





NO LIMIT



AGILITÉ



PLATFORM



DATA



BM

EXPONENTIAL
MINDSET
STARTUP



MÉTHODES
LEAN



E-COMMERCE
OMNISCANAL

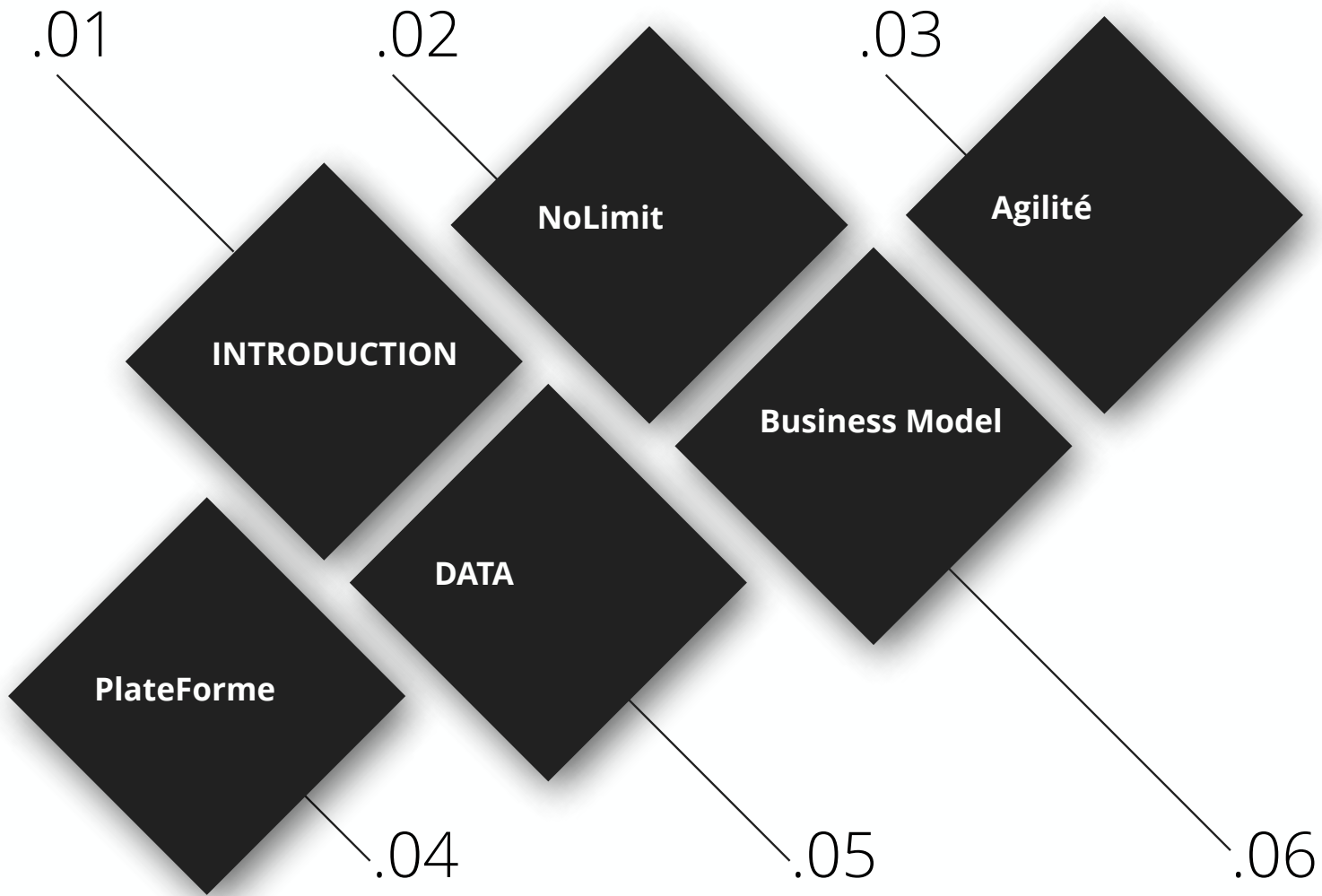


MESURER
KPI



VP - BMC
BMG







מחזור cycle
#digitalmindset

NO LIMIT





**TOUJOURS
PLUS**

TOUCHE TOUT
PLUS VITE
PLUS FORT



**PLUS
D'ATTENTES**

NOUVELLES
EXIGENCES
CLIENT



**NOUVEAUX
OUTILS**

AGILITÉ
LEAN
VUCA



**UX
USER EXPÉRIENCE**

PARCOURS
EXPÉRIENCE
CLIENT



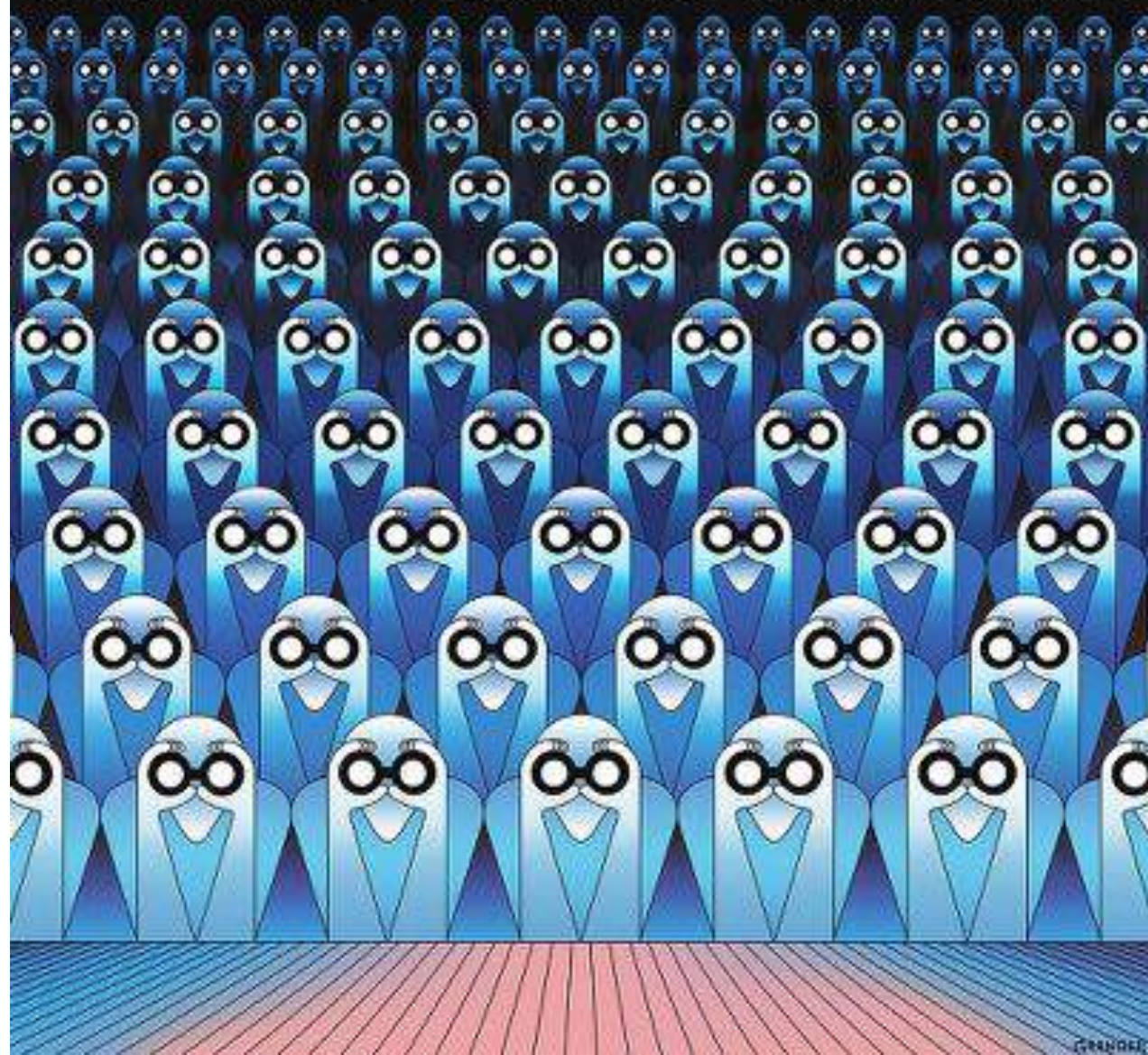
www.toutsurlemarketing.com/nolimit



GROUPE RENAULT



JEAN MICHEL JARRE EQUINOXE

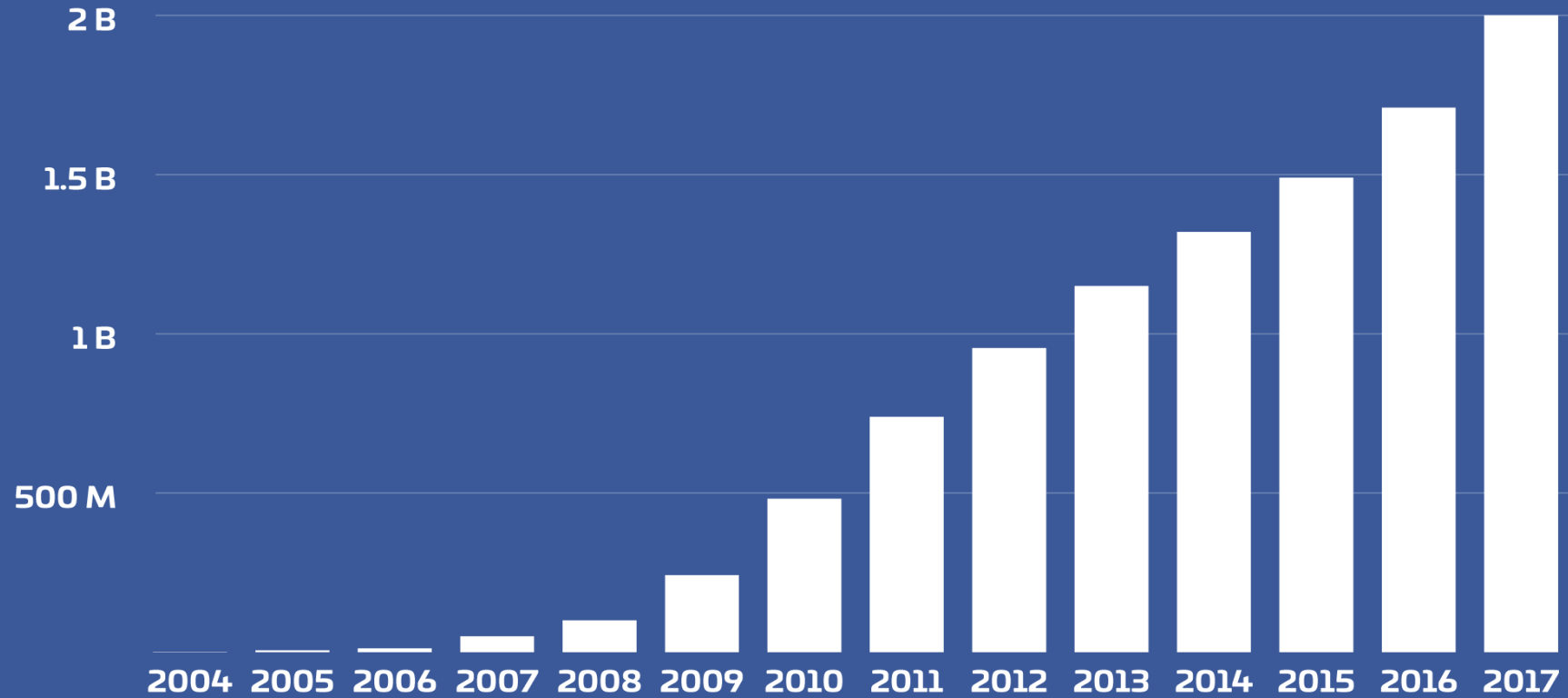




NOVEMBER

FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017



JEAN-MICHEL JARRÉ

JEAN-MICHEL JARRÉ



EQUINOXE PROJECT

OXYGENE TRILOGY

40th ANNIVERSARY EDITION











depop

depop = vinted
+ instagram

