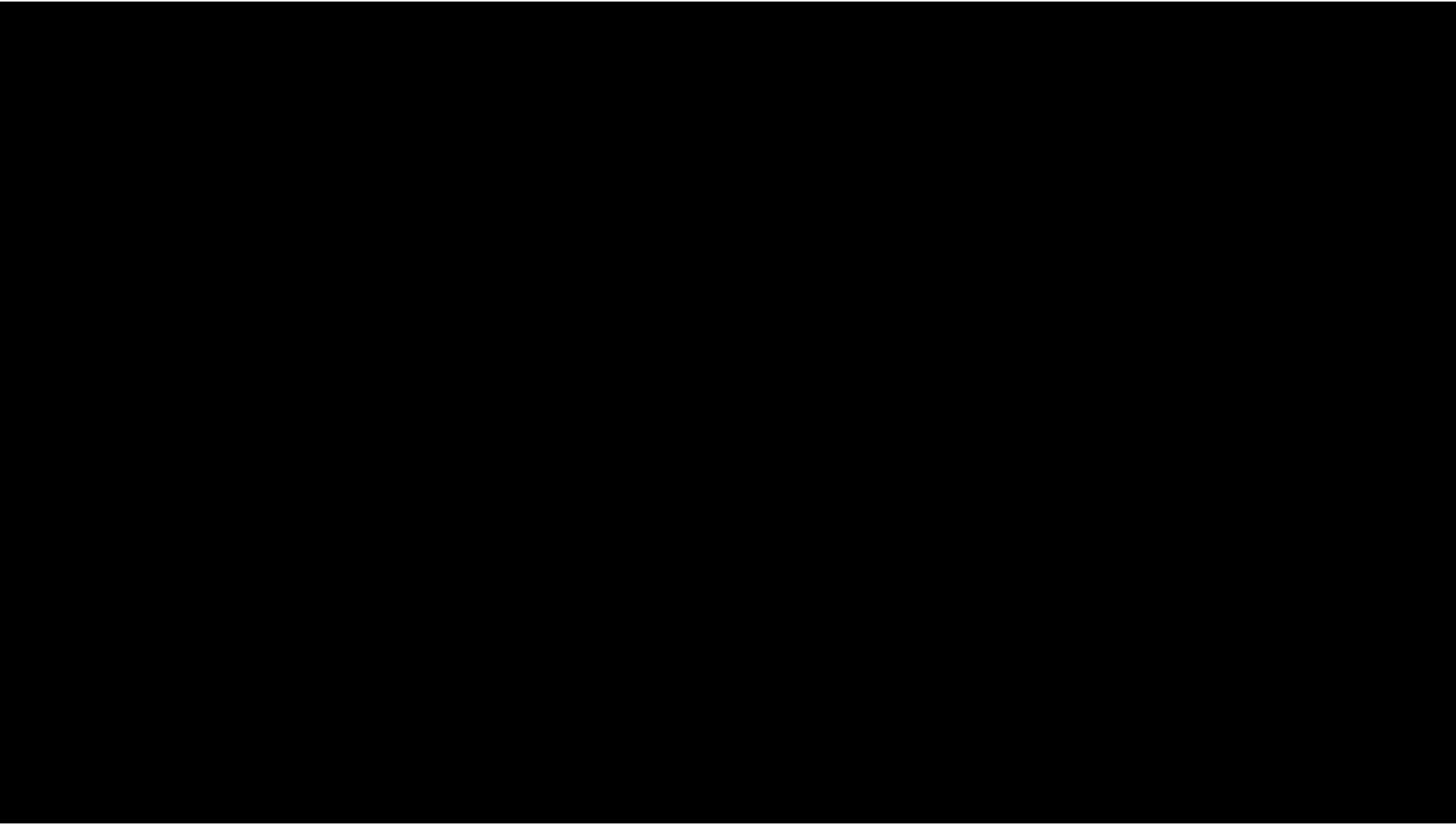




# EPO4

# PLANdigital

**PREVIOUSLY  
in 180 sec**



**1** Digital Mindset

**2** Marketing de l'Innovation

**3** Stratégies Marketing Digital

**4** Plan Marketing Digital

# #TRANSFORM ation digitale

## 1/ New Marketing

New mix, new def, new positioning, new taxonomy

## 2/ NewWorld Innovation

Révolutions industrielles  
NBIC  
IA WEB3

## 3/ New digital Strategy

ArtOfWar  
VUCA  
AAARRR

## 4/ New Digital Plan

Persona  
Customer Journey  
Calendar

## // REDPILL

Are you RED/BLUE pill?

# 4#NEW digital Plan

## 1/ New Marketing

New mix, new def, new positioning, new taxonomy

## 2/ NewWorld Innovation

Révolutions industrielles  
NBIC  
IA WEB3

## 3/ New digital Strategy

ArtOfWar  
VUCA  
AAARRR

## 4/ New Digital Plan

Persona  
Customer Journey  
Calendar

// REDPILL

Are you RED/BLUE pill?



**PLAN  
DIGITAL**

PAUL

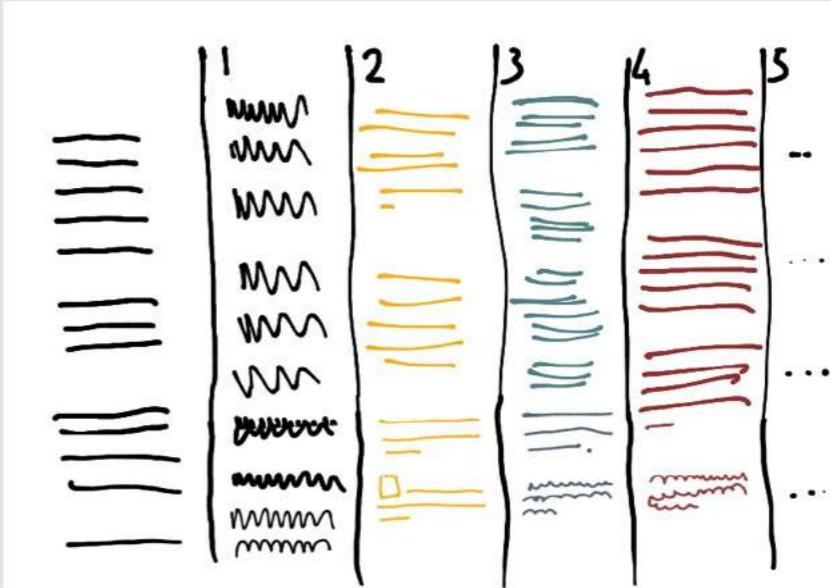
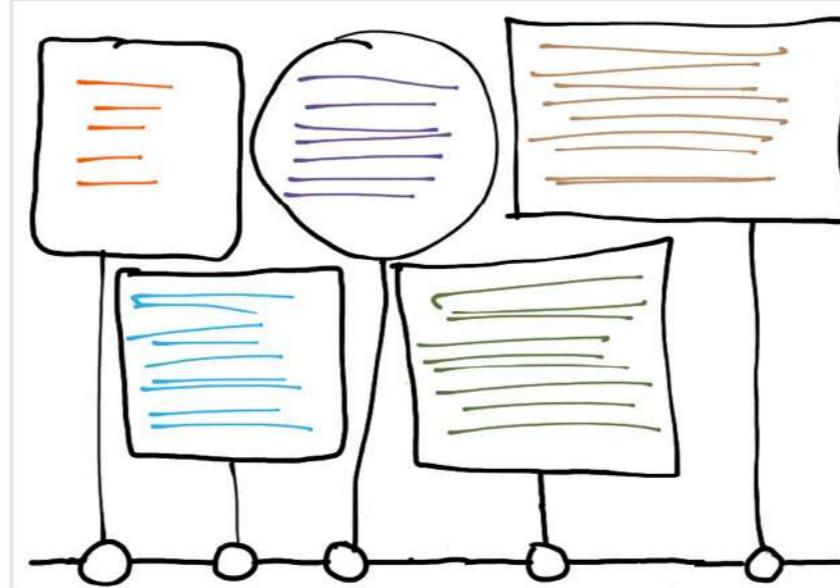
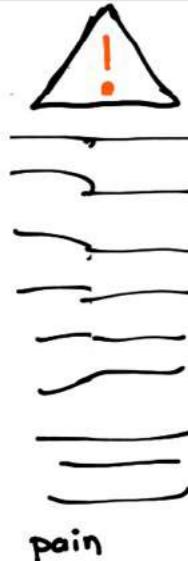


32 ans  
Célib  
CP

" "  
" "

WWWWWWWWWW  
WWWWWWWWWW  
WWWWWWWWWW  
WWWWWWWWWW

WWWWWWWWWW  
WWWWWWWWWW  
WWWWWWWWWW



OPE1	- - - - -	(E)
OPE2	- - - - -	(E)
OPE3	- - - - -	(E)
OPE4	- - - - -	(E)



G	A	f	g	play button icon
<html>	Whois		a	E
<head>	TLD			smiley face icon
<body>	.com			server icon
CSS-JS	BARE			cloud icon with 'aws' text
SMS	W.	DNS	AWS	envelope icon with 'aws' text

# PRÉREQUIS



3 piliers du digital

Persona + EmpathyMap + ICP

Parcours client + point de contact

UX et NPS

Proto + Value Proposition

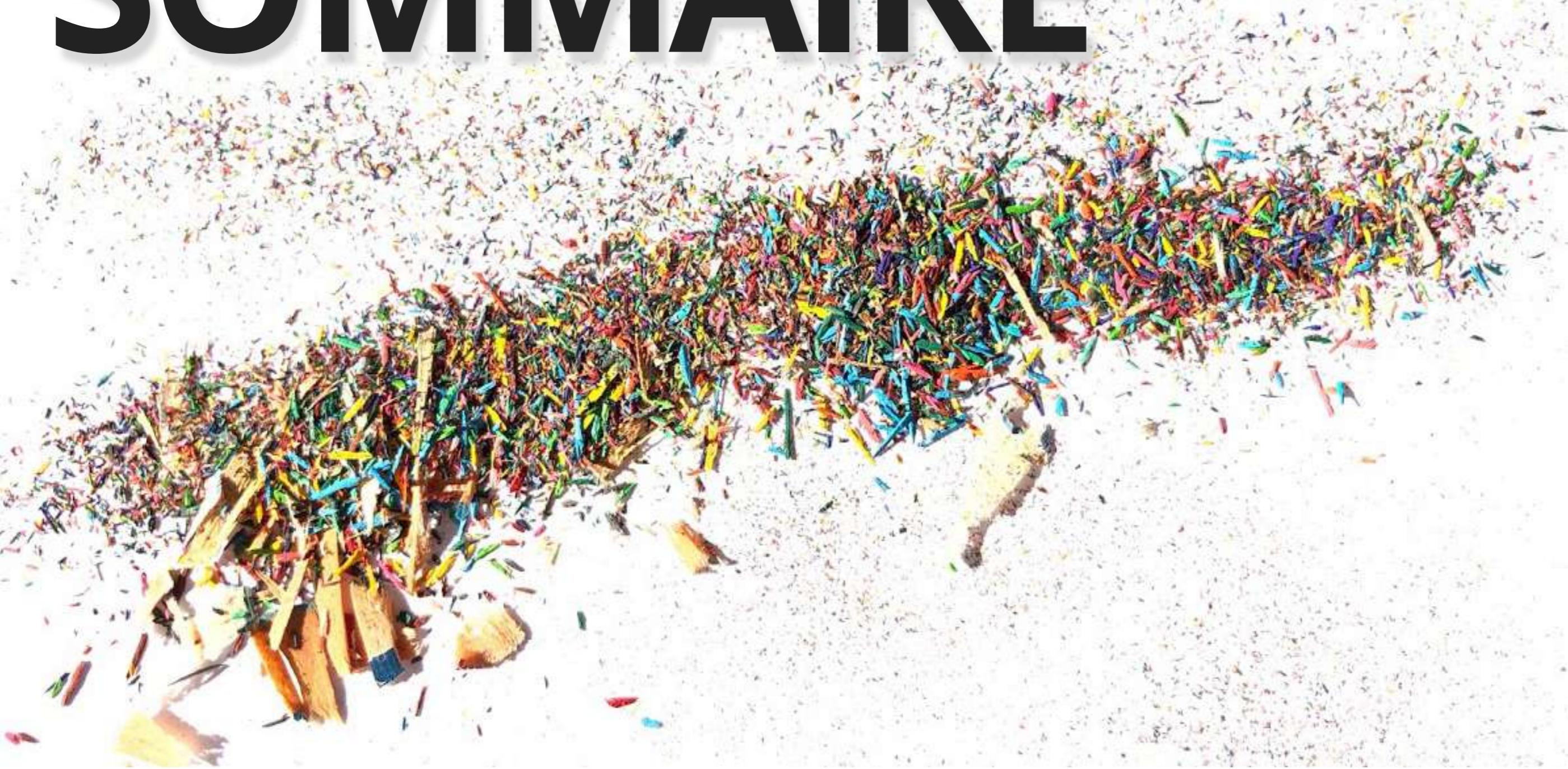
Content calendar, target, channel

Budget

AAARRR + sales funnel



# SOMMAIRE



VOC  
Persona  
Empathy Map  
ICP  
Pain Point  
Insights

Parcours client  
Point de contact  
UX  
Channel Audit  
Omni Channels  
MCA

Prototypage  
MVP  
Value proposition

Content Calendar  
by audience  
by channel  
Budget  
CAC

AAARRR  
Sales Funnel  
LTV  
TAM SAM SOM  
IS & BP

01. 02. 03. 04. 05.

# DIGITAL PLAN EXECUTIVE SUMMARY



# Executive Summary

1ère page 1300 caractères

*modèle PAPER1*

*Suite du dossier selon modèle  
présentation*

*Oral tiré au sort*

## Paper Title

Subtitle as needed

Authors Name Class School 1

Authors Name Class School 3

Authors Name ...

*Abstract—*This electronic document is a “live” template and already defines the components of your paper

*Keywords—*component; formatting; style; styling; insert (key words)

### I. INTRODUCTION

This template provides authors with most of the formatting specifications needed for preparing their papers. All standard paper components have been specified for three reasons: (1) ease of use when formatting individual papers, (2) automatic compliance to electronic requirements that facilitate the concurrent or later production of electronic products, and (3) conformity of style throughout a conference proceedings.

### II. MARKETER L'INNOVATION

#### A. Selecting a Template

First, confirm that you have the correct template for your paper size. This template has been tailored for output on the A4 paper size. If you are using US letter-sized paper, please close this file and download the file “MSW\_USltr\_format”.

#### B. Maintaining the Integrity of the Specifications

The template is used to format your paper and style the text. All margins, column widths, line spaces, and text fonts are prescribed; please do not alter them. You may note peculiarities.

#### III. COMMUNIQUER

#### A. Abbreviations and Acronyms

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

#### B. Units

- Use either SI (MKS) or CGS as primary units. (SI units are encouraged.) English units may be used as secondary

### C. Equations

The equations are an exception to the prescribed specifications of this template. You will need to determine whether or not your equation should be typed using either the

Number equations consecutively. Equation numbers, within parentheses, are to position flush right, as in (1), using a right tab stop. To make your equations more compact, you may use the solidus (/), the exp function, or appropriate exponents. Italicize Roman symbols for quantities and variables, but not Greek symbols. Use a long dash rather than a hyphen for a minus sign. Punctuate equations with commas or periods when they are part of a

### IV. RENTABILISER L'INNOVATION

After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this

not label axes with a ratio of quantities and units. For example, write “Temperature (K),” not “Temperature/K.”

