

# #DigitalMarketing

# MBAESG

## #DigitalMarketing

social|data|mobile|code|startup|search

@kratiroff

|

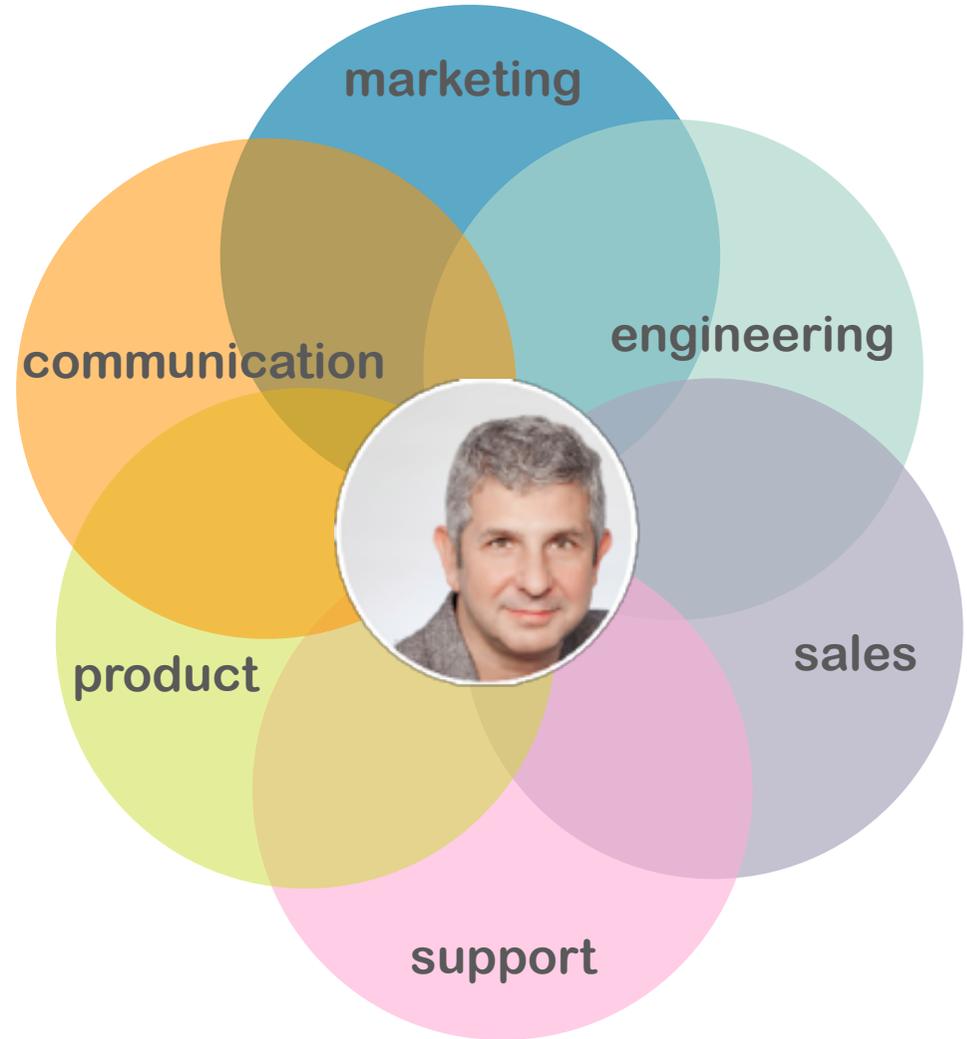
2018

|

©



# technology evangelist



# technology evangelist

full stack marketer

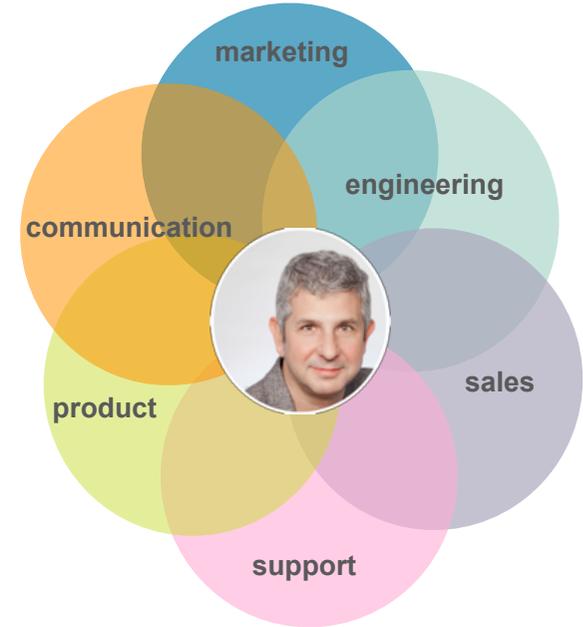
**CDDO**: chief digital/data officer

**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](https://www.marketing.com/ESG)



**Hubert Kratiroff**

CDO at C4C, MyConnecting





WeChat



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 Elon\* que ASS (acronyme seriously suck), sachez que TAWYD (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (au moins utile)  
\* mail de Elon Musk à ses équipes en 2010 (Tesla, SpaceX, SolarCity, Bing and previously PayPal's co-founder)

**AAA:** Average active sessions  
**AAID:** Android Advertising Identify  
**AARRR:** Acquisition, Activation, Retention, Referral, Revenue  
**ABC:** Always Be Closing  
**ABM:** Account Based Marketing  
**ABT:** AB testing  
**ACSEL:** Association pour commerce et services en ligne (ADEN: Association De l'Economie Numérique)  
**ADEX:** Ad Exchange platform  
**AdTech:** Advertising Technology (cf. MarTech)  
**ADX:** Google DoubleClick Ad Exchange platform  
**AIDA:** Attention Interest Desire Action "First Purchase Funnel"  
**AMA:** Ask Me Anything  
**AMP:** Accelerated Mobile Pages de Google  
**APP:** Application (a program designed to run on mobile devices)  
**API:** Application program interface (cf. Mail)  
**AR:** Augmented Reality (ou RA)  
**ARPU:** Average revenu per user  
**ARR:** average recurring revenu (or annual)  
**ASO:** App Store Optimization (cf. Search)  
**ASF:** Apache Software Foundation  
**ASP:** Application service provider AssurTech cf. Insurtech  
**AnyAd:** Anytime Anywhere Anydevice  
**AnyAdAC:** AnyAd + AnyContent  
**ATF:** Above the fold (au dessus du pl, donc visible ; cf. BTF)  
**ATL:** above the line (cf. BTL & media)  
**AWD:** Adaptive web design (cf. RWD)  
**BAT(X):** Baidu Alibaba Tencent Xiaomi (vs. GAFA)  
**BANT** formula: Budget, Authority, Need, Timeline (developed by IBM)  
**BAU:** Business As Usual  
**BI:** Business Intelligence  
**BMG:** Business Model Generation by Alex Osterwalder  
**BOB:** Best of Breed

**BOFU:** Bottom Of Funnel (cf. ToFu)  
**BPM:** Business Process Management  
**BR:** bounce rate (visite inutile à une seule page ou non réception d'un email)  
**BRICS:** 5 countries competing with Trade and A-11  
**BTC:** Bitcoin (XBT)  
**BTF:** Below the fold (en dessous du pl, donc invisible ; cf. ATF)  
**BTL:** below the line (cf. ATL & hors media)  
**BtoG:** business to Government  
**BtoR:** Business to Retail  
**BYOD:** Bring your own device (cf. CYOD)  
**CAE:** Customer Acquisition Cost (ou cycle d'activité client entrée du parcours client)  
**CAD:** communication audiovisuelle dynamique (cf. DOOH & digital signage)  
**CCO:** Chief Customer Officer  
**CCU:** cf. UCC  
**CDC:** Cahier des Charges  
**CDJ:** customer digital Journey  
**CDO:** Chief Digital Officer (ou Chief Data Officer)  
**CDN:** content delivery network / réseau de diffusion de contenu (AKAMA)  
**CDP:** Customer Data Platform (it's more than a DMP and CRM)  
**CEM:** Customer Experience Management  
**CES:** Customer Effort Score  
**CGI:** Computer-generated imagery  
**CHO:** Chief Happiness Officer  
**CLI:** command line interface  
**CLV:** Customer Lifetime value  
**CM:** Community Manager  
**CM:** Communication Marketing insigné (BIC)  
**CMO:** Chief Marketing Officer  
**CMS:** Content management system  
**CNL:** Commission Nationale Informatique et Liberté (cf. RGPD)  
**COOC:** Corporate Open Online Course  
**COS:** Cost Of Sale