Michel Houellebecq
La carte
et le territoire

roman

**PRIX
GONCOURT
2010**

Flammarion

GROUPE RENAULT



Un nouveau continent ...





LIQUID



Métiers / Spécialités

ORL

Neuilly-sur-Seine

Rechercher

Honoraires

Matière de consultation

Consultation pour chirurgie de la face et du cou

Disponibilités

Réserver en ligne un RDV avec son ORL à Neuilly-sur-Seine



Dr Xavier LACHEVER

ORL

20 Rue Parmentier
92200 Neuilly-sur-Seine

Conventions de service []

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
		19:00	

D'autres ORL sont réservables en ligne dans les environs de Neuilly-sur-Seine



Dr Olivier RACHINET

ORL

21 Rue des Dames Fleuries
75115 Paris

Conventions de service []

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
	14:30		





Liquid Love

meetic gleeden adopteunmec attractivworld once
happn elite edarling disonsdemain CheckHimOut

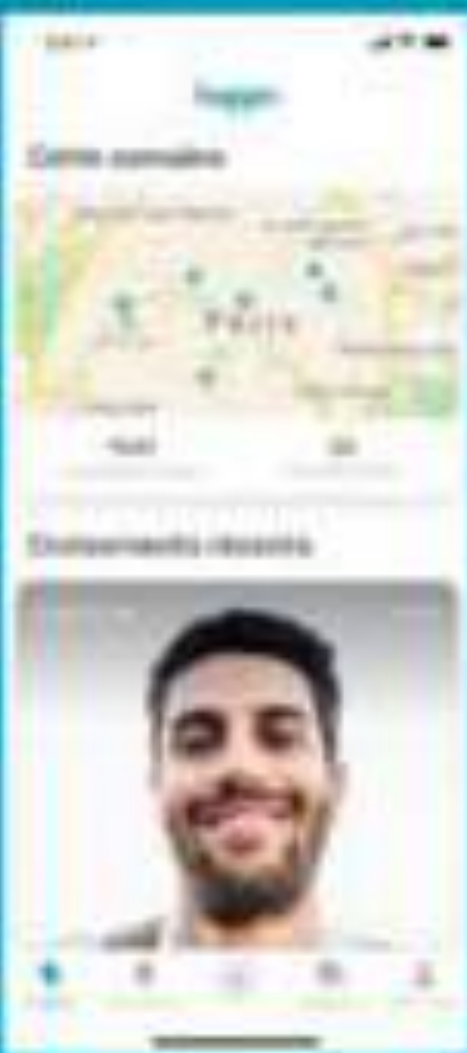
FRENCH TOUCH

Une rencontre
par jour...

...triée sur le volet
par nos équipes...

...pour 24h
d'attention exclusive.





 **Disons**Demain.fr

Le site de rencontres **des jeunes de plus de 50 ans.**





TECH for
GOOD

TECH WITH HUMANKIND IN MIND





NO LIMIT





2018 天猫双11全球狂欢节

因为相信 所以敢买

2018年11月11日 00:00-24:00

¥213,550,497,011

成交额

213,550,497,011 Chinese Yuan (RMB)
30,685,177,689.3
2 United States
Dollar

人民币 (RMB) 中国

21,355,049,701.1 Chinese Yuan**

2,135,504,970.11 United States**



38
billiards \$

24:00:00

2684+ 亿

2019年天猫双11成交额

The GMV of 2019 11.11 Global Shopping Festival has surpassed RMB 268.4 billion

所有不可想象，终将化作寻常；我们相信“相信”，一切都是新的。

What was once unimaginable will become the new normal. We trust in "Believing". A new journey begins.