### V. CONCLUSION

The preferred spelling of the word “acknowledgment” in America is without an “e” after the “g.” Avoid the stilted expression “one of us (R. B. G.) thanks...”. Instead, try “R. B. G. thanks...”. Put sponsor acknowledgments in the unnumbered footnote on the first page.

### VI. REFERENCES

The template will number citations consecutively within brackets [1]. The sentence punctuation follows the bracket [2]. Refer simply to the reference number, as in [3]—do not use “Ref. [3]” or “reference [3]” except at the beginning of a sentence: “Reference [3] was the first ...”

[1] G. Eason, B. Noble, and I.N. Sneddon, “On certain integrals of Lipschitz-Hankel type involving products of Bessel functions,” Phil. Trans. Roy. Soc. London, vol. A247, pp. 529-551, April 1955. (references)

[2] J. Clark Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68-75.

Identify applicable sponsor/s here. If no sponsors, delete this text box (spnsors).

VOC  
Persona  
Empathy Map  
ICP  
Pain Points  
Insights

01.

# VOC



# PERSONA 20 max





this  
person  
doesn't  
exist  
.com

Surnom  
Age  
Vit à  
Vit avec  
Enfant  
JOB  
Education  
  
CV  
  
Passionné par

Problèmes / Besoins / Attentes / Frustrations /  
Insatisfactions / Pain points / EPIC / USER STORY

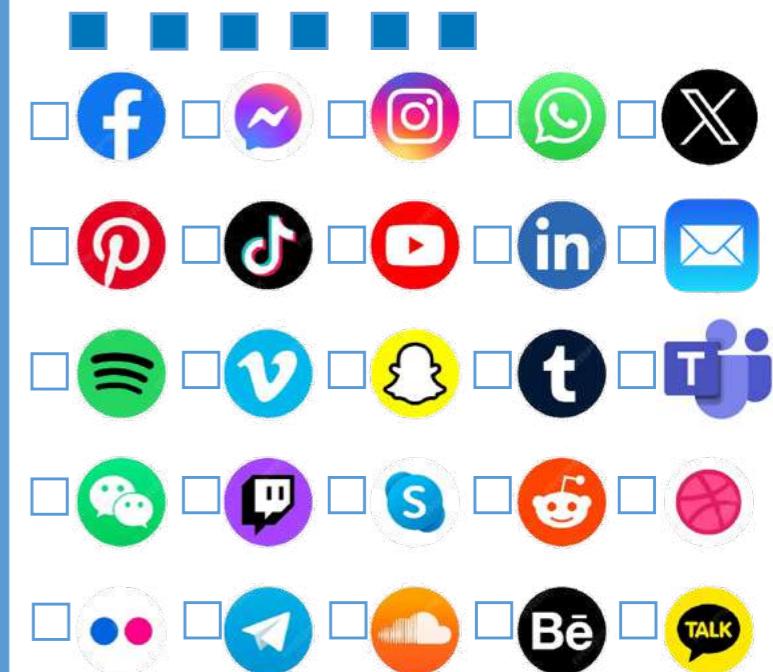
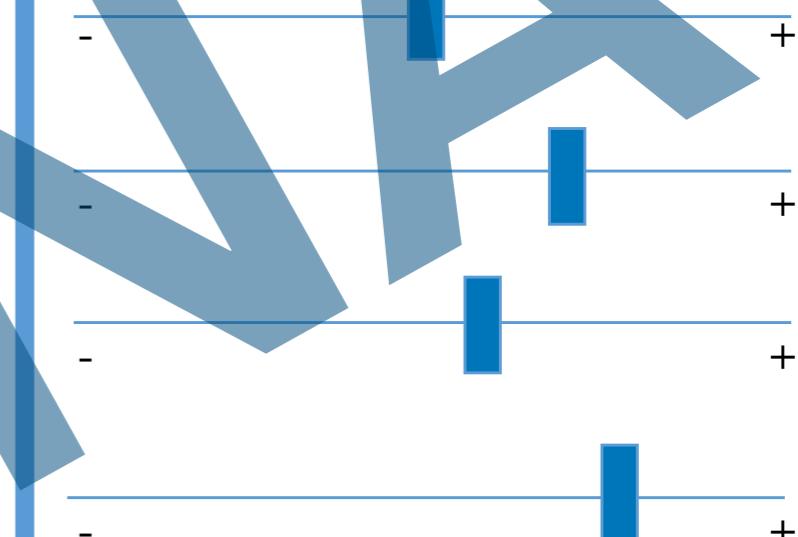
Quel est le problème ?

Quelle est la frustration ?

Quels sont les besoins et attentes ?

Pourquoi n'est-il/elle pas satisfait des solutions existantes ?  
...  
...

Empathie map si besoin pour mieux comprendre le persona



# Jean-Luc



## CITATION

*« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »*

BIO

**Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne.**

**Il trouve que sa vie manque de sens, de variété et d'originalité.**

Nom Jean-Luc  
Age 36  
Vie à Paris  
Avec Jeanne  
            Sans enfant  
Education Supérieure (ingénieur école promo ...)  
CV pilote entreprise 1  
            Pilote entreprise 2  
Passionné d'aviation et de modèle réduits  
Passionné de races de chiens et de voyages en Asie

## **EPIC / USER STORY / PAIN POINT / PROBLÈME**

## Quel est le problème de Jean-Luc ?

# Quelle est la frustration de Jean-Luc ?

## Quels sont les besoins et attentes de Jean-Luc ?

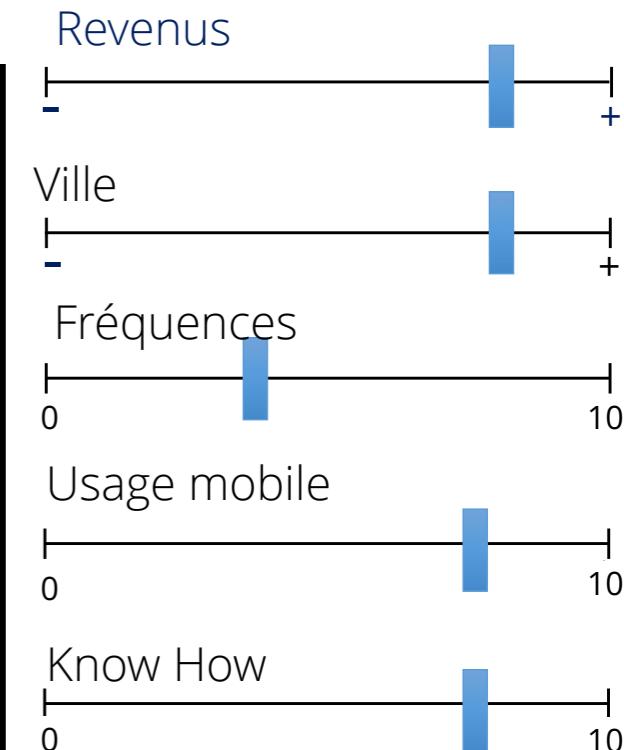
## Pourquoi n'est-il pas satisfait des solutions existantes ?

1

3

3

**Empathie map si besoin pour mieux comprendre le persona**





this  
person  
doesn't  
exist  
.com

Surnom  
Age  
Vit à  
Vit avec  
Enfant  
JOB  
Education  
  
CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /  
Insatisfactions / Pain points / EPIC / USER STORY  
Quel est le problème ?

Quelle est la frustration ?

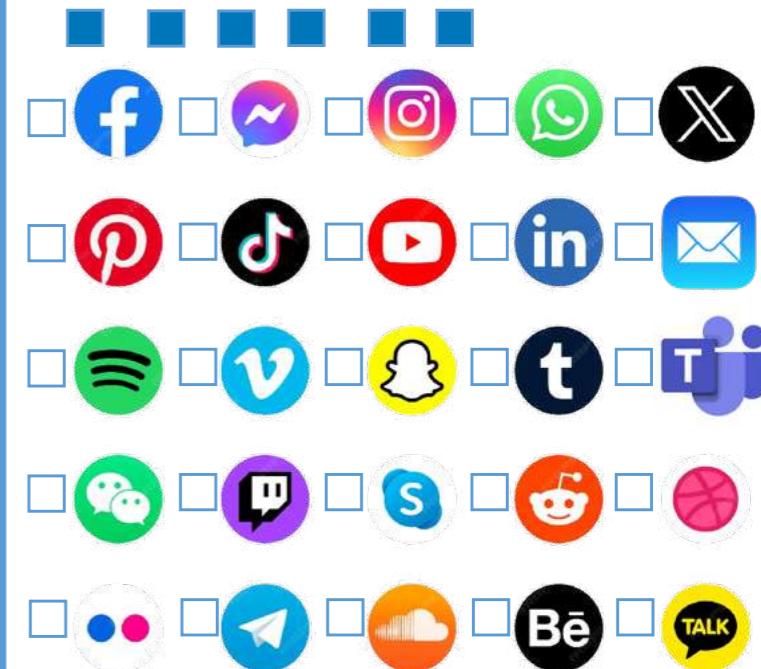
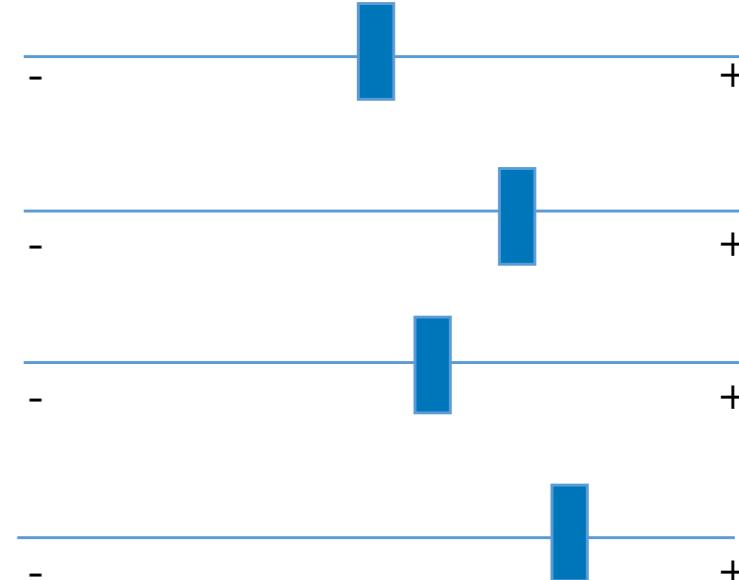
Quels sont les besoins et attentes ?

Pourquoi n'est-il/elle pas satisfait des solutions  
existantes ?

...

...

Empathie map si besoin pour mieux comprendre le  
persona



# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

## 1 WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

## GOAL

## 2 What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

## 7 What do they THINK and FEEL?

### PAINS

What are their fears,  
frustrations, and anxieties?

### GAINS

What are their wants,  
needs, hopes and dreams?

## 6 What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

## 3 What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

## 4 What do they SAY?

What have we heard them say?  
What can we imagine them saying?

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

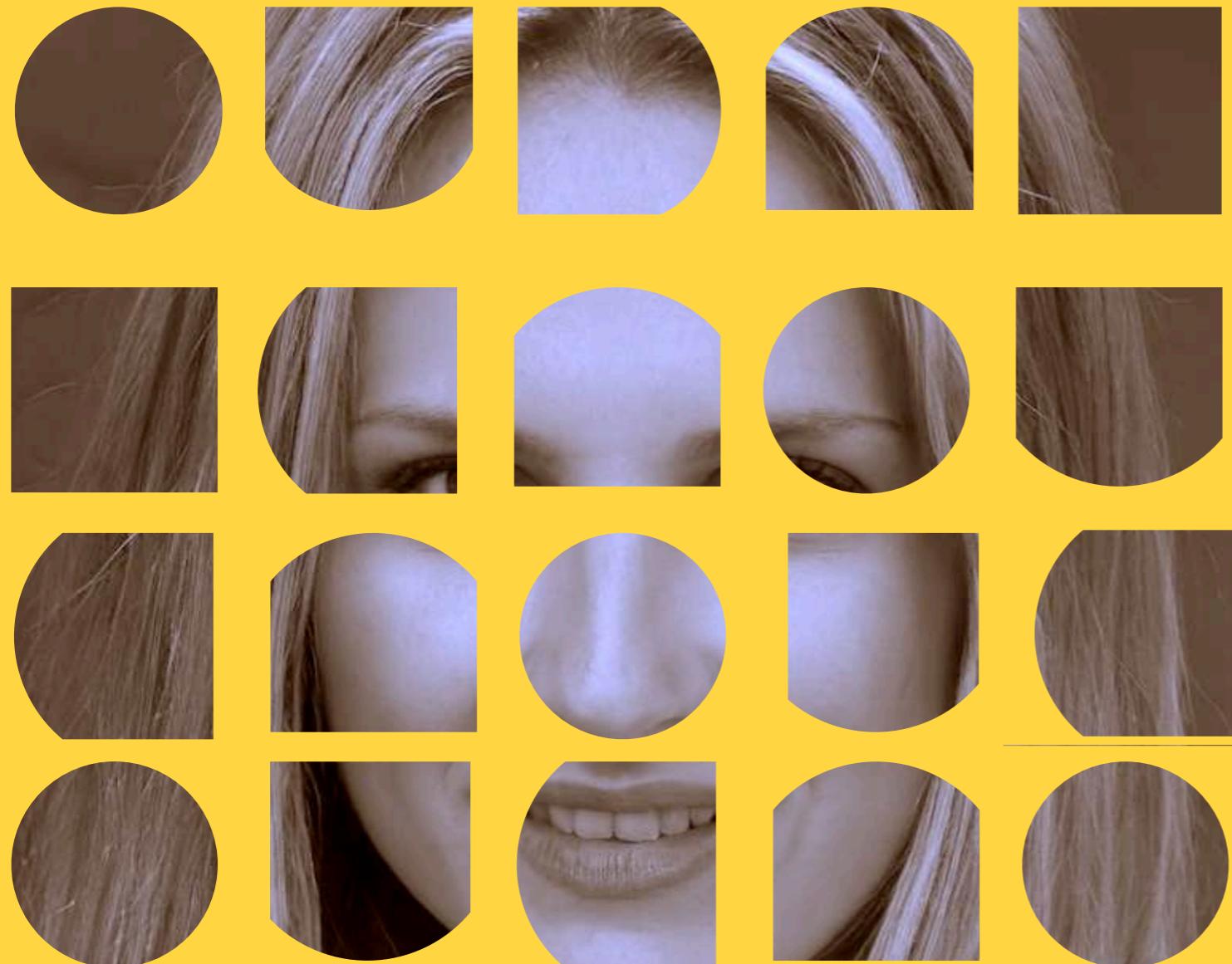
# ICP / ABM



# PERSONA

# PERSONA ICP

ideal customer profil



Question:  
qui sont les  
utilisateurs ?

