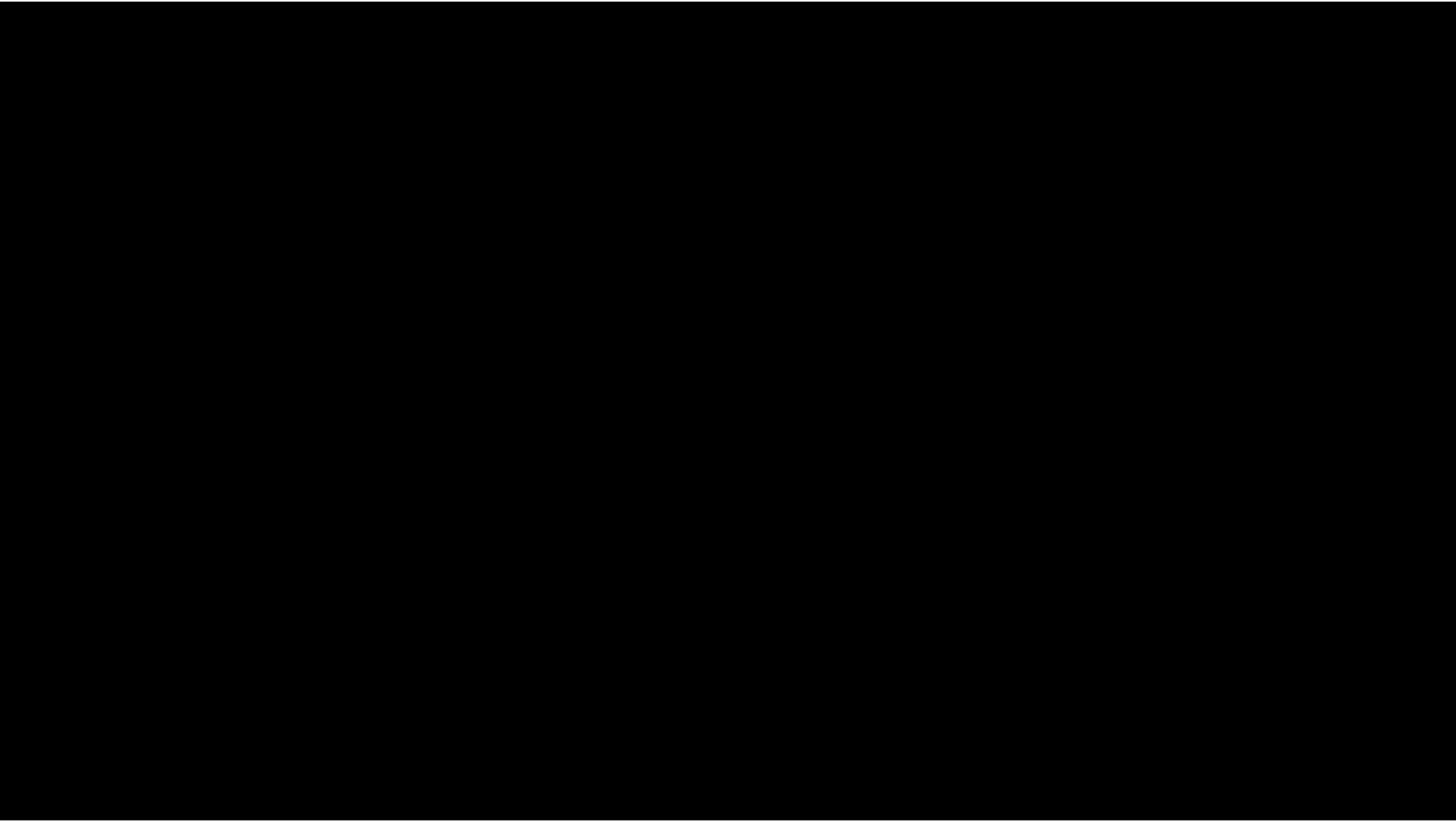
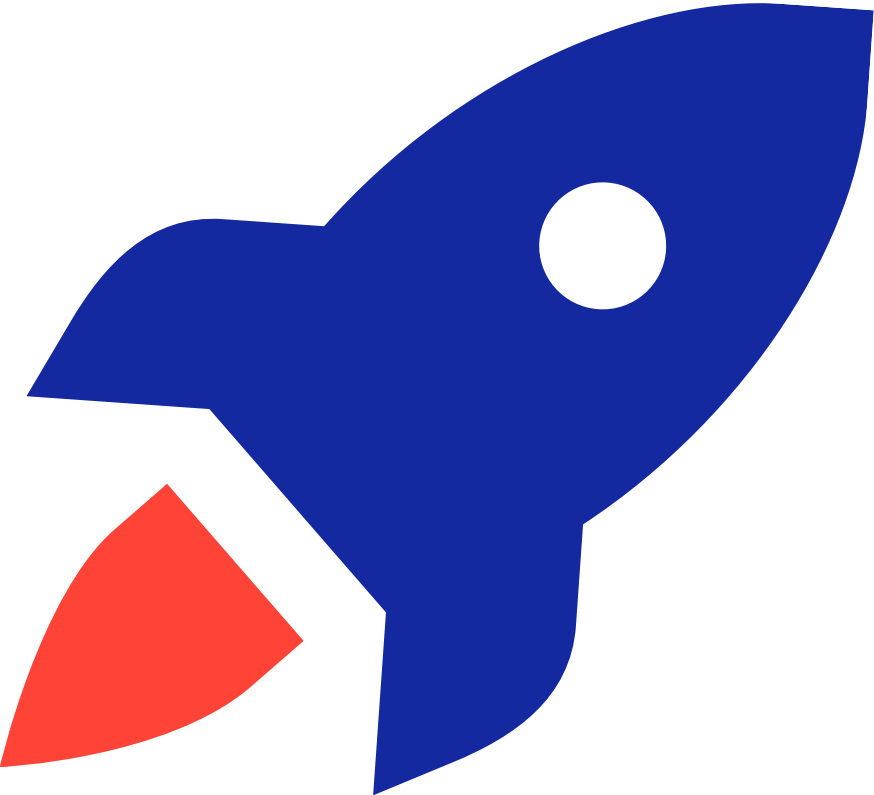


EP04



PREVIOUSLY
in 180 sec





GO4LNCH





PERVASION

“Le futur est déjà là —
il n'est simplement pas
réparti équitablement.”

William Gibson



CHATGPT'S COMPETITORS

aws

Google

Baidu 百度

cohere

stability.ai

AI21 labs

Character.AI

S e o !

SA PLACE DANS LE
DIGITAL MARKETING

SEARCH

SEARCH

moteur de
recherche

texte SERP

vs.

**PERSONALI
SATION**

moteur de
PUBLICITÉ
\$ annuaire \$

SEARCH

moteur de
recherche

texte liste

vs.

