



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

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 linkedin.com/in/kratiroff

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

UX CX EX SX

@kratiroff | ©2019 | EBS

$k \propto QI \times t \times At$

$k = QI \times t \times At$

$k = 100 \times 90 \times 100$

@kratiroff | ©2019 |

Hubert Kratiroff
 CDO at C&C, MyConnecting

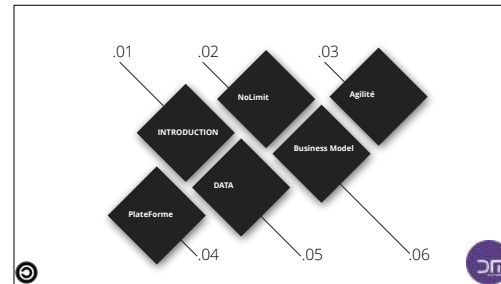
Hubert Kratiroff
 France

Scan the QR code to add me on WeChat

Les acronymes de marketing moderne

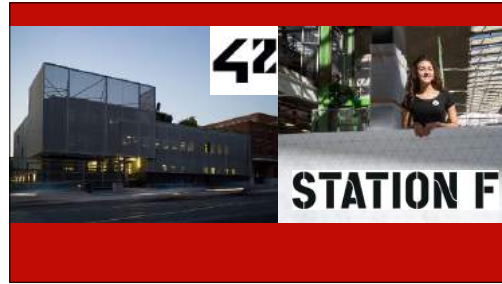
ACTTHINK IMPACT

1 NOLIMIT	2 AGILITÉ	3 PLATEFORM	4 DATA	5 BM
EXPONENTIAL MINDSET STARTUP	MÉTHODES LEAN	E-COMMERCE OMNICANAL	MESURER KPI	VP - BMC BMG



AGILITÉ

KEEP CALM AND THINK BIG



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

am forgorica



STATION F

Y Combinator
500 Startups
TechStars

Y

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.

www.startupschool.org

Livestream
Press

STARTUP SCHOOL

Hosted by Y Combinator

DEMO DAY:
PITCH SATURDAY FROM 4 to 6.30PM

PLUG AND PLAY

Join the ultimate innovation platform.

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

Boost your startup | Increase your connections | Expand your reach

Get Started

PLUG AND PLAY

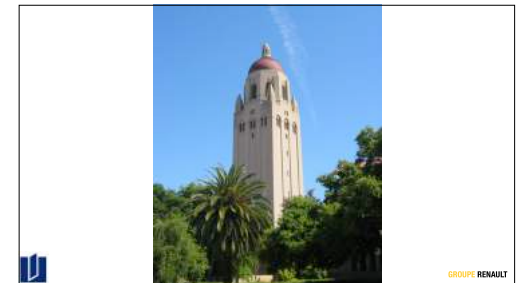
What is Plug and Play?

Accelerator Programs
We fund over 100 startups through our accelerator programs a year to drive growth for the world.

Corporate Innovation
We support the innovation of over 200 Fortune 500 companies.

Venture Capital
We invest in over 200 companies a year and co-invest with the world's largest VCs.

Get Started



FORMATION
BOOTCAMP

42

BOOTCAMP HACK REACTOR

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?