**keeping an  
empty chair  
so the  
customer is  
always in the  
room**



**ACT THINK IMPACT** CHAIR → VOICE : VOC (voice of the customer)

VOC



*« Je n'aime pas faire de vagues ou gérer des conflits, le débat est la meilleure manière de progresser »*

*Très belle progression dans l'entreprise Virginie est DRH à 55 ans en commençant assistante il y a 32 ans.*

*Apprécier de toutes et tous elle  
privilégie les contacts en face à face*

Virginie  
55  
Vit à Lyon (banlieue)  
Vit avec son compagnon et ses 3 enfants  
Enfant : 3  
JOB : DRH  
Education : BEP  
CV : 2eme entreprise  
Passionné par l'artisanat, la brocante

Virginie en tant que DRH d'une ETI, ne sais plus comment satisfaire les différentes générations de salariés qui ont des buts et attentes différentes

Virginie cherche une innovation à mettre à son actif dans l'entreprise, mais c'est dur dans les RH

Virginie n'aime pas son logiciel de SIRH mais elle n'a pas su influencer le choix par son manque de connaissance informatique

The figure consists of four separate horizontal scales, each with a label at the left end and a black vertical marker indicating a value. The scales are arranged vertically.

- The top scale is labeled "salaire" (salary) at the left end. It has a blue horizontal line with a tick mark at the left end labeled "-", a black square marker in the middle, and a tick mark at the right end labeled "+".
- The second scale is labeled "équilibre" (balance) at the left end. It has a blue horizontal line with a tick mark at the left end labeled "-", a black square marker slightly to the right of the center, and a tick mark at the right end labeled "+".
- The third scale is labeled "informatique" (informatics) at the left end. It has a blue horizontal line with a tick mark at the left end labeled "-", a black square marker near the left end, and a tick mark at the right end labeled "+".
- The bottom scale is labeled "digital" at the left end. It has a blue horizontal line with a tick mark at the left end labeled "-", a black square marker near the left end, and a tick mark at the right end labeled "+".





« QUOTE : happy

to be an

entrepreneur in

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...2020

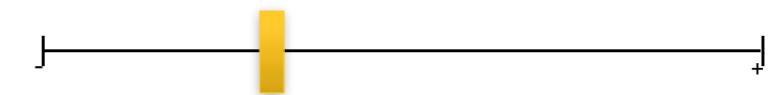
Products

## PAIN POINTS

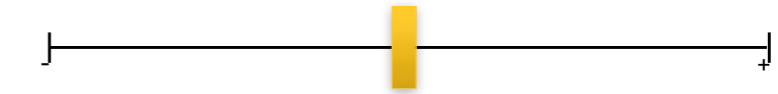
...

...

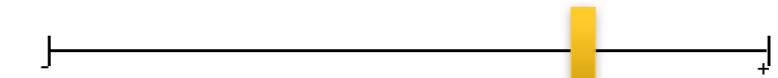
Revenues

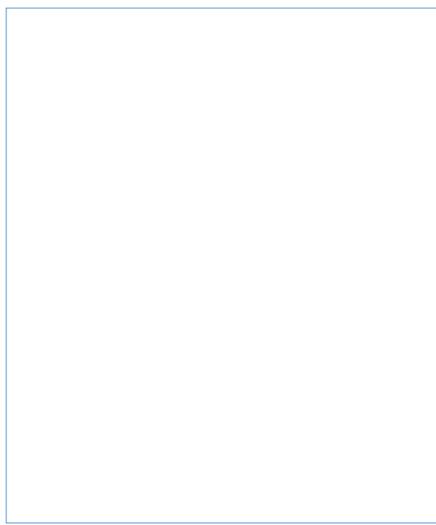


Type of city



Frequency





---

---

---

---

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---

---

Surnom

Age

Vit à

Vit avec

Enfant

JOB

Education

CV

Passionné par

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

-  
+

---

-  
+

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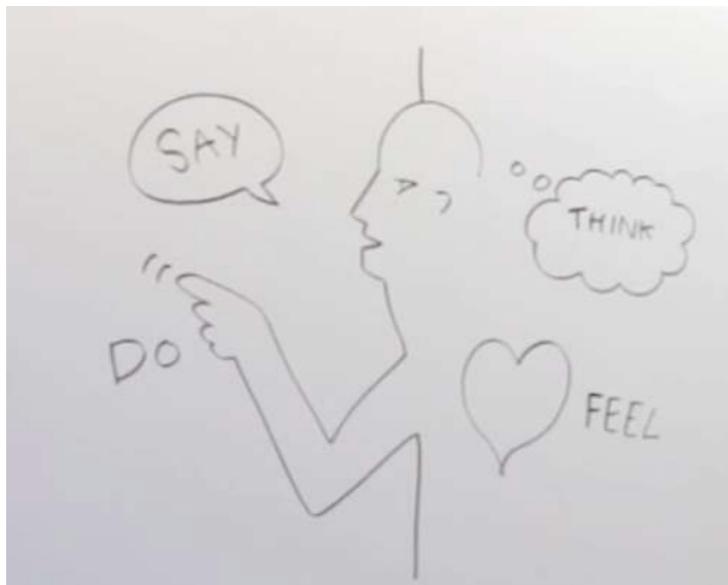
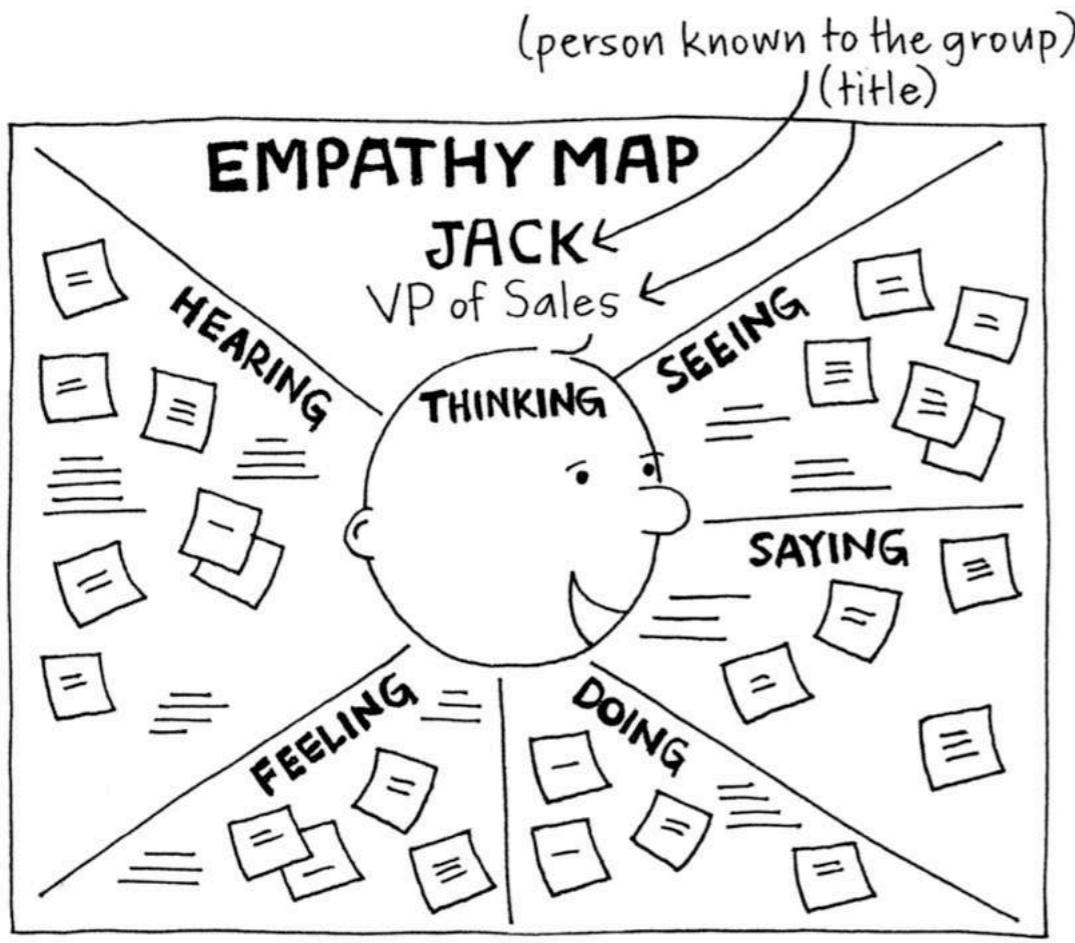
-  
+

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-  
+

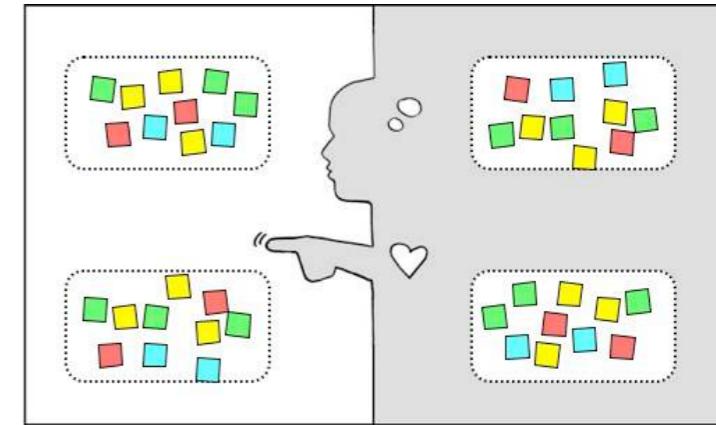
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## METHOD

### EMPATHY MAP



#### WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

#### HOW to use an empathy map

**UNPACK:** Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

**SAY:** What are some quotes and defining words your user said?

**DO:** What actions and behaviors did you notice?

**THINK:** What might your user be thinking? What does this tell you about his or her beliefs?

**FEEL:** What emotions might your subject be feeling?

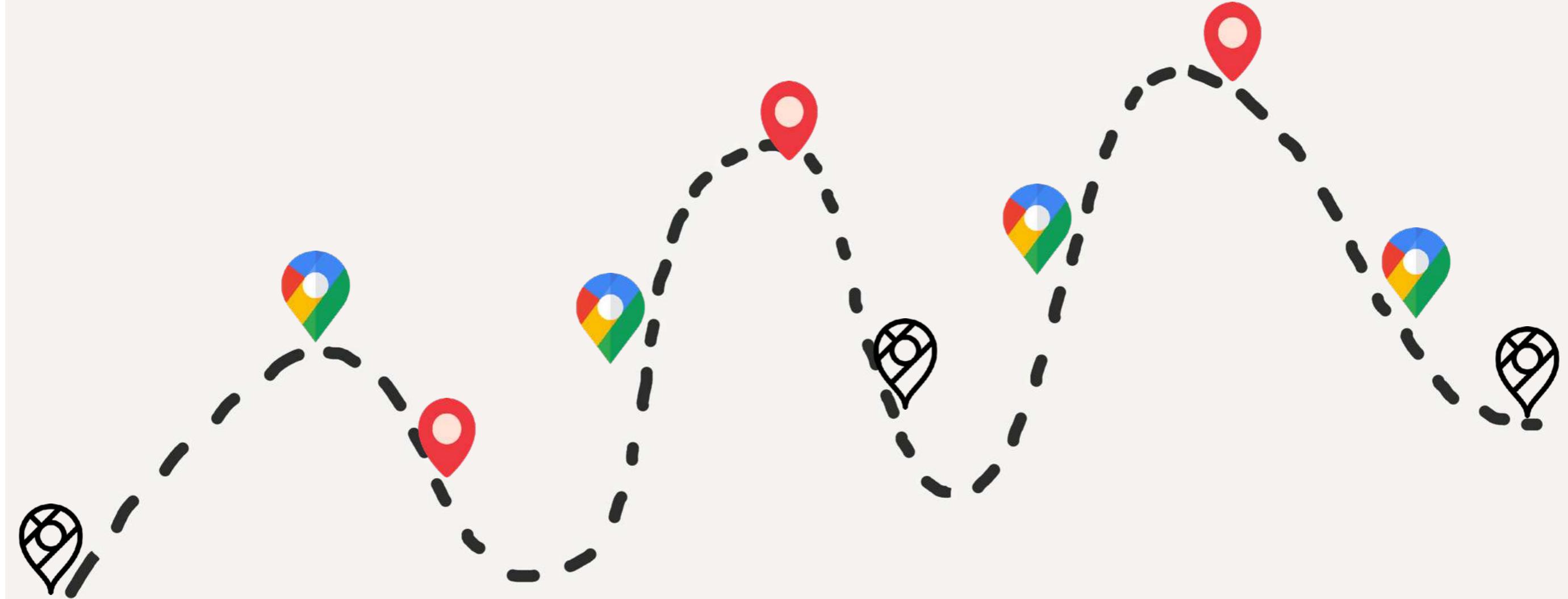
Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

**IDENTIFY NEEDS:** “Needs” are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are verbs (activities and desires with which your user could use help), not nouns (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits – such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

**IDENTIFY INSIGHTS:** An “Insight” is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself “Why?” when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture “tensions” and “contradictions” as you work.

Parcours client  
Point de contact  
UX  
Channel Audit  
Omni Channels  
MCA

02.