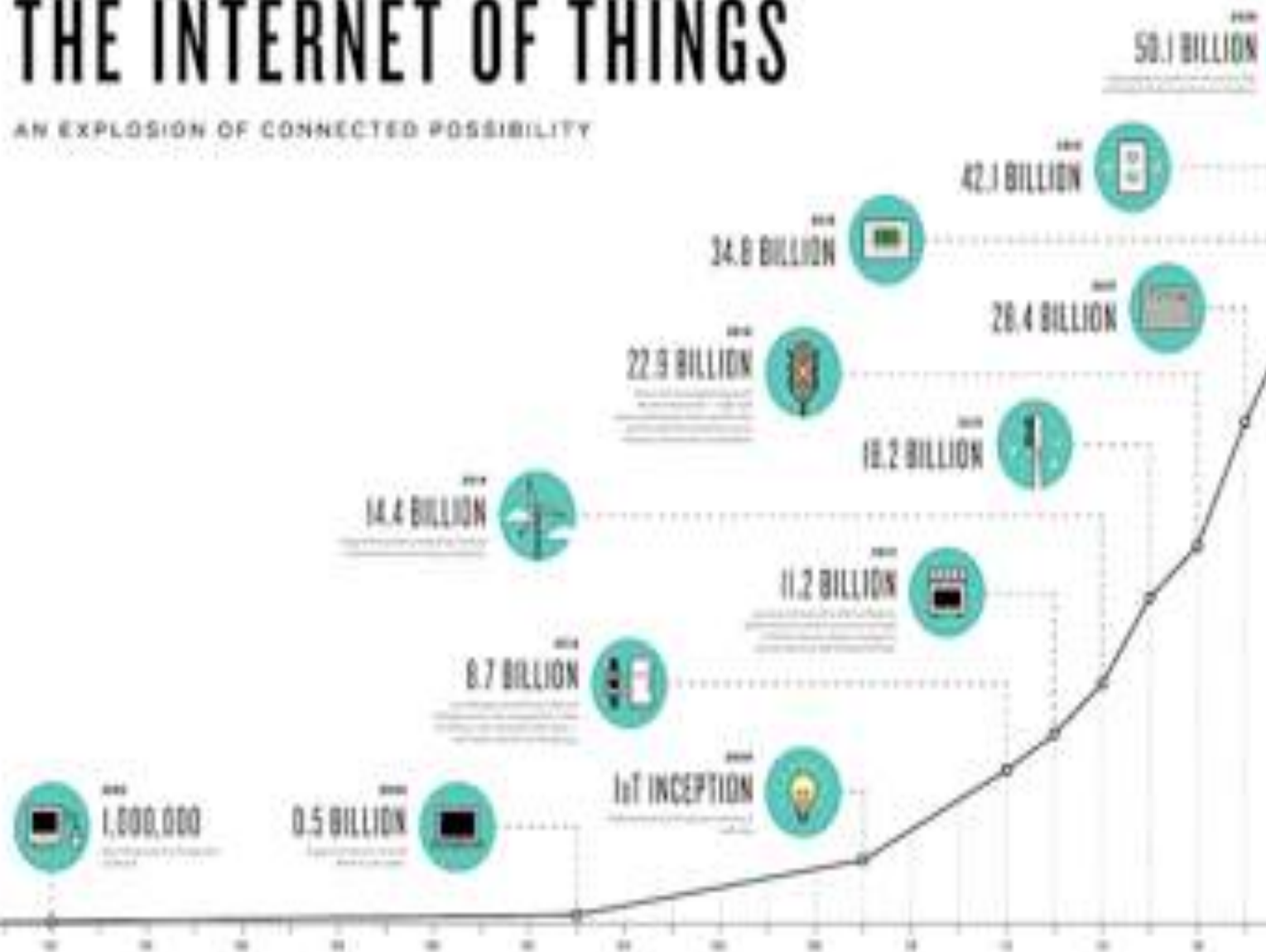
天猫双11全球购物节成交额突破2684亿元

NO LIMIT



THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





momentum IOT

Objets connectés

Gartner	=	25 milliards d'objets
Cisco	=	50 milliards d'objets
Intel	=	200 milliards d'objets



**KEEP
CALM
AND
THINK
BIG**



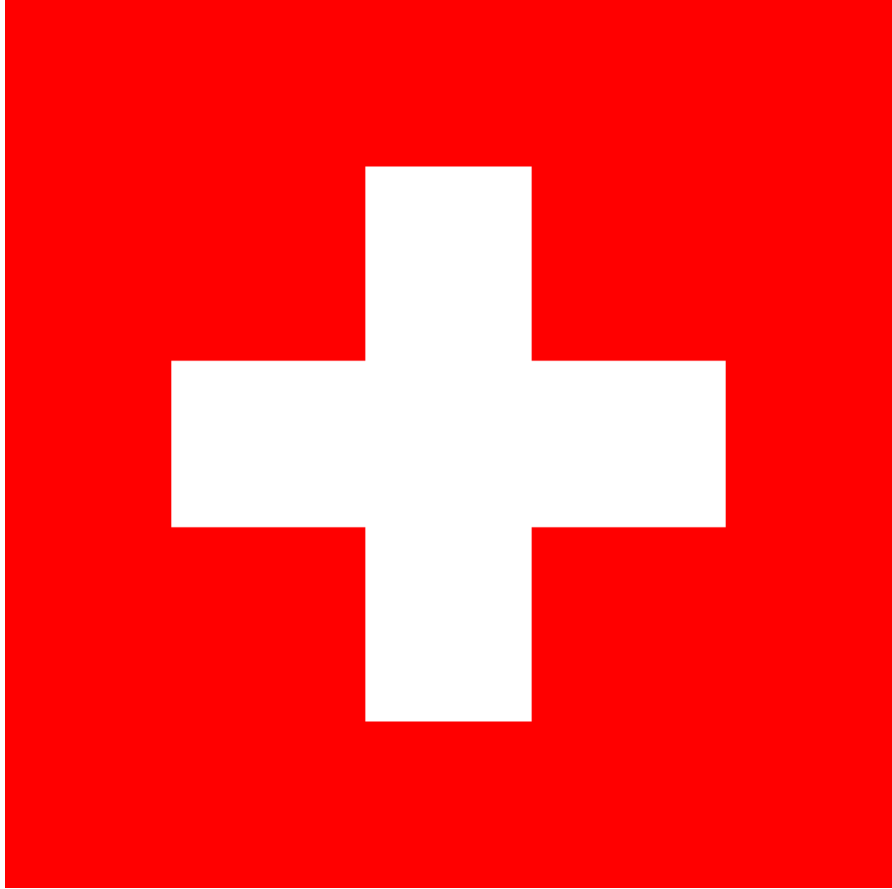
omentum



A



ROLEX



NETFLIX

NETFLIX



Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47



Elon Musk dévoile un premier aperçu de la version test du Starship



Les Nouvelles économies



	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5	 Marlboro	38,510	 facebook	129,800
6	 Walmart	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent INR	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723



G A F A

M S H

N A T U

B E Y

B A T X

B D H

G

GAFA

MSH

Google Amazon Facebook Apple Microsoft Salesforce Huawei

NATU

BEY

Netflix Airbnb Tesla Uber Booking Expedia Yandex

BATX

BDH

Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision



Qui disrupte
les BATXBDH ?





amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'z'.