HACK REACTOR

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

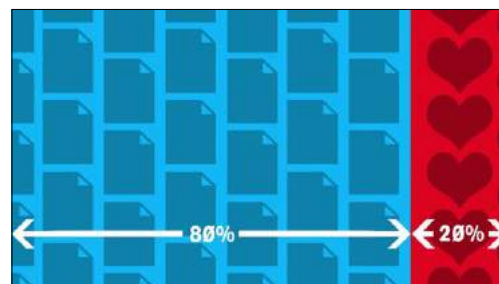
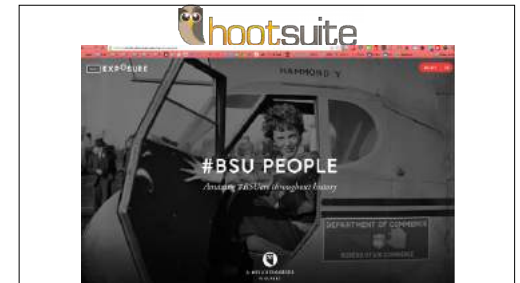
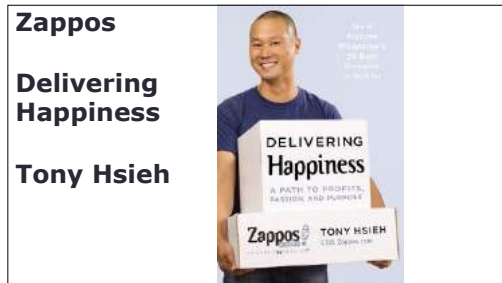
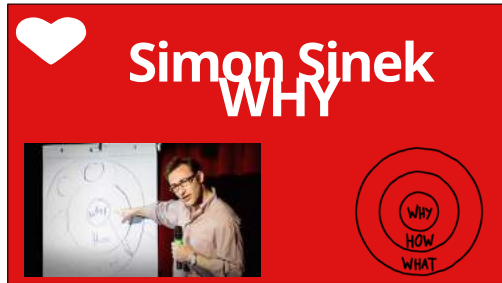
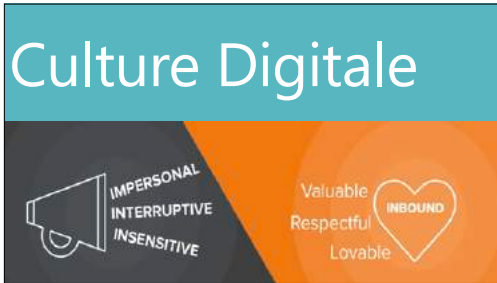
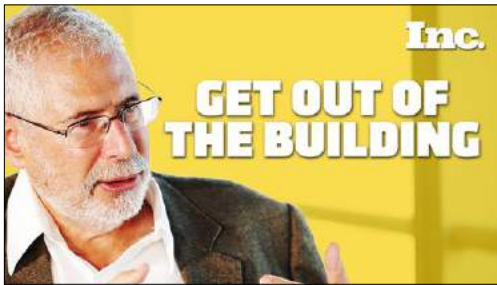
Relentless Career in 12 weeks

Get your application | Available soon

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

TEXT

- ▶ 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>





Principles behind the Agile Manifesto

Please read it at:
agilemanifesto.org

It follows 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 for the shorter time scale.
- 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.



COLLE 1

Envoi par mail des 3 mots clés des 12 principes agile
www.agilemanifesto.org

pas de pièce jointe
pas de bonjour

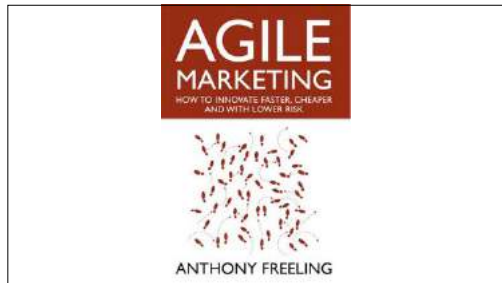
3 lignes :
mot1 : ce que cela veut dire
mot2 : important parce que
mot3 : signification, implication

hubert@kratiroff.com (72h)

Knowledge TRAIN

The 12 agile principles

1. Satisfy the customer
2. Welcome change
3. Deliver frequently
4. Work together
5. Trust and support
6. Have face-to-face conversation
7. Working software
8. Sustainable development
9. Continuous attention
10. Maximize simplicity
11. Self-organizing teams
12. Reflect and adjust



Fail early, Fail fast, Fail cheap

FAIL : First Attempt In Learning

Test and Learn

continuous delivery
welcome change

agilemanifesto.org



LA VITESSE D'ITÉRATION BAT LA QUALITÉ D'ITÉRATION

Harvard Business Review

THE EVOLUTION OF DESIGN THINKING

DESIGN THINKING

Tim Brown CEO de IDEO

unlearn
unmarketing
unselling
unpodcast

Scott Stratten

AGILE LEAN : bon bien vite

source : product owner job 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

Minimum + Viable: Good products for startups to build

Apprenons à nous tromper

Beter done 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 ?

3ème SPRINT
USER IDENTITÉ

Quel user ?

Persona

Quel PERSONA ?

Quel besoin ?

