

NOLIMIT

Conforama

CONFÉRENCE

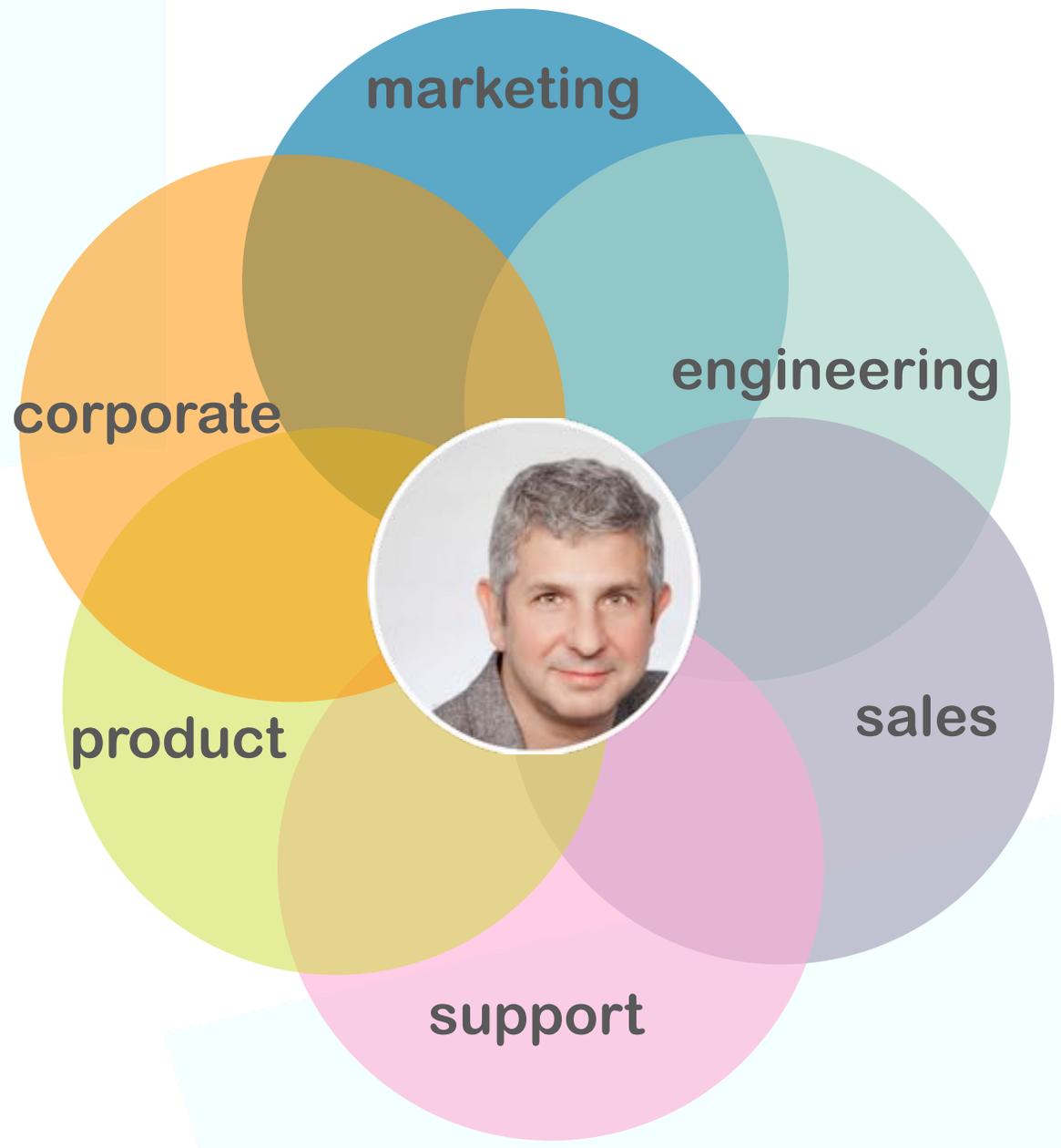
20 MARS 2018

PAR HUBERT KRATIOFF



technology evangelist

hubert@kratiroff.com





technology evangelist

full stack marketer

CDDO

Data Protection Officer (DPO)

learn marketing et professeur

coding et programing

entrepreneur & consultant



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@kratiroff



linkedin.com/in/kratiroff



UX

www.toutsurlemarketing.com/nolimit



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

une école
 CCI GRENOBLE



The background of the image is a close-up, macro shot of numerous water droplets of various sizes scattered across a light blue, textured surface. The droplets are in sharp focus, showing their rounded, spherical shapes and the way they reflect light. The overall color palette is a range of blues, from pale to a slightly darker, muted blue.

NO LIMIT



NO LIMIT



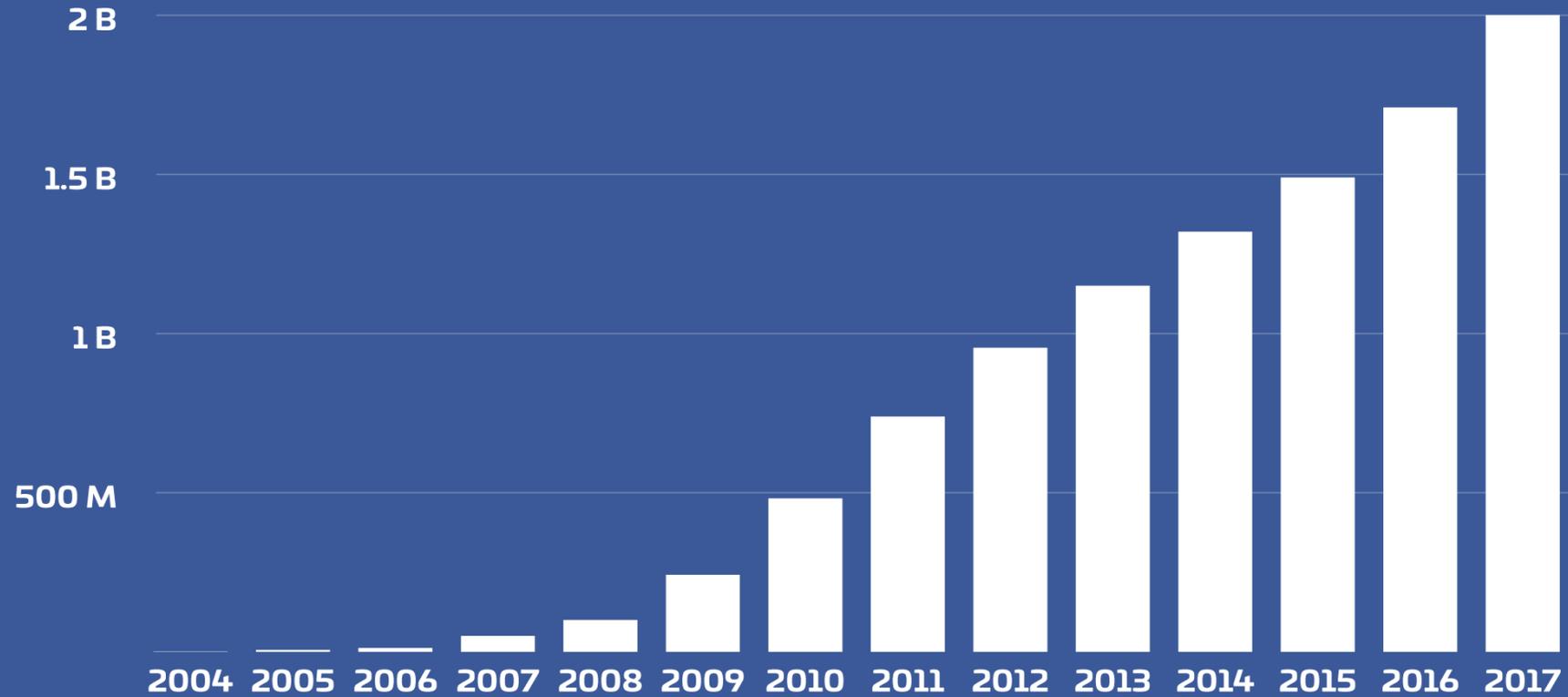
N O M A N

Un nouveau continent ...



FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017



Michel Houellebecq
La carte
et le territoire

roman

**PRIX
GONCOURT
2010**

Flammarion





**TOUJOURS
PLUS**

TOUCHE TOUT
PARTOUT



**PLUS
VITE**

AGILE
LEAN



**PLUS
D'ATTENTES**

LIQUID
EXPECTATION



**PLUS DE
CONTACTS**

MAGASINS
AU CENTRE

www.toutsurlemarketing.com/nolimit



☆ Active poll

slido

Comment vous sentez-vous en ce début de conférence ?

