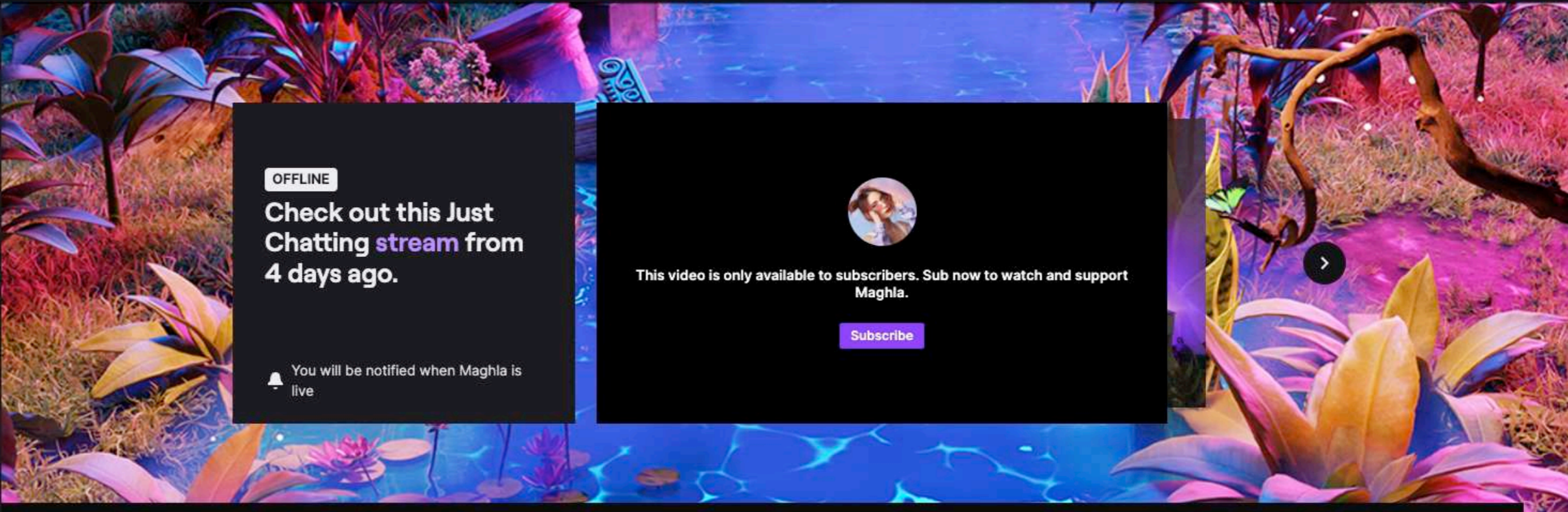
AMERICA

Lineup

Minor T  
Govern  
Inside  
Black P  
Youth  
Gorilla  
Bold  
7 Seco  
SSD  
DYS



- For You** ← |
- FOLLOWED CHANNELS** ↓
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  - NYC\_Timescape Always On 3
  - LamHua Offline
  - bonjourphilippine Offline
  - AgathAuproux Offline
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  - Hasheur Offline
  - Jokariz Offline
  - bYZeTouch Offline
  - FrancelInter Offline
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Software ▼

Pricing

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Get started free

HUBSPOT CUSTOMER PLATFORM

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Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one customer platform that grows with your business.

Get a demo

Get started free

Get a demo of our premium software, or get started with free tools.

## Your Weekly Activity

EMAILS CALLS MEETINGS

17 25 15

▲ 4 ▲ 7 ▲ 2

## Services Breakdown



< Contacts

Actions ▼



Aisha Saah











**MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024**

**SEASON 01  
EPISODE 08**

**MARKET  
COMPETITION  
STRATEGIC ANALYSIS**



Tendances de  
recherche  
actuelles :  
**France**

• Thomas Kingston

Explorer

Intérêt pour cette recherche (24 dernières heures)



Pourquoi est-ce que **Thomas Kingston** est populaire ?

