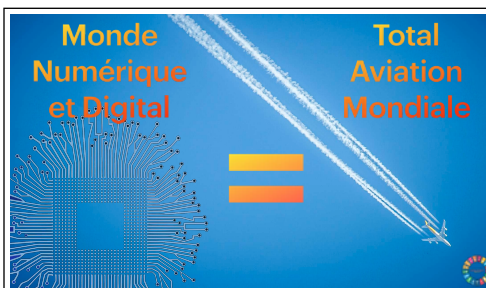
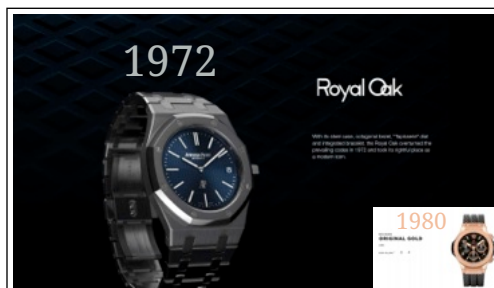
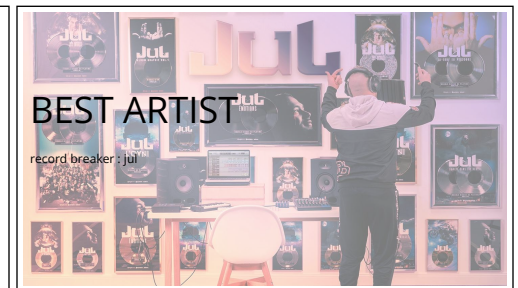
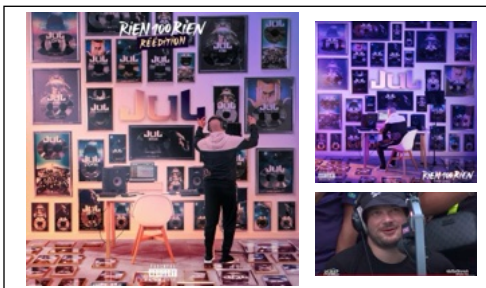
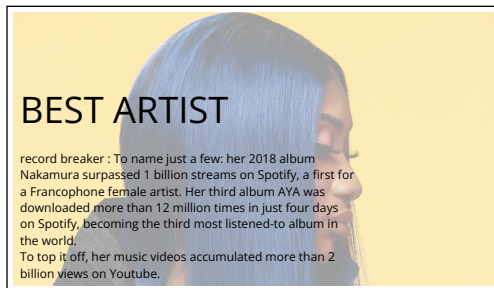
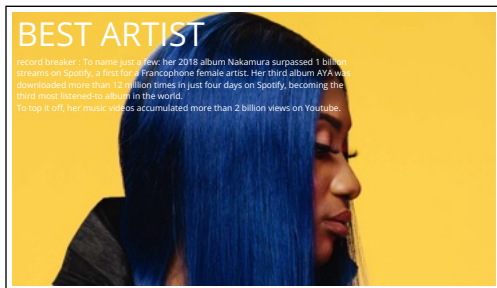
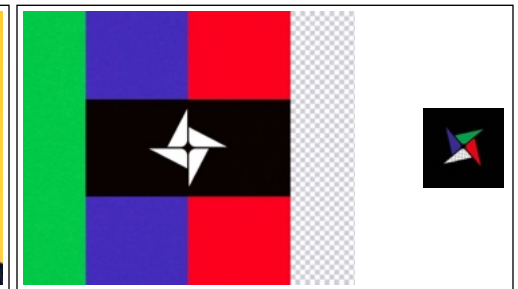
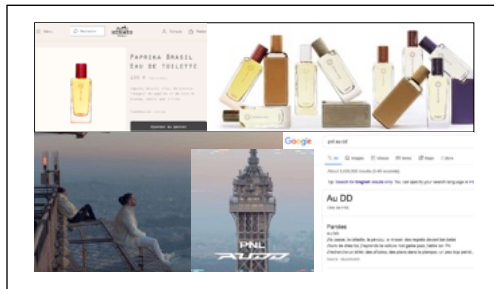
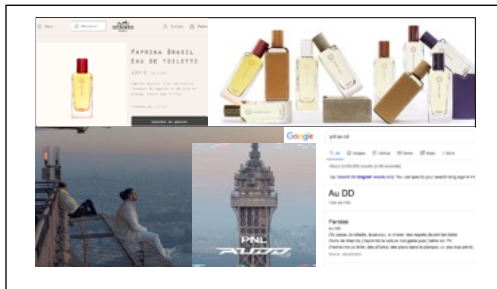


