

#HelloMSI

11 DEC 2019



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

MSI

**CONFÉRENCE MARKETING & TRANSFORMATION
DIGITALE**

PAR HUBERT KRATIOFF

11 DÉC 2019

ACT THINK IMPACT



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



MSI

**manager des
systèmes
d'information**

hubertkratiroff
11 déc 2019

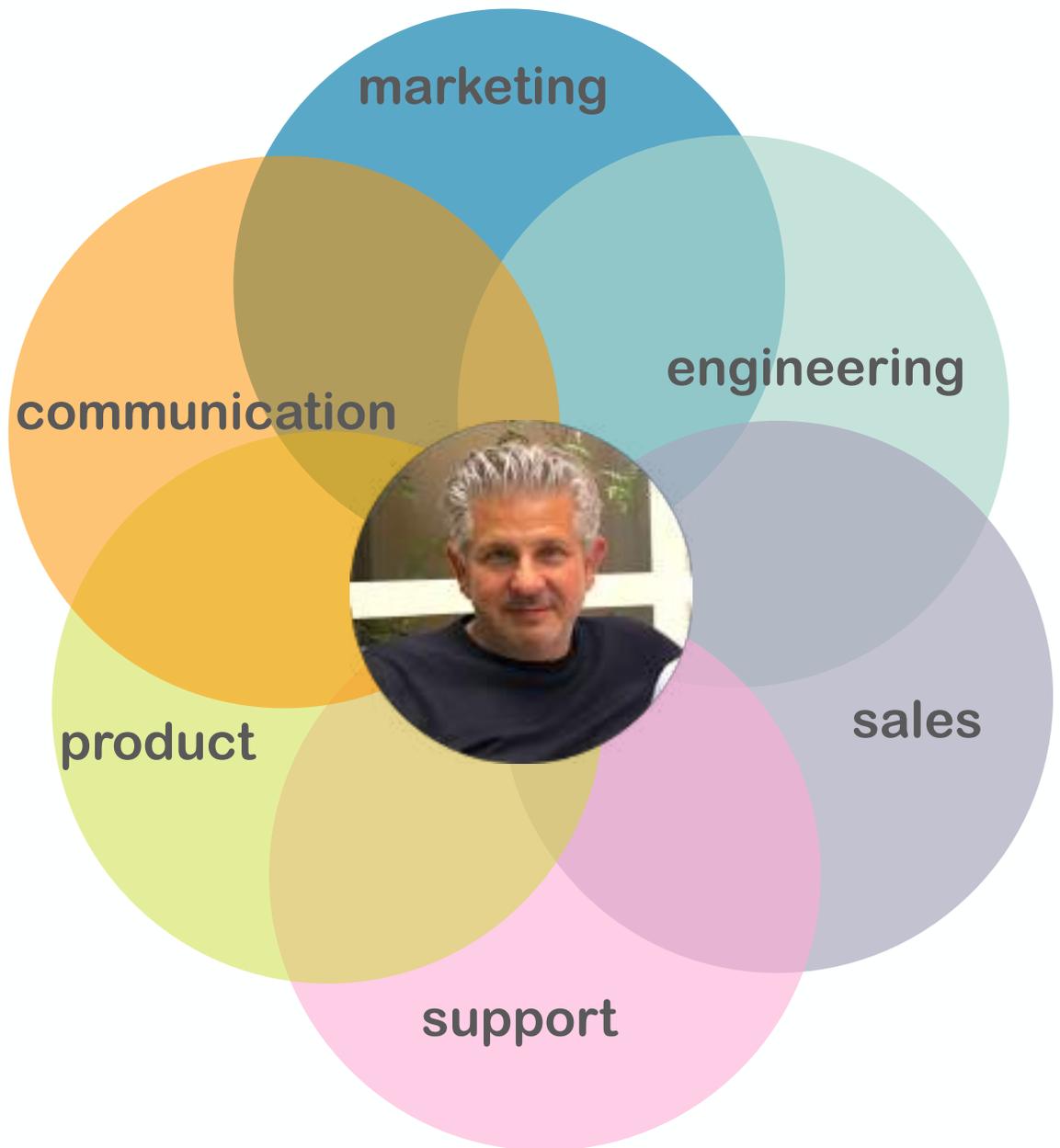


Classic Blue
19-4052



technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

CDDO: chief digital/data officer

DPO: Data Protection Officer

professeur d'économie numérique

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



UX
EX

CX

SKX

**experience
phygitale
N°1**

toutsurle
marketing
.com/MSI

MSI
manager des
systèmes
d'informations



Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai langage, voici 250 acronymes - pas tous pertinents - du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon¹ que ASI (acronyme for loudly suck), sachez que TAWYO (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (ou moins utile) !
¹ voir au fil du Mail à son époque en 2019 (Tesla, SpaceX, SolarCity, Bing and previously PayPal's founder)

AAA: Average active sessions
AAID: Android Advertising Identifier
AARRR: Acquisition, Activation, Retention, Referral, Revenue
ABC: Always Be Closing
ABM: Account Based Marketing
ABT: AB testing
ACEE: Association pour commerce et services en ligne (ACEE: Association De l'Economie Numérique)
ADX: 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. SaaS)
AR: Augmented Reality (ou RA)
ARPU: Average revenue per user
ARR: average recurring revenue (ou revenu)
ASO: App Store Optimization (cf. Search)
ASF: Apache Software Foundation
ASP: Application service provider AssurTech (cf. InsurTech)
AskaAd: Anytime Anywhere Anydevice
AskaAd: AskaAd + 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)
BATX: Baidu Alibaba Tencent Xiaomi (ou. BAFA)
BAN7: 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 (taux de rebond à une seule page ou non réception d'un email)
BRIC: 3 countries competing with Trade and No IT
BTG: B2C (B2B)
BTF: Below the fold (au dessous du pl, donc invisible - cf. ATF)
BTL: below the line (cf. ATL & hors media)
BuG: Business to Government
BuH: Business to Hotel
BYOD: Bring your own device (cf. CYOD)
CAC: Customer Acquisition Cost (ou cycle d'activité client et/ou du parcours client)
CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
CCO: Chief Customer Officer
CCU: cf. UCC
CCV: Carter des Changes
CDJ: customer digital Journey
CCO: Chief Digital Officer (ou Chief Data Officer)
CDN: content delivery network / réseau de diffusion de contenu (AKA CDN)
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 intégré (SMC)
CMO: Chief Marketing Officer
CMS: Content management system
CNL: Commission Nationale Informatique et Liberté (cf. RGPD)
COOC: Corporate Open Online Course
COE: Cost Of Sale

CPA: collective performance et acquisition
CPA: Cost per action (or acquisition)
CPE: Cost per click: amount of money required to produce a single click (cf. Cost-per-Customer)
CPV: Cost per completed view (CPV = Cost + Completed Views)
CPL: Cost per lead
CPM: Cost per thousand (impr)
CT: 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
CSB: Customer to Business (cf. UGC)
CXC: 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)
DD: cf. DOD
DAD: Decentralized Autonomous Organization (holonote)
DD: Data Driven Document
DDM: data-driven decision management
DD: data-driven strategy
DL: Digital Learning
DM: Direct mail or Direct message sur Twitter
DMExCo: Digital marketing exposition and conference (Congre, 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 à 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. Réincarnation (SEARCH)	16
9. TECHNIQUE : inside web	18
Marketing: quelques définitions	21



Hubert Kratiroff

CDO at C4C, MyConnecting





WeChat



Hubert Kratiroff 

France



Scan the QR code to add me on WeChat



Black Mirror
NOSEDIVE (S03E01)
Entire History of you (S01E03)
Passeport Social : note de confiance
4 millions pax CN



Social Selling Dashboard

Share



Hubert Kratiroff

CDO at C4C, MyConnecting

Top 3%

Industry SSI Rank

Top 5%

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



www.linkedin.com/sales/ssi

linkedin.com/sales/ssi



People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 33**. You rank in the **top 3%**.