000

Score: 0

Join at
slido.com
#nolimit

0%

0%

0%

0%

0%

0%

0%

0%

0%

0%

1

2

3

4

5

6

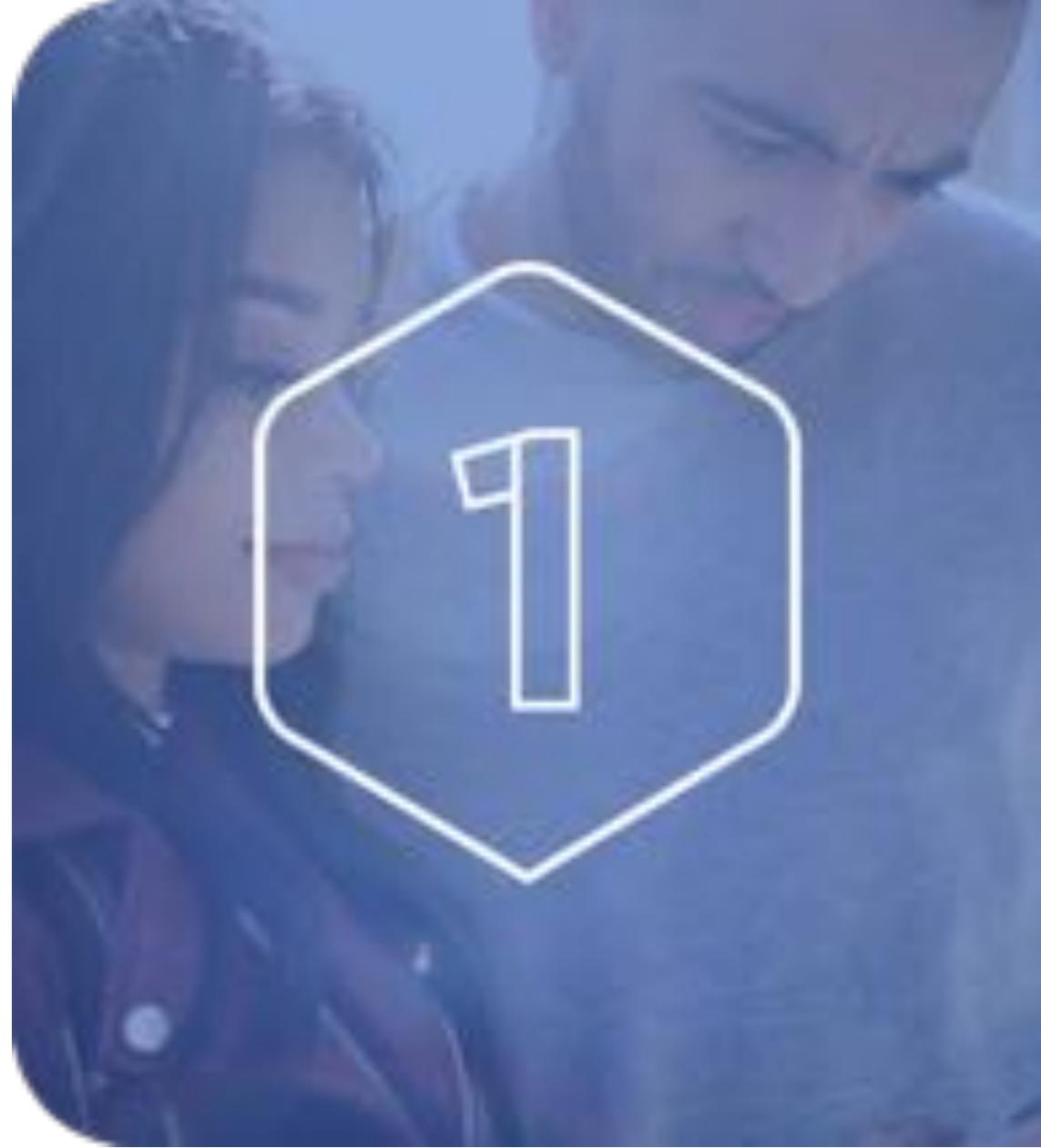
7

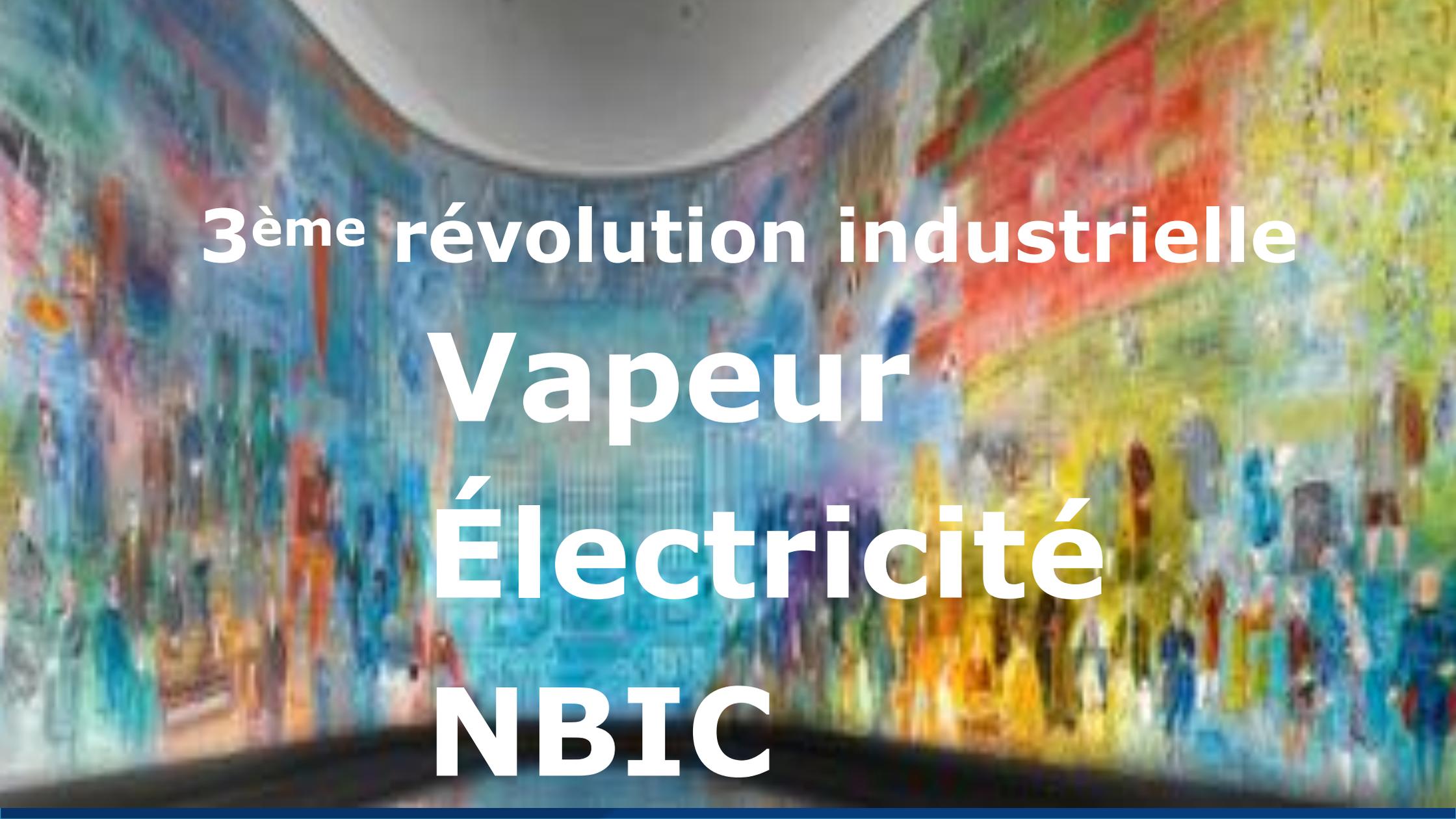
8

9

10







3^{ème} révolution industrielle

Vapeur

Électricité

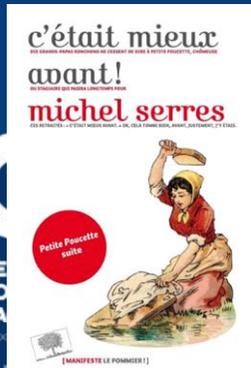
NBIC

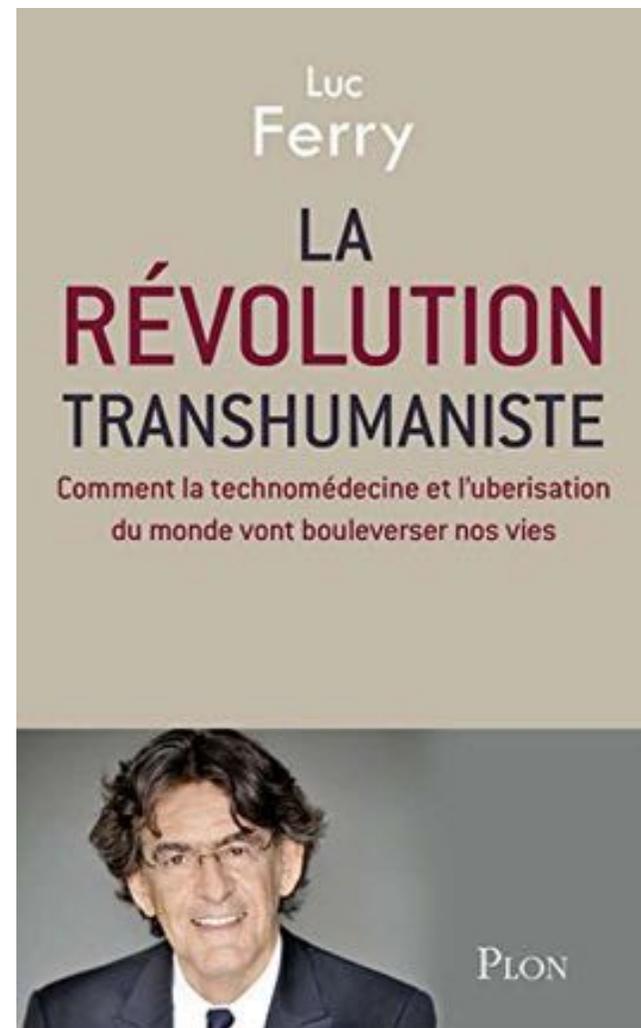
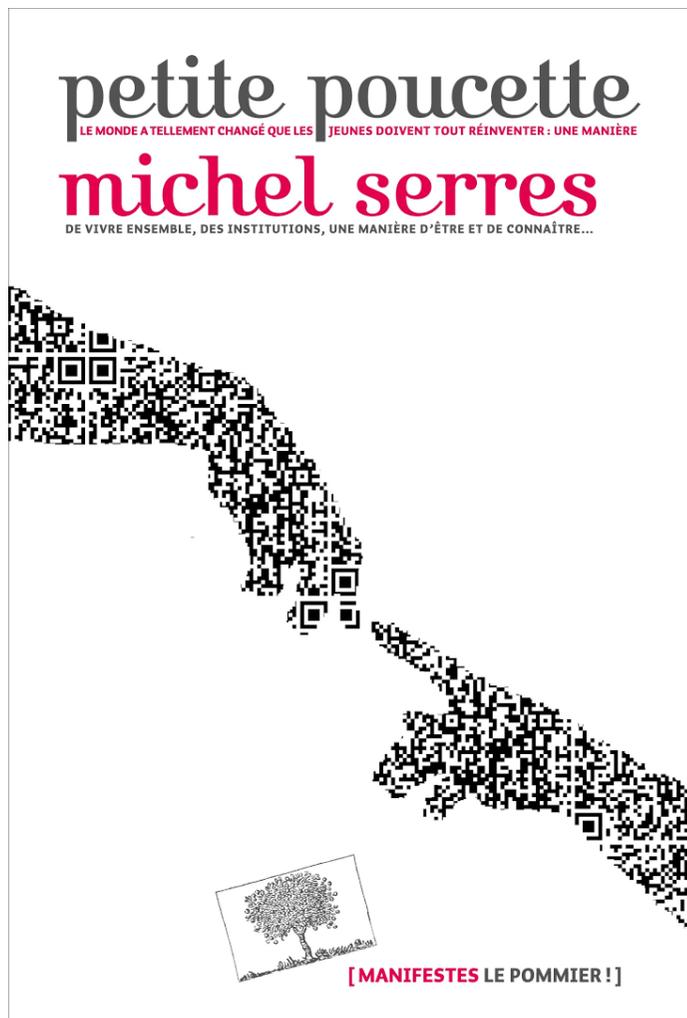
Michel SERRES

-3000 écriture
1450 imprimerie
2000 numérique

Luc FERRY

1800 Vapeur
1900 Électricité
2000 Digital





	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3		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 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

Les Nouvelles économies



2017天猫双十一全球狂欢节

天猫双十一全球狂欢节

¥ 168,269,635,159

\$25,386,927,848

同比增长 107%

11.11

G





INTRODUCING
amazon go

AI + **amazon** = *amazon go*



G A F A

M S

N A T U

B E

B A T

X Y

G

Amartya SEN

Nobel 1998 pour IDH



Richard Thaler

Nobel 2017 pour Nudge



~~4P~~

