



cycle

מחשבה

#digitalmindset

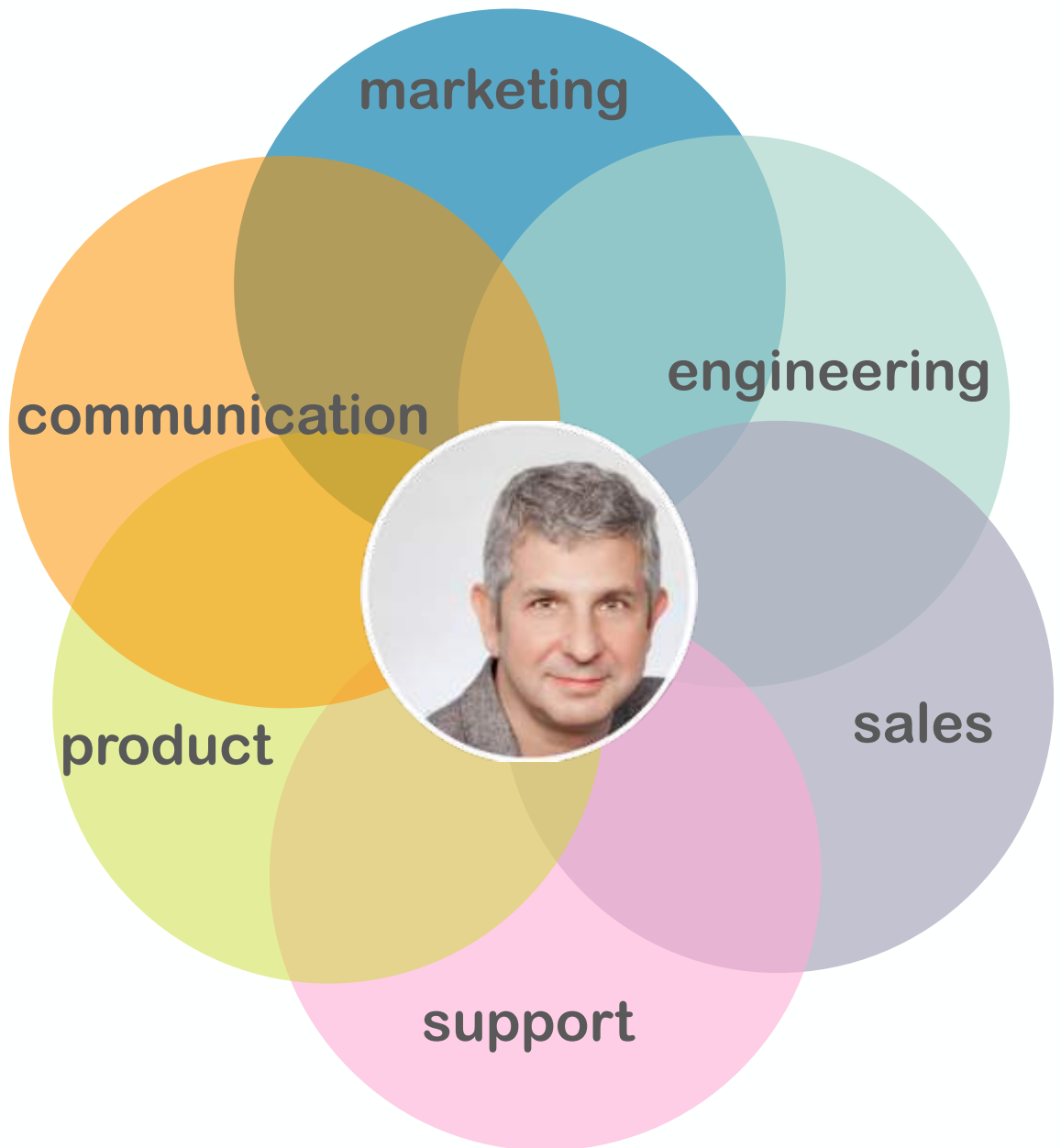


@kratiroff | ©2020 | EBS



# technology evangelist

hubert@kratiroff.com



# technology evangelist

**full stack** marketer

**CDDO**: chief digital/data officer

**DPO**: Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



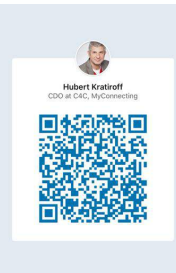
hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



UX

CX

EX

SX



  
**HERMÈS**  
VANILLE GALANTE



Google

chateau stone lyrics

AI Images Videos Maps News More Settings Tools

About 6,140,000 results (0.67 seconds)

### Chateau

Angus and Julia Stone

I don't mind if you wanna go anywhere  
I'll take you there  
We can go if you wanna go anywhere  
I'll take you there

We can go to the Chateau Marmon  
And dance in the hotel room  
We can run with the headlights on  
Till we got nothing to lose

We have, lifting from the ground  
We go, never coming down

I don't mind if you wanna go anywhere



**expérience  
phygitale  
N°1**



tout  
sur  
le  
marketing  
.com/EBS

premier site  
sur recherche  
Google :  
EBS  
marketing digital







**Hubert Kratiroff**

CDO at C4C, MyConnecting





WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat

# Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai langage, voici 250 acronymes - pas tous pertinents - du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon<sup>1</sup> que ASB (acronyme for loudly suck), s'écrit que TAWYO (Totally Agree With You Guys), mais s'écrit le langage des entreprises ! Bonne lecture (ou moins utile) !  
<sup>1</sup> voir le film Mark & Ben Apples en 2019 (Thee, Sucks!, SuckCity, Being and previously PayPal's founder)

**AAA:** Average active sessions  
**AAID:** Android Advertising Identifier  
**ARRR:** Acquisition, Activation, Retention, Referral, Revenue  
**ABC:** Always Be Closing  
**ABM:** Account Based Marketing  
**ABT:** AB testing  
**ACEE:** Association pour commerce et services en ligne (ACEE: Association De l'Economie Numérique)  
**ADX:** Ad Exchange platform  
**AdTech:** Advertising Technology (cf. MarTech)  
**ADX:** Google DoubleClick Ad Exchange platform  
**ADA:** Attention Interest Desire Action "First Purchase Funnel"  
**AMA:** Ask Me Anything  
**AMP:** Accelerated Mobile Pages de Google  
**APP:** Application (a program designed to run on mobile devices)  
**API:** Application program interface (cf. SaaS)  
**AR:** Augmented Reality (ou RA)  
**ARPU:** Average revenue per user  
**ARR:** average recurring revenue (ou revenu)  
**ASO:** App Store Optimization (cf. Search)  
**ASF:** Apache Software Foundation  
**ASP:** Application service provider AssurTech (cf. Insurtech)  
**AskaAd:** Anytime Anywhere Anydevice  
**AskaAd:** AskaAd + AnyContent  
**ATF:** Above the fold (au dessus du pl, donc visible - cf. BTF)  
**ATL:** above the line (cf. BTL & media)  
**AWD:** Adaptive web design (cf. RWD)  
**BATX:** Baidu Alibaba Tencent Xiaomi (ou. BAAFA)  
**BANT:** formula: Budget, Authority, Need, Timeline (developed by IBM)  
**BAU:** Business As Usual  
**BI:** Business Intelligence  
**BMG:** Business Model Generation by Alex Osterwalder  
**BOB:** Best of Breed

**BOFU:** Bottom Of Funnel (cf. ToFu)  
**BP:** Business Process Management  
**BR:** bounce rate (valeur stable à une seule page ou non réception d'un email)  
**BRIC:** 4 countries competing with Trade and No IT  
**BT:** Below the fold (au dessous du pl, donc invisible - cf. ATF)  
**BTJ:** below the line (cf. ATL & hors media)  
**BuG:** Business to Government  
**BuR:** Business to Retail  
**BYOD:** Bring your own device (cf. CYOD)  
**CAC:** Customer Acquisition Cost (ou cycle d'activité client another du parcours client)  
**CAD:** communication audiovisuelle dynamique (cf. DOOH & digital signage)  
**CCO:** Chief Customer Officer  
**CCU:** cf. UCC  
**CCV:** Carter des Changes  
**CD:** customer digital Journey  
**CCO:** Chief Digital Officer (ou Chief Data Officer)  
**CDN:** content delivery network / réseau de diffusion de contenu (AKAAS)  
**CDP:** Customer Data Platform (it's more than a DMP and CRM)  
**CEM:** Customer Experience Management  
**CES:** Customer Effort Score  
**CGI:** Computer-generated imagery  
**CHO:** Chief Happiness Officer  
**CLI:** command line interface  
**CLV:** Customer Lifetime value  
**CM:** Community Manager  
**CM:** Communication Marketing intégré (SMC)  
**CMO:** Chief Marketing Officer  
**CMS:** Content management system  
**CNA:** Commission Nationale Informatique et Liberté (cf. RGPD)  
**COOC:** Corporate Open Online Course  
**COE:** Cost Of Sale