Alibaba Group

The Alibaba Group logo features a stylized orange icon above the text. The icon is a thick, orange line forming a shape that resembles a hand holding a gift or a stylized 'A'. Below the icon, the words "Alibaba Group" are written in a bold, orange, sans-serif font.


JUMIA

The Jumia logo features a stylized shopping cart icon in dark grey. Inside the cart is an orange circle containing a white five-pointed star. Below the cart icon, the word "JUMIA" is written in a bold, black, uppercase sans-serif font.

THE WORLD LEADER IN ONLINE TRAVEL & RELATED SERVICES

B.

Booking.com

The global technology leader in connecting travelers with the widest choice of incredible places to stay.

p

Priceline

Offers online travel to over 600,000 hotels, from luxury resorts to home.

K

KAYAK

The world's leading travel search engine with the mission to help people experience the world by saving their travel budget.

a

Agoda

A global online accommodation reservations provider, a technology innovator and a high-growth company based in the heart of Asia.

!

Rentalcars.com

The world's largest online car rental provider.

o

OpenTable

The world's leading provider of online restaurant reservations.

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

economics

GIG

blue

expectation

new

sha | ring

micro

macro

offre

economy

gift

platform

nudge

market

barter

collaborative

neuro

attention

intelligence

law

funding

sha | ring

crowd

marketing

power

lending

collaboration

sourcing

uberisation

servicisation

platformisation



Le UBER des combinaisons de snowboard
Le Google des recettes de cocktail et des parking
Le Facebook des surfers
Le LinkedIn des investisseurs en startup
Le Expedia des crypto-monnaies
Le blablacar des forfaits des ski
Le Twitter du camping car
LeBonCoin (craigslist, eBay) de l'adoption d'animaux
Le WeChat de la rencontre amoureuse
UBER Everything

“
J'aime dire que la
transformation
digitale est finie.
”

Aurélien Jean

LP CEO et Fondatrice
in Sileo Veritas, LLC



Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to n , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL
WITH BLAKE MASTERS

"Here rare things are done, thought-provoking
book on entrepreneurship" **THE TIMES**

2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane



PAUSE



ASMR

Autonomous sensory meridian response

Nouvelles
attentes



USER

USER

USER

USER



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

voc



GEN XYZ +

Lost ... Greatest (GI) ... Silent

BabyBoomer = 1940 - 1965 +/- 8 ans

GenX = 1955 1985 +/- 7 ans

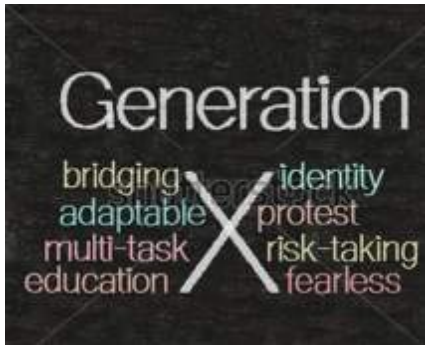
GenY Millennials = 1979 1999 +/- 5 ans

GenZ Digital Natives = GEN C 1994 2007 +/- 4 ans

alphaGen = 2008 - 2020 ?

SingularityGeneration = 2018 - 2030 ?

MARS Gen = 2030-2080 ?



GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.



Nouvelles Attentes

*Pourquoi se contenter
du minimum ?*



1990 : web et internet

2010 : mobile

2015 : Living Services

source : Google, Accenture



Si vous n'êtes pas dans Google,
vous n'existez pas !

TECHNOLOGIE & MÉDIAS | 9





LS

Living Services

**THE DIGITISATION
OF EVERYTHING**

+

LIQUID EXPECTATIONS

OUR HOMES
OUR BODIES
OUR FAMILIES
OUR EDUCATION
OUR WORK
OUR TRANSPORT
OUR FINANCES
OUR SHOPPING



6 technologies enabling the rise of Living Services



NETWORK
CONNECTIVITY



THE
CLOUD



DATA &
ANALYTICS



CONNECTED
SENSORS



USER
INTERFACE



CONNECTED
DEVICES

Mobilité Urbaine NVEI

Il existe aujourd'hui plusieurs grandes catégories de nouveaux véhicules électriques individuels, parmi lesquelles :

- **L'hoverboard** : clin d'œil à « Retour vers le Futur », il permet de se déplacer debout à une vitesse maximale de 16 km/h environ. Il suffit de basculer légèrement en arrière pour freiner et de se pencher sur les côtés pour tourner,

- **le gyroroue et le gyropode** : plus connu sous l'appellation Segway, le gyropode prend la forme d'un deux-roues à moteur muni d'un manche et d'un guidon pour le piloter. Le gyroroue est quant à lui affublé d'une seule roue. Les deux véhicules fonctionnent sur le même principe d'orientation du corps pour se déplacer,

- **Les rollers et le skate électriques** : ils reprennent les grands principes des rollers et des skates traditionnels, le moteur en plus. Sur les rollers électriques, la chaussure se fixe directement à l'aide de sangles et la pointe des pieds reste libre pour pouvoir facilement monter les marches,

- **Les trottinettes électriques** : variante des trottinettes traditionnelles, ils présentent la particularité d'être considérés par le Code de la Route comme des engins à moteur lorsqu'ils dépassent 25 km/h,

- **Les vélos électriques** : La commodité du vélo, l'effort en moins !