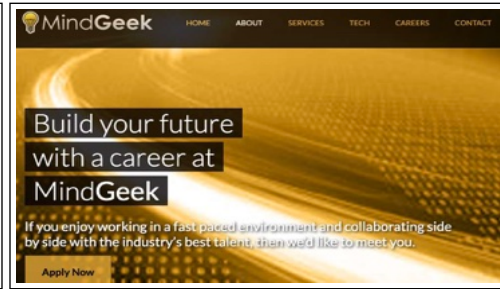


qui a 15 ans ?

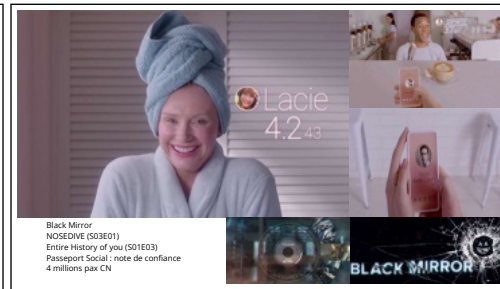
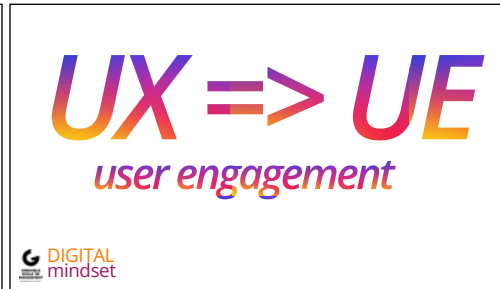
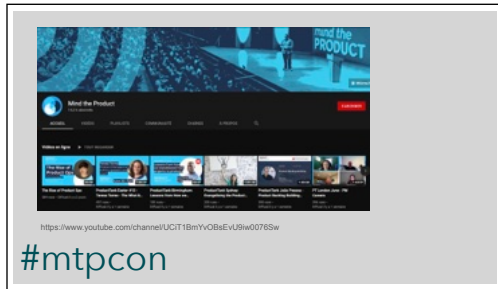
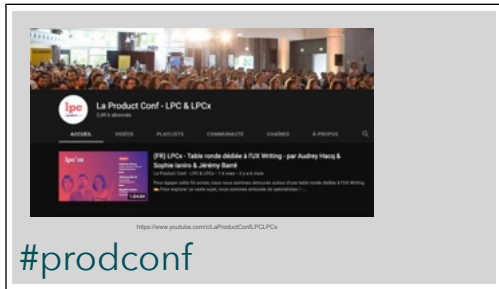
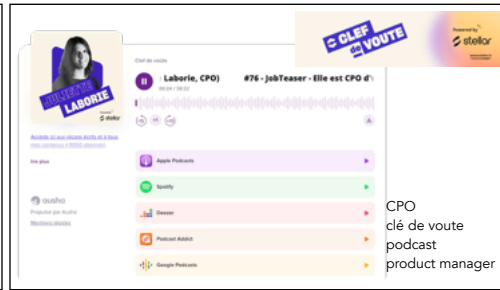
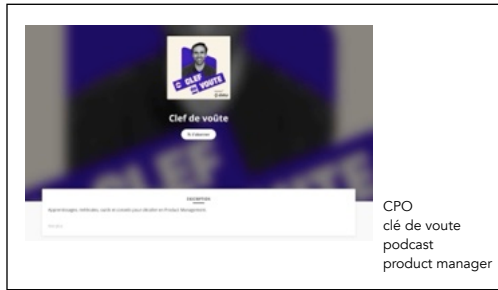
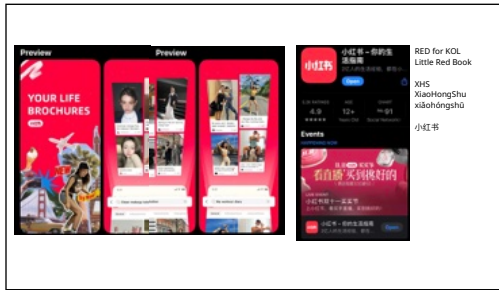
qu'est ce qui vaut 35.000€ ?