FIND

moteur de
réponse

voix

1

INFOBÉSITÉ

**1 milliard de sites
2 millions d'APPs
10 milliards
d'interactions
sociales / j
2 millions de
e-boutiques**

=

**une affiche
dans le désert**

2

SXO

**Texte
Contenu
Brand Content
User eXperience
ZMOT
Micro Moment
Réputation
Confiance
Backlink
OnPage / OffPage**

3

KPI

**Visiteur Unique
(VU)
Engagement
Traction
Clic

PdM
ROI**

TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

EXPÉRIENCE

SXO

speed

organisation

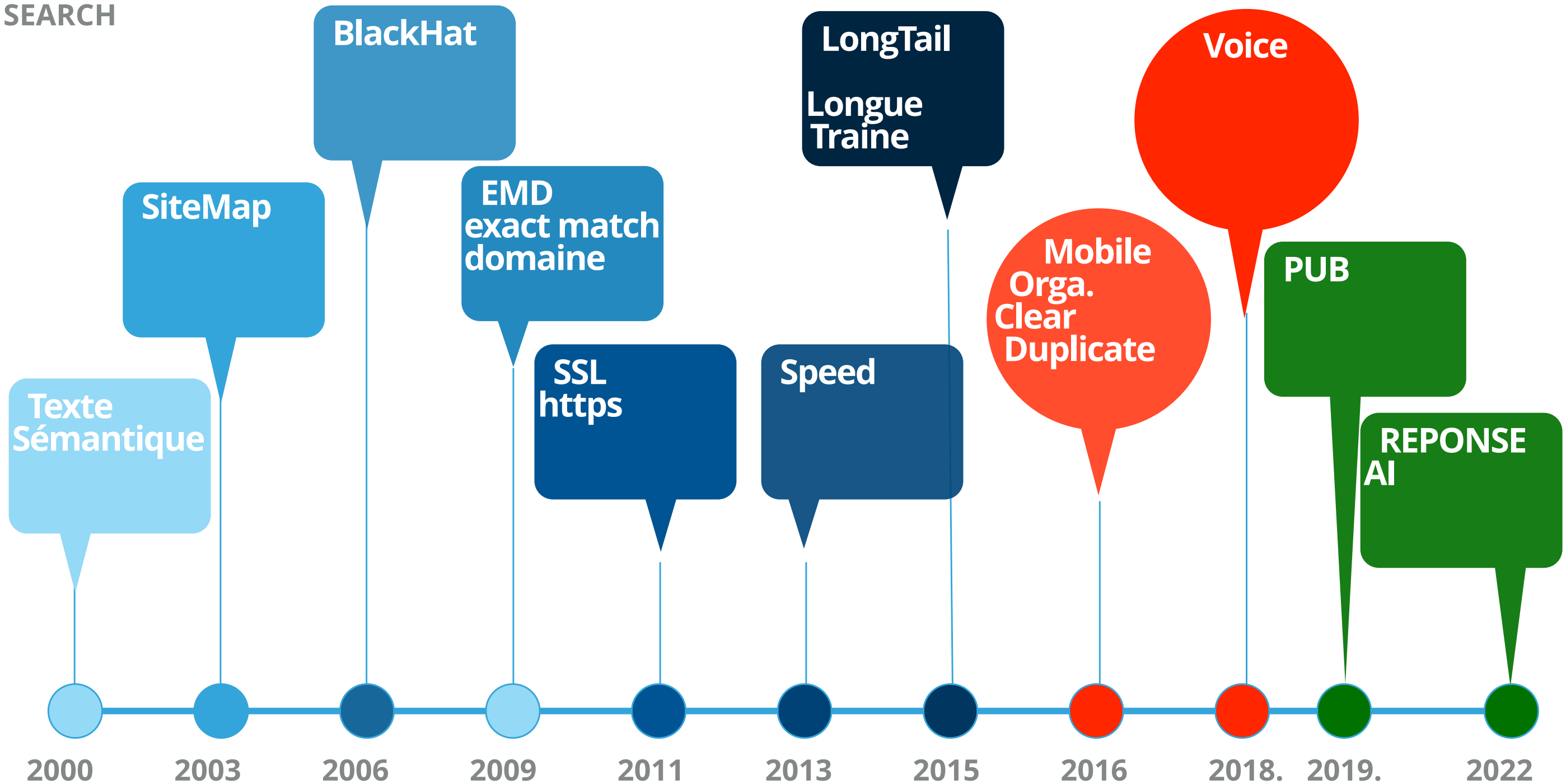
duplicate

Mobile

AMP

UX

SEARCH



SEARCH (référencement)

=

SEM

=

SEO + SEA + ASO +
SMO + retail media

=>

SXO

Delivering happiness

Building a billion relationships



Mark Karpelès

@MagicalTux

En réponse à @Natroll_

@Natroll_ tu veux ma recette de tarte aux pommes?

1:51 PM · 6 juil. 2013 · Twitter for iPhone

Payer en **Monnaie Nationale de Banque Centrale (MNBC)** : c'est ce que **Reliance Retail**, plus importante chaîne de vente au détail en **Inde**, veut proposer à ses clients. Le détaillant est devenu la plus grande entreprise indienne à adopter l'e-rupee dans ses points de vente.

Cette initiative inédite est le fruit d'une collaboration entre Reliance Retail, deux banques nationales, ICICI et Kotak Mahindra, et une start-up de la fintech, Innoviti Technologies. Le parcours d'achat se veut instantané et simplifié : lors du passage en caisse, les clients devront scanner un QR, via l'application « Digital Rupee », développée par les banques partenaires. Ils recevront instantanément une notification, pour confirmer que leur paiement a bien été effectué. Simple, basique.



Parisi's Seven Rules of the Metaverse

1. There is Only One Metaverse.
2. The Metaverse is for Everyone.
3. Nobody Controls the Metaverse.
4. The Metaverse is Open.
5. The Metaverse is Hardware-Independent.
6. The Metaverse is a Network.
7. The Metaverse is the Internet.

Parisi, T. (2021, October 22). The Seven Rules of the Metaverse. Medium. Retrieved October 23, 2021, from <https://medium.com/meta-verses/the-seven-rules-of-the-metaverse-7d4e06fa864c>.
Almudena80v, CC BY-SA 4.0 <<https://creativecommons.org/licenses/by-sa/4.0/>>, via Wikimedia Commons, Retrieved from <https://commons.wikimedia.org/wiki/File:Vaporwave-4K-Wallpapers.jpg>



Rule #1. There is only one Metaverse.

Rule #2: The Metaverse is open for everyone

Rule #3: Nobody controls / owns the Metaverse.

Rule #4: The Metaverse is open, everyone can add content.

Rule #5: The Metaverse is hardware-independent.

Rule #6: The Metaverse is a Network.

