

#DigitalMarketing

MBAESG

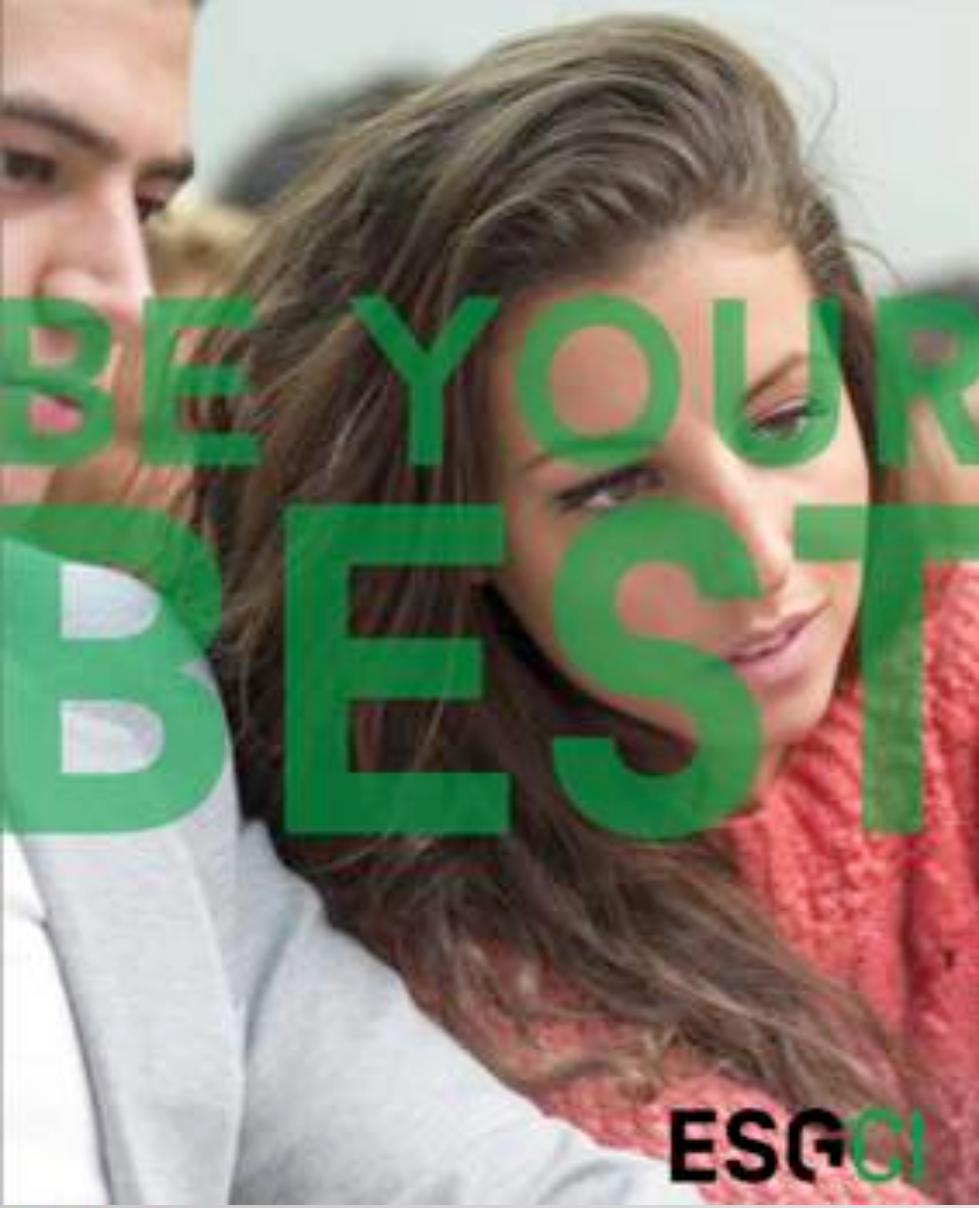
#DigitalMarketing

social|data|mobile|code|startup|search

cycle



#digital**mindset**



UX
CX
EX

SX

k & QlxtxAt





HERMÈS
VANILLE GALANTE



Google chateau angus and julia stone lyrics

Tous Vidéos Images Actualités Shopping Plus Paramètres Outils

Environ 288 000 résultats (0,53 secondes)

Chateau
Angus and Julia Stone

I don't mind if you wanna go anywhere
I'll take you there
We can go if you wanna go anywhere
I'll take you there

We can go to the Chateau Marmont
And dance in the hotel room
We can run with the headlights on
Till we got nothing to lose

We have, lifting from the ground
We go, never coming down

I don't mind if you wanna go anywhere
I'll take you there



$k = Qi \times t \times At$

$$k = 100 \times 90 \times 100$$

“ YOUR
HAPPINESS
IS MY
BUSINESS ”

hubert kratiroff

Notation

Contrôle continu sans rattrapage absence = 0

4 quiz papier

2 quiz online

1 note de classe

2 travaux de groupe cas

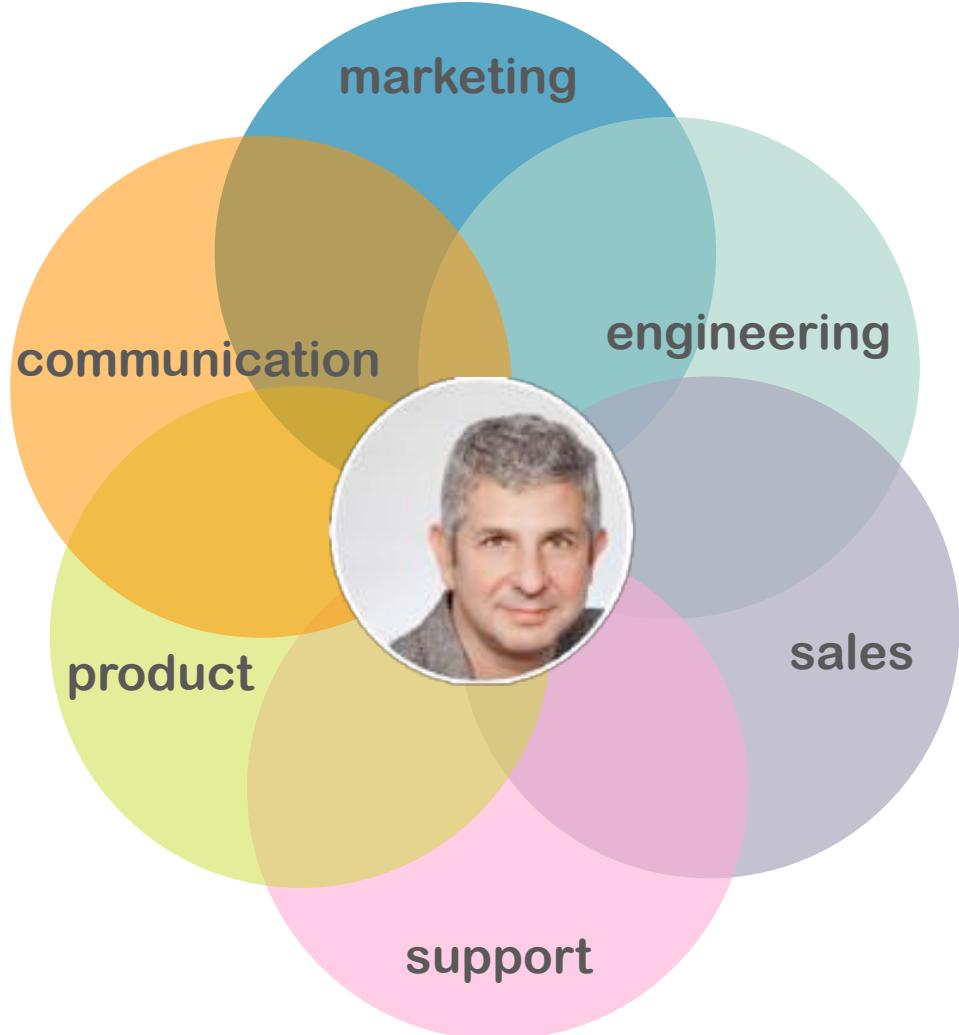
1 colle (khôle)

50%

Examen 3 heures sans document

Examen mars 2019 : cas

technology evangelist



technology evangelist

full stack marketer

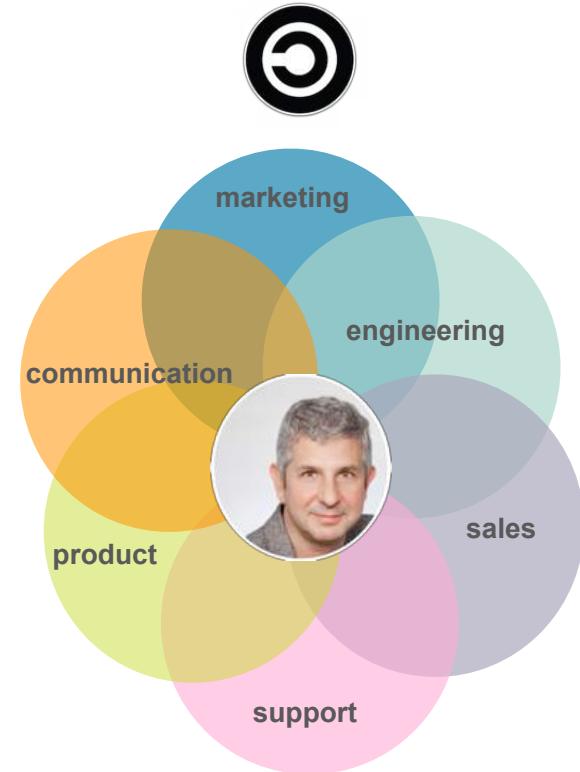
CDDO: chief digital/data officer

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»





Hubert Kratiroff

CDO at C4C, MyConnecting





Hubert Kratiroff

France



Scan the QR code to add me on WeChat

TOOLS

Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai lexique, voici 250 acronymes – pas tous pertinents – du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elton¹ que ABG (acronyme banaux aussi), héchez que TAWYG (Totally Agree With You Guyz), mais c'est le langage des entreprises ! Bonne lecture (ou moins offre) !

¹ mal de Zion Musk à ses débuts en 2017 (Press, Speed, UserCity, Bring me a unicorn, PlayPac ou l'autre)

AAA: Average active sessions	BOPU: Bottom Of Funnel (cf. ToFu)	CPA: collective performance et acquisition
AND: Android Advertising Density	BPM: Business Process Management	CPA: Cost per action (et acquisition)
AARRR: Acquisition, Activation, Retention, Referral, Revenue	BRR: bounce rate (visite entrée à une seule page ou non réception d'un email)	CPE: Cost per click: amount of money required to produce a single click (or Cost-per-Customer)
ABC: Always Be Closing	BRCIC: 5 countries competing with Trade and No-1	CPCV: Cost per completed view (CPCV = Cost + Completed Views)
ABM: Account Based Marketing	BTB: B2BCom (XBTZ)	CPL: Cost per lead
ABT: AB testing	BTB: Below the fold (en dessous du pli, donc invisible ; cf. ATB)	CPM: Cost per thousand (mille)
ACSEL: Association pour commerce et services en ligne (ADEM: Association De l'Economie Numérique)	BTI: below the line (cf. ATL & hors media)	CPN: Cost-per-Transaction
ADEX: Ad Exchange platform	BtoG: Business to Government	CPV: Cost per view (issu des PPV)
AdTech: Advertising Technology (cf. MarTech)	BtoR: Business to Retail	CR: Conversion rate
ADX: Google DoubleClick Ad Exchange platform	BYOD: Bring your own device (cf. CYOD)	CRM: Customer relationship management
AIDA: Attention Interest Desire Action "First Purchase Funnel"	CAC: Customer Acquisition Cost (ou coûts d'acquisition client aménée au premier client)	COO: Conversion rate optimization
AIA: Ask Me Anything	CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)	CSAT: Customer Satisfaction Score
AMP: Accelerated Mobile Pages de Google	CCO: Chief Customer Officer	CSR: Corporate social responsibility (RSE)
APP: Application (a program designed to run on mobile devices)	CCU: cf. UCC	CSS: Cascading Style Sheets
API: Application-program-Interface (cf. MiAM)	CDC: Centre des Charges	CTA: Call to action
ARI: Augmented Reality (ou AR)	CDJ: customer digital Journey	CtB: Customer to Business (cf. UGC)
ARPU: Average revenue per user	CDIO: Chief Digital Officer (ou Chief Data Officer)	CCIC: Customer Is Customer
ARR: average recurring revenue (cf. annuel)	CDN: content delivery network / réseau de diffusion de contenu (AKAMAI)	CTR: Click Through rate (nombre de clics sur un lien/clic)
ASO: App Store Optimization (cf. Search)	CDP: Customer Data Platform (il's more than a DMP and CRM)	CX: Customer experience (including UX)
ASF: Apache Software Foundation	CEM: Customer Experience Management	CYOD: Choose Your Own Device (cf. BYOD)
ASP: Application service provider	CES: Customer Effort Score	DAO: Decentralized Autonomous Organization (Blockchain)
AssistTech cf. insurtech	CGI: Computer-generated imagery	DDD: Data Driven Document
AfkaAd: Anytime Anywhere Anydevice	CHO: Chief Happiness Officer	DDDM: data-driven decision management
AfkaAdAd: AfkaAd + AnyContent	CLI: command line interface	DDGS: data-driven strategy
ATF: Above the fold (au dessus du pli, donc visible ; cf. BTB)	CLV: Customer Lifetime value	DL: Digital Learning
ATO: Above the line (cf. BTB & media)	CM: Community Manager	DM: Direct mail or Direct message sur Twitter
AWD: Adaptive web design (cf. RWD)	CM: Communication Marketing	DMEC: Digital marketing exposition and conference (Coogee, DE)
BAT(X): Banco Alimentar Trento Xaomi (cf. GMFA)	CMO: Chief Marketing Officer	DMP: Data management platform
BANT formula: Budget, Authority, Need, Timeline (développé par IBM)	CMS: Content management system	DNS: Domain name system (cf. ICANN & registrar)
BAU: Business As Usual	CNA: Commission Nationale de l'Informatique et Liberté (cf. RGPD)	DNVB: Digital Native Vertical Brand
BI: Business Intelligence	COOC: Corporate Open Online Course	DOOH: Digital Out Of Home (Digital Signage)
BMG: Business Model Generation by Alex Osterwalder	COO: Cost Of Sales	DL: Deep Learning
BOB: Best of breed		

Lexique

cycle



#digital**mindset**

LEÇON INAUGURALE D'ÉCONOMIE NUMÉRIQUE



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





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**



~~4P~~

sources :

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





SWOT

WUCA

VUCA

HBR
2014

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

+ 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.

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 muddles 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 : NIKE with colin kaepernick



Believe in something.
Even if it means sacrificing everything.



Just do it.

V U C A

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 'borrowing' for pension funds constituting 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?



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

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

– Seth Godin

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

hk 2014

your
happiness
is my
business

Aphorisme de Hubert Kratiroff



Marketing

From Wikipedia, the free encyclopedia

For the magazine entitled "Marketing", see [Marketing \(magazine\)](#).

"Marketing" redirects here. For the video game, see [Big Thing \(album\)](#).



This article may require cleanup to meet Wikipedia's quality standards.

Please [improve this issue](#) on the talk page or [create file tag](#) with a more specific message.

This section has been flagged since June 2007.

Marketing is the process of getting things products ~~referred~~ to certain paragraphs, or to a consumer.

[Contribute](#) [Edit](#)



Introduction

Customer focused, or customer focused, organization that determines what its potential customers desire, and then builds the product or service. Marketing theory and practice is focused in the satisfaction of customers with a product/service because they have a need, or because a product/service provides a perceived benefit.

Two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management).

Once a marketer has convinced the prospective buyer, base management marketing takes over. The process for base management shifts the market to building a relationship, nurturing the relationship that sold the user in the first place, and improving the product/service continuously to protect the business from competitive encroachments.

Marketing methods are informed by many of the social sciences, particularly psychology, sociology, and economics. Anthropology is also a small, yet growing, influence. Market research informs these activities. Through advertising, it is also related to many of the creative arts.

For a marketing plan to be successful, the mix of the four "P's" must reflect the wants and desires of the consumer in the target market. Trying to convince a target recipient to buy something they don't want is expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for it. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer us also an important addition to the 4P's theory.

Within most organizations, the activities encompassed by the marketing function are led by a Vice President or Director of Marketing. A growing number of organizations, especially large US companies, have a Chief Marketing Officer position, reporting to the Chief Executive Officer.

The American Marketing Association (AMA) states, "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

Marketing is a wide and heavily interconnected subject with extensive publications. It is also an area of activity intended for advertising itself and its vocabulary according to the times and the culture. As a result, much continuous work is required to improve the quality, usefulness and usability of the (this) Wikipedia description.

The Different Schools, Theories, Practices and Views of Marketing

[Edit](#)

Much of the rest of this ~~encyclopedia~~ **Marketing** is currently concerned with a graduate level matter at the future into a useable and comprehensive encyclopedia entry. That does not imply that the current description is necessarily inconsistent or incomplete.

In order to properly understand and communicate this basic subject, an effective meta-language must emerge from within these Wikipedia pages. To that end, it is suggested that this document should be supplemented with the following subject entries &/or references, as they pertain to a description of **Marketing**. In this context, Please should appear in the content section above, where they are not already (word inserted) ones.⁷

- [Perspective \(marketing\)](#)
- [Content \(marketing\)](#)
- [Culture \(marketing\)](#)
- [Technique \(marketing\)](#)
- [Concept \(marketing\)](#)
- [Process \(marketing\)](#)
- [Principle \(marketing\)](#)
- [Strategy \(marketing\)](#)
- [Tactic \(marketing\)](#)

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

*Hubert Kratiroff
(2004 Chef de Produit)*





€



Satisfaction vs. Profit



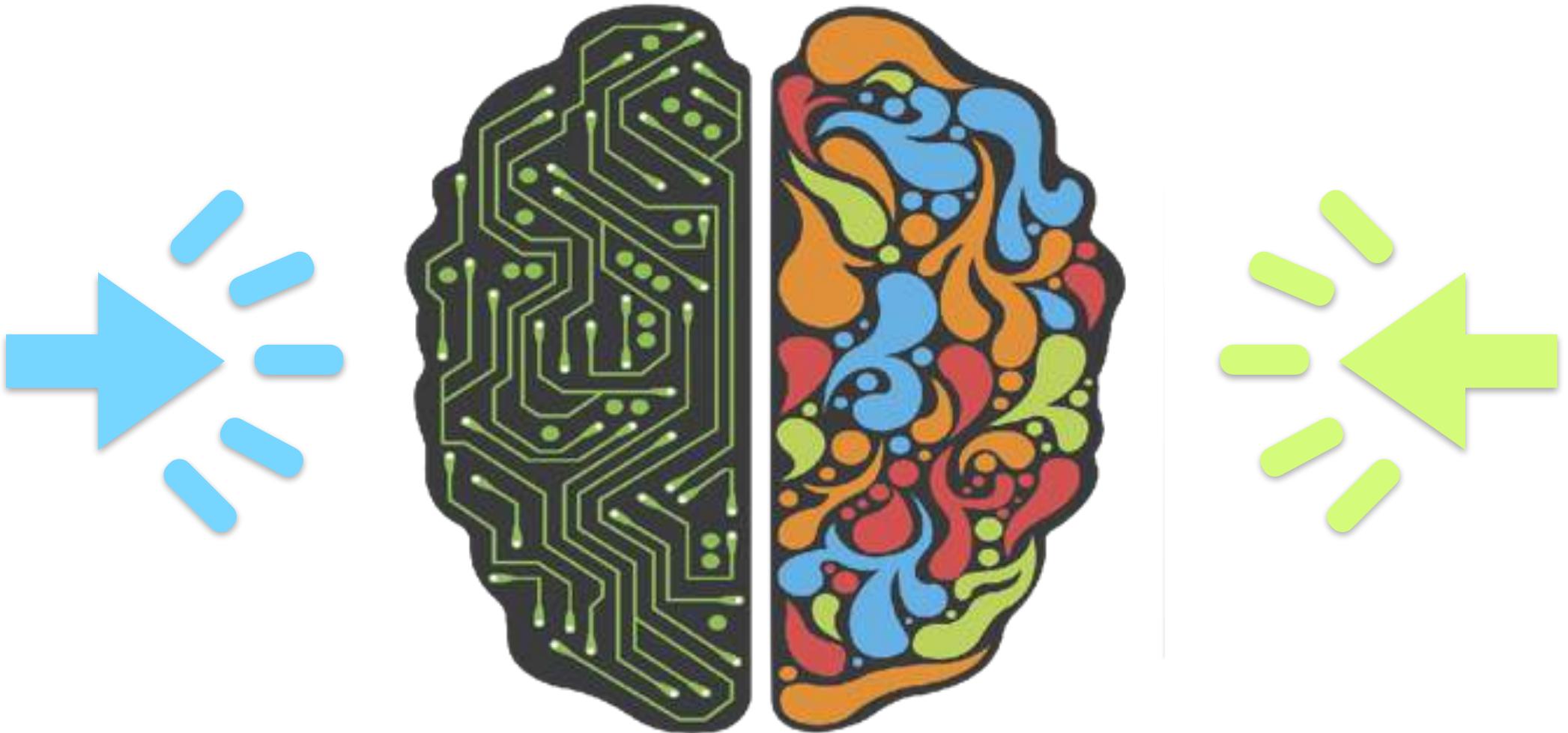
PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares

