

# AGILITÉ





# Décomposition du digital marketing



**1 - Philosophique : vision**

**2- Stratégique : long terme  
projet / PM / BP**

**3- Opérationnelle : court terme  
plan d'action / PAC / PAM**



Philosophique, stratégique et opérationnelle

# 1

La philosophie  
Marketing / Business

# Philosophie

1. Consommateur au centre
2. Démocratie marketing

**consumer focus**  
**customer obsession (  )**

# Marketing

**“Marketing is so basic that it cannot be considered a separate function...it is the whole business seen from the point of view of its final result, that is, from the customer's point of view.”**

*Peter Drucker*



2

Marketing  
**STRATÉGIQUE**

# **Couple produit / marché**

**Fondamental du marketing**

**Sert de base à la matrice d'Ansoff**

**Sert de base au positionnement**

**Principe de la segmentation**

**Outil de réflexion universel**

# Décomposition stratégique d'Ansoff

Igor ANSOFF (1918-2002)  
The new corporate strategy



# Marketing Opérationnel

=

3 x 6 moyens

3

**MM**

**6**

**TM**

**6**

**DM**

**6**

**Marketing Opérationnel**

**18**

# Marketing Mix

- 1. Segmentation**
- 2. Produit**
- 3. Prix**
- 4. Publi-promotion (consommateur)**
- 5. Distribution**
- 6. Positionnement**

# Trade marketing

- 1. CGV**
- 2. FDV**
- 3. EDI, SCM & LOGistique (process)**
- 4. COPromotion, comarketing, coadv**
- 5. LOBbying**
- 6. MERchandising**

# Digital Marketing

- 1. Web Management**
- 2. Research / Data Analytics**
- 3. Référencement (SEARCH)**
- 4. e-marketing**
- 5. e-commerce**
- 6. e-publicité**



# Digital Marketing

4th Edition

"Understanding Digital Marketing accomplishes well the difficult feat of assembling current practical strategies from leading experts in the digital marketing field."  
Carol DuCoy, Executive Director, Strategic Growth Initiatives,  
Harvard University Division of Continuing Education

# Understanding DIGITAL MARKETING



Marketing strategies for  
engaging the digital generation

Damian Ryan



## PREFACE

### Digital marketing is dead... long live digital marketing!

I love this business. I love its energy, passion and soundbites too, just like the one above.

Digital attracts some of the brightest minds and ideas and sometimes attracts people desperately seeking a sensationalist headline (just like the one above!).

Last week at an industry event I heard that not only had digital marketing well and truly snuffed it but in fact advertising was dead too. A miserable start to the event but it did make me think what truth, if any, lay within....

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

<b>Cs</b> Content Strategy	
<b>Ar</b> Goals	<b>Sh</b> Substance
<b>V</b> Value	<b>Vi</b> Visuals
<b>Im</b> Image	<b>Pr</b> Price/Package
<b>Ev</b> Event	<b>Wb</b> Website
<b>Gm</b> Growth	<b>Ap</b> App
<b>To</b> Tool	<b>Eb</b> Email
<b>P</b> Platform	<b>So</b> Social
<b>EI</b> E-commerce	<b>Em</b> Email

<span style="background-color: yellow; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Strategy	<span style="background-color: lightblue; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Platform	<span style="background-color: lightgreen; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Sharing Triggers
<span style="background-color: orange; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Format	<span style="background-color: limegreen; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Metrics	<span style="background-color: cyan; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Checklist
<span style="background-color: pink; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Content Type	<span style="background-color: blue; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span> Goals	

## A seven-step guide to success

1. Give some time to define a strategy
2. Figure out the formats you plan on using
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social platforms
5. Track the key metrics, and map these to your goals
6. Be aware of the chain of sharing triggers. Be sure to work the emotions.
7. Always double check your work.

<b>Pv</b> Video	<b>Uv</b> User Generated	<b>Nv</b> Native Content	<b>Br</b> Brand Content	<b>Tf</b> Teaser
<b>Ni</b> Newsworthy	<b>Do</b> Direct	<b>Cl</b> Content	<b>Kp</b> Keyphrase	<b>Le</b> Lead
<b>Bm</b> Brand Message	<b>Rp</b> Relationship	<b>Pm</b> Promotional	<b>Dg</b> Design/Graphic	<b>Br</b> Branding
<b>Im</b> Image	<b>Pr</b> Price/Package	<b>Ho</b> Home	<b>Re</b> Review	<b>Qu</b> Quote
<b>Ti</b> Text	<b>Bp</b> Best Practice	<b>Co</b> Comparison	<b>Ca</b> Case Study	<b>St</b> Stats
<b>De</b> Deal	<b>We</b> Website	<b>Bl</b> Blog	<b>Of</b> Offer	<b>Mi</b> Metrics
<b>Am</b> Algorithm	<b>Rm</b> Revenue	<b>So</b> Social	<b>S</b> Search	
<b>Ev</b> Event	<b>Wb</b> Website	<b>Iv</b> Video	<b>As</b> Ask the Experts	<b>Rs</b> Research
<b>Lb</b> LinkedIn	<b>Hi</b> Instagram	<b>Ee</b> Email	<b>Rc</b> Review	<b>Tr</b> Trust
<b>Cm</b> Comparison	<b>Tw</b> Twitter	<b>Fa</b> Facebook	<b>Li</b> LinkedIn	<b>Pi</b> Pinterest
<b>Is</b> Instagram	<b>So</b> Social	<b>Me</b> Mobile		
<b>Gm</b> Growth	<b>Ap</b> App	<b>Qz</b> Quiz	<b>Ex</b> Expert	<b>Pd</b> Product
<b>Fu</b> Fun	<b>Te</b> Teaser	<b>Bg</b> Background	<b>In</b> Influencer	<b>Op</b> Opinion
<b>Ch</b> Checklist	<b>Yo</b> YouTube	<b>Vm</b> Video	<b>Gp</b> Group	<b>Fo</b> Forum
<b>Tu</b> Tutorial	<b>Nm</b> Newsworthy	<b>Me</b> Mobile		
<b>To</b> Tool	<b>Eb</b> Email	<b>De</b> Deal	<b>Gl</b> Glossary	<b>Da</b> Data
<b>Pc</b> Product	<b>Sv</b> Survey	<b>An</b> Analysis	<b>Fi</b> Finance	<b>Gf</b> Gift
<b>Re</b> Review	<b>Ig</b> Image	<b>Vn</b> Video	<b>Sl</b> Slideshare	<b>Fl</b> Flash
<b>Sm</b> Social	<b>Sh</b> Share			
<b>Ga</b> Growth	<b>Mm</b> Marketing	<b>Fr</b> Form	<b>Tm</b> Tutorial	<b>Dm</b> Demo
<b>Nj</b> Newsworthy				
<b>Hn</b> Home	<b>Ps</b> Pinterest	<b>Ad</b> Advertising		
<b>Eg</b> E-commerce	<b>En</b> Email			

<b>Fu</b> Fun	<b>Sx</b> Sex	<b>Sg</b> Sharing	<b>Mv</b> Moving	<b>Un</b> Unlabeled	<b>Cv</b> Conversion	<b>Co</b> Cool	<b>Ig</b> Interesting	<b>Rd</b> Reward	<b>Zg</b> Zigzag	<b>Aw</b> Awful	<b>Up</b> Uplifting	<b>Di</b> Disappointing
<b>Sq</b> Square	<b>Se</b> Search	<b>Co</b> Copy	<b>Fm</b> Formatting	<b>Hd</b> Headline	<b>Tv</b> Tutorial	<b>Gd</b> Good	<b>Pe</b> Peer	<b>Do</b> Doing	<b>Fc</b> Fast	<b>Cd</b> Cool	<b>Ct</b> Content	<b>Fd</b> Fast

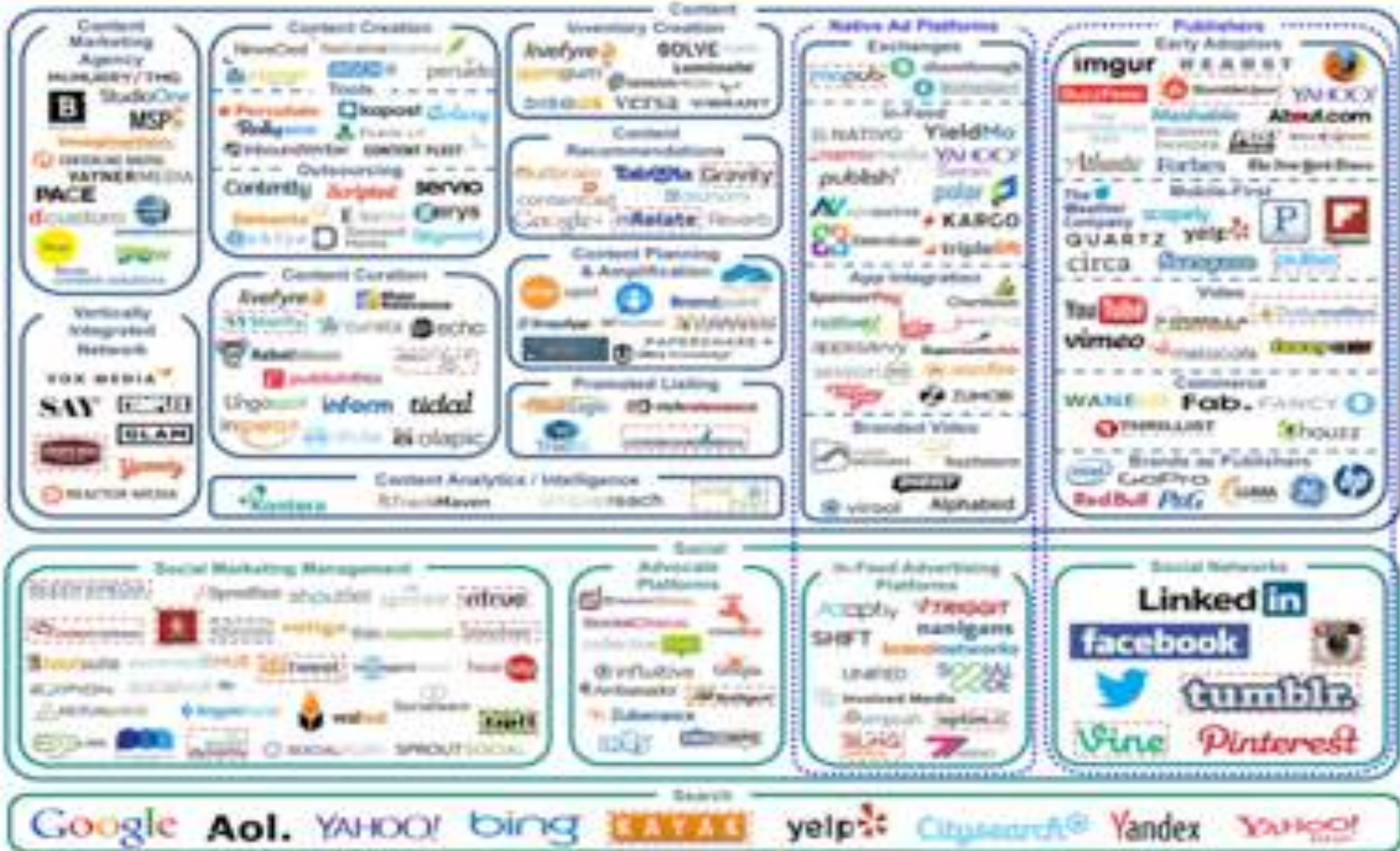


Visuals designed by Chris Lake (2016).  
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Copyright for sale by 2017