Rule #7: The Metaverse is the Internet (next evolution)



Six Laws of the Metaverse

- There's only One Metaverse
- No Person/Company owns the Metaverse
- The Metaverse is Open and for Everyone
- The Metaverse is Device independent
- Anyone can add Content to the Metaverse
- The Metaverse is the next Evolution of the Internet

www.socotec.com - info@socotec.com

3 STRATÉGIE DIGITALES



UX-CX

content

omnicanal

growth
hacking

platform

ZMOT

ABM

SEO-A

stratégies
digitales

copy
cat

data
driven

collaborative
mutuelle

freemium

inbound

attribution
contribution

servicisation

*1/
marketing de
l'offre*

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

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

(solution qui résout le problème)

Distribution

2/

*marketing de la
demande*



Attribution Contribution Sans Cookie

- **last clic**
- **toutes les actions**
- **jardin clos login**
Walled Garden

Attribution

**100% de l'efficacité
est attribué à une
action :**

pub

recherche

first clic

last clic

...

Contribution

Calcul du taux de contribution de chaque action :

5% pub RS

10% sea

15% seo

20% avis

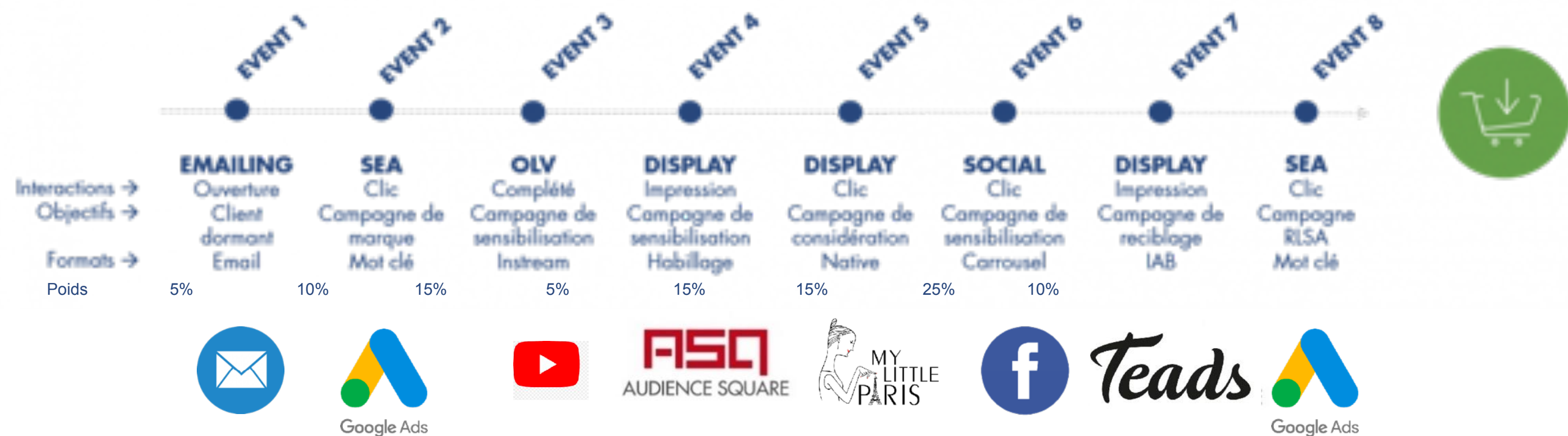
15% blog / content

15% fiche produit

20% eboutique Samsung



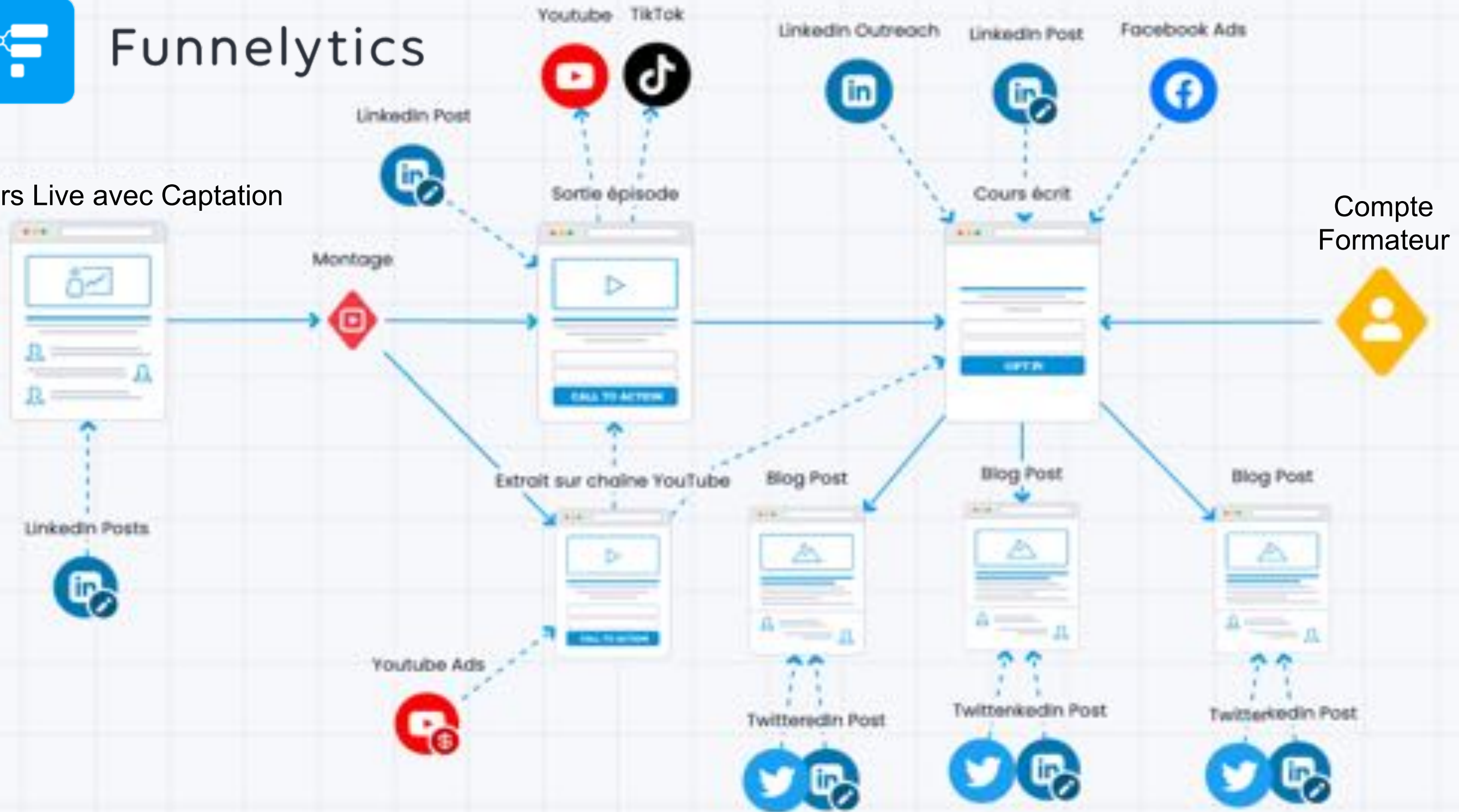
Contribution





Funnelytics

Cours Live avec Captation





AARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE

AARRR

OMNISCANAL

PARCOURS

TOUCHPOINT

PAID
OWNED
EARNED
SHARED

marketing
média

Stratégies Digitales :