Rechercher

<https://trends.google.com/trends/>



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Learn ▾ Features ▾ Use cases ▾ Pricing Consulting

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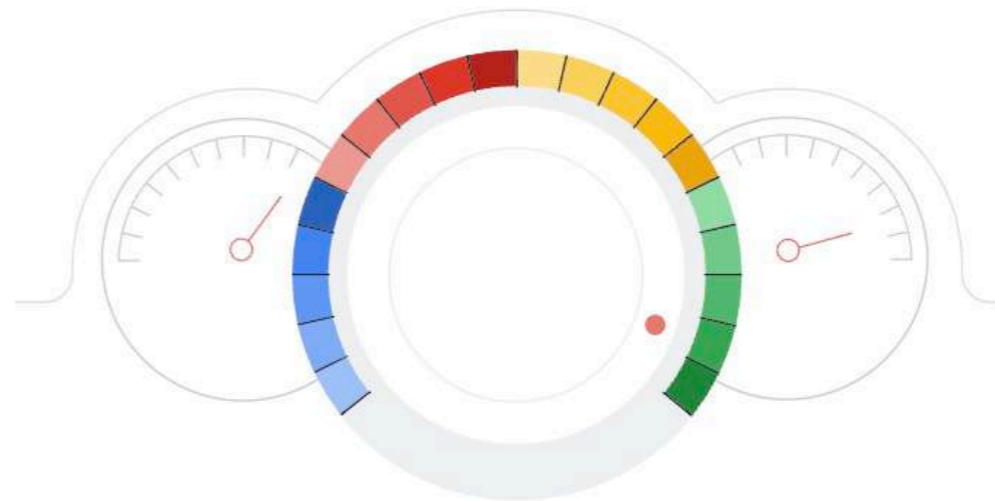
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  - KEYWORD RESEARCH
    - Keyword Overview
    - Keyword Magic Tool
    - Keyword Manager
    - Position Tracking
    - Organic Traffic Insights
  - LINK BUILDING
    - Backlink Analytics
    - Backlink Audit
    - Link Building Tool

Enter domain, URL or keyword

**My competitors** Month Year

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domains	Authority Score
<a href="#">proxigo.net</a> FR	4 0%	0 0%	0 0%	0 0%	48 +4.35%	3 0
<a href="#">toutsurlemarketin...</a> FR	142 -17.44%	4 -33.33%	0 0%	0 0%	70 +1.45%	7 -2
<a href="#">lesnouveauxmark...</a> FR	15 -34.78%	0 0%	0 0%	0 0%	18 -10%	2 0
<a href="#">lechariotafromage...</a> FR	8.7K +3.79%	14.7K +16.03%	0 0%	0 0%	1.6K +11.76%	16 +1
<a href="#">www.espace-logg...</a> FR	3.4K -0.23%	15.7K -1.37%	0 -100%	0 -100%	3.5K +4.7%	27 0

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



Search vendor... Country Category Reviews Rating Revenue Employee Year

Stack Builder Page 13080 found

<b>Advertising and Promotion</b> Display & Programmatic Advertising 335	<b>Content and Experience</b> Content Marketing 1163	<b>Social and Relationships</b> ABM 29 Call Analytics & Management 176	<b>Commerce and Sales</b> Retail, Proximity & IOT 215	<b>Data</b> Marketing Analytics Performance & Attribution 158	<b>Management</b> Agile & Lean Management 55 Collaboration 438
--	---	--	--	--	--