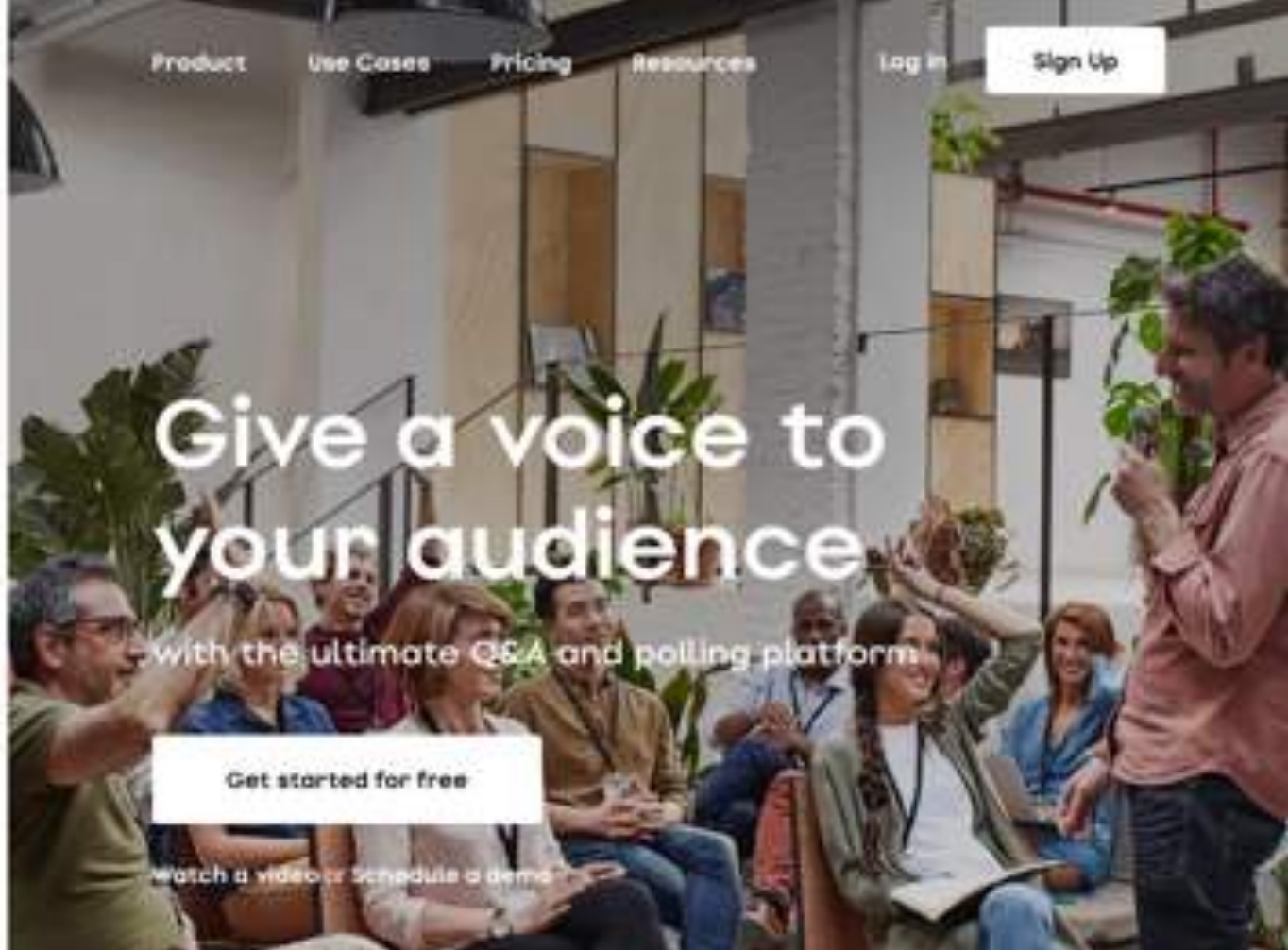
**CPA:** collective performance et acquisition  
**CPA:** Cost per action (ou acquisition)  
**CPE:** Cost per click (ou acquisition)  
**CPC:** Cost per click: amount of money required to produce a single click (cf. Cost-per-Customer)  
**CPV:** Cost per completed view (CPV = Cost + Completed Views)  
**CP:** Cost per lead  
**CPM:** Cost per thousand (impr)  
**CT:** Cost-per-Transaction  
**CPV:** Cost per view (see also PPV)  
**CR:** Conversion rate  
**CRM:** Customer relationship management  
**CRO:** Conversion rate optimization  
**CSAT:** Customer Satisfaction Score  
**CSR:** Corporate social responsibility (RSE)  
**CSS:** Cascading Style Sheets  
**CTA:** Call to action  
**CSB:** Customer to Business (cf. UGC)  
**C2C:** Customer to Customer  
**CTR:** Click Through rate (number of click on an item/link)  
**CX:** Customer experience (including UX)  
**CYOD:** Choose Your Own Device (cf. BYOD)  
**CC:** cf. CDD  
**GAD:** Decentralized Autonomous Organization (holocrate)  
**DD:** Data Driven Document  
**DDM:** data-driven decision management  
**DD:** data-driven strategy  
**DL:** Digital Learning  
**DM:** Direct mail or Direct message sur Twitter  
**DMCC:** Digital marketing exposition and conference (Congre, DE)  
**DMP:** Data management platform  
**DNS:** Domain name system (cf. ICANN & registrar)  
**DNVB:** Digital Native Vertical Brand  
**DOOH:** Digital Out Of Home (Digital Signage)  
**DL:** Deep Learning

slido

Joining  
a m

#gem

Join



Product Use Cases Pricing Resources Log in Sign Up

# Give a voice to your audience

with the ultimate Q&A and polling platform

Get started for free

watch a video or Schedule a demo



DIGITAL  
DAY

sli.do

ou

slido.com

#gem

# NOTATION 2020

## (5x3h = 15h)

4 quiz	14% (1/7 note)
2 colles (question mail groupe)	14% (1/7 note)
3 ateliers (suite cours groupe)	14% (1/7 note)
1 examen 3 heures	50% (1/2 note)
1 note de cours / classe	14% (1/7 note)
5 présences à l'heure	bonus

[www.toutsurlemarketing.com/EBS](http://www.toutsurlemarketing.com/EBS)  
[hubert@kratiroff.com](mailto:hubert@kratiroff.com)