1/ énumération

2/ choix (une par groupe)

3/ quatre slides

définition principes intérêt mise en place moyens
illustrations exemples storytelling § mémoire

4/ présentation



From

To

**MAKING
PEOPLE
WANT
THINGS**



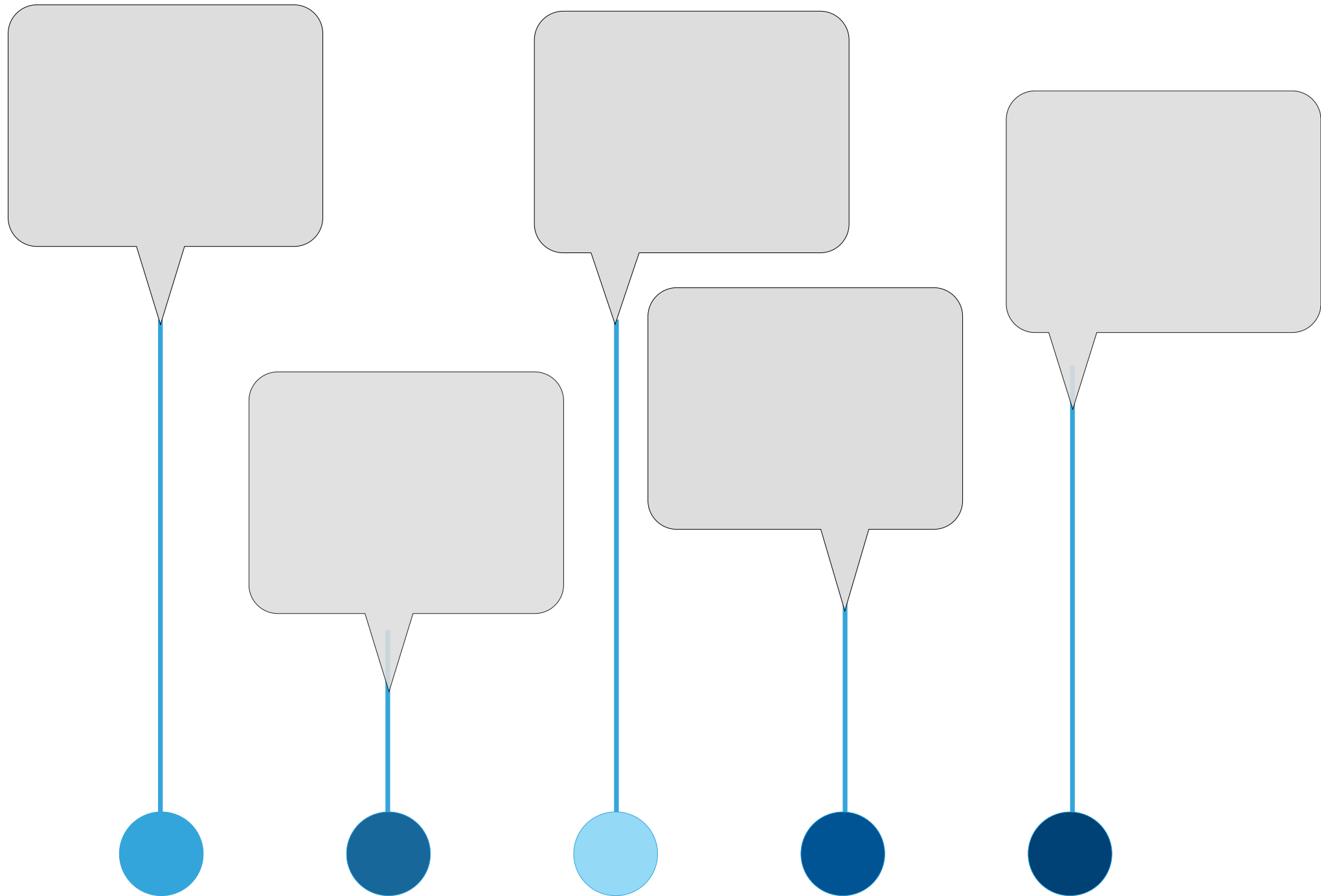
**MAKING
THINGS
PEOPLE
WANT**

TIM BROWN



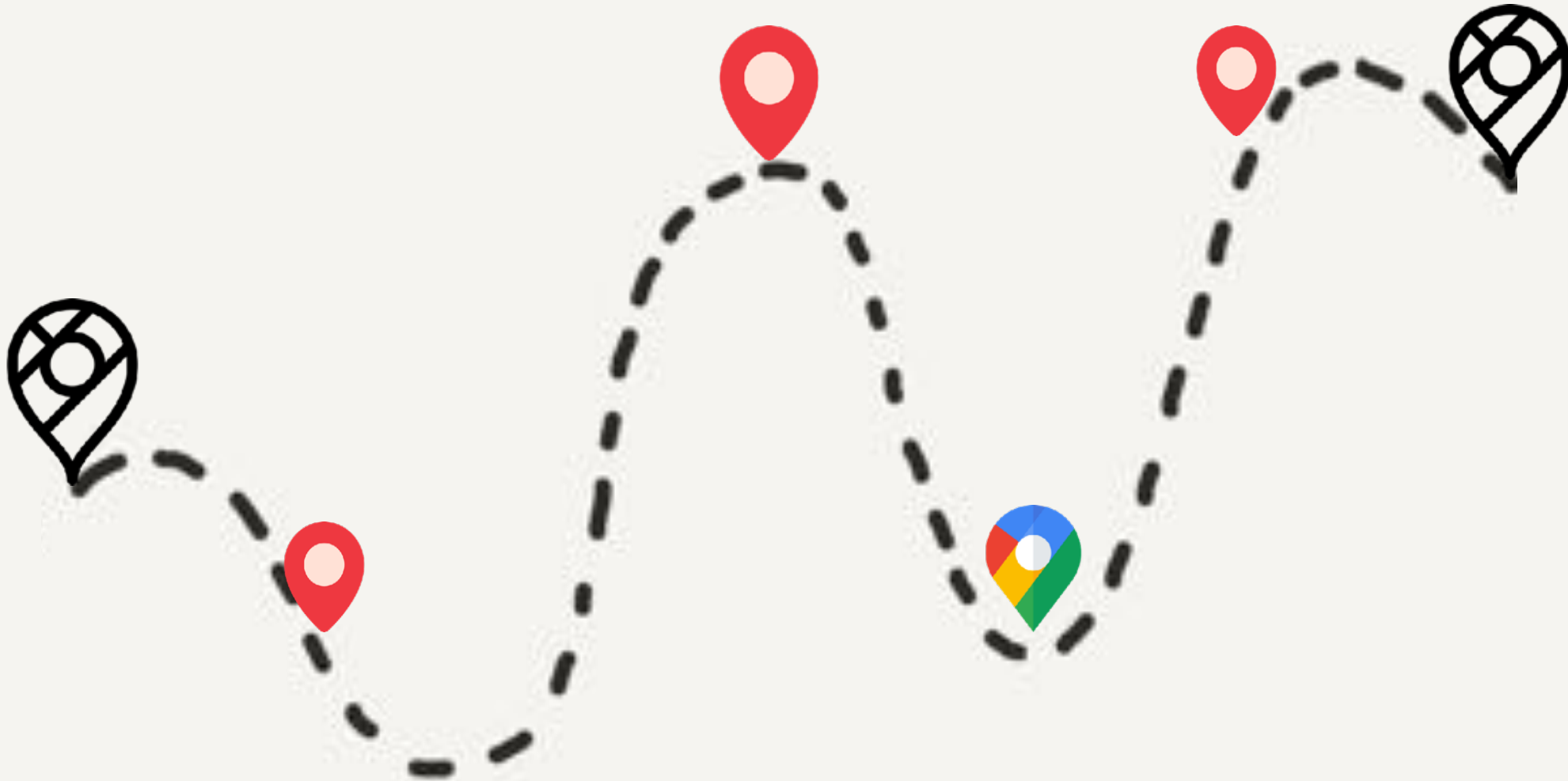
@kratiroff

Customer Journey Parcours client

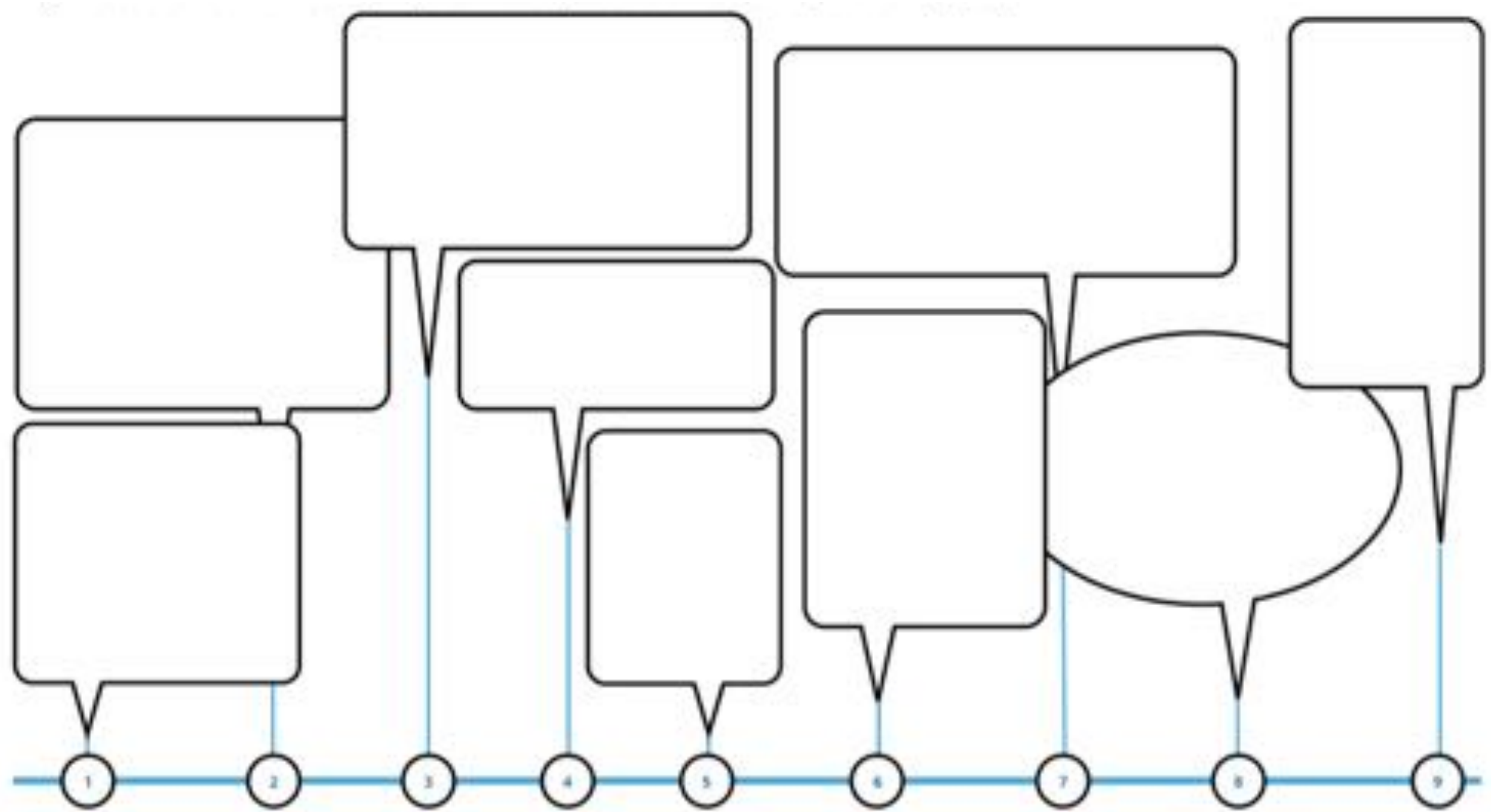


Customer Journey

Parcours client



Numéro du touchpoint Point de contact	1	2	3	4
				
Type de canal (online / offline / web / APP / RS / stream / conversation / influence / lien / display / email / video / SEO / nativest / DOOH)				
Nom du canal / channel (FB, Insta, Google, TWT, Blog, article, line blanc, WeChat, YouTube, média, Pinterest, Amazon...)				
Interaction client (Comment et pourquoi le client utilise ce point de contact ? Quelles informations a-t-il reçu ?)				
Interaction marque (Comment et pourquoi la marque est présente ? Outils digitaux utilisés ?)				
Avis / perception du client 👍 🙌 🙏 🍌 🍷 ★ 📌 ❤️ 🔥 💎				
Décalage avec positionnement voulu (image ou actions souhaitées par l'entreprise : mémorisation, téléchargement, commande...)				
Solutions et propositions d'amélioration (niant si parcours futur ou proposé, sinon quelles sont les pistes d'amélioration d'un parcours constaté ou audité)				



Commentaires :

Customer Journey Parcours client



[illegible]

What Defines a Good Omni-Channel Customer Experience?



Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.



The importance of an amazing brand experience can turn a customer into a brand advocate.

According to an analysis by Watersmark Consulting, 10-year investment returns from publicly-traded customer experience leaders (measured by Forrester's Customer Experience Index score) are 43%, while laggards (measured by Forrester's Customer Experience Index score) are 10%.

hybris software
An SAP Company

www.hybris.com



Powerful customer experiences are not just about sustaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey from pre-purchase research to post-sales troubles.

