#DigitalMarketing

MBAESG

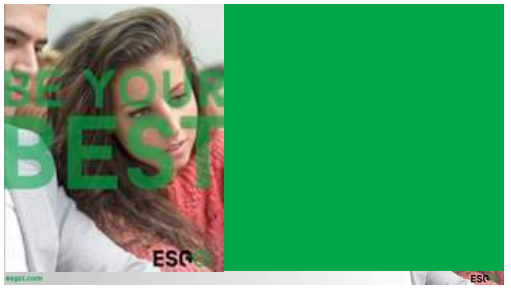
#DigitalMarketing

social|data|mobile|code|startup|search

@kratiroff | 2019 |

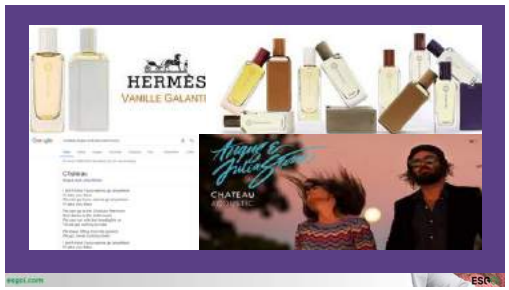
cycle

#digitalmindset



UX
CX
EX
SX

k ∝ QI x t x At



k = QI x t x At

k = 100 x 90 x 100

@kratiroff |©2019 | ∝

“ YOUR HAPPINESS IS MY BUSINESS ”

hubert kratiroff

Notation

Contrôle continu sans rattrapage absence = 0

50%
- 4 quiz papier
- 2 quiz online
- 1 note de classe
- 2 travaux de groupe cas
- 1 colle (khôlle)

50%

Examen 3 heures sans document

Examen mars 2019 : cas

technology evangelist

technology evangelist

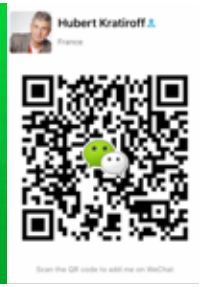
full stack marketer
CDDO: chief digital/data officer
DPO: Data Protection Officer
expert **learn marketing, CMI, marcom**
everyday writing, coding & programming
entrepreneur / consultant

hubert@kratiroff.com
@kratiroff
linkedin.com/in/kratiroff

tout sur le marketing .com/ESG

ou recherche Google «ESG digital marketing»

WeChat



TOOLS

cycle

#digitalmindset

Leçon Inaugurale d'Économie Numérique

ACT THINK IMPACT

COLLÈGE DE FRANCE 1530

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

VU COUEN

~~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 and Measurement

sources :

HBR + HBS
ADETEM + AACC + UDA
iab
e-consultancy
e-marketer

~~SWOT~~

VUCA

VUCA

HBR
2014

VUCA : NIKE with colin kaepernick

meeting needs profitably

Philip Kotler
(2006 12ème édition de Mkt Mgt)

The best marketing strategy ever :

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

"MARKETING IS NO LONGER ABOUT *the stuff you make* BUT ABOUT THE STORIES *you tell.*"

"Créer de la valeur pour le client, l'écosystème et l'entreprise"

hk 2014

your happiness is my business

Aphorisme de Hubert Kratiroff

« Transformer la satisfaction des clients en profit pour l'entreprise »

Hubert Kratiroff
(2004 Chef de Produit)

Satisfaction vs. Profit

PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares
Objective : features
Subjective : insight

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

Deux types de satisfaction

2 satisfactions à mesurer mensuellement

Objective (réalité, features)
- Fonctionnalités, réponse aux besoins
- Qualité réelle, benchmark technique
- Disponibilité du produit, prix

Subjective (perception, insight)
- Image, notoriété
- Qualité perçue, perception du prix
- Appartenance (sentiment d')
- Buzz, viralité, recommandation
- Réponse aux attentes et motivations

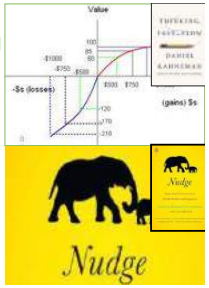
économie vs. marketing
=
rationalité des agents