**visible**



**parcours total**

Premier  
touchpoint  
2009



2eme  
contact  
2012



3eme  
contact  
2015



Achat  
2018



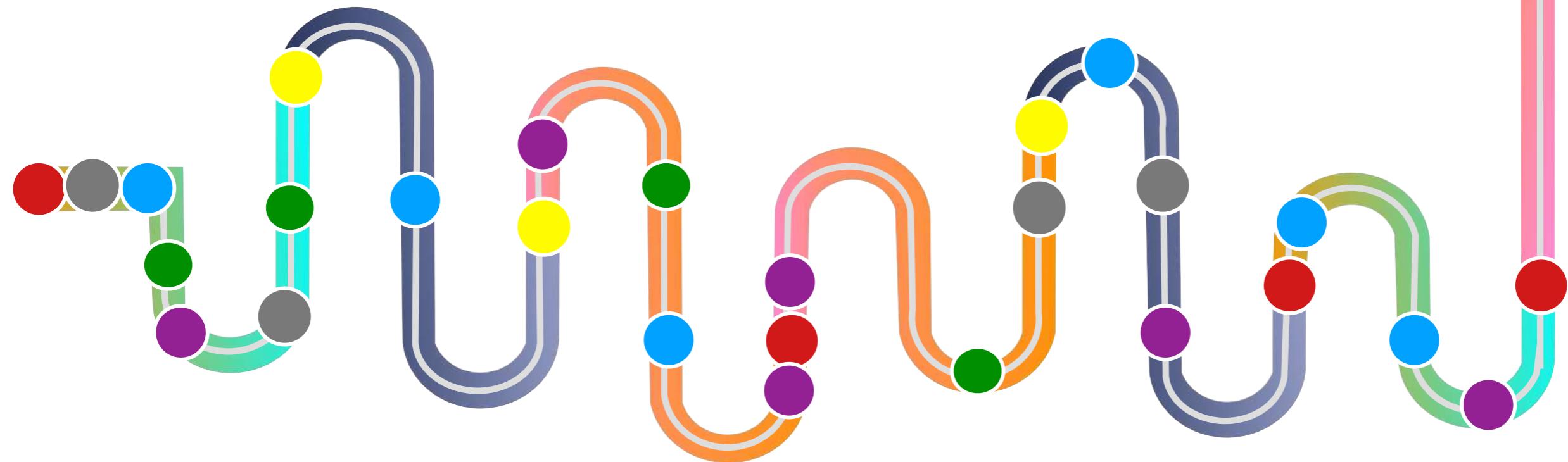
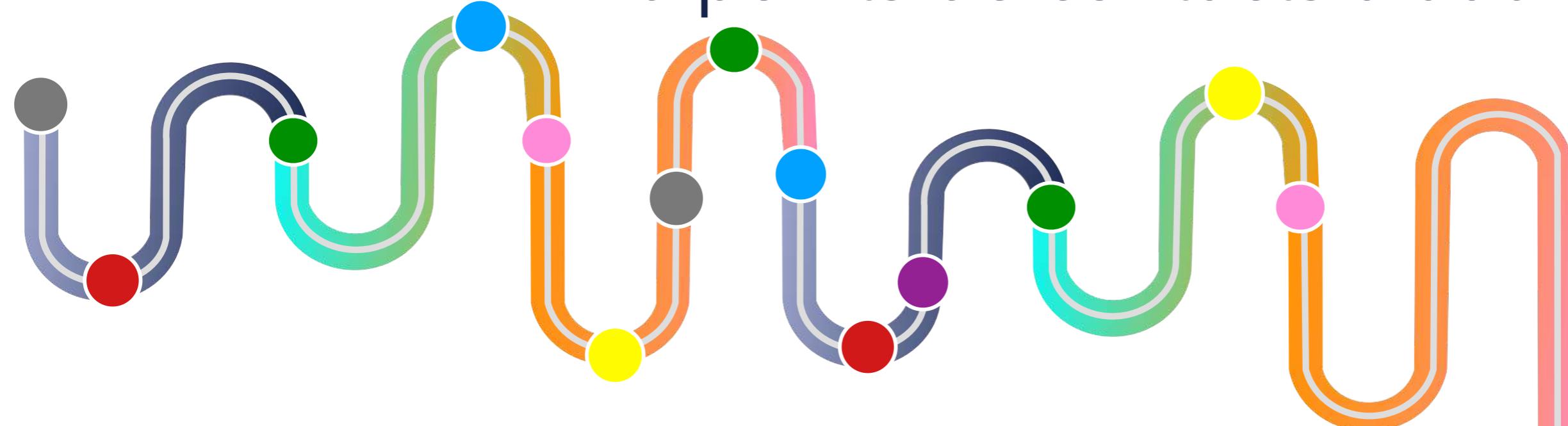
SAV  
2020