**CPA:** collective performance et acquisition  
**CPA:** Cost per action (or acquisition)  
**CPC:** Cost per click; amount of money required to produce a single click (or Cost-per-Customer)  
**CPCV:** Cost per completed view (CPCV = Cost + Completed Views)  
**CPL:** Cost per lead  
**CPM:** Cost per thousand (impr)  
**CPT:** Cost-per-Transaction  
**CPV:** Cost per view (see also PPV)  
**CR:** Conversion rate  
**CRM:** Customer relationship management  
**CRO:** Conversion rate optimization  
**CSAT:** Customer Satisfaction Score  
**CSR:** Corporate social responsibility (RSE)  
**CSS:** Cascading Style Sheets  
**CTA:** Call to action  
**CoB:** Customer to Business (cf. UGC)  
**CoC:** Customer to Customer  
**CTR:** Click Through rate (number of click on an item/link)  
**CE:** Customer experience (including UX)  
**CYOD:** Choose Your Own Device (cf. BYOD)  
**DDJ:** cf. DDD  
**DAD:** Decentralized Autonomous Organization (holocratic)  
**DD:** Data Driven Document  
**DDDM:** data-driven decision management  
**DD:** data-driven strategy  
**DL:** Digital Learning  
**DM:** Direct mail or Direct message sur Twitter  
**DMDCo:** Digital marketing exposition and conference (Cologne, DE)  
**DMP:** Data management platform  
**DNS:** Domain name system (cf. ICANN & registrar)  
**DNVB:** Digital Native Vertical Brand  
**DOOH:** Digital Out Of Home (Digital Signage)  
**DL:** Deep Learning

## Les 150 définitions Conférence NoLimit



Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique, l'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions - Conférence NoLimit.....	1
1. AdTech: Advertising Technology.....	2
2. Agilité, design et plus.....	4
3. Economy & general.....	6
4. Juridique.....	8
5. KPI: Key Performance Indicator.....	9
6. MarTech: Marketing Technology.....	13
7. Research (market) & études online.....	14
8. Réfinancement (SEARCH).....	16
9. TECHNIQUE : inside web.....	18
Marketing, quelques définitions.....	21

# LEÇON INAUGURALE ÉCONOMIE MARKETING DIGITAL



COLLÈGE  
DE FRANCE  
—1530—

1

# Marketing Moderne



# Méfiez-vous des ~~recettes~~ des années 60

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

WUOL  
COOL  
comic

~~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 + AACCC + UDA  
iab  
e-consultancy  
e-marketer



~~SWOT~~

VUCA

+

## 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.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

## 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 muddies 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.

# VUCA

## **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 "smoothing" for pension funds calculating 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<sup>ème</sup> 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”



**your  
happiness  
is my  
business**

*Aphorisme de Hubert Kratiroff*



- Navigation**
- Main page
  - Content
  - Featured content
  - Current events
  - Random article

- Wikipedia**
- About Wikipedia
  - Community portal
  - Recent changes
  - Contact Wikipedia
  - Donate to Wikipedia
  - Help

**Web**

Help

- Tools**
- What links here
  - Related changes
  - Special pages
  - Permanent link
  - Cite this article

- Other languages**
- العربية
  - Azərbaycanca
  - Azərbaycanca (Cənub)
  - বাংলা
  - Български
  - Български (стар)
  - Català
  - Čeština
  - Dansk
  - Deutsch
  - Eesti
  - Español
  - Esperanto
  - עברית
  - Français
  - Galego
  - ગુજરાતી
  - हिन्दी

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## Marketing

From Wikipedia, the free encyclopedia

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

"Wed, big thing" redirects here. For the Vince Gill album, see [Live! Big Thing!](#) (album).

 **This article may require cleanup to meet Wikipedia's quality standards. Please discuss the issue on the talk page or remove the tag with a more specific message. This article has been tagged since June 2007.**

**Marketing** is the process or act of making products appealing to a certain demographic, or to a consumer.

**Contents** (hide)

### Introduction

A market focused, or customer focused, organization first determines what its potential customers desire, and then builds the product or service. Marketing theory and practice is justified in the belief that customers use 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 converted the prospective buyer, base management/marketing takes over. The process for base management shifts the marketer to building a relationship, nurturing the links, enhancing the benefits that sold the buyer 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, but growing, influence. Market research underpins 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 "Ps" must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely 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 is also an important addition to the 4Ps 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 inter-connected subject with extensive publications. It is also an area of activity in flux as it re-invents itself and its vocabulary according to the times and the culture. As a result, much continued work is required to improve the quality, usefulness and usability of the (this) Wikipedia description.

### The Different Schools, Theories, Practices and Views of Marketing

Much of the rest of this document **Marketing** is currently concerned with a (partial) deconstruction of the subject into a usable and comprehensive encyclopedia entry. That does not imply that the current description is necessarily concisely or complete.

In order to properly understand and communicate this (vast) subject, an effective multilingual must emerge from within these Wikipedia pages. To that end, it is suggested that this document should be augmented with the following subject entries &/ or references, as they pertain to a description of **Marketing**. In due course, these should appear in the content section above, where they are not already (good important ones "):

- [Perspective \(marketing\)](#)
- [Context \(marketing\)](#)
- [Culture \(marketing\)](#)
- [Technology \(marketing\)](#)
- [Process \(marketing\)](#)

Wikipedia has more about the subject:

- [Marketing](#)

Look up marketing in Wiktionary, the free dictionary.