<https://martechmap.com/>

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

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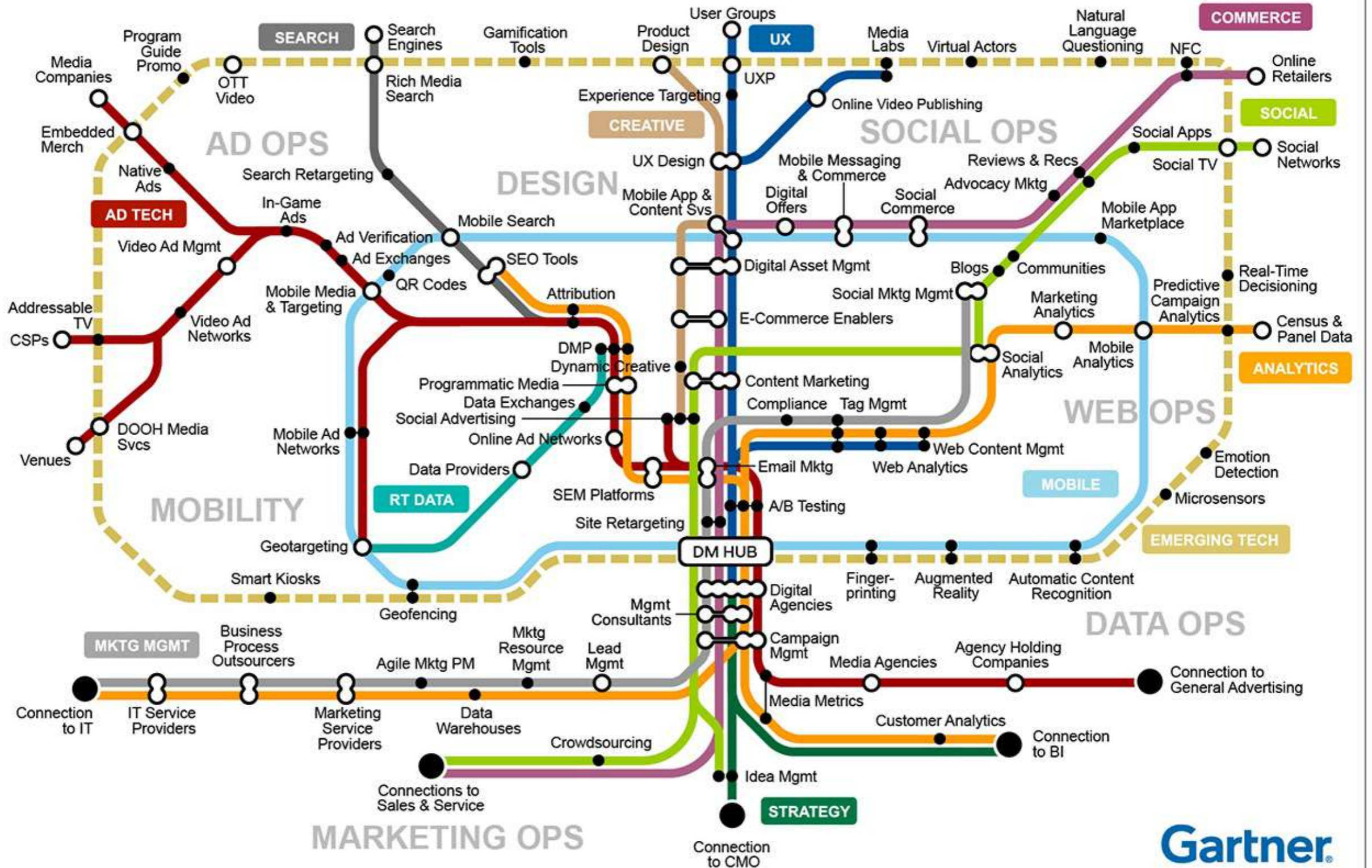
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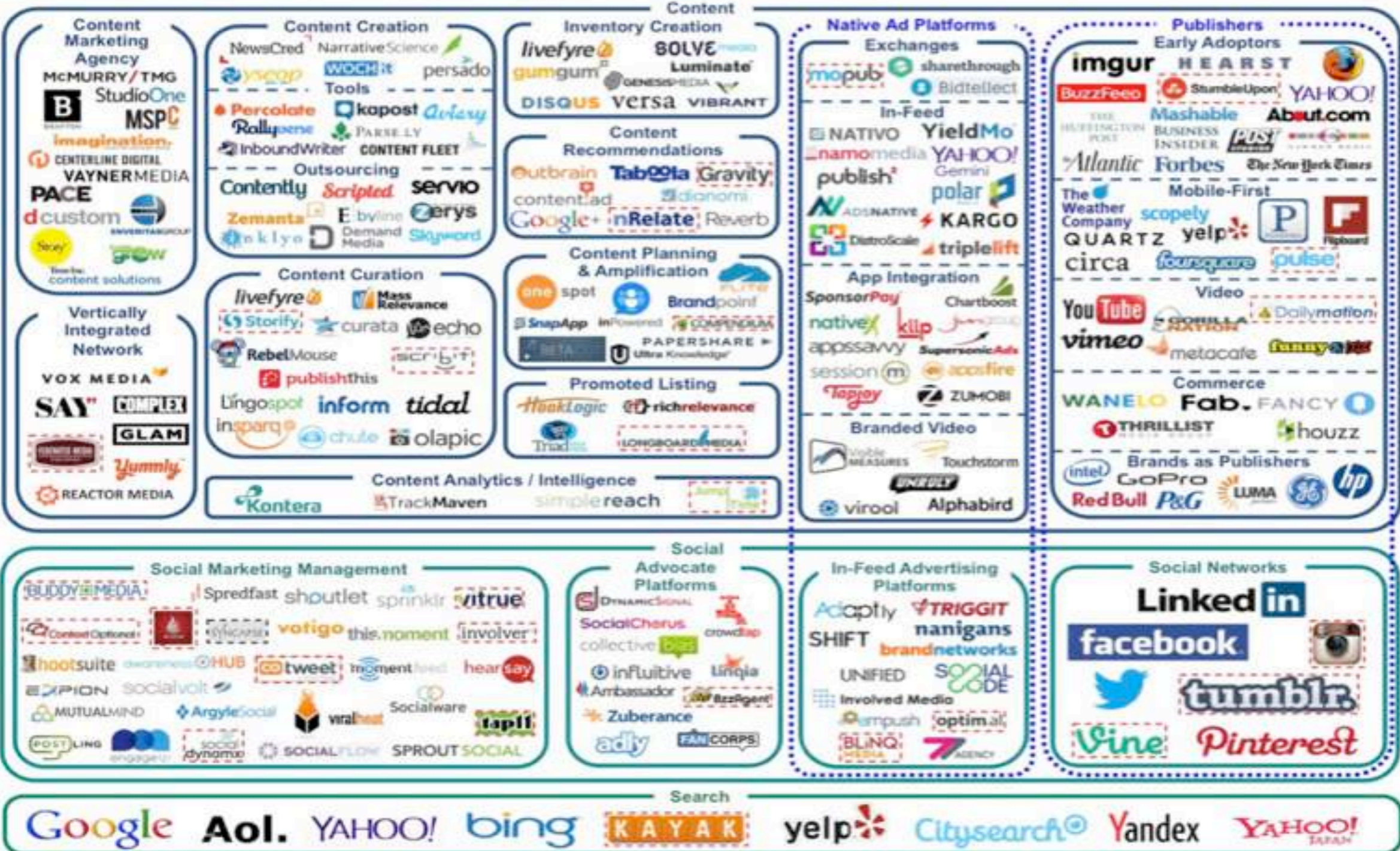