Amartya SEN
Nobel 1998 pour IDH

Jean Tirole
Nobel 2014 : régulation et pouvoir de marché

Daniel Kahneman
2002 Decision making under uncertainty

Richard Thaler
Nobel 2017 pour Nudge



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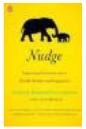


inciter sans que l'incitation soit perceptible :
sans contrainte ni récompense

~~TIME~~
=
MONEY

"ATTENTION
=
MONEY"

Économie de l'attention
Expectation economy
économie comportementale

VALEUR ECONOMIQUE

valeur d'usage
vs.
valeur d'échange

prix vs. valeur

Key TakeAways

ce qu'il faut retenir

:) = €

QrCode : phygital

Lien analogique/physique

digital

1
UNITAG
pour encoder
avec action

2
UNITAG
pour lire sur
mobile

URL shortener

ACT THINK IMPACT

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)

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

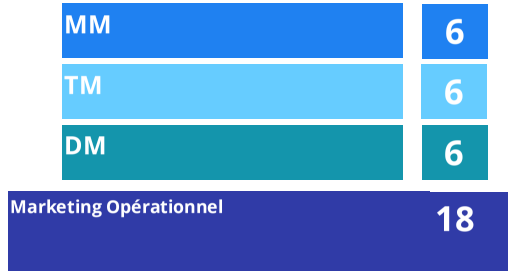
Décomposition stratégique d'Ansoff

3

Marketing
Opérationnel

=

3 x 6 moyens



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

MARKETING
360°

outils | cibles

Discipline reine du marketing :

Positionnement

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

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Marketing

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Sert de base à la matrice d'Ansoff
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Principe de la segmentation

Outil de réflexion universel

Décomposition stratégique d'Ansoff

3

Marketing Opérationnel

=

3 x 6 moyens

MM	6
TM	6
DM	6
Marketing Opérationnel	18

Marketing Mix

1. Segmentation
2. Produit
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1. CGV
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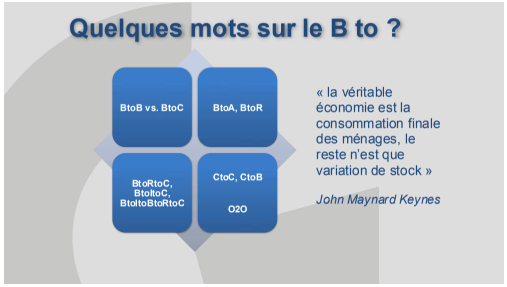
Digital Marketing

1. Web Management
2. Research / Data Analytics
3. Référencement (SEARCH)
4. e-marketing
5. e-commerce
6. e-publicité

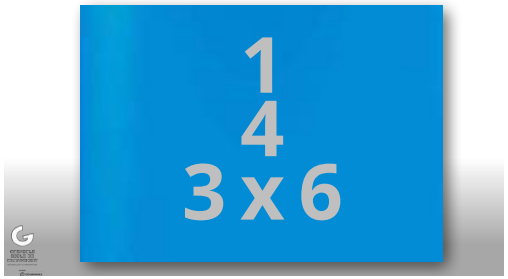
TAXINOMIE

Digital Marketing



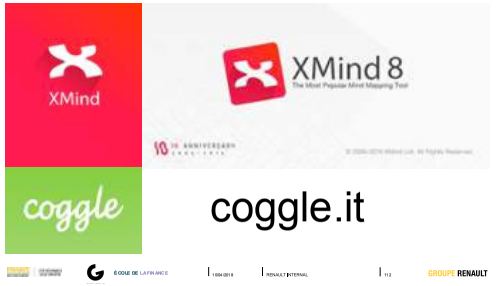
B2

	B	C	G	R	E	M
B	B2B	B2C	BtoG	BtoR	BtoE	
C	CtoB	CtoC	CtoG	CtoR	CtoE	
G	GtoB	GtoC	GtoG	GtoR	GtoE	
R	RtoB	RtoC	RtoG	RtoR	RtoE	
E	EtoB	EtoC	EtoG	EtoR	EtoE	EtoM
M	MtoB	MtoC		MtoR	MtoE	MtoM