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

*Hubert Kratiroff  
(2004 Chef de Produit)*



# Satisfaction vs. Profit



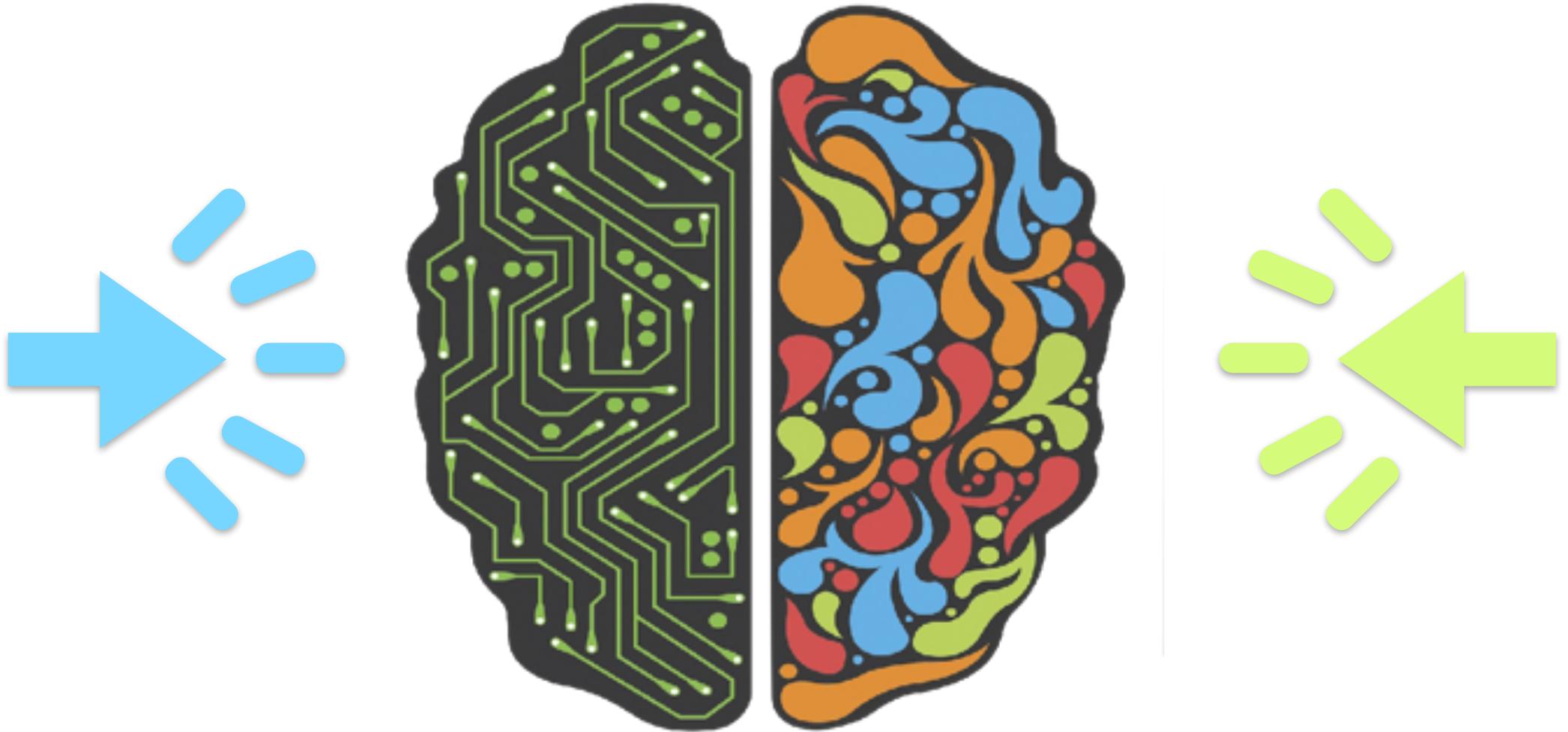
**PROFIT** : 10 types / fréquents

**SATISFACTION** : 2 types / rares

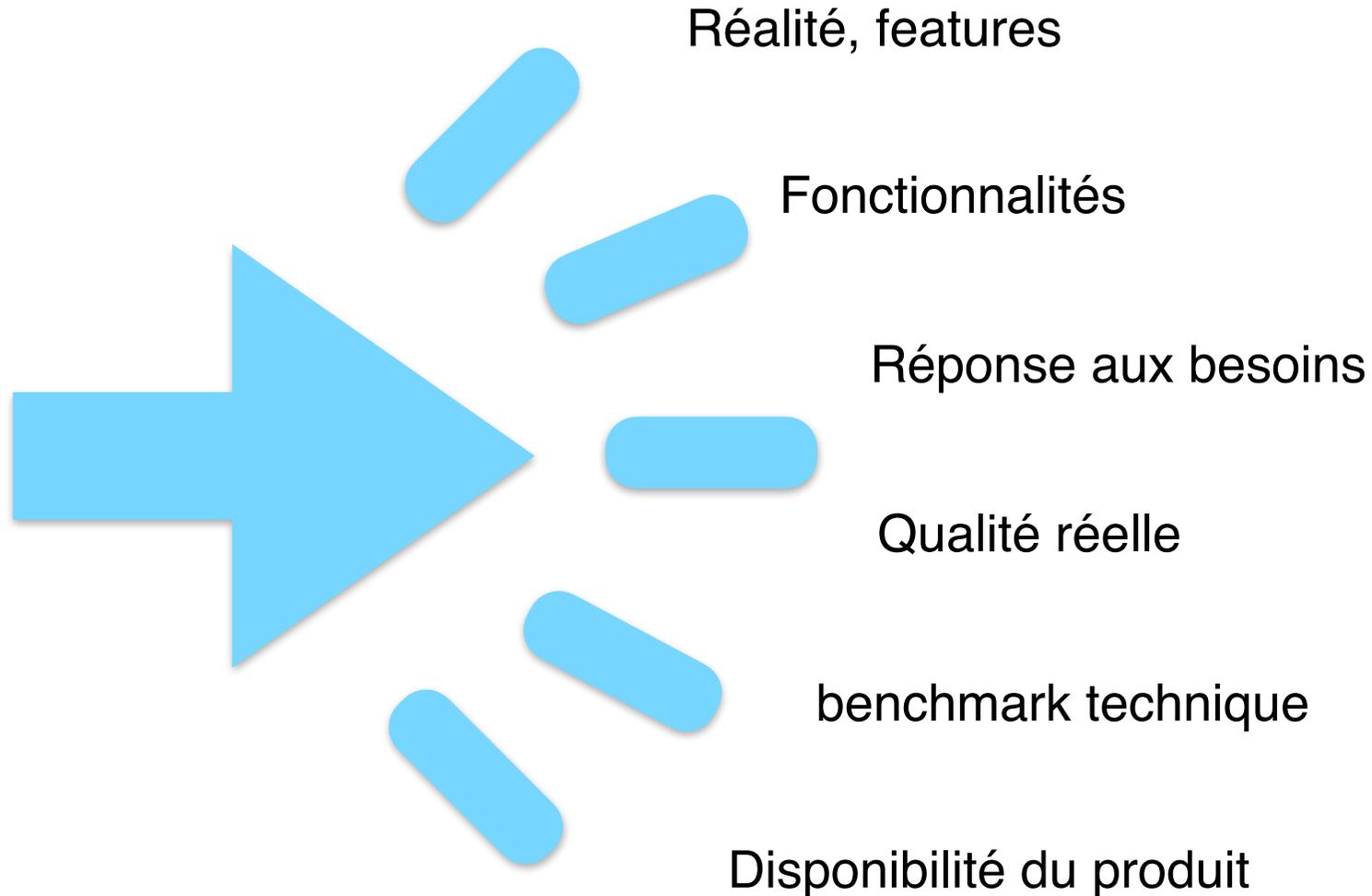
**Objective** : features

**Subjective** : insight

# Satisfaction objective / subjective

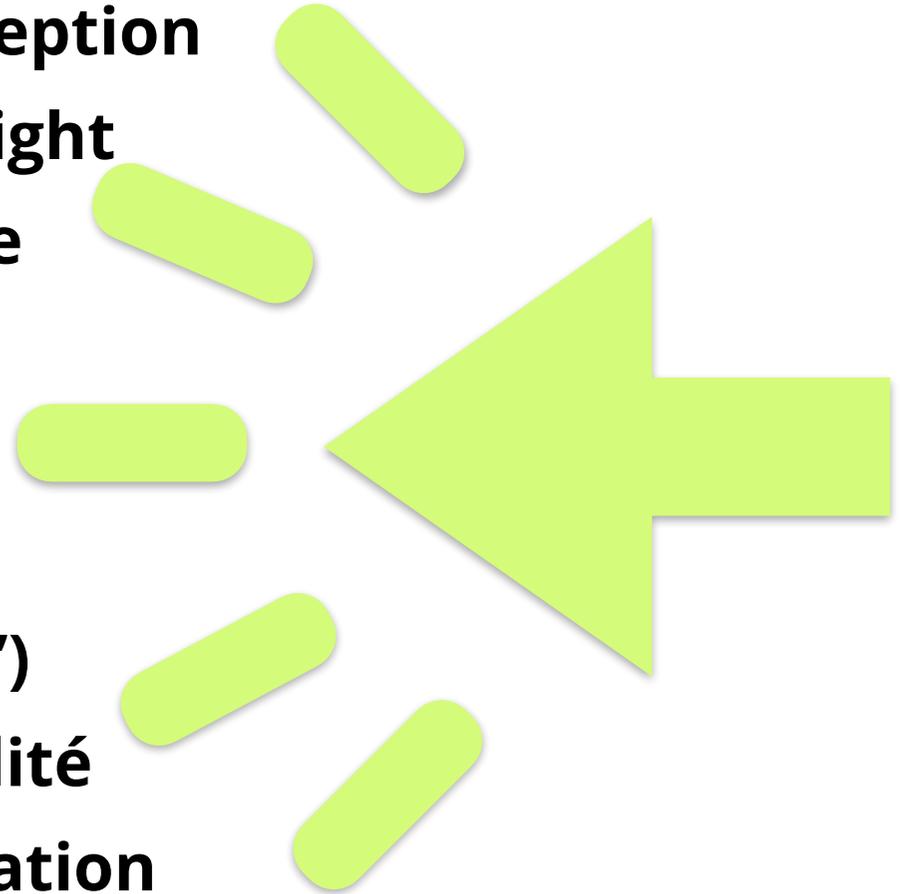


# Satisfaction objective (cerveau gauche)



# Satisfaction subjective (cerveau droit)

**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



# Richard Thaler

Nobel 2017 pour Nudge



# Économie de l'attention

## Expectation economy

## économie comportementale

like

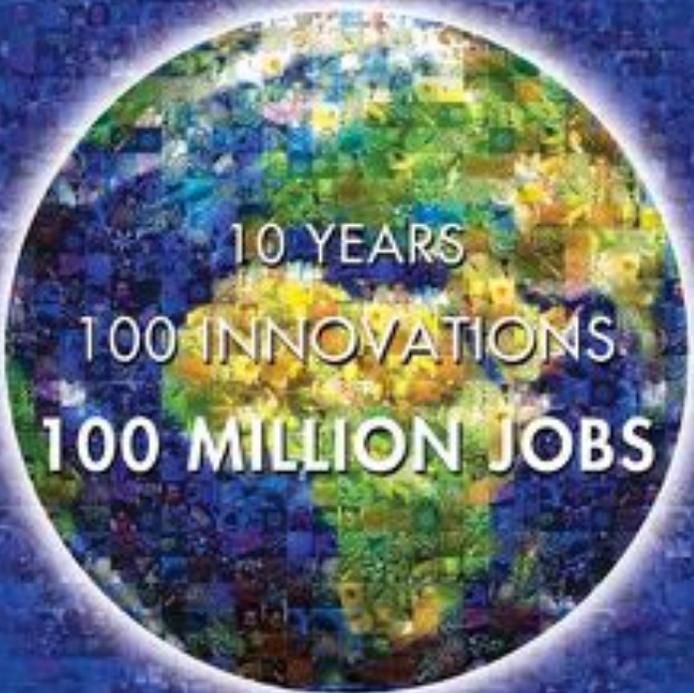
clic

engagement

RT (ReTweet)