Up 11% since last week

People in your Network



People in your network have an **average SSI of 42**.

You rank in the **top 5%**.

Up 14% since last week

Measure your sales success with Social Selling Index

Sales Navigator can boost your Social Selling Index by 20%.

[Learn more](#)

[Get your score free](#)



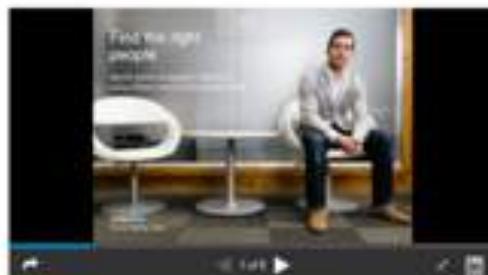
Four elements of social selling

LinkedIn measures your social selling efforts. Here's what adds up to your score and ways to improve them.



1. Establish your professional brand

Complete your profile with the customer in mind. Become a thought leader by publishing meaningful posts.



2. Find the right people

Identify better prospects in less time using efficient search and research tools.



3. Engage with insights



4. Build relationships



8,659 views

3 reshares



39 people from Groupe Renault viewed your post

Econocom	29
Orange	27
Safran	18
Airbus	17
Thales	16
EDF	16
Orange Business Services	16
SNCF	15



358 people who have the title Salesperson viewed your post

Project Manager	211
Manufacturing / Mechanical Engineer	128
Student / Intern	126
Consultant	110
Founder	107
Public Relations Specialist	103
Marketing Specialist	101
CEO / Executive Director	91



1,771 people viewed your post from Paris Area, France

Lyon Area, France	475
Toulouse Area, France	131
Grenoble Area, France	131
Marseille Area, France	79
Lille Area, France	74
Montpellier Area, France	58
Nantes Area, France	54
Bordeaux Area, France	49

NOTATION

4 quiz individuels	1/4 note
1 colle groupe	1/4 note
2 colles individuelles	1/4 note
1 GRAND ORAL	1/4 note

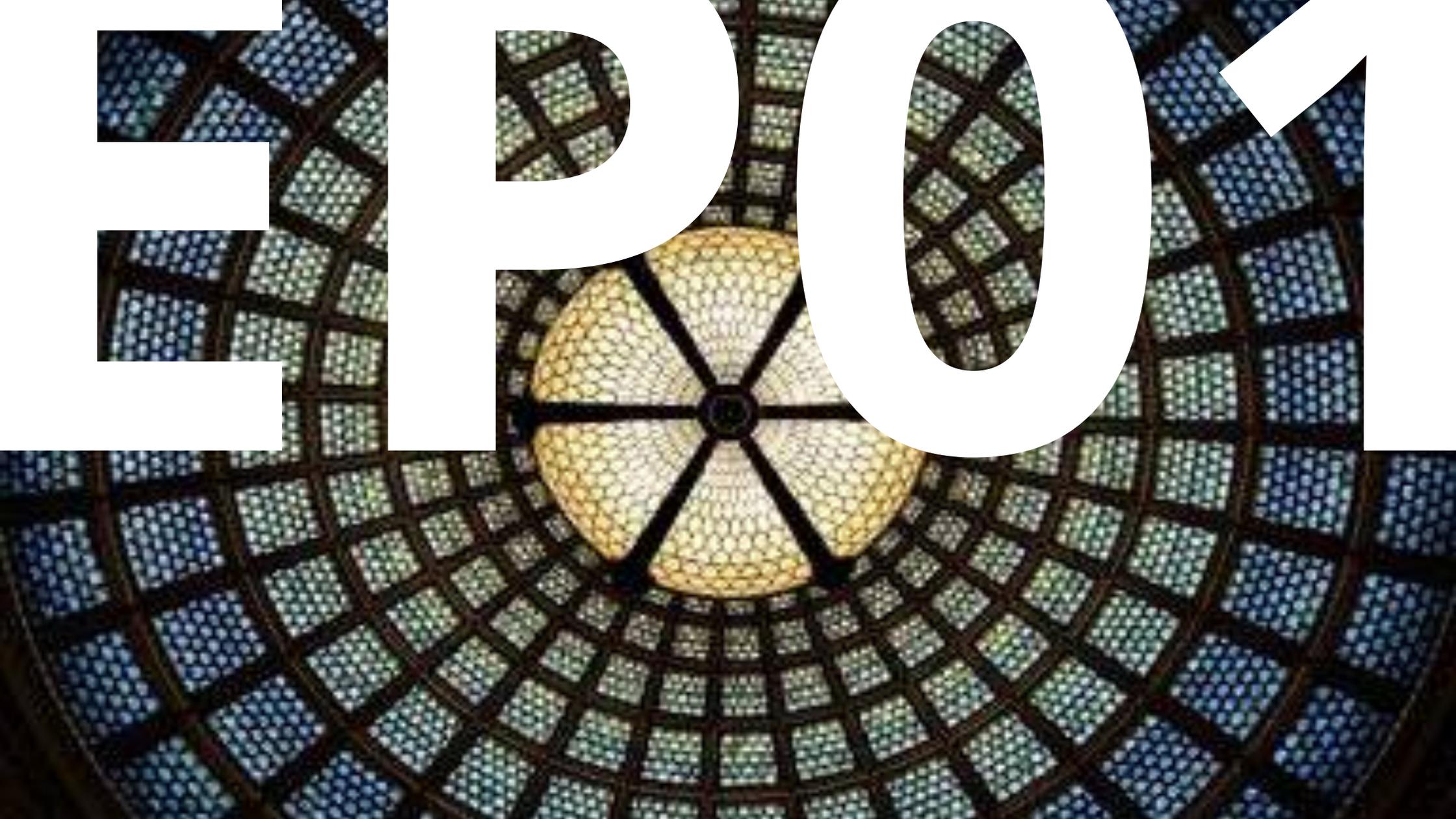
www.toutsurlemarketing.com/MSI

hubert@kratiroff.com

ACT THINK IMPACT

The logo consists of a dark blue rectangular background with a white border. Inside, the text "MSI GEM IMPACT" is written in white, bold, sans-serif capital letters, arranged in four horizontal lines.