Dessin d'un Mind Map

essai de classification de nouveaux éléments



MBAESG
#DigitalMarketing
social|data|mobile|code|startup|search

FIN

@kratiroff | 2018 |

#DigitalMarketing

MBAESG
#DigitalMarketing
social|data|mobile|code|startup|search

@kratiroff | 2018 |

cycle dm #digitalmindset

NoLimit ∞

1 Toujours Plus
Touche tout
Plus vite
Plus fort

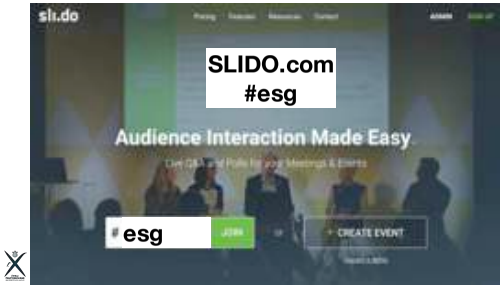
2 Plus d'Attentes
Nouvelles
Exigences
Client

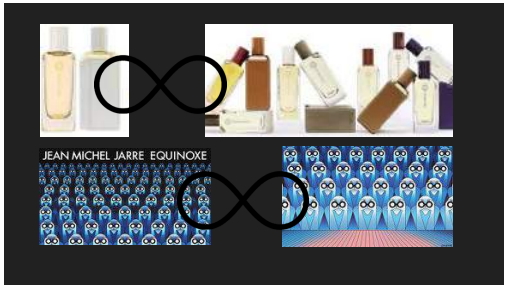
3 Nouveaux Outils
Agilité
Lean
VUCA

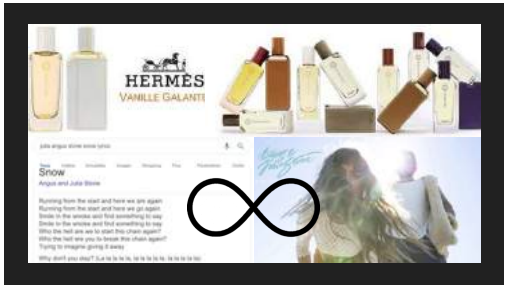
4 UX User Expérience
Parcours
Expérience
Client

www.toutsurlemarketing.com/nolimit

GROUPE RENAULT





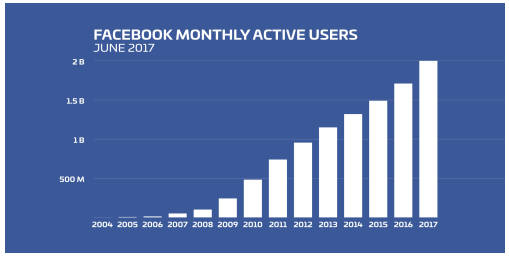


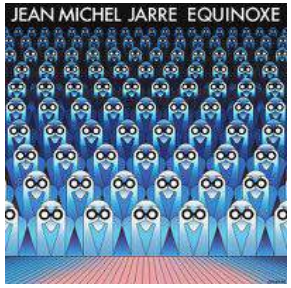
GROUPE RENAULT

Un nouveau continent …

GROUPE RENAULT

… de 2 milliards d'habitants

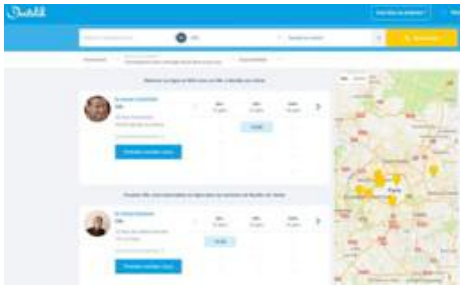




Numérique
techno, electro, computer,
enable companies to do things greater

Digital
the way from finding clients to earn income
change business model, process, objective

Cyber
security, resilience
... bureau des légendes



Human
To
Human

L'humanité
augmentée

Singularity University

Dreams change the
world,
not technology

Jack MA (馬雲 Mǎ Yún)