nudge marketing

# THE **BLUE** ECONOMY



10 YEARS  
100 INNOVATIONS  
**100 MILLION JOBS**

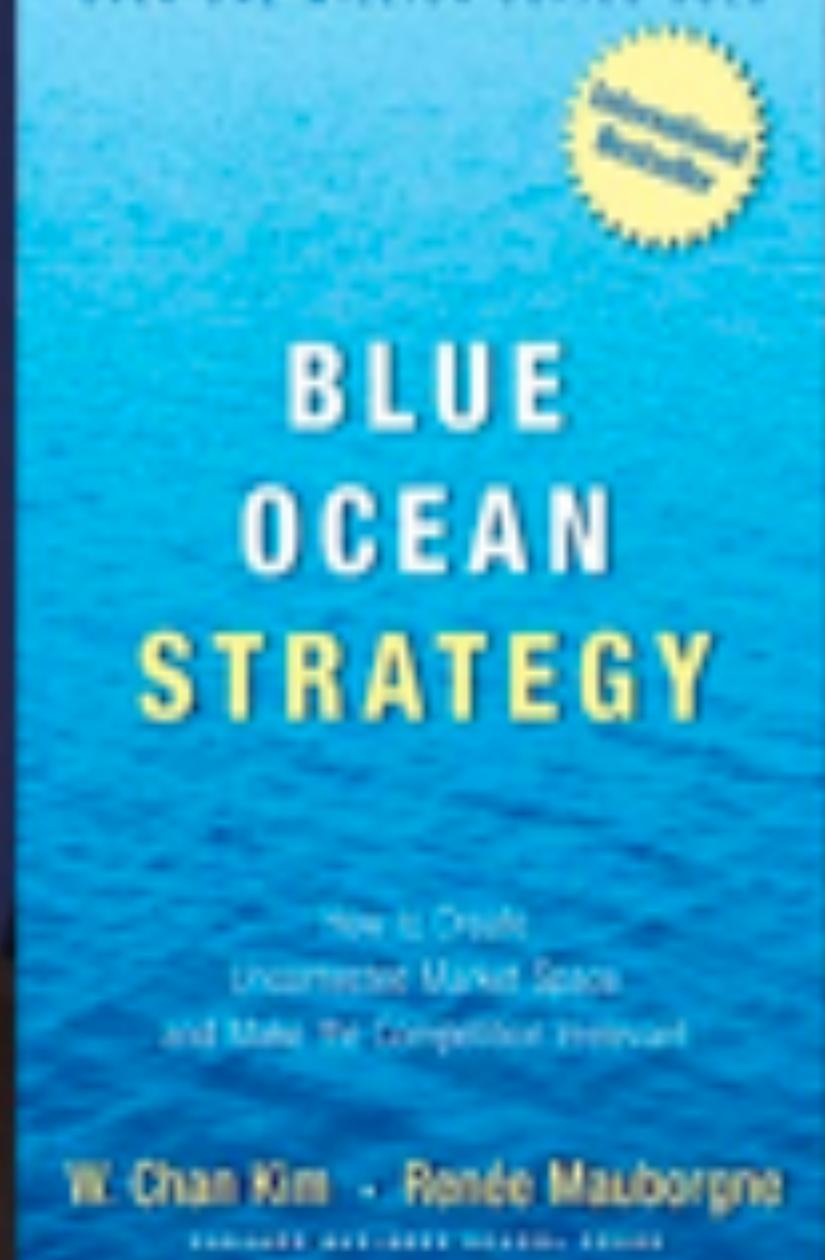
Gunter Pauli

REPORT TO THE CLUB OF ROME

A man with dark hair, wearing a black t-shirt, is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a serious expression and is looking slightly to the right. The background is plain white.