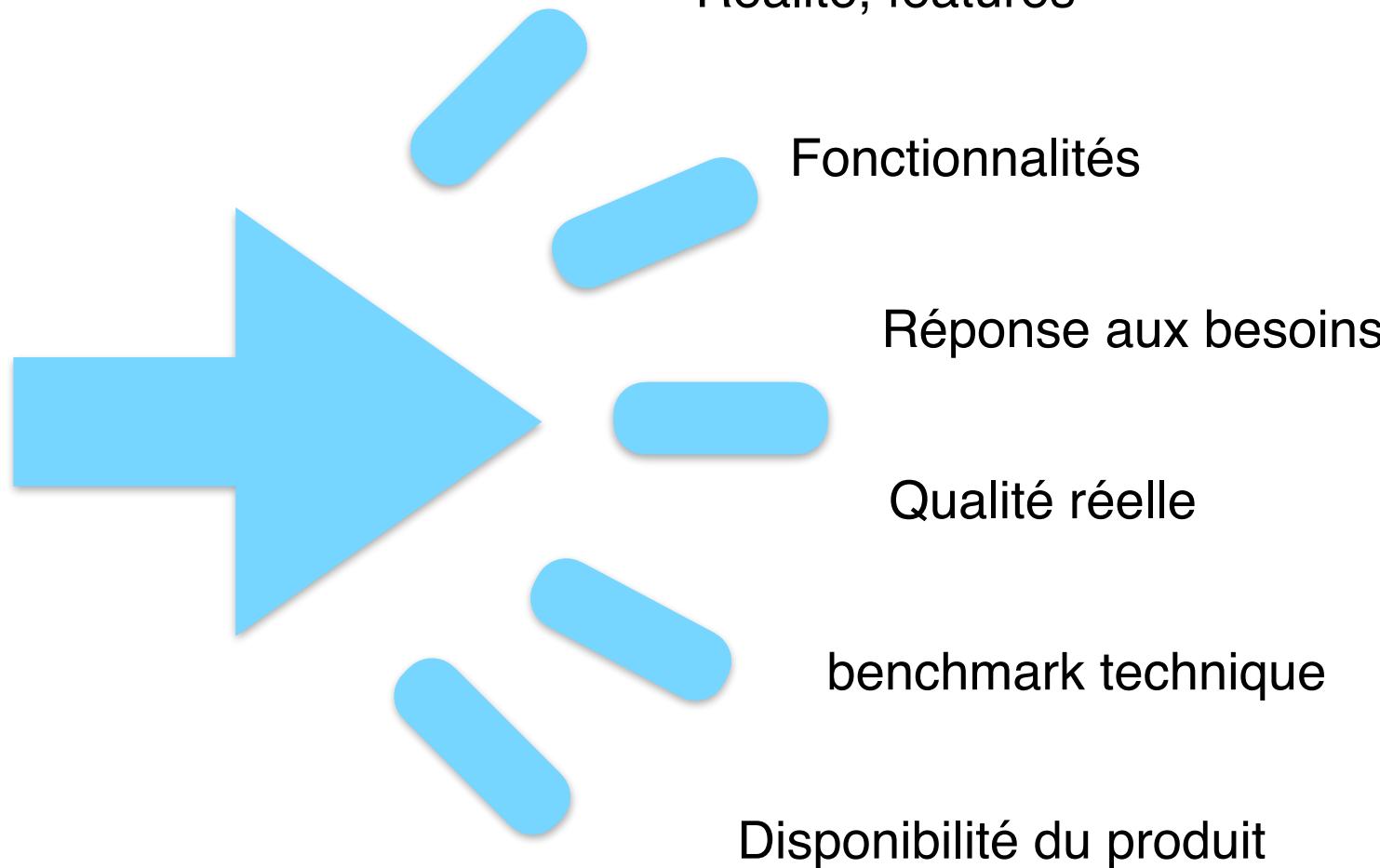
Objective : features

Subjective : insight

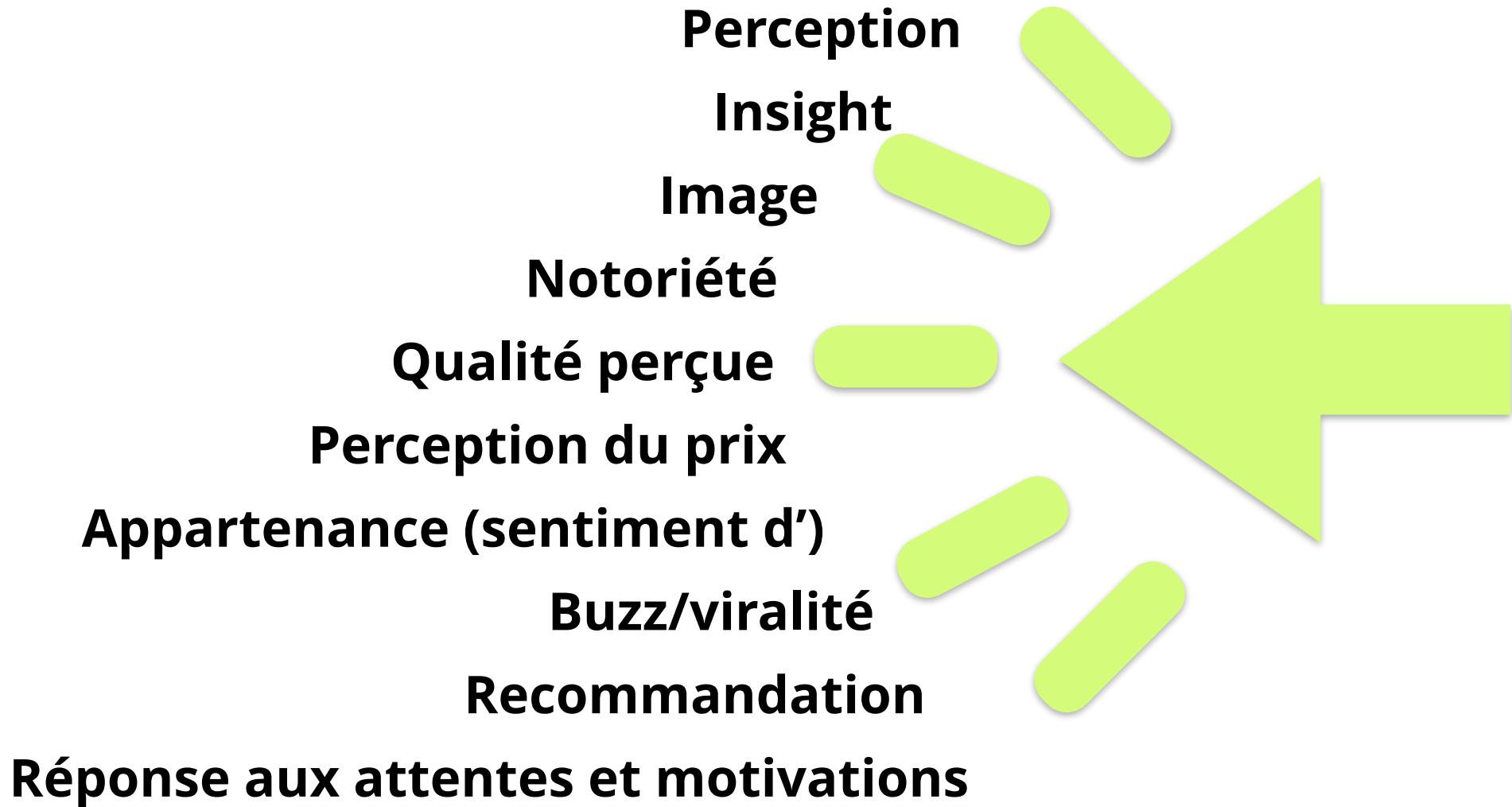
Satisfaction objective / subjective



Satisfaction objective (cerveau gauche)



Satisfaction subjective (cerveau droit)





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

Jean Tirole

**ÉCONOMIE
du
BIEN COMMUN**



**PRIX NOBEL
D'ÉCONOMIE**

puf



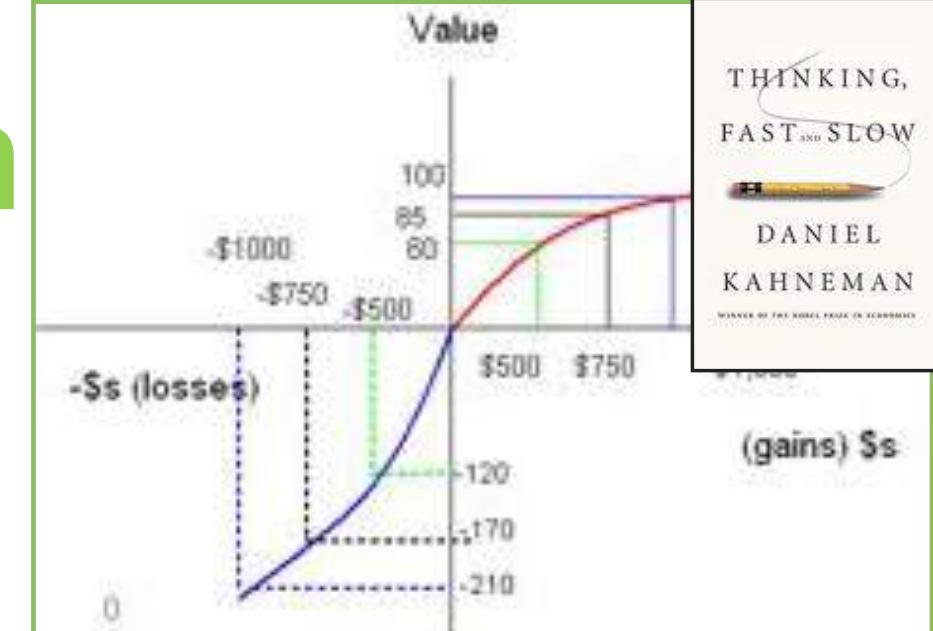
Jean Tirole

Born: 1953 in Troyes, France (French citizen)
Affiliation at the time of the award:
Toulouse I Capitole University, France

#NobelFacts Jean Tirole is the third French Laureate awarded the Prize in Economic Sciences. Maurice Allais was awarded in 1988, and Gérard Debreu in 1988.

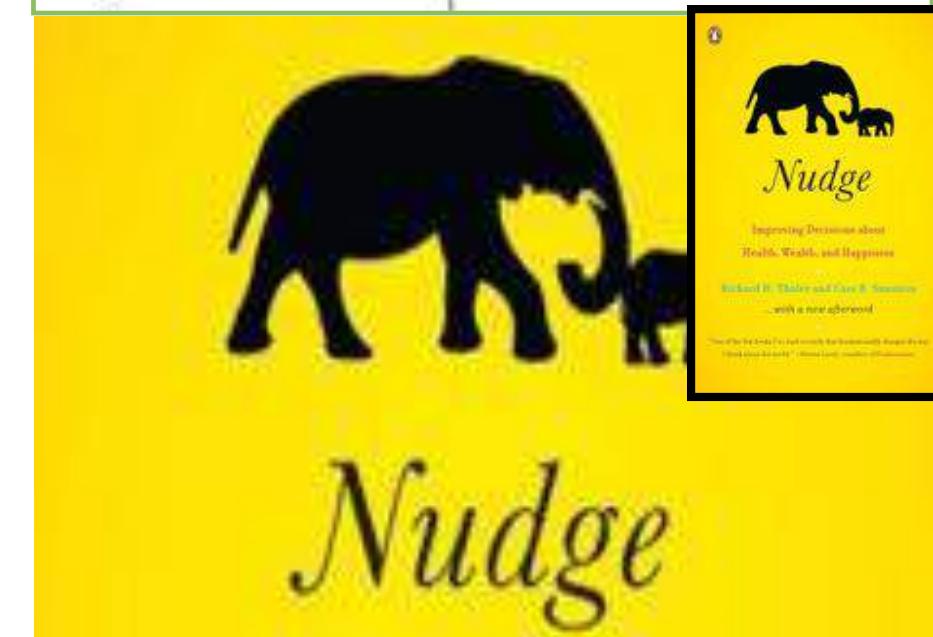
Daniel Kahneman

2002 Decision making under uncertainty



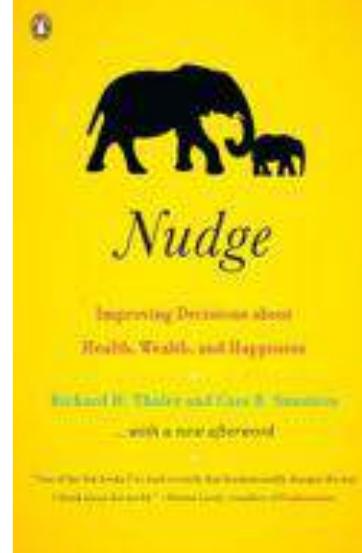
Richard Thaler

Nobel 2017 pour Nudge

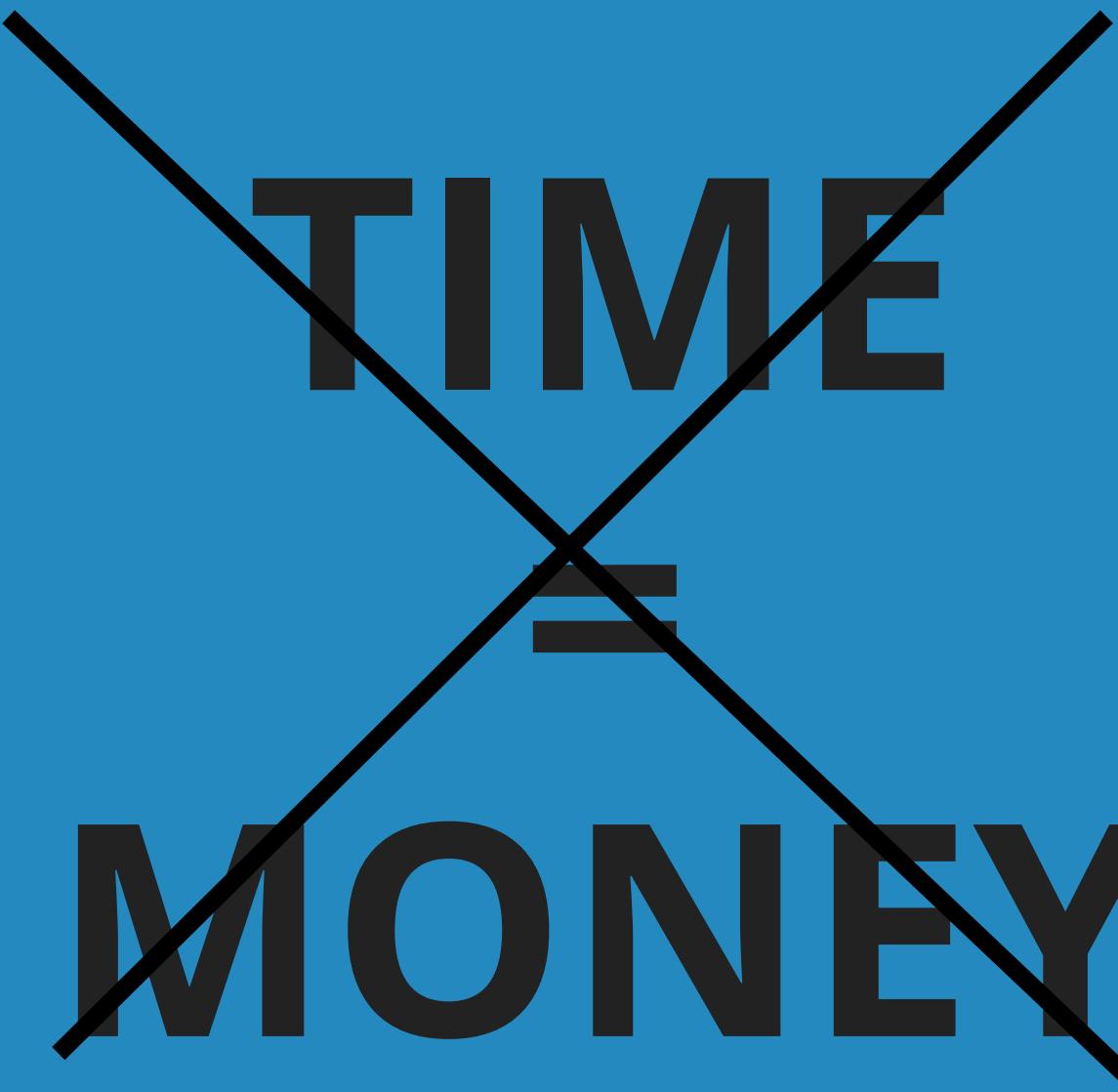


Richard Thaler

Nobel 2017 pour Nudge



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



TIME

MONEY

A large black 'X' is drawn across the center of the image, crossing over the word 'TIME' at the top and the word 'MONEY' at the bottom. The background is a solid blue color.

“

ATTENTION

=

MONEY

”

Économie de l'attention Expectation economy économie comportementale

like
clic
engagement
RT (ReTweet)
nudge marketing



IDRISS ABERKANE

**Economie
de la
connaissance**

VALEUR ECONOMIQUE

valeur d'usage

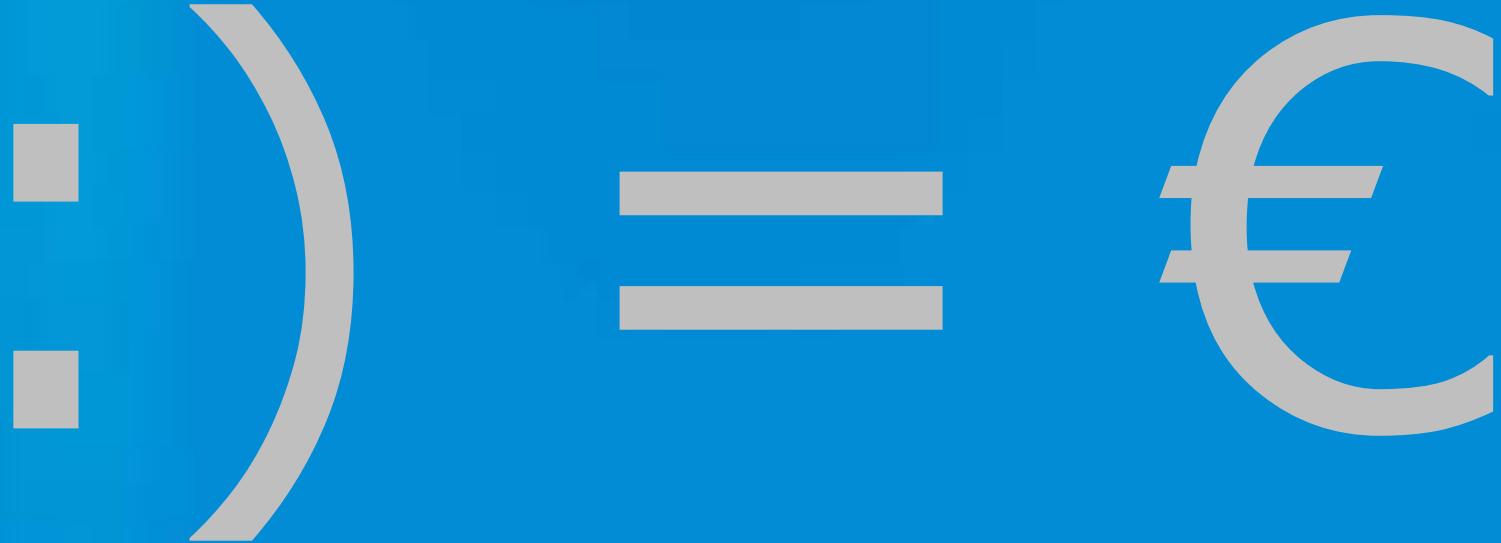
vs.

valeur d'échange

prix vs. valeur

Key TakeAways

ce qu'il faut retenir



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION



ACT THINK IMPACT







WeChat



ACT THINK IMPACT



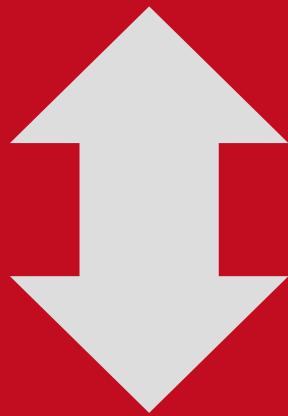
微信支付
WeChat Pay



Tencent 腾讯

QrCode : phygital

Lien analogique/physique



digital



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION

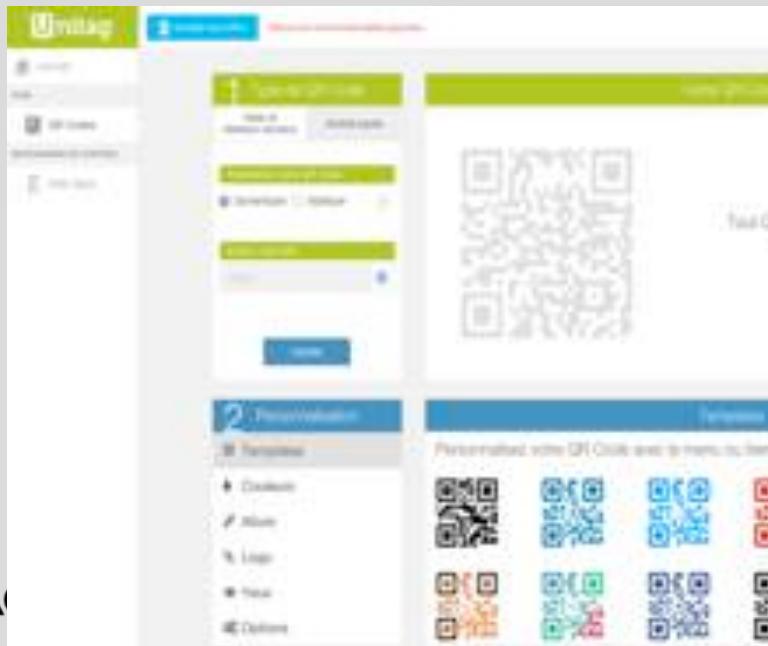


CCI GRENOBLE



1

UNITAG pour encoder avec action



2

UNITAG pour lire sur mobile



Générateur de QR Codes



Gratuit et immédiat



Personnalisation facile



Durée de vie illimitée

1

Type de QR Code

Web:
A plusieurs niveaux

Autres types:

Entrez votre URL:

http://www.toutautrementbon.com

VALIDER

Votre QR Code

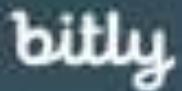


Important

Tout QR Code n'est pas forcément lisible.
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

URL shortener

[LINK MANAGEMENT](#)[ENTERPRISE](#)[RESOURCES](#)[BLOG](#)[LOGIN](#)[SIGN UP](#)[GET ENTERPRISE](#)

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

[SHORTEN](#)[GET STARTED FOR FREE](#)[Or Go Beyond the Basics →](#)

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 ()

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

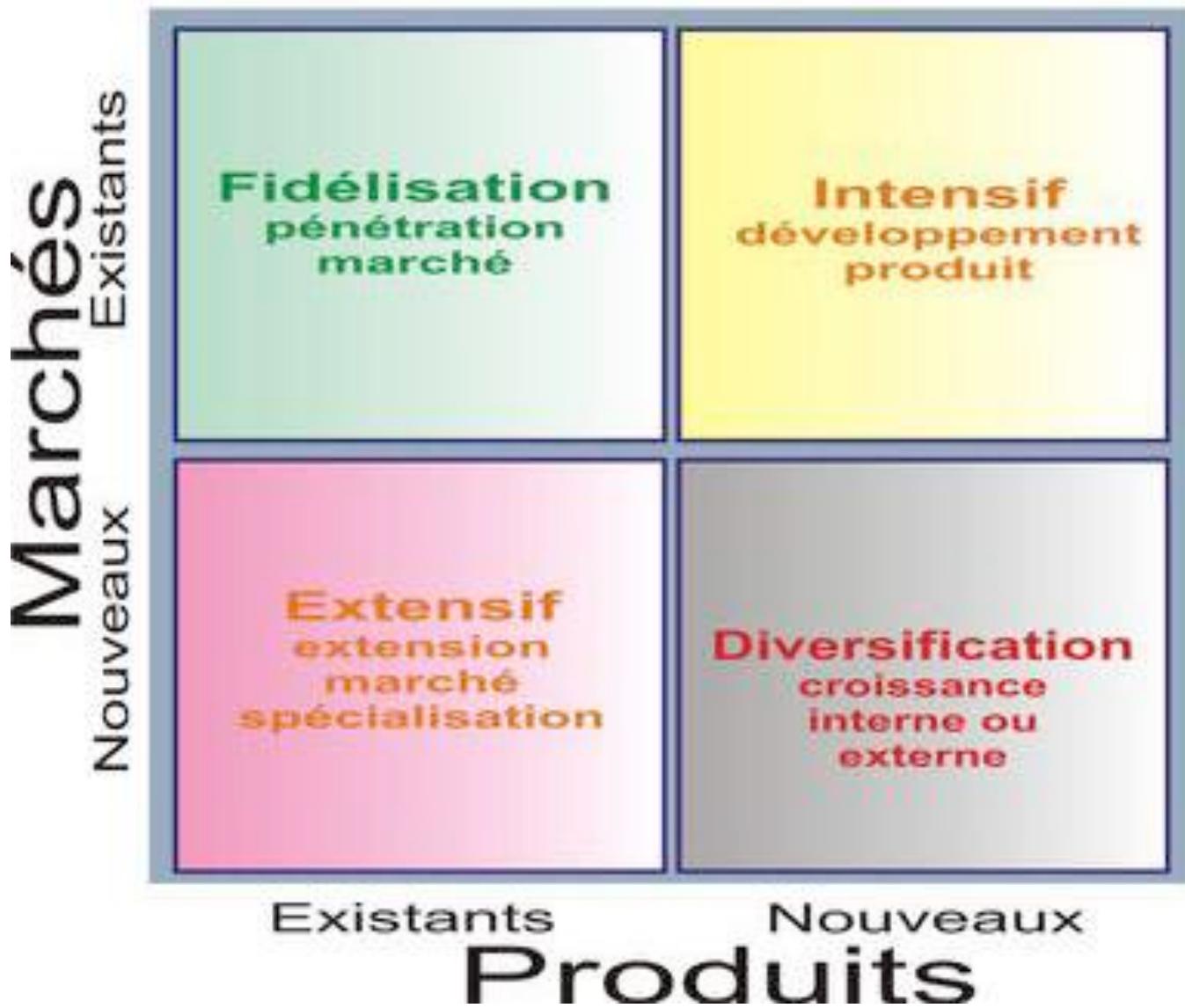
Sert de base au positionnement

Principe de la segmentation

Outil de réflexion universel

Décomposition stratégique d'Ansoff

Igor ANSOFF (1918-2002)
The new corporate strategy



Marketing Opérationnel

=

3

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**

CMI



MARKETING

360°

outils | cibles

SALES + MARKETING =
SMARKETING.