M3 Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation
Targeting
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion
10. Data & Measurement



« meeting
needs
profitably »

*Philip Kotler
(2006 12^{ème} édition de Mkt Mgt)*



**your
happiness
is my
business**

Méfiez-vous des recettes des années 60

- ❑ 4P
- ❑ bon produit bon prix
bon endroit bon moment
- ❑ cognitif conatif affectif
- ❑ SONCAS
- ❑ AIDA

WU EN
COURSES

~~SWOT~~

WUCCA

G



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

VOLATILITY

Equity, bond and currency market volatility; the lack of stability and predictability.

UNCERTAINTY

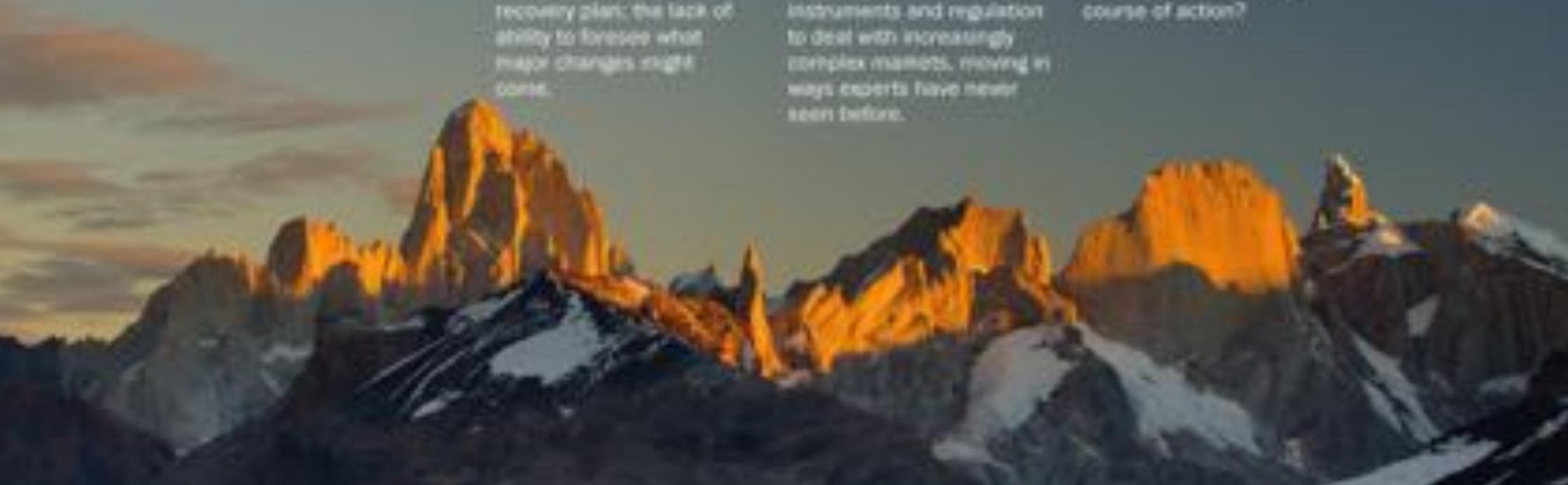
The potential change in the inflation index calculation; the potential switch to "smoothing" for pension funds calculating their recovery plan; the lack of ability to foresee what major changes might come.

COMPLEXITY

In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

AMBIGUITY

The resulting feeling: Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?