NOLIMIT



AGILITÉ



PLATFORM



DATA



BM

EXPONENTIAL  
MINDSET  
STARTUP



MÉTHODES  
LEAN



E-COMMERCE  
OMNISCANAL

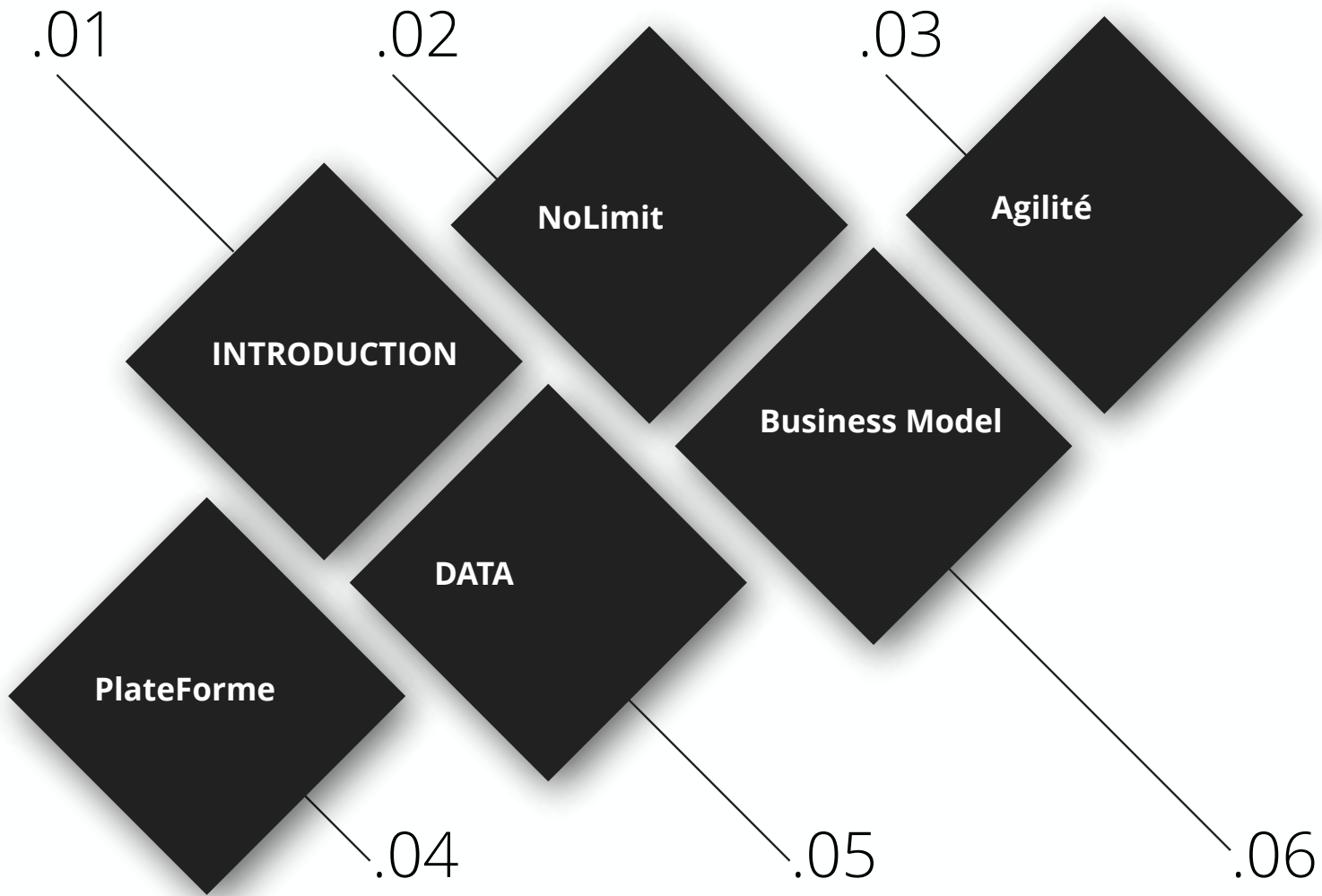


MESURER  
KPI



VP - BMC  
BMG







cycle

דמ מח

#digitalmindset

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# LEÇON INAUGURALE D'ÉCONOMIE NUMÉRIQUE



1

# Marketing Moderne



# ~~Méfiez-vous des recettes des années 60~~

- 4P de Jerome McCarthy (1960)  
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): **BON** -  
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve  
cognitif / conatif / affectif
- SONCAS / AIDA

WUOLVES  
COMICS

HER.090

# Harvard Business Review

JULY-AUGUST 2014

48 Strategy  
Four Paths to Business  
Model Innovation  
Karen Sirota and Sergio Rosales

104 The CEO Interview  
Lenovo CEO  
Yang Yuanqing on  
the PC's Future

43 The Big Idea  
The Crisis in  
Retirement Planning  
Robert C. Merton



The New Basics of  
**MARKETING**

~~SWOT~~

VUCA

~~4P~~



# M3 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
10. Data & Measurement





« meeting  
needs  
profitably »

*Philip Kotler  
(2006 12<sup>ème</sup> édition de Mkt Mgt)*



**Too Long ; Didn't Read**



marketing

**créer de la valeur**

**pour l'entreprise,**

**le client,**

**et l'écosystème**

15:29

camif.fr

camif

## #JeMeDeconnecte PourLaPlanete

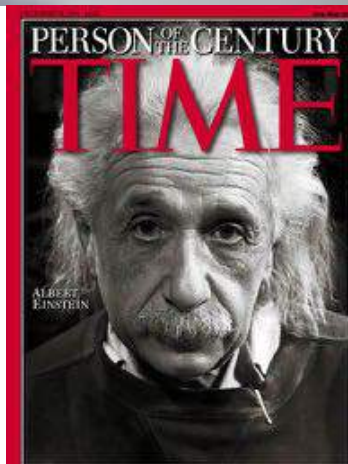
### Aujourd'hui, pas de Black Friday, on déconnecte !

Pour la 3<sup>ème</sup> année, Camif se déconnecte pour la planète !

Un boycott pour cause d'urgence climatique. Une façon d'être totalement aligné avec nos valeurs pour consommer moins mais mieux !

Mais, pour nous, déconnexion rime avec action. Alors, aujourd'hui, on vous propose de ne pas acheter et de faire un geste bon pour vous et la planète.

**FERMER LE SITE : POURQUOI ?**



GAFA

meilleur

marketing ?

“Créer de la  
valeur pour le  
client, l'écosystème  
et l'entreprise”

« Transformer la  
satisfaction des clients en  
profit pour l'entreprise »

*Hubert Kratiroff  
(2004 Chef de Produit)*



“**MARKETING**  
**IS NO LONGER ABOUT**  
*the stuff you make*

**BUT ABOUT THE**  
**STORIES**  
*you tell.*”

- Seth Godin

The best marketing strategy ever :

« CARE »