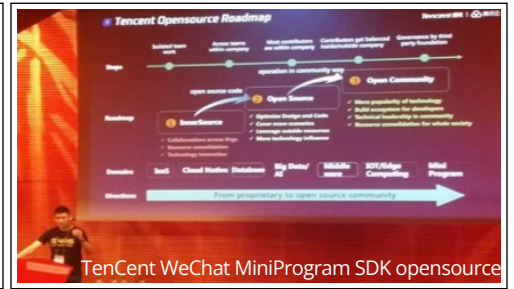
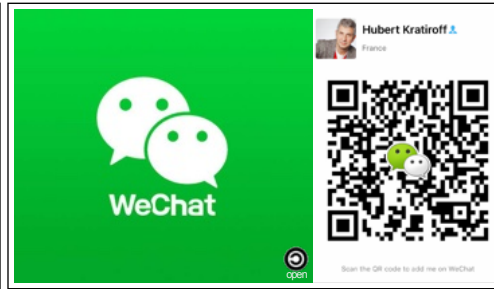
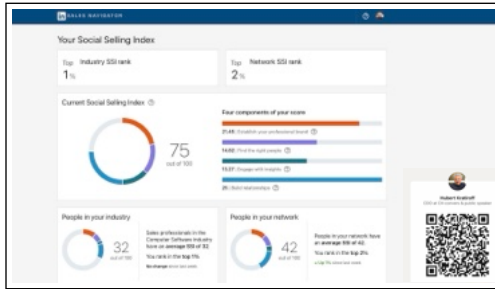
Blind Test





Quelle célèbre entreprise interdit l'usage de powerpoint dans les réunions internes, préférant un document écrit de 6 pages à lire au début de la réunion ?



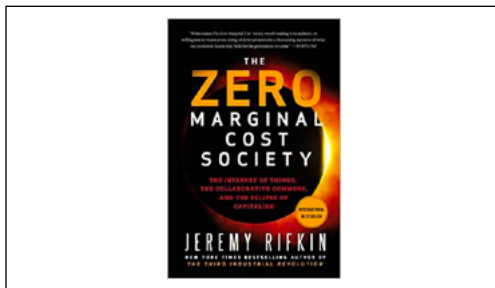
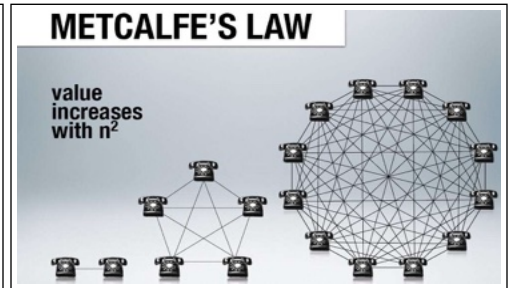


Vin Cerf
Tim Berners-Lee
Metcalf
Moore
Rifkin

TCP/IP
http
network
scaling
3IR

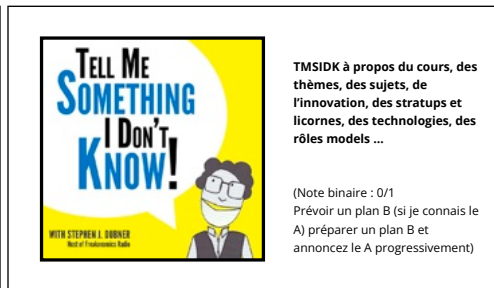
internet arpanet 1970 → 81 (2 → 213 ordi)
1969 TCP/IP
email 1975
IN2P3 voice next cube mac os
cern tim berners le robert caillio 1989
Mozaik → navigateur web 1993 image mise en page
Yann ikon iksi open chrome vs flash vs xml vs W3
Quiz : internet a 50 30 20 ans
Quiz : Web a 20 30 40 ans
Quiz : email a 20 30 40 ans

timeline
arpanet internet mail tcpip web html http mosaic mozilla firefox
APP



Satochi Nakamoto
Vitalik Buterin
Pascal Gauthier
Nicolas Julia
Jensen Huang
Sam Altman