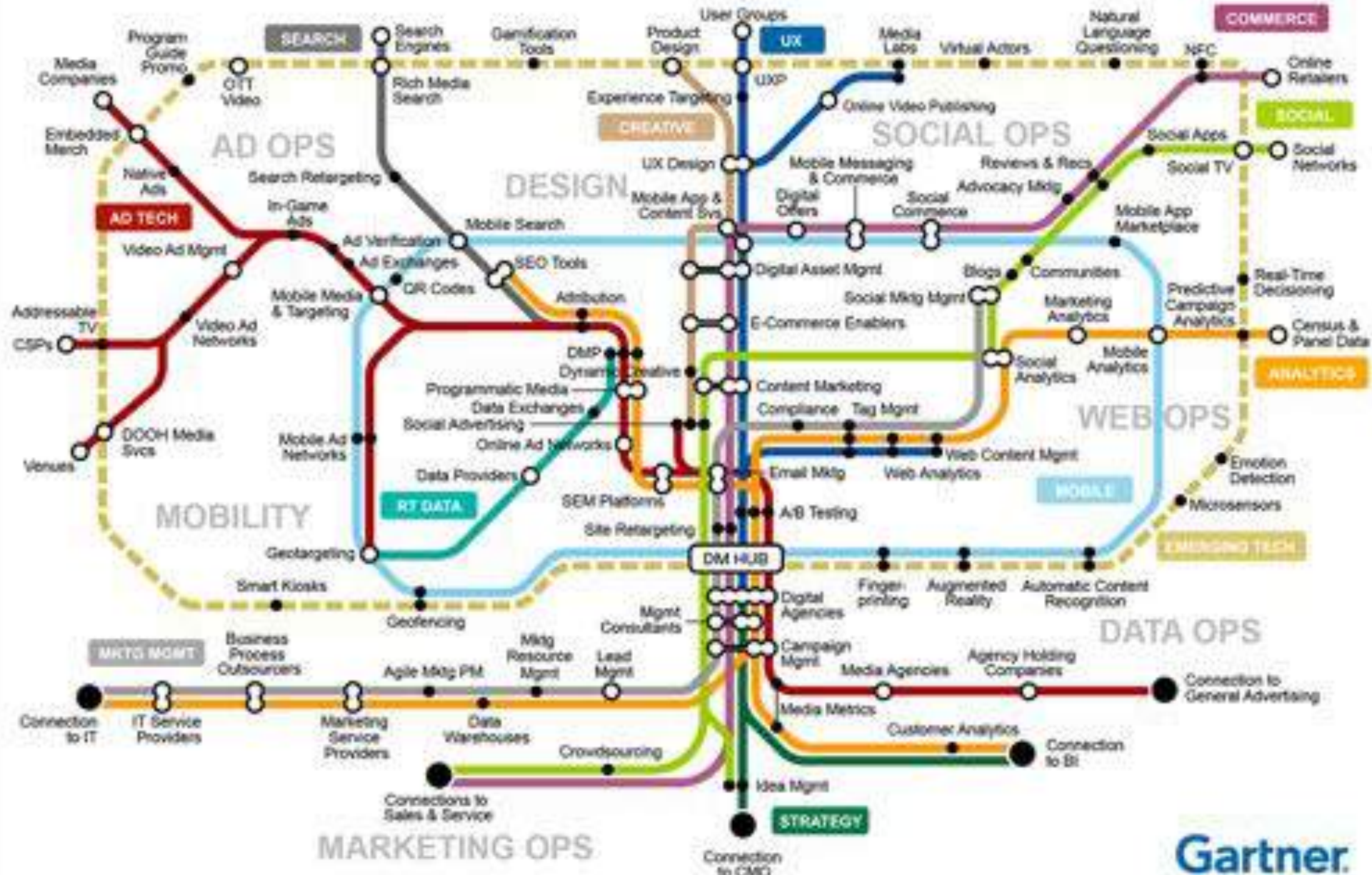
# CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



Google Aol. YAHOO! bing **YAYAS** yelp Citysearch® Yandex YAHOO!













XMind



XMind 8  
The Most Popular Mind Mapping Tool

10th ANNIVERSARY  
1994-2015

© 1994-2015 XMind Ltd. All Rights Reserved.

coggle

coggle.it

# Flycut (Clipboard manager) for Mac

A free program for mac

Flycut (Clipboard manager) is a free Mac program, belonging to the category [Development](#)

[View full description](#)



You may also like

for Mac



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LICENSE

Free

OS

Mac OS X

DOWNLOADS

473

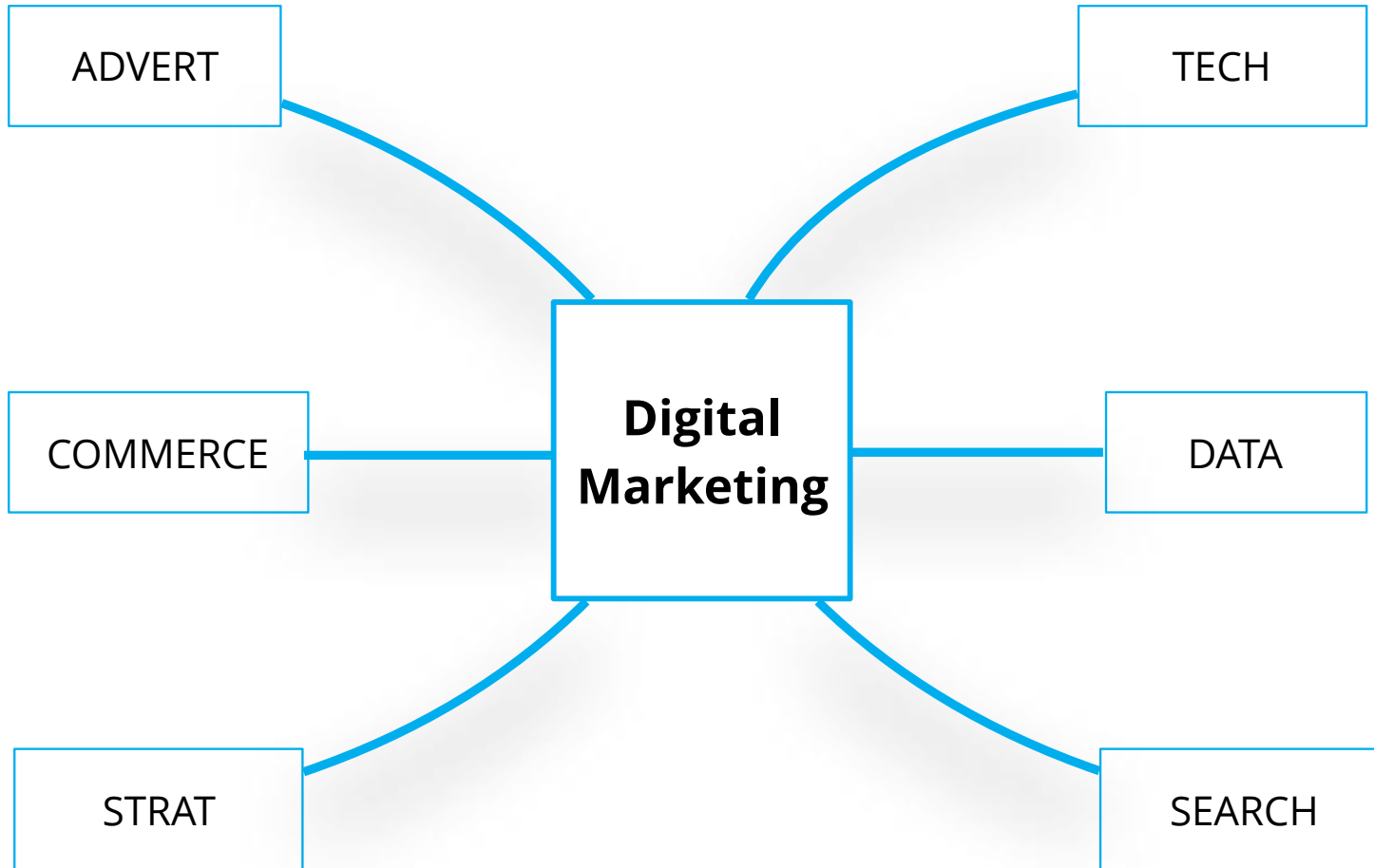


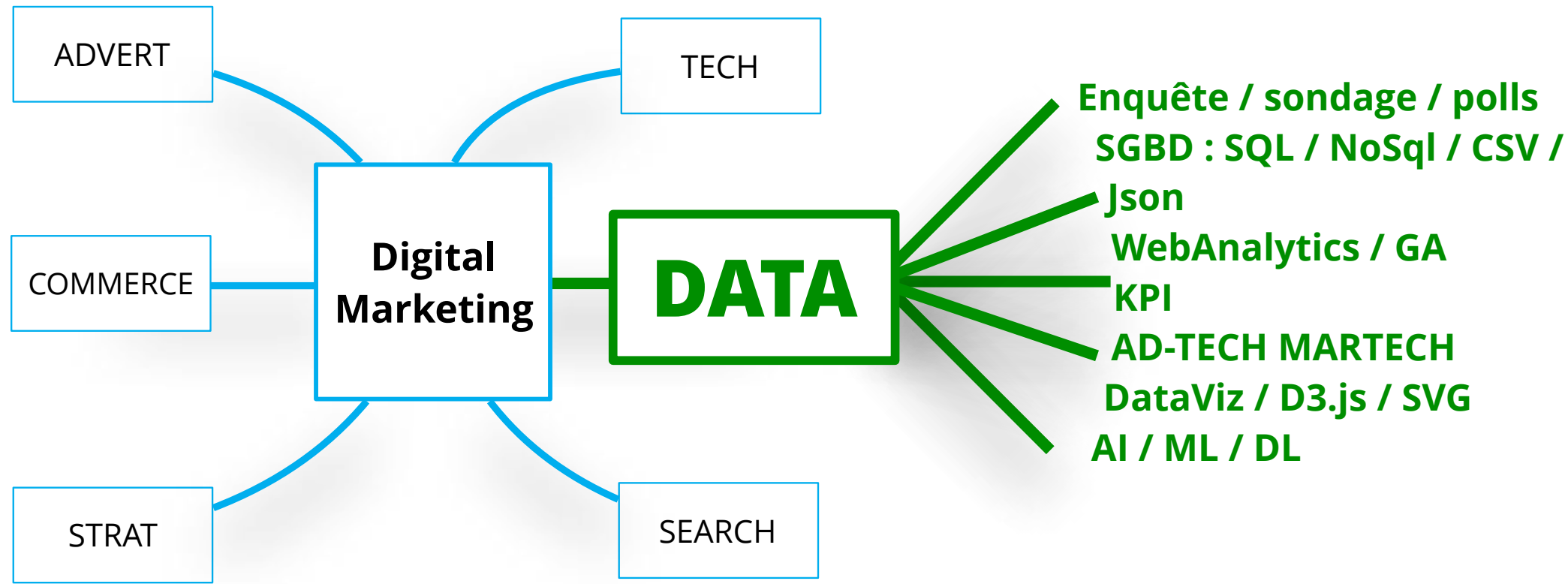
LANGUAGE

English

VERSION

1.5





Mail Chimp (ESP)

SurveyMonkey

PPT (masque / master)

Word (style)

xMind

Gantt

Unitag

Xcode

Excel (TCD)

GoogleTrends

TXT sublime

Browser (Chrome)



HTML



CSS



JS



WORDPRESS



LINKEDIN

FTP

Sketch3 / iDraw

Canva

Cloud SAAS PAAS

AWS / OVH

bunkR / Prezi

TRELLO / Scrumblr

GoogleDrive (Ganttter)

Hadoop

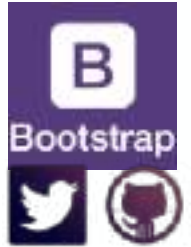
Doodle

SalesForce

Merkato

NODE

ANGULAR D3js



PRESTASHOP





**LinkedIn**



# Social Selling Dashboard



**Hubert Kratiroff**

CDO at C4C, MyConnecting

Top 3%

Industry SSI Rank

Top 5%

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](#)



## Weekly Social Selling Index



LinkedIn

### People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 33**. You rank in the **top 3%**.

Up 11% since last week

### People in your Network



People in your network have an **average SSI of 42**.