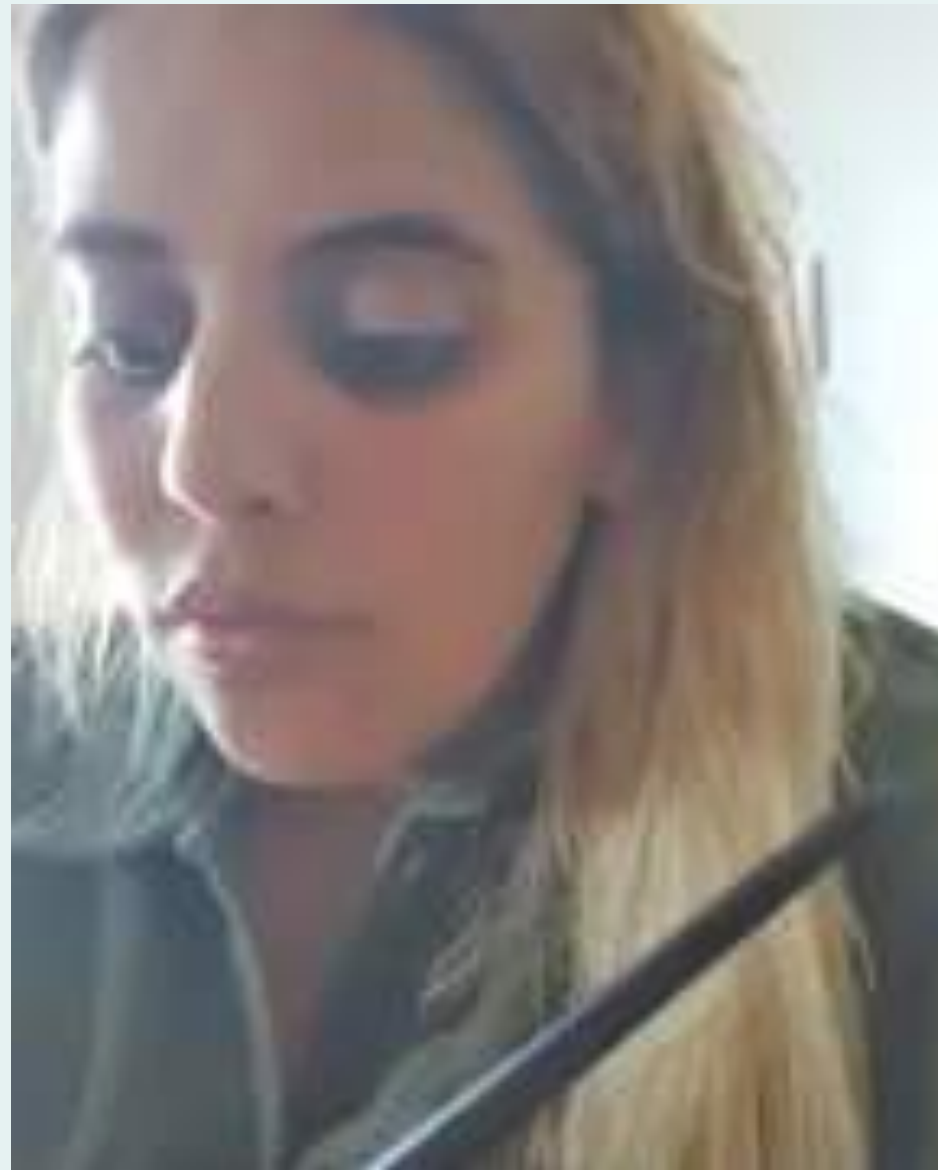
*Gary Vaynerchuk*

Stop selling. Start helping

*Zig Ziglar*

**your  
happiness  
is my  
business**

*Aphorisme de Hubert Kratiroff*



# meeting needs profitably

Kotler

**Transformer la satisfaction des clients  
en profit pour l'entreprise**



**CARE**

**Stop selling. Start helping**

*Gary Vaynerchuk*

*Zig Ziglar*

CMDSI

MARKETING

360°

outils | cibles



# Deux types de satisfaction

**2 satisfactions à mesurer :**

**Objective (réalité, features)**

**Fonctionnalités, réponse aux besoins**

**Qualité réelle, benchmark technique**

**Disponibilité du produit**

**Subjective (perception, insight)**

**Image, notoriété**

**Qualité perçue, perception du prix**

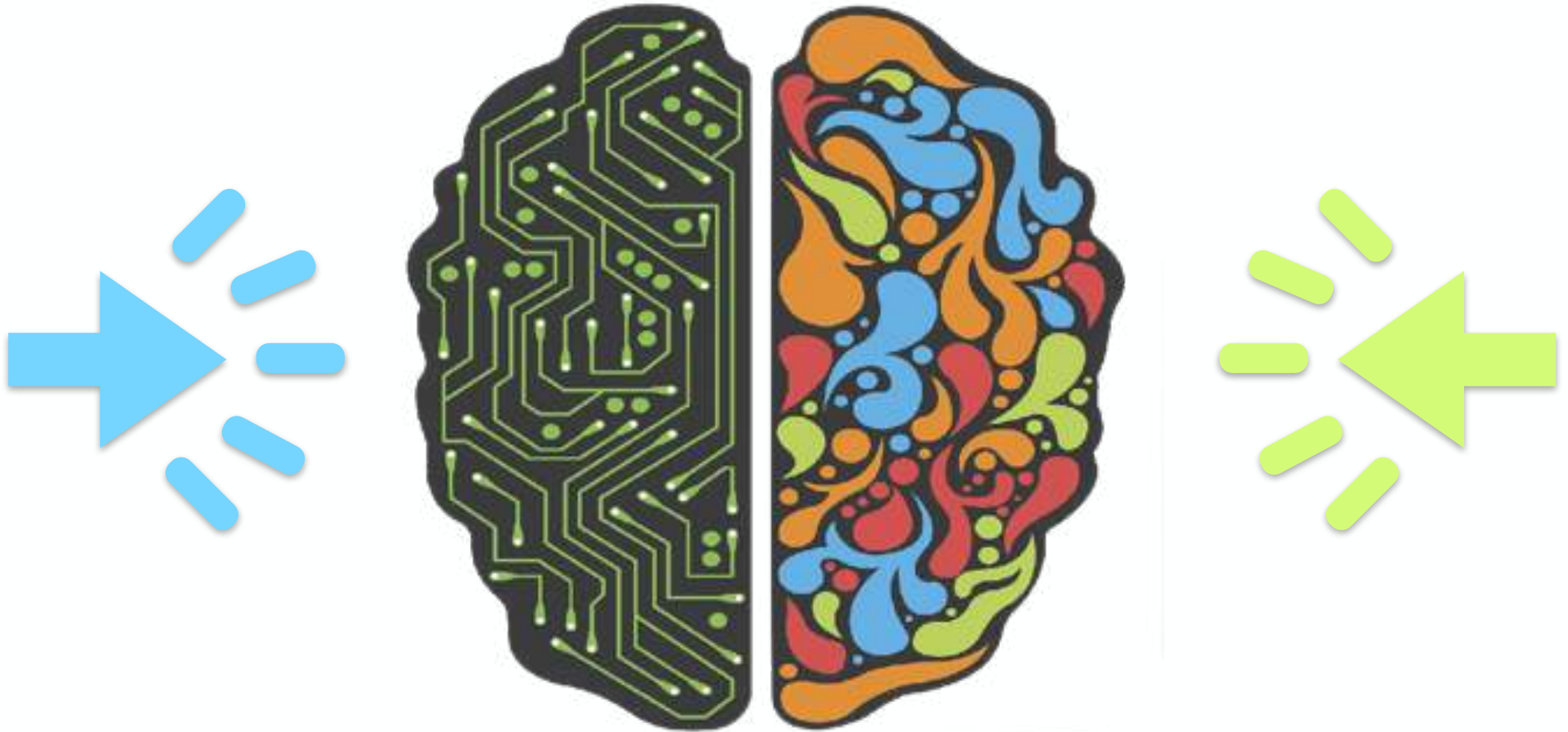
**Appartenance (sentiment d')**

**Buzz, viralité, recommandation**

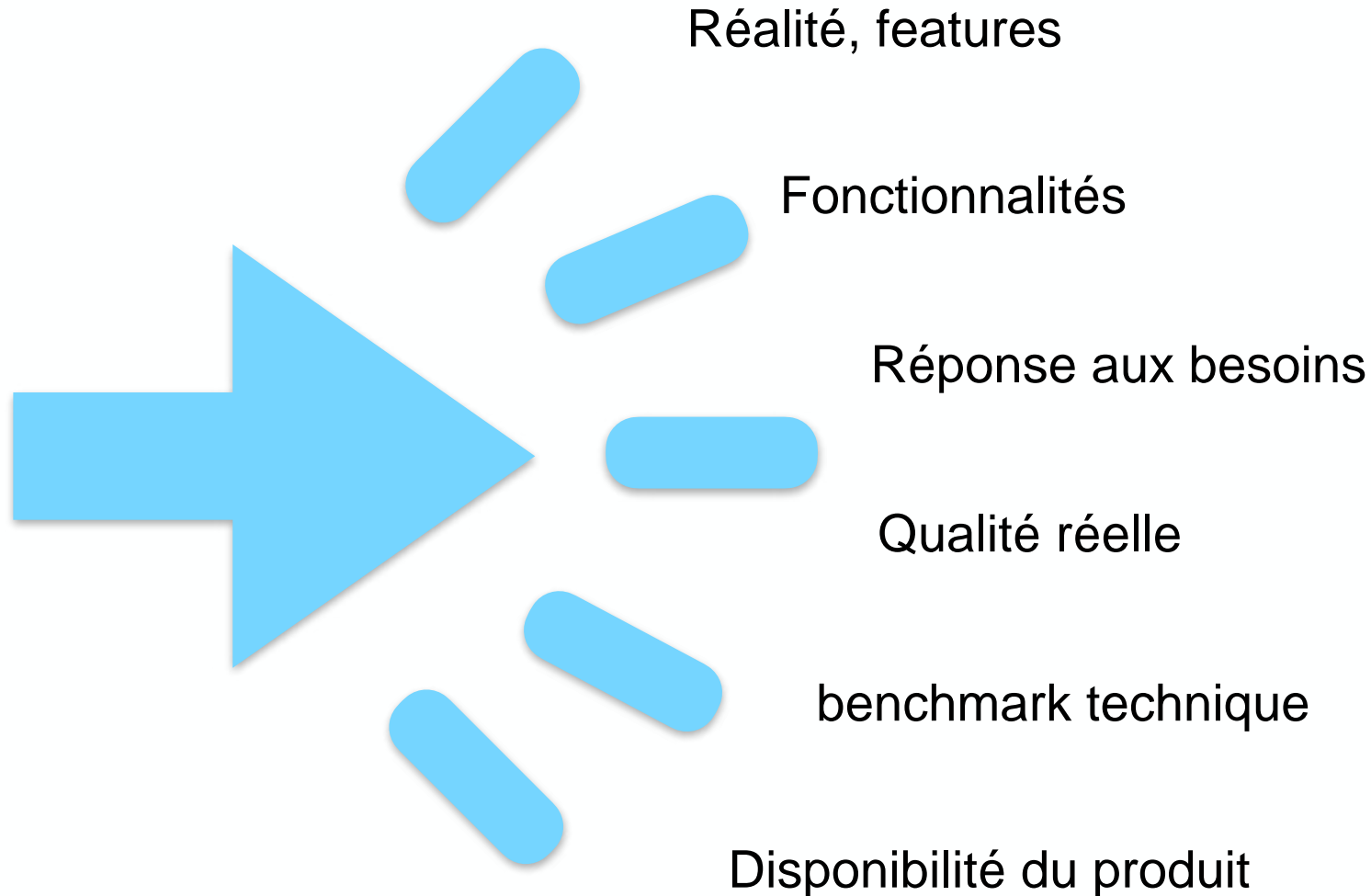
**Réponse aux attentes et motivations**



# Satisfaction objective / subjective



# Satisfaction objective (cerveau gauche)



# Satisfaction subjective (cerveau droit)

**Perception**

**Insight**

**Image**

**Notoriété**

**Qualité perçue**

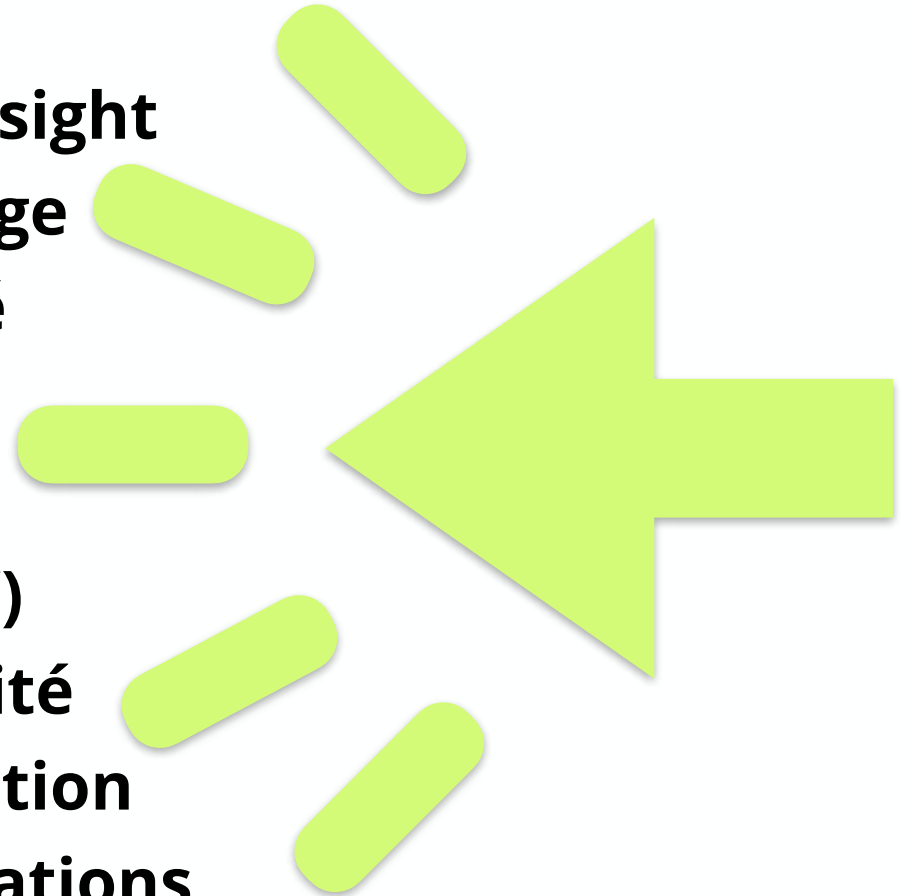
**Perception du prix**

**Appartenance (sentiment d')**

**Buzz/viralité**

**Recommandation**

**Réponse aux attentes et motivations**



~~SWOT~~

**VUCA**



# VUCA

## **VOLATILITY**

Events, trends and turning market models. The lack of stability and predictability.

## **UNCERTAINTY**

The uncertain change in the business trend calculation, the potential threat to "something" for business. Leads calculating their recovery plan, the lack of ability to forecast what major changes might come.

## **COMPLEXITY**

In understanding these financial markets in the era of the "new normal". The multifaceted and increasing complexity of new financial instruments and regulatory bodies with increasingly complex markets, moving to new heights from what used to be.

## **AMBIGUITY**

The resulting feeling, is this the great question from trends to business? Or will trends really stay for longer? What is the best course of action?



# VUCA

HBR  
2014

+