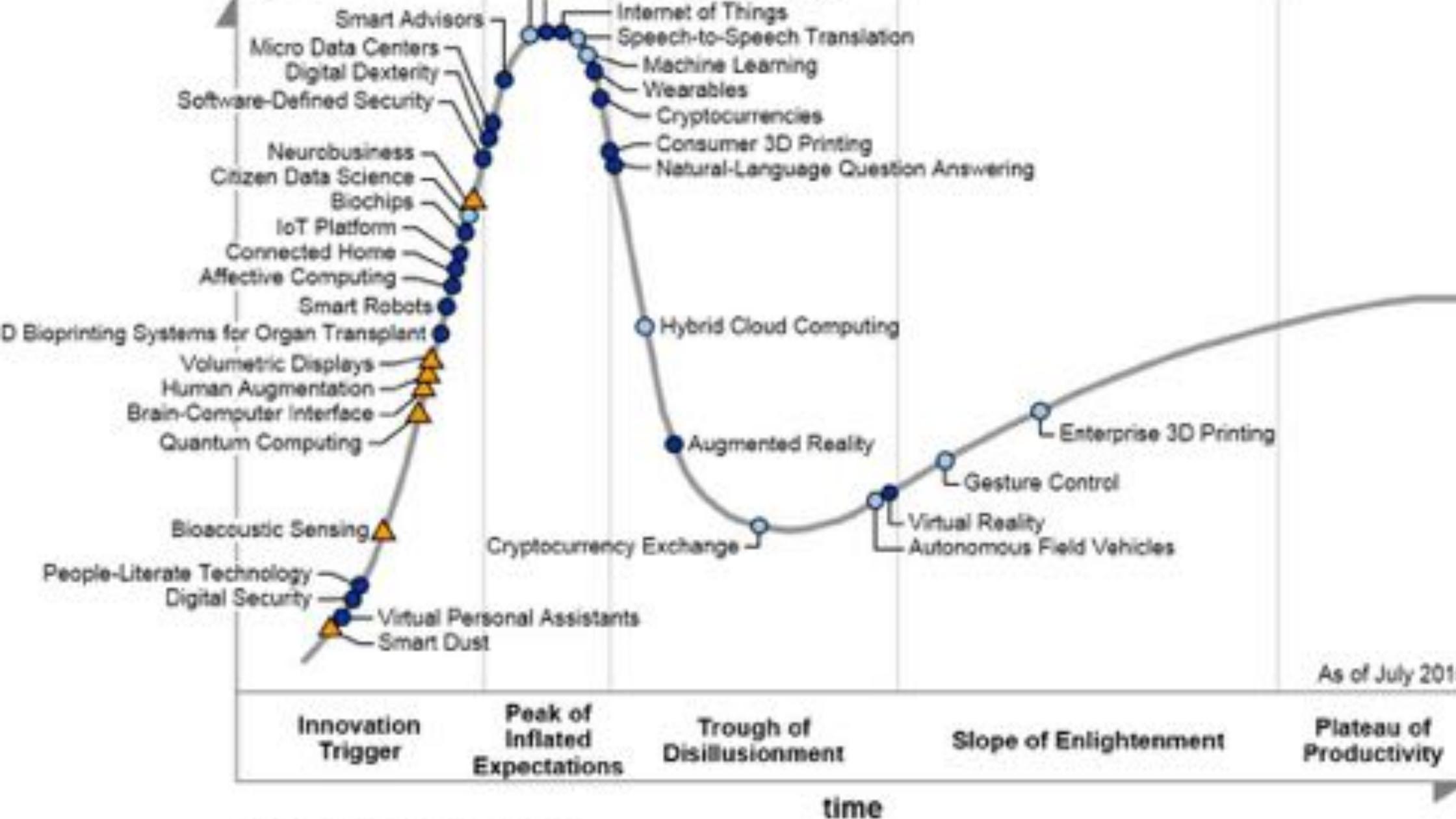
THE NEXT BIG THING



**GRENOBLE
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university





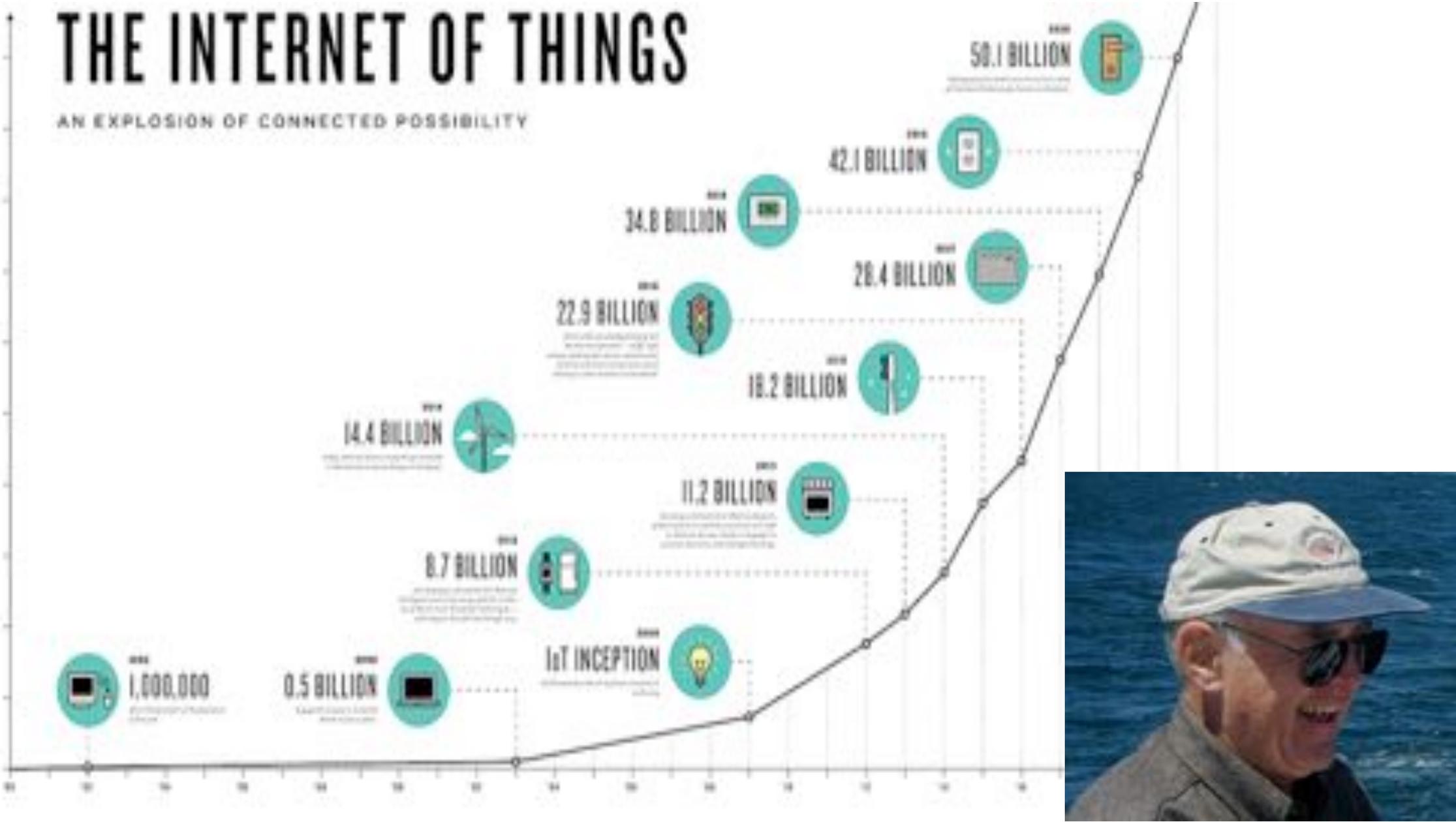
Moore

Gordon

G

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY



L'humanité augmentée



Singularity
University

Preparing Humanity for
Accelerating Technological Change



Le citoyen augmenté







PLUS

VITE

G



ROLEX



LA VITESSE D'ITÉRATION

BAT LA QUALITÉ D'ITÉRATION

PLUS VITE

Les users attendent
du temps réel



AGILE





Fail early, Fail fast, Fail cheap

Test and Learn

FAIL : First Attempt In Learning

The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Please read it at: agilemanifesto.org

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.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Plus d'efficacité



Do More With Less

Lean Management

Pizza team

MVP (minimum viable product)

POC (proof of concept)



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university

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THE LEAN STARTUP

How Today's Entrepreneurs Use
Continuous Innovation to Create
Radically **Successful** Businesses

ERIC RIES

PizzaTeam = 9 personnes





slack

G



Plus de
partage



A man with dark hair, wearing a black t-shirt, is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a focused expression. The background is plain white.

IDRISS ABERKANE

**Économie
de la
connaissance**

La Blockchain



Cryptographie Partagée

Solution à la double dépense

Solution contre la centralisation

pas de limite à la Blockchain

base du BitCoin

développement de la fintech



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Human
To
Human

Post PC
Post Digital
Internet est mort

RESTE HtoH



USER

USER

USER

USER



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university



voc



ET POUR FINIR :

Plus d'attentes...







Nouvelles Attentes

*Pourquoi se contenter
du minimum ?*



PLUS
D'ATTENTES



1990 : web et internet

2010 : mobile

2015 : Living Services

source : Google, Accenture

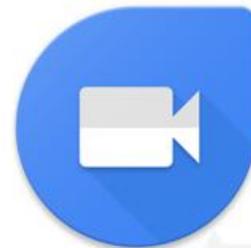


PLUS
D'ATTENTES

~~MOBILE
FIRST~~

ONLY





NAVER

G

**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

Digitalisation : IOT

Billet / Voucher / carte (wallet)

Porte (smart door)

Maison (home kit)

Ecole / Cours (MOOC)

Santé

Politique

Voiture (Tesla OS, auto4.0)

Wearable



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



COURS GAUTHIER-DESCHAMPS

HISTOIRE DE FRANCE



PREMIER LIVRE
PAR A. AYMARD

LIBRAIRIE HACHETTE







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

Michel Audiard

Les lois de Michel Audiard

A 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 hand is raised to his lips, with his index finger pointing upwards, mimicking the 'shh' gesture from the book cover. The lighting is soft, highlighting his features.

**Un client
ça ose
tout**



INBOUND MARKETING



1

**CUSTOMER
EMPOWERMENT**

**One clic away
« Power in the
hand »**

AdBlock

TouchPoints

Soft Power

Privacy

Living Services

2

**INBOUND
MARKETING**

Permission

VRM

ZMOT

SEO

UI UX CX IxD SD

WTS

Personas UserStory

3

**TAUX DE
CHURN**

Engagement

Viralité

Fidélité

Lovemarks



vendre

ou

mourir



Micro Moments
Stimulus
Know / Go
Do / Buy

PRE SALES
Avant-Ventes
Support
Assurance
Rassurance
Confirmation
Stock / délai / livraison
Conditions
Retours possibles ?



