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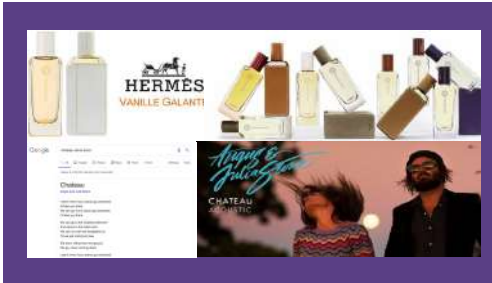
technology evangelist

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



expérience phygitale N°1

OMNICAL



tout sur le marketing .com/EBS
 premier site sur recherche Google : EBS marketing digital



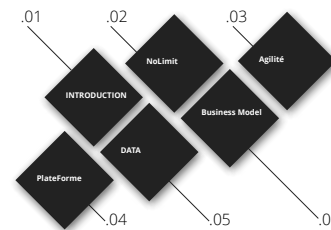
ACT THINK IMPACT



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
 hubert@kratiroff.com



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LEÇON INAUGURALE D'ÉCONOMIE NUMÉRIQUE

ACTTHINK IMPACT



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

**VOUS
COURS**

ACTTHINK IMPACT



~~SWOT~~

VUCA

~~4P~~

M3 Modern Marketing Model

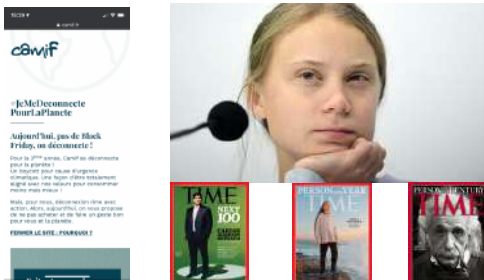
- | | |
|-------------------------|------------------------|
| 1. Strategy | 6. Positioning |
| 2. Market Orientation | 7. UX / CX & content |
| 3. Customer insight | 8. Distribution |
| 4. Brand & Value | 9. Promotion |
| 5. Segmentation Persona | 10. Data & Measurement |



« meeting needs profitably »
Philip Kotler
(2006 12^{ème} édition de Mkt Mgt)



marketing
créer de la valeur
pour l'entreprise,
le client,
et l'écosystème



GAFA
meilleur
marketing ?

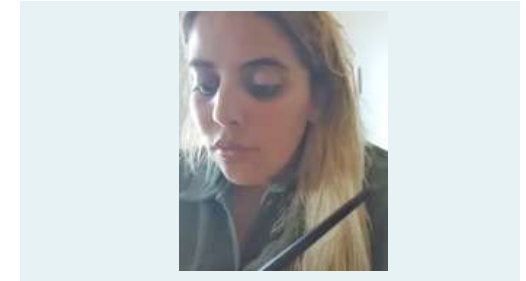
« Créer de la valeur pour le client, l'écosystème et l'entreprise »
ACTTHINK IMPACT hk 2014

« 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
 ACT THINK IMPACT

your happiness is my business
 Aphorisme de Hubert Kratiraff



meeting needs profitably
 Kotler
 Transformer la satisfaction des clients en profit pour l'entreprise

CARE
 Stop selling. Start helping
 Gary Vaynerchuk
 Zig Ziglar

CMDSI

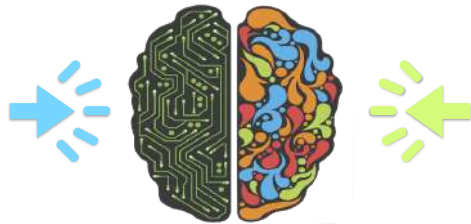
MARKETING 360°
 outils | cibles

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)

- Réalité, features
- Fonctionnalités
- Réponse aux besoins
- Qualité réelle
- benchmark technique
- Disponibilité du produit

Satisfaction subjective (cerveau droit)

- Perception
- Insight
- Image
- Notoriété
- Qualité perçue
- Perception du prix
- Appartenance (sentiment d')
- Buzz/viralité
- Recommandation
- Réponse aux attentes et motivations



VUCA

VOLATILITY
 Easily seen and commonly understood, but hard to predict and control.

UNCERTAINTY
 The greatest change in the industry will come in the form of the "new normal". The uncertainty and increasing complexity of our business models and operations is driving us to rethink our strategies, structures, and processes.

COMPLEXITY
 The increasing diversity of our customers and the complexity of our business models and operations is driving us to rethink our strategies, structures, and processes.

AMBIGUITY
 The increasing diversity of our customers and the complexity of our business models and operations is driving us to rethink our strategies, structures, and processes.

