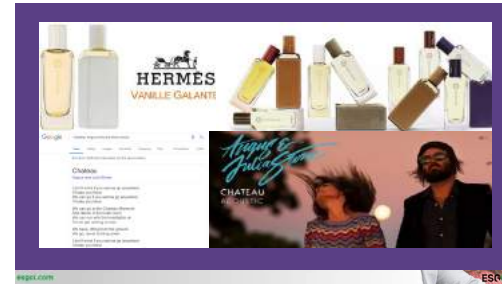


MBAESG
#DigitalMarketing
 social data mobile code startup search

@kratiroff | 2019 | ©



UX
CX
EX

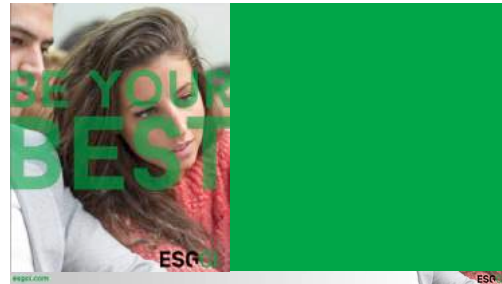
SX

k ∞ QI x t x At

$$k = QI \times t \times At$$

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)

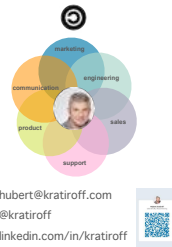
50% Examen 3 heures sans document
 Examen mars 2019 : cas

technology evangelist

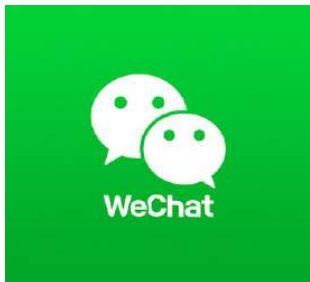
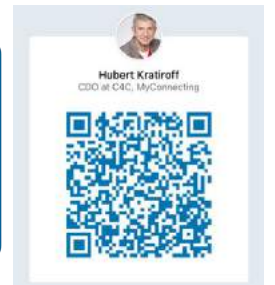


technology evangelist

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



tout sur le marketing .com/ESG



LEÇON INAUGURALE D'ÉCONOMIE NUMÉRIQUE

1 Marketing Moderne

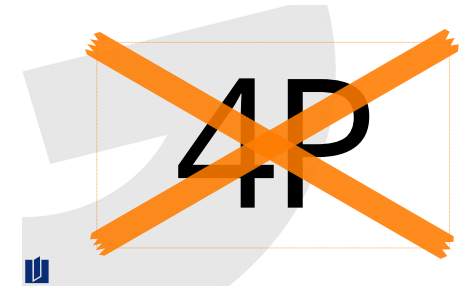
ACTTHINK IMPACT



Méfiez-vous des recettes des années 60

- ❑ 4P
- ❑ 5B de Kepner : BON - produit prix endroit moment quantité
- ❑ SWOT
- ❑ cognitif / conatif / affectif
- ❑ SONCAS
- ❑ AIDA
- ❑ ...

VU EN COURS



M3 Modern Marketing Model

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



sources :
HBR + HBS
ADETEM + JACC + UDA
iab
e-consultancy
e-marketer



VUCA



VUCA

HBR
2014

<p>complexity</p> <p>Characteristics: The system has many interconnected parts and variables. These interactions could differ in scale or predictability, but the system's behavior is not linear and unpredictable.</p> <p>Example: You are doing business in many countries, and each country represents a different market, law, and cultural values.</p> <p>Approach: Focus on building a flexible and adaptable organization, and build a strong relationship to address the complexity.</p>	<p>volatility</p> <p>Characteristics: The environment is unpredictable and volatile, and it is not easy to control. The system's behavior is not linear and unpredictable.</p> <p>Example: Prices fluctuate after a natural disaster, such as a major earthquake.</p> <p>Approach: Build a robust and flexible organization, and build a strong relationship to address the volatility.</p>
<p>ambiguity</p> <p>Characteristics: There is a lack of clear information, and the system's behavior is not linear and unpredictable.</p> <p>Example: You decide to invest in a new market, but you are not sure if it is a good idea.</p> <p>Approach: Focus on building a flexible and adaptable organization, and build a strong relationship to address the ambiguity.</p>	<p>uncertainty</p> <p>Characteristics: There is a lack of clear information, and the system's behavior is not linear and unpredictable.</p> <p>Example: A competitor launches a new product, but you are not sure if it is a good idea.</p> <p>Approach: Focus on building a flexible and adaptable organization, and build a strong relationship to address the uncertainty.</p>