Digitalisation : IOT

Billet / Voucher / carte (wallet)

Porte (smart door)

Maison (home kit)

Ecole / Cours (MOOC)

Santé

Politique

Voiture (Tesla OS, auto4.0)

Wearable



Hatsune Miku

Hologramme



LIQUID
EXPECTATIONS

Defend

Differentiate

Disrupt

AND LIQUID
OPPORTUNITIES



Liquid Expectation

Partir / sortir sans payer

Réserver d'un clic

Commande par bouton (DASH)

Connexion permanente

Temps réel pour tout



Consommateur Sans Limite

**un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des
informations confiées**

→ Expectation Economy

Living services

Intime et proche de nous

Impact sur la vie

**Fabrication de plus de data
autorisant l'IA et les changements
en temps réel**

USAGE > PROPRIÉTÉ

Jouissance > Possession



Paieiment invisible



The image shows a screenshot of the Lyf Pay website. At the top, there is a navigation bar with the Lyf Pay logo on the left and links for 'Utilisateurs', 'Professionnels', 'Développeurs', and 'Blog' on the right. The main content area features a large, bold title 'Lyf Pay : Le paiement d'aujourd'hui' and a sub-headline 'Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...'. Below the text are two buttons for downloading the app: 'Télécharger dans l'App Store' and 'DISPONIBLE SUR Google Play'. At the bottom, there is a play button icon followed by the text 'Voir la vidéo'.

Lyf pay Utilisateurs Professionnels Développeurs Blog

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...

Télécharger dans l'App Store

DISPONIBLE SUR Google Play

▶ Voir la vidéo

LOL ?



LEAGUE OF
LEGENDS

WORLD OF
WARCRAFT





CONFIDENTIAL

COURS GAUTHIER-DESCRIMUS

HISTOIRE DE FRANCE



PREMIER LIVRE
PAR A. AYMARD

LINAIGE HACHETTE







**Faut pas
parler aux
cons, ça
les instruit.**

Michel Audiard

Les lois de Michel Audiard

A large, close-up, black and white photograph of Michel Audiard's face. He is looking directly at the camera with a slight, knowing smile. His right index finger is pressed against his lips, mirroring the gesture in the book cover image. The lighting is soft, highlighting his features.

**Un client
ça ose
tout**





PAUSE



Menu Recherche HERMÈS PARIS

**PAPRIKA BRASIL
EAU DE TOILETTE**

230 €

200 ml

100 ml

200 ml

Ajouter au panier



Google

pnl au dd

AI Images Videos News Maps More

About 3,030,000 results (0.45 seconds)

Tip: Search for English results only. You can specify your search language in FR

Au DD

1me de PNL

Paroles

Au DD

J'ai passé, la cétaille, la pe-cou, il vi-sser, des regrets devant ton bébé
J'ars de chez toi, j'reprends ta voiture mal garée puis j'retre ton PV
J'cherche un billet, des affaires, des plans dans la planque, un peu trop peiné...

Source : Musmatch

**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

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

 Strategy	 Platform	 Sharing Triggers
 Format	 Metrics	 Checklist
 Content Type	 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 being triggers. Be sure to work the emotions.
7. Always double check your work.

Pv Video	Uv User Generated	Nv Native Content	Br Brand Content	Tf Teaser
Ni Newsworthy	Do Direct	Cl Case Study	Kp Keynote	Le Lead
Bm Brand Message	Rp Real-time Marketing	Pm Partnership	Dg Directly Engaged Content	Br Brand
Im Image	Pr Price/Package	We Website	Bl Blog	Of Offer/Incentive
Ev Event	Wb Website	Tw Twitter	Fa Facebook	Li LinkedIn
Gm Growth	Ap App	Yo YouTube	Vm Vimeo	Gp Google+
To Tool	Eb Email	Re Reddit	Ig Instagram	Vn Vine
P Platform	So Social	Ga Gmail	Mm Messenger	Fr Facebook
EI Email	Em Event	Tm Tumblr	Dm Dribbble	Nj Next.js
		Hn Hacker News	Ps Pinterest	Ad Advertising
			Eg Engagement	En Event

Fu Furry	Sx Sex	Sg Shocking	Mv Moving	Un Unbelievable	Cv Controversial	Co Cool	Ig Interesting	Rd Random	Zg Zany	Aw Awful	Up Uplifting	Di Disgusting
Sq Squirrely	Se Sexual	Co Crazy	Fm Funny	Hd Hilarious	Tv Tasty	Gd Good	Pe Peculiar	Do Daring	Fc Fascinating	Cd Crazy	Ct Cute	Fd Funny



Visuals designed by
Chris Lake (2016)

Do not share, repost,
upload or use your content,
with or without our permission,
without our explicit written
approval.