AFTER SALES
SAV service client
Social SAV
FAQ
Vidéo Utilisation

Social
Referrals

SEARCH
SEO
+ SEA

Négociation
Closing
ABC



PLUS
D'ATTENTES



...

si vous ne payez rien,
c'est que

VOUS êtes le produit

Il vaut mieux toucher
les gens qui comptent

que de compter les
gens qu'on touche





BRAND CONTENT



1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &
DESKTOPS



43%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE
PHONES



52%

YEAR-ON-YEAR CHANGE:

+4%

TABLET
DEVICES



4%

YEAR-ON-YEAR CHANGE:

-13%

OTHER
DEVICES



0.14%

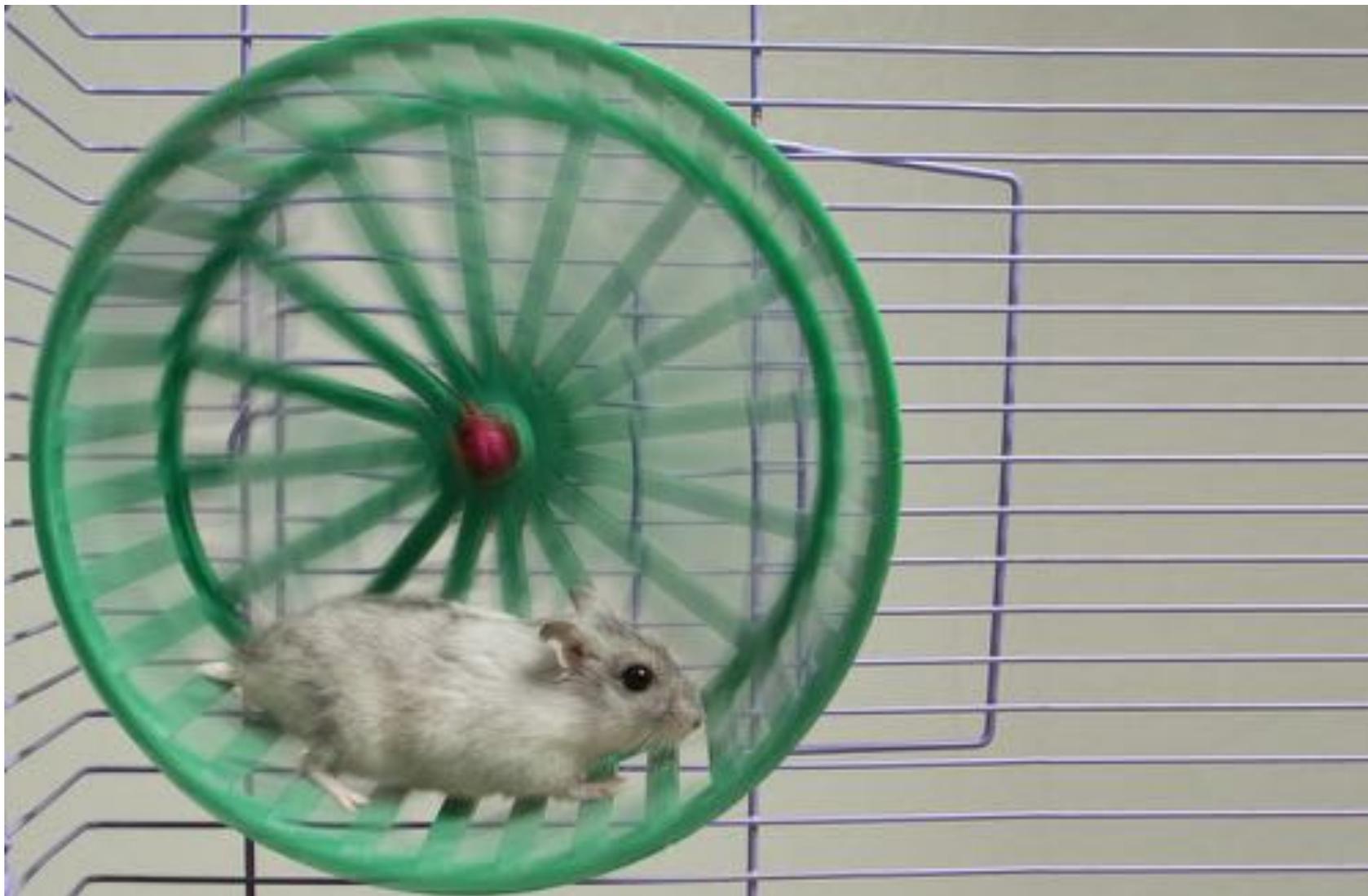
YEAR-ON-YEAR CHANGE:

+17%

STATCOUNTER

we
are
social





Syndrome du Hamster

3

INFO-
BÉSITÉ

InfoBésité



3

INFO-
BÉSITÉ

**le rapport à l'infobésité
est une**

aporie

A Time To Reflect

Extraordinarily Simple

Sometimes all you need to realize your fullest potential is time and space.

A Time To Reflect is a gift of self-care; a self-structured "workshop" that gives you the opportunity to do as much or as little as you like.

Like our regular workshops, *A Time To Reflect* runs over either a weekend (Friday through Sunday) or a week (Sunday through Friday). Each day you are free to choose among Esalen's unique gifts: our natural hot springs, daily movement and meditation classes, weekly evening programs, lovingly prepared meals (often featuring organic produce, freshly harvested from our garden), and twenty-seven acres of spectacular grounds.

You could ... dive into your next creative project or finish a work-in-progress. Meditate for hours in the streamside meditation roundhouse, volunteer in the farm and garden, or bring that stack of books you've always wanted to read. Treat yourself to a massage or other healing modality each and every day, or even twice a day.

Or, you could just ... let your beingness be.

Nourish your mind, body, heart, and soul by treating yourself to the best of Esalen.



Content is
king



“Content is King”

Bill Gates, 1996





Content is King (1/3/96)

By Bill Gates

Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.

The television revolution that began half a century ago spawned a number of industries, including the manufacturing of TV sets, but the long-term winners were those who used the medium to deliver information and entertainment.

When it comes to an interactive network such as the Internet, the definition of "content" becomes very wide. For example, computer software is a form of content—an extremely important one, and the one that for Microsoft will remain by far the most important.

But the broad opportunities for most companies involve supplying information or entertainment. No company is too small to participate.

One of the exciting things about the Internet is that anyone with a PC and a modem can publish whatever content they can create. In a sense, the Internet is the multimedia equivalent of the photocopier. It allows material to be duplicated at low cost, no matter the size of the audience.

The Internet also allows information to be distributed worldwide at basically zero marginal cost to the publisher. Opportunities are remarkable, and many companies are laying plans to create content for the Internet.

For example, the television network NBC and Microsoft recently agreed to enter the interactive news business together. Our companies will jointly own a cable news network, MSNBC, and an interactive news service on the Internet. NBC will maintain editorial control over the joint venture.

I expect societies will see intense competition—and ample failure as well as success—in all categories of popular content—not just software and news, but also games, entertainment, sports programming, directories, classified advertising, and on-line communities devoted to major interests.

Printed magazines have readerships that share common interests. It's easy to imagine these communities being served by electronic online editions.

But to be successful online, a magazine can't just take what it has in print and move it to the electronic realm. There isn't enough depth or interactivity in print content to overcome the drawbacks of the online medium.







LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

**LE MEILLEUR
BRAND-CONTENT**



StoryTelling

NoStory : NoBusiness



Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612





michelleobama

Le Monde



Recherche 14:23 89%

Discover

<p>Konbini</p> <p>5 lois passées pendant que tu bronçais 🤨</p>	<p>Le Monde</p> <p>Votre antipub... va vendre de la pub</p>	
<p>Battle in New York</p>	<p>Tastemade</p> <p>Guérir une gueule de bois avec du bacon?</p>	<p>L'ÉQUIPE</p> <p>Les Français en LDC : la stat qui fait du bien 👍</p>
<p>PARALYMPIC GAMES</p>		<p>melty</p>