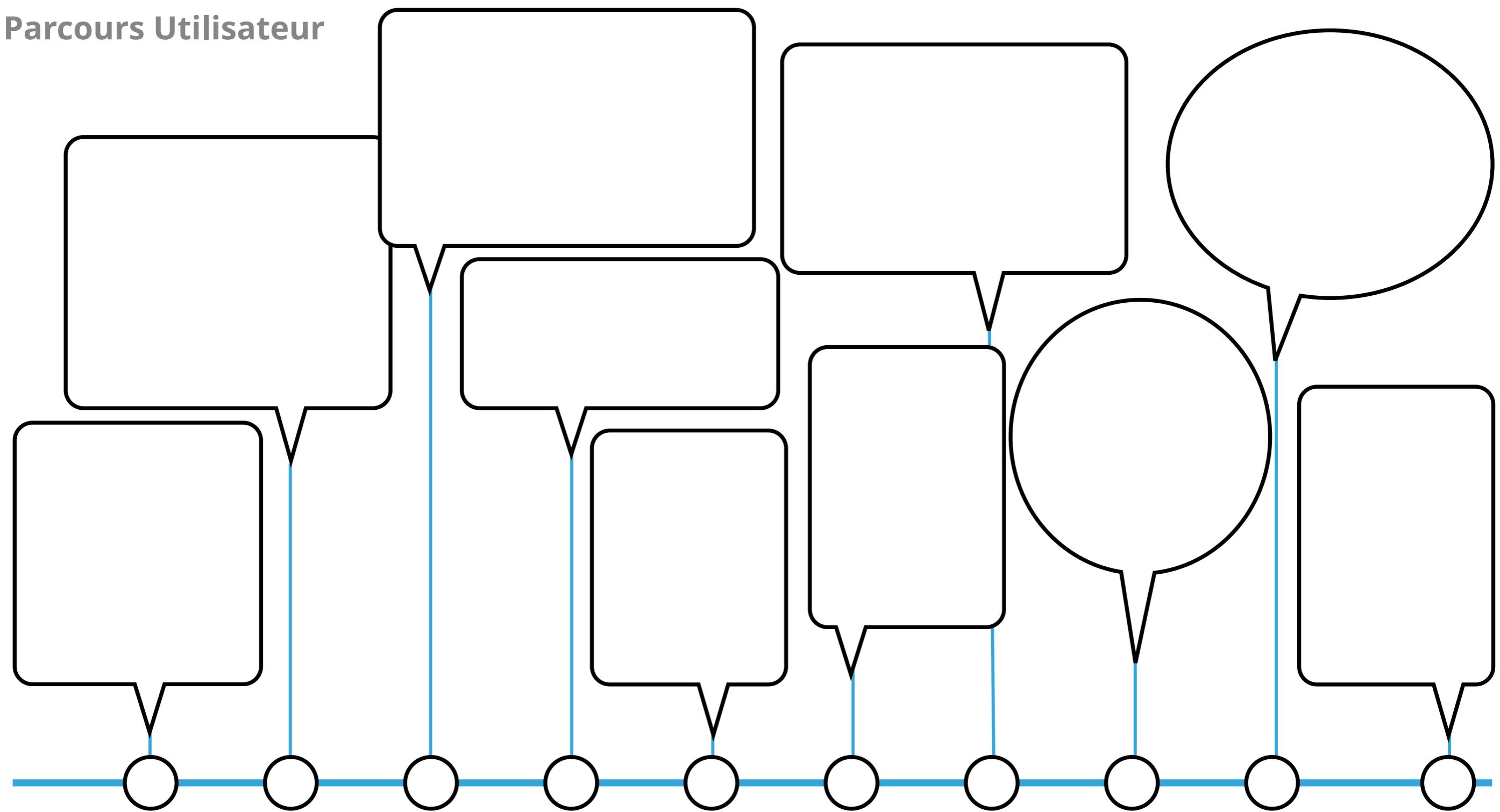
Recommande  
2022



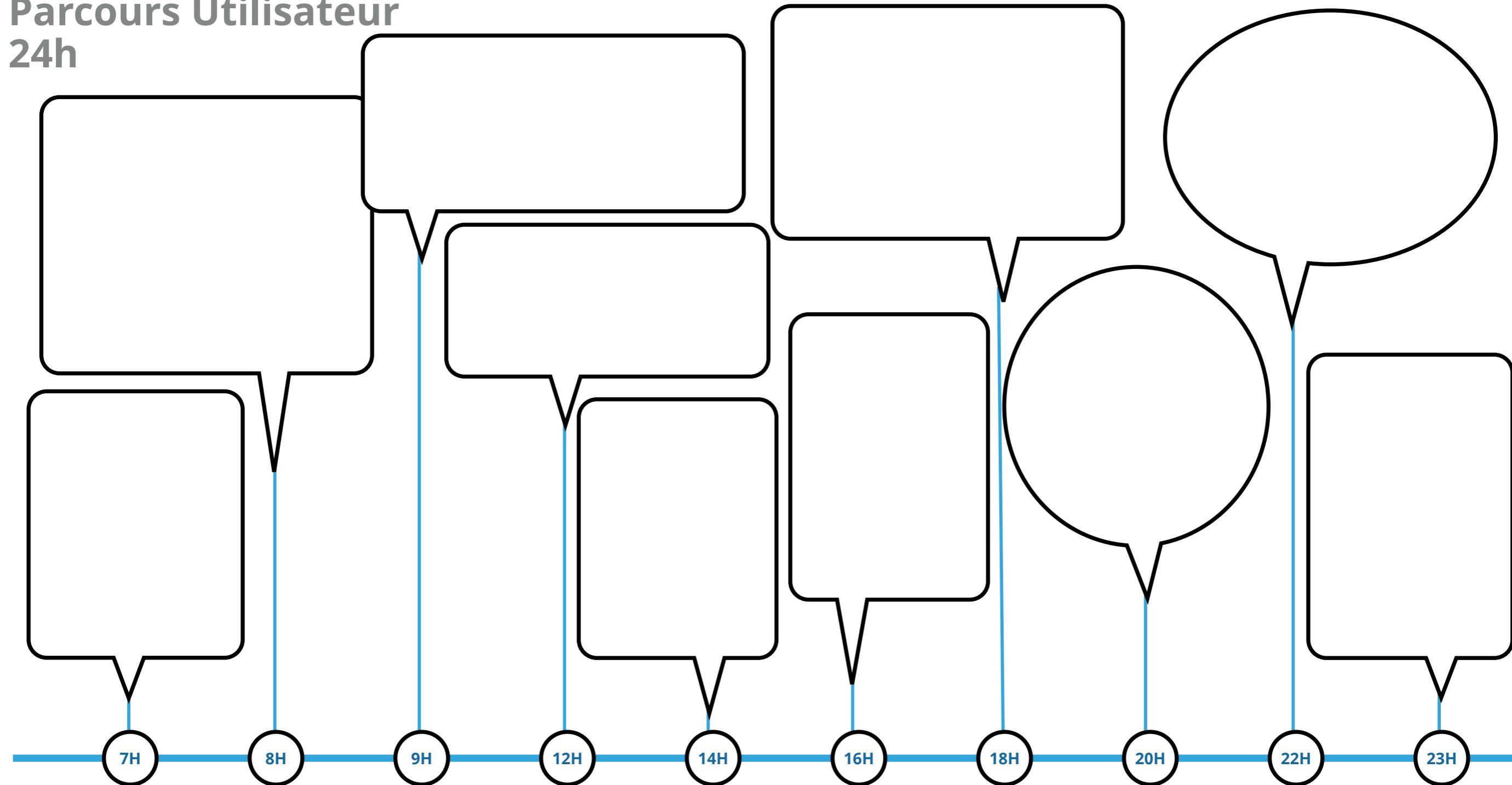
# 40 points de contacts à auditer



# Parcours Utilisateur

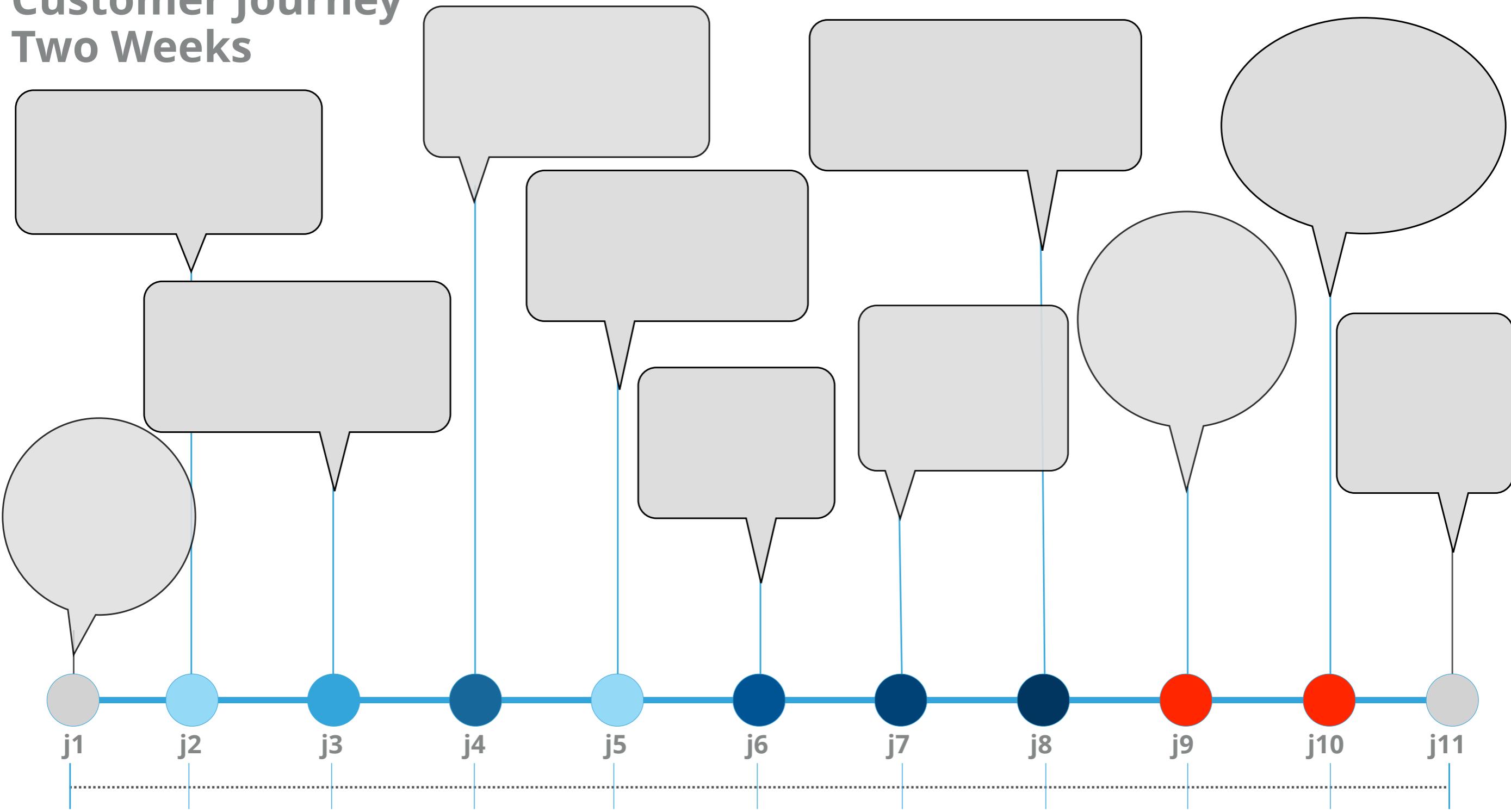


# Parcours Utilisateur 24h



# Customer Journey

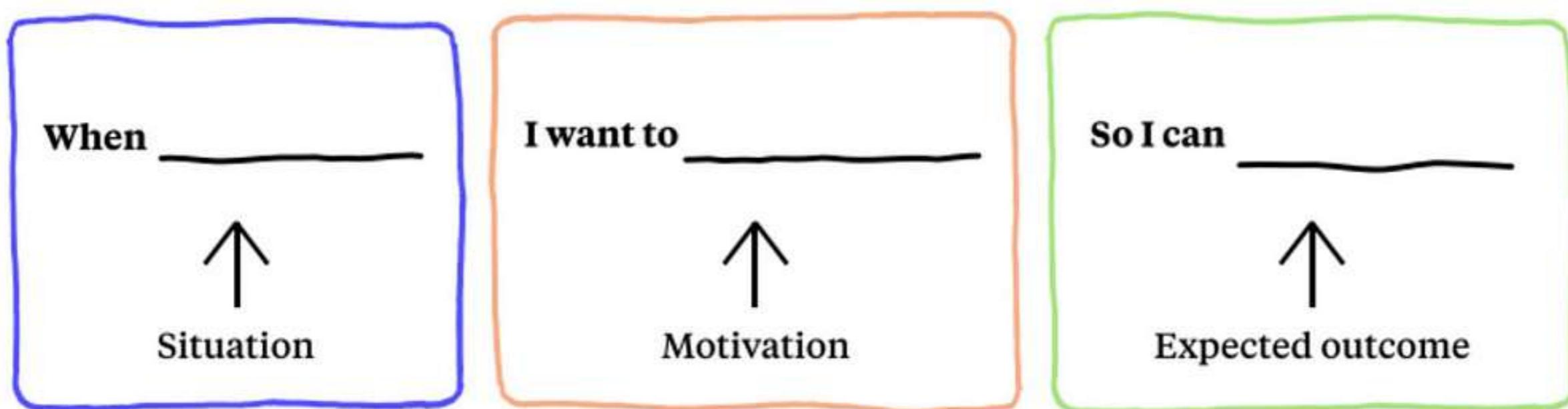
## Two Weeks



# JTBD

## *Jobs to Be Done*

Hiring a product to complete a task



User Story + Epic





UX

@kratiroff

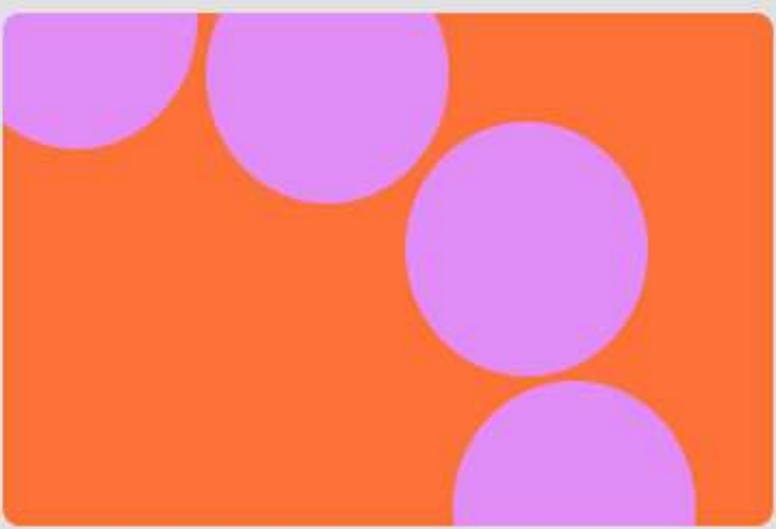
Prototypage  
MVP  
Value proposition

03.

**F**

**GMA**

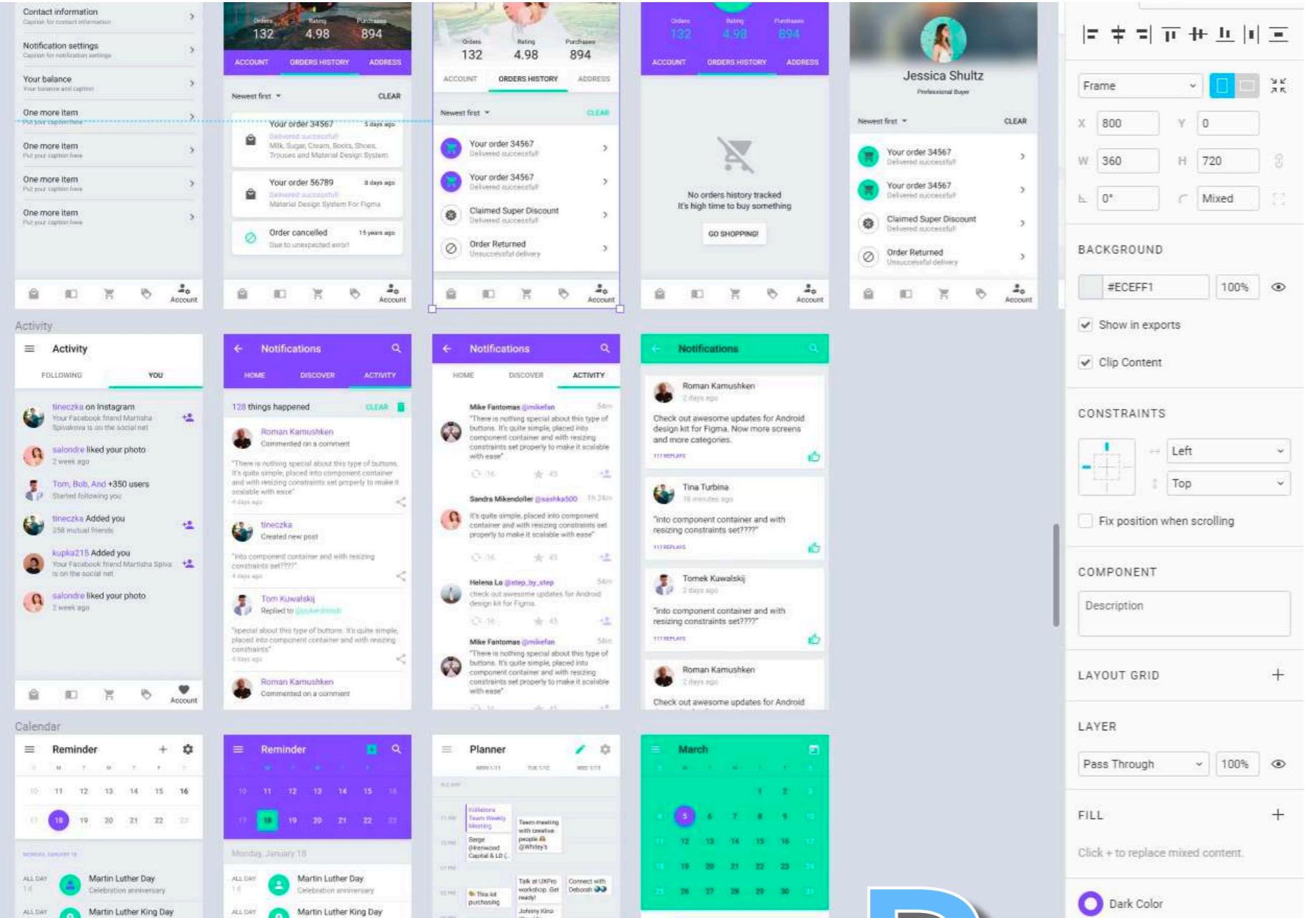
**K**



**E**



# Prototypage Wireframing



# Value Proposition



# Prototypage Wireframing

marvel

# Value Proposition

Project

WORK FROM BEST PLACES

VIAL APP

trouvez un lieu de travail

Button

RESERVER

BUTTON

Here is a message where we can put absolutely anything we want.

Updated 16th Feb @ 10:11 AM

SIGNIN

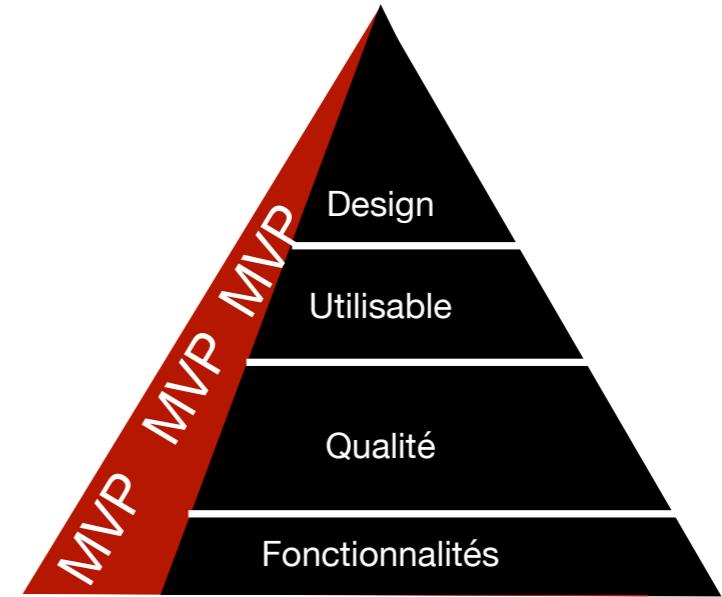
MAP

Updated 16th Feb @ 10:11 AM

Handoff Edit design Download

Image 9

# MVP



## minimum viable product

M♥P

Content Calendar  
by audience  
by channel  
Budget  
CAC

04.

**I-want-to-know**  
moments:

- A1:
- A2:
- A3:
- A4:
- A5:

Information

**I-want-to-go**  
moments:

- B1:
- B2:
- B3:
- B4:
- B5:

Direction  
Hours

**I-want-to-do**  
moments:

- C1:
- C2:
- C3:
- C4:
- C5:

Action  
Decision

**I-want-to-buy**  
moments:

- D1:
- D2:
- D3:
- D4:
- D5:

Purchase  
Promotion  
Sales-Saving

I-want-to-  
**know**  
moments:

A1:  
A2:  
A3:  
A4:  
A5:

Information

I-want-to-go  
moments:

B1:  
B2:  
B3:  
B4:  
B5:

Direction  
Hours

I-want-to-do  
moments:

C1:  
C2:  
C3:  
C4:  
C5:

Action  
Decision

I-want-to-buy  
moments:

D1:  
D2:  
D3:  
D4:  
D5:

Purchase  
Promotion  
Sales-Saving

I-want-  
to-???  
moments:

E1:  
E2:  
E3:  
E4:  
E5:

???

# POESM

**Paid Media**

**Owned Media**

**Earned Social**

**Shared Social**

**Managed Marketing**

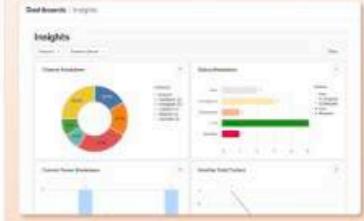


**Getting started****App directory**

Content Calendar

Content Production

Dashboards



**Insights**

Section **Dashboards**

Description Insights serves as a comprehensive...



**Calendar**

Section **Content Production**

Description The calendar view provides a ...



**Content Pipeline**

Section **Content Production**

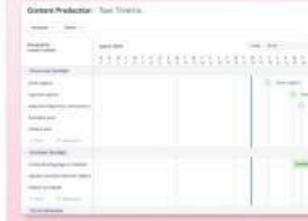
Description The Content Pipeline page ser...



**Task List**

Section **Content Production**

Description The Task List compiles all task...



**Task Timeline**

Section **Content Production**

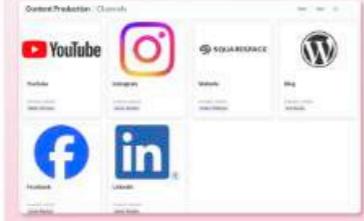
Description The Task Timeline provides a ...



**My Work**

Section **Content Production**

Description My Work aggregates all ...



**Channels**

Section **Content Production**

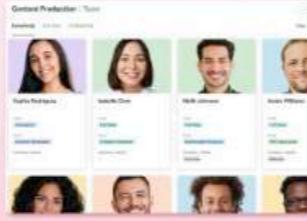
Description The Channels page is dedicat...



**Metrics**

Section **Dashboards**

Description The Metrics page provides co...



**Team**

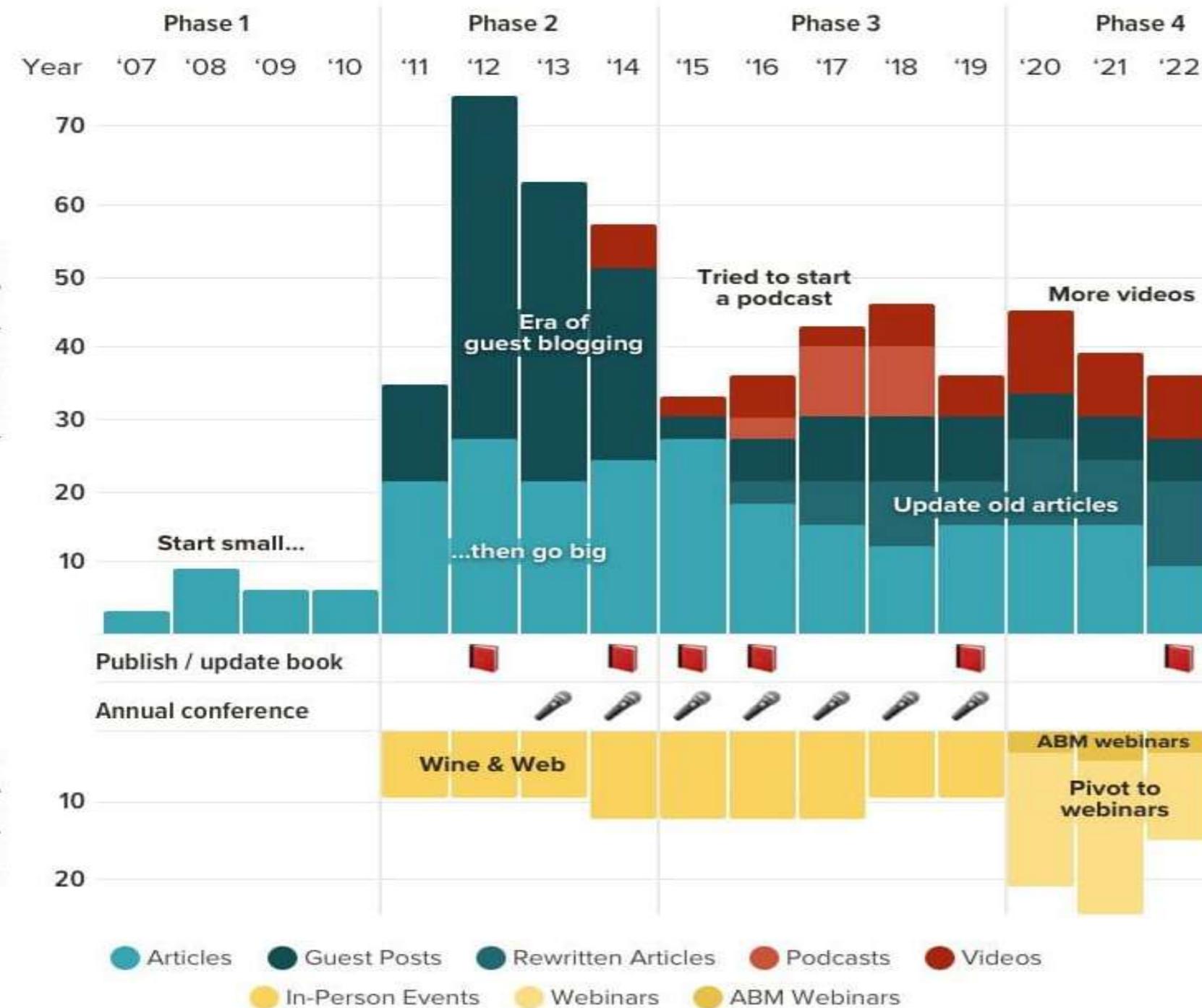
Section **Content Production**

Description The Team page is a directory ...