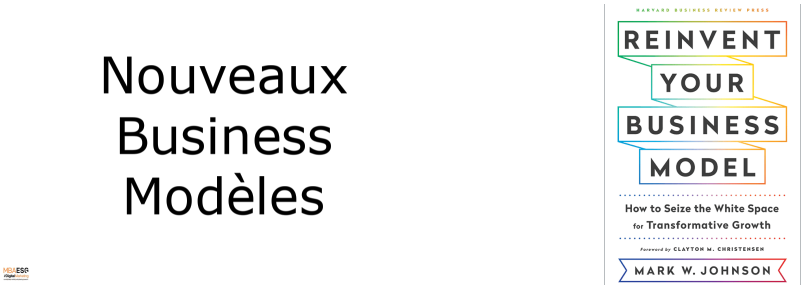
AI + amazon = amazon go

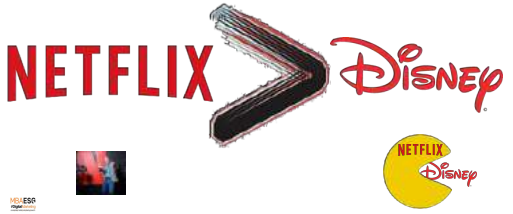
GAFA *MS*
NATU *BE*
BAT *XY*

Conforama

GAFA *M SJ*
NATU *BE Y*
BAT *X BDHD*

Nouveaux Business Modèles





Michel SERRES	Luc FERRY
-3000 écriture	1800 Vapeur
1450 imprimerie/chiffre	1900 Électricité
2000 NBIC	2000 NBIC

NBIC

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

IKB

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

evonomics GIG
blue
expectation
micro sha | ring macro
economy
barter nudge gift
market
offre
collaborative
neuro
attention

intelligence
law
funding
sha | ring
crowd
marketing power
sourcing
lending
collaboration

uberisation
servicisation
plateformisation

Quelques mots sur le B to ?

BtoB vs. BtoC | BtoA, BtoR | BtoRtoC, BtoItoC, BtoItoBtoRtoC | CtoC, CtoB | O2O

« la véritable économie est la consommation finale des ménages, le reste n'est que variation de stock »

John Maynard Keynes

B2

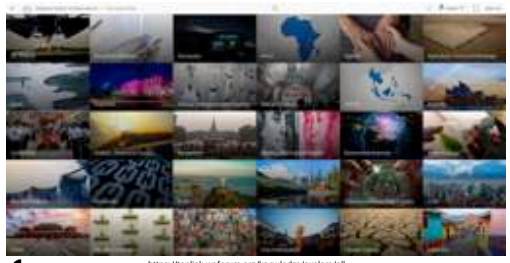
	B	C	G	R	E	M
B	B2B	B2C	BtoG	BtoR	BtoE	
C	CtoB	CtoC	CtoG	CtoR	CtoE	
G	GtoB	GtoC	GtoG	GtoR	GtoE	
R	RtoB	RtoC	RtoG	RtoR	RtoE	
E	EtoB	EtoC	EtoG	EtoR	EtoE	EtoM
M	MtoB	MtoC		MtoR	MtoE	MtoM

Consumer to business : CtoB

User Genereted Content (UGC)

Consommateurs :
- échange et recyclage
- consomm'acteur
- consomm'agent

NoLimit ∞



ACT THINK IMPACT

https://toplink.weforum.org/knowledge/explore/all
https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary

Révolutions d'ordre :
- social / culturel
- économique
- technologique

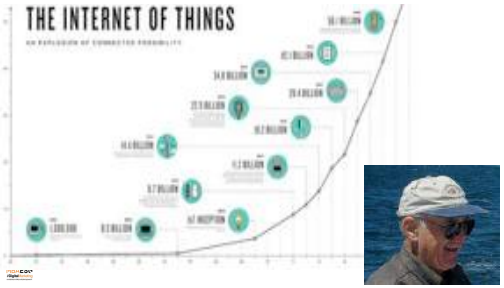
Michel SERRES	Luc FERRY
-3000 écriture	1800 Vapeur
1450 imprimerie/chiffre	1900 Électricité
2000 NBIC	2000 NBIC