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MARKETER

CONSUMER





**MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024**

**SEASON 01  
EPISODE 09**

# TECH TOOLS







# Whimsical



WEB1 : 1992 - 2005

WEB2 : tout le monde interagit sous l'autorité des plateformes

WEB3 chacun possède sa communication

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**57,49 €**

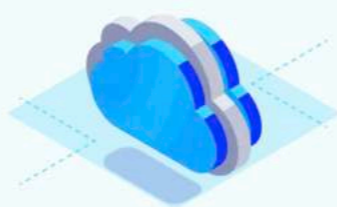
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# Whois Lookup

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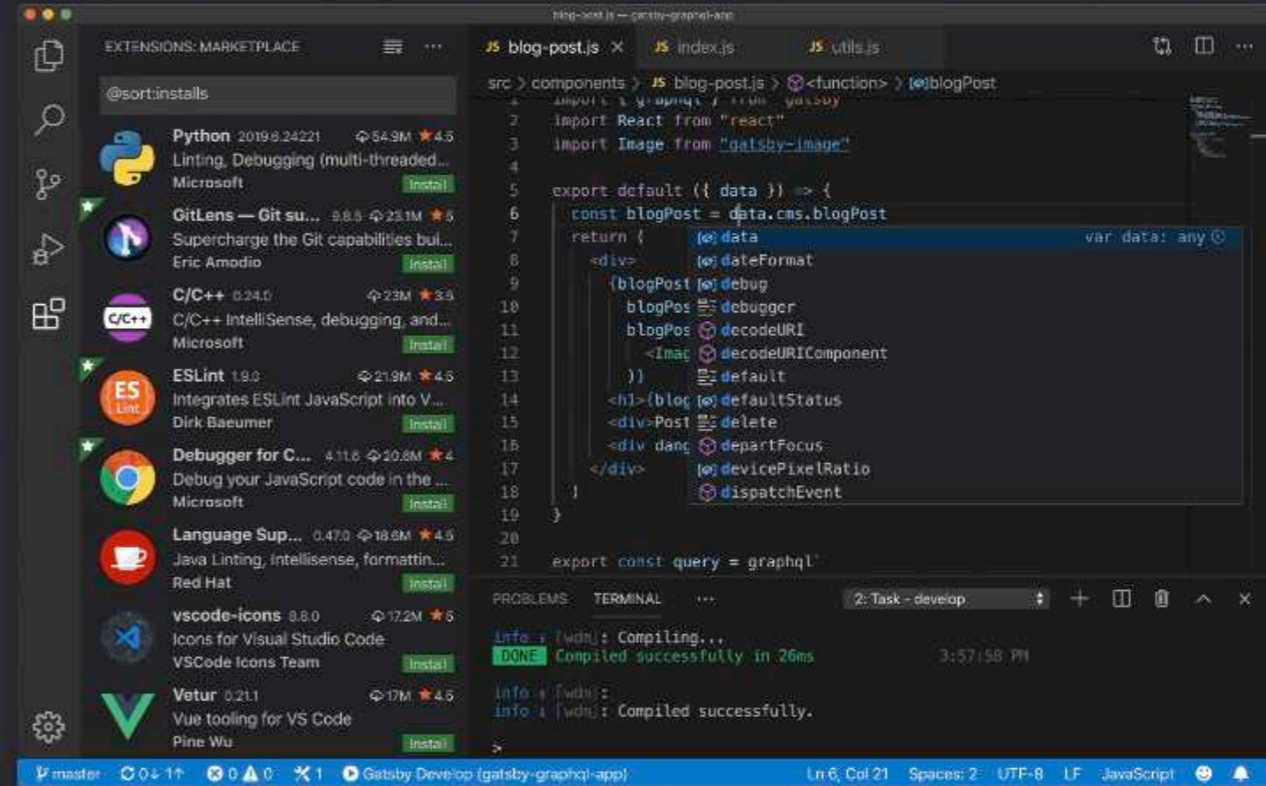
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<br>
<a href="https://app.sli.do/event/xgHA4fw63TCv2V6ycYf4Ub" target="_blank">QUIZ1 : Audience Interaction with SLID0.com -- Challenge on Digital Pillar</a>
<br>
WorkShop1 2 : Persona & Journey <a href="persona.pdf" target="_blank">in PDF</a> / <a href="persona.pptx" target="_blank">in PPTX</a>
<br>
WorkShop3 : QRcode pour NPS (note 0 ou 20)
</texte3>
<span><br><hr style="height:4px; border-width:0;color: gray;background-color: gray"><br>
    