SALES

- "simple-minded"
- "incompetent"
- "lazy"



MARKETING

- "arts and crafts"
- "academics"
- "irrelevant"



The background consists of a dense arrangement of metallic, reflective triangles, creating a complex, faceted surface that resembles a crystal or a highly polished architectural structure. The lighting is dramatic, with highlights and shadows reflecting off the sharp edges of the facets, giving it a three-dimensional, almost liquid appearance.

marketing
d'influence

CONVERSATION MARKETING



**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

1. Consommateur au centre
2. Démocratie marketing

consumer focus

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Marketing

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Marketing Opérationnel

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Marketing Opérationnel

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- 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

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Cs Content strategy	
Ar Audience	Sh Sharing
V Value	Vi Validation
Im Impact	Pr Platform
Ev Engagement	Wb Format
Gm Growth	Ap Metrics
Tb Tools	Eb Content
P Process	So Success
El Elements	Em Strategy



A seven-step guide to success

1. Take some time to refine your strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution channels available.
5. Track the key metrics, and track them in your goals.
6. Be aware of the risks of using triggers. Be sure to work with the dimensions.
7. Always double check your work.

Pv Perspective	Uv User journey	Nv Niche audience	Br Behavioral	Tf Trend
Ni New media	Do Distribution	Ci Conversion	Kp Key players	Le Length
Bm Brand message	Rp Replication	Pm Personalization	Dg Design guidelines	Br Branding
Of Object facts	Mi Microsites	Am Algorithmic	Rm Reputation management	Sa Style
Li Lifecycle	Pi Partnerships	Is Influencers	Sc Social currency	S Sector
Gp Growth hacking	Fo Fandom	Tu Trends	Nm New media	Me Memes
Vn Viral	Re Referrals	Ig Influencers	Sm Social media	Sh Storytelling
Hn Human touch	Ps Participative	Ad Advertising	Eg Engagement metrics	En Environment



Fu Funny	Sx Savvy	Sg Sharing	Mv Moving	Un Unbounce	Cv Conversion	Co Cute	Ig Influencing	Rd Reactive	Zg Targeted	Aw Awe	Up Upgrading	Di Digital native
Sq Smart	Se Search optimization	Ce Cross-channel	Fm Formatting	Hd Headlines	Tv Social media	Gd Brand guidelines	Pe Partnerships	Do Diversify	Fe Fake advertising	Cd Cloud content	Ct Content strategy	Fd Facebook marketing

Illustration by: Chris Lai (70494)

You can share this image on your website or blog post for free, with attribution (link).

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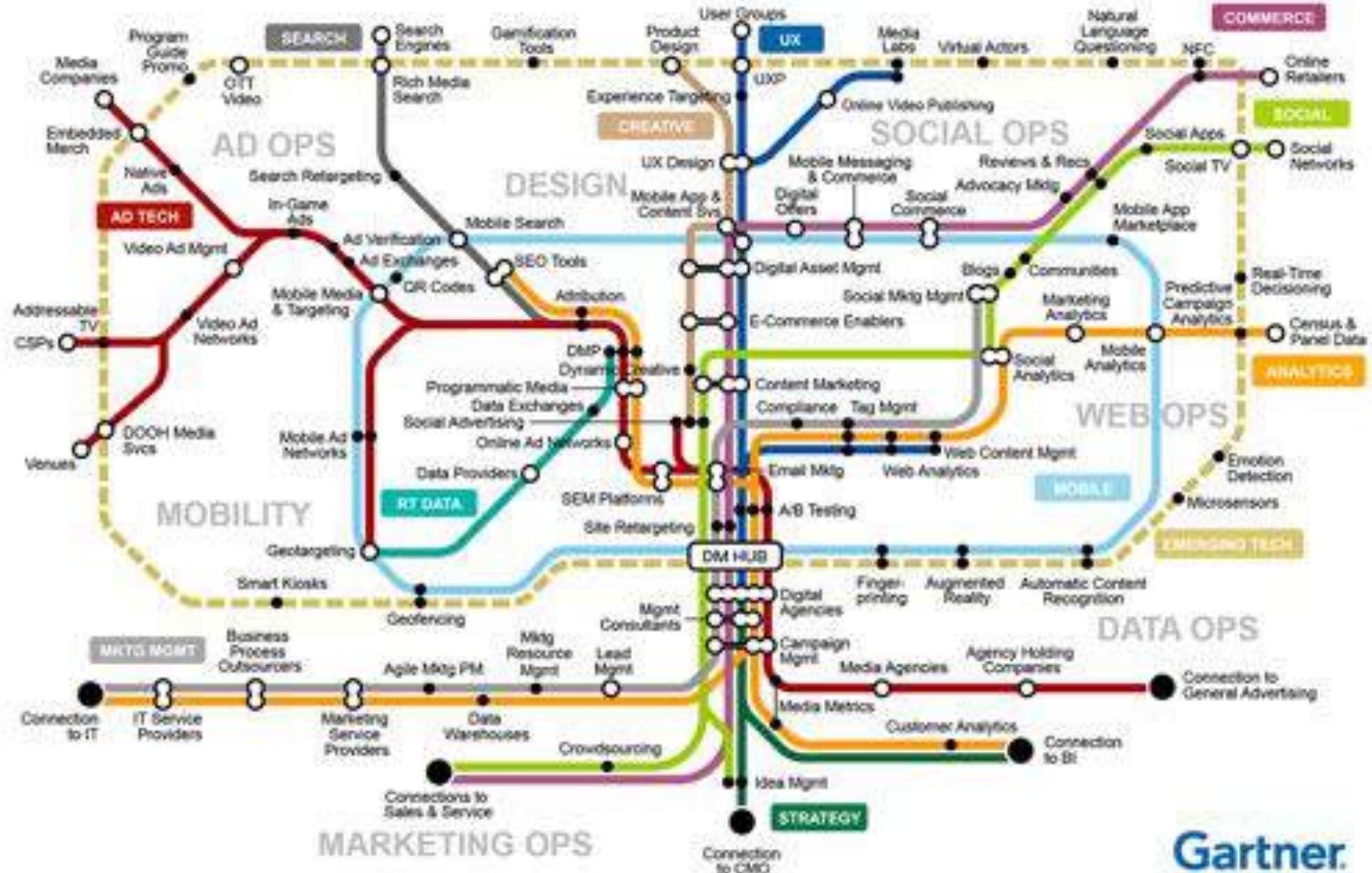
CONTENT MARKETING / NATIVE LUMAscape

M A R K E T E R



C O N S U M E R

Google AOL YAHOO! bing KAYAK yelp Citysearch® Yandex YAHOO! JAPAN



DM

DigitalMarketing e-business Digital Business

- e-advertising
- Web-Advertising
- M-Advertising
- S-Advertising
- AdTech

6

- e-commerce :
- web-commerce
- m-commerce
- s-commerce

5

- Strategy
- web-marketing :
- M-Marketing
- SocialMarketing
- Martech
- MARCOM

4

- WEB Design Management
- insideWeb / BackOffice

1

- Research
- Empreinte

2

- SEARCH
- SearchMarketing
- Référencement
- SEM

3





XMind



XMind 8

The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2006 - 2016

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coggle.it

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PDF to Word



Merge PDF



Split PDF



Rotate PDF



eSign PDF



Unlock PDF

Quelques mots sur le B to ?

BtoB vs. BtoC

BtoA, BtoR

BtoRtoC,
BtoltoC,
BtoltoBtoRtoC

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 Content (UGC)

Consommateurs :
échange et recyclage
consomm'acteur
consomm'agent

Key TakeAways

ce qu'il faut retenir

1
4
 3×6

TOOLS

Dessin d'un Mind Map

**essai de classification de
nouveaux éléments**



XMind



XMind 8

The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2008 - 2018

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coggle

coggle.it



E'TN

#DigitalMarketing

MBAESG

#DigitalMarketing

social|data|mobile|code|startup|search

cycle



#digital**mindset**

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

SLIDO.com

#esg

Audience Interaction Made Easy.

Live Q&A and Polls for your Meetings & Events

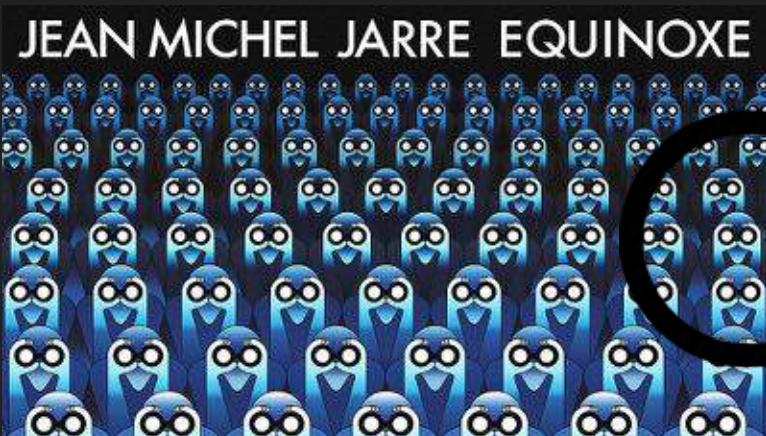
esg

JOIN

or

+ CREATE EVENT

request a demo





HERMÈS
VANILLE GALANTE



julia angus stone snow lyrics



Tous Videos Actualités Images Shopping Plus Paramètres Outils

Snow

Angus and Julia Stone

Running from the start and here we are again
Running from the start and here we go again
Smile in the smoke and find something to say
Smile in the smoke and find something to say
Who the hell are we to start this chain again?
Who the hell are you to break this chain again?
Trying to imagine giving it away

Why don't you stay? (La la la la la, la la la la la, la la la la la)





Michel Houellebecq
**La carte
et le territoire**

roman

**PRIX
GONCOURT
2010**

Flammarion

GROUPE RENAULT

Un nouveau continent ...



GROUPE RENAULT

... de 2 milliards d'habitants

Mark Zuckerberg
June 27 - Palo Alto, CA, United States - [Edit](#)

As of this morning, the Facebook community is now officially 2 billion people!

We're making progress connecting the world, and now let's bring the world closer together.

It's an honor to be on this journey with you.

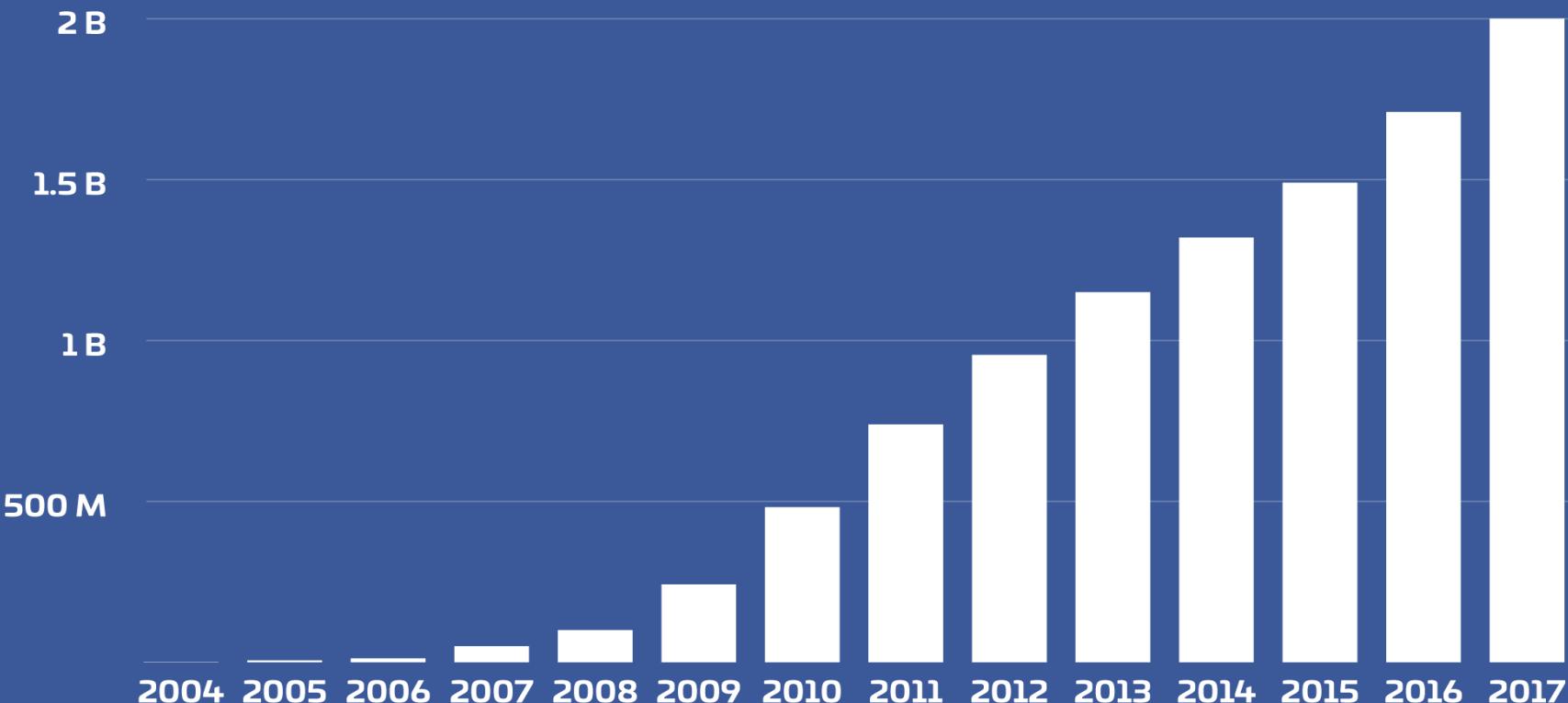
[Like](#) [Comment](#) [Share](#) [Buffer](#)

426K [Top Comments](#) •

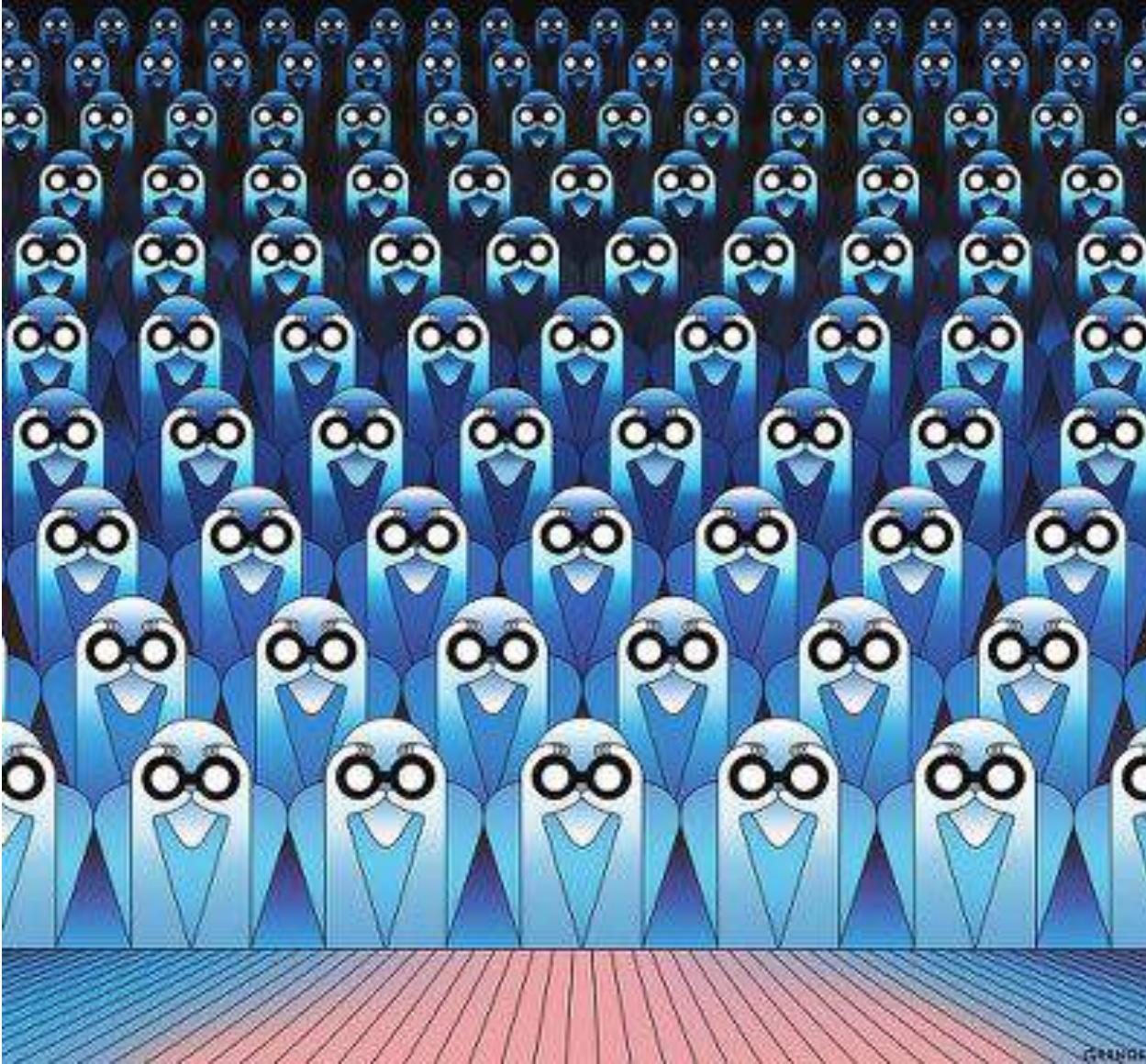
11,932 Shares

FACEBOOK MONTHLY ACTIVE USERS

JUNE 2017



JEAN MICHEL JARRE EQUINOXE



GRANDE

JEAN-MICHEL JARRE

JEAN-MICHEL JARRE



EQUINOXE PROJECT

OXYGENE TRILOGY

AN EQUINOXE TRIBUTE

1	5	8	4	3	9	9	4	2	3	9	7	1
3	7	0	2	7	4	7	1	4	1	9	8	6
4	8	1	7	4	2	9	7	2	7	0	0	6
4	9	2	1	7	8	7	5	4	0	5	4	9
8	9	6	8	4	8	1	0	2	9	0	2	3
1	3	2	7	5	4	6	8	3	9	8	7	9
8	1	9	2	3	8	2	4	7	2	5	4	5
4	5	9	9	9	6	3	2	1	4	8	6	9
4	8	5	3	1	3	4	1	3	1	5	6	7
3	7	8	0	6	0	0	8	4	7	9	5	1
0	0	0	9	0	4	0	5	0	9	0	5	3
3	0	6	3	3	9	8	3	3	8	3	7	9
2	2	9	5	1	7	6	5	6	0	3	1	2
8	8	5	9	8	5	8	5	7	6	5	3	8
6	6	3	3	3	3	1	4	7	8	6	3	3
8	0	5	4	0	7	0	0	1	2	5	6	5



LEADER
DES
SÉCURITÉS

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

LE BUREAU
DES LEGENDES





Réservation rendez-vous

ORL

Neuilly-sur-Seine

Rechercher

Honoraire

Sortie de consultation

Consultation pour rhinologie de la face et du cou

Disponibilités



Dr Xavier LACHIVER

ORL

30 Rue Parmentier
92200 Neuilly-sur-Seine

Commentaire patient

Prendre rendez-vous

jeu.

12 juin

ven.

13 juin

sam.

14 juin

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

Commentaire patient

Prendre rendez-vous

jeu.