The Five Key Factors to a Winning Omni-Channel Customer Experience



1 CONVENIENCE

Today's consumers are time-strapped, and this means that convenience is not just a benefit—it's a central principle of a strong customer experience.

71%

of consumers expect to view in-store inventory online¹

50%

expect to be able to buy online and pick up in-store.²

However, only a third of retailers have operationalized even the basics such as store pickup, cross-channel inventory visibility, and store-based fulfillment.³



2 CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

51%

of customers expected a retailer's product offerings to be the same across multiple channels.⁴

57%

expected promotions to be consistent across online, offline, and social touchpoints.⁵

69%

believed that variable pricing across multiple channels should be a thing of the past.⁶



3 RELEVANCE

The new consumer expects interactions to be real-time, highly personalized, and tailored to buying preferences, transaction history, and user behaviors.

58%

of consumers would share details such as measurements and size with retailers.⁷

49%

are comfortable with brands collecting personal data.⁸

35%

approve a company sharing data with a third party in the name of creating a personalized customer experience.⁹



4 EMPOWERMENT

Brands that empower and inform customers to make the best purchasing decisions are creating loyal customers.

80%

of revenue for retail companies comes from 20% of their total customers.¹⁰

Cross-sell and up-sell to a prospect is 6%-20%, whereas the probability with an existing customer is

60%-70%



5 AGILITY

Technological acceleration now means that capturing connected customers depends on a brand's ability to take an agile approach. Businesses must adopt tools and analytics that recognize market changes and shifts in buyer behavior, as well as scalable systems that enable fast action when opportunities present themselves.

80%

of consumers say they are more likely to evaluate solutions from brands they follow on social media.¹¹

63%

of consumers say they have engaged with disappointing brand content, and 27% of those said they would never read that brand's content again after the experience.¹²

63%

of customer service inquiries resolved over social channels.¹³



For more information on the five key success factors for delivering a winning omni-channel customer experience, watch our short video with Jamie Anderson, SVP of Marketing, Hybris Software here: https://bit.ly/55a0u_3884

NOTES

¹Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

²Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

³Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

⁴Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

⁵Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

⁶Hybris Research, "The Future of Customer Experience: How to Design for the Age of the Customer," Hybris Research, Inc., September 2016.

L'entonnoir marketing plat

comparé au

cycle moderne
de la relation client



5 stades d'acquisition client AIDA → NCDCF



Parcours client vu par les entreprises



Traditional customer lifecycle

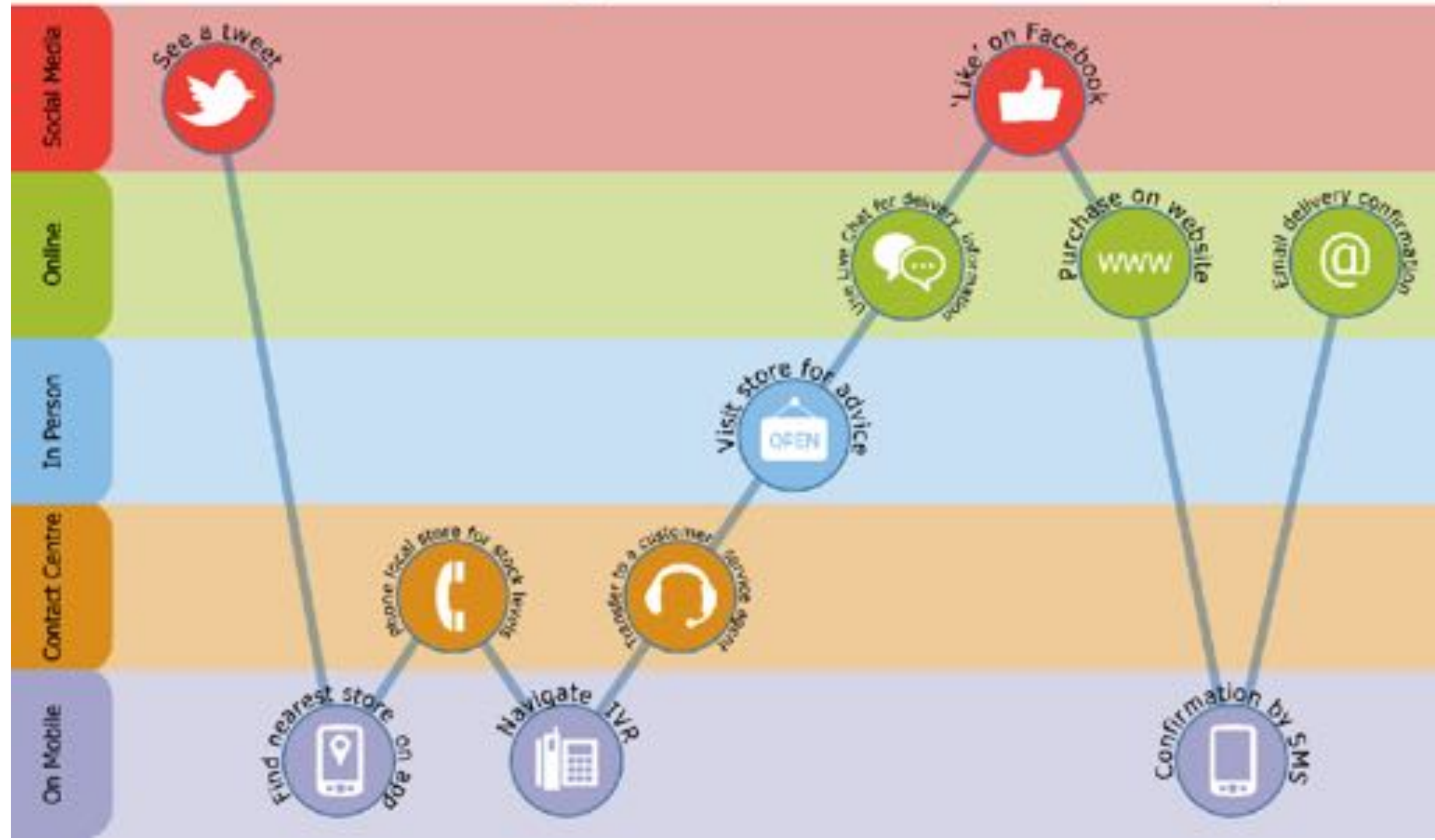


Digital customer lifecycle

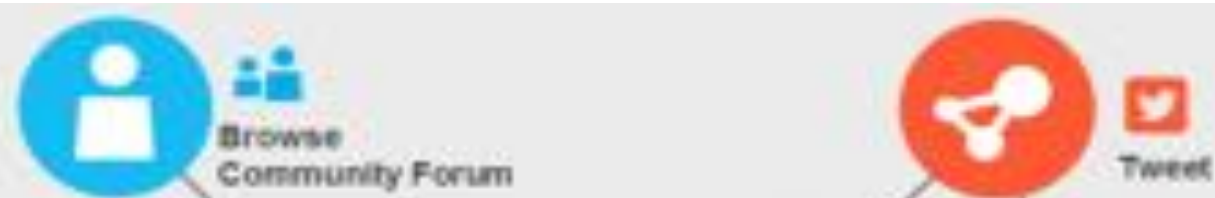
CUSTOMER EXPERIENCE JOURNEY



Understanding the Customer Journey



Social



Web



In Person



Contact center



Mobile



...