Gutenberg

Zuckerberg
Sandberg

Moore

Gordon



momentum IOT

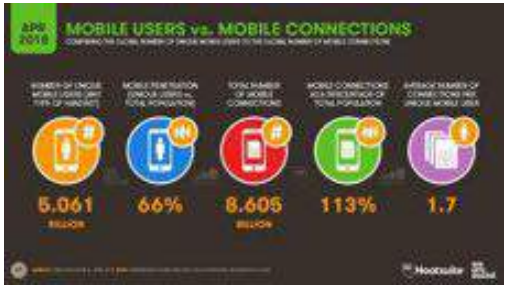
Objets connectés

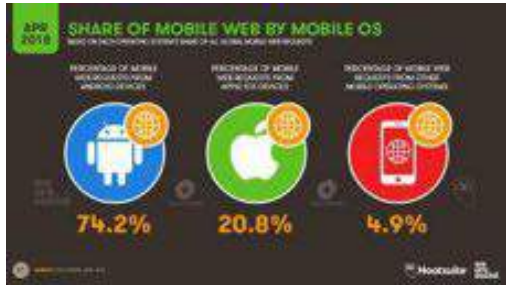
Gartner = **25** milliards d'objets

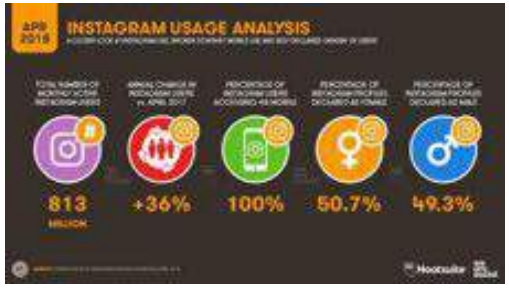
Cisco = **50** milliards d'objets

Intel = **200** milliards d'objets

momentum







nolimit
exponential
mindset

tout change
de manière
exponentielle

ZERO
TO
ONE
NOTES ON STARTUPS,
OR
HOW TO BUILD THE FUTURE
PETER THIEL
WITH BLAKE MASTERS
2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les 3 étapes de toute
Innovation / rupture / revolution
1 Utopiste / étrange / ridicule
2 Impossible / dangereux
3 Évident / simple
Thiel / Aberkane

L'ENTREPRISE
APPRENANTE
Contre-attaque
RÉFÉRENTIEL
DE LA MATURITÉ
DIGITALE
2018-19

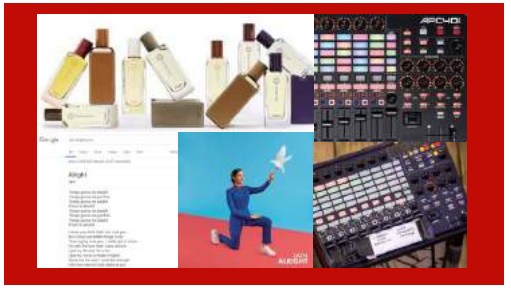
J'aime dire que la
transformation
digitale est finie.
Aurélie Jean

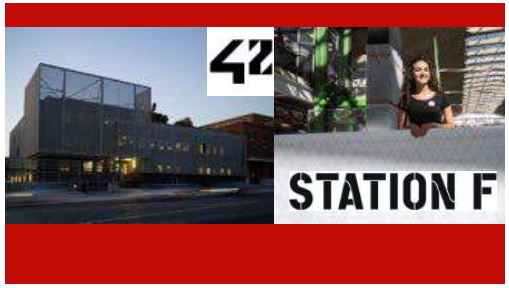
PAUSE

#DigitalBusiness
MBAESG
#DigitalMarketing
social|data|mobile|code|startup|search
@kratiroff | 2019 |

AGILITÉ

AGILITÉ
KEEP
CALM
AND
THINK
BIG




42
STATION F

42
Harvard Business Review
AGILE AT SCALE
Les startups infusent le monde économique

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

Google is our classroom

Accelerators
vs.
Incubators

STATION F

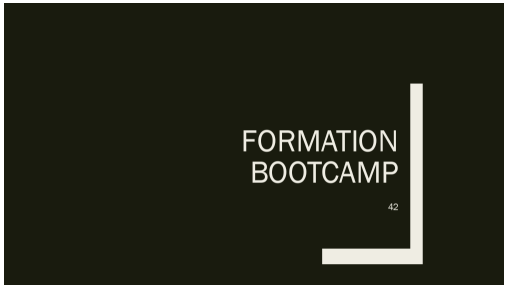
Y Combinator
PLUGandPLAY
The Family
500 Startups
TechStars