12 juin

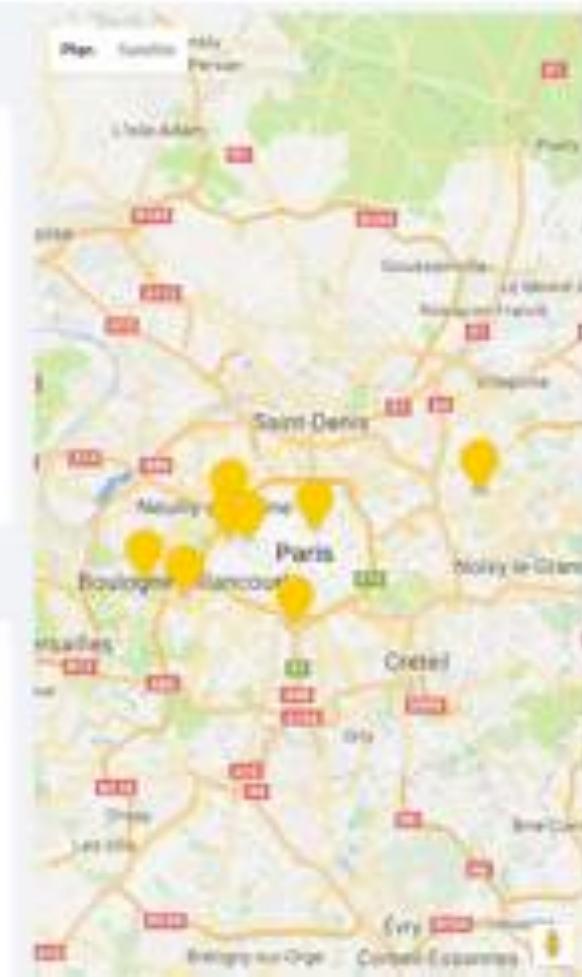
ven.

13 juin

sam.

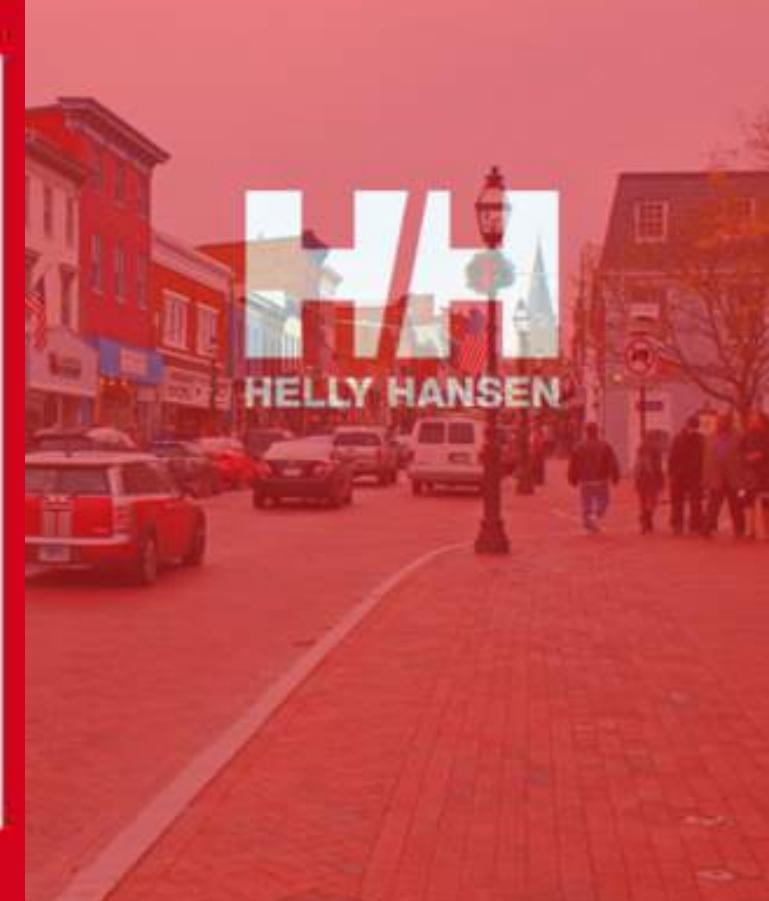
14 juin

14:30





Human
To
Human



L'humanité augmentée

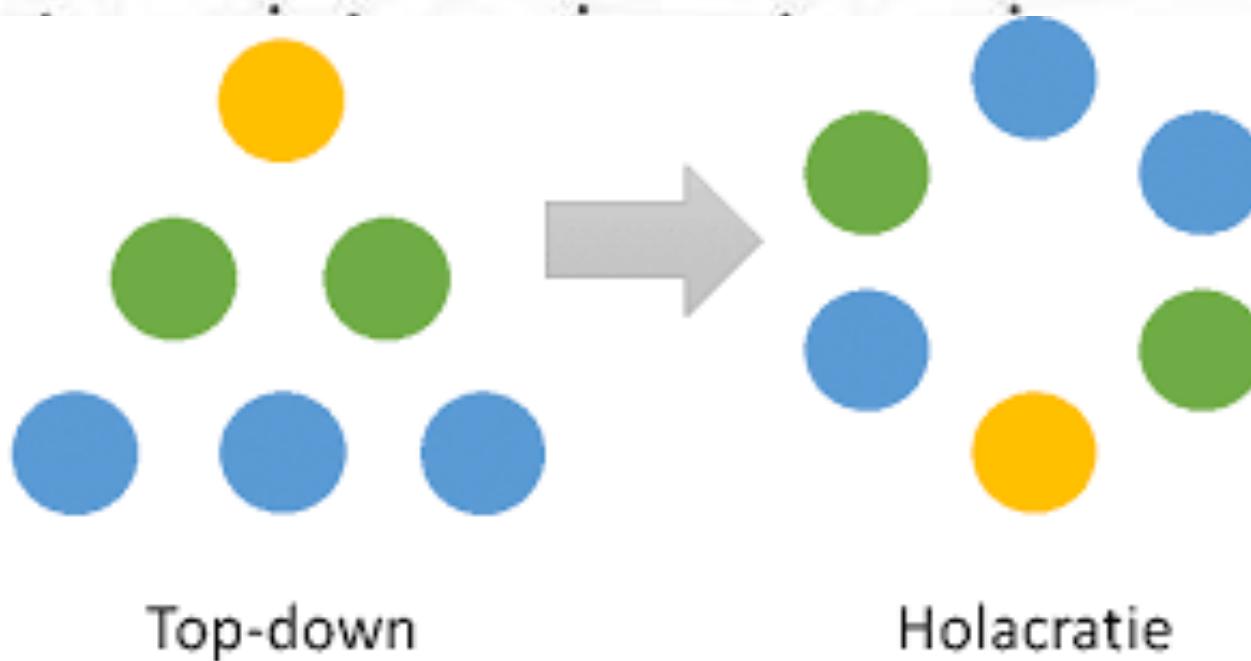
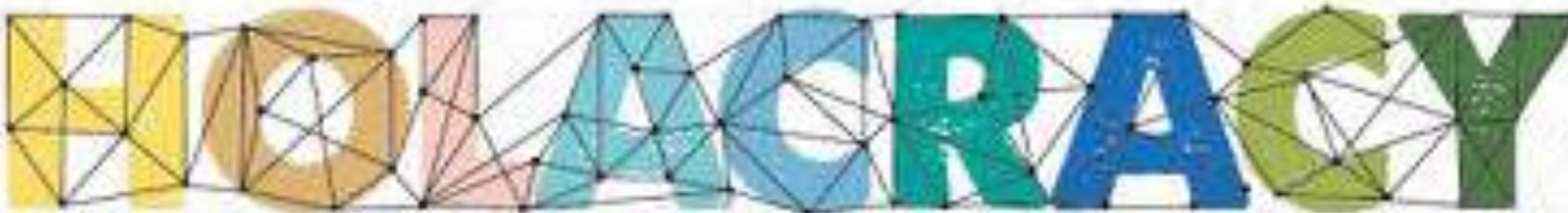




Singularity University

Preparing Humanity for
Accelerating Technological Change





A wide-angle photograph of the Great Wall of China, showing its long, winding sections stretching across a range of mountains. The wall is made of stone and brick, with several watchtowers visible. The surrounding landscape is hilly and covered in sparse vegetation. The sky is a clear, pale blue.

NO LIMIT



2018天猫双11全球狂欢节

因为相信 所以看见

OFFICIAL PARTNER OF THE 2018 WORLD CUP

四
三
二
一

¥213,550,497,011

成交额
成交额



Dreams change the
world,
not technology

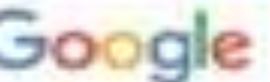
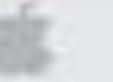
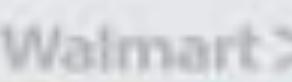
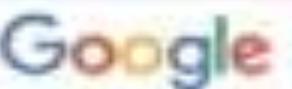
Jack MA (馬雲 Mǎ Yún)



INTRODUCING
amazon go

The image shows a woman in a grocery store aisle, looking down at a sandwich she is holding. She is wearing a white cardigan over a light-colored top. A receipt is visible in her other hand. A video play button icon is overlaid on the image, suggesting it's a video advertisement. In the bottom right corner, there is a small YouTube logo.

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

	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	 China Mobile	39,168	 Amazon	139,286
5		38,510	 facebook	129,800
6		37,567	 AT&T	115,112
7		37,445	 VISA	110,999
8		36,084	 Tencent	108,292
9		31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

GAFA

MS

NATU

BE

BAT

XY

GAFA *M* SJ

NATU *BE* Y

BAT X

BDHD



Nouveaux Business Modèles

REINVENT YOUR BUSINESS MODEL

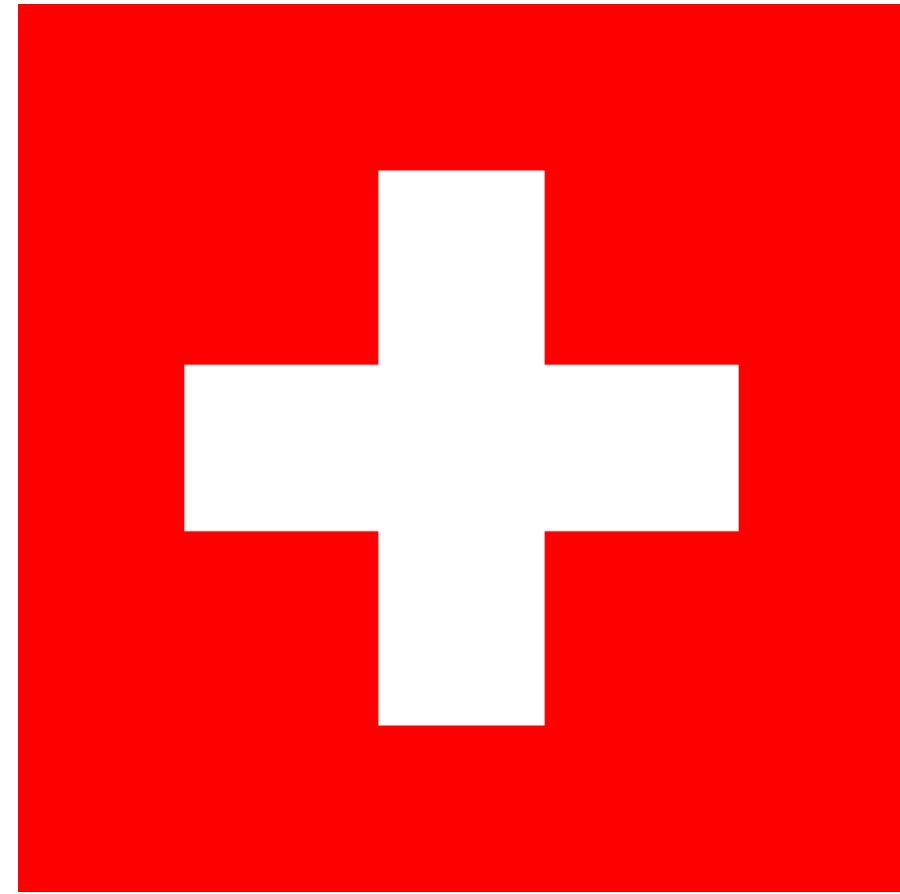
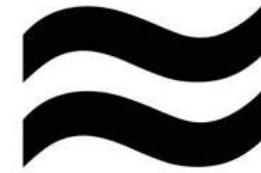
.....
**How to Seize the White Space
for Transformative Growth**
.....

Foreword by CLAYTON M. CHRISTENSEN

MARK W. JOHNSON



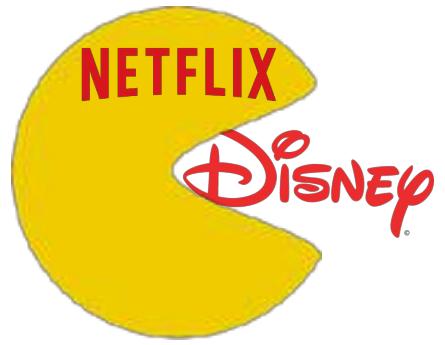
ROLEX



NETFLIX



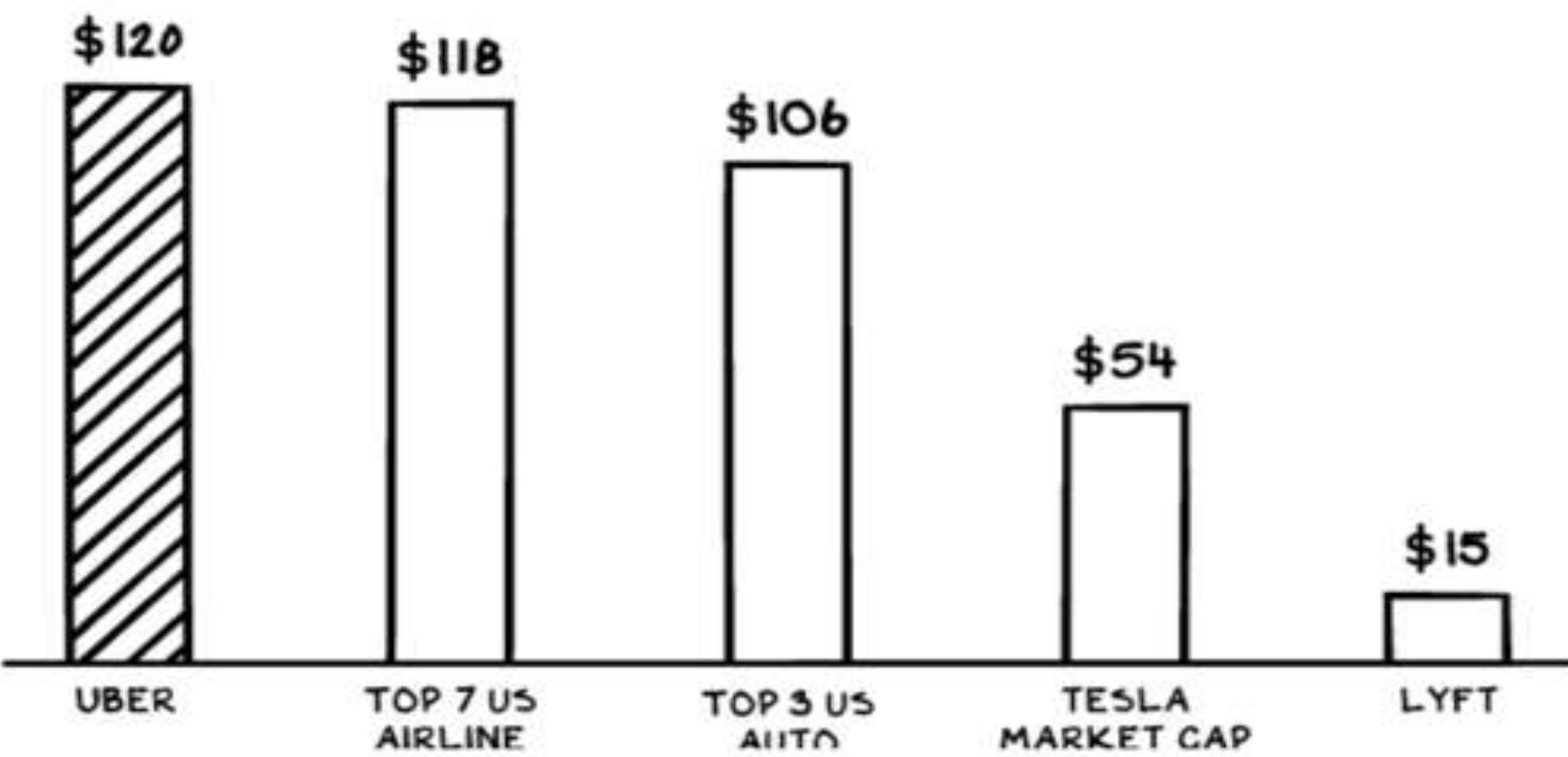
Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47





DNVB



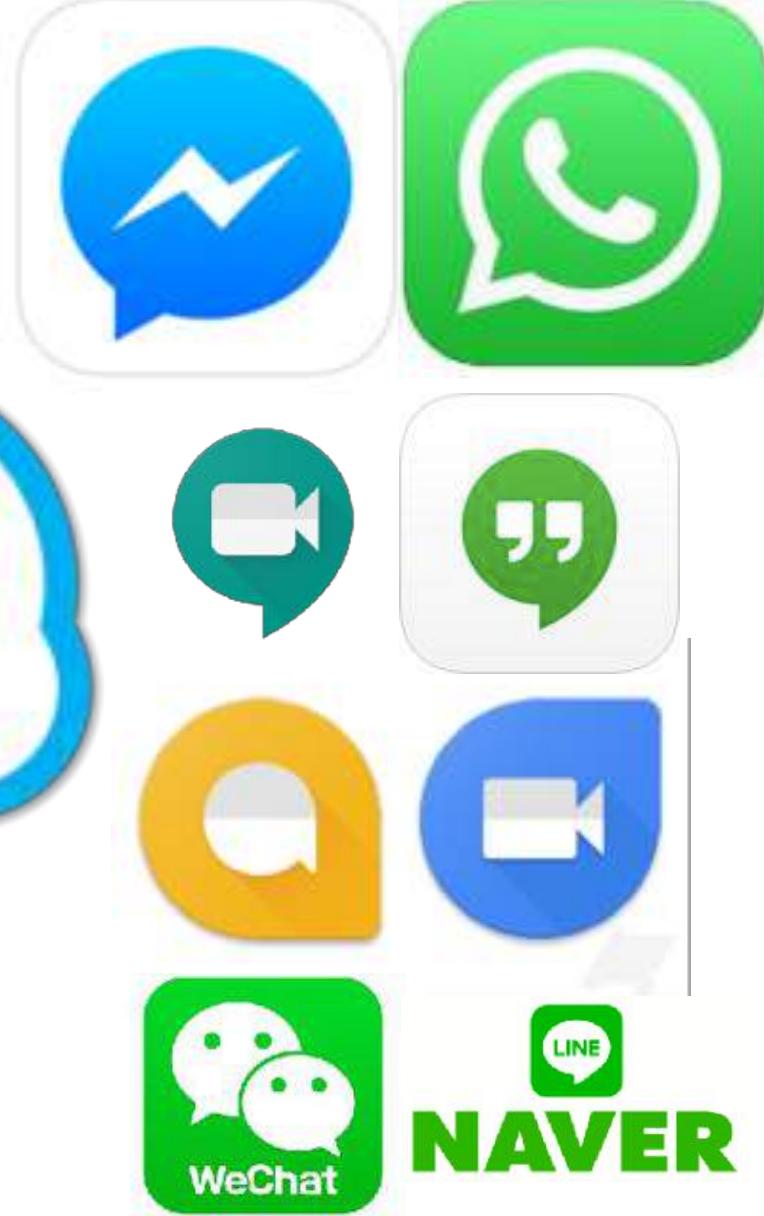
Digital Native Vertical Brand

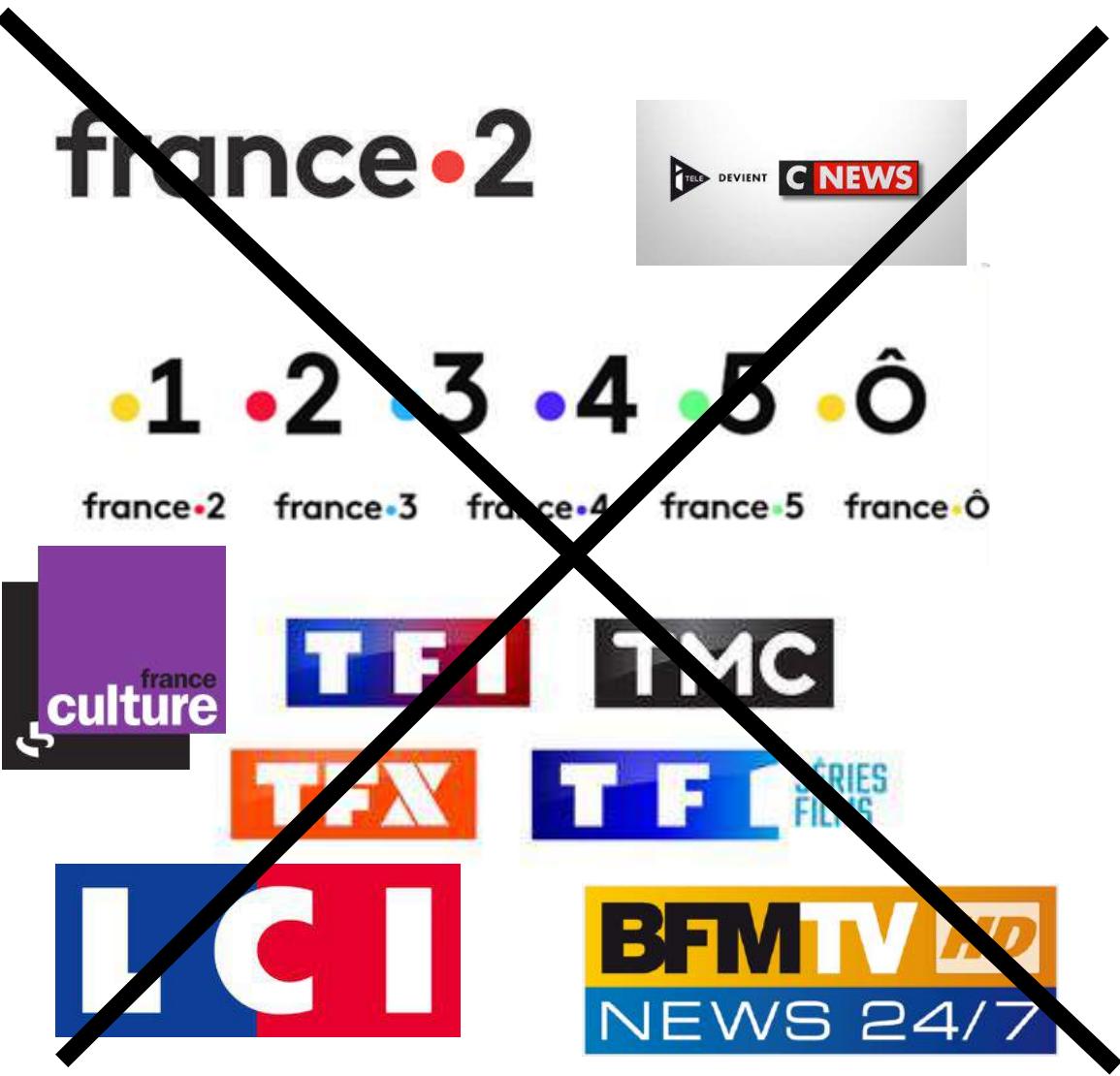
le slip français
made.com
maison standard
Michel Augustin
Dollar Save
Glossier
Casper

Jimmy Fairly
Veja
Tediber
Bergamotte
Sézane
Warby Parker
Bobbies



~~MOBILE
FIRST~~
ONLY





Révolutions : social économique technologique



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION



CCI GRENOBLE

4ème révolution industrielle
Vapeur + moteur
Électricité
Informatique / Numérique
NBIC

Michel
SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc
FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



NBIC

Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML



ed ag water

food civic insur

mar TECH med

green fin deep

ad

GIG

economics

blue

expectation

micro

sharing

macro

economy

barter

nudge gift

offre

market

attention

collaborative

neuro

intelligence

law

funding

sharing

crowd

marketing

power

lending

collaboration

sourcing

uberisation

servicisation

platformisation

Quelques mots sur le B to ?