**MSI
GEM
IMP
ACT**



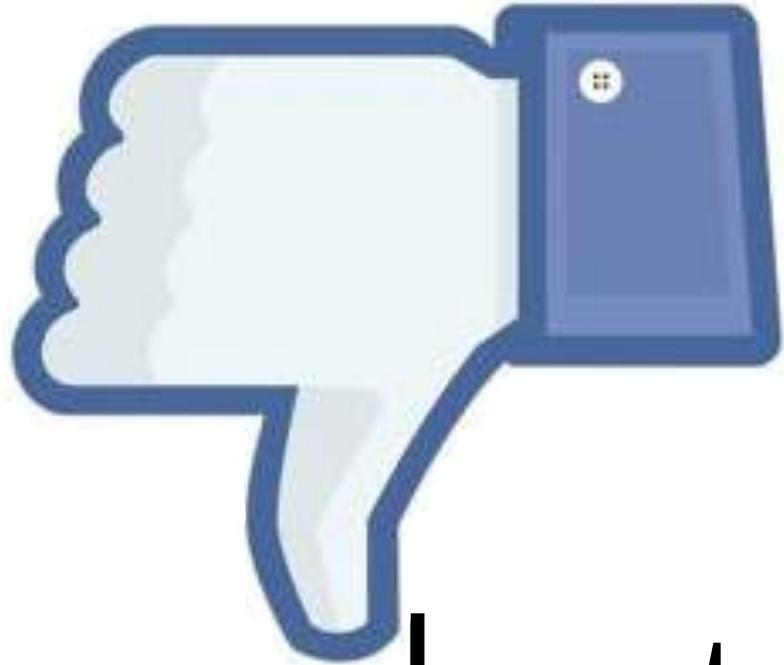
PROOF

LEÇON INAUGURALE : LES DÉFINITIONS DU MARKETING



COLLÈGE
DE FRANCE
—1530—

“



le marketing

”

“
J'aime dire que la
transformation
digitale est finie.
”

Aurélien Jean

LP CEO et Fondatrice
In Siboo Veritas, LLC



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

WUOLVES
COMICS



SWOT

VUCA



4P

M3 Modern Marketing Model

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



« meeting
needs
profitably »

*Philip Kotler
(2006 12^{ème} édition de Mkt Mgt)*









**your
happiness
is my
business**

Aphorisme de Hubert Kratiroff

marketing
créer de la valeur

pour l'entreprise,
le client,
et l'écosystème

“ Créer de la valeur
pour les clients,
l'écosystème
et l'entreprise ”

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

*Hubert Kratiroff
(2004 Chef de Produit)*

“**MARKETING**
IS NO LONGER ABOUT
the stuff you make

BUT ABOUT THE
STORIES
you tell.”

- Seth Godin

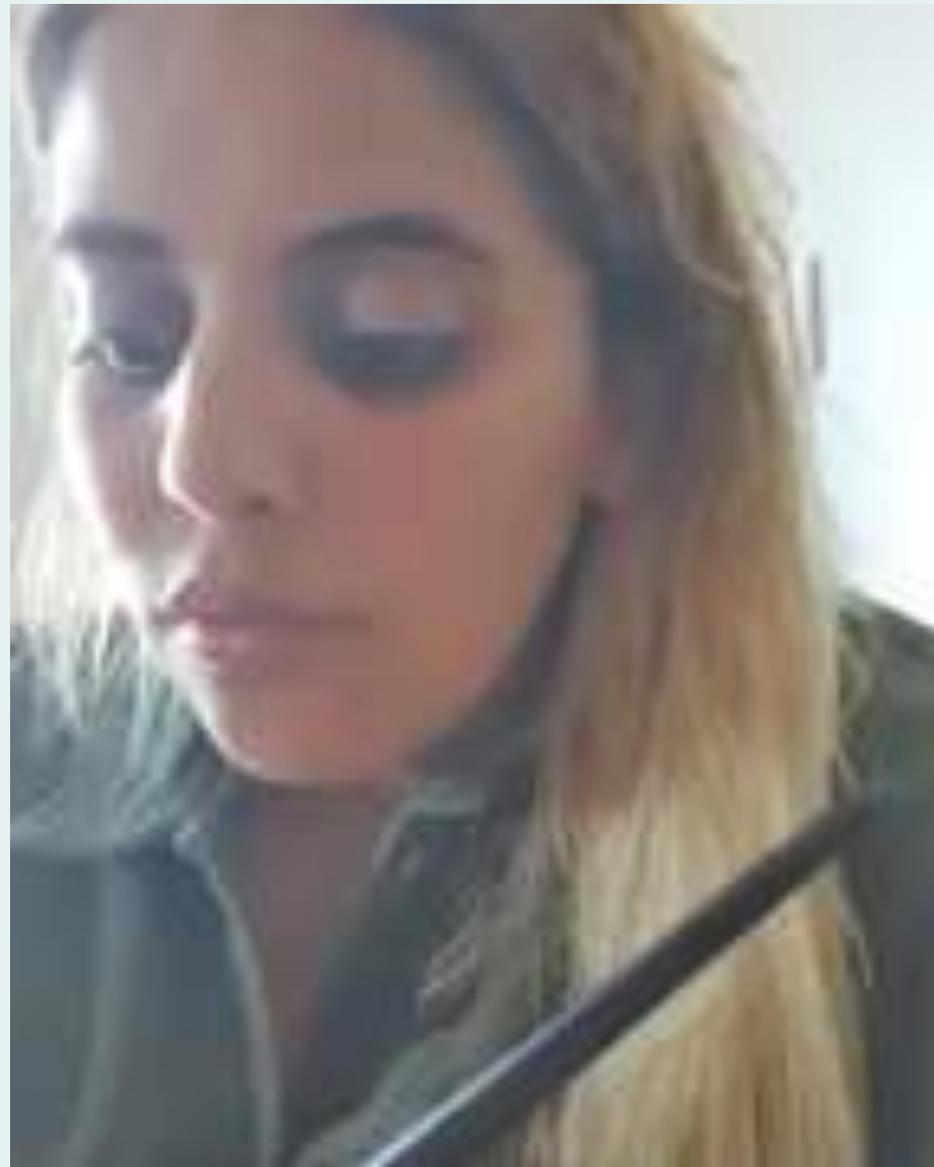
The best marketing strategy ever :

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar



CMI



CMDI

SALES + MARKETING =

SMARKETING.