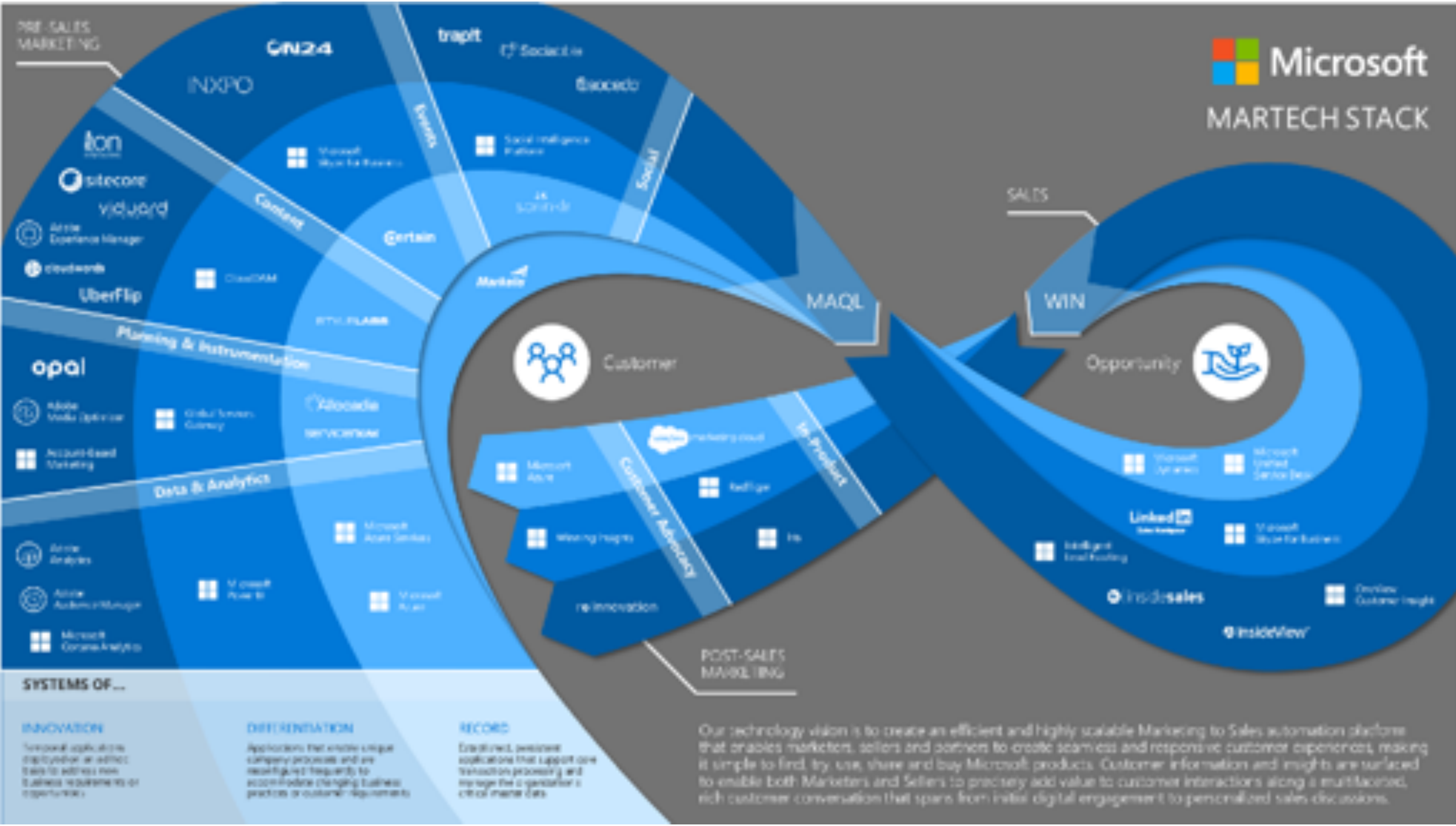
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...