## complexity

**Characteristics:** The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

**Example:** You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

**Approach:** Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

## volatility

**Characteristics:** The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

**Example:** Prices fluctuate after a natural disaster takes a supplier off-line.

**Approach:** Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

## ambiguity

**Characteristics:** Causal relationships are completely unclear. No precedents exist; you face “unknown unknowns.”

**Example:** You decide to move into immature or emerging markets or to launch products outside your core competencies.

**Approach:** Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

## uncertainty

**Characteristics:** Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

**Example:** A competitor's pending product launch muddies the future of the business and the market.

**Approach:** Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

-

HOW MUCH DO YOU KNOW ABOUT THE SITUATION?


+



# VUCA : NIKE with colin kaepernick



Believe in something.  
Even if it means sacrificing everything.

 Just do it.

# Bob Dylan

BOB DYLAN HIGHWAY 61 REVISITED



# Kendrick Lamar







COMMENT TOUT  
PEUT S'EFFONDRE

Pablo Servigne  
Raphaël Stevens

Petit manuel de collapsologie à l'usage des générations présentes



# Economics Collapsologie Pas d'oracle



## The Real Reason Stock Buybacks Are a Problem

Buybacks are a massive tax dodge for shareholders

Steve Roth

**CHANGE ECONOMICS, AND  
CHANGE THE WORLD.**

Economics is a liberal art. It's free, and it's at free. We spend hundreds of hours and thousands of dollars spending the word about The New Evolution of Economics. If you think that's a waste of money, as we do, you will surely be angry to make the world a better place. Please seek for others, your respect.



## Girls Rock Camp for Economists

~~TIME  
IS  
MONEY~~



“

**ATTENTION**

**=**

**MONEY**

”

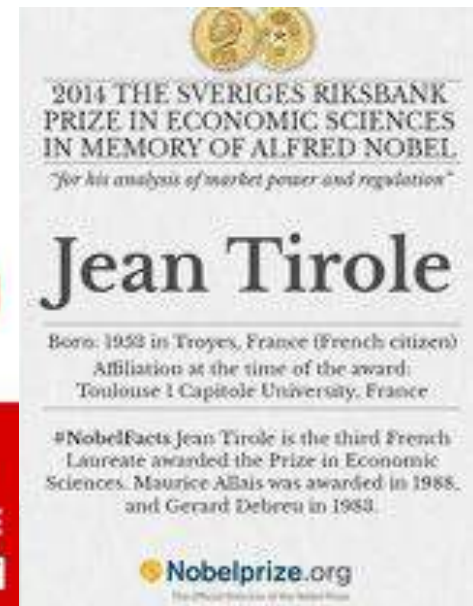


# Amartya SEN

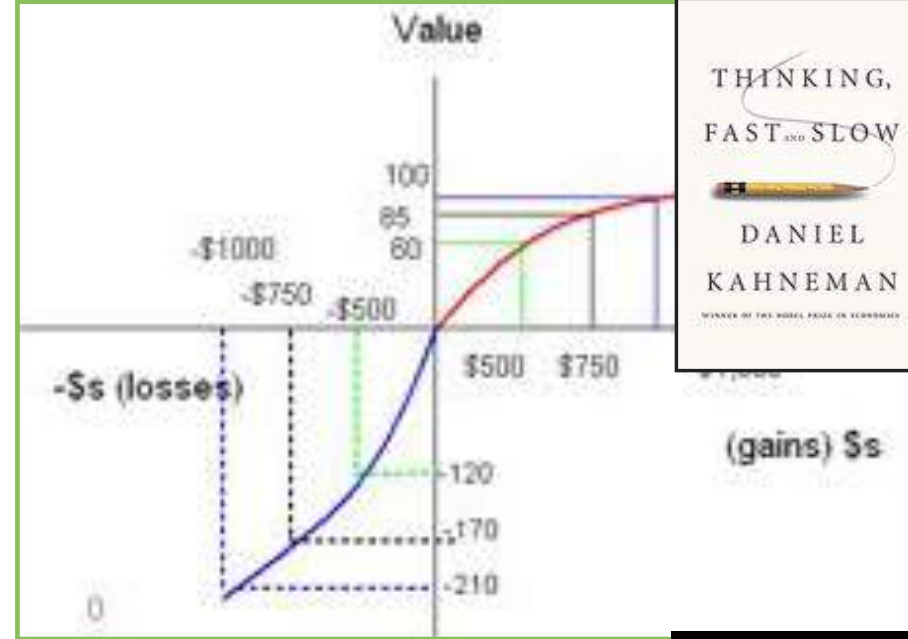
Nobel 1998 pour IDH

# Jean Tirole

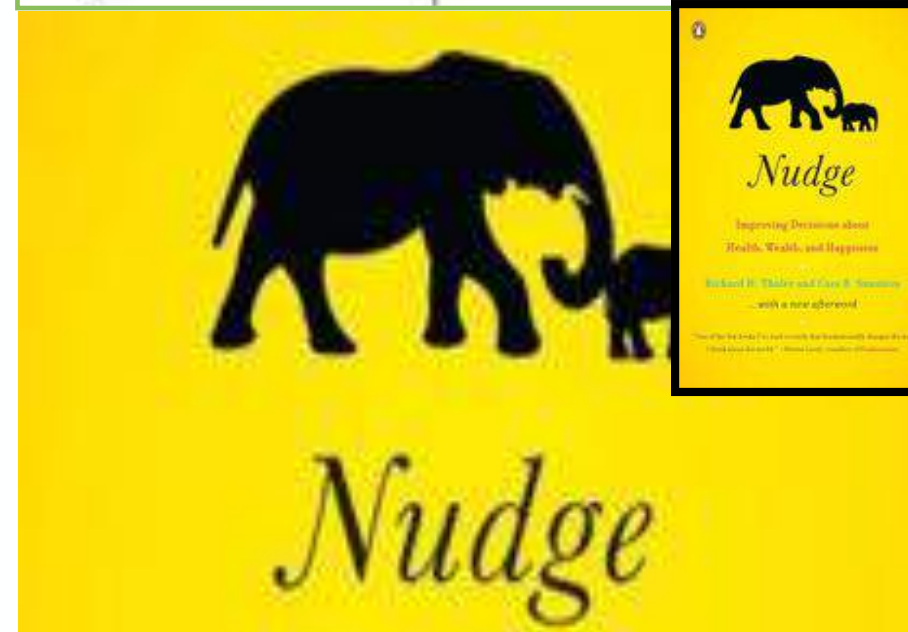
Nobel 2014 : régulation  
et pouvoir de marché