VUCA : NIKE with colin kaepernick



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.**”

HEC
- Seth Godin

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



hk 2014

your happiness is my business

HEC

Aphorisme de Hubert Kratoff



« Transformer la satisfaction des clients en profit pour l'entreprise »
 Hubert Kratiroff
 (2004 Chef de Produit)



Satisfaction vs. Profit

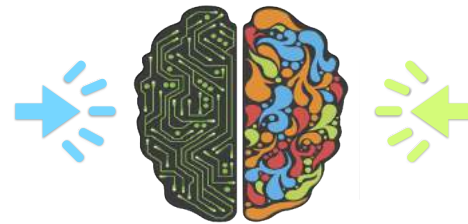
PROFIT : 10 types / fréquents

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

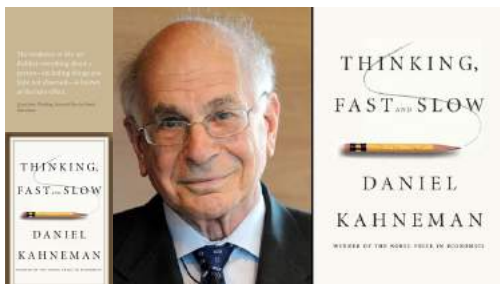
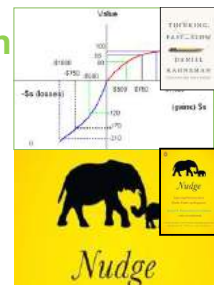
Amartya SEN
 Nobel 1998 pour IDH

Jean Tirole
 Nobel 2014 : régulation et pouvoir de marché



Daniel Kahneman
 2002 Decision making under uncertainty

Richard Thaler
 Nobel 2017 pour Nudge



Courbe de décision en incertitude

<https://www.ubs.com/microsites/together/en/nobel-perspectives/laureates/daniel-kahneman.html>

<https://www.cairn.info/revue-ides-economiques-et-sociales-2010-3-page-13.htm>

<https://www.theguardian.com/science/2014/feb/16/daniel-kahneman-thinking-fast-and-slow-tribute>

Les agents économiques n'agissent pas de manière rationnelle et éconômiste, on peut prédire les actes des personnes par la volenté du gain ou la diminution de la perte

In psychology, heuristics are simple, efficient rules which people often use to form judgments and make decisions. They are mental shortcuts that usually involve focusing on one aspect of a complex problem and ignoring others. These rules work well under most circumstances, but they can lead to systematic deviations from logic, probability or rational choice theory. The resulting errors are called "cognitive biases" and many different types have been documented. These have been shown to affect people's choices in situations like valuing a house, deciding the outcome of a legal case, or making an investment decision. Heuristics usually govern automatic, intuitive judgments but can also be used as deliberate mental strategies when working from limited information.

Richard Thaler
 Nobel 2017 pour Nudge

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





Économie de l'attention
Expectation economy
économie comportementale

like
click
engagement
AI (Artificial Intelligence)
nudge marketing



~~TIME = MONEY~~

“
ATTENTION
=
MONEY”

VALEUR ECONOMIQUE

valeur d'usage
vs.
valeur d'échange

prix vs. valeur

pour succéder aux BRICS... N11 : NEXT11

PINE vs. TIMP

	Philippines		Philippines
	Indonesia		Indonesia
	Nigeria		Turkey
	Ethiopia		Mexico

MINT (Mexico, Indonesia, Nigeria, and Turkey)



Key
TakeAways
ce qu'il faut retenir

:) = €

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode

GRENOBLE
ÉCOLE DE
MANAGEMENT

ACT THINK IMPACT

AMBA AACSB EQUIS



QrCode : phygital

Lien analogique/physique

digital

ACT THINK IMPACT



1
UNITAG
pour encoder
avec action

ACT THINK IMPACT





ACT THINK IMPACT



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

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

ACT THINK IMPACT

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

TAXINOMIE
Digital Marketing