IDRISS ABERKANE

**Économie  
de la  
connaissance**



**BLUE  
OCEAN  
STRATEGY**

How to Create  
Uncorrupted Market Space  
and Make the Competition Irrelevant

W. Chan Kim - Renée Mauborgne

HARVARD BUSINESS SCHOOL PRESS





# P+ SITIVE ECONOMY FORUM



## LE HAVRE

LE VOLCAN & THÉÂTRE DE L'HÔTEL DE VILLE

ACT FOR P+ SITIVE

AGISSONS POSITIF

16 > 19

SEPT. 2015

INSCRIVEZ-VOUS

4 JOURS 21 CONFÉRENCES 20 POSITIVE LABS 120 INTERVENANTS 180 EXPERTS 2 SOIRÉES

# **VALEUR ECONOMIQUE**

**valeur d'usage**

**vs.**

**valeur d'échange**

**prix vs. valeur**

# **ObSoCo**

## **Observatoire Société Consommation**

### **Usage vs. Possession**

### **50% s'écarte du modèle dominant**

### **SHARING ECONOMY**

PINE

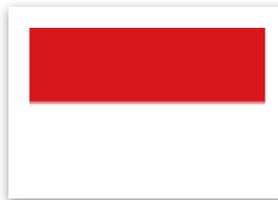
TIMP

# pour succéder aux BRICS... N11 : NEXT11

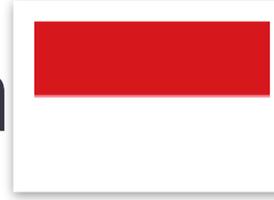
## PINE vs. TIMP



Philippines Philippines



Indonesia Indonesia



Nigeria

Turkey



Ethiopia

Mexico

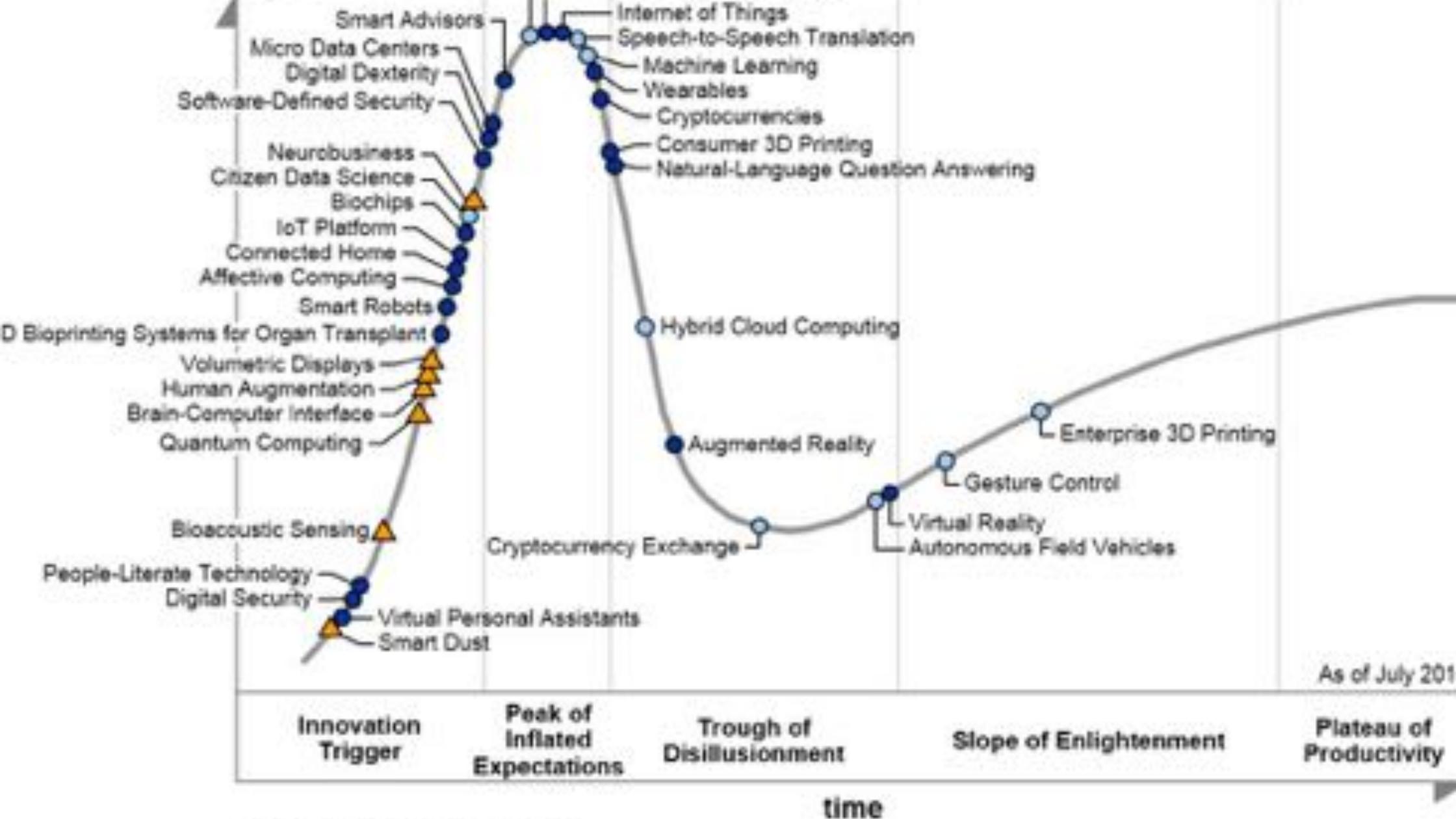


*MINT (Mexico, Indonesia, Nigeria, and Turkey)*



**There are more people living inside  
this circle than outside of it.**

THE  
NEXT  
BIG  
THING



Click on the neighborhood, track names, and stations for detailed descriptions and useful links to sample vendors, products, and research. Links will open a new tab. Digital Marketing constantly changes – report [broken links here](#). Last updated: 11 Feb 2015.