BtoB vs. BtoC

BtoA, BtoR

BtoRtoC,
BtoltoC,
BtoltoBtoRtoC

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

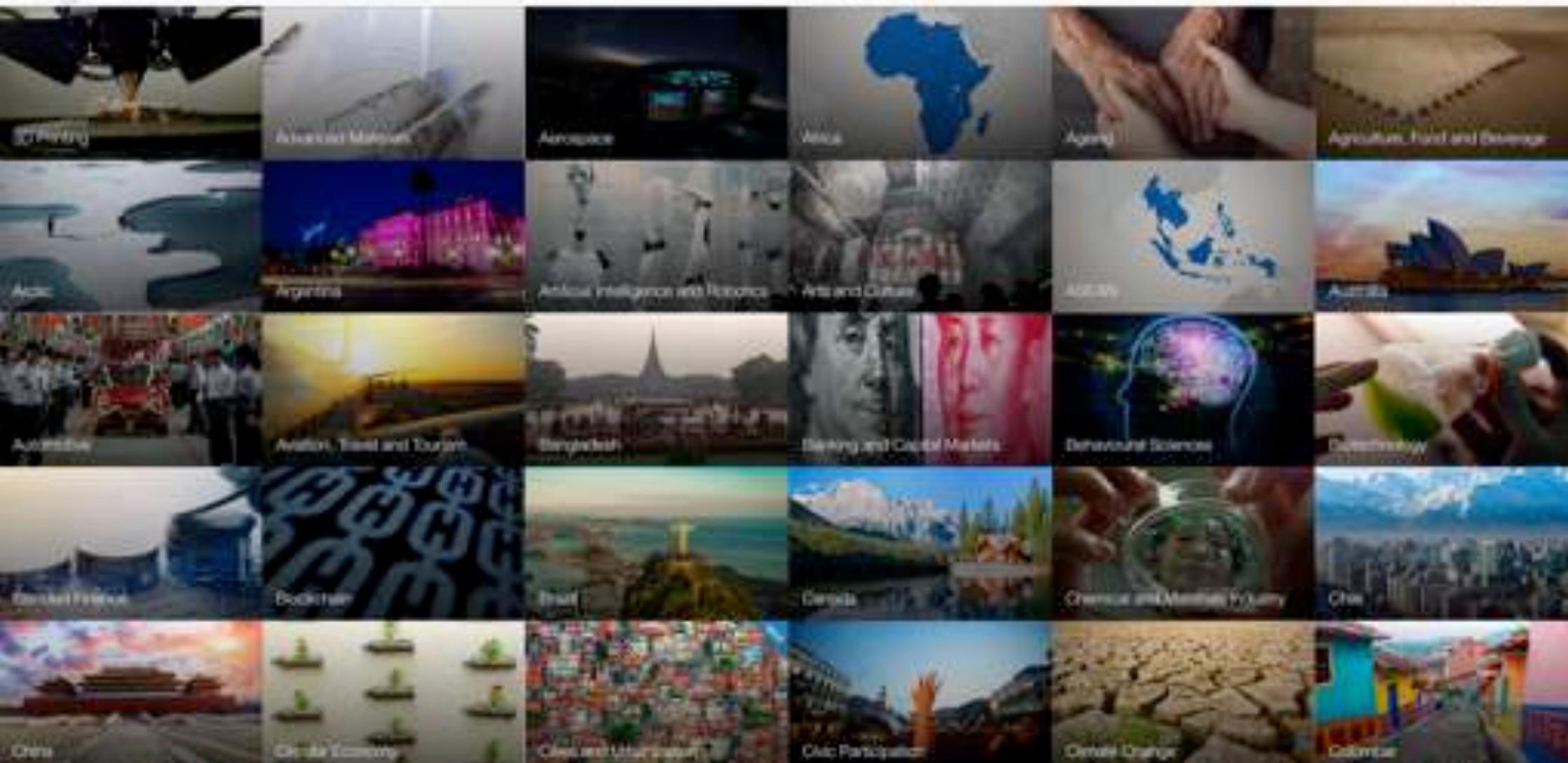
Consumer to business : CtoB

User Generated Content (UGC)

Consommateurs :
échange et recyclage
consomm'acteur
consomm'agent

No LIMIT







4ème révolution industrielle
Vapeur + moteur
Électricité
Informatique
IA



Révolutions d'ordre : social / culturel économique technologique



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION



CCI GRENOBLE

**Michel
SERRES**

**-3000 écriture
1450 imprimerie/chiffre
2000 NBIC**

**Luc
FERRY**

**1800 Vapeur
1900 Électricité
2000 NBIC**



Gutenberg



Zuckerberg Sandberg



Moore Gordon

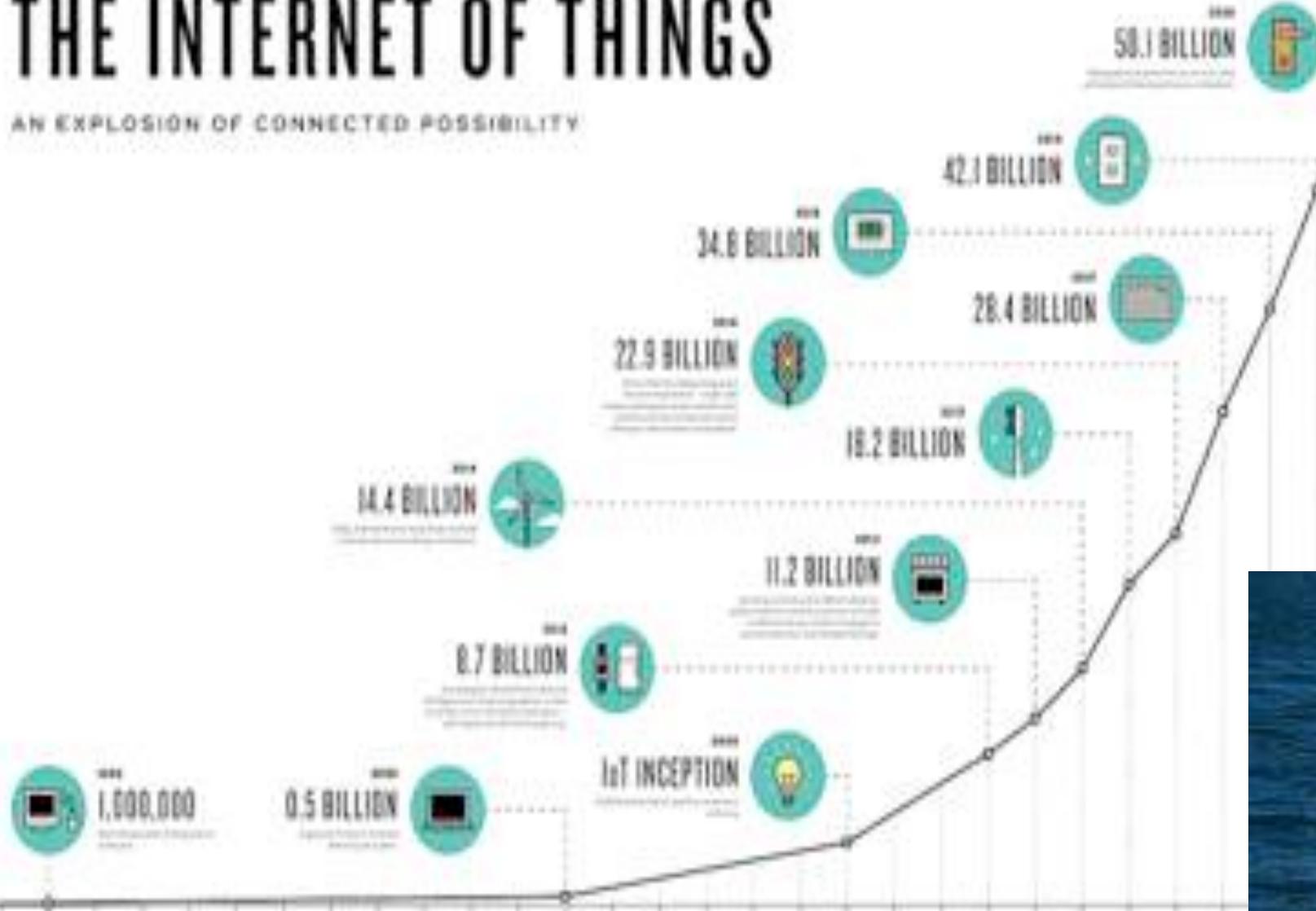
1

HUMANITÉ
DIGITALE

ÉCOSSYSTÈME

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





momentum IOT

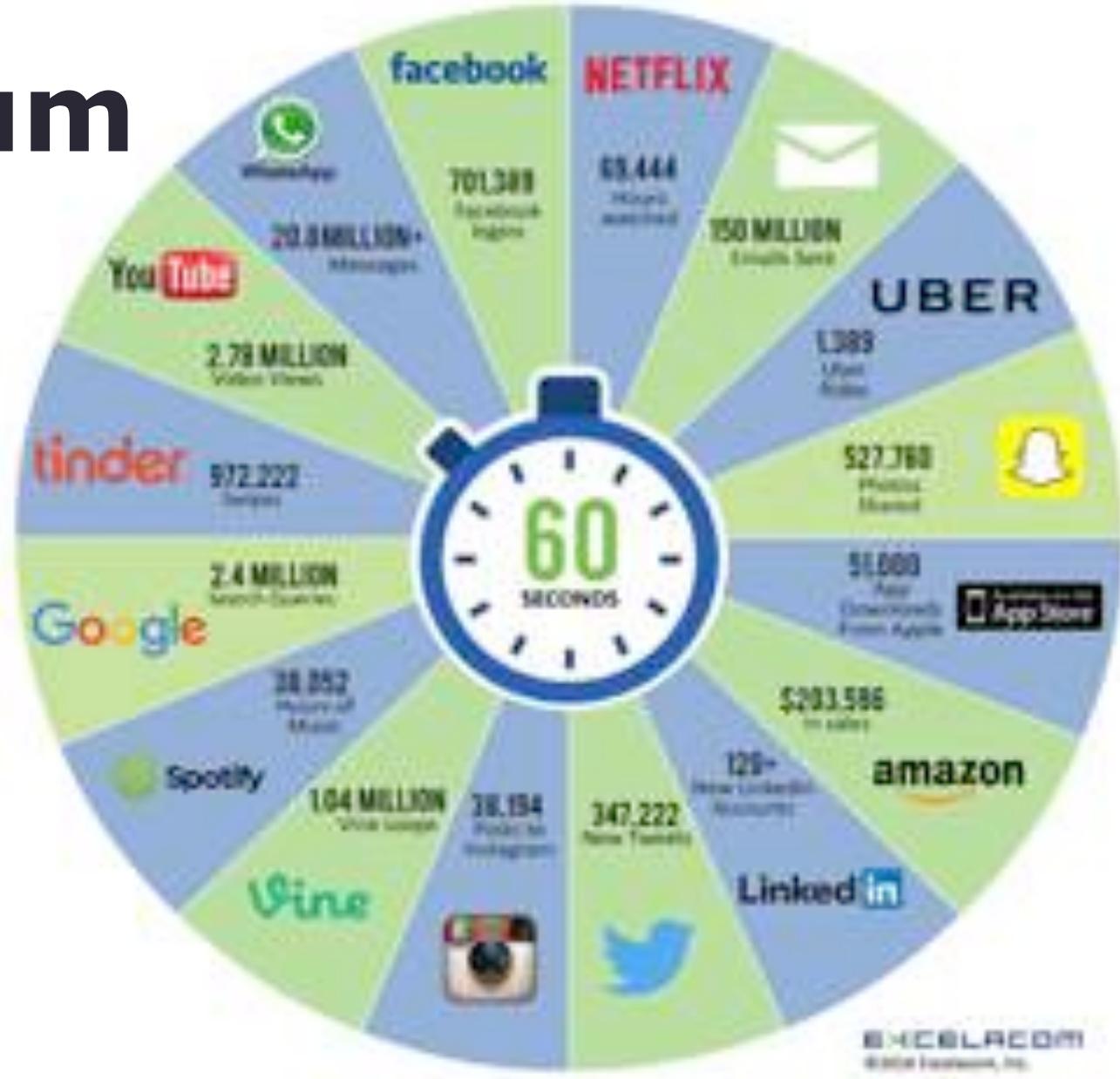
Objets connectés

Gartner	=	25 milliards d'objets
Cisco	=	50 milliards d'objets
Intel	=	200 milliards d'objets





omentum





IN **60** SECONDS...

1 NEW
DEFINITION IN WIKIPEDIA
UPDATED

1,600+
READS ON
Scribd.

13,000+ HOURS
MUSIC
STREAMING ON
PANDORA.

12,000+
NEW ADS
POSTED ON
CARTERAUT.

370,000+ MINUTES
VOICE CALLS ON
skype

90,000+
TWEETS



20,000+
NEW
POSTS ON
tumblr.



LARGEST
LITERACY
CHALLENGE



New
Evernote APP



1 NEW
EVERNOTE APP



1 NEW
EVERNOTE APP



320+
NEW
Twitter
ACCOUNTS



100+
NEW
LinkedIn
ACCOUNTS



1 NEW
ARTICLE POSTED



6,600+
NEW
DOMAINS
flickr



50+
WORDPRESS
DOWNLOADS



=125+
PLUGIN
DOWNLOADS



600+
NEW
VIDEOS

7 QUESTIONS
ASKED ON THE
INTERNET...



600+
NEW
VIDEOS

25+ HOURS
TOTAL
DURATION

70+
DOMAINS
REGISTERED

60+
NEW
BLOGS

1.68 MILLION
EMAILS
ARE SENT

694,445
SEARCH
QUERIES

1,700+
Firefox
DOWNLOADS

680,000+
Facebook
STATUS
UPDATES

79,364
WALL
POSTS



510,040
COMMENTS



1,500+
BLOG
POSTS



APR
2018

DIGITAL AROUND THE WORLD IN Q2 2018

THE LATEST STATISTICAL INSIGHTS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

GLOBAL
POPULATION



7.615

BILION

penetración

55%

INTERNET
USERS



4.087

BILION

penetración

54%

ACTIVE SOCIAL
MEDIA USERS



3.297

BILION

penetración

43%

UNIQUE
MOBILE USERS



5.061

BILION

penetración

66%

ACTIVE MOBILE
SOCIAL USERS



3.087

BILION

penetración

41%



Information is based on data from the latest available source. All figures are estimates. Data is subject to change. © Hootsuite 2018. All rights reserved.

Hootsuite



JANV.
2018

TEMPS PASSÉ PAR MÉDIA

Internet, médias sociaux, émissions de télévision et streaming



TEMPS QUOTIDIEN
MÉDIAS PASSÉ SUR
INTERNET, TOUT DEVICE



4H48

TEMPS QUOTIDIEN MOYEN
PASSÉ SUR LES MÉDIAS
SOCIAUX, TOUT DEVICE



1H22

TEMPS QUOTIDIEN MOYEN PASSÉ
ÉC�ANT LA TV (BROADCASTING),
STREAMING ET VENANT À LA DEMANDE



3H03

TEMPS QUOTIDIEN
MOYEN DÉDIÉ À
LA MUSIQUE EN STREAMING



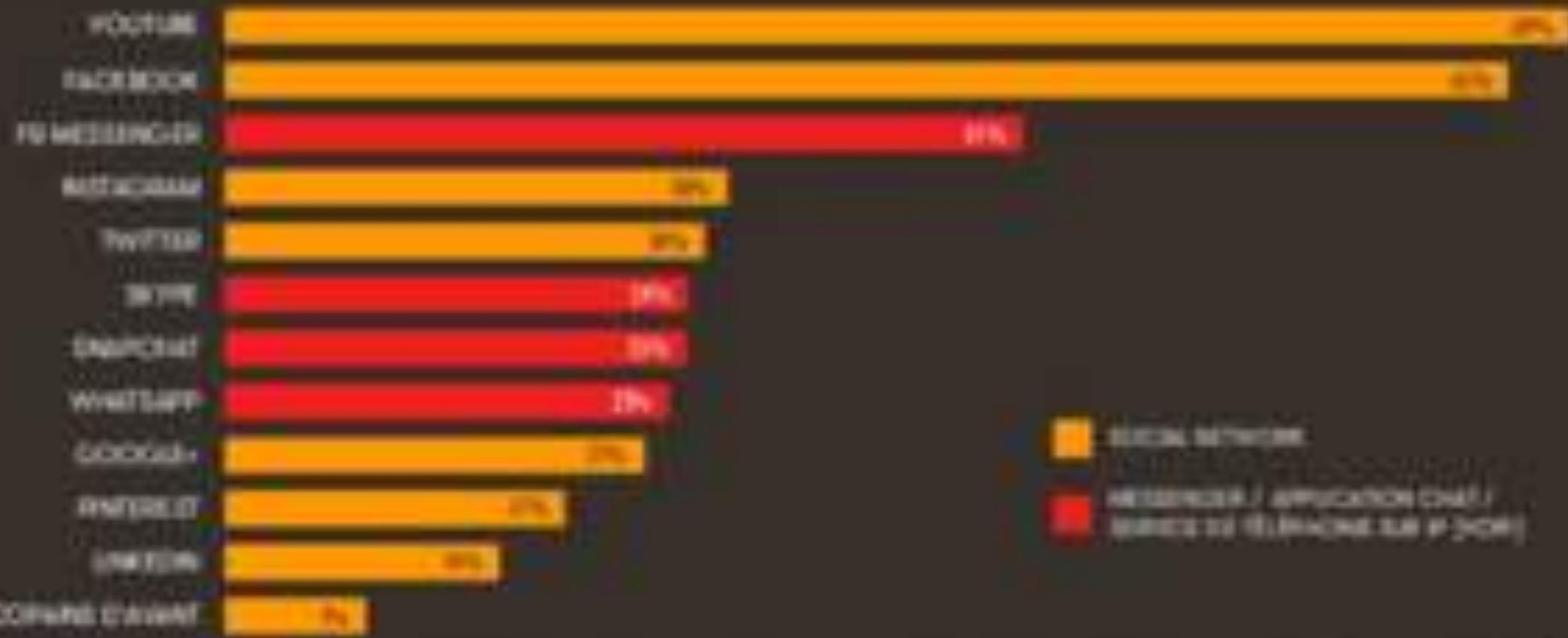
0H34



Source : Médiamétrie - Janvier 2018 - 2 992 internautes de 13 ans et plus

JANV.
2018

PLATEFORMES SOCIALES LES PLUS ACTIVES



JANV.
2018

LE DIGITAL EN FRANCE

INNOVATION INFLUENCEURS CONSUMERS



POPULATION
FRANÇAISE



65,11

MILLIONS

ESTIMATION

80%

UTILISATEURS
INTERNET



57,29

MILLIONS

ESTIMATION

88%

UTILISATEURS ACTIFS
SOCIAUX MÉDIAS



38,00

MILLIONS

ESTIMATION

58%

UTILISATEURS
DISPOSITIFS MOBILES



48,63

MILLIONS

ESTIMATION

75%

UTILISATEURS
SOCIAL MEDIA SUR MOBILES



31,00

MILLIONS

ESTIMATION

48%



Source : Hootsuite et We Are Social - Janvier 2018 - Données France

Hootsuite WE ARE SOCIAL

APR
2018

MOBILE USERS vs. MOBILE CONNECTIONS

(COMPILED BY COUNTING NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS)

NUMBER OF MOBILE
MOBILE USERS (ANY
TYPE OF MOBILE)



5.061

BILLION

MOBILE PENETRATION
(NUMBER OF MOBILE USERS IN
TOTAL POPULATION)