You rank in the **top 5%**.

Up 14% since last week



## Measure your sales success with Social Selling Index

Sales Navigator can boost your Social Selling Index by 20%.

[Learn more](#)

[Get your score free](#)



### Four elements of social selling

LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them.



#### 1. Establish your professional brand

Complete your profile with the customer in mind. Become a thought leader by publishing meaningful posts.



#### 2. Find the right people

Identify better prospects in less time using efficient search and research tools.



#### 3. Engage with insights



#### 4. Build relationships



8,659 views

3 reshares



39 people from Groupe Renault viewed your post

Econocom	29
Orange	27
Safran	18
Airbus	17
Thales	16
EDF	16
Orange Business Services	16
SNCF	15



358 people who have the title Salesperson viewed your post

Project Manager	211
Manufacturing / Mechanical Engineer	128
Student / Intern	126
Consultant	110
Founder	107
Public Relations Specialist	103
Marketing Specialist	101
CEO / Executive Director	91



1,771 people viewed your post from Paris Area, France

Lyon Area, France	475
Toulouse Area, France	131
Grenoble Area, France	131
Marseille Area, France	79
Lille Area, France	74
Montpellier Area, France	58
Nantes Area, France	54
Bordeaux Area, France	49

# HAROUN

INTERNET ETC.



HAROUN : internet etc.  
vous êtes sur internet, ce livre aussi...

On **Rigole** Bien.com





NOLIMIT



AGILITÉ



PLATFORM



DATA



BM

EXPONENTIAL  
MINDSET  
STARTUP



MÉTHODES  
LEAN



E-COMMERCE  
OMNISCANAL

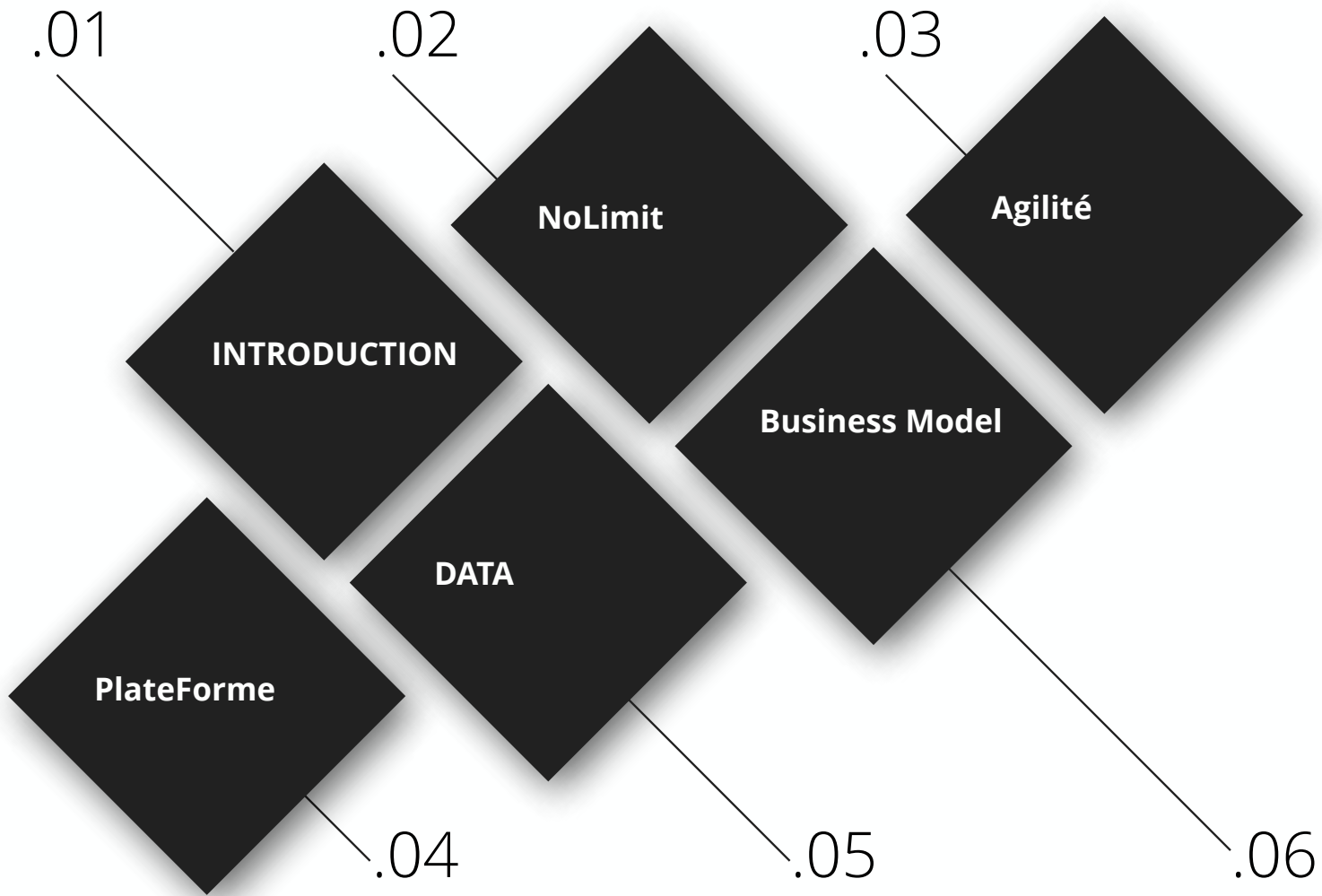


MESURER  
KPI



VP - BMC  
BMG





# AGILITÉ



# AGILITÉ



**KEEP  
CALM  
AND  
THINK  
BIG**





Google

jain alright lyrics

All Videos News Images Maps More Settings

About 244,000 results (0.47 seconds)

### Alright

Jain

Things gonna be alright  
Things gonna be just fine  
Things gonna be alright  
If love is around  
Things gonna be alright  
Things gonna be just fine  
Things gonna be alright  
If love is around

I know you think that I am over you  
But I have just better things to do  
Than crying over you, I really got to move  
On with the love that I keep around  
I got my life and I'm a fire  
I got my voice to make it higher  
Show me the way I could be stronger  
Life's too short to look down at you







**42**



**STATION F**

StartUp

solution pour un  
problème qu'on  
n'a pas encore

Émile à StationF (cryptomonnaie)  
Create Zone (programme Founder)



Éliott chez idinvest  
Private Equity et VC (eurazeo)



# 42



Les startups infusent le monde économique



# *Google is our classroom*

**TED**

Watch

Discover

Attend

Participate

About

Search...

Daphne Koller:

## What we're learning from online education

TEDGlobal 2012 · 20:40 · Filmed Jun 2012

29 subtitle languages

View interactive transcript



Share this idea



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Twitter



Email



Embed



More

1,959,910 Total views



Share this talk and track your influence!



Accelerators  
vs.  
Incubators

# STATION F

Y Combinator  
PLUGandPLAY  
The Family  
500 Startups  
TechStars

A large, white, sans-serif letter 'Y' is centered on a solid orange rectangular background.

Paul Graham  
Jessica Livingston



Demo day  
after 3 months of intensive work  
Equity for mentoring

# Y Combinator: startup school



Since **2005**, we've funded over **1,464** startups.

Y Combinator is a community of over **3,000** founders.

Our companies have a combined valuation of over **\$80B**.

Livestream  
Press



# STARTUP SCHOOL



Hosted by Y Combinator

**DEMO DAY:**  
PITCH SATURDAY FROM 4 to 6.30PM

## Join the ultimate innovation platform.

We connect the best technology startups and the world's largest corporations.

[Boost your startup](#)

[Innovate your corporation](#)

[Learn More](#)



## What is Plug and Play?



### Accelerator Programs

We run over 50 industry-themed accelerator programs a year in cities across the world.

[Get Boosted](#)



### Corporate Innovation

We supercharge the innovation of over 250 industry-leading corporations.

[Get Innovative](#)

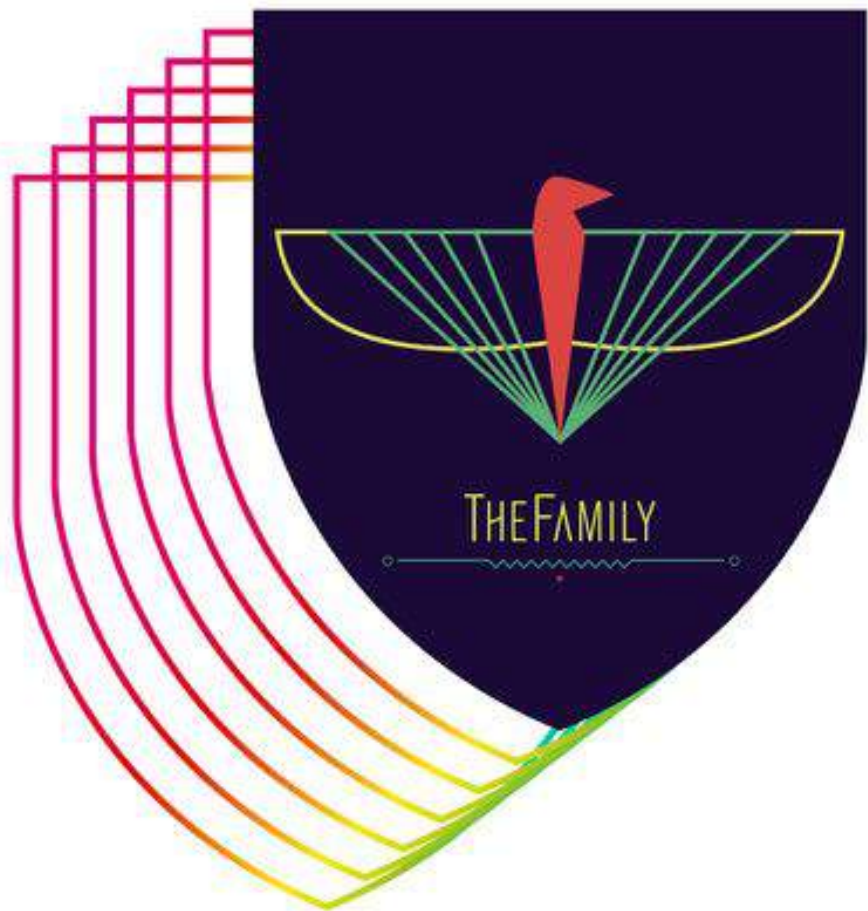


### Venture Capital

We invest in over 250 companies a year and co-invest with the world's best VCs.

[Get Funded](#)











# FORMATION BOOTCAMP

42





# LEARN MARKETING



hubert KRATIROFF

hubert1@o4cgroupe.com

AFFICHER LE PROFIL

FAVORIS

BADGES



Badges

3/26



Cours

16/106

## À venir



Planifiez votre stratégie commerciale sur le Web

## 1. Les bénéfices d'une stratégie en ligne

## Durée

Temps estimé : 4 min

POURSUIVEZ VOTRE FORMATION

## Progression vers la certification



11%

Terminez les thèmes pour obtenir des badges. Suivez l'ensemble des 26 thèmes pour passer l'examen final et recevoir la certification de Google.