View All Tracks ▾

User Experience (UX) Analytics Advertising Tech Mobile Social Commerce

RT Data Marketing Management Creative Search Strategy Emerging Technologies



# Luma Partners

## MARKETING TECHNOLOGY LUMAscape

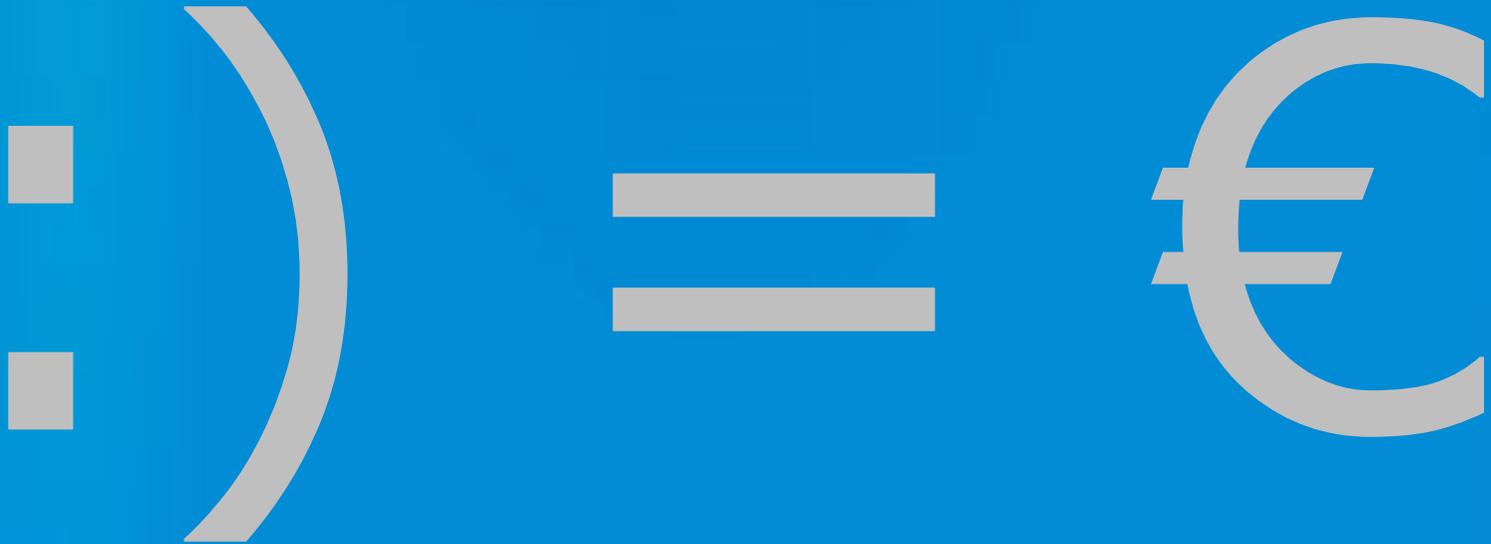




**KEEP  
CALM  
AND  
GET DIGITAL  
AS A SERVICE**

# Key TakeAways

ce qu'il faut retenir



# Décomposition du marketing digital



**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

# 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**

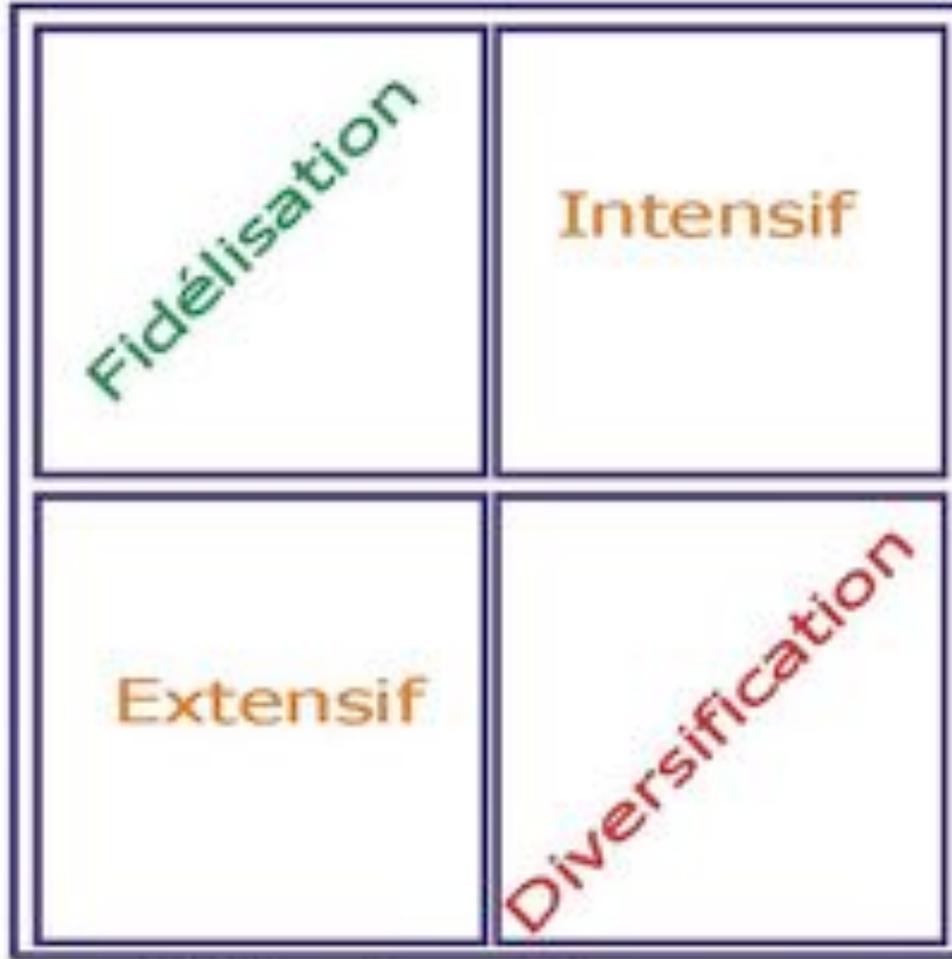
**Outil de réflexion universel**

# ANSOFF

Marchés

Existants

Nouveaux



Existants

Nouveaux

Produits

Décomposition stratégique d'Ansoff

# Marketing Opérationnel

=

3 x 6 moyens

3

**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**

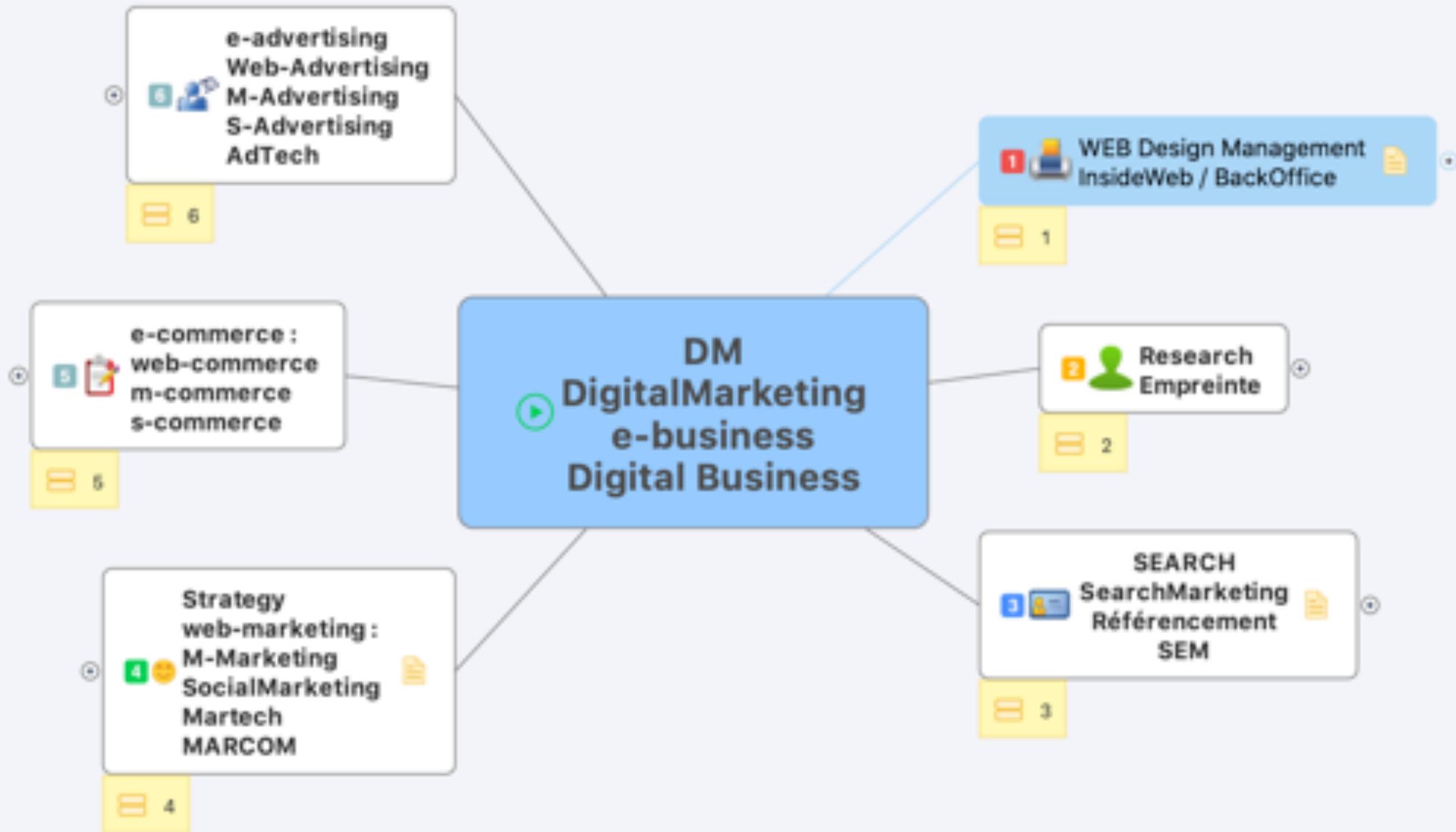
# Trade marketing

- 1. CGV**
- 2. FDV**
- 3. EDI, SCM & LOGistique (process)**
- 4. COPromotion, comarketing, coadv**
- 5. LOBbying**
- 6. MERchandising**

# **Digital Marketing**

- 1. Web Management**
- 2. Référencement (SEARCH)**
- 3. e-marketing**
- 4. e-commerce**
- 5. e-publicité**
- 6. m-s-marketing**

# Digital Marketing



DM  
DigitalMarketing  
e-business  
Digital Business

WEB Design Management  
Intranet / BackOffice

- WEB Outils eco-system
  - Web Design
  - Plateforme
  - ICT
  - AI ML
  - API
  - Mobile
  - RGPD / NetNeutrality
  - cyber secu

Research  
Empreinte

- Web Analytics : BigData
  - Analyse des logs ratios
  - Analyse du ranking
  - Big Data
  - étude on-line e-survey
  - Segmentation / Generation / Persona
  - inM metrics ratios
    - taux de transformation
    - A/B Testing - CRO Conversion Rate Opt
    - ROI - calcul
    - abandon panier
  - e-reputation research
  - NPS / CSAT / KANO - Benchmark
    - AB TESTING
    - NPS

SEARCH  
SearchMarketing  
SearchContent  
SEM

- SEO
  - technique de programmation de site keywords
  - Content
  - Link building / outbuilding
- SEA
  - Adwords / AdPartner
  - SEO Pay Per Click
- ASO app store optimization
  - App ranking
  - Reviews
- SMD : Social Ranking
  - Social Search
- OUTLS
  - Shopping
  - Media Search
  - Youtube search

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

e-commerce  
Web-commerce  
e-commerce  
e-commerce

Strategy  
web-marketing  
M-Marketing  
SocialMarketing  
MarTech  
MARCOM

Social Network Marketing

- Stratègies
  - initiation d'une communauté de consommateurs
  - Community management
  - Spillovers

- CRM
  - Personnalisation
  - Lead Generation
- e-mailing
- Ciblage et comportement
- Brand Content
  - Storytelling
  - Informations en temps réel
  - OTM
- Call
- M-marketing  
mobile marketing
- Web 2.0
  - Blog / Forum
  - web-marketing

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

<b>Cs</b> Content Strategy	
<b>Ar</b> Article	<b>Sh</b> Short Story
<b>V</b> Video	<b>Vi</b> Viral Video
<b>Im</b> Image	<b>Pr</b> Press Release
<b>Ev</b> Event	<b>Wb</b> Webinar
<b>Gm</b> Game	<b>Ap</b> App
<b>To</b> Tool	<b>Eb</b> Ebook
<b>P</b> Podcast	<b>So</b> Social
<b>EI</b> E-mailing	<b>Em</b> Email



## A seven-step guide to success

1. Give some time to define a strategy.
2. Figure out the formats you plan creating.
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 / social platforms.
5. Track the key metrics, and map these to your goals.
6. Be aware of the chain of sharing triggers. Be sure to work the emotions.
7. Always double check your work.

<b>Pv</b> High Value	<b>Uv</b> Urgent Value	<b>Nv</b> New Value	<b>Br</b> Be the first	<b>Tf</b> Trend
<b>Ni</b> New niche	<b>Do</b> Overlooked	<b>Cl</b> Cost per lead	<b>Kp</b> Key player	<b>Le</b> Lead
<b>Bm</b> Brand Metrics	<b>Rp</b> Reputation Metrics	<b>Pm</b> Performance	<b>Dg</b> Demographic Metrics	<b>Br</b> Brand
<b>Im</b> Image	<b>Pr</b> Press Release	<b>Ho</b> Thought Leadership	<b>Re</b> Review	<b>Qu</b> User Generated
<b>Ti</b> Timing	<b>Bp</b> Brand Positioning	<b>Co</b> Comparison	<b>Ca</b> Case Study	<b>St</b> Stats
<b>De</b> Content	<b>We</b> Website	<b>Bl</b> Blog	<b>Of</b> Online Video	<b>Mi</b> Microsite
<b>Am</b> Augmented Reality	<b>Rm</b> Reputation Metrics	<b>Sa</b> Sales	<b>Ev</b> Event	<b>Wb</b> Webinar
<b>Iv</b> Video	<b>As</b> Ask the Experts	<b>Rs</b> Resource	<b>Lb</b> Lifestyle	<b>Hi</b> Homeschool
<b>Ee</b> Event-based	<b>Rc</b> Research	<b>Tr</b> Trends	<b>Cm</b> Comparison	<b>Tw</b> Twitter
<b>Fa</b> Facebook	<b>Lj</b> LinkedIn	<b>Pi</b> Pinterest	<b>Is</b> Instagram	<b>Sc</b> Search Metrics
<b>Yo</b> YouTube	<b>Vm</b> Vimeo	<b>Gp</b> Google+	<b>Fo</b> Forum	<b>Tu</b> Tumblr
<b>Nm</b> New Metrics	<b>Me</b> Metrics	<b>De</b> Definitions	<b>Gi</b> Glossary	<b>Da</b> Data
<b>Pc</b> Product Social	<b>Sv</b> Survey	<b>An</b> Analysis	<b>Fi</b> Fiction	<b>Gf</b> Gifts
<b>Re</b> Results	<b>Ig</b> Instagram	<b>Vn</b> Vine	<b>Sl</b> Slideshare	<b>Fl</b> Flash
<b>Hn</b> Hidden Gems	<b>Ps</b> Pinterest	<b>Ad</b> Advertising	<b>Eg</b> Engagement Metrics	<b>En</b> Engagement