Le parcours client

Le cycle de vie du client



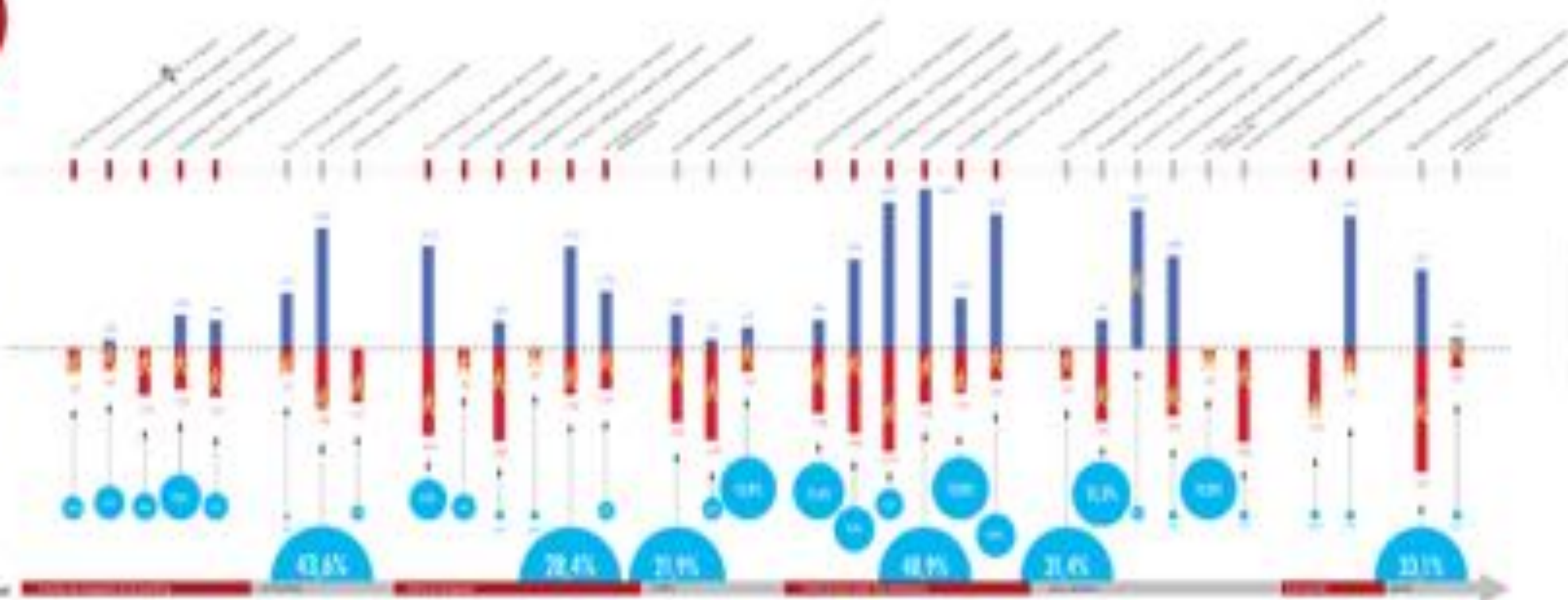


Customer Lifecycle





TRACKER DE L'EXPÉRIENCE CLIENT®



THE



PERIENCE ECONOMY

体 验 式 经 济

UX

User eXperience

User ENGAGEMENT

The background is a blurred photograph of a night festival or outdoor gathering. It features warm, glowing string lights hanging from trees and poles. In the lower portion, several people are visible, mostly seen from behind, suggesting a social event. The overall atmosphere is festive and relaxed, with a soft bokeh effect on the lights and figures.

UX

VINCENT COQUAZ
ISMAËL HALISSAT

LA NOUVELLE GUERRE DES ÉTOILES



**ENQUÊTE :
NOUS SOMMES
TOUS NOTÉS**

KERO

Satisfaction clients

Au Crédit Agricole Sud Rhône Alpes,
votre avis compte !

CLIENT



PERSONA

... N°		
	Age Vit à Avec Enfant(s) Éducation Diplôme Première entreprise . . Occupations . . USER STORY / PAIN POINTS / PROBLÈMES 	



Surnom

Age

Vit à

Vit avec

Enfant

JOB

Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points

-

+

-

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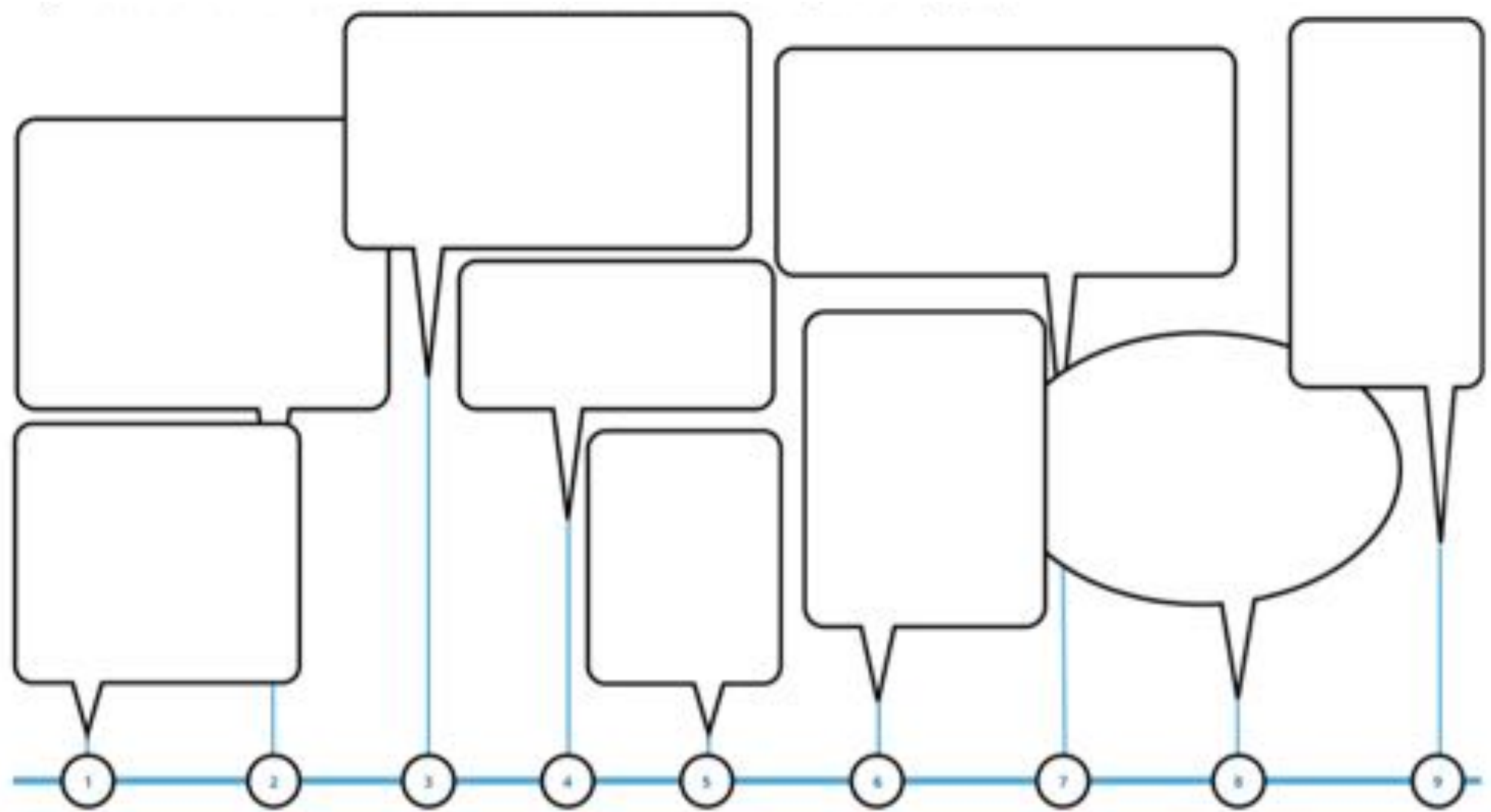
+

-

+



**PLAN
DIGITAL**



Commentaires :

[illegible]

Hubert

hubert**kratiroff**

06 80 43 29 05

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

**Act
Think
Impact**



CHIFFRES CLÉS

SAMSUNG

50

**programmes
de formation**

en France et à
l'international
du niveau Bac+2
au Bac+8

33 000
diplômés

7 000
participants
formation
continue / an

8 000
étudiants

5600 en formation

"dans la salle de classe"

2400 "hors les murs" (alternance,
césures, échanges...)

**200 sportifs
de haut niveau**

INTERNATIONAL

3 300

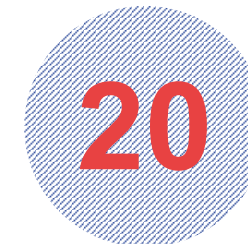
étudiants internationaux
159 nationalités dans l'école



41% des effectifs

125

partenaires internationaux
dans le monde entier



20
**accords de
double diplôme**
avec des institutions
internationales



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ECOLE DE
MANAGEMENT**

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une école



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FOUNDING MEMBER
GIANT
INNOVATION CAMPUS

**Act
Think
Impact**