## Badges récents

TOUT AFFICHER



## Objectifs de la formation



## Développez votre activité sur Internet

4 thème(s) | 1 thème(s) à valider pour cet objectif

Identifiez les opportunités dont pourrait bénéficier votre entreprise et découvrez comment développer votre présence en ligne.



## Les opportunités qu'offre Internet



Ce n'est plus une surprise : nous vivons dans un monde résolument numérique, où près de la moitié de la population est aujourd'hui connectée à Internet. Avec autant de personnes en ligne, les entreprises ont donc tout intérêt à se mettre au pas du digital. Vous



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Solutions for: Business Higher Education Government Buy For My Team

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From the course: Top 10 Social Media Management Tools

1,420 17,028

**Top 10 Social Media Management Tools**

with **Brad Batesole**

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Solutions for: Business Higher Education Government Buy For My Team

Recommended for you

- Agile Development Practices 11,000 students
- Building an Integrated Online Marketing Plan 10,000 students
- Mobile Marketing Foundations 10,000 students
- 2-Minute Tips for Marketing 1,270 students

Showing 4 of 4 items

Trending for marketing specialists

- Building an Integrated Online Marketing Plan 10,000 students
- 2-Minute Tips for Marketing 1,270 students
- Social Media Marketing 101 22,000 students
- Social Media Marketing for Small Business 10,000 students

Showing 4 of 4 items

Editor's picks

- Mobile Marketing Foundations 10,000 students
- Writing a Press Release 1,000 students
- Developing Your Leadership Philosophy 10,000 students
- Power BI for Marketing 1,000 students

# We Pay You to Learn to Code

Modern Labor is a revolutionary platform that pays you \$2000 per month for 5 months to learn in-demand tech skills and then finds you your new job.



# The Next Immersive Cohort is Quickly Approaching.

To be eligible for the January Immersive cohort, you will need to  
prepare soon.

Which Prep option best works for you?



# Don't just Learn to Code: Think Like a Software Engineer

Reinvent Your Career in 12 weeks

Start Your Application

Watch the Video



Here's Why We've Been Called the Leading  
Bootcamp in the Country





- ▶ DEMO DAY LE WAGON
- ▶ <https://www.lewagon.com/demoday/>
- ▶ 3 bootcamp en plus de lewagon et hackreactor
- ▶ <https://lacapsule.academy/fullstack-javascript>
- ▶ <https://www.lereacteur.io/bootcamp-full-stack-javascript/formation-developpeur-web-mobile>
- ▶ <https://www.ironhack.com/en/courses/web-development-part-time>

# Changez de vie : apprenez à coder

Le Wagon apporte un **savoir-faire technique** aux **esprits créatifs**.

Découvrez notre programme

Postulez pour 9 semaines de formation

## Codez *the startup way*

### Devenez développeur web

Maîtrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Plongez dans Javascript et explorez jQuery ou encore React.js, la dernière librairie Javascript développée par Facebook. [Plus d'infos](#).

### Comprenez la technique

Apprenez à penser comme un "Software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.

### Adoptez le bon workflow

Il existe **une bonne façon** de travailler sur un produit tech. Ecrire les user stories, dessiner le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull-requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.





# Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvrez les meilleurs moyens d'intégrer Twitter à votre travail.

Connectez-vous pour commencer



## Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content.



## Personalized

Select a job-specific learning track customized to your specific learning needs.



## On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve.



FACEBOOK BLUEPRINT


# The tools you need to learn how Facebook can help grow your business

[Start Courses](#)

## Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.





facebook blueprint

# PROVE

YOUR KNOWLEDGE

Earn official Facebook certifications and badges with Blueprint exams.

[Schedule/Take Exam](#)

[Take Systems Check Test](#)

CERTIFICATION

Set yourself apart as a Facebook certified professional





LEARN ABOUT INSTAGRAM

## Instagram for Business

This course is perfect for those who are new to Instagram marketing, or who want a refresher on what it can do for your business. Learn how to build a presence, promote content, and get insights on Instagram.

[Enroll Now](#)





LinkedIn LEARNING

Certificate of Completion  
Congratulations, Hubert Kratiroff

## Top 10 Social Media Management Tools

Course completed on Sep 7, 2018 • 51 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

A handwritten signature in black ink that reads "Tanya Stapley".

VP, Learning Content at LinkedIn

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085

Certificate Id: AZHwXYaF2IPPVD7z0qtRVUns3uVU

Sign up for a free account & gain access to our certification courses | Get started today ▶

# What do you want to learn today?

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Search



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Show the world that you mean  
business.



**Watch our training videos.**  
Learn HubSpot at your pace, on  
your schedule.



**View HubSpot Projects.**  
Achieve your goals using multiple  
HubSpot tools.



## Primer Google

That is, we had to reach them when they had tiny pockets of downtime—like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.





Hubert

hubert@c4c groupe.com

 MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

COMMENCER



[TOUS LES COURS](#)

[1 BADGE\(S\)](#)



# L'ÉCOLE DE LA CULTURE STARTUP

JE M'INSCRIS !



ET C'EST QUI LE  
LION  
MAINTENANT ?

Narciso & Amadeu  
Adrián de Pablo - Oscar Quintana, 2012

« AU LION,  
LA PART DU LION. »

David, 2018



ET C'EST QUI LE  
LION  
MAINTENANT ?

Narciso & Amadeu  
Adrián de Pablo - Oscar Quintana, 2012





Join Lion

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Join Lion Follow

Lion est l'école de la culture startup : les entrepreneurs partagent les méthodes, outils, savoir-faire et états d'esprit du numérique aux employés ambitieux

Sep 12 · 2 min read

## Notre Manifesto



### À toi la rébel-lion

*Le numérique est un état d'esprit : nous devons tous apprendre à apprendre*

# LION

[https://  
executive.joinlion.co/data-  
driven-marketing/](https://executive.joinlion.co/data-driven-marketing/)

[https://medium.com/join-lion/  
notre-manifesto-5267b32b5856](https://medium.com/join-lion/notre-manifesto-5267b32b5856)



**LEARN MARKETING**

**TENDANCE EN**

**PLEIN ESSOR**

**LE MEILLEUR  
BRAND-CONTENT**



ALAN / FITPAY

le slip français

veja

maison standard

tediber / casper

bergamotte

sézane

typology / made.

warby parker

jimmy fairly

she inside = SHEIN

Michel Augustin

Dollar Save

glossier



Pas de station service...  
Pas de problème, Gaston est là



Livraison programmée  
pour vendredi prochain :)

## LE PLEIN DE CARBURANT

Gagnez du temps en faisant le plein en quelques clics

### Où vous voulez\*

Faites vous livrer de l'essence ou du diesel **devant chez vous, dans votre parking, à votre bureau**, et même dans la rue...

### Ce que vous voulez

Faites le plein **d'Essence ou de Diesel**.

### Quand vous voulez

**Planifiez votre livraison de carburant à la date et l'heure** que vous souhaitez.

\* Patience... Livraison limitée à une zone définie en Ile-de-France pour le moment.



ACCUEIL

## POUR LUI

Sous-vêtements, sous en pack, maillots de bain, pyjamas, vêtements et accessoires en France.

AFFINER MA RECHERCHE

Il y a 405 produits.

### CATÉGORIES

- Sous-vêtements
- Maillots de bain
- Les bas
- Pyjamas
- Accessoires
- Vêtements



**LE MARIUS**  
Boxer uni bleu marine  
35,00 €



**LE MARIUS**  
Boxer rayé bleu et blanc  
40,00 €



**LE MARIUS**  
Boxer uni rouge  
35,00 €

TAILLE

**bétondirect** DEVIS IMMEDIAT VOS PROJETS DE TRAVAIL NOS SOLUTIONS DE LIVRAISON TOUT SUR LE BÉTON DEVENIR PARTENAIRE SE CONNECTER

NOTES 4.3/5

**bétondirect**  
1<sup>er</sup> réseau national indépendant de centrales à béton, proches de chez vous, pour tous vos travaux de bétonnage.

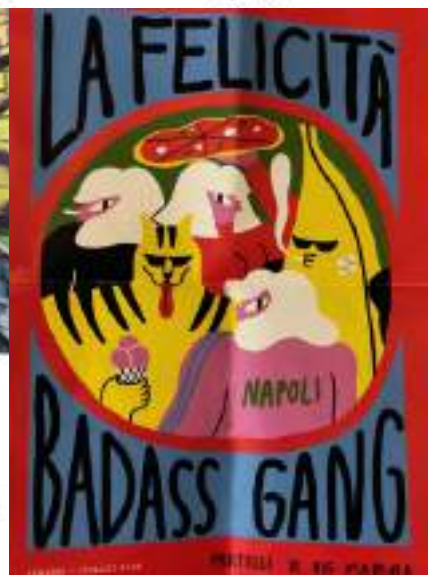
Saisissez l'adresse précise de votre chantier (n°, rue, CP, ville) **DEVIS IMMEDIAT**

DES SOLUTIONS "SUR-MESURE" UN SERVICE DE QUALITÉ C'EST SIMPLE & RAPIDE



"Du sucre à Londres, parce que c'est un réve de gosse".  
Enrico Pireddu (le barbu de toute la team qui a ouvert East Mamma)

C'est en plein cœur de Shoreditch, à l'Est de Londres, que l'équipe des débuts de Big Mamma pose ses bagages, dans un fat resto sur deux étages, nommé Gloria. Grosse ambiance Capri 1972 et sous-sol Italo-disco jusqu'à 2h du mat.





# Alan, l'assurance santé simple pour les entreprises et les indépendants.

Premiers pas avec Alan

Tout sur le service, les garanties et les prix.



## Le futur de l'assurance santé

100% en ligne, zéro papier.  
Enfin une expérience pensée pour vous.



## Un service au top

Un service client **ultra réactif**, clair et  
pédagogique. Temps de réponse médian  
constaté **2 minutes**.

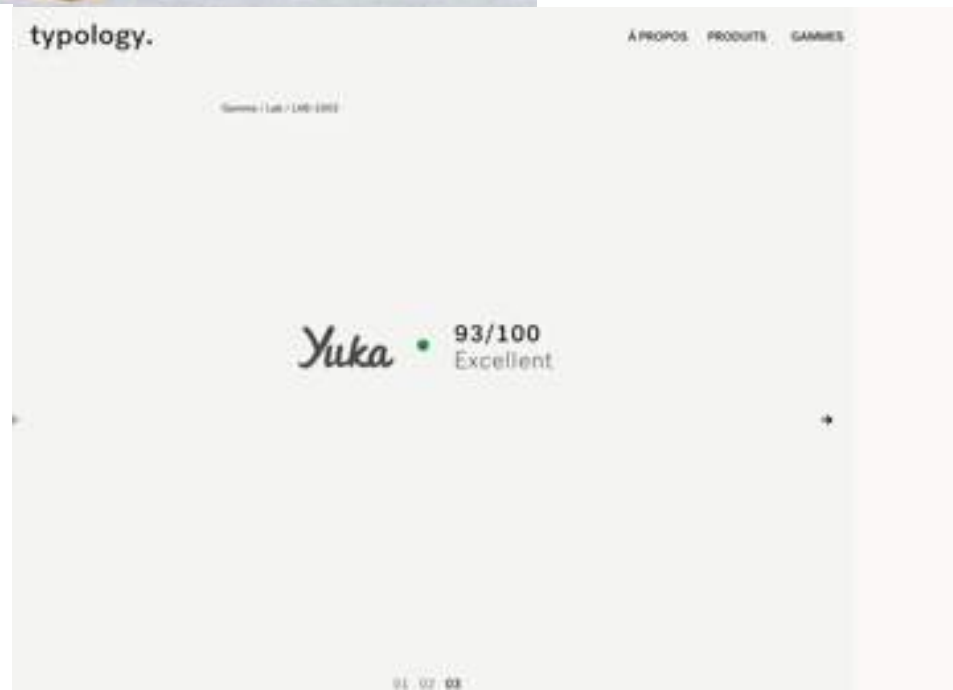


## Les bonnes garanties santé

Des garanties personnalisées par **des milliers**  
d'entreprises et plus de **25 000** utilisateurs.