# Evolution of a 15-year old B2B content strategy

A summary of Orbit's marketing history



## Sample - Content Marketing Plan

LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE		LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE
31	<b>01</b> Jour de l'an Journée Mondiale de la Paix	<b>02</b>	<b>03</b>	<b>04</b> Journée Mondiale du braille	<b>05</b>	<b>06</b> Epiphanie Rallye Paris-Dakar (jusqu'au 17/01)		28	29	30	31	<b>01</b> Journaux & Nations (jusqu'au 16/01)	<b>02</b> Chandeleur Journée de la Marmotte	<b>03</b> Finale SuperBowl
<b>07</b> 75ème cérémonie des Golden Globes (jusqu'au 12/01)	<b>08</b> CES Las Vegas (jusqu'au 11/01)	<b>09</b> Soldes d'hiver	<b>10</b>	<b>11</b>	<b>12</b> Journée Mondiale des Roux	<b>13</b> Journée Mondiale sans parfum		<b>04</b> Journée Mondiale contre le cancer Anniversaire de Facebook	<b>05</b> Nouvel an Chinois Journée Mondiale Nutella	<b>06</b> Journée Mondiale sans téléphone Safe Internet Day	<b>07</b>	<b>08</b> New York Fashion Week (jusqu'au 14/01)	<b>09</b> Vacances Zone B Victoires de la Musique	<b>10</b> Cérémonie des Grammy Awards
<b>14</b> Open d'Australie (jusqu'au 21/01)	<b>15</b> Paris Men Fashion Week (jusqu'au 23/01)	<b>16</b>	<b>17</b> Journée Internationale de la cuisine italienne	<b>18</b>	<b>19</b> Fête du Pop-Corn	<b>20</b>		<b>11</b>	<b>12</b>	<b>13</b> Journée Mondiale de la radio	<b>14</b> Saint Valentin	<b>15</b>	<b>16</b> Vacances Zone A Carneval de Venise London Film Week	<b>17</b>
<b>21</b> Blue Monday Journée du câlin	<b>22</b>	<b>23</b>	<b>24</b> Abîme festival de la Bande Dessinée d'Angoulême (jusqu'au 27/01)	<b>25</b>	<b>26</b>	<b>27</b>		<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> Milan Fashion week (jusqu'au 27/01)	<b>22</b> 44e cérémonie des Césars	<b>23</b> Vacances Zone C Salon de l'agriculture	<b>24</b> 90ème cérémonie des Oscars
<b>28</b> Journée de la protection des données personnelles GM Appreciation Day	<b>29</b>	<b>30</b>	<b>31</b> Maddy Keynote Inbound Marketing France	01	02	03		<b>25</b> Mobile World Congress (jusqu'au 29/01)	<b>26</b>	<b>27</b> Paris Fashion Week (jusqu'au 03/02)	<b>28</b> Journée Mondiale sans Facebook	01	02	03
04	05	06	07	08	09	10		04	05	06	07	08	09	10

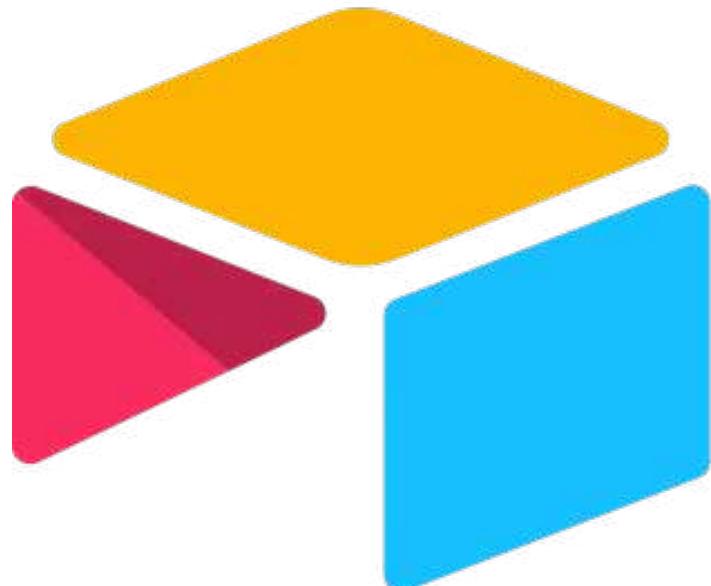
## PLANNING BRAND CONTENT

DATE DÉBUT: 05/01/15  
 Fréquence: 7  
 Début d'action: 201

DATE	ETAT	N°	Description	Evenements externes	Média 1 site	Média 2 BLOG	Média 3 Newsletter	Média 4 ....	Média 5	Média 6
lundi 5 janvier 15	EC	201	Description du contenu, de l'opération	Salon	x				x	
lundi 12 janvier 15	FAIT	202	Description du contenu, de l'opération	Foire	x	x	x	x	x	x
lundi 19 janvier 15	FINI	203	Description du contenu, de l'opération	Semaine de la XXX	x	x	x	x	x	
lundi 26 janvier 15	EC	204	Description du contenu, de l'opération			x	x			
lundi 2 février 15	ATT	205	Description du contenu, de l'opération		x				x	
lundi 9 février 15	FINI	206	Description du contenu, de l'opération	saint valentin		x		x		x
lundi 16 février 15	EC	207	Description du contenu, de l'opération			x				
lundi 23 février 15	FAIT	208	Description du contenu, de l'opération		x	x	x			
lundi 2 mars 15	ATT	209	Description du contenu, de l'opération	Sport			x			
lundi 9 mars 15	EC	210	Description du contenu, de l'opération		x		x		x	
lundi 16 mars 15	FAIT	211	Description du contenu, de l'opération	Election		x		x		x
lundi 23 mars 15	ATT	212	Description du contenu, de l'opération				x			
lundi 30 mars 15	EC	213	Description du contenu, de l'opération	Salon maison et objet	x		x		x	
lundi 6 avril 15	FAIT	214	Description du contenu, de l'opération			x		x		x
lundi 13 avril 15	FINI	215	Description du contenu, de l'opération	Biennale de Venise	x		x		x	
lundi 20 avril 15	EC	216	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 27 avril 15	FAIT	217	Description du contenu, de l'opération			x	x	x		x
lundi 4 mai 15	FINI	218	Description du contenu, de l'opération	Ouverture de XXX			x			
lundi 11 mai 15	EC	219	Description du contenu, de l'opération		x		x		x	
lundi 18 mai 15	ATT	220	Description du contenu, de l'opération			x		x		x
lundi 25 mai 15	FINI	221	Description du contenu, de l'opération				x			
lundi 1 juin 15	EC	222	Description du contenu, de l'opération		x		x		x	
lundi 8 juin 15	FAIT	223	Description du contenu, de l'opération			x	x			x
lundi 15 juin 15	FINI	224	Description du contenu, de l'opération		x				x	
lundi 22 juin 15	ATT	225	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 29 juin 15	ATT	226	Description du contenu, de l'opération		x	x		x		x
lundi 6 juillet 15	FAIT	227	Description du contenu, de l'opération		x	x			x	
lundi 13 juillet 15	ATT	228	Description du contenu, de l'opération		x		x		x	
lundi 20 juillet 15	ATT	229	Description du contenu, de l'opération		x	x	x		x	
lundi 27 juillet 15	ATT	230	Description du contenu, de l'opération				x			
lundi 3 août 15	NEANT	231	NEANT							
lundi 10 août 15	NEANT	232	NEANT							
lundi 17 août 15	ATT	233	Description du contenu, de l'opération		x	x				
lundi 24 août 15	EC	234	Description du contenu, de l'opération			x	x			
lundi 31 août 15	ATT	235	Description du contenu, de l'opération				x			
lundi 7 septembre 15	ATT	236	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 14 septembre 15	ATT	237	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 21 septembre 15	ATT	238	Description du contenu, de l'opération						x	x
lundi 28 septembre 15	ATT	239	Description du contenu, de l'opération		x	x			x	x
lundi 5 octobre 15	FAIT	240	Description du contenu, de l'opération			x	x	x		x
lundi 12 octobre 15	ATT	241	Description du contenu, de l'opération				x			
lundi 19 octobre 15	ATT	242	Description du contenu, de l'opération		x		x			
lundi 26 octobre 15	ATT	243	Description du contenu, de l'opération		x					
lundi 2 novembre 15	ATT	244	Description du contenu, de l'opération			x				
lundi 9 novembre 15	ATT	245	Description du contenu, de l'opération		x	x	x	x	x	x
lundi 16 novembre 15	ATT	246	Description du contenu, de l'opération							
lundi 23 novembre 15	ATT	247	Description du contenu, de l'opération		x					
lundi 30 novembre 15	EC	248	Description du contenu, de l'opération		x				x	
lundi 7 décembre 15	ATT	249	Description du contenu, de l'opération			x		x		x
lundi 14 décembre 15	ATT	250	Description du contenu, de l'opération				x			

Présenter la liste des Contenus Digitaux par :

- date dans un calendrier
- persona dans une gallery
- produit dans une autre gallery
- producteur dans une liste
- état d'achèvement dans un Kanban
- thème dans une autre liste



Airtable

Personnes

Entités | + Add or import

Views

Grid view

Hide fields

Filter

Group

Sort

Color

I

Share view

Find a view

Grid view

Create...

Grid

Form

Calendar

Gallery

Kanban

Timeline Pro

List

Gantt Pro

Section Pro

	fx Nom Complet	A Prénom	A Nom de famille	
1	Vincent Ertveld	Vincent	Ertveld	Kre
2	Jean Nabuse	Jean	Nabuse	Ad
3	Emma Tome			

Content Marketing Pipeline

Editorial Content Ideas Personas Published Stories Verticals SEO Keywords Series

Using 4 fields and date ranges Filter Sort Color ...

Records are assigned the first color that they match.

Timing your social post... DRAFT

Where Publication Date is within the next week and Status is... ...:

Where Publication Date is before today and Status is not Pu... ...:

Otherwise

+ Add color

Month Two week Today < > October 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

All records

log behind...

trends to ma...

Timing your social post... Oct 13 PUB

2017 tools roundup Oct 23 PUB

5 ways to use data to s... Oct 24 PUB

Data viz for dummies Oct 26 PUB

Has data visualization changed t... Oct 26 PUB

Why everyone... our team nee... Oct 25 PUB

Social media p... Using data tre... Top 10: The ... Why everyone... 5 ways to use... Data viz for d... Data visualizat... The psycholog... Timing your so... Why everyone... Data visualiza... Data viz for du... Data viz week

Using data tre... DRAFT Top 10: The ... DRAFT Why everyone... DRAFT 5 ways to use... DRAFT Data viz for d... EDIT Has data visu... EDIT Top 10: The m... EDIT Data visualizat... PUB The psycholog... PUB Timing your so... PUB Why everyone... PUB Data visualiza... EDIT Data viz for du... PUB Data viz week

2017 tools rou... PUB 5 ways to use ... PUB Why everyone... PUB Data viz for du... PUB Data visualizat... PUB Data viz week

Top 10: The m... PUB Has data visu... PUB Data viz week

AAARRR  
Sales Funnel  
LTV  
TAM SAM SOM  
IS & BP

05.