VUCA
 HBR 2014

complexity Characteristics: the situation has major uncertainties, the situation is complex and difficult to understand, and the situation is constantly changing. Approach: focus on the core competencies and capabilities of the organization, and build on the strengths of the organization.	volatility Characteristics: the situation has major uncertainties, the situation is complex and difficult to understand, and the situation is constantly changing. Approach: focus on the core competencies and capabilities of the organization, and build on the strengths of the organization.
ambiguity Characteristics: the situation has major uncertainties, the situation is complex and difficult to understand, and the situation is constantly changing. Approach: focus on the core competencies and capabilities of the organization, and build on the strengths of the organization.	uncertainty Characteristics: the situation has major uncertainties, the situation is complex and difficult to understand, and the situation is constantly changing. Approach: focus on the core competencies and capabilities of the organization, and build on the strengths of the organization.

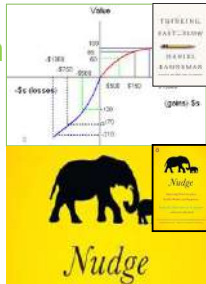
VUCA : NIKE with colin Kaepernick

Bob Dylan

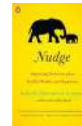
Kendrick Lamar



Daniel Kahneman
2002 Decision making under uncertainty

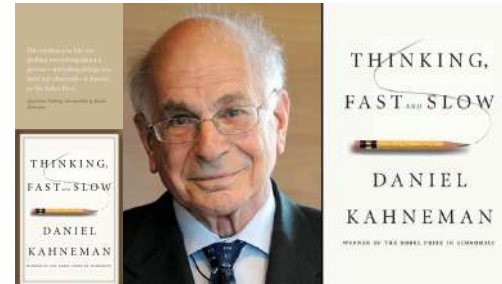


Richard Thaler
Nobel 2017 pour Nudge



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

Richard Thaler
Nobel 2017 pour Nudge



Courbe de décision en incertitude

<https://www.sbs.com.au/news/insights/nobel-perspectives/insights/2017-11-09>

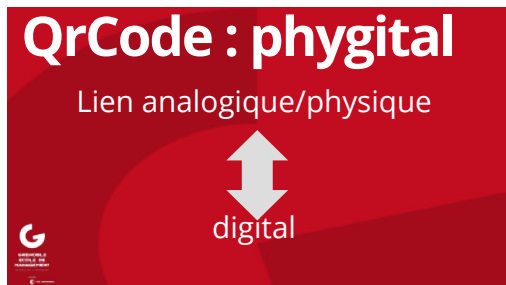
<https://www.gem.info/fr/en-fr-es-espagnoles-en-ingles/2018-03-page-15.htm>

<https://www.theguardian.com/science/2014/feb/17/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 violence du gain ou la diminution de la perte

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.

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



Nano Tech
 Biotech / Biomimetics
 InfoTech IOT Blockchain
 Cognitif / AI / ML






IKB

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

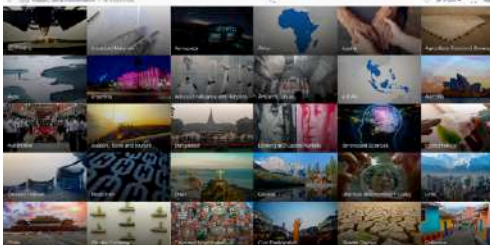
1 2 3

Numérique   

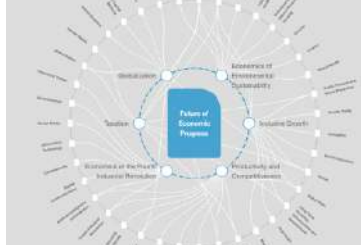
Digital   

Cyber   

4ème révolution industrielle
 Vapeur + moteur
 Électricité
 NTIC
 NBIC




ACTTHINK IMPACT <https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gb0000011hXcwEAE/explore/summary>



ACTTHINK IMPACT <https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gb0000011hXcwEAE/explore/summary>

3ème révolution industrielle
 Vapeur + moteur
 Électricité
 NBIC (inclus NTIC)





Michel SERRES Luc FERRY


-3000 écriture 1800 Vapeur
 1450 imprimerie/chiffre 1900 Électricité
 2000 NBIC 2000 NBIC




Révolutions :
 social
 économique
 technologique



Gutenberg 

Zuckerberg Sandberg 



JEAN-LOUIS MISSIKA
 avec MUSSEAU
Des robots dans la ville

COMMENT LES VOITURES AUTONOMES VONT CHANGER NOS VIES