PNL JUL



EP01



“
le marketing”

“
le digital”

The old way
is getting
old.



LEÇON INAUGURALE : LES DÉFINITIONS DU MARKETING



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

~~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 |

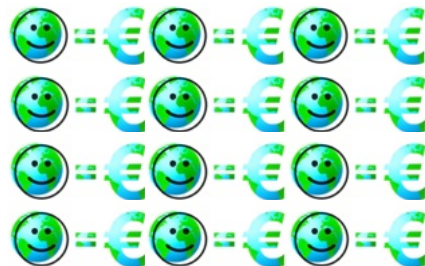


DÉF

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

“ Créer de la valeur
pour les clients,
l'écosystème
et l'entreprise ”

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



“ **MARKETING**
IS NO LONGER ABOUT
the stuff you make
BUT ABOUT THE
STORIES ”
you tell.
- Seth Godin

« meeting needs
profitably »

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

The best marketing strategy ever :

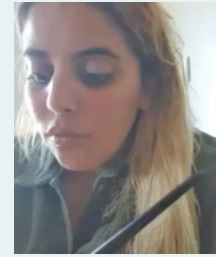
« **CARE** »

Gary Vaynerchuk

Stop selling. Start helping
Zig Ziglar

FKLG.

bref. j'fais des webinars.



“your
happiness
is my
business”



Inspiré par : Gabriel Pélissier & Paul Dubreuil

1/ marketing de l'offre

Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

2/ marketing de la demande

Persona
Carte empathie
Problèmes réels
Value proposition
Offre
(solution qui résout le problème)
Distribution



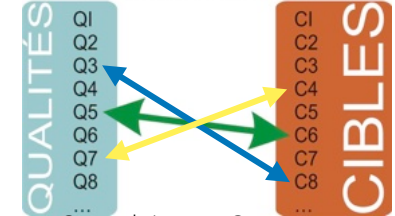
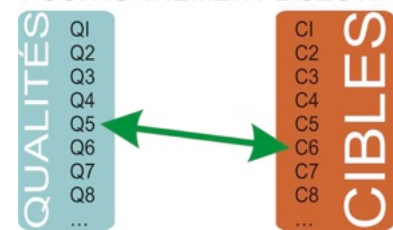
“Don't find customers
for your products,
find products
for your customers”

Seth Godin

soitec

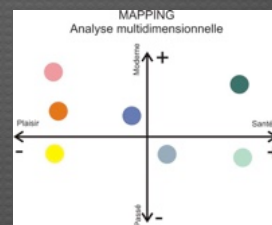
Discipline reine du
marketing
=
Positionnement

POSITIONNEMENT BIJECTIF

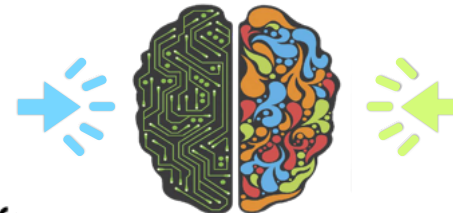


3 produits - 3 marques
3 propositions de valeur ≠

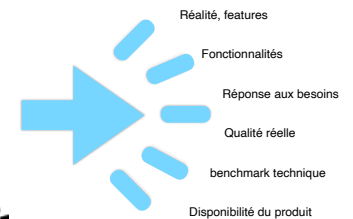
Segmentation, ciblage, positionnement



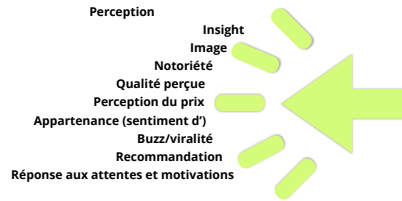
Satisfaction objective / subjective



Satisfaction objective (cerveau gauche)