User Stories

John

« QUOTE : happy to be an entrepreneur in IOT »

Description: founder of an IOT company
9 employees
7 millions euros turnover
29 clients with 650 shops

Name	
Age	
Live	
With	
Education	
Resumé	
Company 2012	
Products:	

user stories / use cases

MUST	SHOULD	COULD
As ... I Want ... For ...	As ... I Want ... For ...	As ... I Want ... For ...
En tant que ... Je veux ... Pour ...	En tant que ... Je veux ... Pour ...	En tant que ... Je veux ... Pour ...

Naming

Logo

PunchLine

TagLine

SLOGAN

3^{ème} SPRINT

Brand Content
Contenu de marque

WebSite

InfoGraphie

App

ChatBot

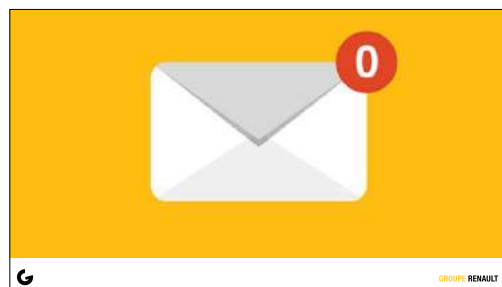
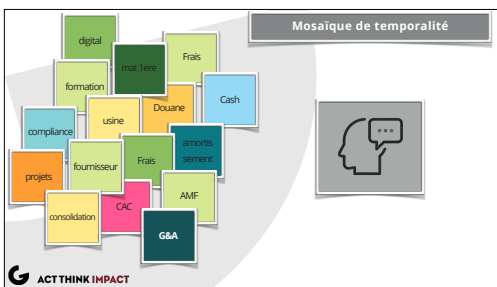
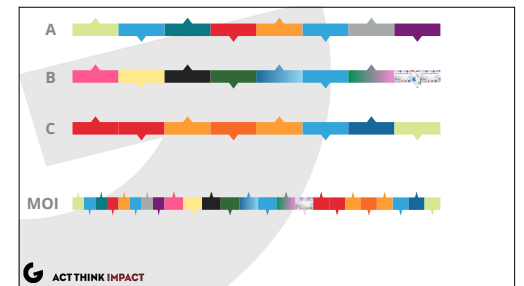
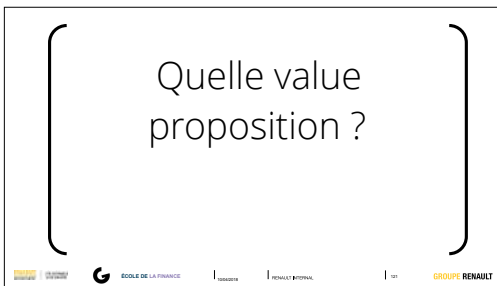
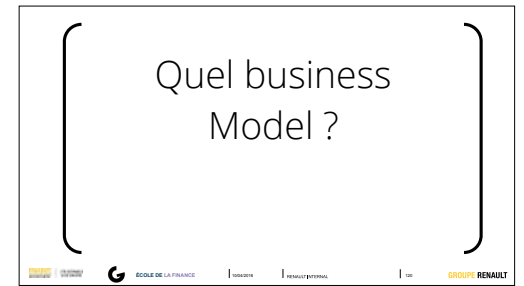
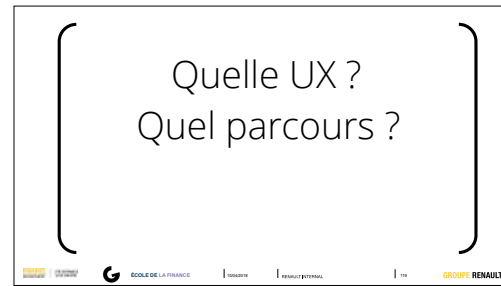
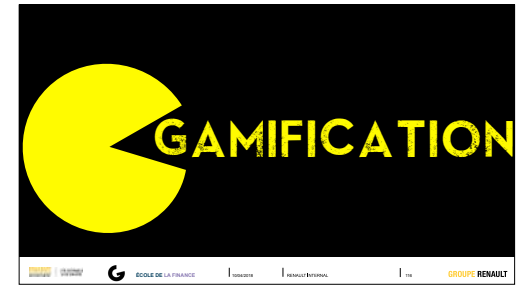
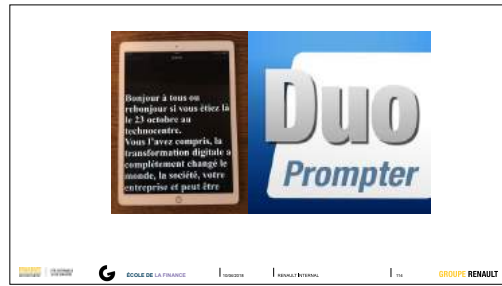
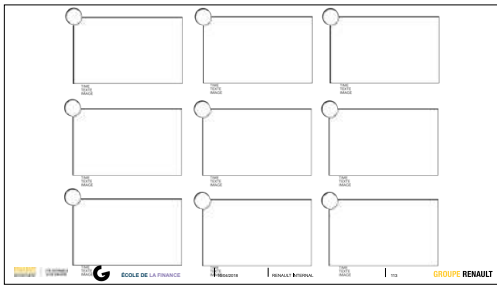
AI