Typology est née d'une mission : démystifier l'industrie du soin. Nous concevons et produisons en France des produits sains et efficaces, à prix juste.



#### À propos :

- Notre histoire
- Sourcing & Ingrédients
- Philosophie de packaging
- Rejoindre l'équipe

#### Aide :

- Contactez-nous
- Questions fréquentes
- Livraison et retours
- Conditions générales de vente
- Politique de confidentialité

#### Conseils :

- Connaitre son type de peau
- Comprendre et reconnaître les actifs
- Les huiles essentielles
- Peau déshydratée ou sèche?



ning li - 3rd

Founder of Made.com and Typology.com

Perth Area, Western Australia

Typology

HEC Paris

See contact info

500+ connections

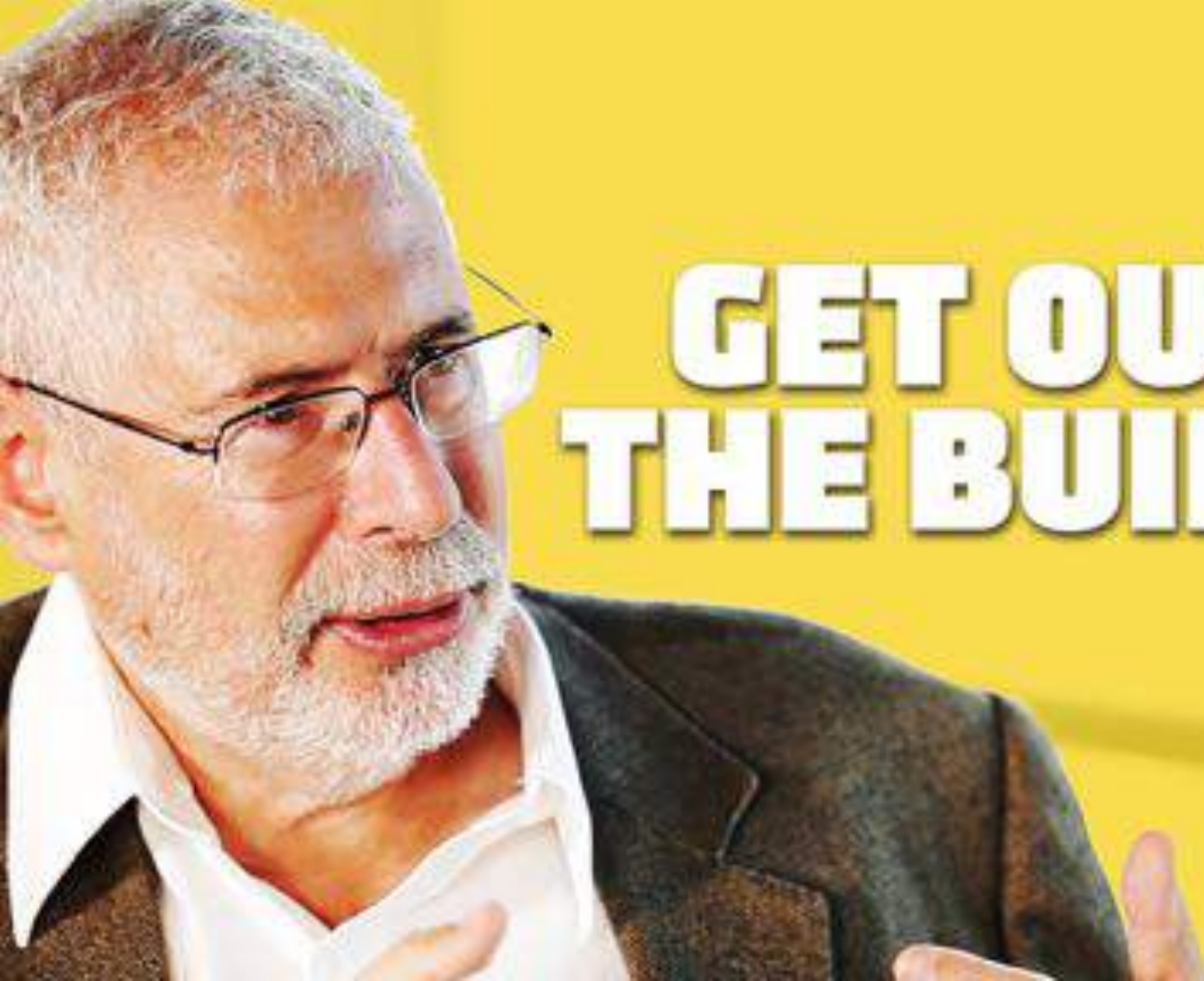
Contact

Message

More...

Entrepreneur. Founder of Typology, a skincare brand with the mission to disrupt the FMCG industry. Founder of MADE.COM - a London based company offering high end, beautiful designs to everyone. Previously worked as founder of Myfab.co.





**Inc.**

**GET OUT OF  
THE BUILDING**





FAKE IT  
UNTIL  
YOU  
MAKE IT.



KEEP  
CALM  
AND  
THINK  
BIG



KEEP  
CALM  
AND  
FAKE IT TILL  
YOU MAKE IT



Make  
something  
people  
want

Paul Graham (YC)





# Get out of the building

Steve Blank

# Make something people want

Paul Graham



CHAPTER

# 1

## Don't make me think!

KRUG'S FIRST LAW OF USABILITY



# Culture Digitale



Valuable  
Respectful  
Lovable



Startup,  
Silicon Valley  
are a  
state of mind



# Simon Sinek

## WHY



THE HubSpot



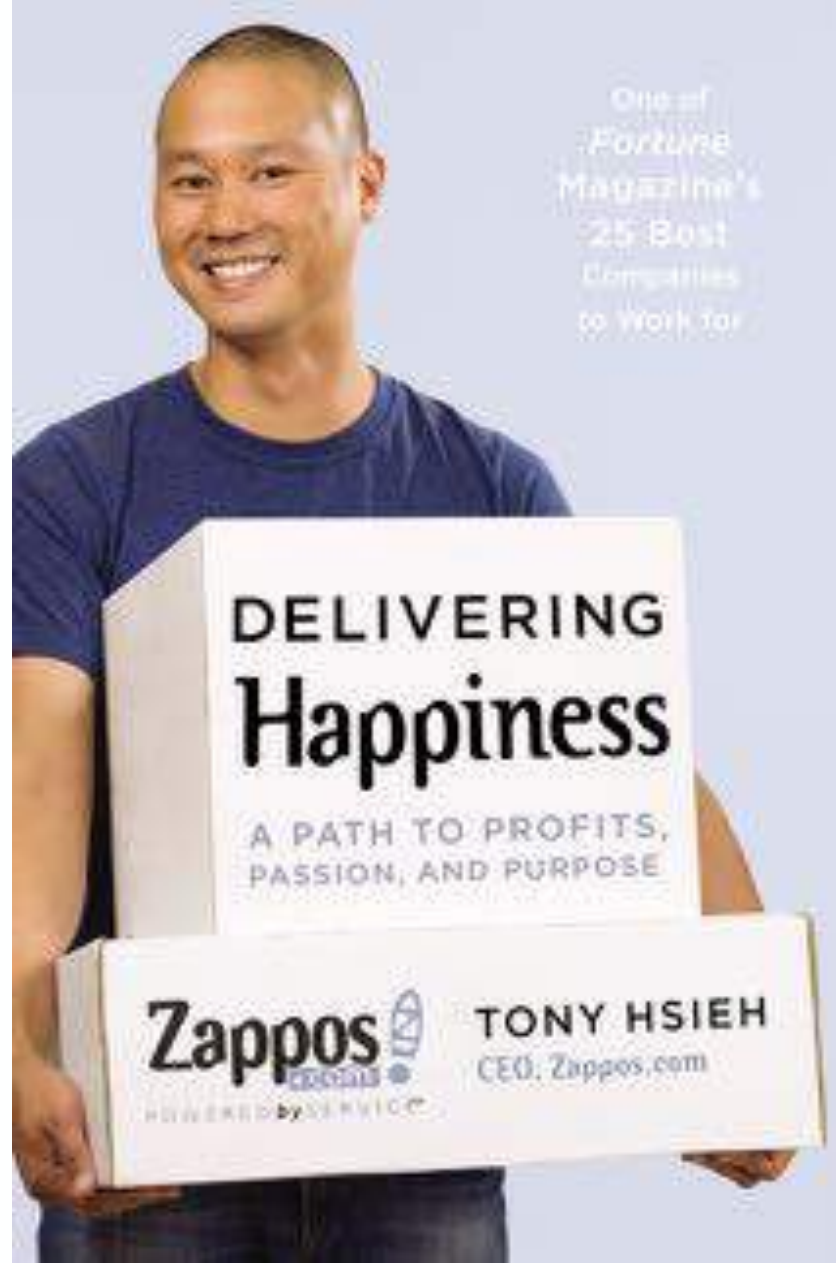
# CULTURE CODE

Creating a company we love.

# Zappos

## Delivering Happiness

### Tony Hsieh




# Read Hasting





# New Philanthropic Model

1-1-1 Model

 [salesforce.org](https://www.salesforce.org)

1% Time      1.1M+      Service hours

1% Equity      \$100M+      Grants

1% Product      27K+      Nonprofit organizations

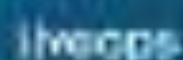
1% Product      \$250M      Donated product

[pledge1percent.org](https://pledge1percent.org)      500+      Companies pledge 1%

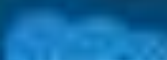
      

1-1-1

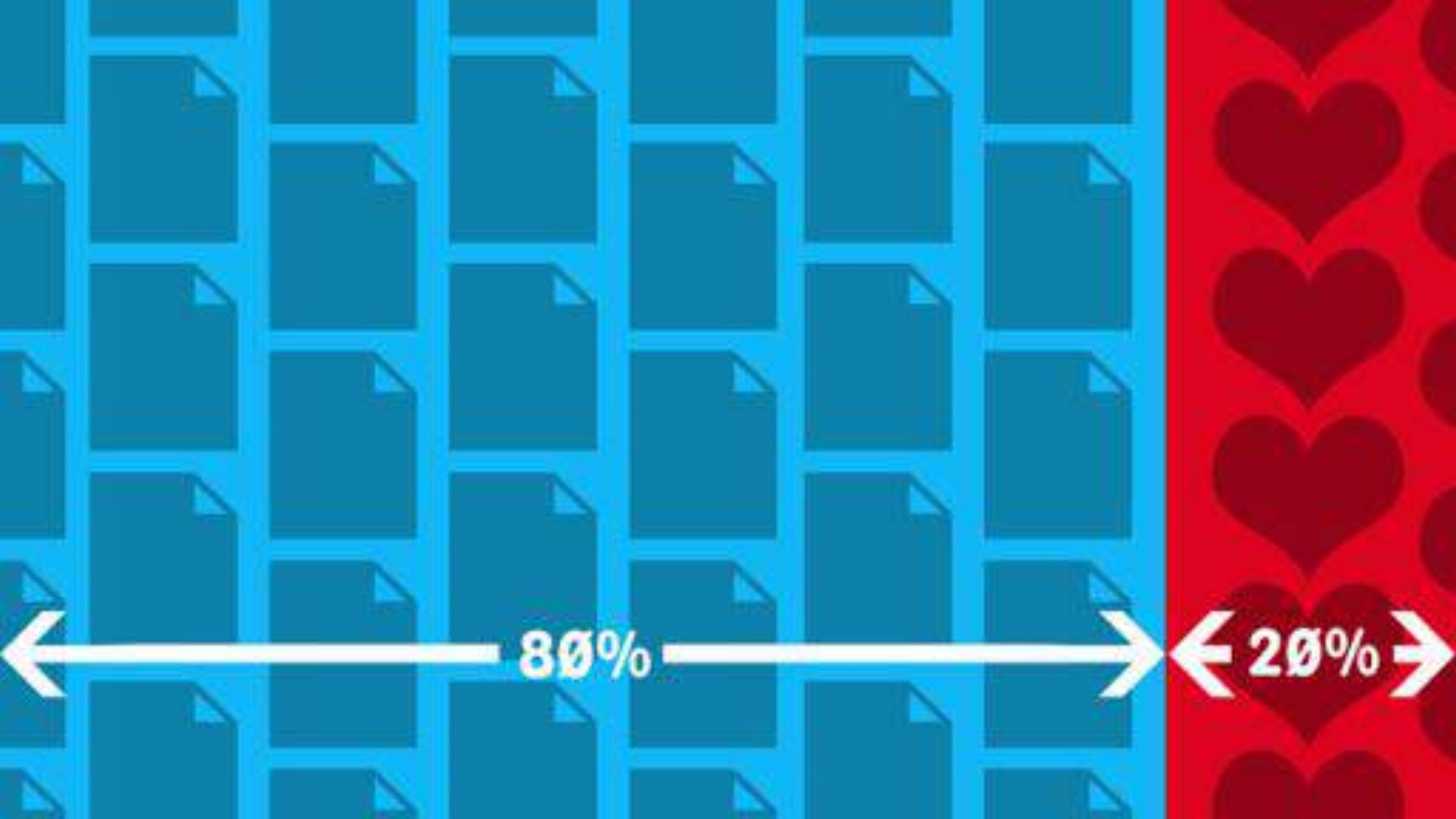
Model adopted by:



[www.1percentmodel.org](https://www.1percentmodel.org)



Foundation



# open



LICENCE OUVERTE  
OPEN LICENCE

Source

Média

Mind

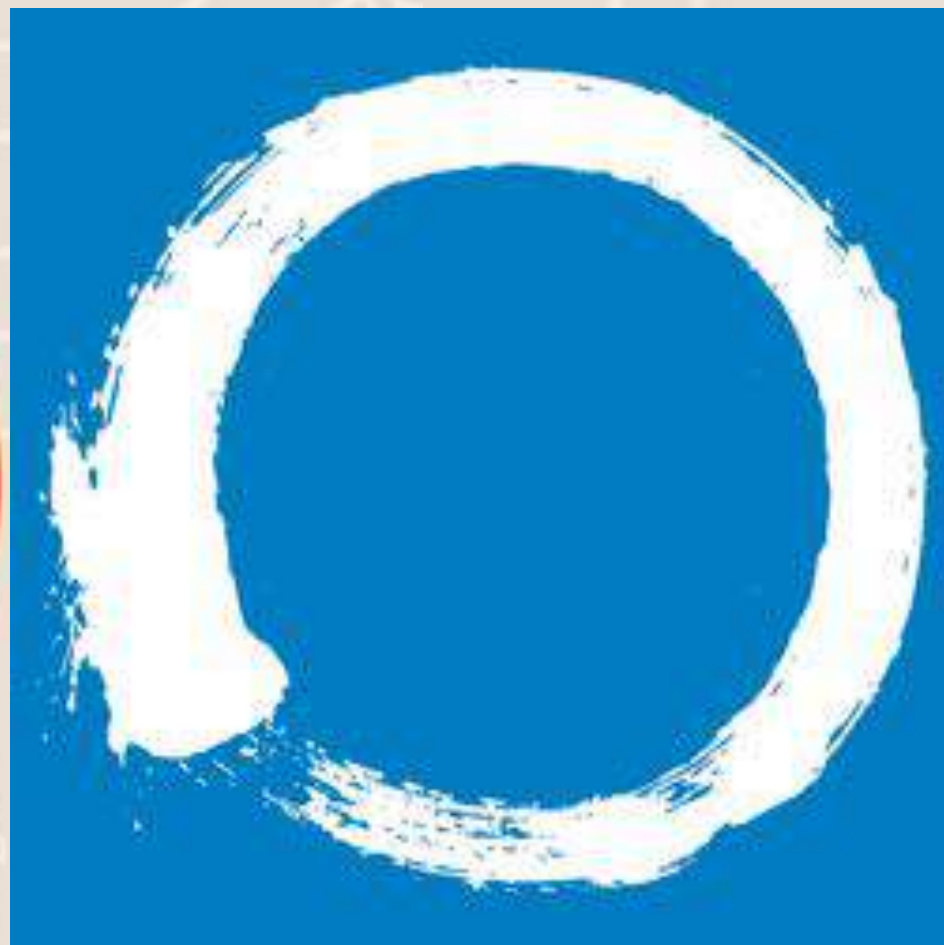
Data

# LA / UNE LIBRA *(fem)*





THE  
**AGILE**  
*Manifesto*





# THE LEAN STARTUP



ERIC RIES



**Lean  
Startup  
Conference**



# agile



scrum



kanban

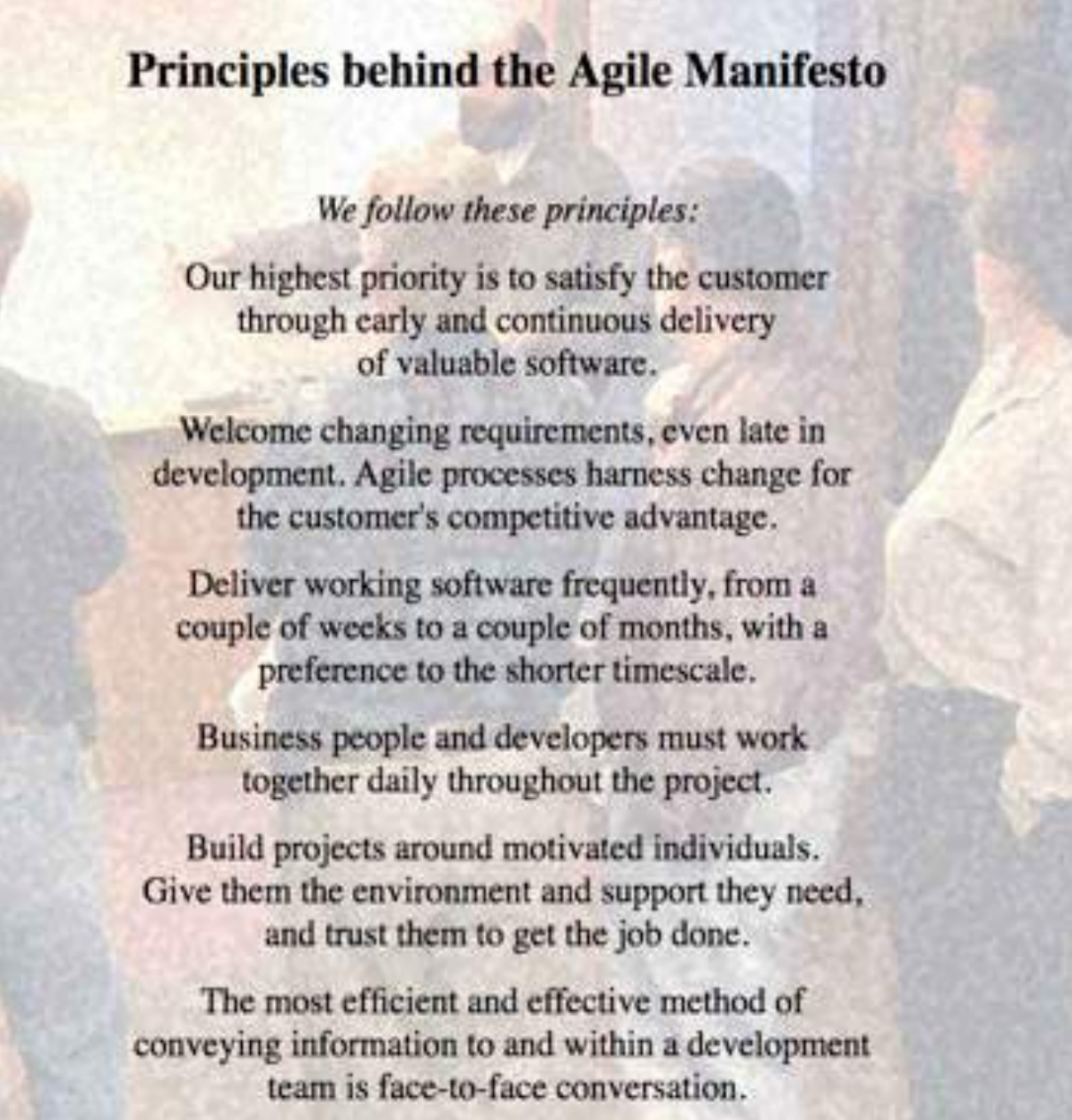


xp



lean

AGILE MARKETING 70:20:10



## Principles behind the Agile Manifesto

*We follow these principles:*

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Please read it at:  
[agilemanifesto.org](http://agilemanifesto.org)

# Agile Manifesto.org

12 principles

Work & Life is a FUN game

PIVOT & CHANGE



**Envoi par mail des 3 mots clés des 12 principes agile**

**[www.agilemanifesto.org](http://www.agilemanifesto.org)**

**pas de pièce jointe**

**pas de bonjour**

**3 lignes :**

**mot1 : ce que cela veut dire**

**mot2 : important parce que**

**mot3 : signification, implication**

**[hubert@kratiroff.com](mailto:hubert@kratiroff.com) (72h)**

# The 12 agile principles\*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**



4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



7 Working **software**



8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**



12 Reflect and **adjust**



# AGILE MARKETING

HOW TO INNOVATE FASTER, CHEAPER  
AND WITH LOWER RISK



ANTHONY FREELING

**Fail early, Fail fast,  
Fail cheap**

*FAIL : First Attempt In Learning*

# Test and Learn

continuous delivery  
welcome change





**LA VITESSE D'ITÉRATION**

**BAT LA QUALITÉ D'ITÉRATION**

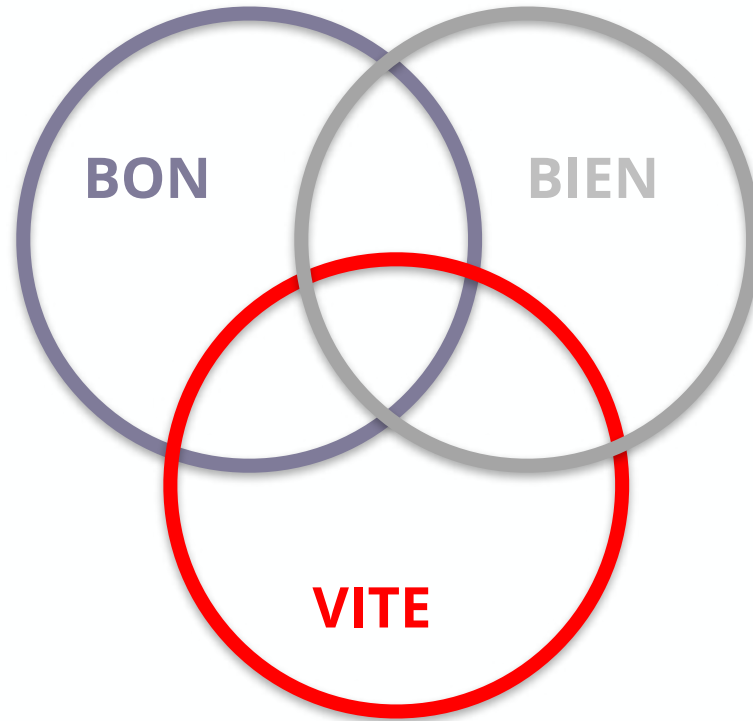




unlearn  
unmarketing  
unselling  
unpodcast

Scott Stratten

# AGILE LEAN : bon bien vite



source : [product owner job youtube.com](https://www.youtube.com)