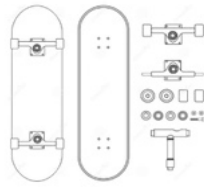


Satisfaction subjective (niveau droit)

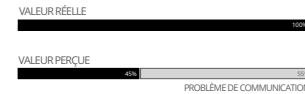


Why we buy: Features vs Jobs

Even though people buy this...



...they really want this



Création de valeur user

Satisfaction client

Value proposition

VOC

PainPoint removal

-Pain +Sweet



SATISFACTION OBJECTIVE #SECON NIETZSCHE APOLLINIEN

RATIONNEL

SENS

RÈGLES

ORDRE

SATISFACTION SUBJECTIVE #SECON NIETZSCHE DIONYSIAQUE

IRRATIONNEL

ANIMALITÉ

PULSION

INSTINCT

Key TakeAways

ce qu'il faut retenir

Adresser une qualité à une cible



Célébrissime Ford Model T : à la fois modèle d'innovation et source des maux
Exceptionnellement en rouge, contrairement à l'aphorisme de Henry ★

Décomposition / Classification du marketing

Taxinomie du marketing

1	2	3
Philosophique vision	Stratégique long terme PM + BP	Opérationnelle court terme PA
0 -	4 0	3 26

Philosophie

1. Consommateur au centre
2. Démocratie marketing

consumer focus
(customer obsession)

Marketing STRATÉGIQUE

Couple produit / marché

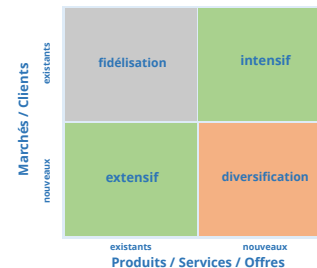
Fondamental du marketing

Sert de base à Ansoff

Sert de base au positionnement

Principe de la segmentation

Outil de réflexion universel

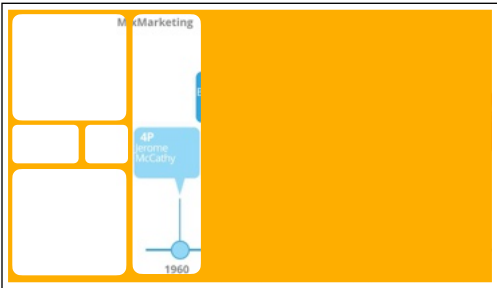
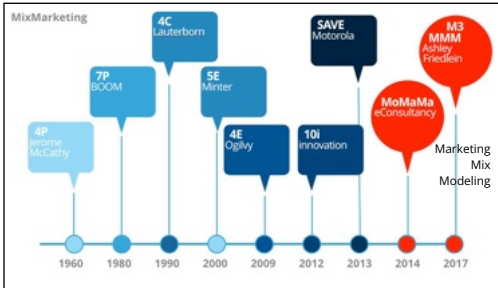
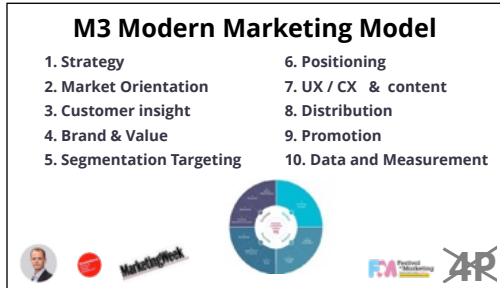