**Daniel Kahneman**  
2002 Decision making  
under uncertainty



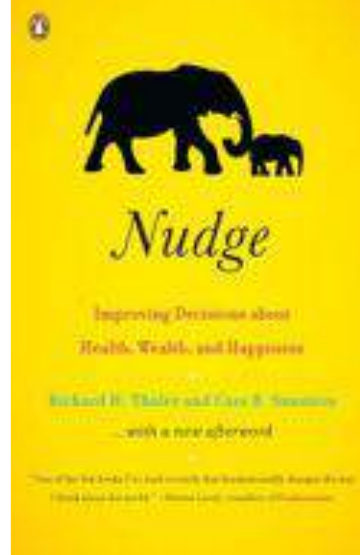
**Richard Thaler**  
Nobel 2017 pour Nudge



# Richard Thaler

Nobel 2017 pour Nudge

inciter sans que l'incitation soit perceptible,  
sans contrainte ni récompense



The tendency to like (or dislike) everything about a person—including things you have not observed—is known as the halo effect.

*Quote from Thinking, Fast and Slow by Daniel Kahneman*

THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS



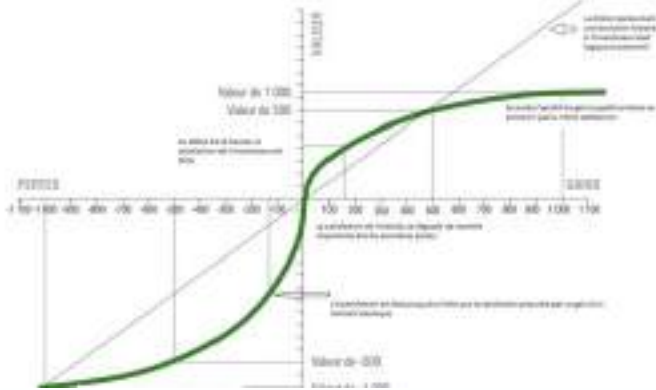
THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

# Courbe de décision en incertitude



<https://www.ubs.com/microsites/together/en/nobel-perspectives/laureates/daniel-kahneman.html>

<https://www.cairn.info/revue-idees-economiques-et-sociales-2010-3-page-15.htm>

<https://www.theguardian.com/science/2014/feb/16/daniel-kahneman-thinking-fast-and-slow-tributes>

Les agents économiques n'agissent pas de manière rationnelle et «consistante». on peut prédire les actes des personnes par la volonté du gain ou la diminution de la perte

—

In psychology, heuristics are simple, efficient rules which people often use to form judgments and make decisions. They are mental shortcuts that usually involve focusing on one aspect of a complex

problem and ignoring others. These rules work well under most circumstances, but they can lead to systematic deviations from logic, probability or rational choice theory. The resulting errors are called "cognitive biases" and many different types have been documented. These have been shown to affect people's choices in situations like valuing a house, deciding the outcome of a legal case, or making an investment decision. Heuristics usually govern automatic, intuitive judgments but can also be used as deliberate mental strategies when working from limited information.



QrCode





michelleobama



WeChat



ACT THINK **IMPACT**



微信支付  
WeChat Pay



Tencent 腾讯

# QrCode : phygital

Lien analogique/physique



digital



GRENOBLE  
ECOLE DE  
MANAGEMENT  
SCIENCE & INNOVATION

# Générateur de QR Codes

🌟 Gratuit et immédiat ✨ Personnalisation facile ⌚ Durée de vie illimitée :

### 1 Type de QR Code

Web & réseaux sociaux   Autres types

Entrez votre QR

<http://www.toutsurlemarche.fr>

VALIDER

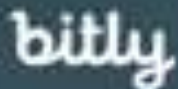
### Votre QR Code



**Important**  
Tout QR Code n'est pas forcément lisible.  
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

# URL shortener



LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

# HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it.

SHORTEN

GET STARTED FOR FREE

or Go Beyond the Basics →



ACT THINK **IMPACT**



**NBIC**

**G**



Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML



# Numérique

invention, technologie, recherche, technique, scientifique, code, brevet...



# Digital

innovation, utilisation, usage, assistance, commande, clic, relation homme-machine...



# Cyber

sécurité, protection, hacker, virus, espionnage, militaire, défense, bureau des légendes