# DATA

```
0101010101010101010101010101010101010101010101010101010101010101  
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```

# SALES FUNNEL





# AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



# Lead Nurturing

Awareness - Acquisition - Activation  
Retention - Revenue - Referrals



# Funnelytics

funnel  
lytics



# Funnelytics

Cours Live avec Captation



LinkedIn Posts



Montage



Youtube Ads



LinkedIn Post



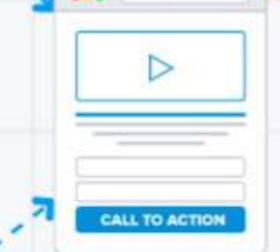
Youtube TikTok



Sortie épisode



Extrait sur chaîne YouTube



Blog Post



TwitterLinkedIn Post



LinkedIn Outreach



LinkedIn Post



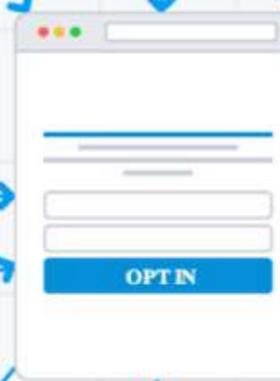
Facebook Ads



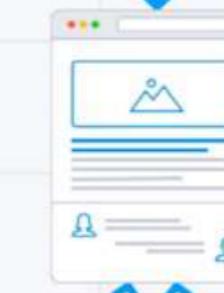
Compte Formateur



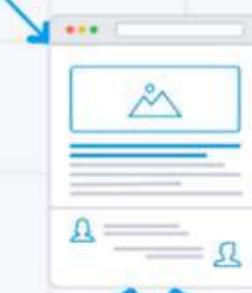
Cours écrit



Blog Post



Blog Post



TwitterLinkedIn Post





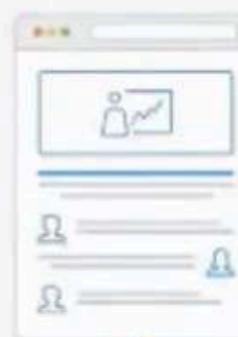
Numbers

Flow

Forecast



VACARME : Enregistrement Live



Montage

Email



LinkedIn Post



LinkedIn Outreach



LinkedIn Post



Facebook Ads



LinkedIn Post



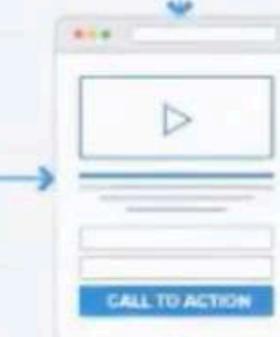
Email



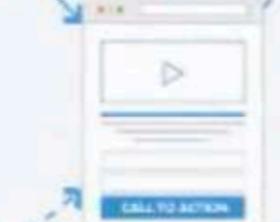
Youtube Ads



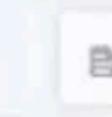
Sortie épisode



Extrait sur chaîne YouTube



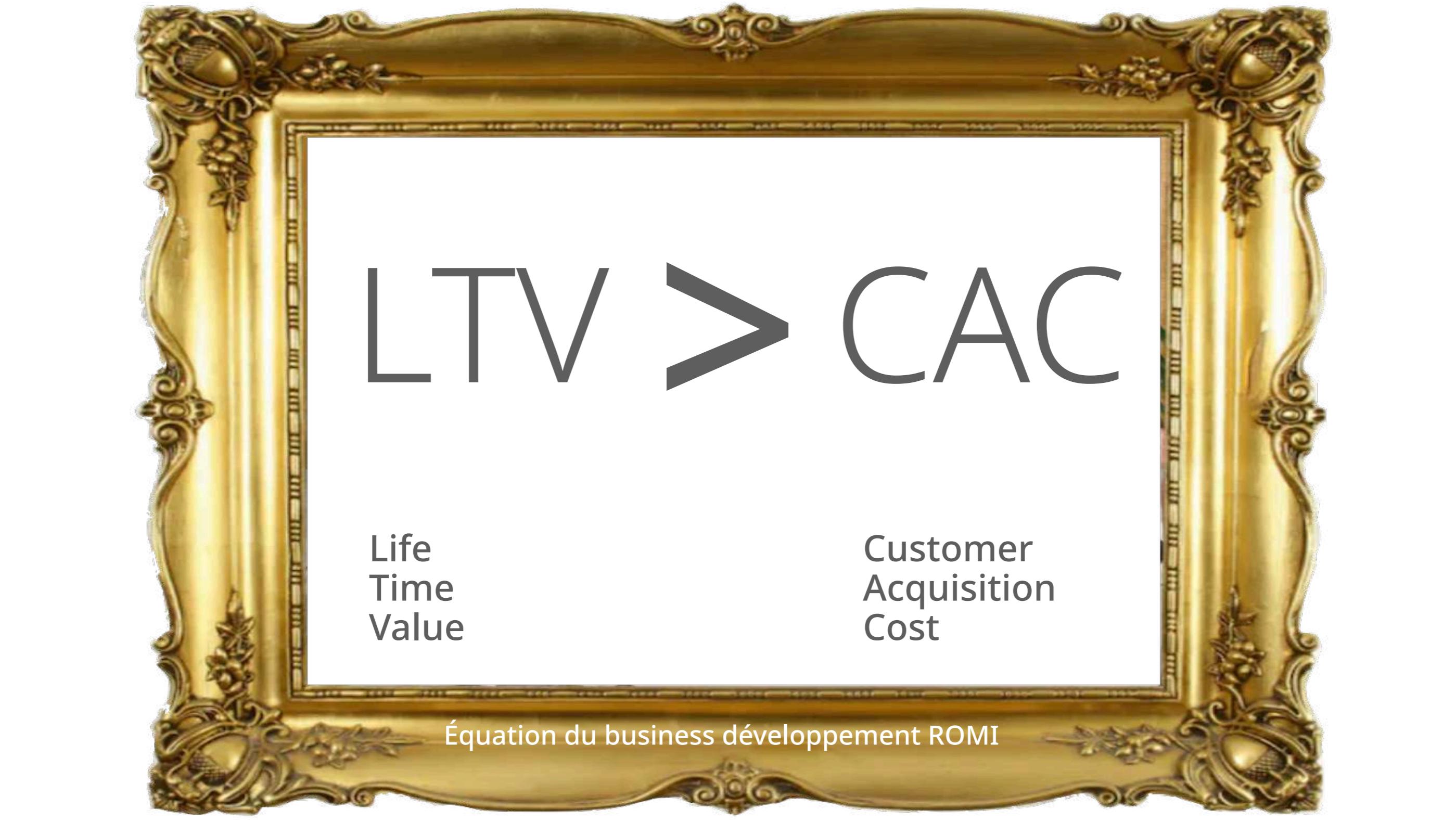
Twitt!linked!Facebook Post Twitt!linked!Facebook Post Twitt!linked!Facebook Post



Auteur



Business plan / Income Statement	Periode 1	Periode 2	Periode 3
Chiffre d'affaires / Ventes / Revenu / Net sales			
Coût de production / Coût des marchandises / Négoce Achat / Prix de revient / Cost of Sales			
<b>Marge Brute / Marge commerciale / Gross Profit</b>			
Frais de commercialisation et R&D/ selling operating expenses - R&D			
Frais généraux / Charges d'exploitation / Dépenses administrative / General Expenses			
<b>Marge-Bénéfice d'exploitation / Operating income / EBIDTA</b>			
Frais financier / interest expense			
Provision et Taxes / Provision and income taxes			
<b>Bénéfice Net courant / Net income</b>			



**LTV > CAC**

Life  
Time  
Value

Customer  
Acquisition  
Cost

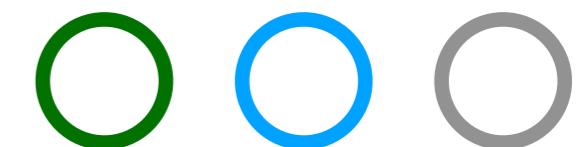
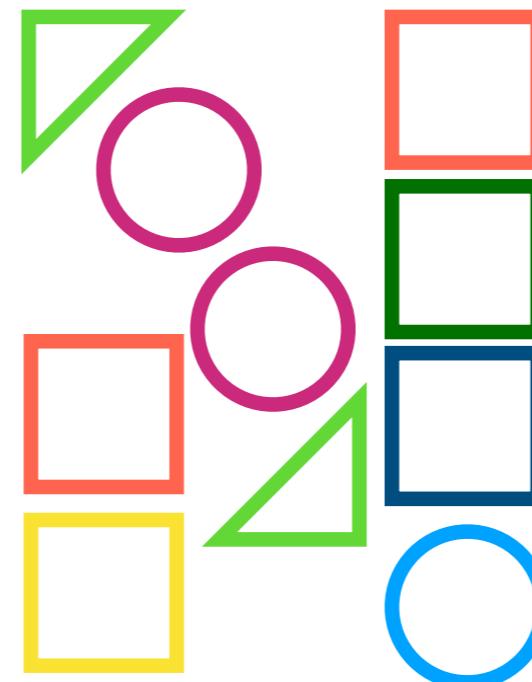
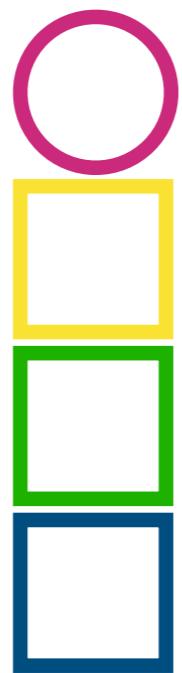
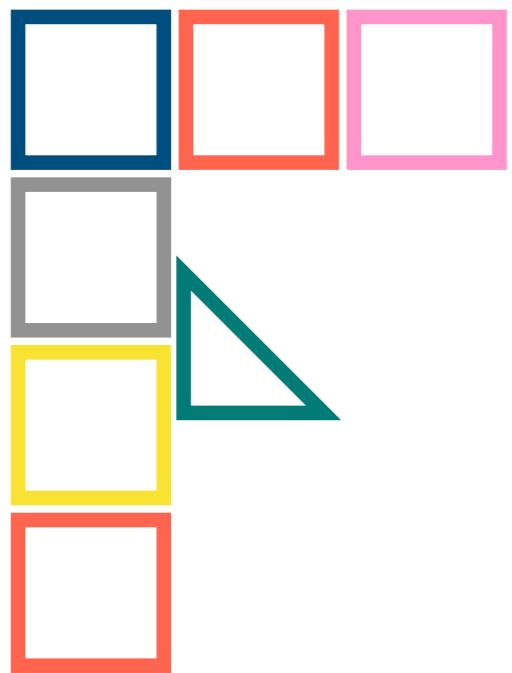
Équation du business développement ROMI

**LTV > CAC**

**Life  
Time  
Value**

**Customer  
Acquisition  
Cost**

**Équation du business développement ROMI**



**transformation**  
**DIGITALE**





# Transformation Digitale

TRANSITION - PRODUIT

TRANSITION - MARKETING & PROCESS

# Transformation Digitale

PRODUCT  
MARKETING & PROCESS



## **TRANSITION Produit - Service - Offre**

Innovation - Numérique - NBIC  
Value Proposition  
Product management - Fabrication



## **Durabilité - Empreinte CO2**

Frugalité - Responsabilité  
Écosystème  
RSE - CSRD



## **UX - CX**

La voix du client - Expérience fluide  
Marketing digital - Communication digitale  
Omnicanalité



## **TRANSITION Méthodes - Process**

Outils numériques & Agilité  
Management - Travail - RH  
Finance & Supply Chain



**1**

## **MARKETER**

MARKETING INTERNE  
INFILTRER LA CULTURE  
ANALYSE DE MARCHÉ  
BUSINESS INTELLIGENCE  
VALUE PROPOSITION  
CRÉATION DE L'UX-CX



**2**

## **COMMUNIQUER**

CHOIX DES CANAUX  
CHOIX DES MESSAGES  
MESURE DE LA DIFFUSION  
MQL



**3**

## **VENDRE**

BOTTOM FUNNEL  
SQL  
LEAD NURTURING  
CLOSING



1 marketer.  
2 communiquer  
3 vendre

l'innovation

1

2

3

MARKETER L'INNOVATION  
COMMUNIQUER  
VENDRE



MARKETER  
L'INNOVATION

2

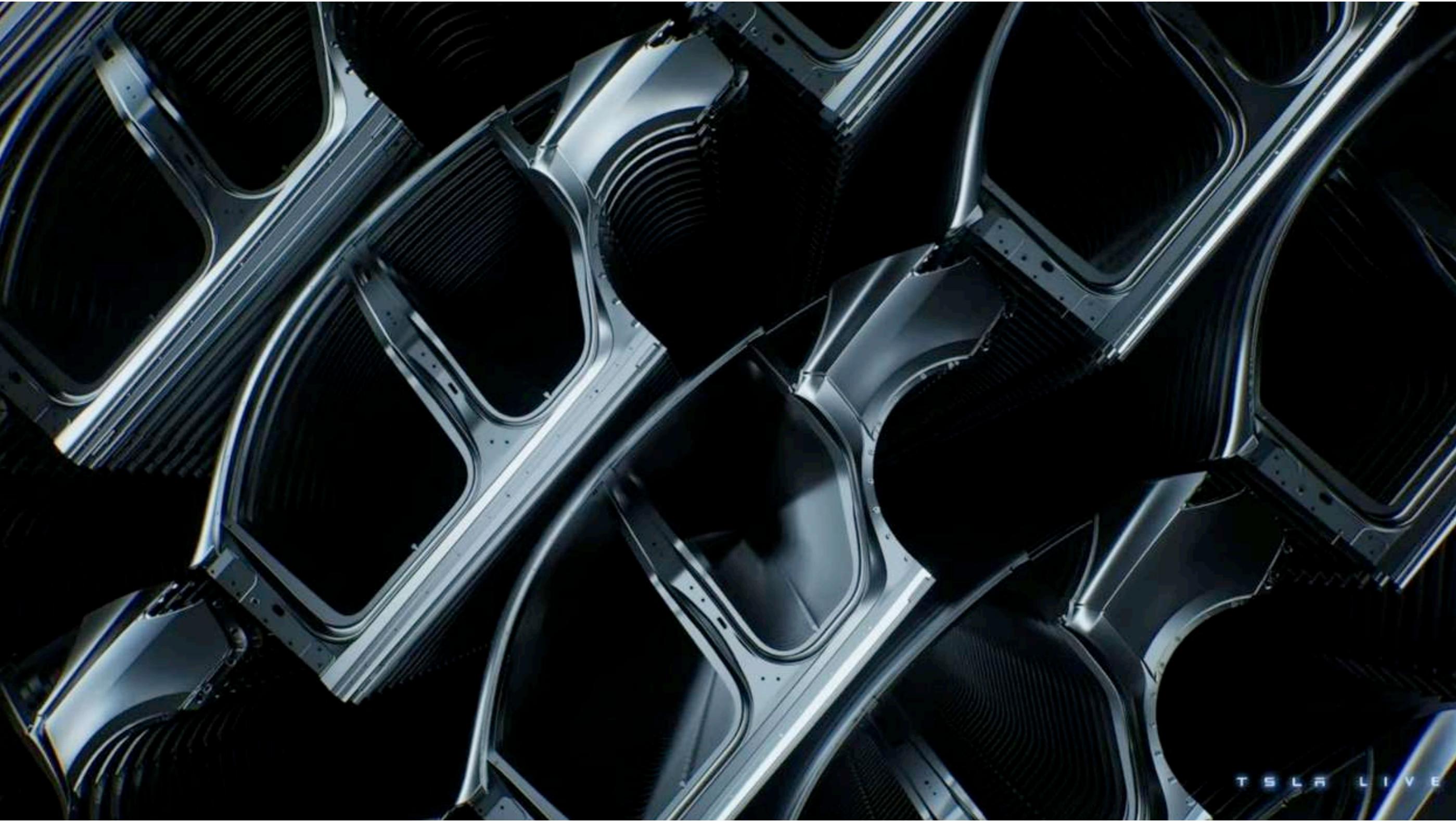
# COMMUNIQUER L'INNOVATION

3

VENDRE  
& RENTABILISER  
L'INNOVATION

master

plan

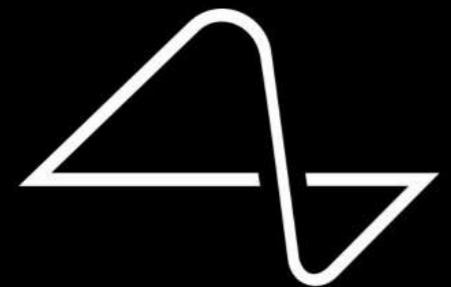


TSLA LIVE

# Master Plan 3

Sustainable Energy For All of Earth

XI

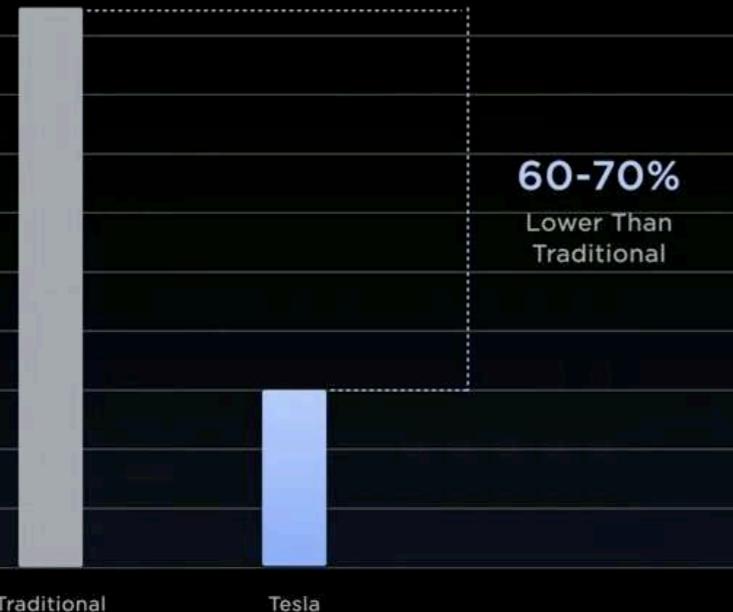


X



## Reducing SG&A per Car Enabling Improved Affordability

Selling, General & Administrative Expenses per Vehicles