SALES

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



MARKETING

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



MARKETING

360°

outils | cibles



Satisfaction vs. Profit



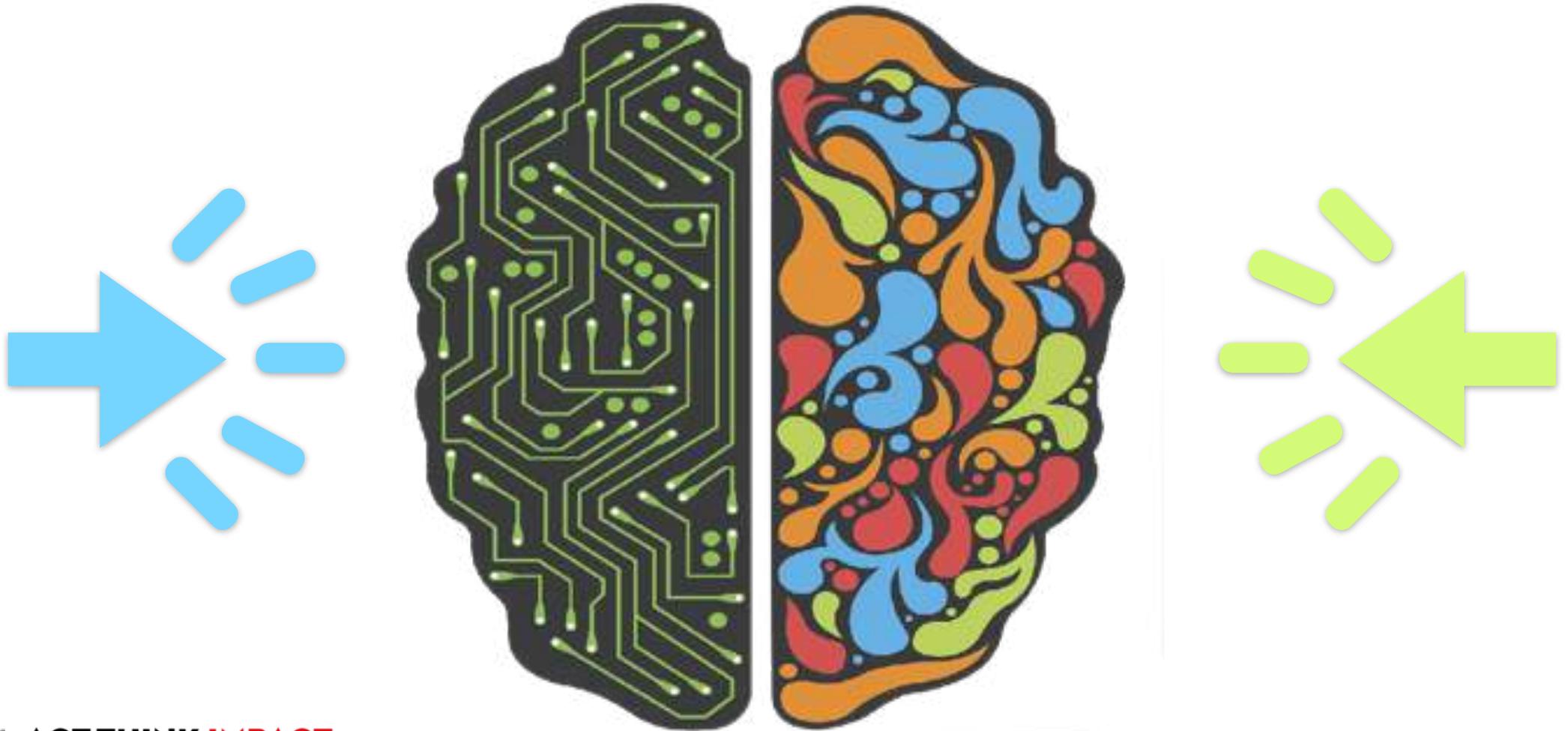
PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares

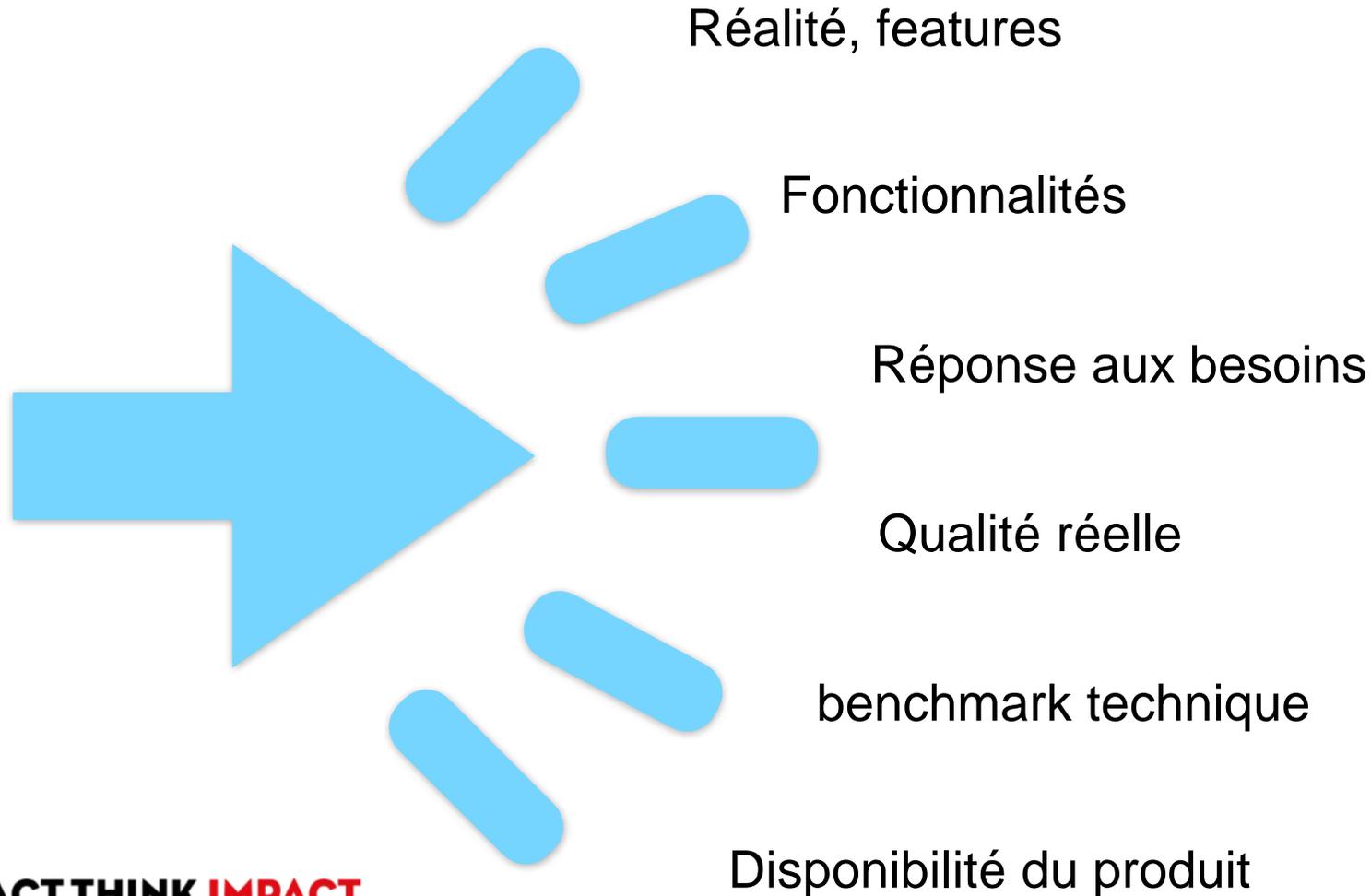
Objective : features

Subjective : insight

Satisfaction objective / subjective



Satisfaction objective (cerveau gauche)