# LE BUREAU DES LEGENDES

**Numérique**

**Digital**

**Cyber**

1



**LE BUREAU  
DES  
LEGENDES**

2



**LE BUREAU  
DES  
LEGENDES**

3



**LE BUREAU  
DES  
LEGENDES**

4<sup>ème</sup> révolution industrielle

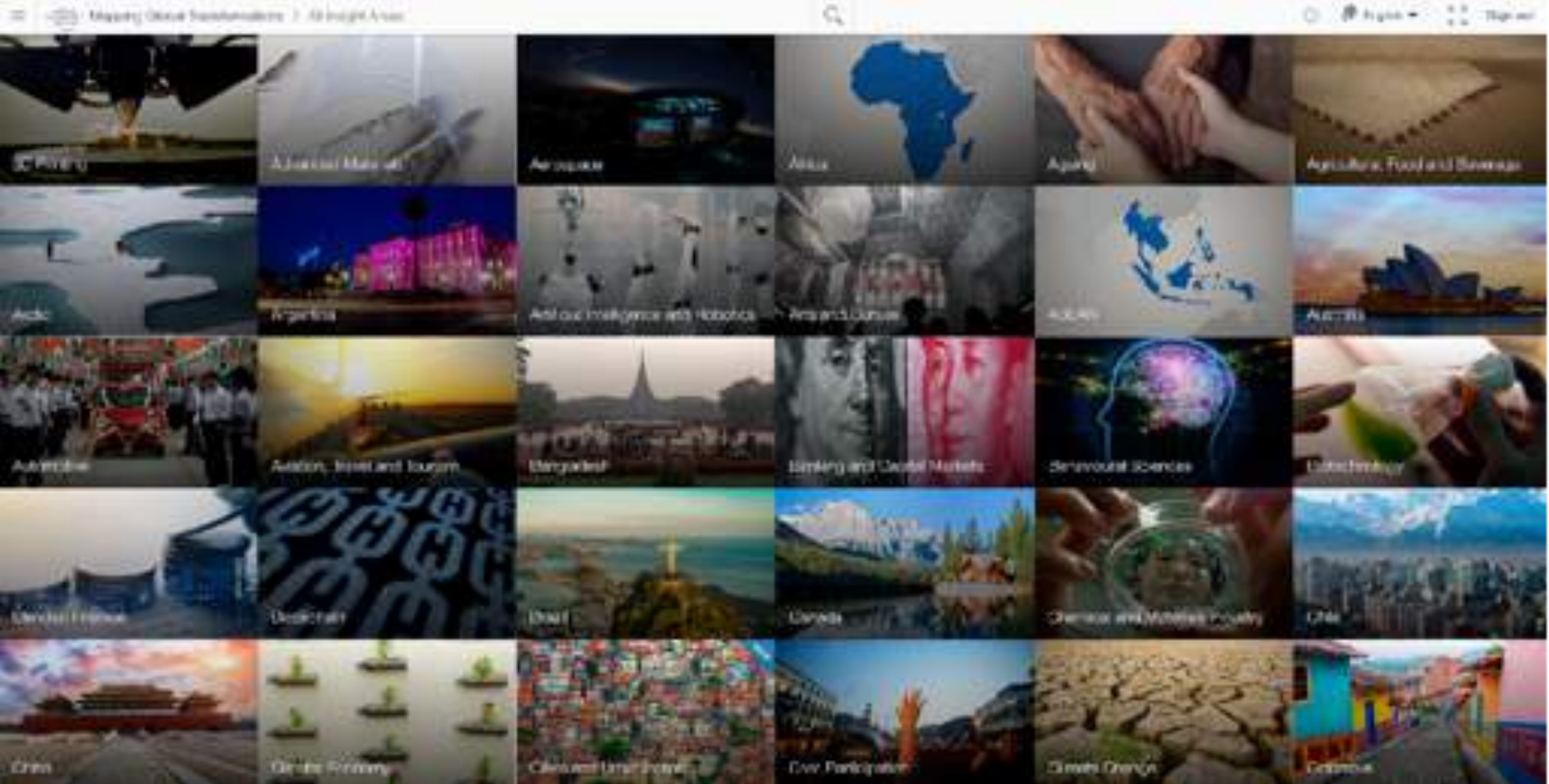
Vapeur + moteur

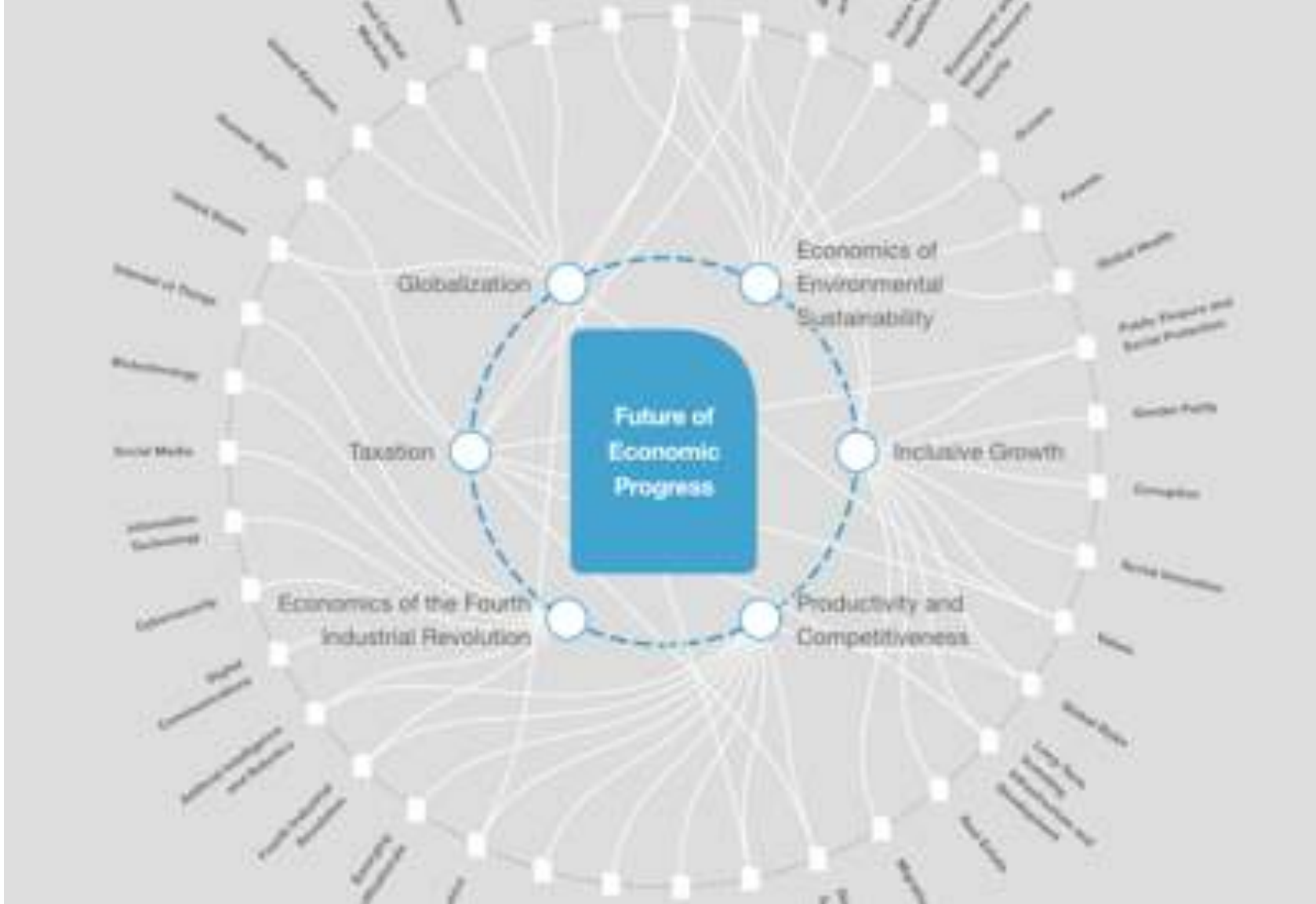
Électricité

NTIC

NBIC









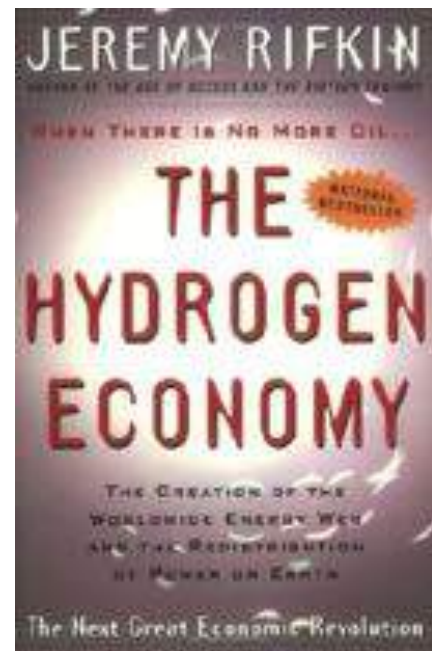
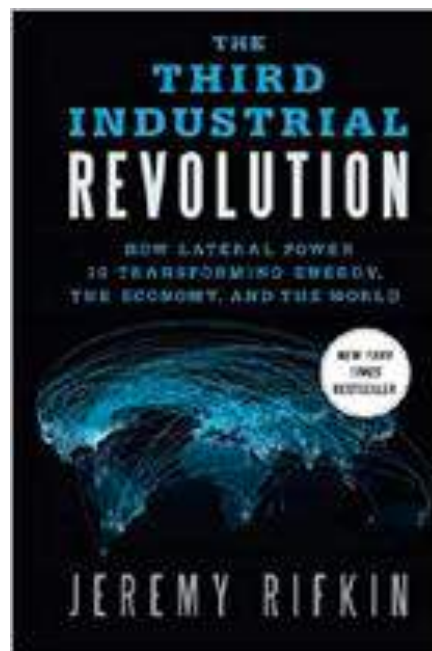
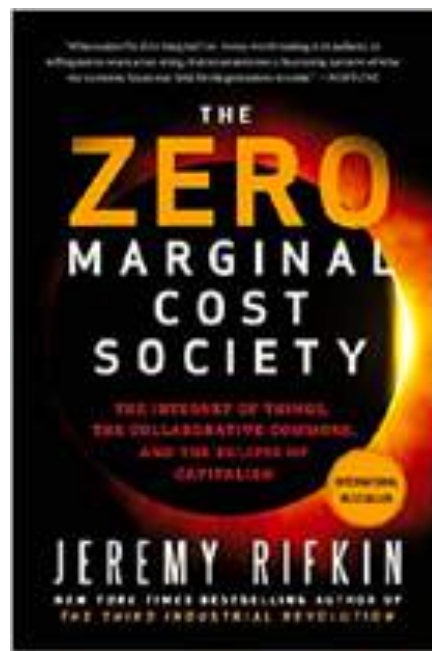
**3<sup>ème</sup> révolution industrielle**

**Vapeur + moteur**

**Électricité**

**NBIC (inclus NTIC)**







# Michel SERRES

-3000 écriture  
1450 imprimerie/chiffre  
2000 NBIC

# Luc FERRY

1800 Vapeur  
1900 Électricité  
2000 NBIC



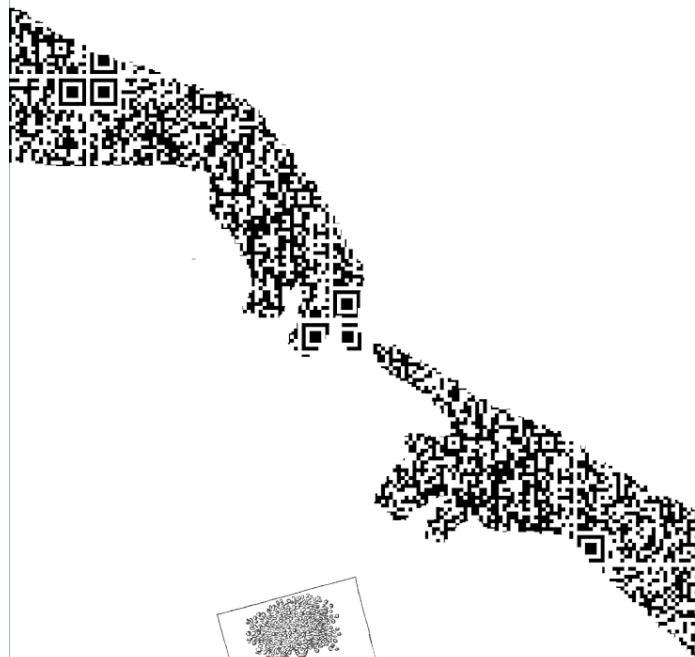
GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION

petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER: UNE MANIÈRE

micHEL serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER!]