Tesla Electric Rollout Plan

Coming in July to Texas

**Unlimited overnight home charging**

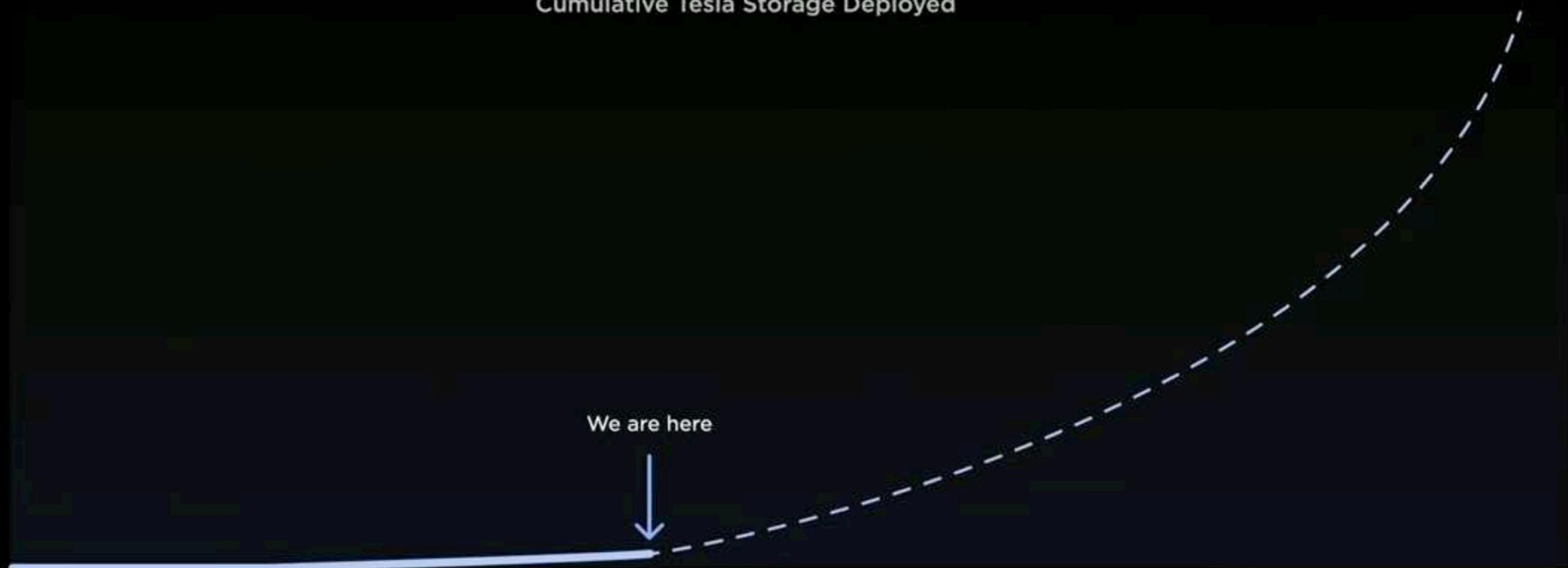
\$30/month

TESLA LIVE

A photograph of a black Tesla Model S sedan connected to a charging station via a cable. The car's rear light cluster displays a green "Charging" indicator. The background is dark, suggesting an indoor garage or parking area.



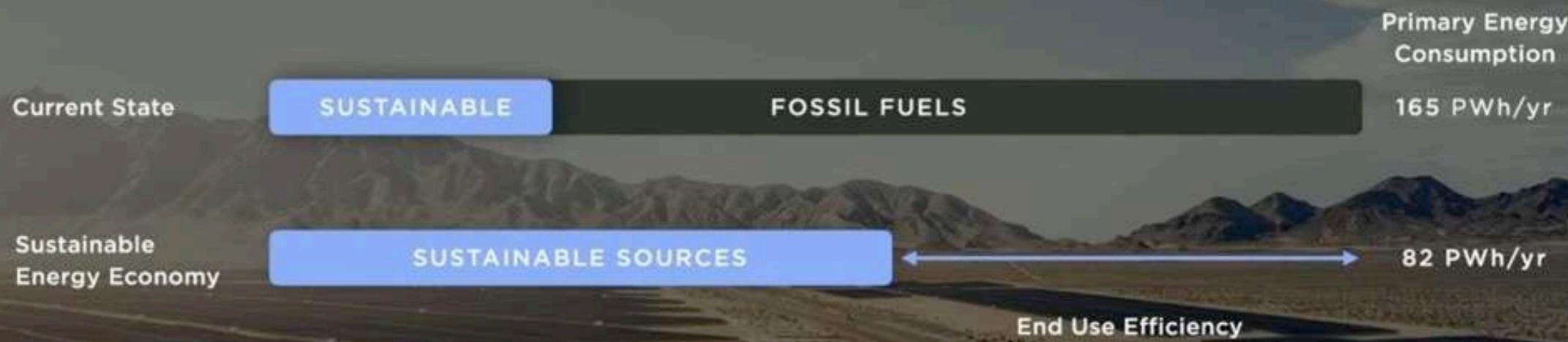
# This Is Just the Beginning



Focus on Building Capacity & Ramping Fast

Tesla Is an Electricity Retailer

# A Sustainable Energy Economy Is Within Reach & We Should Accelerate It



# A Sustainable Energy Economy Is Within Reach & We Should Accelerate It

HOW THE MASTER PLAN WORKS

240TWh

Storage

30TW

Renewable  
Power

\$10T

Manufacturing  
Investment

1/2

The Energy  
Required

<0.2%

Land Area  
Required

10%

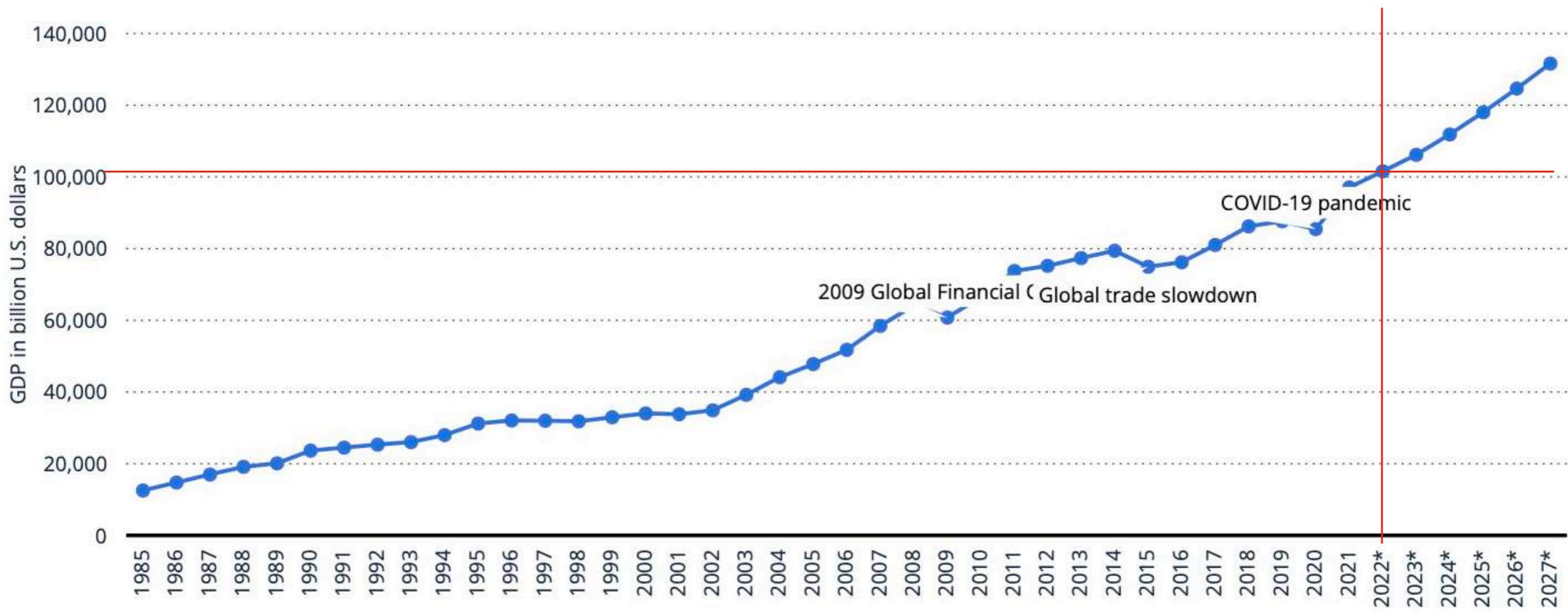
2022  
World GDP

ZERO

Insurmountable  
Resource Challenges

# Global gross domestic product (GDP) at current prices from 1985 to 2027 (in billion U.S. dollars)

Global gross domestic product (GDP) 2027



# The Plan To Eliminate Fossil Fuels

Reduction In  
Fossil Fuel Use

35%

21%

22%

17%

5%



Renewably Power  
The Existing Grid

Displaced  
Fossil Fuels



Switch to  
Electric Vehicles

28 PWh/yr



Switch to  
Heat Pumps

29 PWh/yr



High Temp Heat  
Delivery & Hydrogen

22 PWh/yr



Sustainably Fuel  
Planes & Boats

7 PWh/yr



PREMIUM



# STARLINK PREMIUM



SWARM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

# CONCLUSION

Health-Tech 2024

fail fast

INNOVATION

plus tard c'est trop tard



# innovation versus progrès

Health-Tech 2024

CHOIX  
INNOVATION  
PROGRES

The background of the image features a complex, overlapping network of thin, curved lines in various colors, primarily red, blue, and black. These lines are densely packed and form a grid-like pattern that spans the entire width of the image. The lines intersect at various points, creating a sense of depth and complexity. The overall effect is reminiscent of a scientific visualization or a stylized abstract artwork.

“

NBIC

**Le futur est déjà là ; mais il  
n'est simplement pas réparti  
équitablement**



William Ford Gibson (1948-) cyberspace noir prophet

”

# #TRANSFORM ation digitale

## 1/ New Marketing

New mix, new def, new positioning, new taxonomy

## 2/ NewWorld Innovation

Révolutions industrielles  
NBIC  
IA WEB3

## 3/ New digital Strategy

ArtOfWar  
VUCA  
AAARRR

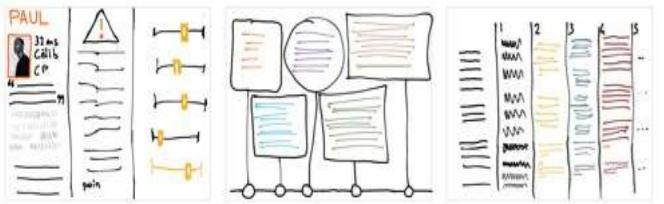
## 4/ New Digital Plan

Persona  
Customer Journey  
Calendar

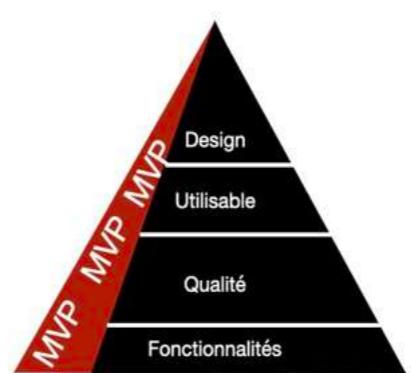
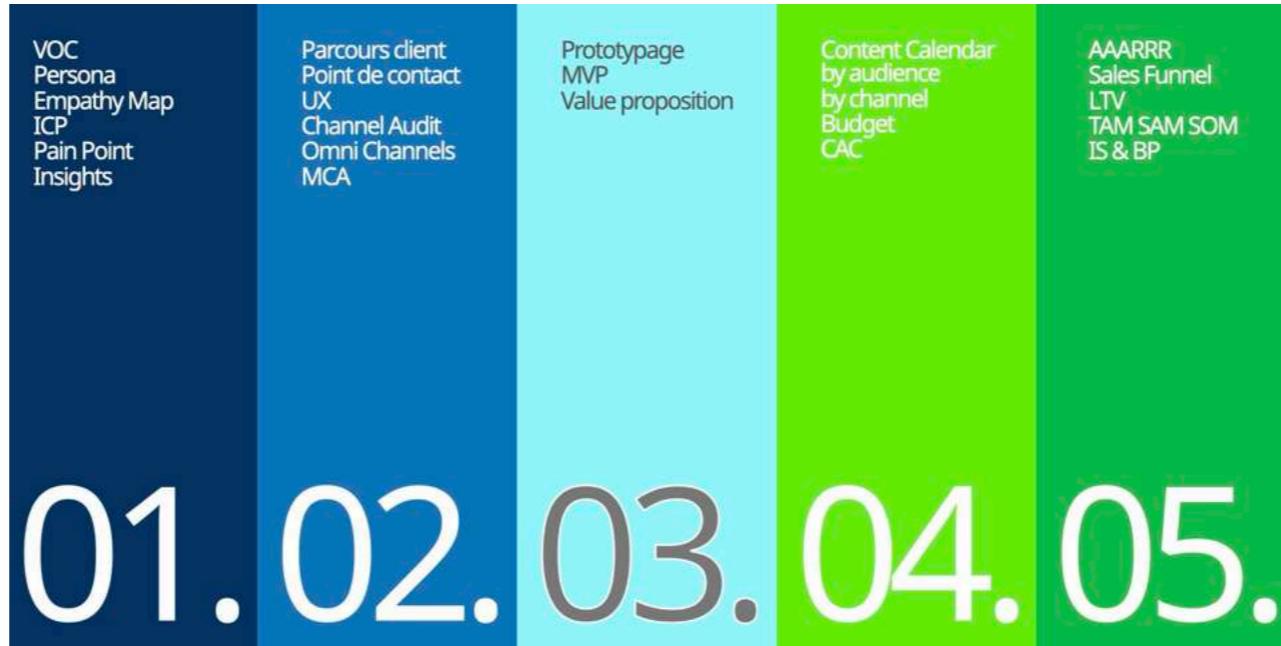
## // REDPILL

Are you RED/BLUE pill?

**#ARE YOU  
transformed?**



1 marketer 2 communiquer 3 vendre





You will  
take well  
a tablet  
red !

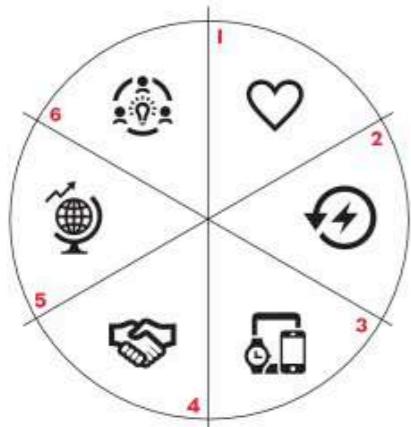


That's all folks!

Act  
Think  
Impact



# L'école en quelques chiffres.



6 EXPERTISES DE RECHERCHE

6 CHAIRES

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE: RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

DE PROFESSEURS INTERNATIONAUX

Ouverture en 2014

PARIS

2 CAMPUS EN FRANCE

Ouverture en 1984

GRENOBLE

2 CAMPUS EN FRANCE

COLLABORATEURS

PROGRAMMES DE FORMATION

50

46%

500

125

143

NATIONALITÉS REPRÉSENTÉES AU SEIN DE L'ÉCOLE

UNIVERSITÉS INTERNATIONALES PARTENAIRE

PARTICIPIENTS EN FORMATION Continue

7000

250

1000

PROFESSIONNELS D'ENTREPRISE QUI PARTICIPENT À LA VIE DE L'ÉCOLE

ENTREPRISES PRÉSENTES SUR LES FORUMS DE RECRUTEMENT DE L'ÉCOLE

CADRES PRÉSENTS LORS DES JURYS D'ENTRÉE ET DE SORTIE

8000

ÉTUDIANTS DONT 3300 INTERNATIONAUX ET 150 SPORTIFS DE HAUT NIVEAU

33000

DIPLOMÉS

8000

ÉTUDIANTS DONT 3300 INTERNATIONAUX ET 150 SPORTIFS DE HAUT NIVEAU

33000

DIPLOMÉS



En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

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