Satisfaction subjective (cerveau droit)

Perception

Insight

Image

Notoriété

Qualité perçue

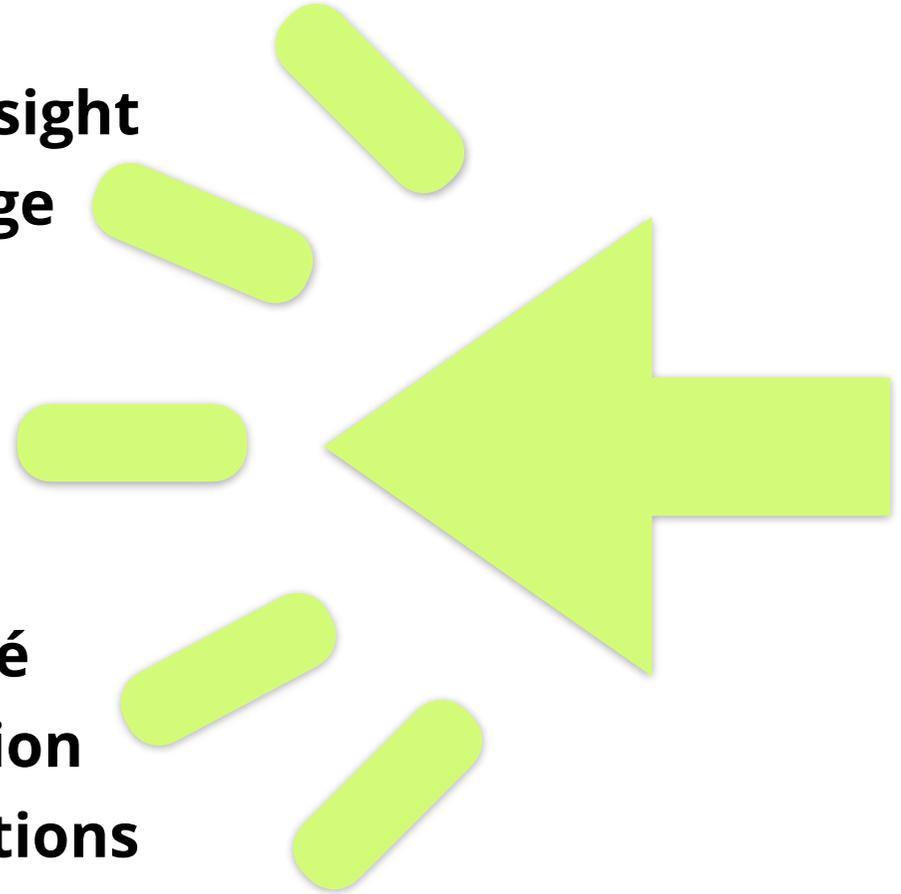
Perception du prix

Appartenance (sentiment d')

Buzz/viralité

Recommandation

Réponse aux attentes et motivations



Discipline reine du marketing

=

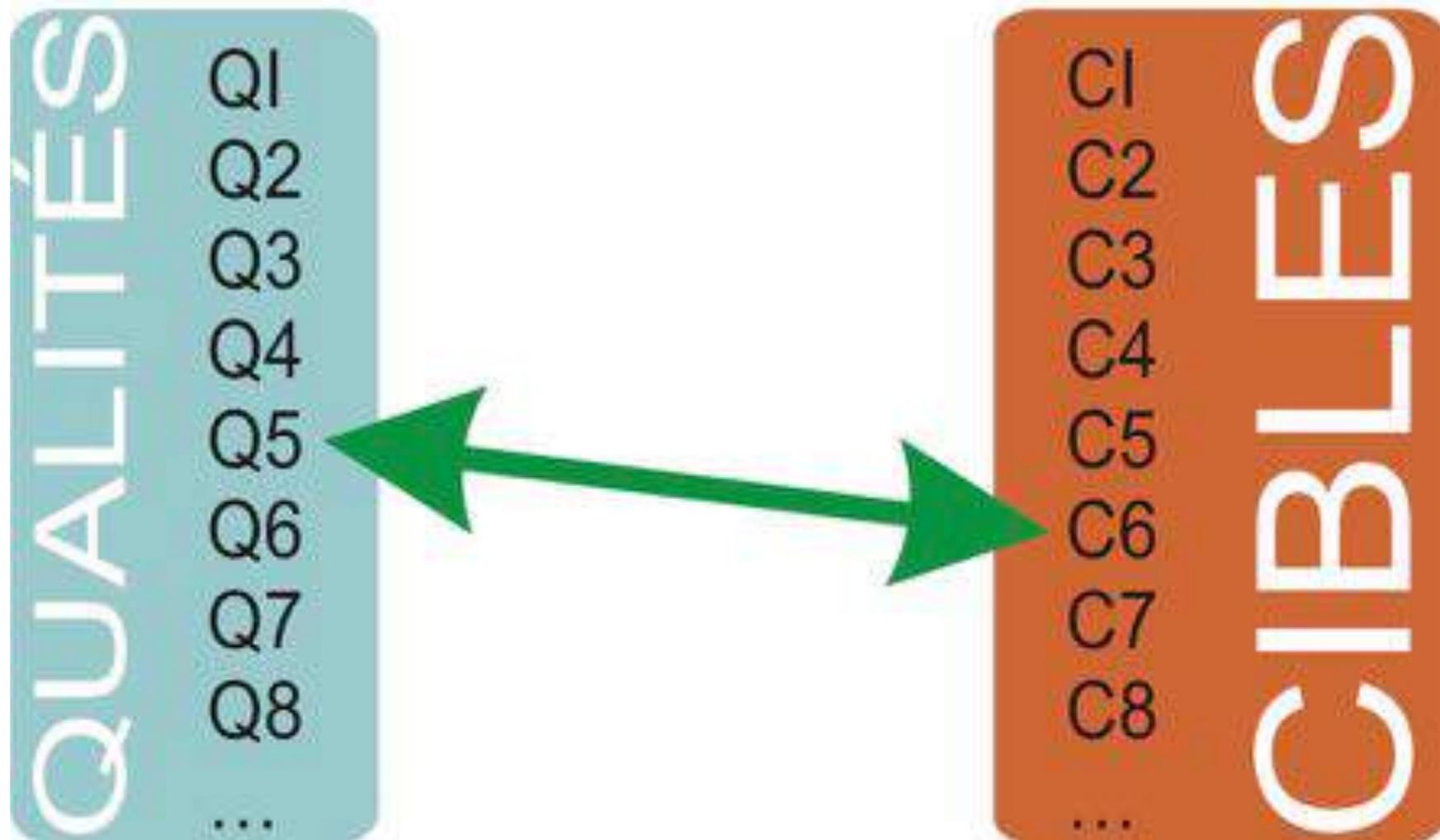
Positionnement

Discipline reine du
marketing :