66%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



8.605

BILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



113%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



1.7

APR
2016

SHARE OF MOBILE WEB BY MOBILE OS

NUMBER OF MOBILE OPERATING SYSTEMS SHARE OF ALL DIGITAL MOBILE WEB REQUESTS

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
ANDROID DEVICES



74.2%

PERCENTAGE OF MOBILE
WEB REQUESTS FROM
APPLE IOS DEVICES



20.8%

PERCENTAGE OF MOBILE WEB
REQUESTS FROM OTHER
MOBILE OPERATING SYSTEMS



4.9%



HOOTSUITE.COM

Hootsuite



APR
2016

FACEBOOK USAGE ANALYSIS

A CLOUDIER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



2.234
BILLION

ANNUAL CHANGE IN
FACEBOOK USERS
V/April 2015



+14%

PERCENTAGE OF
FACEBOOK USERS
ACCESSED VIA MOBILE



89%

PERCENTAGE OF
FACEBOOK PROFILE
DECLARED AS FEMALE



43%

PERCENTAGE OF
FACEBOOK PROFILE
DECLARED AS MALE



57%



www.hootsuite.com

Hootsuite



APR
2016

INSTAGRAM USAGE ANALYSIS

AVERAGE MONTHLY ACTIVE INSTAGRAM USERS IN APRIL 2016 BY MOBILE AND DESKTOP AND GENDER OF USERS

TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



813
MILLION

ANNUAL CHANGE IN
INSTAGRAM USERS
VS APRIL 2015



+36%

PERCENTAGE OF
INSTAGRAM USERS
ACCESSING VIA MOBILE



100%

PERCENTAGE OF
INSTAGRAM PROFILED
DECLARED AS FEMALE



50.7%

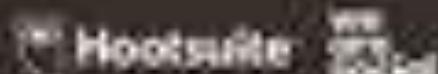
PERCENTAGE OF
INSTAGRAM PROFILED
DECLARED AS MALE



49.3%



HOOTSUITE.COM/INSIGHTS





Key TakeAways

ce qu'il faut retenir

nolimit
exponential
mindset

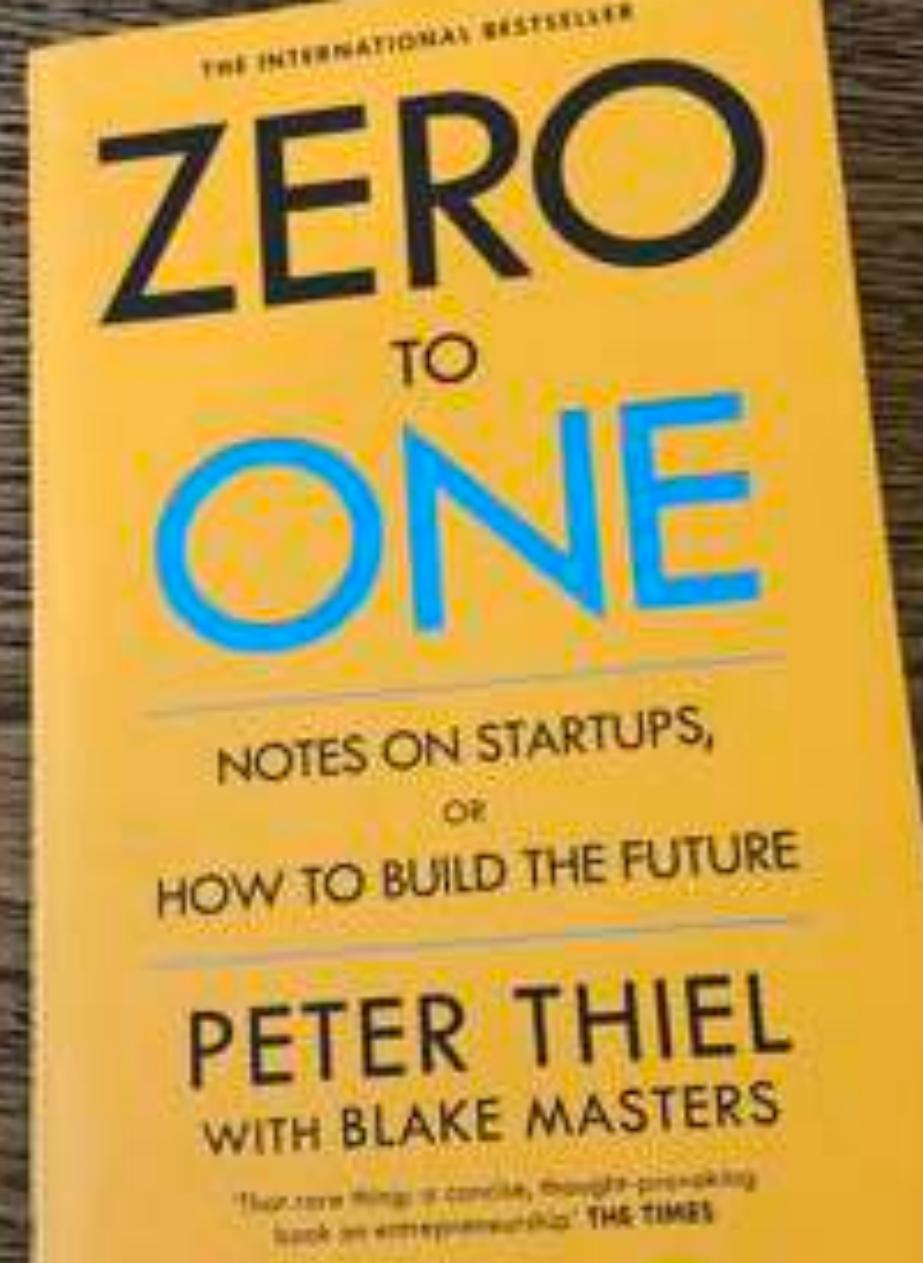
**tout change
de manière
exponentielle**

Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to *n*, adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.



2012-2014
Peter Thiel
PayPal
FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

L'ENTREPRISE APPRENANTE

Contre-attaque



RÉFÉRENTIEL
DE LA MATURITÉ
DIGITALE
2018-19

Rédigé par Pierre-Henri Kuhn

Rédigé par Pierre-Henri Kuhn

“

J'aime dire que la transformation digitale est finie.

”

Aurélie Jean

LP CEO et Fondatrice
In Silico Veritas, LLC



PAUSE



#DigitalBusiness

MBA ESG

#DigitalMarketing

social | data | mobile | code | startup | search

AGILITÉ



AGILITÉ



KEEP
CALM
AND
THINK
BIG



Google jain alright lyrics

All Videos News Images Maps More Settings

About 244,000 results (0.47 seconds)

Alright

Jain

Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around
Things gonna be alright
Things gonna be just fine
Things gonna be alright
If love is around

I know you think that I am over you
But I have just better things to do
Than crying over you, I really got to move
On with the love that I keep around
I got my life and I'm a fire
I got my voice to make it higher
Show me the way I could be stronger
Life's too short to look down at you



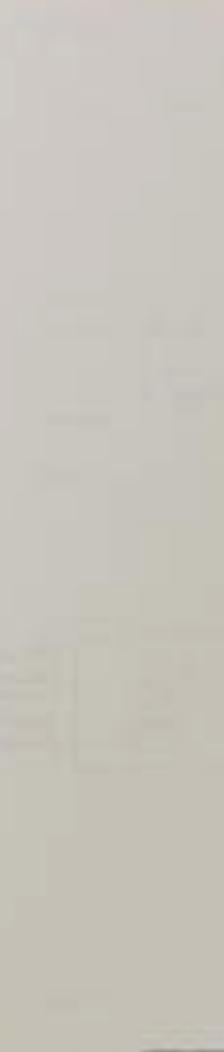
ATTENTE

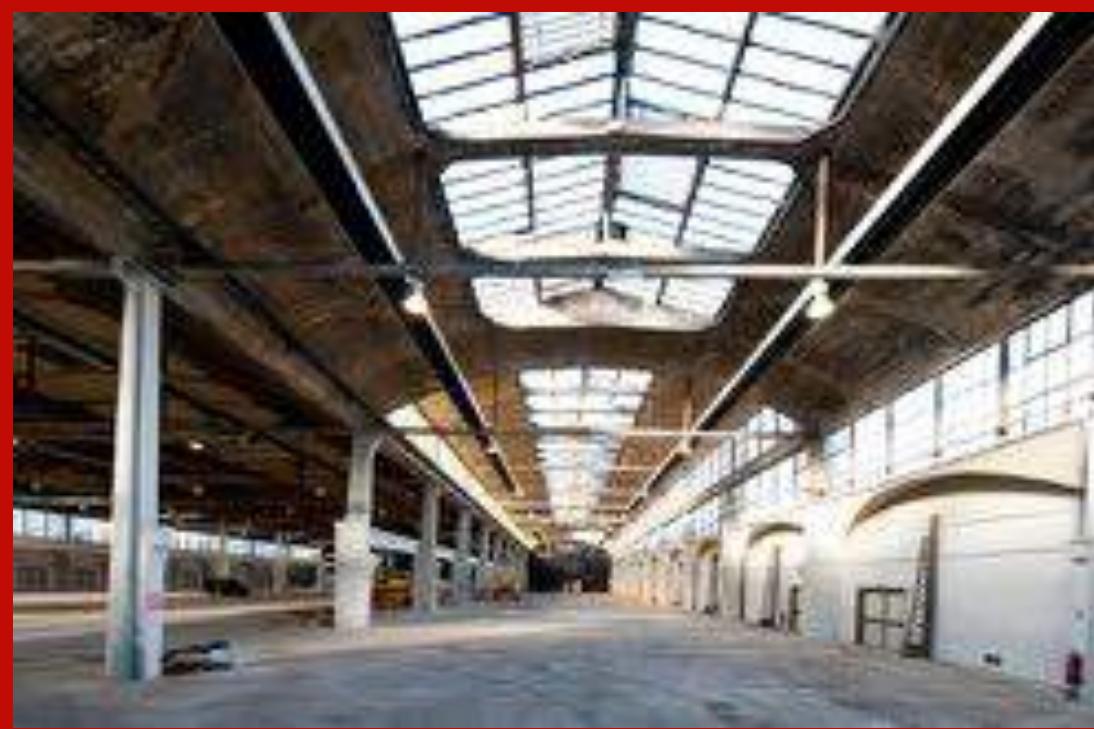
ENCOURS

SPRINT

FIN

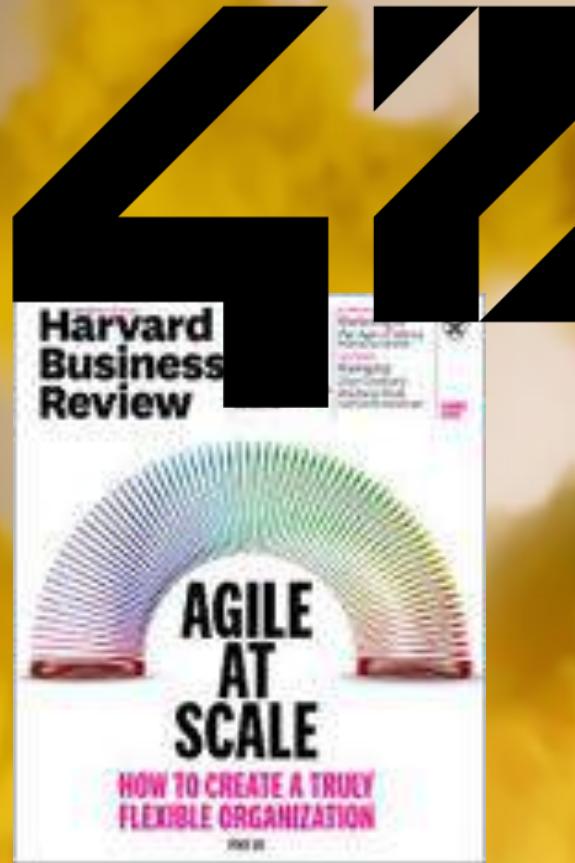
FORMATION







STATION F



Les startups infusent le monde économique

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

Google is our classroom

TED Watch Discover Attend Participate About Search...

Daphne Koller;

What we're learning from online education

TEDGlobal 2012 · 20:40 · Filmed Jun 2012

29 subtitle languages ⓘ

View interactive transcript ⓘ



Share this Idea

[Facebook](#) [Twitter](#) [Email](#) [Embed](#) [More](#)

1,959,910 Total views [Share this talk and track your influence!](#)

STATION F

Accelerators
vs.
Incubators

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



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**.



Livestream
Press



STARTUP SCHOOL



Hosted by Y Combinator

DEMO DAY:
PITCH SATURDAY FROM 4 to 6.30PM

Join the ultimate innovation platform.

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

[Boost your startup](#)[Innovate your corporation](#)[!\[\]\(8c6957efffd63d73f18af9065ec5521e_img.jpg\) Learn More](#)

What is Plug and Play?



Accelerator Programs

We run over 50 industry-themed accelerator programs a year in cities across the world.

[Get Boosted](#)

Corporate Innovation

We supercharge the innovation of over 250 industry-leading corporations.

[Get Innovative](#)

Venture Capital

We invest in over 250 companies a year and co-invest with the world's best VCs.

[Get Funded](#)







FORMATION BOOTCAMP

42

BOOTCAMP



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?



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

- ▶ 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>

[Découvrez notre programme](#)[Postulez pour 9 semaines de formation](#)

Codez the startup way

Devenez développeur web

Maitrisez ruby, SQL, et le framework Rails pour construire des applications web. Apprenez des techniques de design avancées en CSS. Plongez dans Javascript et explorez jQuery ou encore React.js, la dernière librairie Javascript développée par Facebook. [Plus d'infos.](#)

Comprenez la technique

Apprenez à penser comme un "Software engineer". Cette personne qui comprend les enjeux techniques, qui sait ce que MVC veut dire, comment marche une base de données, ce que contient une requête HTTP. Quelqu'un qui voit le monde sous un angle technique.

Adoptez le bon workflow

Il existe une bonne façon de travailler sur un produit tech. Ecrire les user stories, dessiner le schéma de la base de données, faire un mockup sur Sketch, collaborer en utilisant des pull-requests sur Github. Apprenez à travailler avec la méthodologie des meilleures startups.

Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvririez les meilleures moyens d'utiliser Twitter pour votre travail.

Connexion avec votre connexion



Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content.



Personalized

Select a job-specific learning track customized to your specific learning needs.



On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve.

FACEBOOK BLUEPRINT



The tools you need to learn how
Facebook can help grow your
business

[Start Courses](#)

Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.

facebook blueprint

PROVE

YOUR KNOWLEDGE

Earn official Facebook certifications and badges with Blueprint exams.

[Schedule/Take Exam](#)

[Take Systems Check Test](#)

CERTIFICATION

Set yourself apart as a Facebook certified professional

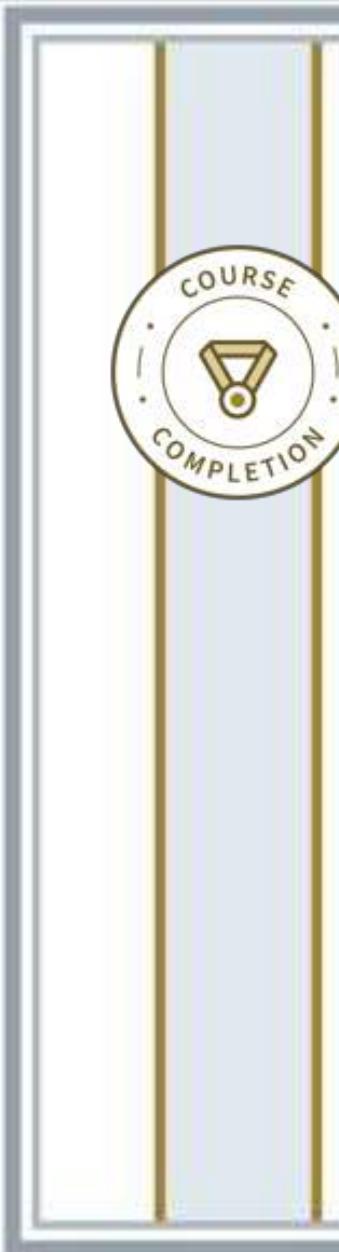


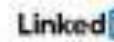
LEARN ABOUT INSTAGRAM

Instagram for Business

This course is perfect for those who are new to Instagram marketing, or who want a refresher on what it can do for your business. Learn how to build a presence, promote content, and get insights on Instagram.

[Enroll Now](#)



 LEARNING

Certificate of Completion

Congratulations, Hubert Kratiroff

Top 10 Social Media Management Tools

Course completed on Sep 7, 2018 • 51 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.


Tanya Stanley
VP, Learning Content at LinkedIn

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate Id: AZHwXYaF2IPPV7z0qtRVUns3uVU

Sign up for a free account & gain access to our certification courses | Get started today ►

What do you want to learn today?

Search our docs and learning resources

Search



Get certified.
Show the world that you run a
business.



Watch our training videos.
Learn HubSpot at your convenience
on your schedule.



View HubSpot Projects.
Achieve your goals using multiple
HubSpot tools.

Primer Google

That is, we had to match them when they had tiny pockets of downtime--like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.





Hubert

hubert@c4cgroupe.com

MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : 'Le fonctionnement des sites Web'

[TOUS LES COURS](#)

1 BADGE(S)



MANIFESTO

PROGRAMMES EVENTS LIVRE DE LA JUNGLE ALUMNI FAQ



JE M'INSCRIS !



A large, stylized silhouette of a lion's head and mane is positioned at the bottom of the page. Above it, a semi-circle gradient from orange to yellow represents a sunset or rising sun. A small, dark silhouette of a lion standing on a hill is centered in the middle of the gradient.

L'ÉCOLE DE LA CULTURE STARTUP

ET C'EST QUI LE
LION
MAINTENANT ?

Rencontre à Amnéville
avec le lion de la semaine 2021

« AU LION,
LA PART DU LION. »

Groupe VIE réunis par J.-C. Fabre

Rencontre à Amnéville
avec le lion de la semaine 2021

ET C'EST QUI LE
LION
MAINTENANT ?

Rencontre à Amnéville
avec le lion de la semaine 2021





Join Lion [Follow](#)



HOME LA VIE À LION LES COURS LES LIONS TÉMOIGNENT POSTULER



Join Lion [Follow](#)

Lion est l'école de la culture startup : les entrepreneurs partagent les méthodes, outils, savoir-faire et états d'esprit du numérique aux employés ambitieux

Sep 12 · 2 min read

Notre Manifesto



À toi la rébel-lion

Le numérique est un état d'esprit : nous devons tous apprendre à apprendre

LION

<https://executive.joinlion.co/data-driven-marketing>

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



LEARN MARKETING

TENDANCE EN
PLEIN ESSOR

LE MEILLEUR
BRAND-CONTENT





Pas de station service...
Pas de problème, Gaston est là



LE PLEIN DE CARBURANT

Gagnez du temps en faisant le plein en quelques clics

Où vous voulez*

Faites vous livrer de l'essence ou du diesel **devant chez vous, dans votre parking, à votre bureau, et même dans la rue...**

Ce que vous voulez

Faites le plein **d'Essence ou de Diesel.**

Quand vous voulez

Planifiez votre livraison de carburant **à la date et l'heure que vous souhaitez.**

*Patience... Livraison limitée à une zone définie en Ile-de-France pour le moment.

Livraison programmée
pour vendredi prochain :)



béton direct
1er réseau national indépendant de centrales à béton proches de chez vous, pour tous vos travaux de bétonnage !

Saisissez l'adresse précise de votre chantier (n° rue, CP ville) DEVIS IMMÉDIAT

 HOTLINE CHAT 

DES SOLUTIONS "SUR-MESURE"
UN SERVICE DE QUALITÉ C'EST SIMPLE & RAPIDE



Soldes

Nouvelle Collection

Pour lui

Pour elle

Le Slip Fran

SECURITE ?

POUR LUI

Sous-vêtements, seuls ou en pack, maillots de bain, pyjamas, vêtements et accessoires.

AFFINER MA RECHERCHE

Il y a 405 produits.

CATÉGORIES

- Sous-vêtements
- Maillots de bain
- Les jolis
- Pyjamas
- Accessoires
- Vêtements



LE MARIUS
Boxer uni bleu marine
35,00 €



LE MARIUS
Boxer marinère bleu et blanc
40,00 €



LE MARIUS
Boxer uni rouge
35,00 €

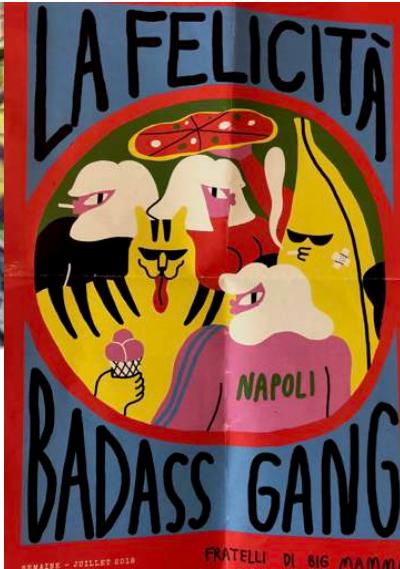
TAILLE



"On vaire à Londres, parce que c'est un rêve de gross".
Enrico Pirotta (le barbu de toute la team qui a ouvert East Mamma)

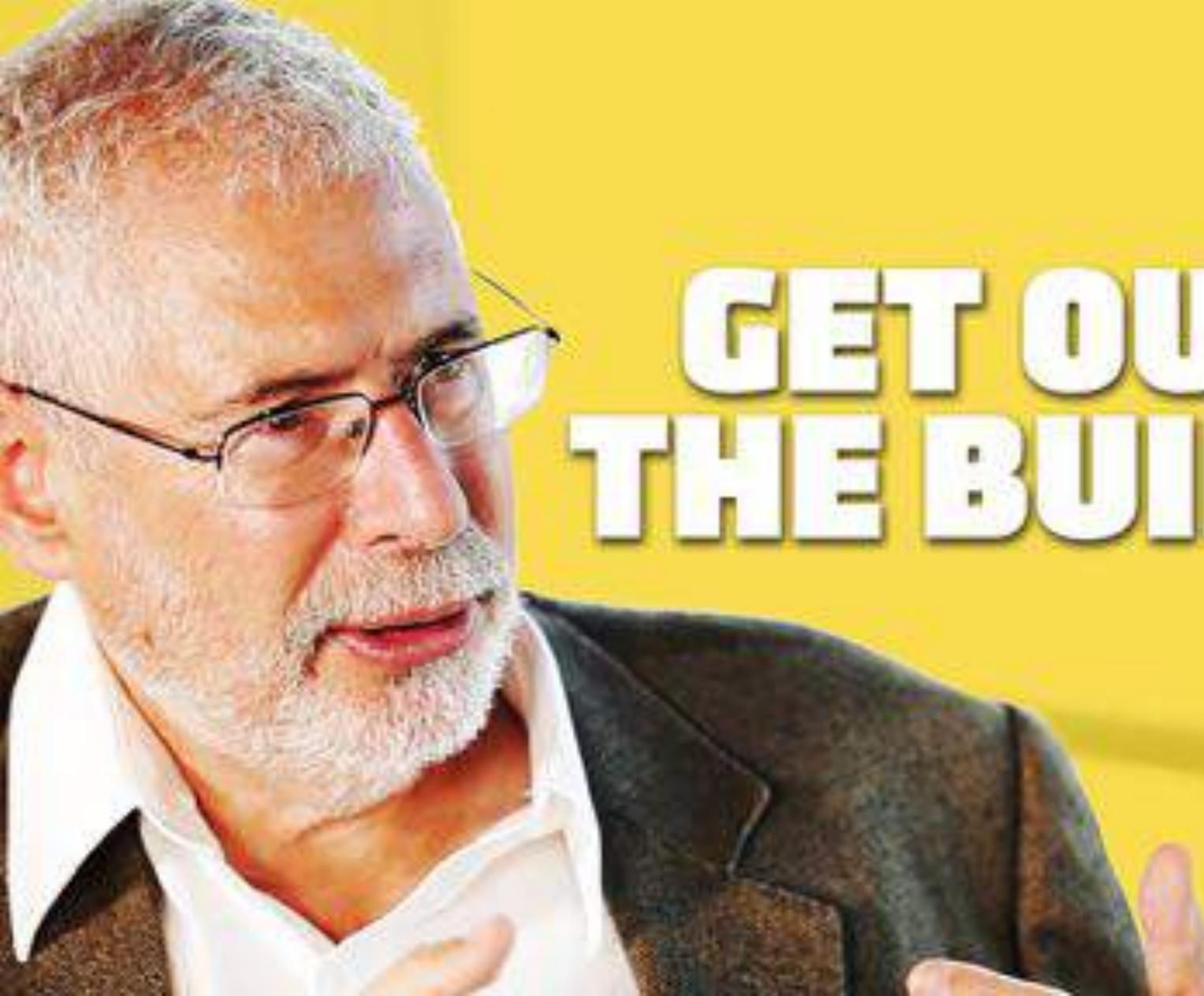
C'est en plein cœur de Shoreditch, à l'Est de Londres, que l'équipe des débuts de Big Mamma pose ses bagages, dans un fat resto sur deux étages, nommé Gloria. Grosse ambiance Capri 1972 et sous-sol italo disco jusqu'à 2h du mat'.