1 startup = disruption

2 startup = croissance

3 startup = incertitude



# MVP

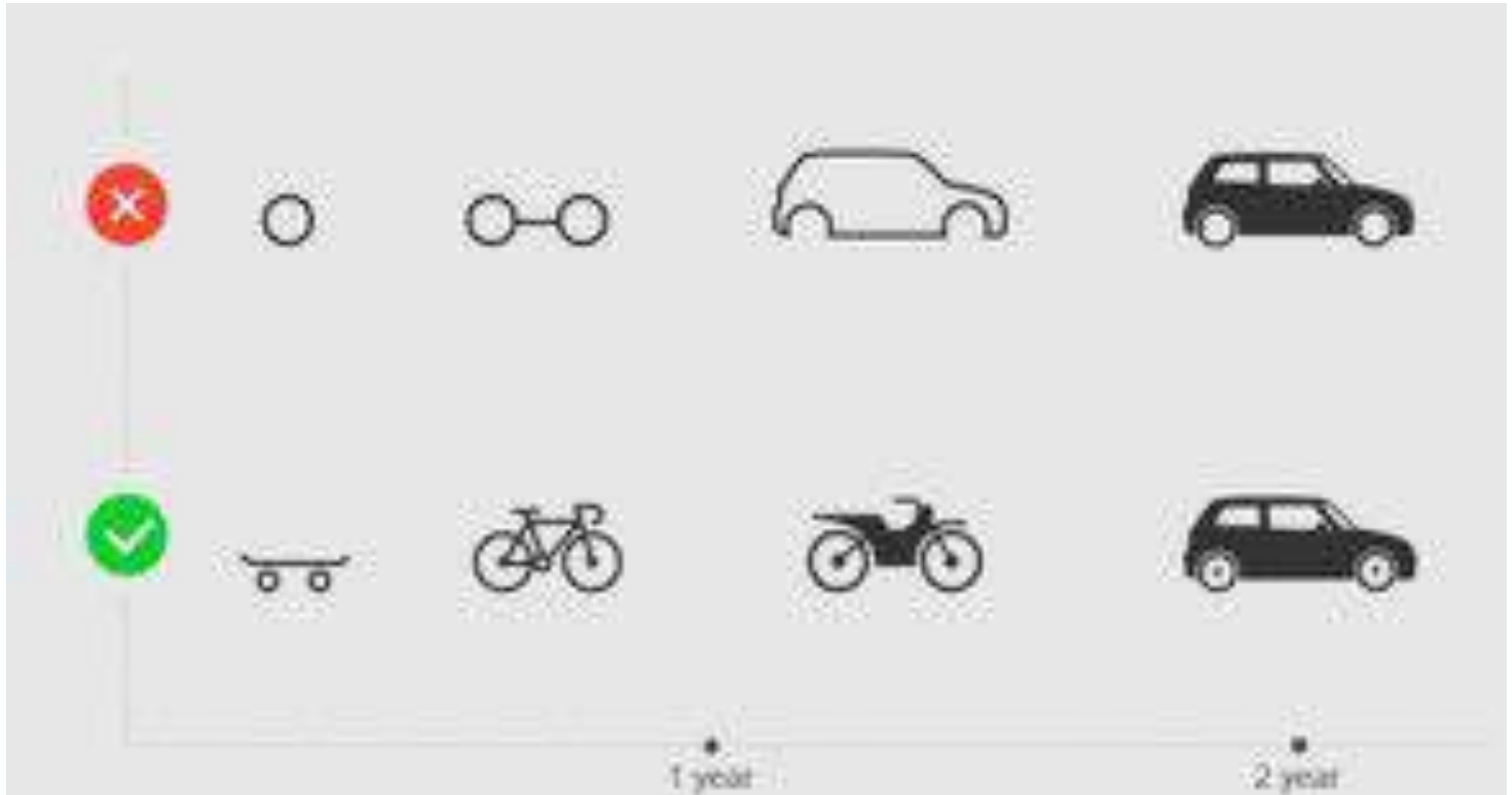
minimum viable product

**première version visible et  
distribuable d'un produit**

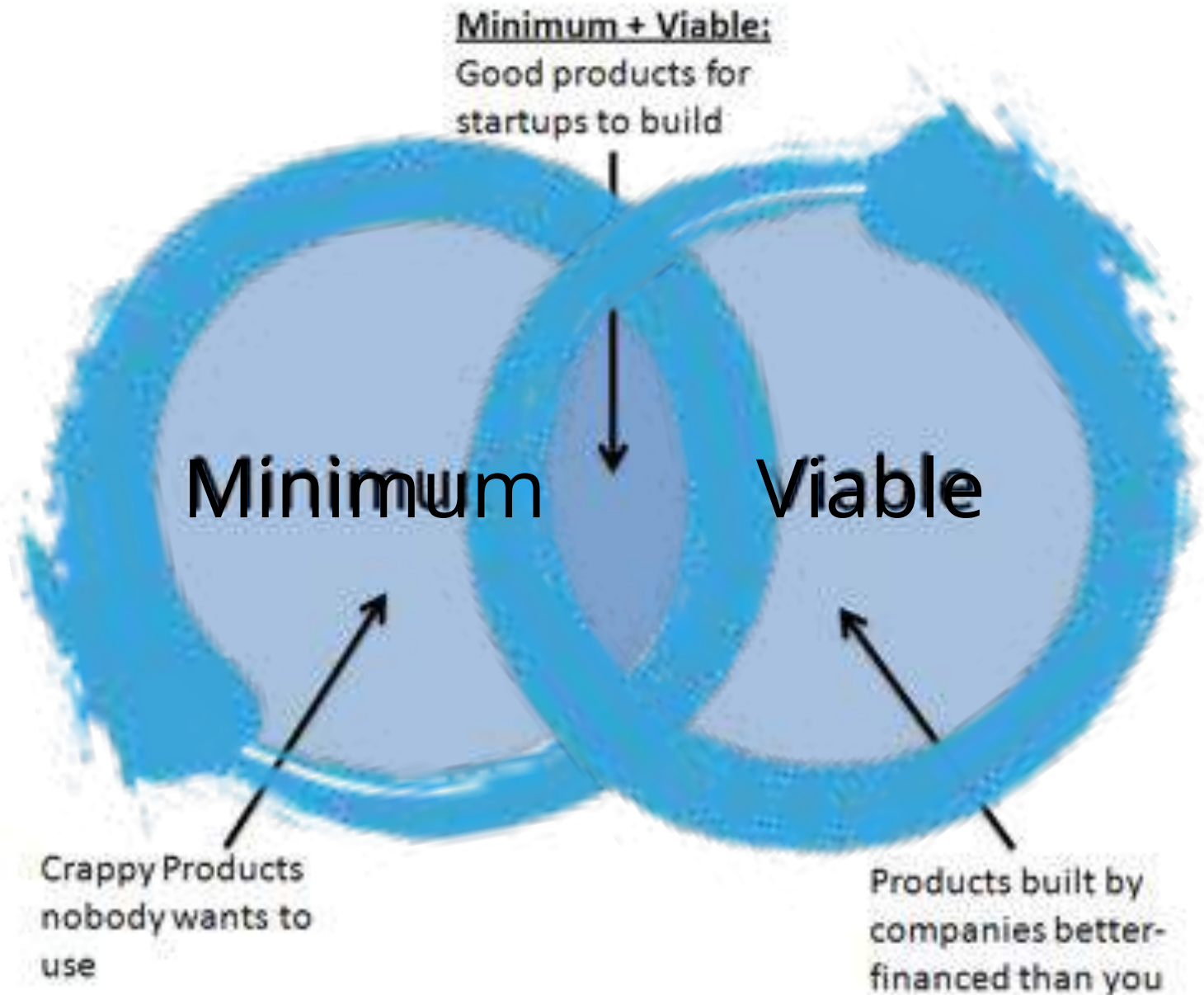
**utile pour les tests et choix des  
fonctionnalités à ajouter / enlever**

**utile pour pivoter**

# MVP







**Apprenons à  
nous tromper**

**Beter donne  
than perfect \***

**Better done  
than perfect**

*\* sans faute c'est mieux*



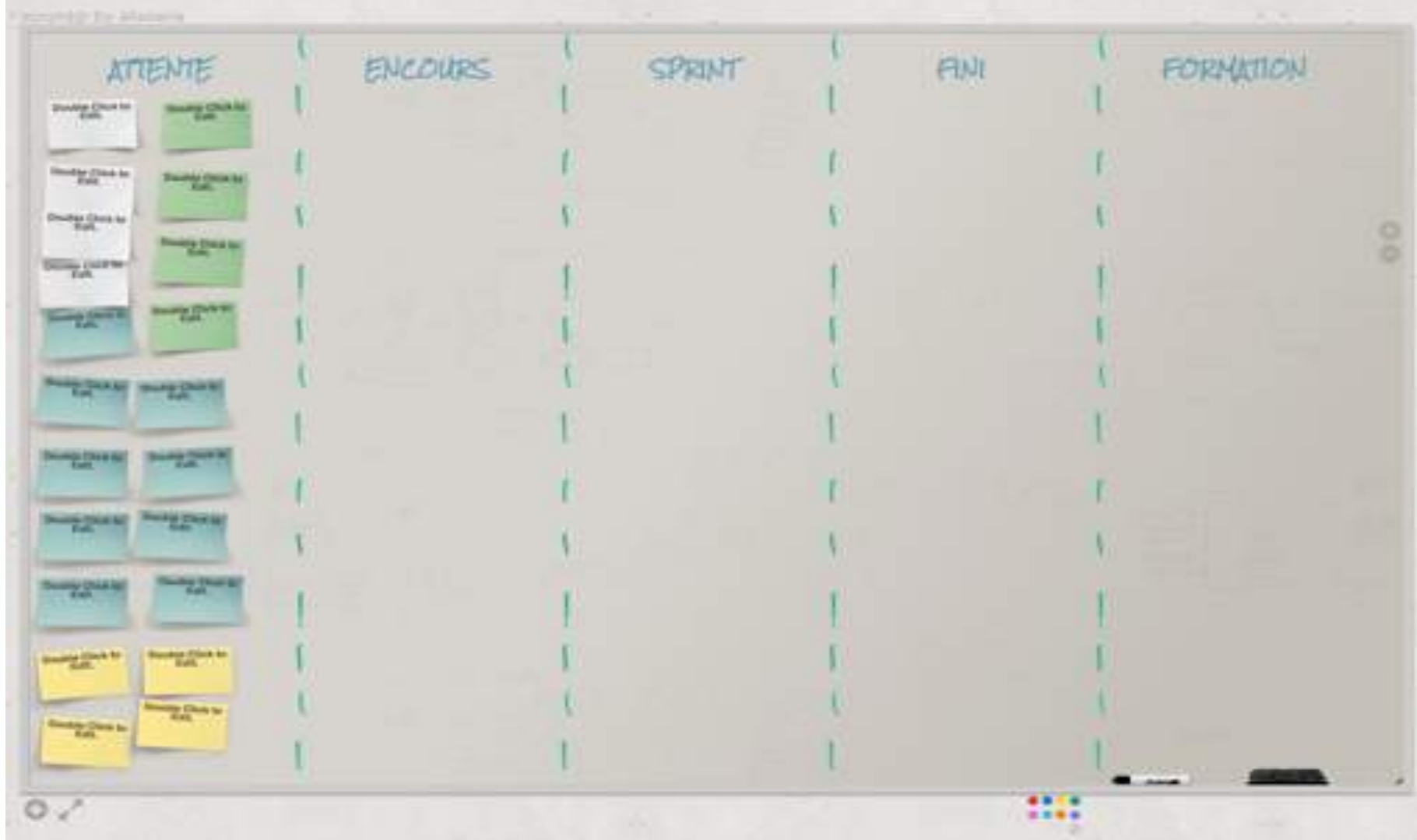


Scrum Master

VP Tech

VP Sales

VP Network





VOTRE  
PROJET

**2ème SPRINT**

**BM**



Quel business  
Model ?