Positionnement



POSITIONNEMENT BIJECTIF

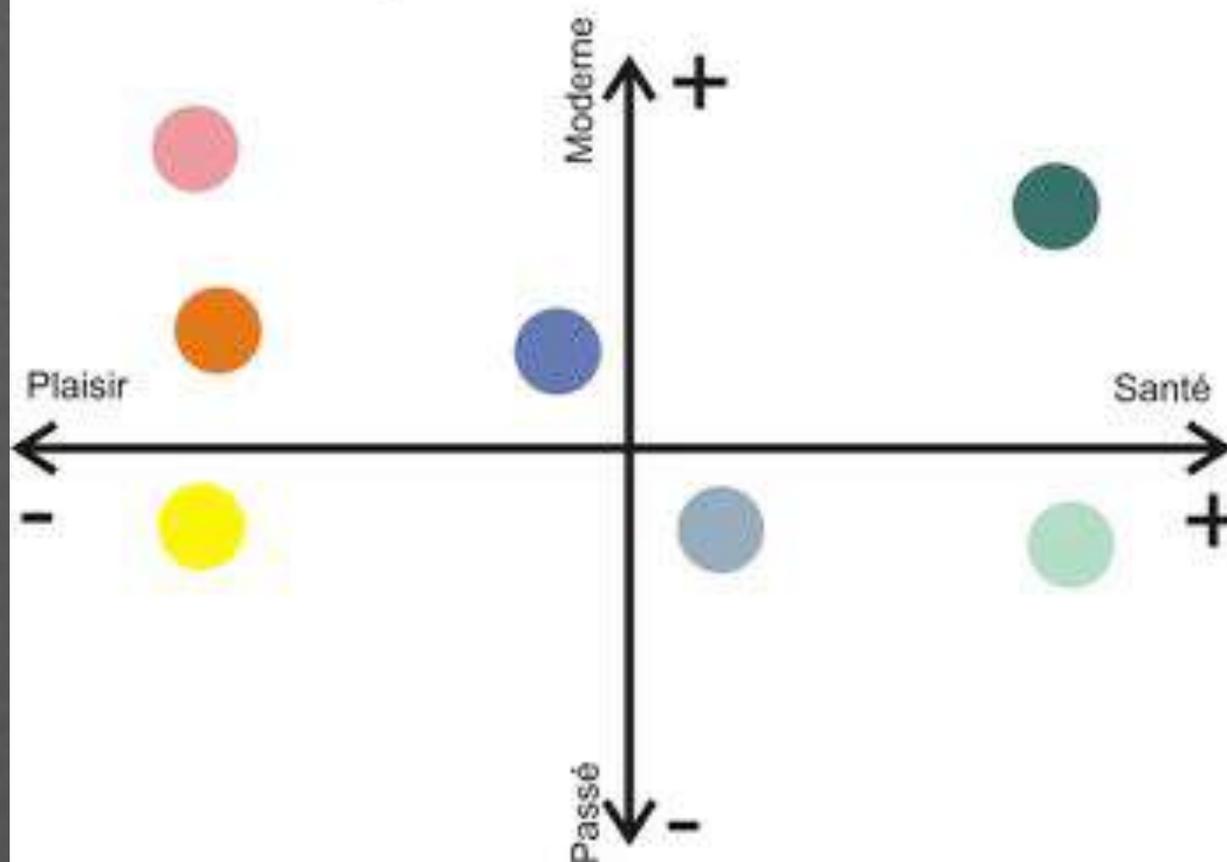


Segmentation, ciblage, positionnement



MAPPING

Analyse multidimensionnelle



Key TakeAways

ce qu'il faut retenir

Adresser
une qualité
à une cible

MN

MX

MixMarketing



MIX mmm



MM
MODERN
MARKETING
MODEL
M3


STRATÉGIE


ANALYSE


ACTION


OBJECTIFS


DATA

5 blocs

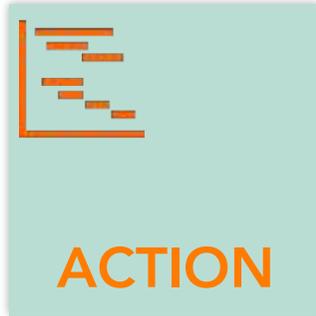
MM
MODERN
MARKETING
MODEL
M3



1



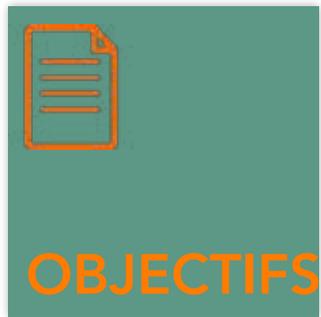
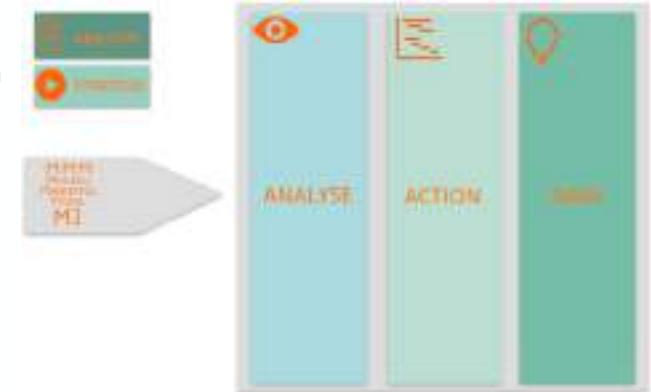
2



3



4



Quatre exemples d'utilisation

Décomposition du marketing



Philosophique, stratégique et opérationnelle

**1- Philosophique :
vision**

**2- Stratégique :
long terme / projet / PM + BP**

**3- Opérationnelle :
court terme / projet / plan d'action**

La philosophie marketing

Philosophie

- 1. Consommateur au centre**
- 2. Démocratie marketing**

consumer focus

Marketing STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à Ansoff

Sert de base au positionnement

Principe de la segmentation

Outil de réflexion universel

ANSOFF

Marchés

Existants

Fidélisation

Intensif

Nouveaux

Extensif

Diversification

Existants

Nouveaux

Produits

Marketing Opérationnel

=

3 x 6 moyens

Marketing Opérationnel

18

MM

6

TM

6

DM

6

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

Digital Marketing

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







The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Cs Content Strategy	
Ar Goals	Sh Substance
V Value	Vi Value Proposition
Im Image	Pr Price/Position
Ev Event	Wb Website
Gm Genre	Ap Audience
To Topic	Eb Event
P Platform	So Social
Ei Engagement	Em Email

 Strategy	 Platform	 Sharing Triggers
 Format	 Metrics	 Checklist
 Content Type	 Goals	

A seven-step guide to success

1. Give some time to define a 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 / 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.

