

TOOLS / DEMO

HandsOn 2021

GLOBAL PITCH

We are a company (startup like) and we need to present a MVP (minimum viable product) plus all the marketing material to our future investors. We have three days to prepare the show. What tools do we need to use

DEMOS

This is the list of tools you need to master to be a full stack marketer.

Collaborative Work

TRELLO

Scrumblr on Github

Slack

Alternative: Jira, Asana

Kick off

SurveyMonkey

Find a name

Alternative: Google Forms

Mail Chimp (ESP)

Why use an ESP?

First email

Project work

GoogleTrends

Key Words Choice helper

SEOsipike.com

Whois Registrar FTP

OVH

FileZilla

Alternative: Gandi

CMS & web hosting

OVH

WordPress.org / vs .com

Alternative: AWS, Gandi, digital ocean, heroku

xMind

MindMapping

Taxonomy of digital tools

Alternative: mindmeister, Coggle

Gantt / GoogleDrive (Gantter \$)

ProjectLibre, MS project

TIPS

QrCode / qrcode-monkey.com

Read with Chrome for iOS Android

Alternative: made with a chrome extension

URL Shortener: bit.ly

Doodle (meeting planner)

Browser (Chrome / Firefox)

Omibox

Search Zone

Search Engine

Qwant, Baidu, Yandex, Naver, Bing, Yahoo!, Yahoo Japan, seznam.cz ... and Google

chatbots messenger

Search tips

Site:

Filetype:

Incognito tab

Productivity

OFFICE

PPT (masque / master)

Word (style)

XLS pivot table Excel (TCD)

Programming

VS Code (by MS : Visual Studio Code - Code Editing. Redefined)

Xcode

Swift programming

HTML CSS JS

Template:

themewagon.com

htmlup.com

<http://html5doctor.com/>

<http://www.w3schools.com/>

Android Studio

API

IFTTT ZAPIER

SquareUp / Stripe / Twilio

NODE

ANGULAR, React-native (by FB)

D3js

Hadoop

AWS / OVH

Cloud SAAS PAAS

Design

marvelapp.com

lucidChart

thenounproject.com

Flaticon.com

UnSplash.com

fluidUi.com

Canva

MARVEL

PixIR / VectR /

PHOTOPEA



Sketch3 / InVision

iDraw

Presentation

PASTE (53)

bunkR (Synthesio) / Prezi / Slide

www.beautiful.ai

www.pasteapp.com

Analytics

Google Tag manager

GA : Google Analytics

GSC : Google Search Consol

Google My Business

Advertising

MyBusiness / GoogleMaps

GoogleAds (ex AdWords)

Google 360

SalesForce

Merkato

Curation Tools

Scoop.it

Pocket

Storify

Pearltree

INSTAPAPER

CURATA

FlipBoard

VIDEO

Embedded vs. YouTube

iMovies / movie maker

green background, music juckdeck

Animated Gif

gifcreator.me

gifmaker.me

MISC

Digital Signage: DOOH

**Tools for ZMOT: Zero Moment Of
Truth by Google**

3D Printing (model and file format)

AUTRES

squareup.com financial services, merchant services aggregator and mobile payment company based in San Francisco founded in 2009 by Jack Dorsey (TWITTER) and Jim McKelvey



stripe.com US company that allows both private individuals and businesses to accept payments over the Internet. Stripe focuses on providing the technical, fraud prevention, and banking infrastructure required to operate online payment systems

stripe

twilio.com: cloud platform (PaaS) for software developers to programmatically make and receive phone calls and send and receive text messages using its web service APIs.



Learn mkt

Google

digitalactive.withgoogle.com/

Primer : app on iOS et Android marketing lessons for starter
pourlespros.withgoogle.com/dash

Twitter

twitterflightschool.com/module/optimize-at-scale-with-twitter-ads/chapter/intro

FaceBook

facebook.exceedlms.com/student/catalog

Coursera

LeWagon (ou hack reactor)

Voici la vidéo de le wagon : à suivre : <https://www.youtube.com/watch?v=SXBX5UFHW64>
<https://youtu.be/SXBX5UFHW64>

Ou en liste :

<https://www.youtube.com/watch?v=SXBX5UFHW64&list=PLkbmdtbypn7SO9YtGHgli8nzJLvy4ynpZ&index=1>

Pour suivre les slides en même temps :

<http://workshops.lewagon.org/workshops/landing/index.html#/>

Vous pouvez poursuivre toujours avec lewagon : Firsr

<http://www.lewagon.org/blog/tuto-debuter-dataviz-d3js>

Puis: <http://www.lewagon.org/blog/debuter-big-data-lean-enterprise>

Enfin: <http://www.lewagon.org/blog/implementation-google-analytics>

Pour finir (c'est payant) et quand vous serez prêt

<https://ondemand.lewagon.org/tracks/devenez-data-scientist/go>

MDN : Mozilla Developer Network : developer.mozilla.org faire toutes les recherches de codes avec MDN

<https://developer.mozilla.org/fr/>

Bad ideas (very bad...)

Dreamweaver by Adobe : WYSIWYG web site builder



Wix.com is a cloud-based web development platform



squarespace.com Squarespace is a SaaS-based content management system-integrated website builder, blogging platform



Synopsis

1	2	3
<p>Introduction to YC's DemoDay and the business case</p> <p>Collaborative work and tools (slack, scrumblr...)</p> <p>Template / CMS demo</p> <p>SLACK (one or more computer per group)</p> <p>Reading:</p>	<p>NPS and ESP</p> <p>Integration and embedded code</p> <p>Emailing in action</p> <p>A/B Testing</p> <p>GoogleTrends, AdWords, Analytics</p> <p>Tag Management</p> <p>Reading:</p>	<p>Net Neutrality, RGPD</p> <p>Curation tools, shortcut and embedding</p> <p>HTML, Meta, script, SEO structure and coding</p> <p>Reading:</p>
<p>TLD, URL</p> <p>Registrar and preparation of the web server</p> <p>First FTP connexion</p> <p>Template / Boilerplate / CMS in action</p>	<p>Xcode, iOS programming</p> <p>Java, Android Studio programming</p> <p>Blockchain & cryptocurrency</p>	<p>Node server, Angular, What is a Container?</p> <p>Docker</p> <p>AWS</p> <p>API</p> <p>3D printing</p> <p>Blockchain & cryptocurrency</p>
<p>Designing tools online</p> <p>Prototyping website and app</p>	<p>Chatbots (Messenger programming)</p> <p>Video editing on iMovie & MovieMaker</p> <p>Animated Gif</p> <p>Reading:</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p> <p>Write a post pitching for digital-me-up.com</p>
<p>QrCode and code shortener</p> <p>Analytic 101</p> <p>Mind Mapping</p> <p>Project Management Software</p> <p>Reading:</p>	<p>Datavisualisation (canvas script, D3JS)</p> <p>Microsoft Power BI</p> <p>DataWall and DOOH (digital signage)</p> <p>Group work on opendata analysis with Power BI</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p> <p>Write a post pitching for digital-me-up.com</p>