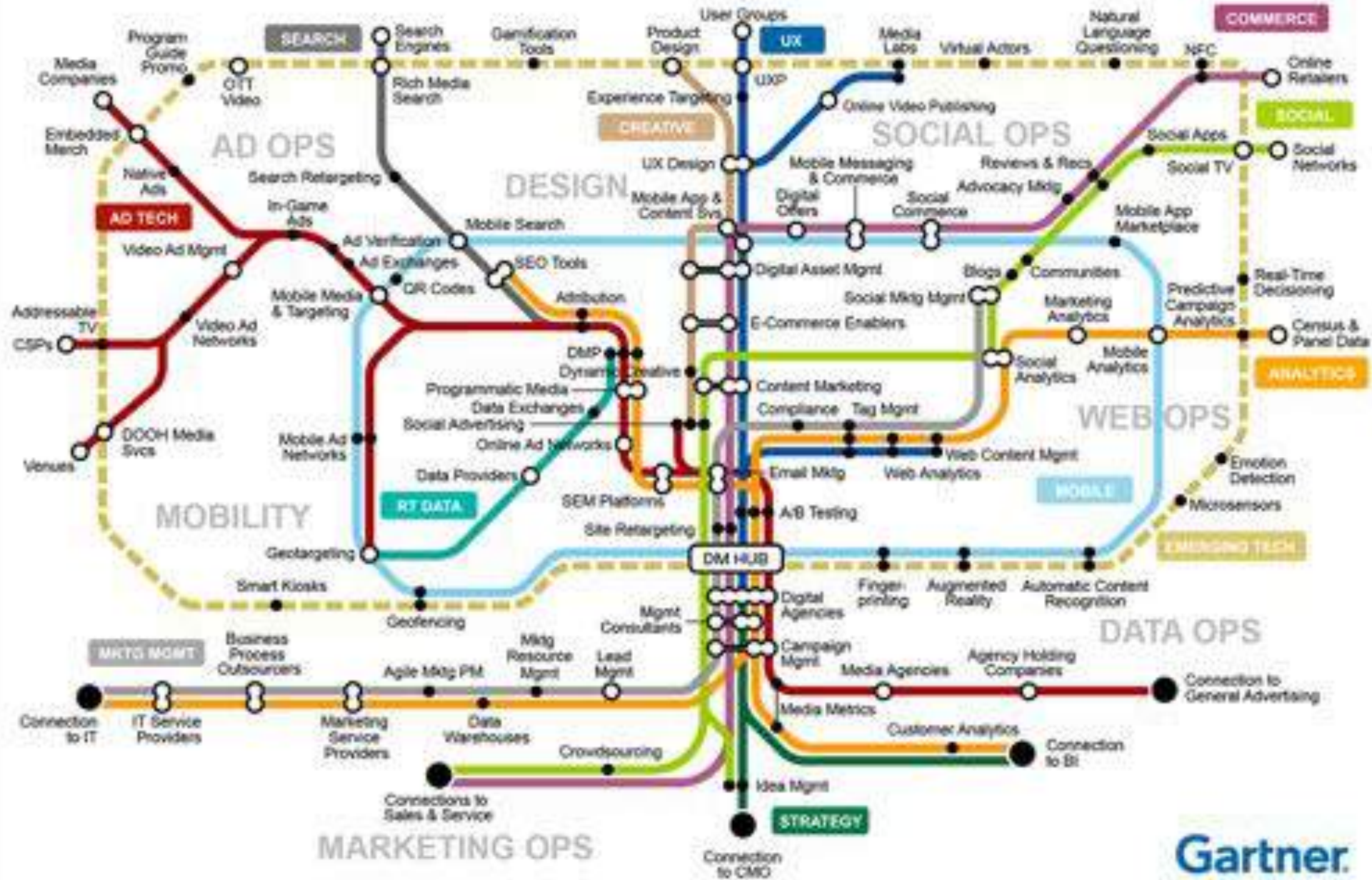
Copyright reserved by CMAA

CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER







DM
DigitalMarketing
e-Business
Digital Business

Web Design Management
 Frontend / BackOffice

- Web Design
- Platform
- ICT
- AI ML
- API
- Mobile
- WSP / Neutrality
- Trust Seal

Research
 Insights

- Web Analytics - BigData
- Analyse des logs nation
- Analyse de ranking
- Big Data
- Study on-line e-commerce
- Segmentation / Generation / Persona
- Test de transformation
- US Study - US Commerce Fall 2014
- US Study
- Abandon panier
- Conversion research
- A/B TESTING
- SPS - CMT - SMM - Research
- SPS

SEARCH
 SearchMarketing
 National Content
 SEM

- SEO
- SEA
- ASO app store optimization
- SMD - Social Ranking
- OUTLS
- Suppliers
- Search Search
- Mobile Search

e-Advertising
 Web Advertising
 M-Advertising
 S-Advertising
 AdTech

e-Commerce
 Web e-commerce
 M-commerce
 S-commerce

Strategie
 Multi-Channel Marketing
 M-Marketing
 Social Marketing
 Marketing
 MARKCOM

SocialNetwork Marketing

- CRM
- e-mailing
- Change of compartment
- Brand Content
- CRM
- Marketing
- Marketing

- Operations
- Marketing
- Marketing
- Marketing





XMind



XMind 8
The Most Popular Mind Mapping Tool

10th ANNIVERSARY
1994-2015

© 2000-2015 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 



No votes yet

[Rate it!](#)