Le Monde

Peur de nous rater demain ?
Faites glisser pour vous abonner ↑

Snappez nous directement sur
LEMONDEFR

SOUSCRIRE





TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE

3

INFO-
BÉSITÉ







POEM



POEm

Paid
Owned
Earned

Média & Marketing



**INFO-
BÉSITÉ**

Empreinte digitale



3

INFO-
BÉSITÉ

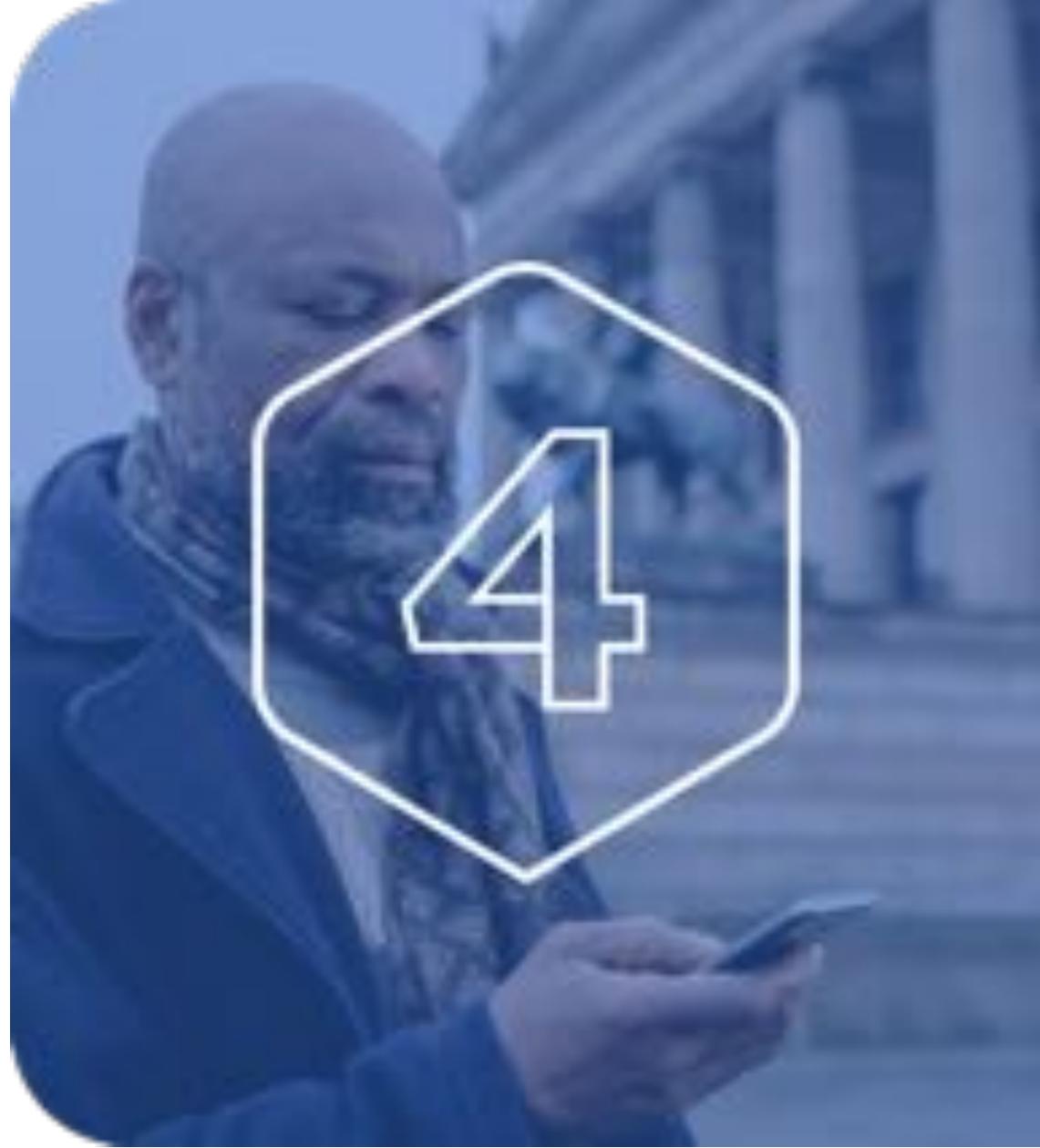


LOL ?

WOW ?

LEAGUE OF
LEGENDS

WORLD OF
WARCRAFT



A blurred background of a night festival or outdoor event. The scene is illuminated by warm, glowing string lights and street lamps. In the foreground, the silhouettes of trees are visible on the left. In the background, several people are seen from behind, walking or standing in a crowd. The overall atmosphere is festive and social.

UX

PARADOXE EXEMPLAIRE



UX

SIMPLE

Easy to set up and use

SMART

Just press the button to get your essentials



WATCH VIDEO

FREE

After the first press

BUY DASH BUTTON FOR 14.99 AND RECEIVE A 14.99 CREDIT AFTER YOUR FIRST PRESS

New Dash Buttons



Google Home - only with a Strong
Amazon
\$4.99 (Free)



Full of Dash Buttons
Amazon
\$4.99 (Free)



PlayStation 4™ Wireless Controller
Amazon
\$4.99 (Free)



Free Dash Buttons
Amazon
\$4.99 (Free)



The Dash Buttons
Amazon
\$4.99 (Free)



100% Dash Buttons
Amazon
\$4.99 (Free)



Lowest Dash Buttons
Amazon
\$4.99 (Free)



Dash Dash Buttons
Amazon
\$4.99 (Free)



100% Dash Buttons
Amazon
\$4.99 (Free)



The Dash Dash Buttons
Amazon
\$4.99 (Free)

Household Supplies



100% Dash Buttons
Amazon
\$4.99 (Free)



Google Home - only with a Push
Dash Buttons
Amazon
\$4.99 (Free)



The Dash and Amazon Dash
Buttons
Amazon
\$4.99 (Free)



Dash Dash Buttons
Amazon
\$4.99 (Free)



Dash Dash Buttons
Amazon
\$4.99 (Free)



Dash Dash Buttons
Amazon
\$4.99 (Free)



Amazon Dash Buttons
Amazon
\$4.99 (Free)



Amazon Dash Buttons
Amazon
\$4.99 (Free)



Lowest Dash Buttons
Amazon
\$4.99 (Free)



Dash Dash Dash Buttons
Amazon
\$4.99 (Free)

See all Household Supplies

Télépéage
Dash button
AmazonGo
Uber
Doctolib



PLUS DE
CONTACTS



Zéro UX
Zéro UI

Best Expérience



PLUS DE
CONTACTS





INTRODUCING
amazon go

AI + **amazon** = *amazon go*



Médecin, établissement

ORL

Neuilly-sur-Seine

Rechercher

Honoraires

Méthode de consultation

Consultation pour chirurgie de la face et du cou

Disponibilité

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



Dr Xavier LACHIVER

ORL

20 Rue Farnesberg
92200 Neuilly-sur-Seine

Conventionné secteur 2

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 Rachinel

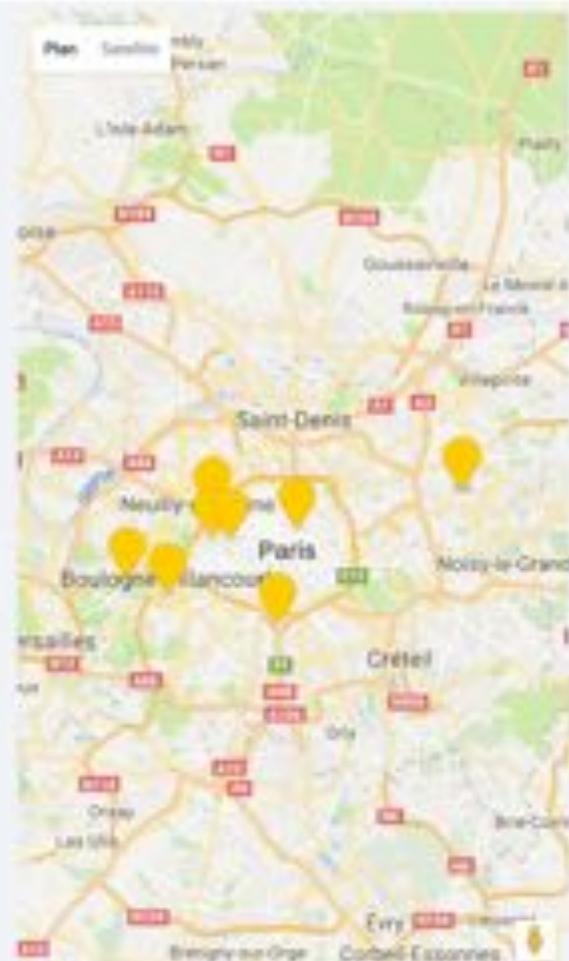
ORL

22 Rue des Belles Feuilles
75116 Paris

Conventionné secteur 2

Prendre rendez-vous

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



Best UX Ever

second visit ?