```



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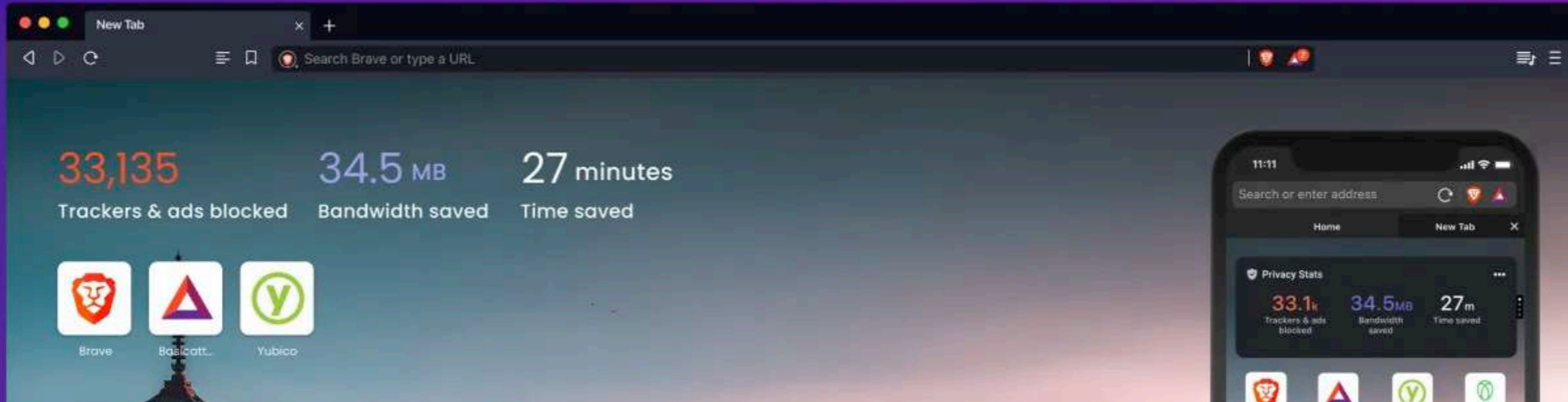
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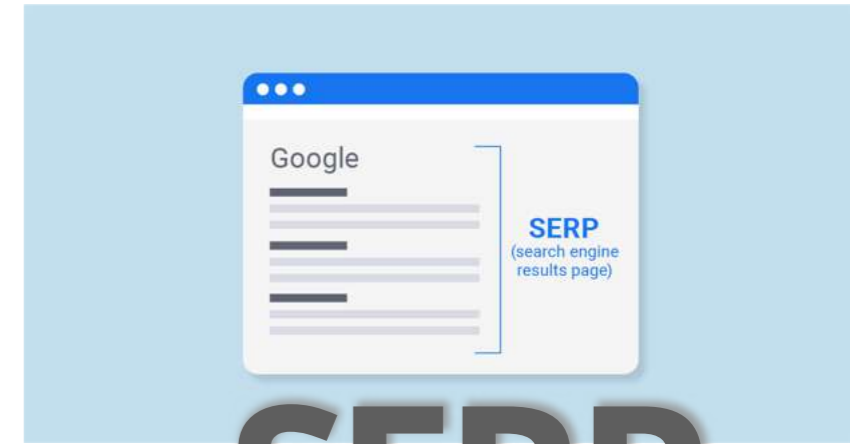




# SEARCH ENGINE



=



# SERP

2025

# SGE = RESPONSE ENGINE



# WebStory =

story snap on website mobile and laptop

[https://amp.dev/documentation/guides-and-tutorials/start/create/basic\\_markup/](https://amp.dev/documentation/guides-and-tutorials/start/create/basic_markup/)

[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 + Rank Explorer, 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

Semji Ahrefs, SEMJuice, Hubspot, SimilarWeb, ContentSquare, AB

Tasty, Botify, iProspect, NP Digital, JDN, Siècle Digital, Emarketing,

Ecommerce, Relation Client et Leptidigital

carrousels rapidement : <https://www.aicarousels.com>  
chatbot pour n'importe quel site web - <http://Chatbase.co>  
CRM gestion RH- <https://www.siiit.io/fr>  
Glide <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  
Xano <https://www.xano.com/>  
créer des mind map facilement - <http://Gitmind.com>  
texte en diapositives - <http://Decktopus.com>  
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recherches - <http://Betterresearch.com>  
notes assistée par l'IA - <http://Fathom.video>  
blog à partir de zéro - <http://Simulai.co>  
Montez vos réels en un clic <http://Submagic.co>  
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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/>

outils 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