LICENSE

Free

OS

Mac OS X

DOWNLOADS

473

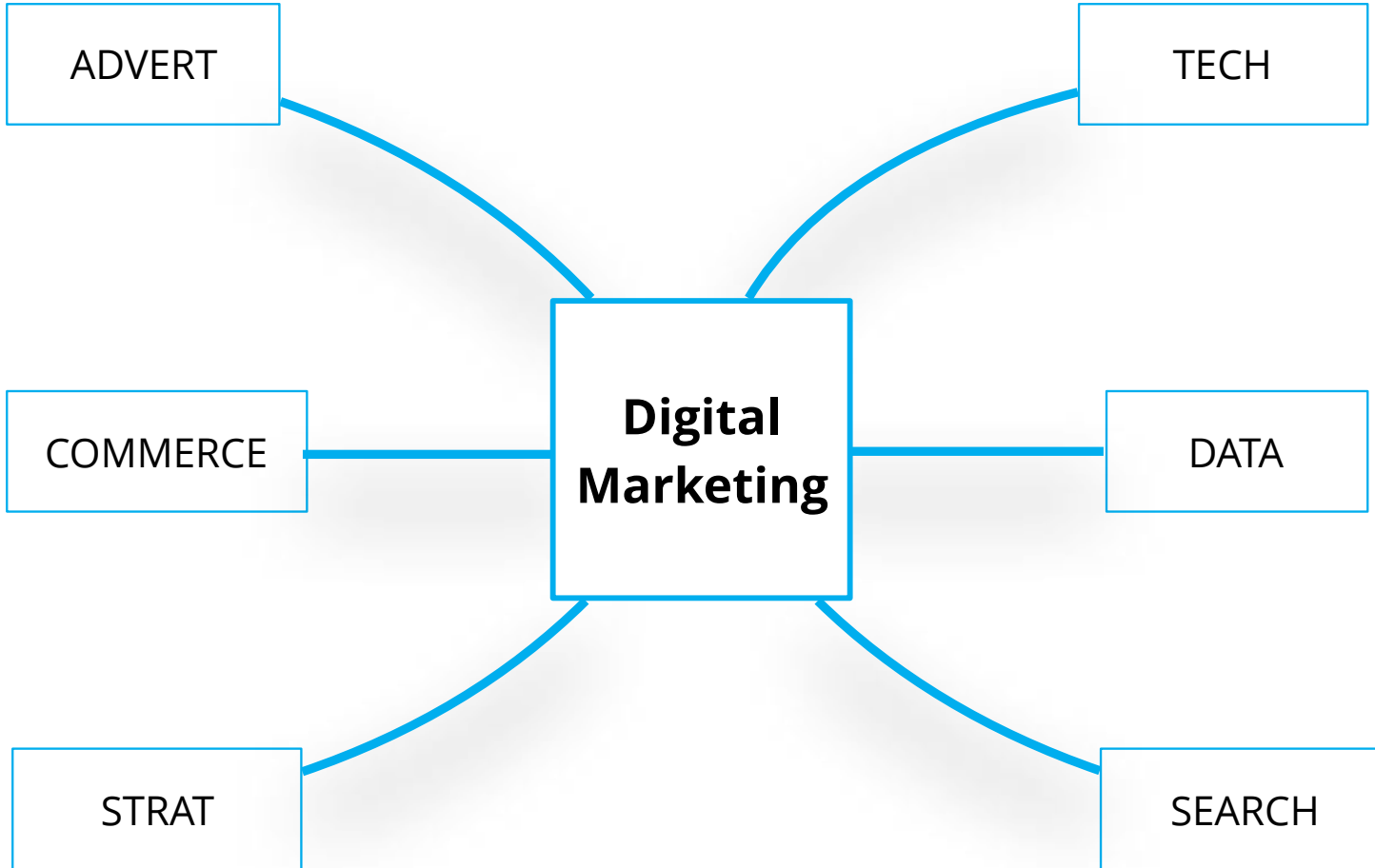


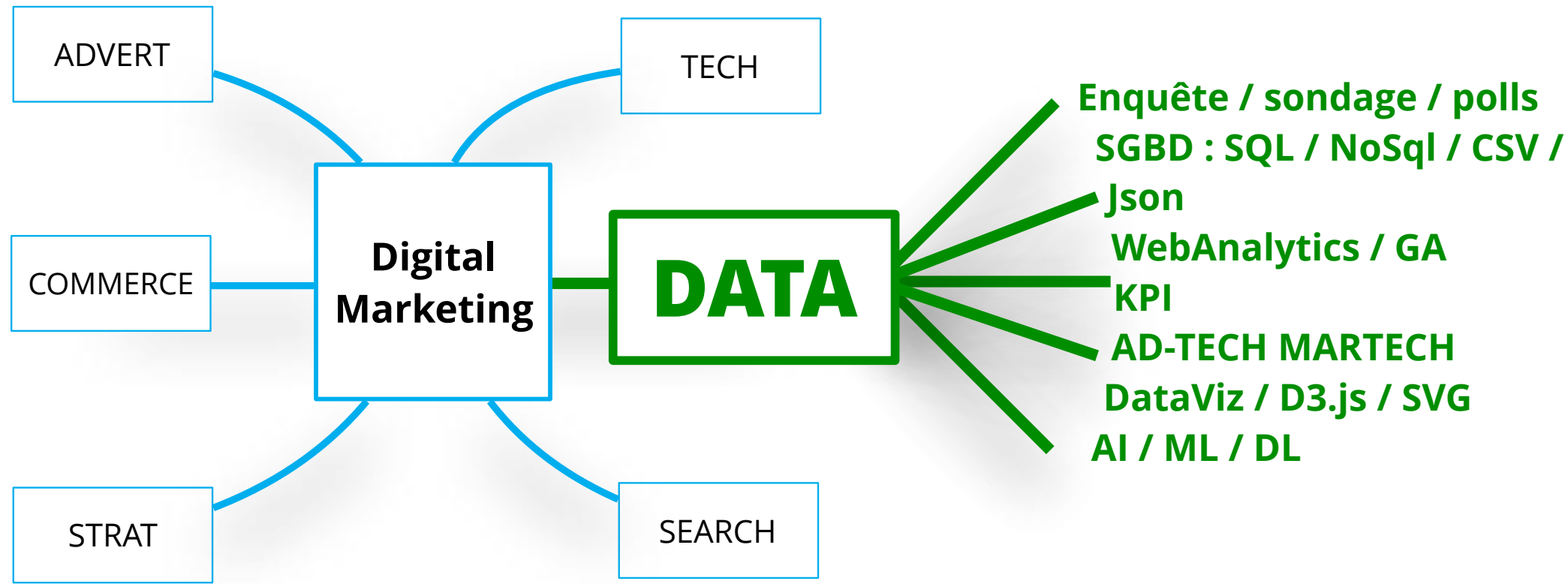
LANGUAGE

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

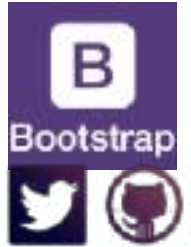
Doodle

SalesForce

Merkato

NODE

ANGULAR D3js



PRESTASHOP





LinkedIn



Social Selling Dashboard

Share



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