Paul Graham
Jessica Livingston

Demo day
after 3 months of intensive work
Equity for mentoring

Y Combinator: startup school

DEMO DAY:
PITCH SATURDAY FROM 4 to 6.30PM



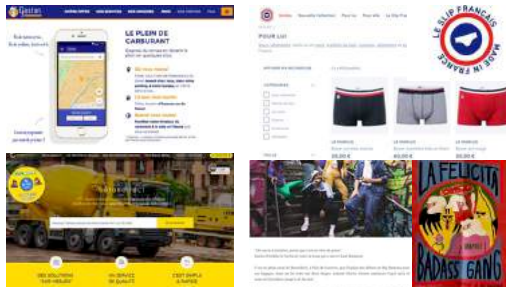
Here's Why We've Been Called the Leading Bootcamp in the Country

Primer
Google

LION

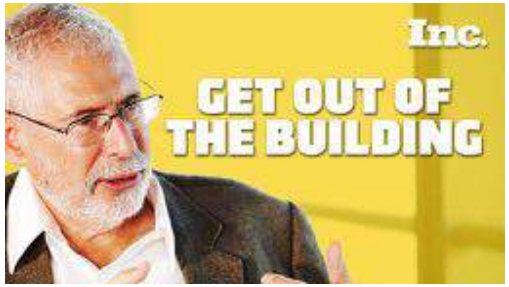
https://executive.noonlion.co/data-driven-marketing/

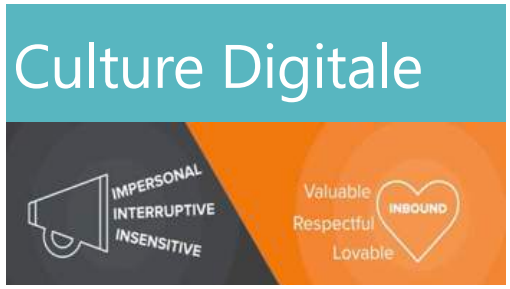
https://medium.com/join-lion/notre-manifesto-5267b32b5856