LE SLIP FRANCAIS
MADE IN FRANCE



Get out of
the building

Steve Blank

A close-up profile of an older man with glasses and a beard, looking towards the right.

Inc.

**GET OUT OF
THE BUILDING**





FAKE IT
UNTIL
YOU
MAKE IT.

KEEP
CALM
AND
THINK
BIG



KEEP
CALM
AND
FAKE IT TILL
YOU MAKE IT

DONE
IS BETTER
than PERFECT



Make something people want

Paul Graham (YC)



Get out of the building

Steve Blank

Make something people want

Paul Graham



Culture Digitale



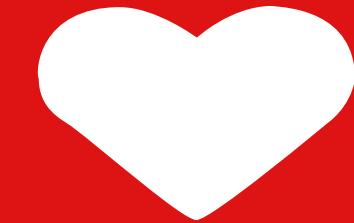
IMPERSONAL
INTERRUPTIVE
INSENSITIVE

Valuable
Respectful
Lovable



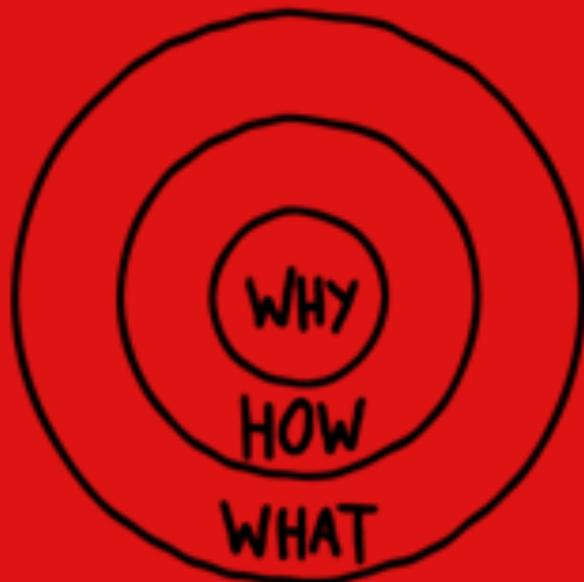
Startup,
Silicon Valley

are a
state of mind



Simon Sinek

WHY





CULTURE CODE



Creating a company we love.

GAFA MS ... NATU B ... BAT X

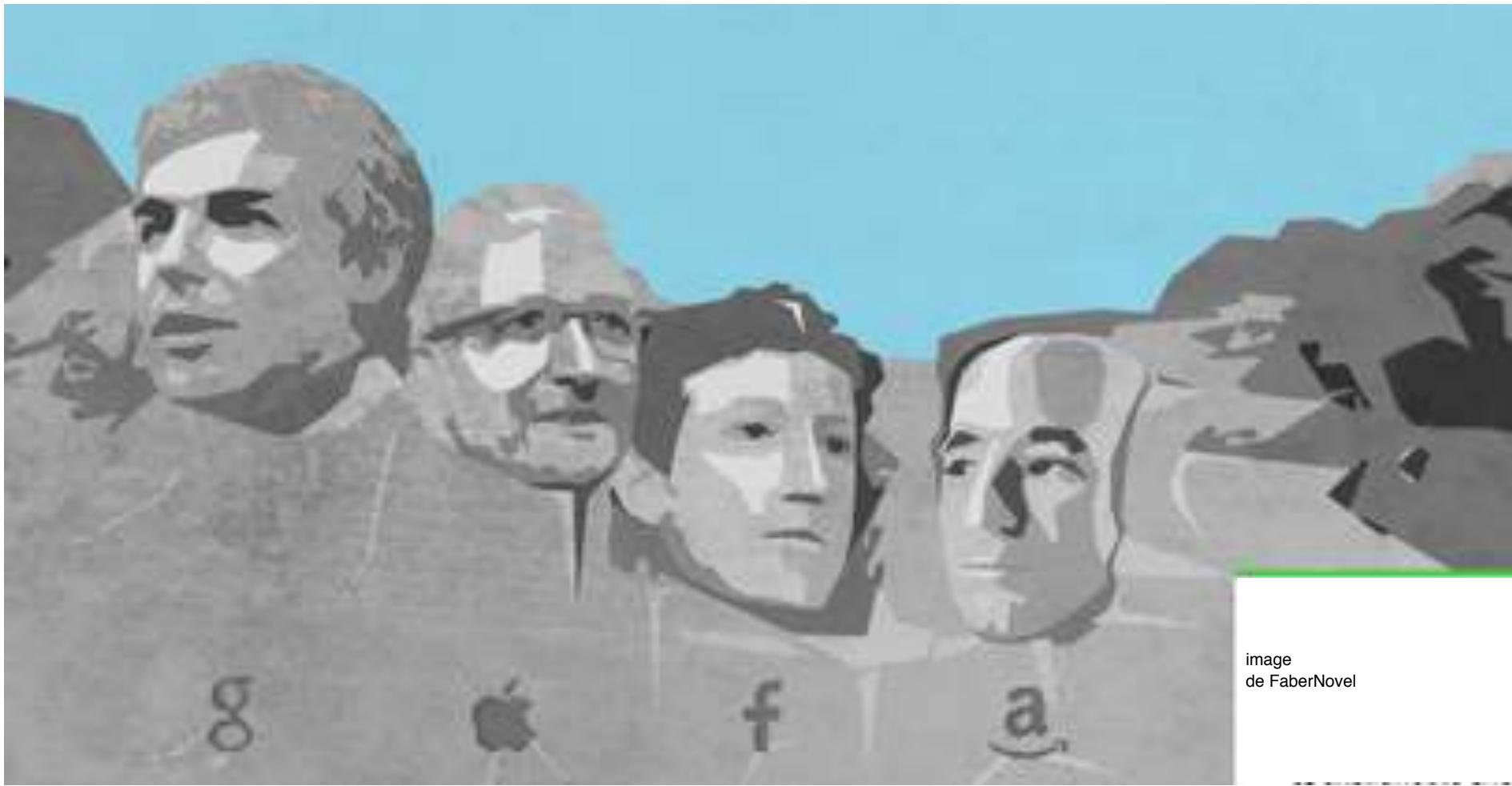


image
de FaberNovel

uber

paypal

skype

airbnb

alibaba

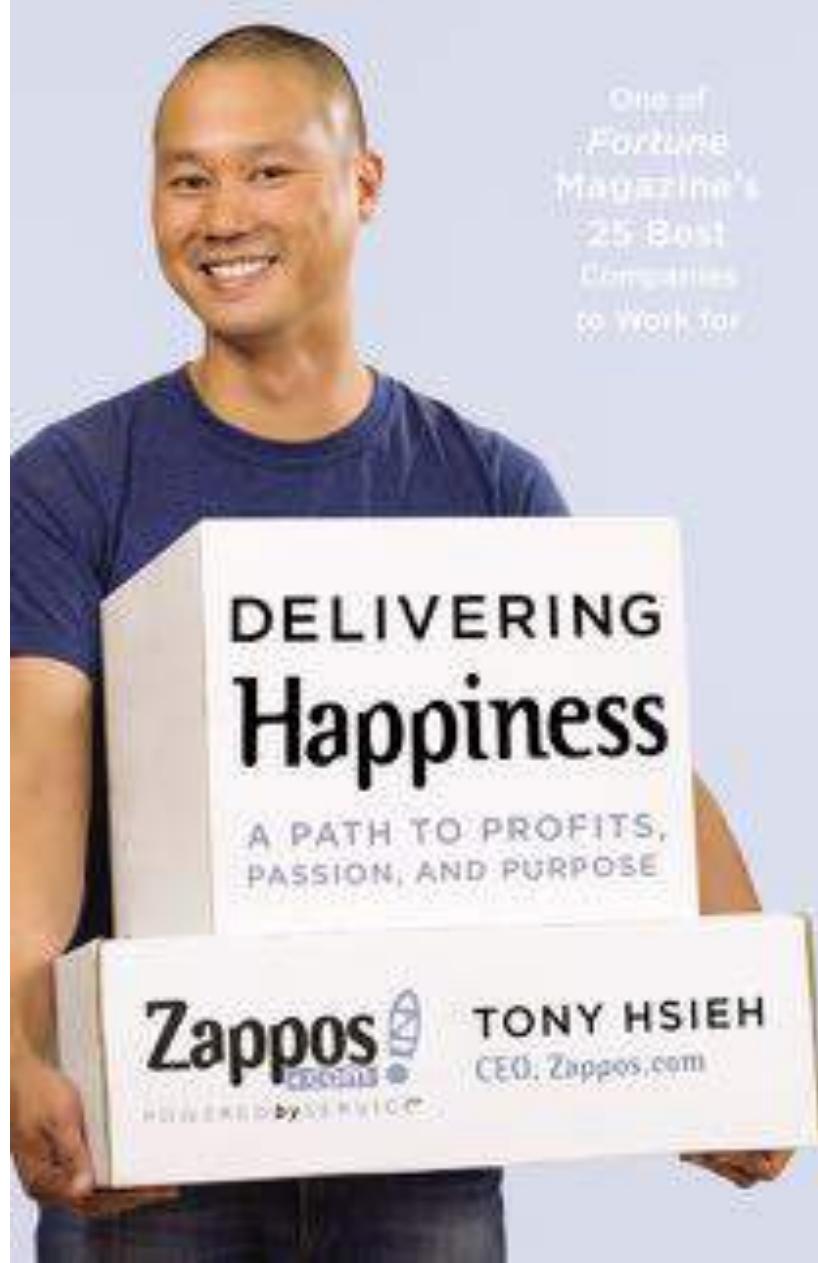
facebook

In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Zappos

Delivering Happiness

Tony Hsieh



Read Hasting





hootsuite

EXPOSURE HAMMOND-Y

ENJOY

#BSU PEOPLE

Amazing #BSUers throughout history

DEPARTMENT OF COMMERCE
BUREAU OF AIR COMMERCE

By #BSU RESOURCES
THE WILMANT

By 2017 the CMO
will spend more on IT
than the CIO



New Philanthropic Model

1-1-1 Model



1% Time 1.1M+ Service hours

1% Equity \$100M+ Grants

1% Product 27K+ Nonprofit organizations

 \$250M Donated product

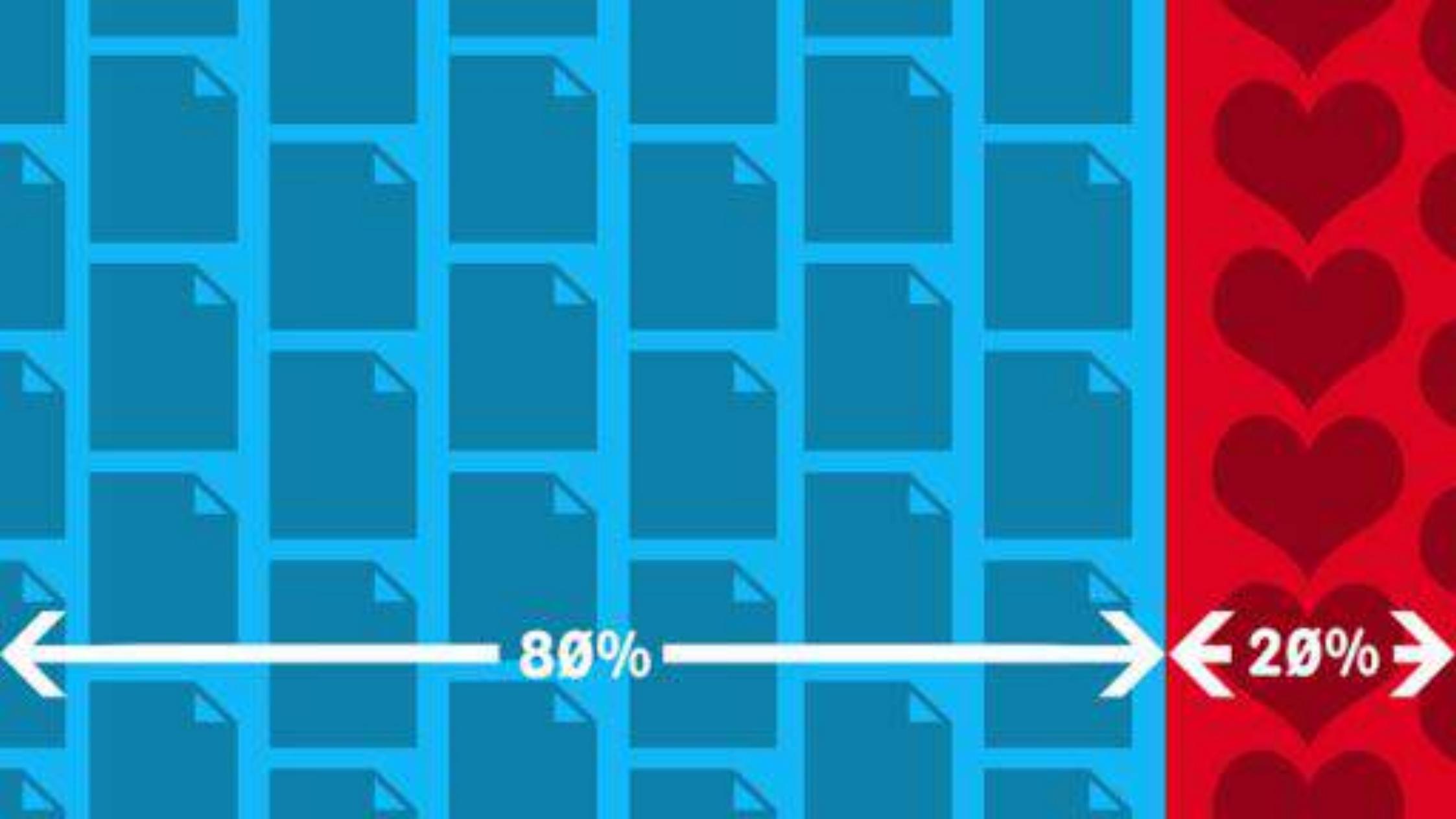
pledge1percent.org 500+ Companies pledge 1%

basecamp jive cloudHQ tinytinc salescycle

zendesk dreamfactory

1-1-1	
Model adopted by:	
	dropbox
	cloudbees
	wildfire
	vmware
	box
	innosight
	source source
	groupon
	bluewolf
	marin software
	varian
	splunk
	icx
www.1percentfortheplanet.org	





open



LICENCE OUVERTE
OPEN LICENCE

Source
Média
Mind
Data

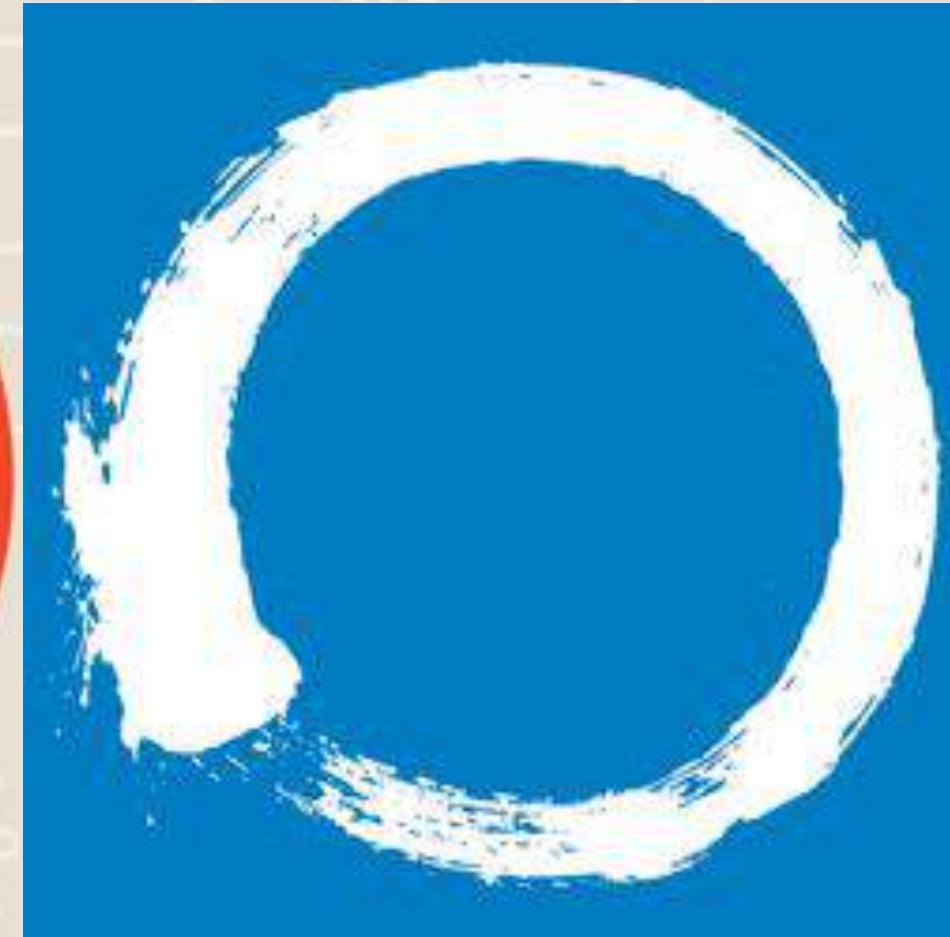
Harvard Business Review



AGILE AT SCALE

HOW TO CREATE A TRULY
FLEXIBLE ORGANIZATION

JANUARY
2013



A photograph of Eric Ries, author of "The Lean Startup", speaking at a conference. He is wearing glasses and a dark jacket, gesturing with his hands as he speaks. The background is a blurred conference setting.

THE LEAN STARTUP

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

ERIC RIES



agile



scrum

kanban

xp

lean

AGILE MARKETING 70:20:10

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.

Please read it at:

agilemanifesto.org

AgileManifesto.org

12 principles
Work & Life is a FUN game
PIVOT & CHANGE

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)

The 12 agile principles*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**



4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



7 Working **software**



8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**

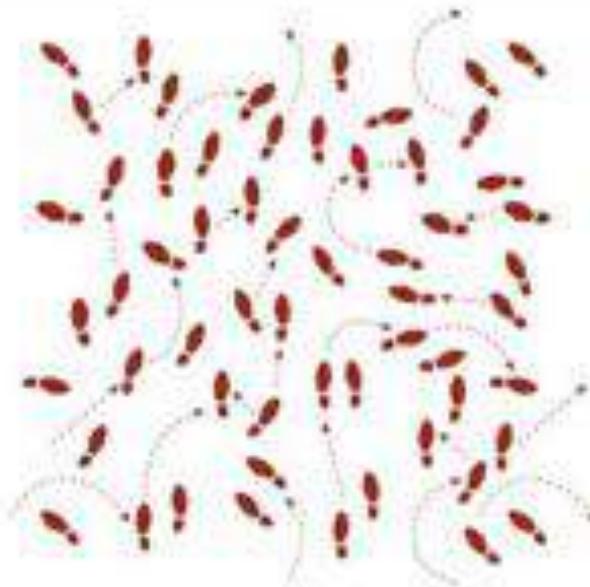


12 Reflect and **adjust**



AGILE MARKETING

HOW TO INNOVATE FASTER, CHEAPER
AND WITH LOWER RISK



ANTHONY FREELING

**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

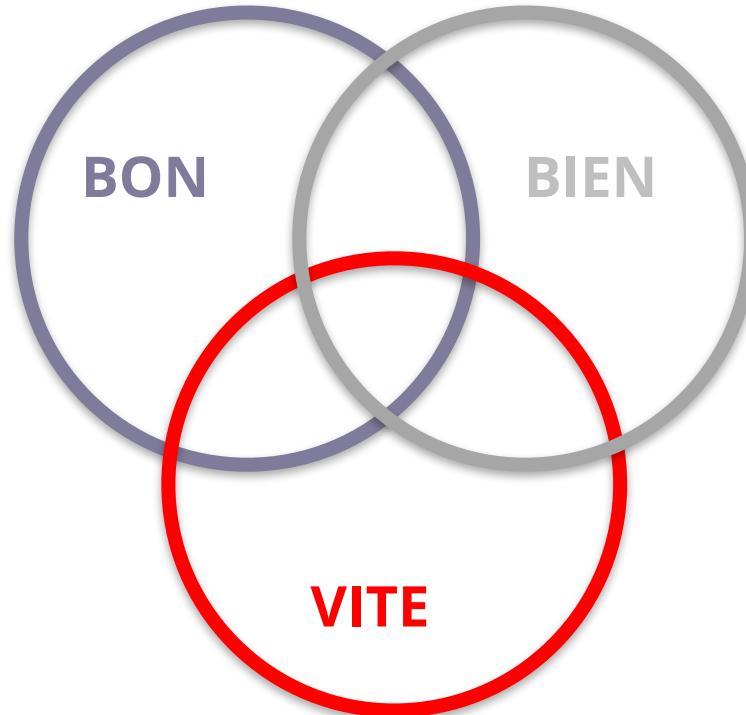
Tim Brown CEO de IDEO



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



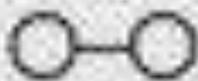
MVP

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

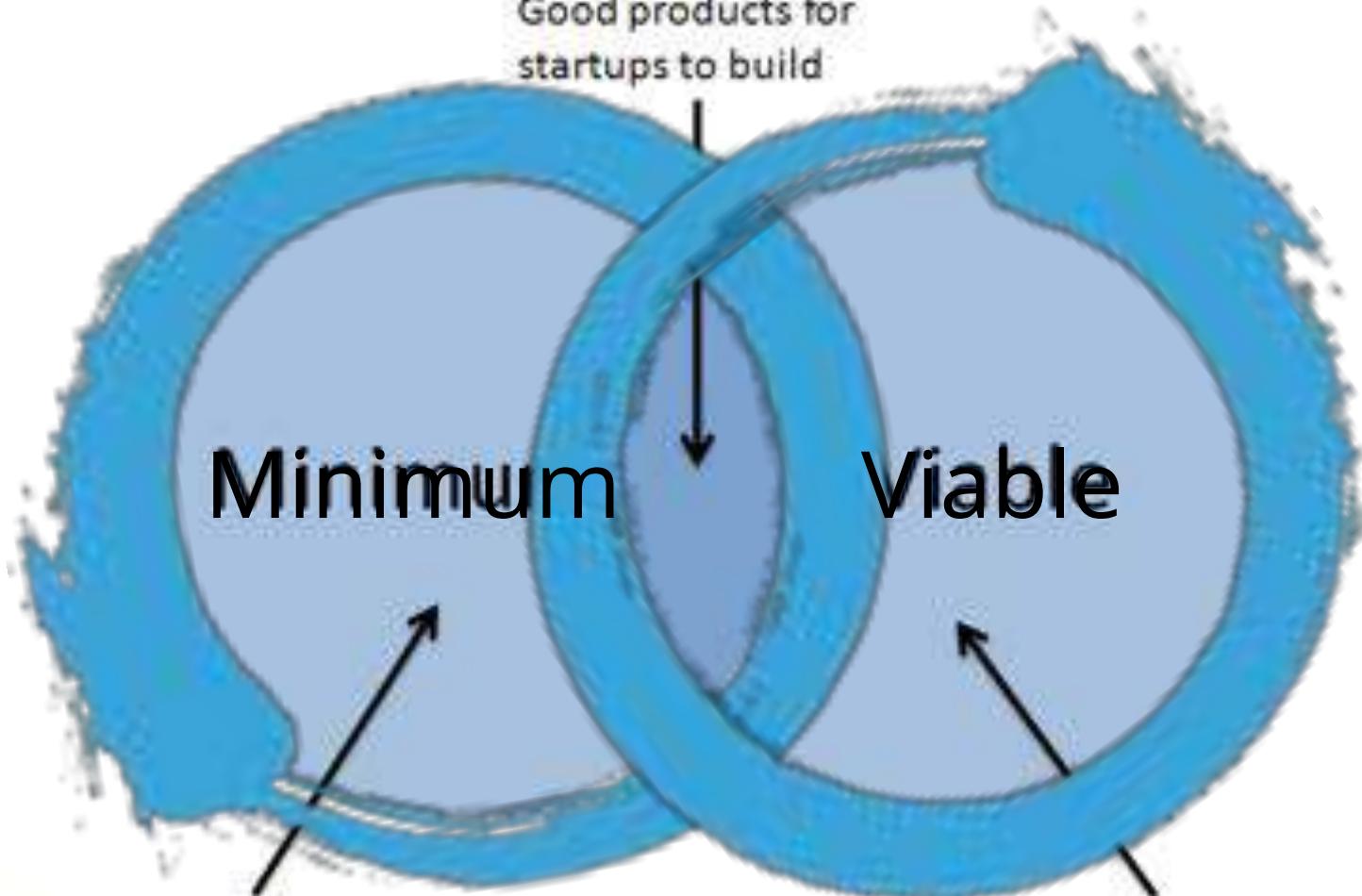


1 year

2 years

Minimum + Viable:

Good products for
startups to build



Crappy Products
nobody wants to
use

Products built by
companies better-
financed than you

**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



To Do	Doing	Done
USE KANBAN TRY KANBAN TOOL	LEARN ABOUT KANBAN	GET SOME STICKY NOTES? SET UP A WHITE BOARD



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: funder of an IOT company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live

With

Education

Resumé

Company 2012

Products:

Revenus

Ville

Fréquences

Niveau Technique

Usage mobile

Know How

292

GROUPE RENAULT

user stories / use cases

MUST

SHOULD

COULD

As ...

I Want ...

For ...

As ...

I Want ...

For...

As ...

I Want ...

For...

En tant que
En tant que
En tant que

En tant que...

Je veux ...

Pour ...

En tant que
En tant que
En tant que

En tant que...

Je veux ...

Pour ...

En tant que
En tant que
En tant que

En tant que...

Je veux ...

Pour ...

Naming

Logo

PunchLine

TagLine

SLOGAN



3ème **SPRINT**

Brand Content
Contenu de marque

WebSite

InfoGraphie

App

ChatBot

AI

Générateur de QR Code

Lecteur de QR Code

Guide / Données marché

API



UNITAG

Générateur de QR Codes



Gratuit et immédiat



Personnalisation facile



Durée de vie illimitée

1 Type de QR Code

Web
Réseaux sociaux Autres types

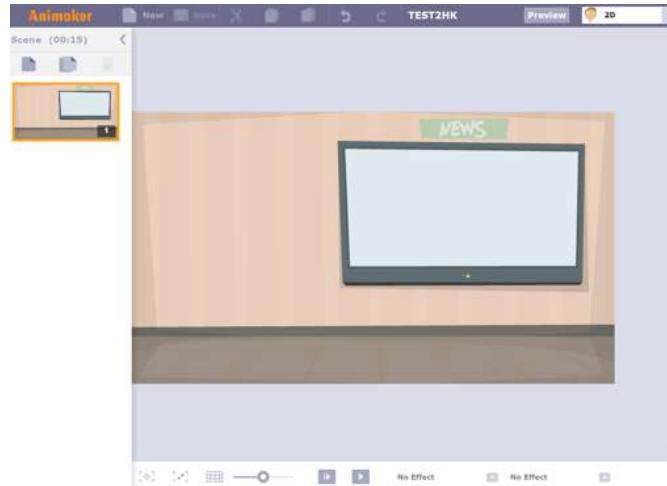
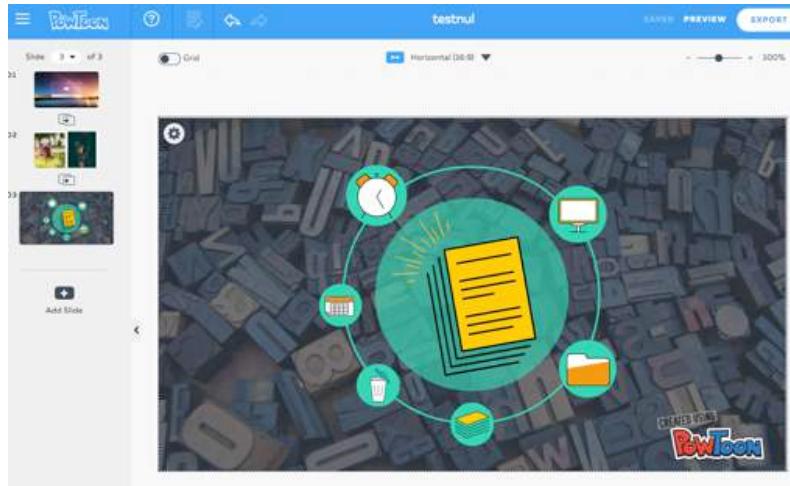
Entrez votre URL :
http://

VALIDER

Votre QR Code

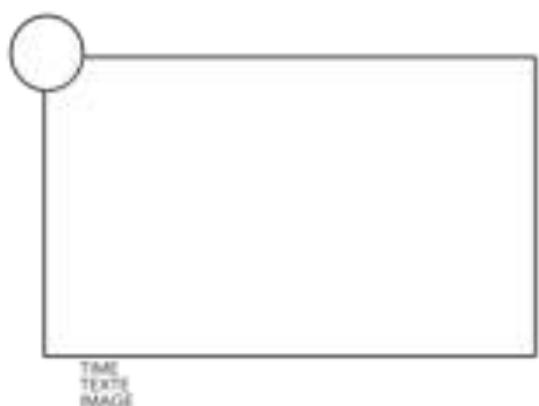


PowToon ou AniMaker



Vertical Video





TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



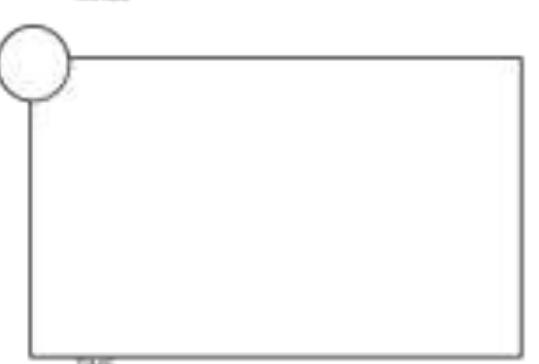
TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



TIME
TEXTÉ
IMAGE



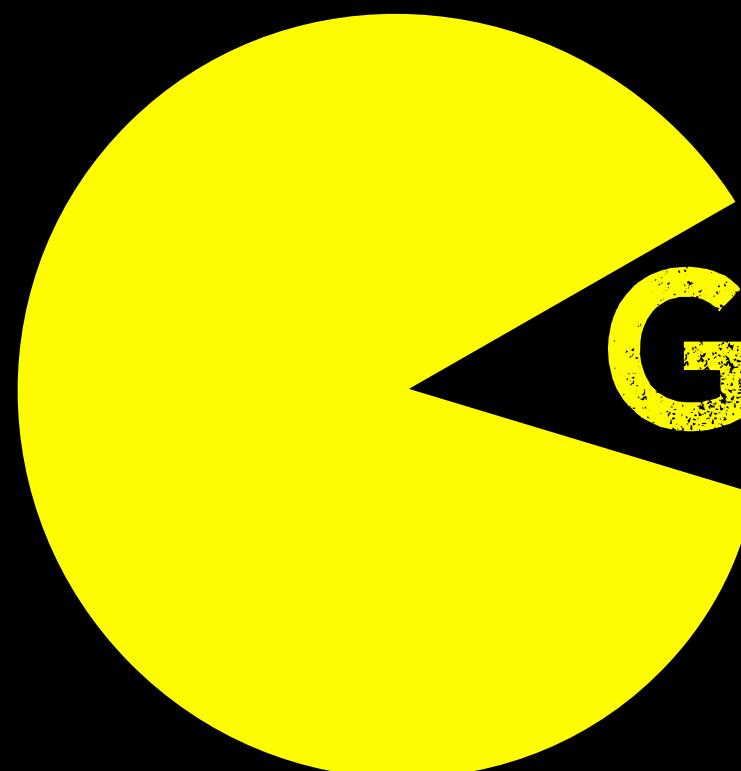
TIME
TEXTÉ
IMAGE



NPS

Net Promoter Score



A large yellow circle is positioned on the left side of the image, partially overlapping the word "GAMIFICATION".

GAMIFICATION

We make PDF easy.



Compress PDF



PDF Converter



PPT to PDF



PDF to PPT



JPG to PDF



PDF to JPG



Excel to PDF



PDF to Excel



Edit PDF



Word to PDF



PDF to Word



Merge PDF



Split PDF



Rotate PDF



eSign PDF



Unlock PDF



4ème SPRINT UX BM

Quelle UX ?
Quel parcours ?

Quel business
Model ?

Quelle value
proposition ?

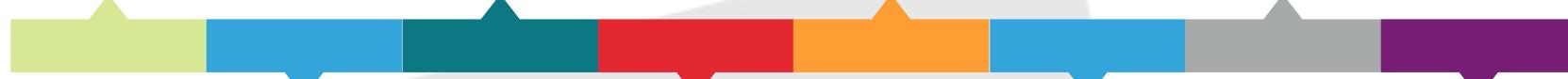
One more thing...



CULTURE

TOOLS

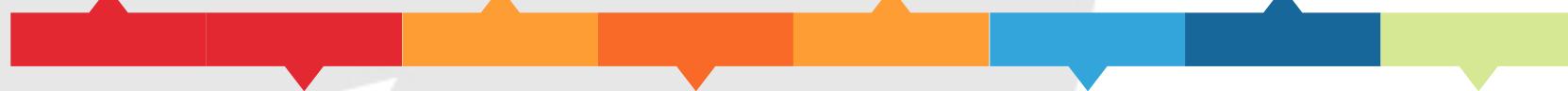
A



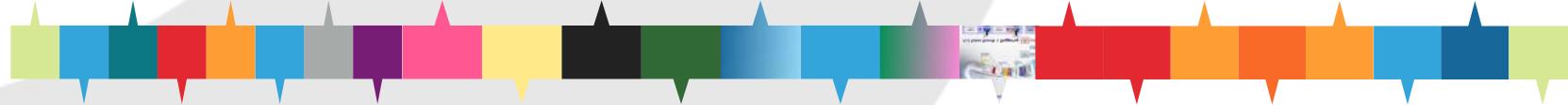
B



C

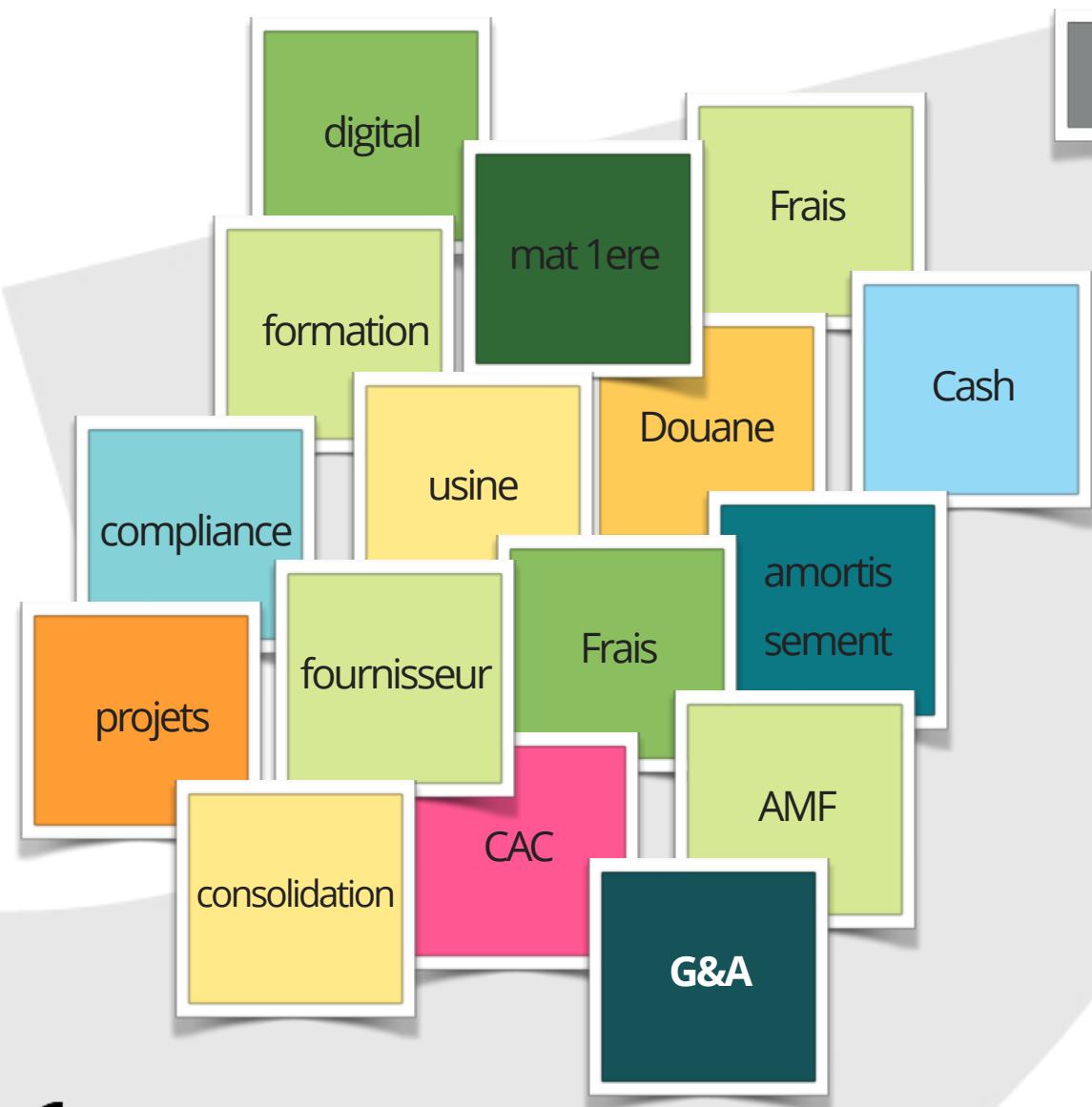


MOI



ACT THINK IMPACT

Mosaïque de temporalité







slack

#general

O : 2,993 | 9:22 | Program-wide announcements and general chat about anything. For questions, ask.

Sunday, June 24th

Search



Monday, June 25th



alexhinton 8:04 PM

@channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to prep.hackreactor.com. Thanks in advance!



Mac 7:58 PM

joined #general along with 3 others.

Tuesday, June 26th



Ikenna 2:23 AM

hey guys I have a question. I saw this line of code that read:
 for (var i = 0; i < 10; i++) {
 console.log(i);
 }

3 replies · Last reply 6 days ago



Ikenna 2:23 AM

What does adding `++` at the end of the `i` variable do?

CBABY 3:37 AM

joined #general.



Badri_narayan 3:33 AM

It adds to the value stored every iteration

2+1, then 3+1 etc



Danna 3:34 AM

Hi there, I'm trying to join the cohort for today's prep class? which channel should I join for the zoom info link?



Message #general







TRELLO

open
software

The image shows a screenshot of the Trello application interface. It features three separate boards displayed side-by-side:

- #1 Open stories history by Date**: This board lists several cards with labels like "Open", "Accepted", "In Progress", and "Done". One card has a detailed description: "Open stories history by Date is a simple way to track stories that have been accepted but not yet assigned to a developer. Stories can be described in text which has a flow chart style".
- #2 Another stories history**: This board also lists cards with labels and descriptions. One card describes the feature: "Story history allows you to see what's changed in a story over time. Stories can be described in text which has a flow chart style".
- #3 Story history**: This board lists cards with labels and descriptions. One card describes the feature: "Story history allows you to see what's changed in a story over time. Stories can be described in text which has a flow chart style".

Welcome Board • Public

Basics

Welcome to Trello!

This is a card.

Click on a card to see what's behind it.

0 0 1



You can attach pictures and files...

0 0 1

... any kind of hyperlink ...

0 1

... or checklists.

0 1/3

Intermediate

Invite your team to this board using the Add Members button.



Drag people onto a card to indicate that they're responsible for it.

Use color-coded labels for organization

0 1

You can change the board background.

0

Make as many lists as you need.

0

Try dragging cards anywhere.

0

Finished with a card? Archive it.

0

Advanced

Use as many boards as you want!

0

Want tips, usage examples, or API info?

0

Want to use keyboard shortcuts? We have them!

0

Get the apps for iOS, Android, and Windows 8!

0

Want updates on new features?

0

Need help?

0



① Not Secure | 178.62.232.130

Apps

B

C4

BB

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

TOOL

•

•

H

E

Dropbox



Add-on Store

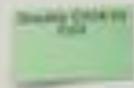
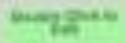


backlog by hk M3team

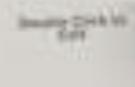
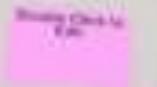
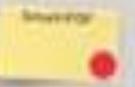
name your new board with a unique word (no space):
go / create

OR look at the example board named demo:
demo example

To do



En cours



Finis



Outils



...
...

GANTT

...
...



Project LibreTM

gantterTM
for Google Drive



GanttProject

Free project scheduling and management app for Windows, OSX and Linux.



Download new
GanttProject 2.8.9
Release Build

published on Aug 21, 2018

GanttProject is
not just a free clone of MS Project.

... well, and it may lack advanced features available in commercial project manager



Flycut (Clipboard manager)

for Mac

for Mac

A free program for mac

Flycut (Clipboard manager) is a free Mac program, belonging to the category
Development.

[View full description](#)



You may also like



No votes yet

[Rate it!](#)



LICENSE

Free

OS

Mac OS X

DOWNLOADS

473



LANGUAGE

English

VERSION

1.5

AUDIENCE INTERACTION

sli.do

Product Use cases Pricing Resources

LOG IN SIGN UP

sli.do

audience
interaction

Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

#gem

JOIN

SIGN UP

or

request a demo



ACT THINK IMPACT

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

Key TakeAways

ce qu'il faut retenir

Agile
=
User

agile at scale

Nouvelles attentes

USER
USER
USER
USER



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION



CCI GRENOBLE

VOC



GEN XYZ +

Lost ... Greatest (GI) ... Silent

BabyBoomer = 1940 - 1965 +/- 8 ans

GenX = 1955 1985 +/- 7 ans

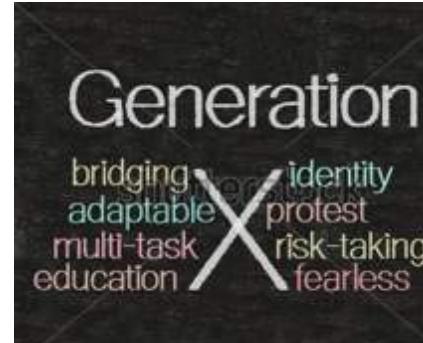
GenY Millennials = 1979 1999 +/- 5 ans

GenZ Digital Natives = GEN C 1994 2007 +/- 4 ans

alphaGen = 2008 - 2020 ?

SingularityGeneration = 2018 - 2030 ?

MARS Gen = 2030-2080 ?



GENERATION Z:
CONNECTED FROM BIRTH.
Born mid-1990s to 2010.



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 !





Living Services

THE DIGITISATION
OF EVERYTHING



LIQUID EXPECTATIONS

OUR HOMES

OUR BODIES

OUR FAMILIES

OUR EDUCATION

OUR WORK

OUR TRANSPORT

OUR FINANCES

OUR SHOPPING



eSports

Nintendo®

Wii



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 EXPECTATIONS

Defined



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**



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION



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



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION



Paiement invisible

The image shows the homepage of the Lyf Pay website. At the top, there is a navigation bar with the Lyf Pay logo, followed by links for "Utilisateurs", "Professionnels", "Développeurs", and "Blog". The main title "Lyf Pay : Le paiement d'aujourd'hui" is displayed prominently in the center. Below the title, a descriptive text reads: "Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...". At the bottom, there are download links for the App Store and Google Play, and a button labeled "Voir la vidéo" with a play icon.

Lyf pay

Utilisateurs

Professionnels

Développeurs

Blog

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...

Télécharger dans l'App Store

DISPONIBLE SUR Google Play

Voir la vidéo

LOL ?





THE GRAND PRIX OF FRENCH

COURS GAUTHIER-DESCRANDES

HISTOIRE DE FRANCE



PREMIER LIVRE

PAR A. VYNARD

LIBRAIRIE HACHETTE







Faut pas
parler aux
cons, ça
les instruit.

Michel Audiard

Les lois de Michel Audiard

Un client
ça ose
tout





E'TN