UX Guru

with ~~Jony Ive~~



Dieter Rams (Braun & Bauhaus de Walter Gropius





Tesla Toronto Yorkdale Mall
MS APPLE

Worst
UX
Ever



OnBoarding

Version RH : accueil

Version Digital : Prise en main

Premier contact et étape du parcours

Fluidité des formulaires

Facilité des procédures

UI et UX



PLUS DE
CONTACTS



BROMPTON



Gewicht: 9 - 13 kg
(je nach Ausstattung)



58 cm

4

PLUS DE
CONTACTS

Onboarding

SmartNews



SmartNews



SmartNews



SmartNews



SmartNews



SmartNews



SmartNews

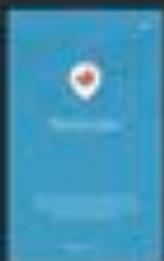
Periscope

Periscope

Periscope



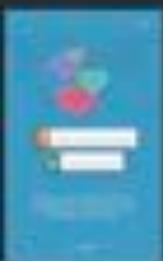
Periscope



Periscope



Periscope



Periscope



Periscope



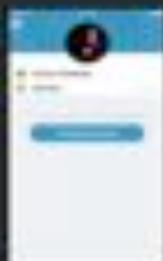
Periscope



Periscope



Periscope



Periscope

Facebook Groups

Facebook Groups



Facebook Groups



Facebook Groups



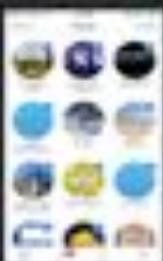
Facebook Groups



Facebook Groups



Facebook Groups



Facebook Groups



Facebook Groups

Bâtir une bonne UX :

1/ supprimer

et seulement après

2/ ajouter



PLUS DE
CONTACTS



1/ Supprimer les :
irritants, allergènes
points de friction (frictionless)
coutures (seamless)
défauts (flawless)

= simplifier



PLUS DE
CONTACTS

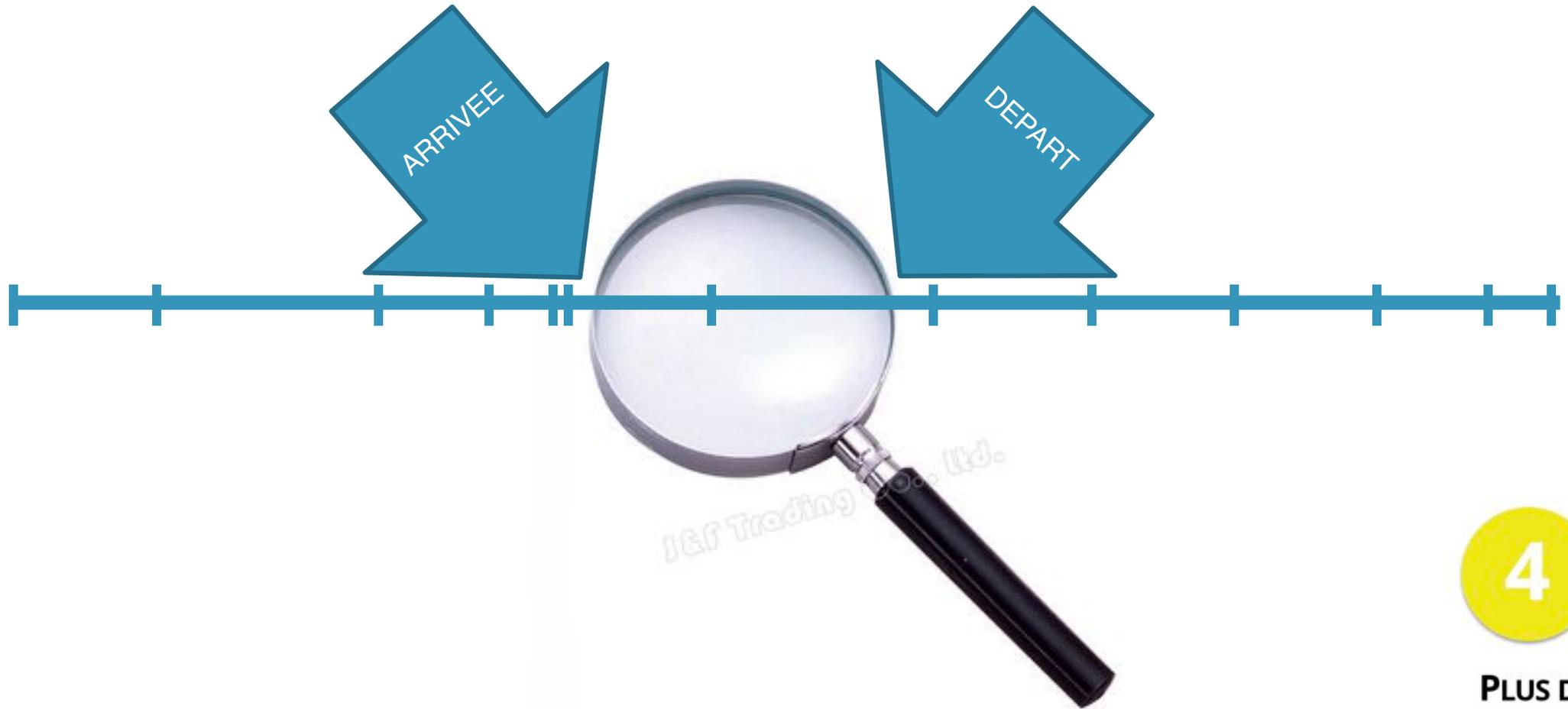


2/ Ajouter :
satisfaction, fluidité
art, plaisir, sentiment
personnel, émotion
sourire, humour