Get out of the building

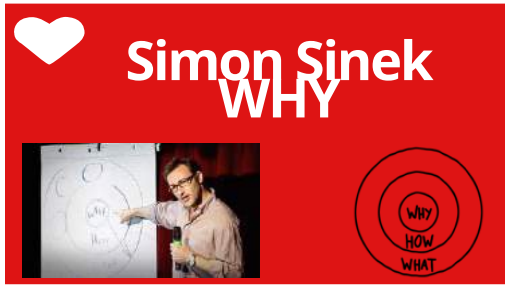
Steve Blank





StartUp,
SiliconValley
are a
state of mind

sans forgetica

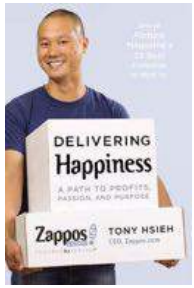


uber
paypal
skype
airbnb
alibaba
facebook

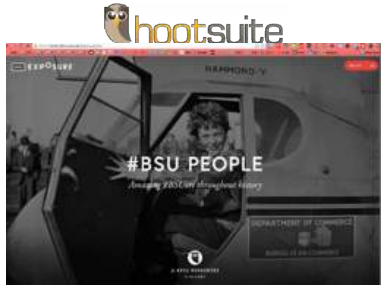
Zappos

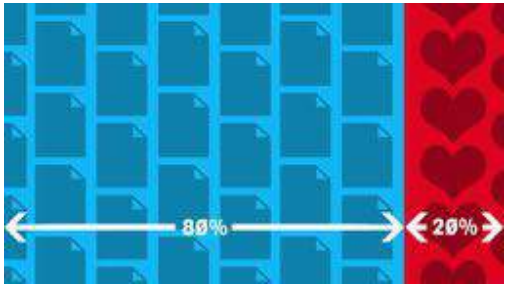
Delivering Happiness

Tony Hsieh



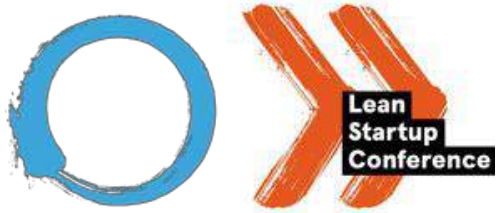
Read Hasting

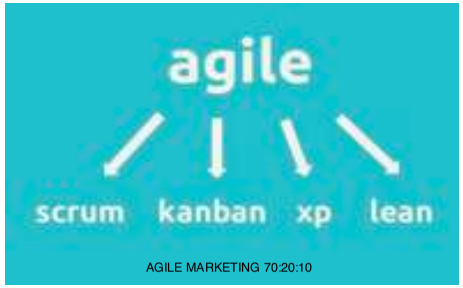




open

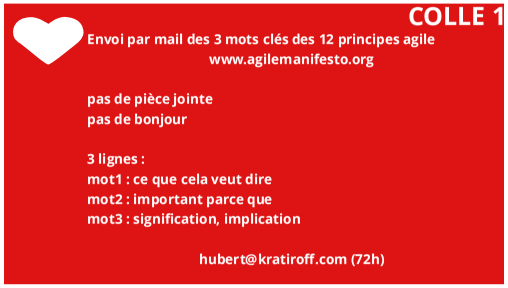
Source
Média
Mind
Data

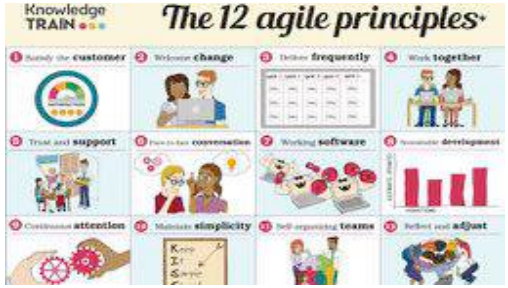


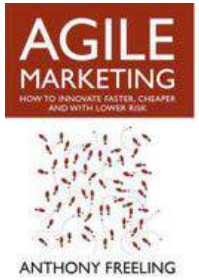


Please read it at:

agilemanifesto.org







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

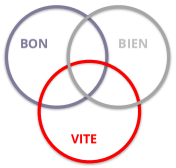
DESIGN THINKING

Tim Brown CEO de IDEO

unlearn
unmarketing
unselling
unpodcast

Scott Stratten

AGILE LEAN : bon bien vite



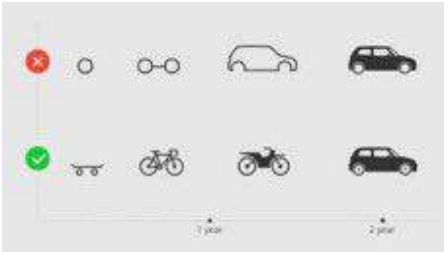
source : product owner job youtube.com

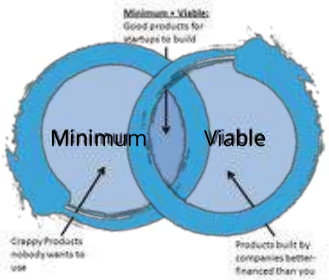
1. startup = disruption
2. startup = croissance
3. startup = incertitude

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





Apprenons à nous tromper

Beter donne 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

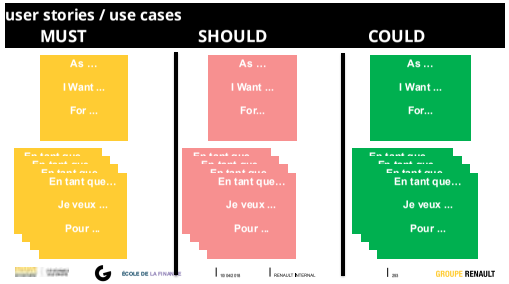
Quel user ?

Persona

Quel PERSONA ?

Quel besoin ?