**3<sup>ème</sup> SPRINT**

**USER  
IDENTITÉ**



Quel user ?

Persona

Quel PERSONA ?

Quel besoin ?

User Stories

# John



« QUOTE : happy to be an entrepreneur in IOT »

**Description:** funder of an IOT company

**9 employees**

**7 millions euros turnover**

**29 clients with 650 shops**

**Name**

**Age**

**Live**

**With**

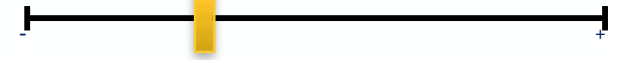
**Education**

**Resumé**

**Company 2012**

**Products:**

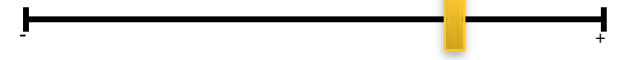
Revenus



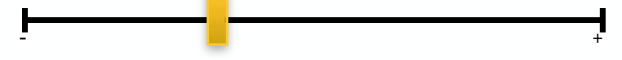
Ville



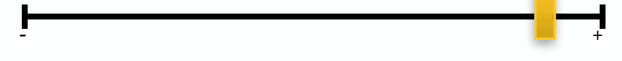
Fréquences



Niveau Technique



Usage mobile



Know How





# user stories / use cases

## MUST

As ...  
I Want ...  
For ...

En tant que  
En tant que  
En tant que  
En tant que...  
Je veux ...  
Pour ...

## SHOULD

As ...  
I Want ...  
For...

En tant que  
En tant que  
En tant que  
En tant que...  
Je veux ...  
Pour ...

## COULD

As ...  
I Want ...  
For...

En tant que  
En tant que  
En tant que  
En tant que...  
Je veux ...  
Pour ...

Naming

Logo

PunchLine

TagLine

SLOGAN



**3<sup>ème</sup> SPRINT**

**Brand Content  
Contenu de marque**

WebSite

InfoGraphie

App



ChatBot

AI

# UNITAG

**Unitag** GÉNÉRATEUR ET API TARIFS CONTACT

INSCRIPTION GRATUITE LOGIN

Générateur de QR Code Lecteur de QR Code Guide / Données marché API

## 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 URL

Apply

VALIDER

### Voire QR Code



# PowToon ou AniMaker



# Vertical Video





TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE

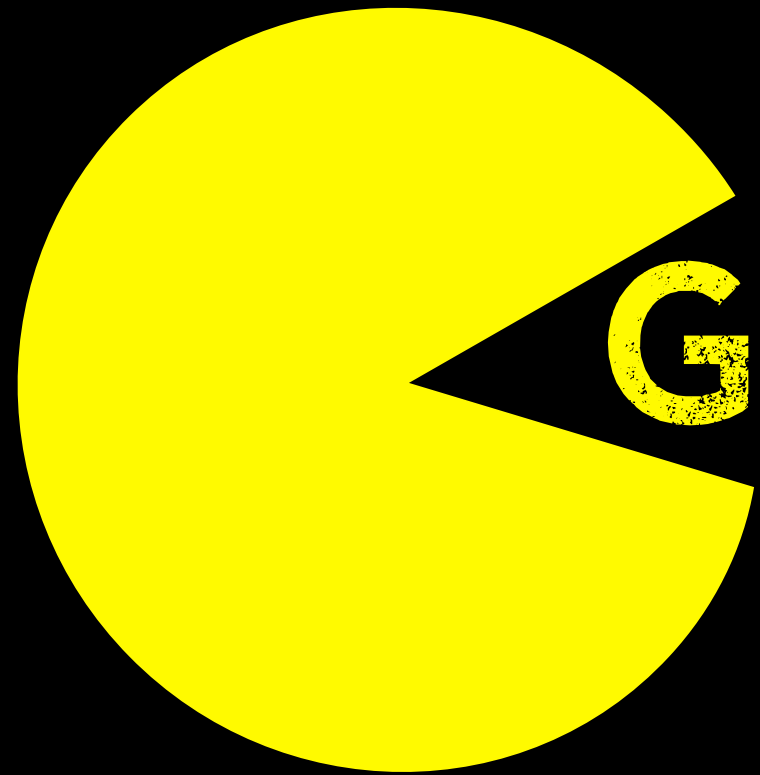


TIME  
TEXT  
IMAGE



TIME  
TEXT  
IMAGE





**GAMIFICATION**



# 4<sup>ème</sup> SPRINT UX BM



Quelle UX ?  
Quel parcours ?

Quel business  
Model ?

Quelle value  
proposition ?

One more thing...



CULTURE

MVS

minimum viable strategy

MMS

stratégies adaptives

# stratégie traditionnelle

Analyse  
2/4 mois

Définition de la stratégie  
2/4 mois

Test et communication  
2/3 mois

Execution  
3/6 mois

rapidement  
obsolète

peu  
réactive en  
cas de  
modification

+SWOT  
-VUCA

WUCA

**vs. SWOT**



# 4

**conditions /  
pratiques /  
outils**

**pour une  
MVS**



**Commencer le  
plus vite possible**



**Embrasser les  
modifications**



**Accepter les  
incertitudes**



**Impliquer le plus  
de personnes**

# ANALYSE

NPS

Crowdsourcing

MCA

market contact  
audit

Google Analytics

# PROCESS

SPRINTS

MVP

POC

Continuous  
Delivery

Datalake

# LIVRABLE

Stratégies  
optionnelles

Stratégies en  
ABtest avec  
analytics

Minimum  
Viable  
Strategy

GAILILEVS  
GAILILEVS  
MATHVS:

Mesurer ce qui  
est mesurable et  
rendre mesurable  
ce qui ne l'est pas

*Galileo Galilei*

Galilée / 1564-1642 / ↑1604 - ↓1633



What gets measured gets improved  
You can't improve what you don't measure

You can't  
manage what  
you don't  
measure

Peter Drucker 1909 - 2005 / Vienne - NYU

# TOOLS

A



B



C



MOI



# Mosaïque de temporalité

digital

Frais

mat 1ere

formation

Cash

Douane

usine

compliance

amortis  
sement

Frais

fournisseur

projets

AMF

CAC

consolidation

G&A













**slack**

Reactor Prep - 

- kratbuff
- All Unreads
- All Threads
- Channels 
- \_orientation
- announce\_completion
- general**
- mod0\_diagnostic
- Direct Messages 
- slackbot
- kratbuff (you)
- Apps 

## #general

👤 9,993 | 📅 22 | Program-wide announcements and general (that about anything). For questions at

Sunday, June 24th

Monday, June 25th



**alex.hinton** 8:04 PM

@channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to [prep.hackreactor.com](http://prep.hackreactor.com). Thanks in advance!



**Mac** 9:08 PM

joined #general along with 3 others.

Tuesday, June 26th



**Ikenna** 2:25 AM

hey guys I have a question. I saw this line of code that read:  

```
for (var i = 0; i < 10; i++) {
  console.log(i);
}
```

 3 replies · Last reply 4 days ago



**Ikenna** 2:25 AM

What does adding ++ at the end of the i variable do?



**CBABY** 2:27 AM

joined #general.



**Badri\_narayan** 3:12 AM

It adds to the value stored every iteration

2+1, then 3+1 etc



**Danna** 3:24 AM

Hi there, I'm trying to join the cohort for today's prep class? which channel should I join for the zoom info link?



Message #general





**KANBAN**

100 POINTS

**Issue #1001**

Ready for Dev	In Dev	Ready for UAT	In UAT	Ready for Prod	Released	Archived	Done
<p>Task 1: Initial setup and configuration.</p> <p>Task 2: Implement core business logic.</p> <p>Task 3: Develop user interface components.</p> <p>Task 4: Integrate with external services.</p> <p>Task 5: Perform unit testing.</p>	<p>Task 6: Implement database layer.</p> <p>Task 7: Develop API endpoints.</p> <p>Task 8: Implement security features.</p> <p>Task 9: Conduct integration testing.</p> <p>Task 10: Prepare for deployment.</p>	<p>Task 11: User Acceptance Testing (UAT).</p> <p>Task 12: Address feedback from users.</p> <p>Task 13: Final review and sign-off.</p>	<p>Task 14: Deploy to production environment.</p> <p>Task 15: Monitor system performance.</p> <p>Task 16: Provide user support and training.</p>	<p>Task 17: Archive old versions.</p> <p>Task 18: Update documentation.</p>	<p>Task 19: Review project outcomes.</p> <p>Task 20: Celebrate team achievements.</p>		<p>Task 21: Final project report.</p> <p>Task 22: Close project.</p>

**Training Content**

Ready for Dev	In Dev	Ready for UAT	In UAT	Ready for Prod	Released	Archived	Done
	<p>Module 1: Introduction to the system.</p> <p>Module 2: Core functionality overview.</p> <p>Module 3: User interface navigation.</p>	<p>Module 4: Advanced features and options.</p> <p>Module 5: Troubleshooting common issues.</p>	<p>Module 6: Security and data protection.</p> <p>Module 7: Integration with other systems.</p>	<p>Module 8: Performance optimization.</p> <p>Module 9: Future roadmap and updates.</p>			<p>Module 10: Final review and feedback.</p> <p>Module 11: Additional resources and contact info.</p>

# TRELLO

open  
software



### Welcome Board Public

#### Basics

Welcome to Trello!

This is a card.

Click on a card to see what's behind it.

1



You can attach pictures and files...

1

... any kind of hyperlink ...

1

... or checklists.

1/3

#### Intermediate

Invite your team to this board using the Add Members button.

Drag people onto a card to indicate that they're responsible for it.



Use color-coded labels for organization.

1

You can change the board background.

1

Make as many lists as you need!

1

Try dragging cards anywhere.

Finished with a card? Archive it.

1

#### Advanced

Use as many boards as you want!

1

Want tips, usage examples, or API info?

1

Want to use keyboard shortcuts? We have them!

1

Get the apps for iOS, Android, and Windows!

1

Want updates on new features?

1

Need help?

1



# backlog by hk M3team

name your new board with a unique word (no space):

----- go / create

OR look at the example board named demo:

[demo example](#)

To do	En cours	Fini	Outils
<p>Yellow sticky note</p> <p>White sticky note with star</p> <p>Green sticky note</p> <p>Green sticky note</p> <p>White sticky note</p> <p>Yellow sticky note</p>	<p>Yellow sticky note</p> <p>Yellow sticky note with red dot</p> <p>Pink sticky note</p> <p>White sticky note</p> <p>White sticky note</p>		<p>Pink sticky note</p> <p>Yellow sticky note</p> <p>Green sticky note</p>



connecté en

un nouveau





...


# GANTT

...



Project  
Libre™

gantter   
for Google Drive

 **GanttProject**  
Free project scheduling and management app for Windows, OSX and Linux.

 **Download new**  
GanttProject 2.8.9  
Release Build

published on Aug 21, 2018

GanttProject is  
not just a free clone of MS Project.

... well, and it may lack advanced features available in commercial project manager

hello world



# Key TakeAways

ce qu'il faut retenir



Agile  
=  
User



# agile at scale