Pv Platform	Uv User Value	Nv New Value	Br Brand	Tf Trust
Ni New Value	Do Distribution	Cl Content	Kp Keywords	Le Links
Bm Brand Metrics	Rp Revenue Potential	Pm Platform	Dg Design/Display	Br Brand
Im Image	Pr Price/Position	Ho Home	Re Revenue	Qu Quality
Ti Topic	Bp Brand Positioning	Co Content	Ca Context	St Status
De Design	We Website	Bl Blog	Of Offer	Mi Metrics
Am Audience Metrics	Rm Revenue Metrics	Sa Sales	Ev Event	Wb Website
Iv Value	As Audience	Rs Revenue	Lb Link	Hi Home
Ee Event	Rc Revenue	Tr Trust	Cm Content	Tw Twitter
Fa Format	Li Link	Pi Platform	Is Image	So Social
S Sales	Nm New Metrics	Me Metrics	Gm Genre	Ap Audience
Yo YouTube	Vm Video	Gp Genre	Fo Format	Tu Trust
Re Revenue	Ig Image	Vn Video	Sl Social	Fl Flow
Sm Social Metrics	Sh Share	Eg Engagement	En Event	
Hn Home	Ps Platform	Ad Advertising		

Fu Trust	Sx Share	Sg Sharing	Mv Moving	Un Unsubscribe	Cv Conversion	Co Cost	Ig Engaging	Rd Revenue	Zg Target	Aw Link	Up Uplifting	Di Displaying
Sq Social Quality	Se Search Engagement	Co Copywriting	Fm Formatting	Hd Headline	Tv Trust Value	Gd Brand Goodwill	Pe Platform	Do Design/Display	Fc Form/Function	Cd Content Design	Ct Content Layout	Fd Form/Function



Visuals designed by Chris Lake (2016).
 Do not share without permission from the author, and if you do, use appropriate credit.
 Copyright for sale by CIP

CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



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





SOCIAL

RSE
YouTube
Linkedin



MOBILE

Vidéo
RA



ANALYTIC

TAG
Lake



CLOUD

APP
Collaboratif

+ Sécurité / RGPD

HBR
HBS

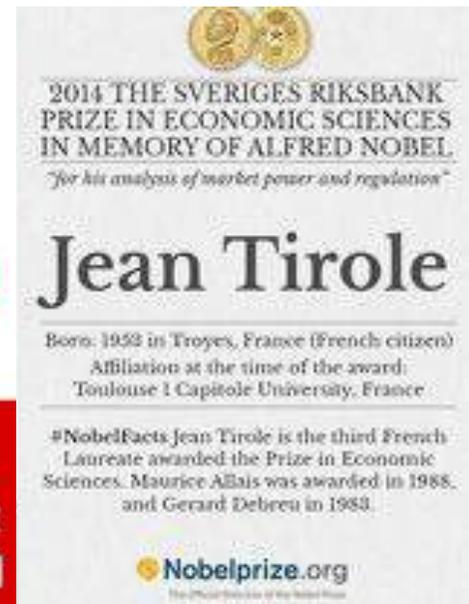


Amartya SEN

Nobel 1998 pour IDH

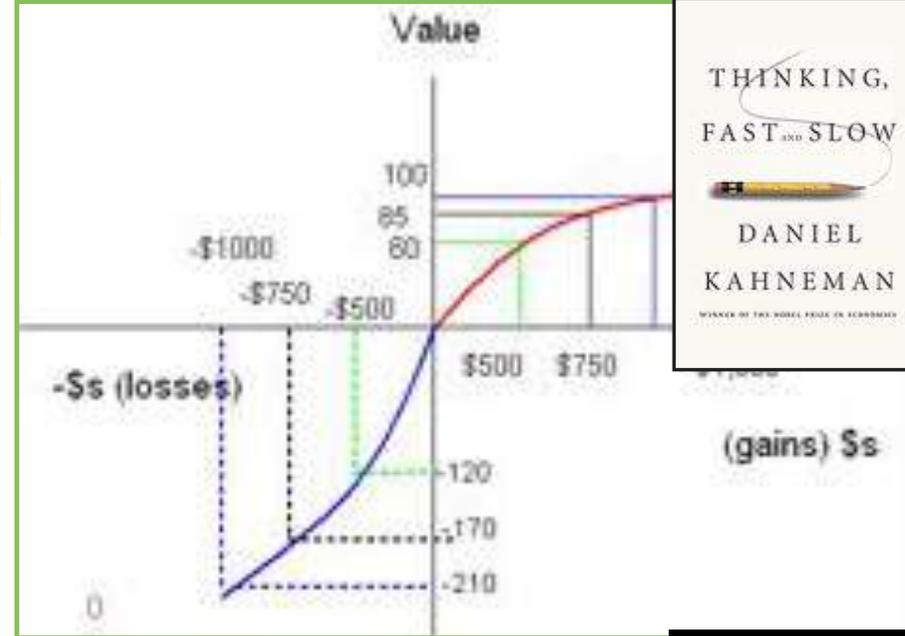
Jean Tirole

Nobel 2014 : régulation
et pouvoir de marché



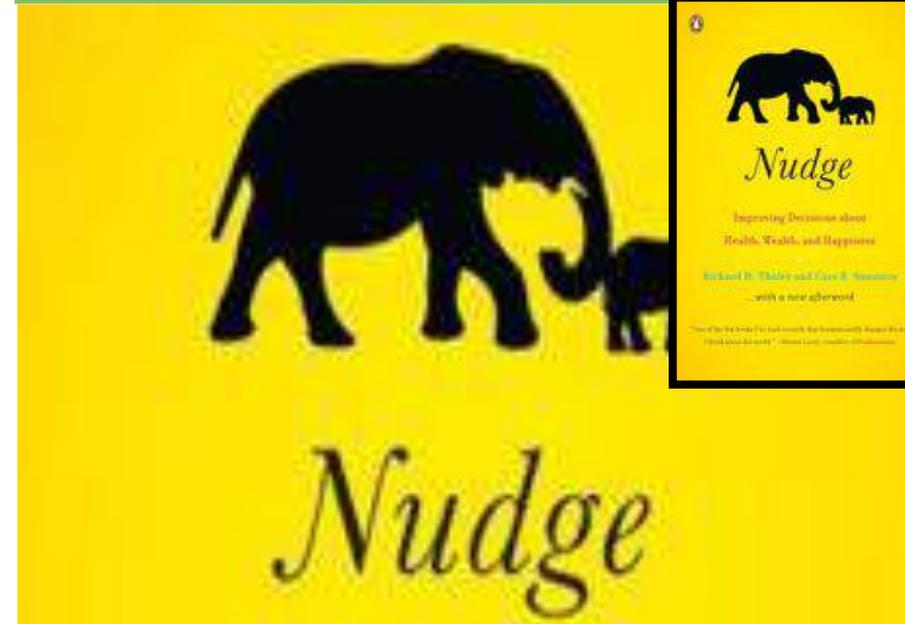
Daniel Kahneman

2002 Decision making under uncertainty

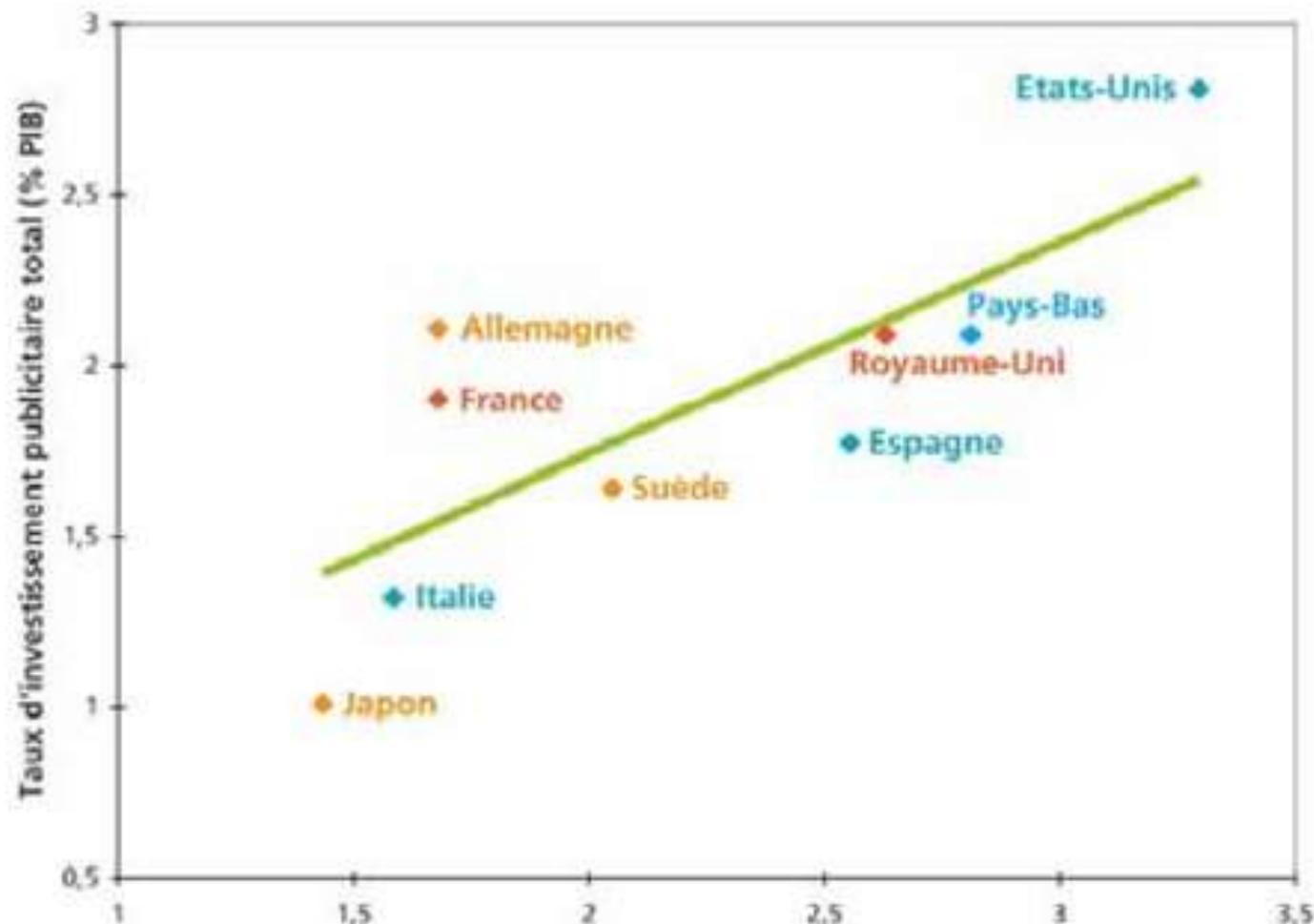


Richard Thaler

Nobel 2017 pour Nudge



Corrélation entre le taux d'investissement publicitaire total (médias + hors-médias) et le taux moyen de croissance du PIB



~~TIME
=
MONEY~~

“

ATTENTION

=

MONEY

”

One more thing...



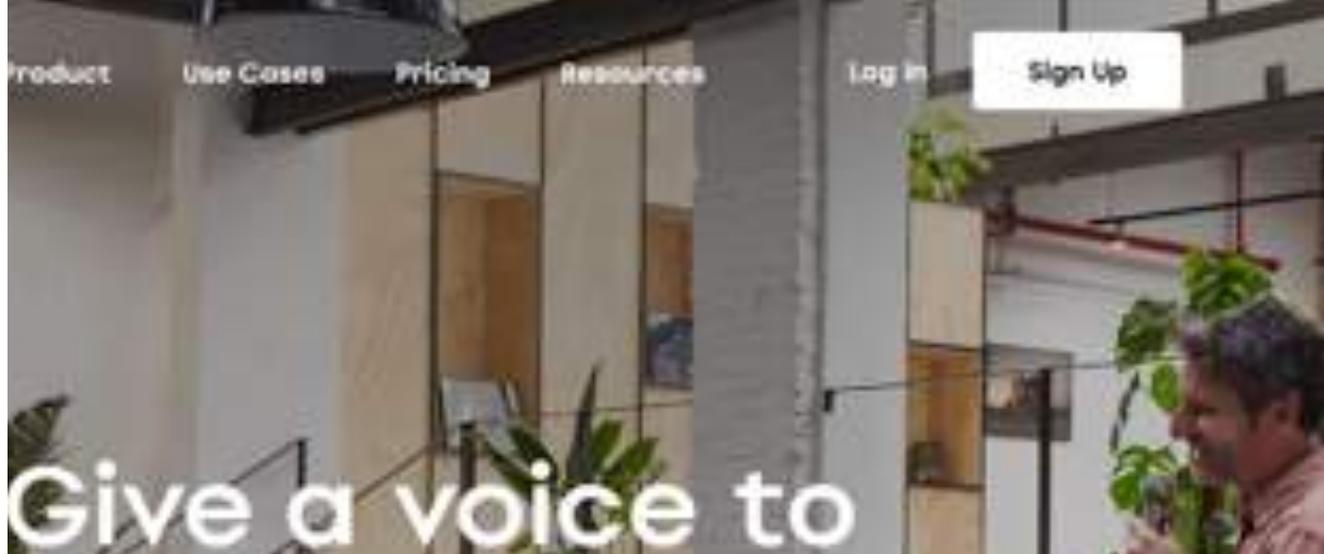
“

Il n'y a pas de
digital,
il n'y a que des
preuves de digital

”



slido



Joining
a m

#gem

Join

Give a voice to
your audience

with the ultimate Q&A and polling platform

Get started for free

watch a video or schedule a demo

sli.do

ou

slido.com

#gem