User Stories



Naming

Logo

PunchLine
TagLine
SLOGAN

3ème SPRINT

Brand Content
Contenu de marque

WebSite

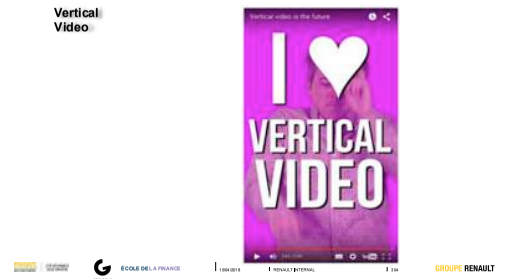
InfoGraphie

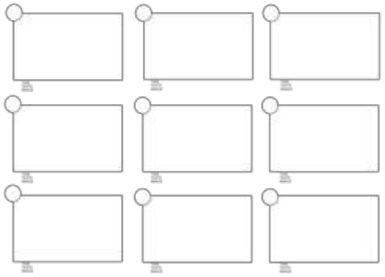
App

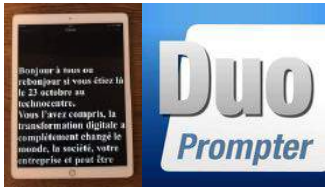
ChatBot
AI

UNITAG

PowToon ou AniMaker







NPS

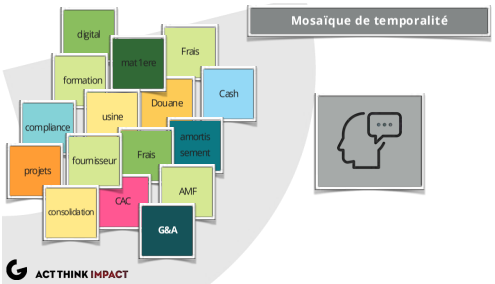
Net Promoter Score

4ème SPRINT
UX BM

Quelle UX ?
Quel parcours ?

Quel business
Model ?

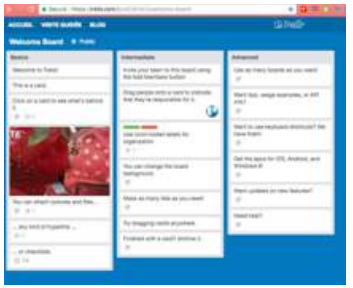
Quelle value
proposition ?



KANBAN

TRELLO

open
software



...
GANTT
...

ACT THINK IMPACT

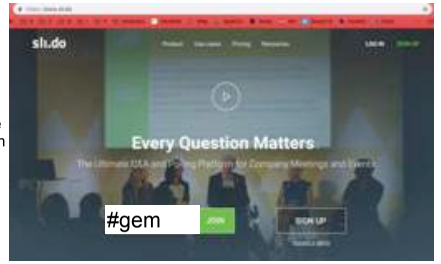
Project Libre™

gantter

AUDIENCE
INTERACTION

sli.do

audience
interaction



ACT THINK IMPACT

AUDIENCE INTERACTION

- SLI.do
- www.beekast.com
- Kahoot
- Klaxoon
- www.mentimeter.com/inspiration
- Systeme renault privé : JOYN.tk

Key
TakeAways

ce qu'il faut retenir

Agile
=
User

agile at
scale

Nouvelles
attentes

USER
USER
USER
USER

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 ?

Nouvelles Attentes

Pourquoi se contenter du minimum ?

1990 : web et internet
2010 : mobile
2015 : Living Services

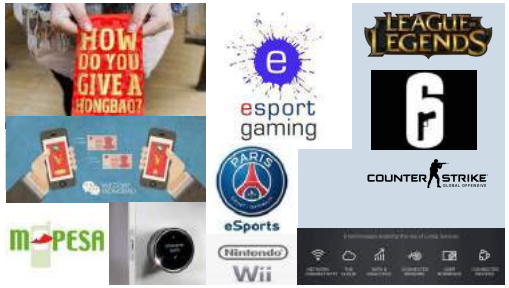
source : Google, Accenture

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

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



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 Expectation

- Partir / sortir sans payer
- Réserver d'un clic
- Commande par bouton (DASH)
- Connexion permanente
- Temps réel pour tout

Consommateur Sans Limite

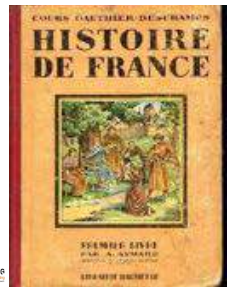
- un consommateur ça ose tout,
- ça compare tout,
- ça demande (exige) tout,
- ça commente tout, partout,
- ça ne lit RIEN (tl;dr)
- ça demande un secret total des informations confiées
- → Expectation Economy

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

Paiement invisible

LOL ?



Les lois de Michel Audiard