<b>Fu</b> Furry	<b>Sx</b> Sexy	<b>Sg</b> Shocking	<b>Mv</b> Moving	<b>Un</b> Unbreakable	<b>Cv</b> Controversial	<b>Co</b> Cool	<b>Ig</b> Interesting	<b>Rd</b> Random	<b>Zg</b> Zingy	<b>Aw</b> Awesome	<b>Up</b> Uplifting	<b>Di</b> Disgusting
<b>Sq</b> Squirrely	<b>Se</b> Sexual	<b>Ce</b> Crazy	<b>Fm</b> Formal	<b>Hd</b> Headline	<b>Tv</b> Trendy	<b>Gd</b> Good	<b>Pe</b> Pun	<b>Do</b> Drama	<b>Fc</b> Fast	<b>Cd</b> Cute	<b>Ct</b> Cute	<b>Fd</b> Funny



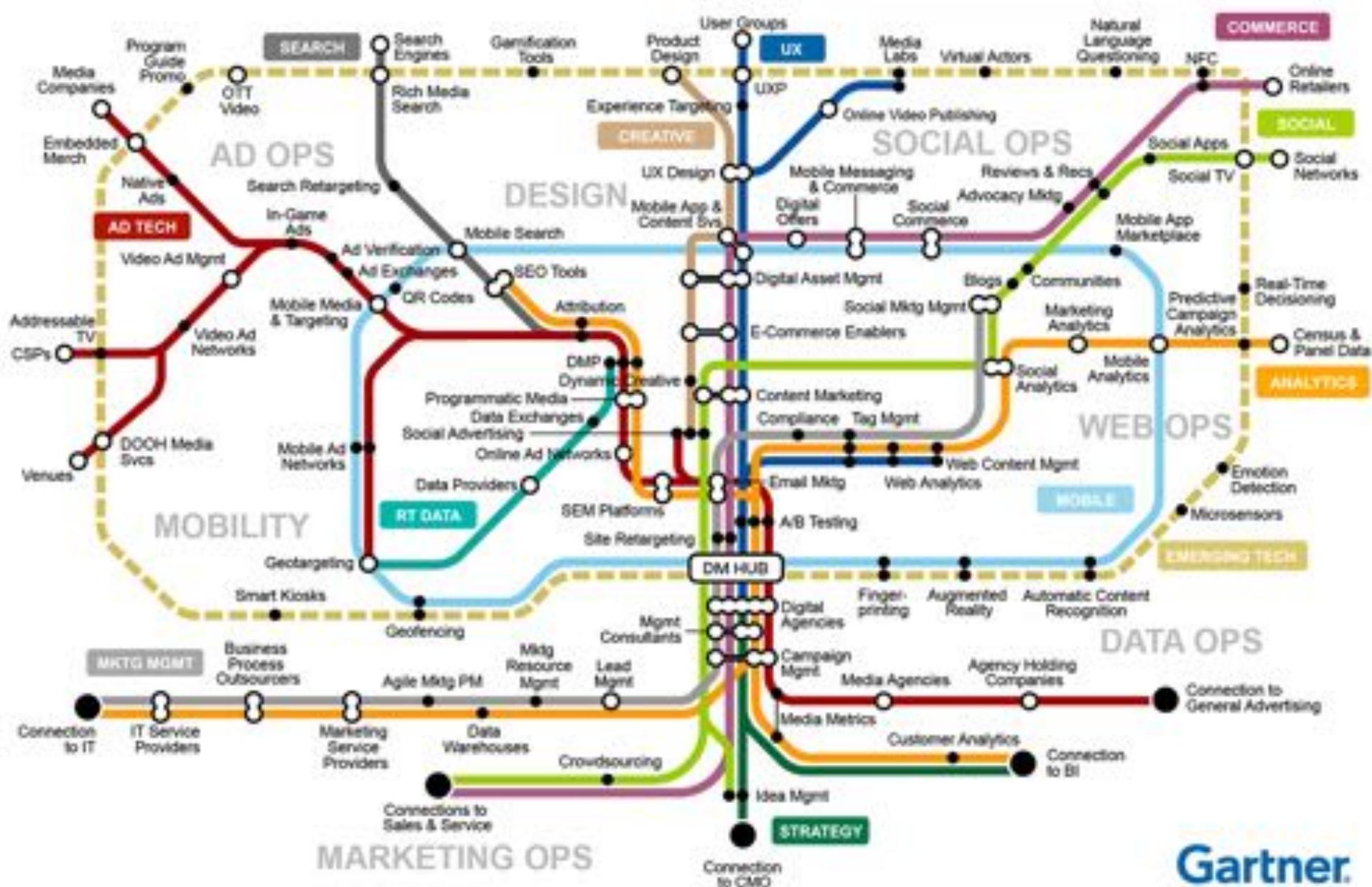
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# CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER







XMind



# XMind 8

The Most Popular Mind Mapping Tool

10<sup>th</sup> ANNIVERSARY  
2006-2016

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coggle

# coggle.it



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

# MARKETING DES SERVICES

## Différents types de marketing



**Ne pas confondre**

Marketing des services

Marketing du service

*Marketing service*

**37 MDE€**

**MarCom**

**37 milliards / 2500 milliards de PIB**

**Etude FR : 2 MDE**

# MARCOM vs. PIB / GDP

**FR 37MD€**

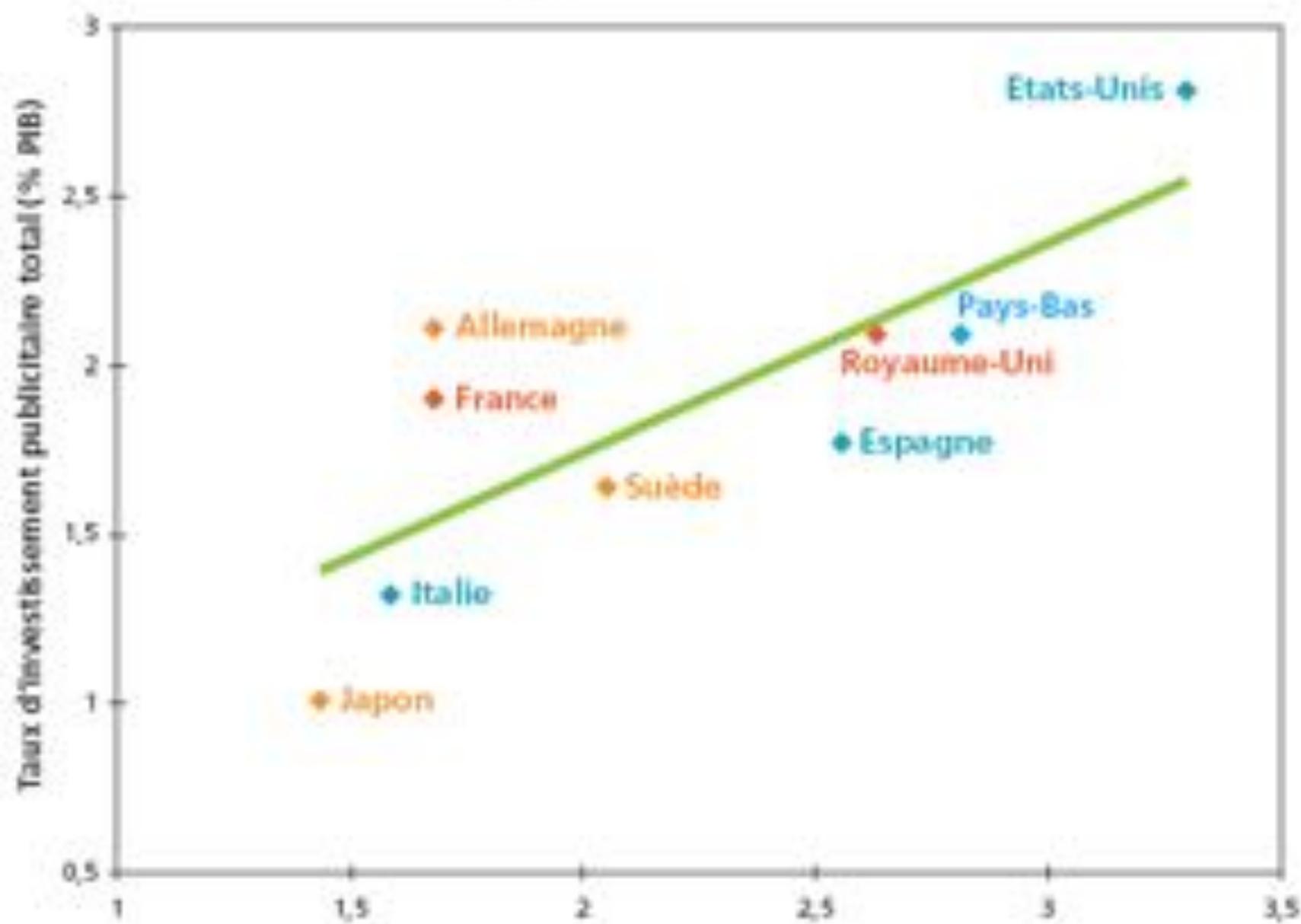
**PIB 2500 MD€**

**EU 500MD€**

**GDP 17000 MD€**

**W 1300MD€**

**GDP 78000 MD€**



# Question : marketing du service

marketing **des services** : au sens du secteur des services ... vs secteur productif

marketing **du service** : au sens de la relation de service avec le client applicable dans tous les secteurs

The Wealth of Nations (1776 - Adam Smith)

outputs of **productive** labor

vs. outputs of **unproductive** labor

# 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 Content (UGC)

Consommateurs :

échange et recyclage

consomm'acteur

consomm'agent

# Marketing ???

Influence marketing

Conversation Marketing

Marketing politique et lobbying

Marketing produit

Marketing institutionnel

Marketing personnel (e-reputation)

Marketing des services (≠MS)

Marketing caritatif

Bto xxx (to yyy ...)

# CMI



**CMDI**

MARKETING

360°

outils | cibles

CD O

CX O

CC O

CH O

SALES + MARKETING =

**SMARKETING.**

# SALES

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



# MARKETING

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



# MarCom

marketing et communication

**MARTECH**

THE MARKETING TECH CONFERENCE

MARCOM

CMI / CMDI

ADtech MARtech

VR AR

Full Stack



**marketing  
d'influence**



# CONVERSATION MARKETING



# Conversation

Outil de INBOUND par excellence



Être là où est le client / user / contact



Base de la personnalisation



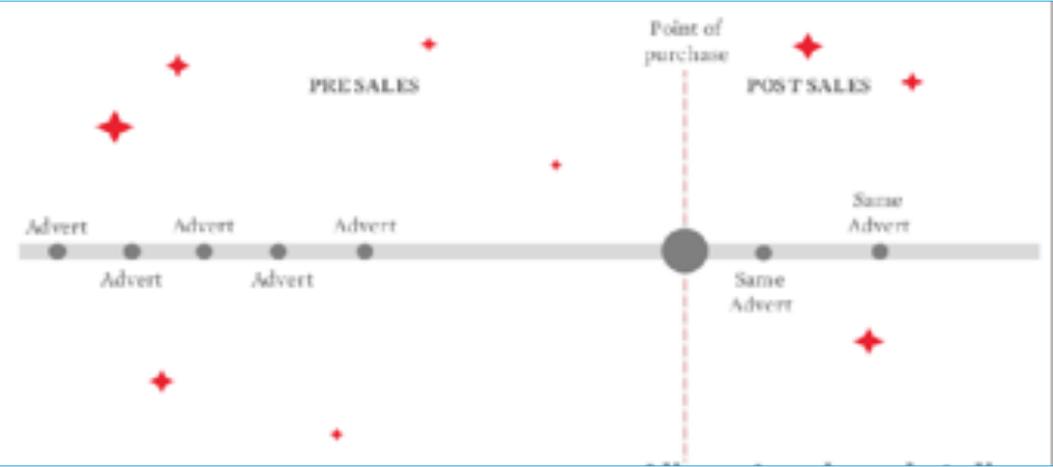


**Conversation mode : ON**



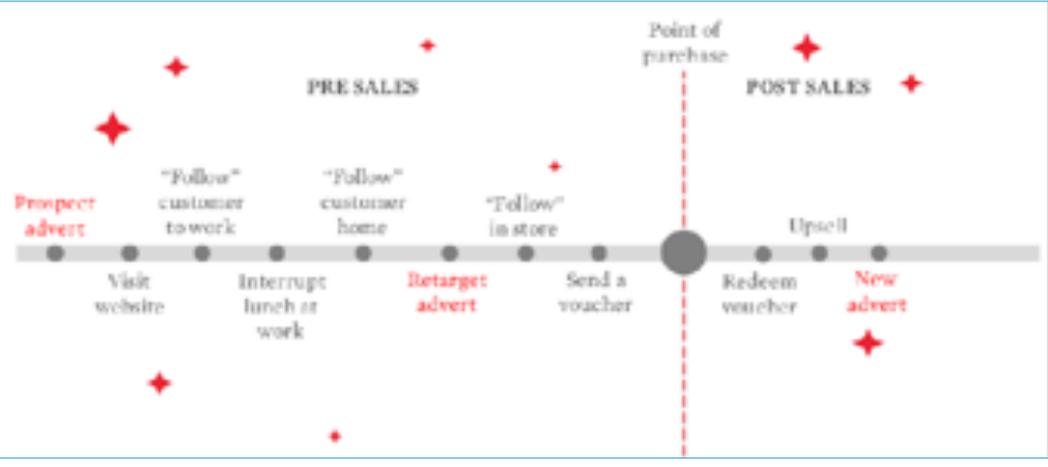


# Opportunity to talk : communication



... talk, talk, talk, talk again

# Opportunity to chat : conversation



... talk, listen, adapt, modify, talk personally



# La démarche marketing



# SOSTAC

OBJECTIFS

STRATEGIE

TACTIC

ACTIONS

CONTROL

Budget  
MarCom  
PV  
BP  
KPI TBM

C  
Contrôle  
Finance

PLAN  
D'ACTION  
TIMING

A  
Action

Micro-planning  
Gantt  
Mix des  
moyens

T  
Tactique

SOSTAC  
Démarche  
Décomposition

S  
Situation

Interne  
Externe  
concurrence  
outils d'analyse  
stratégiques

O  
Objectifs

Segmentation  
Cibles  
Positionnement  
Obj Corporate  
Obj Financier  
Obj marketing

S  
Stratégie

Type de stratégie  
Phases  
Macro-Planning

## SOSTAC

**S** : Situation, analyse interne, externe, marché, concurrence, portefeuille...

**O** : Objectifs en terme de cible + SCP + finance + persona + marketing + KPI...

**S** : Stratégie globale, macroplanning, phases

**T** : Tactique, microplanning

**A** : Actions, plan d'action commerciaux, marketing, communication

**C** : Budget, Finance, Contrôle, BP, PV

# Médecine vs. Marketing

## Analyse

Osculation, examen, observation, intuition, expérience, analyse de sang, NFS, chimie, iono

Données primaires, analyses, enquêtes études, mapping, matrice, datamining...

## Diagnostic

Soigner, guérir, baisser douleur, prolonger la vie

## Objectifs

Augmenter CA, marge, résultats, pérenniser, atteindre taille critique

## Moyens

Médicament, opération traitement

Pub, prix, PDV, FDV, CGV, internet, amélioration de l'offre

## Chiffrage

Prix, délai, remboursement

Budget, rentabilité

# Key TakeAways

ce qu'il faut retenir



1  
4  
3 x 6



# TOOLS

# **Dessin d'un Mind Map**

**essai de classification de  
nouveaux éléments**

MBAESG

#DigitalMarketing

social|data|mobile|code|startup|search

FIN