= *enchanter*



Parcours client visible et invisible



4

PLUS DE CONTACTS



AARRR

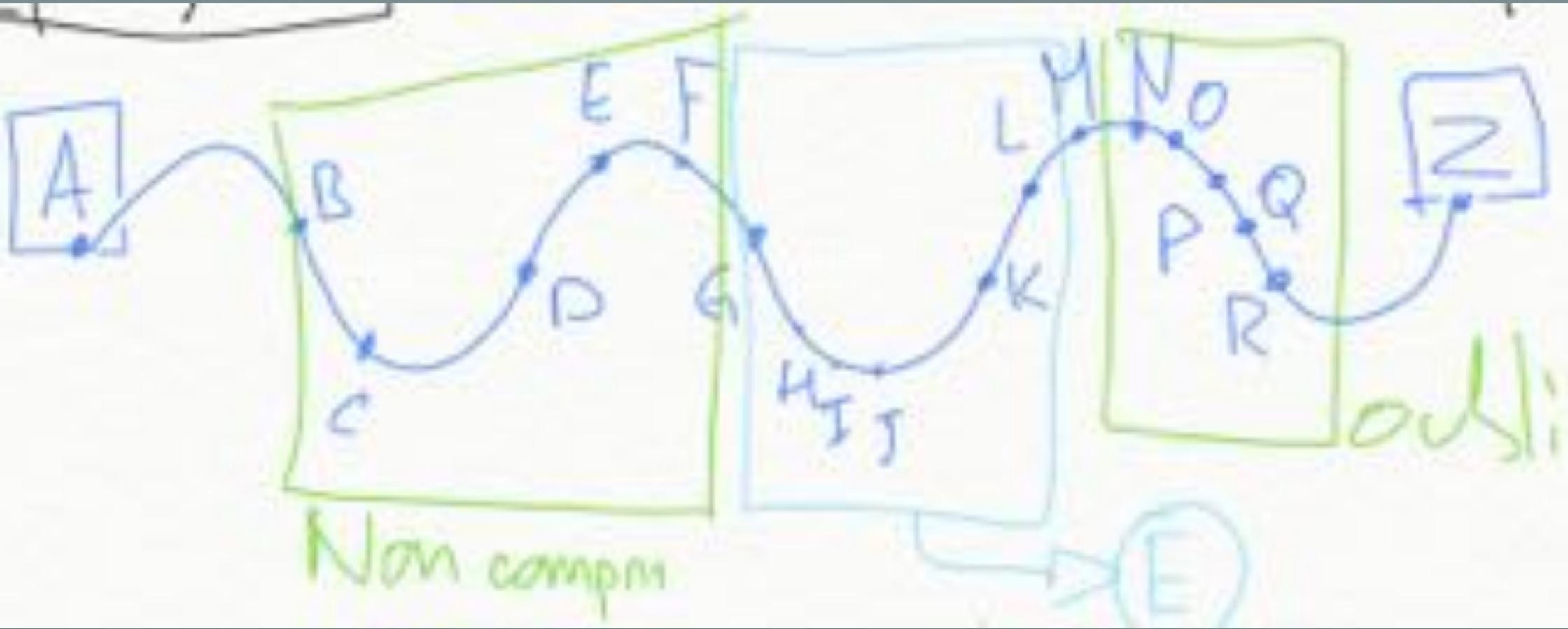


4

PLUS DE
CONTACTS

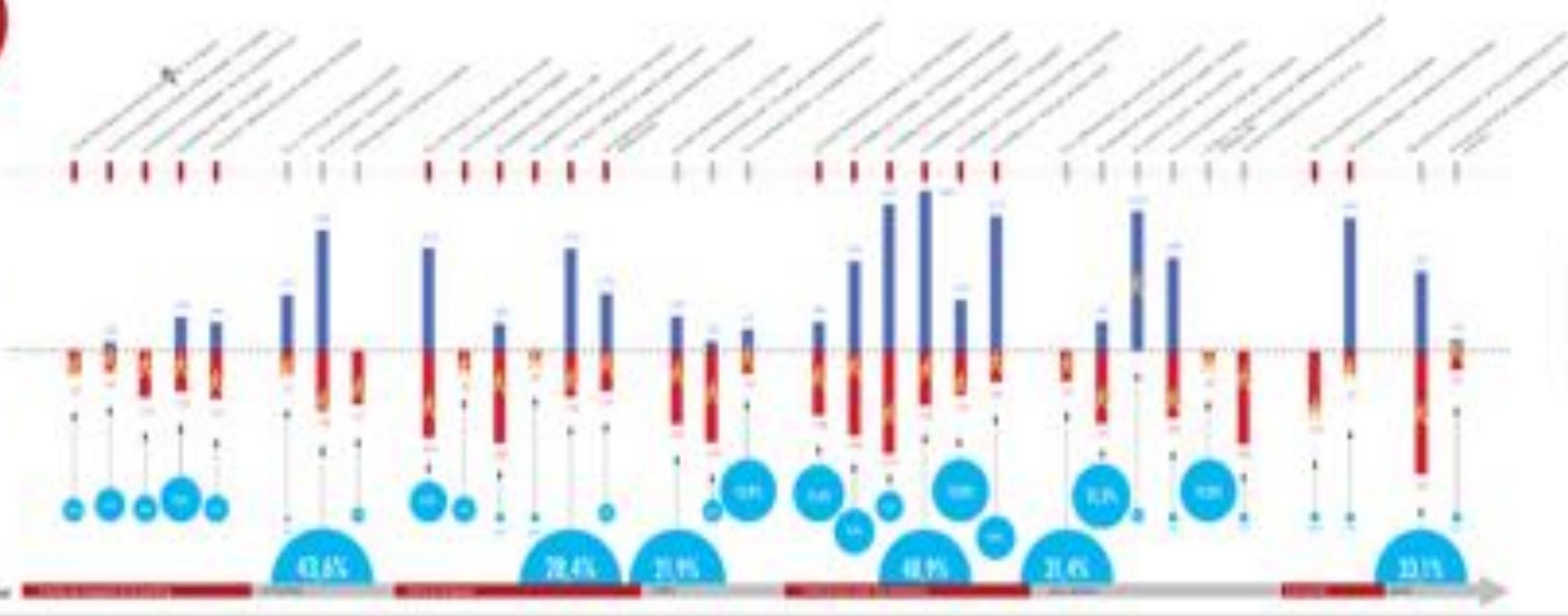


Parcours vu par le client





TRACKER DE L'EXPERIENCE CLIENT[®]



Le parcours client



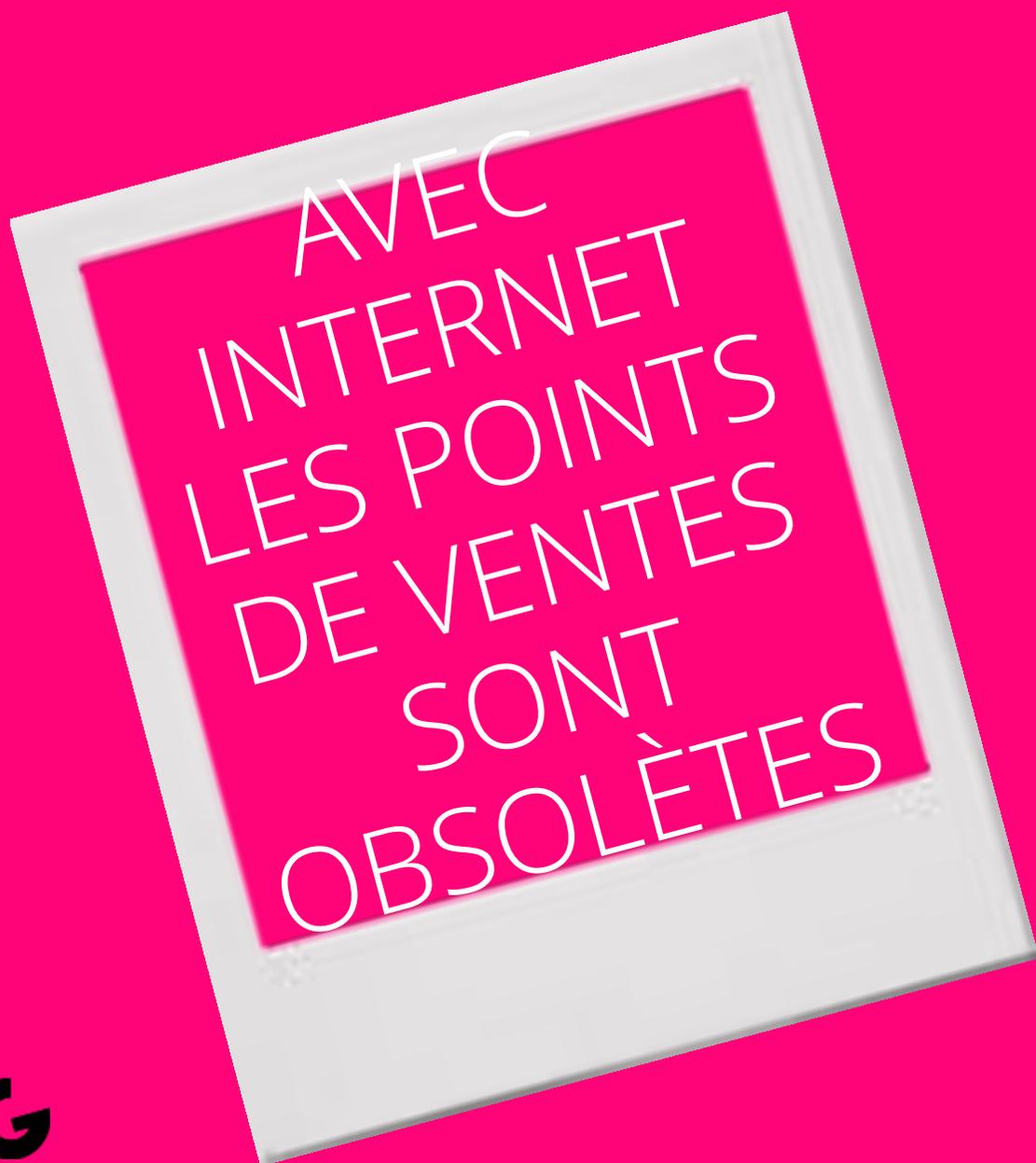
4

PLUS DE
CONTACTS

One more thing...



Born to code



mythe
n°1



LES CLIENTS
N'Y
CONNAISSENT
RIEN

mythe
n°2



LES CLIENTS
VEULENT
PAYER
TOUJOURS
MOINS CHER

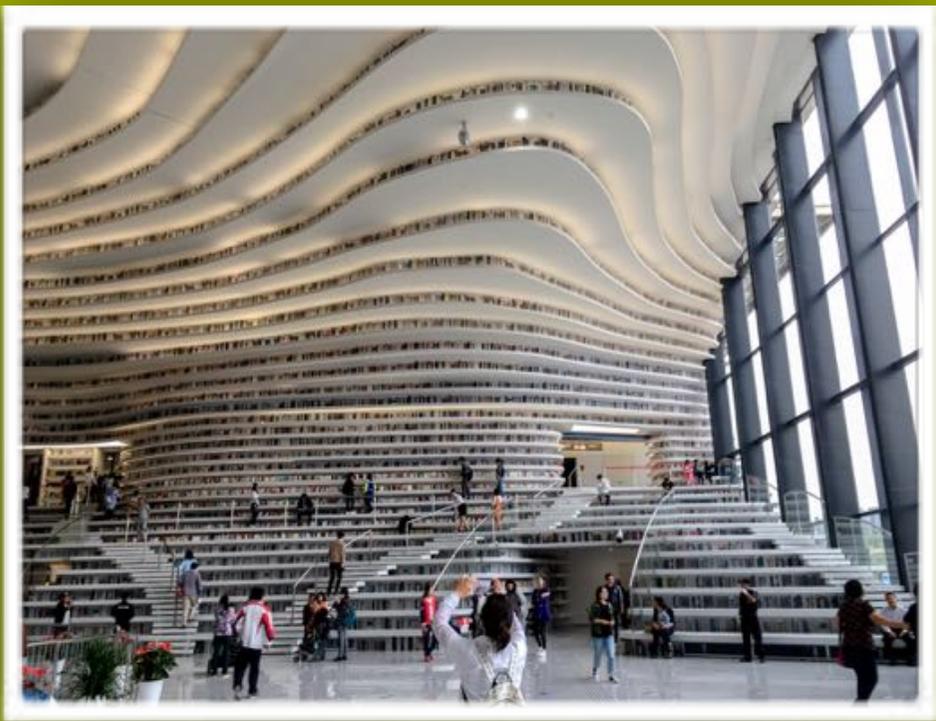
mythe
n°3



mythe

n°4

le magasin est
un showroom



mythe n°5

A graphic of a smartphone frame with a black border and rounded corners. The screen area is filled with a solid blue color, matching the background. Inside the frame, the text "Les clients peuvent comprendre nos contraintes" is written in white, sans-serif font, centered vertically and horizontally.

Les clients peuvent
comprendre nos
contraintes



What's next ?

YOU ARE



what is next



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Le Point, *Le Figaro Étudiant*,
Le Parisien - 2016

4,3/5

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Economia* - 2015

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*The Economist
« Which MBA Guide »* -
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* En partenariat avec les universités de Grenoble



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