Marketing Opérationnel

=

26 moyens en 3 catégories EN FUSION
Digital vs. Classique vs. Trade

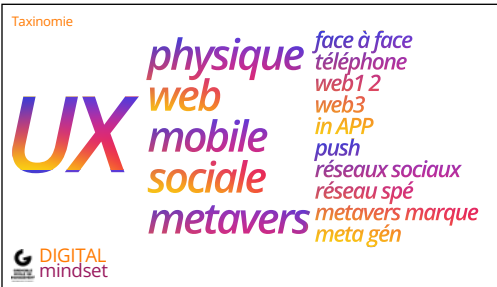
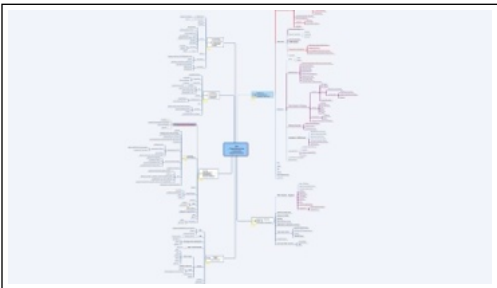
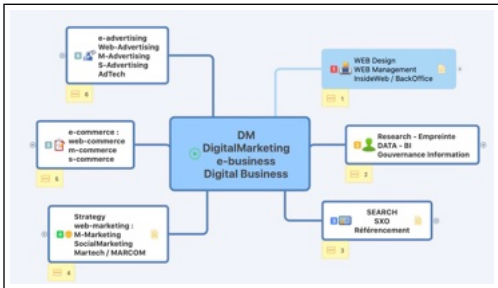
Marketing Opérationnel	26
M Mix	10
Trade / Retail Media	8
Digital M	8

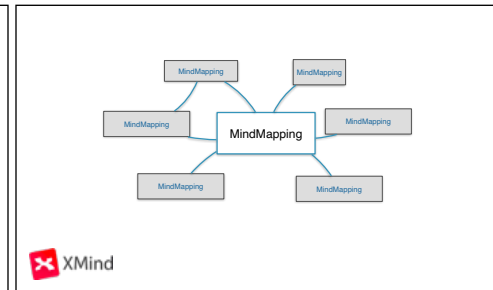
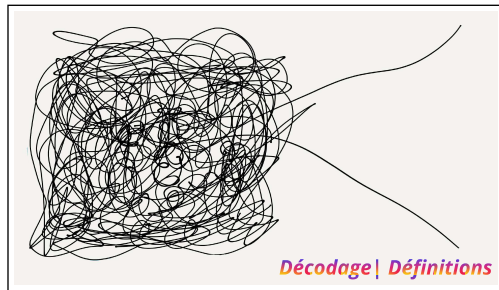


- ### Trade/Retail marketing
1. FDV
 2. Retail Media
 3. PIM Product Info Management
 4. CGV, EDI, SCM & LOGistique (process)
 5. COPromotion, comarketing, coadv
 6. LOBBying / Public Relation
 7. MERchandising / DOOH
 8. Learn Marketing

- ### Digital Marketing
1. Web Management
 2. Data & Research management
 3. Référencement (SEARCH)
 4. Stratégie (M/s/w)
 5. Commerce (M/s/w)
 6. Publicité (M/s/w)
 7. ...
 8. ...

- ### Digital Marketing (BIS)
1. Web Management
 2. Data & Research management
 3. Référencement (SEARCH)
 4. Web (Strat, com, pub...)
 5. Mobile (Strat, com, pub...)
 6. Social (Strat, com, pub...)
 7. Metavers (Strat, com, pub...)
 8.





Full Stack



CMDI

SALES + MARKETING =
SMARKETING.



CMSDDI

MARKETING
360°
outils | cibles

Acceptations :
CP PM PO
VP of Product
CPO chief product officer
Director of Product
Associate product manager
Marketing Associate

COLLE 1 : Offre d'emploi
En groupe
choisir une entreprise que vous connaissez
rédiger une offre d'emploi pour un PM full stack
45Ke

COLLE 1 : écrire une offre d'emploi pour CP (modern marketing)
WTTJ / monster.com / Job Description / Le poste / Mission
Objet du mail : important (groupe, nom, classe, colle...)
Date : avant la fin du cours
Small talk : apprécié
Votre texte (15 lignes max)
Signature : complète (nom, poste, mail, tél, linkedin, lien...)
Sans pièce jointe : impératif
hubert@kratiroff.com