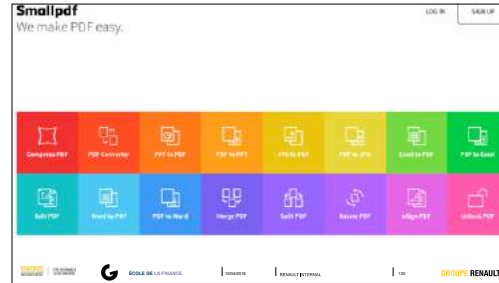
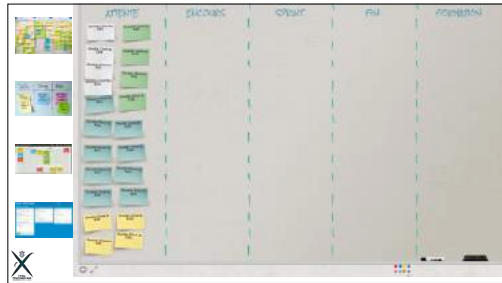
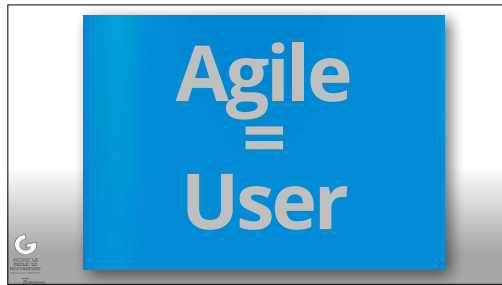
UNITAG

Générateur de QR Codes

PowToon ou AniMaker

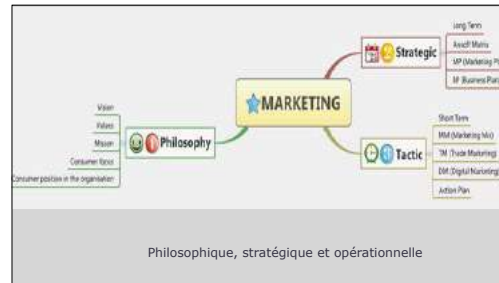
Vertical Video





Décomposition du digital marketing

- 1- Philosophique : vision
- 2- Stratégique : long terme projet / PM / BP
- 3- Opérationnelle : court terme plan d'action / PAC / PAM



1 La philosophie Marketing / Business

Philosophie

1. Consommateur au centre
2. Démocratie marketing

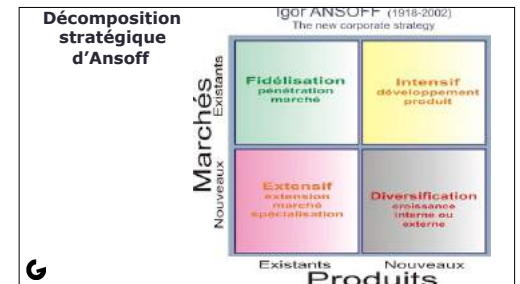
consumer focus
customer obsession (a)

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



Marketing Opérationnel

=

3 x 6 moyens

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

TAXINOMIE

Digital Marketing