Luc  
Ferry

# LA RÉVOLUTION TRANSHUMANISTE

Comment la technomédecine et l'uberisation  
du monde vont bouleverser nos vies



PLON



# Révolutions :

social  
économique  
technologique



**GRENOBLE  
ÉCOLE DE  
MANAGEMENT**  
TECHNOLOGY & INNOVATION

1977-2018

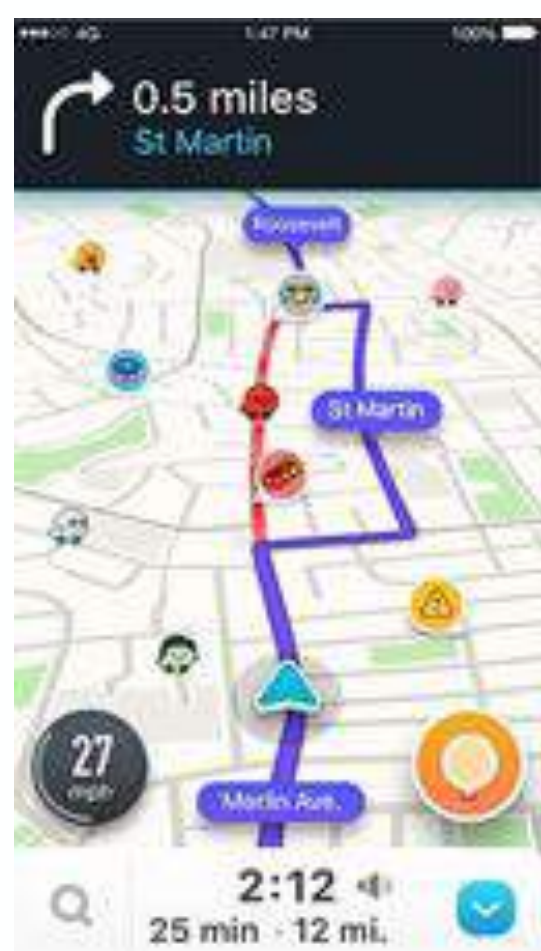


# Gutenberg



# Zuckerberg Sandberg



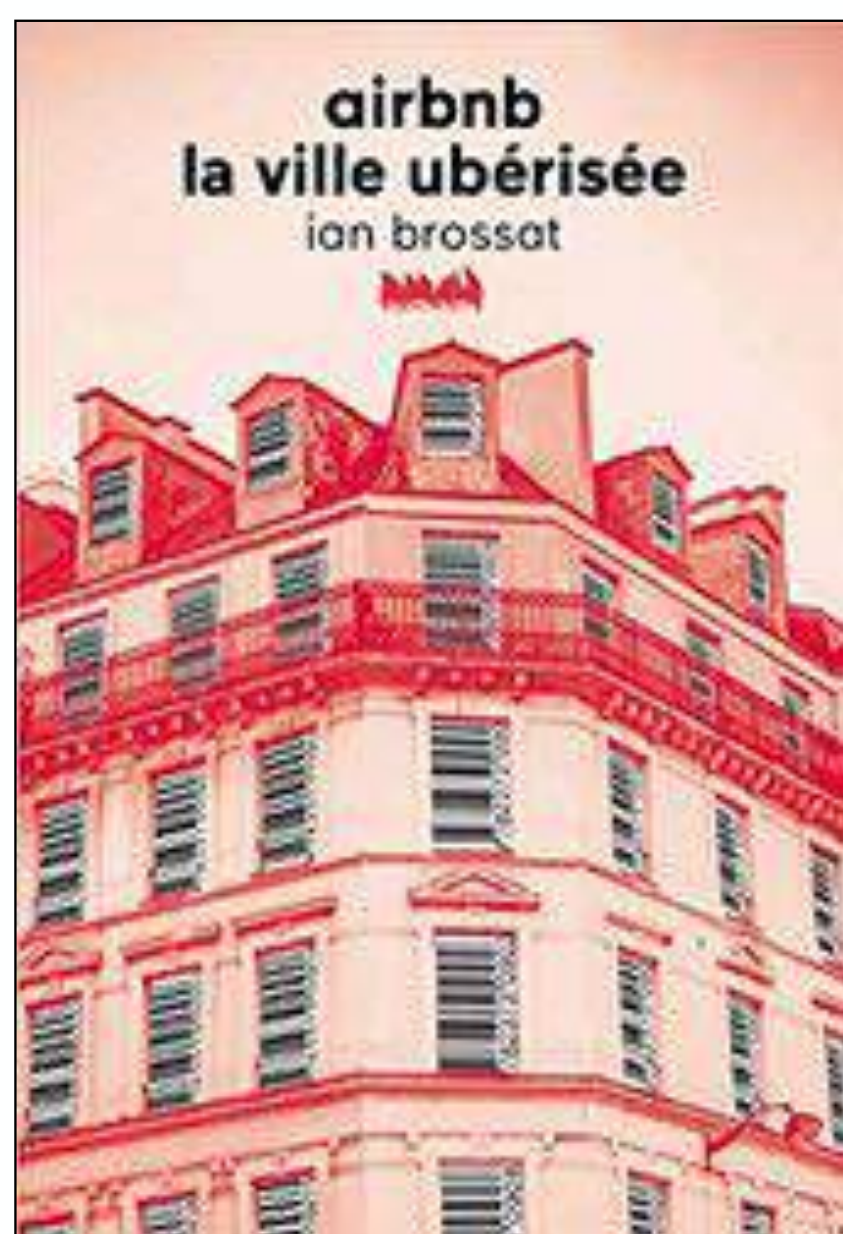


JEAN-LOUIS  
**MISSIKA**  
PIERRE  
**MUSSEAU**

# Des robots dans la ville

Tallandier

**COMMENT  
LES VOITURES AUTONOMES  
VONT CHANGER  
NOS VIES**





Paris - Livraison de repas







Black Mirror  
NOSEDIVE (S03E01)  
Entire History of you (S01E03)  
Credit Social : note de confiance



## Social Selling Dashboard



**Hubert Kratiroff**

CDO at C4C, MyConnecting

Top **4%**

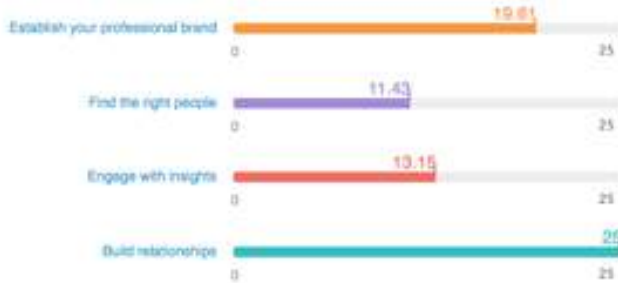
Industry SSI Rank

Top **7%**

Network SSI Rank

### Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



### People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 32**.

You rank in the **top 4%**

Up 13% since last week

### People in your Network



People in your network have an **average SSI of 40**.

You rank in the **top 7%**

Up 15% since last week

06:09

linkedin.com

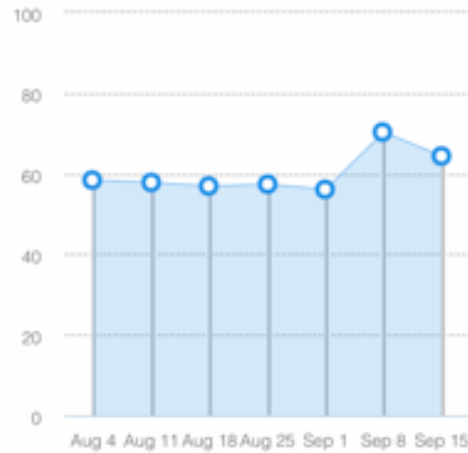
Engage with insights



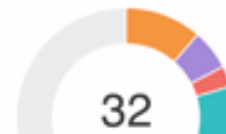
Build relationships



### Weekly Social Selling Index



### People in your Industry



e-réputation





ed ag water  
food prop civic insur  
mar TECH med  
green fin deep  
ad

*thingonomics (IOT)*

**GIG**

**expectation**

*new*

**blue**

**evonomics**

sha | ring

*micro*

*macro*

*offre*

**economy**

*neuro*

**gift**

**platform**

*nudge*

barter

**collaborative**

**attention**

comportementale

**market**

*intelligence*

law

funding

sha | ring

**crowd**

marketing

**power**

**lending**

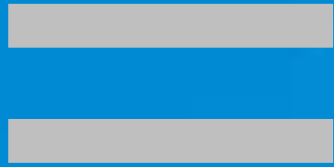
**collaboration**

**sourcing**

# Key TakeAways

ce qu'il faut retenir







**Meeting  
needs  
profitably  
in a VUCA  
world**

