



EP01

NewMarketing

UX

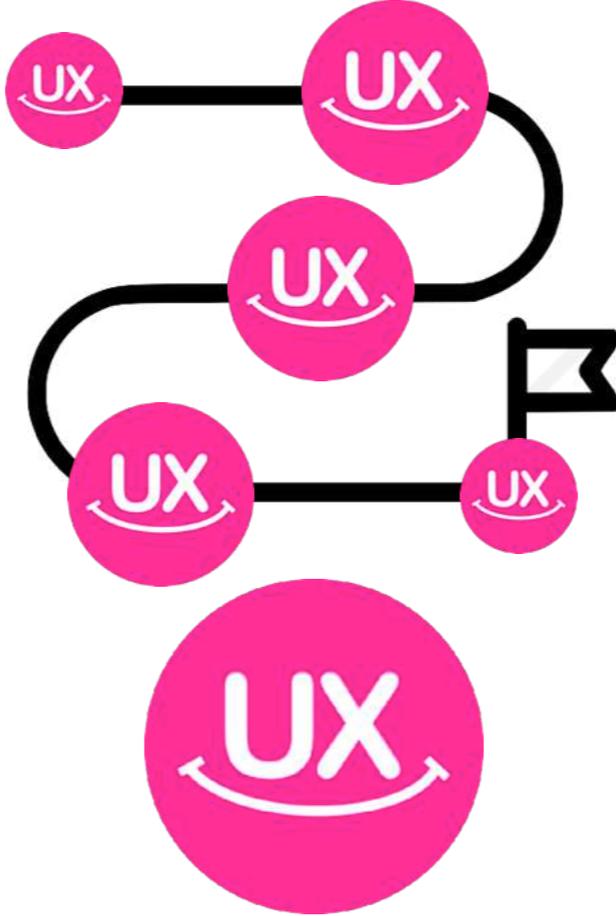
The image features three tall, fluted ancient Greek columns, likely Doric, set against a clear, bright blue sky. The columns are arranged in a slightly receding line from left to right. The text '3 PILLIERS DU DIGITAL' is overlaid in a large, bold, black sans-serif font across the center of the image. The word 'DIGITAL' is on a second line, directly below 'PILLIERS DU'.

3 PILLIERS DU DIGITAL

1



2



3

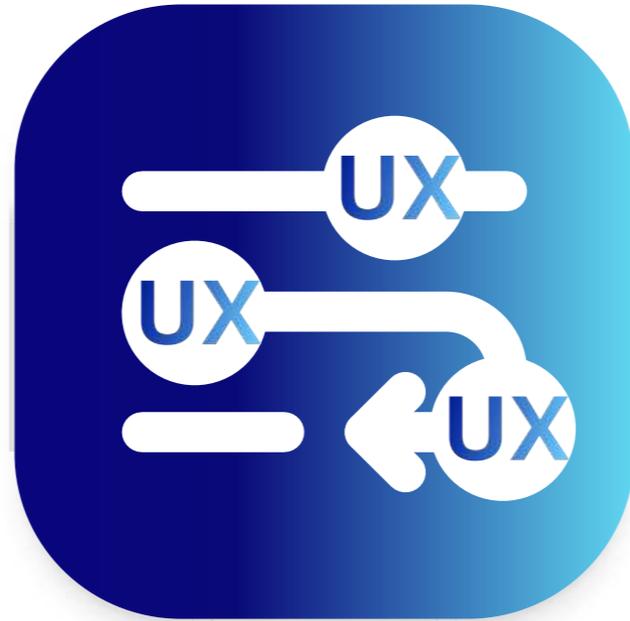
0110
1001
1010

1



user

2



parcours

3



data



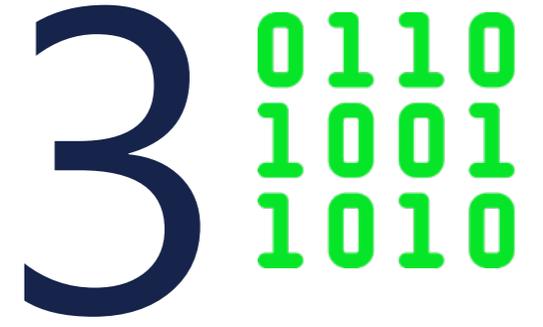
customer obsession

persona
user centric
attention de l'utilisateur
besoin utilisateur
pain point / problème
collaborateur/manager/équipe
cible / segment
GEN BXYZ α
proposition de valeur
offre : value prop
cas d'usage



parcours / UX

Journey / Parcours
Attention
Point de contact
Touchpoint
publicité / SAV
téléphone
conversation
sans couture
sans défaut
sans friction
différentiation
pain killer / candy / vitamine



DATA

IOT
Connexion 4G
WiFi / BLE
capteur
tacking, tracing
IOB
NPS / MCA
IA / ML
DataLake
5V
Mesure de l'attention

1



Le WEB sans cookie, nous oblige à reconnaître nos utilisateurs... ou à les perdre
TRANSPARENCE

Digital = Data

2



De plus en plus de données et de plus rapide.

**Digital
Accélération**

3



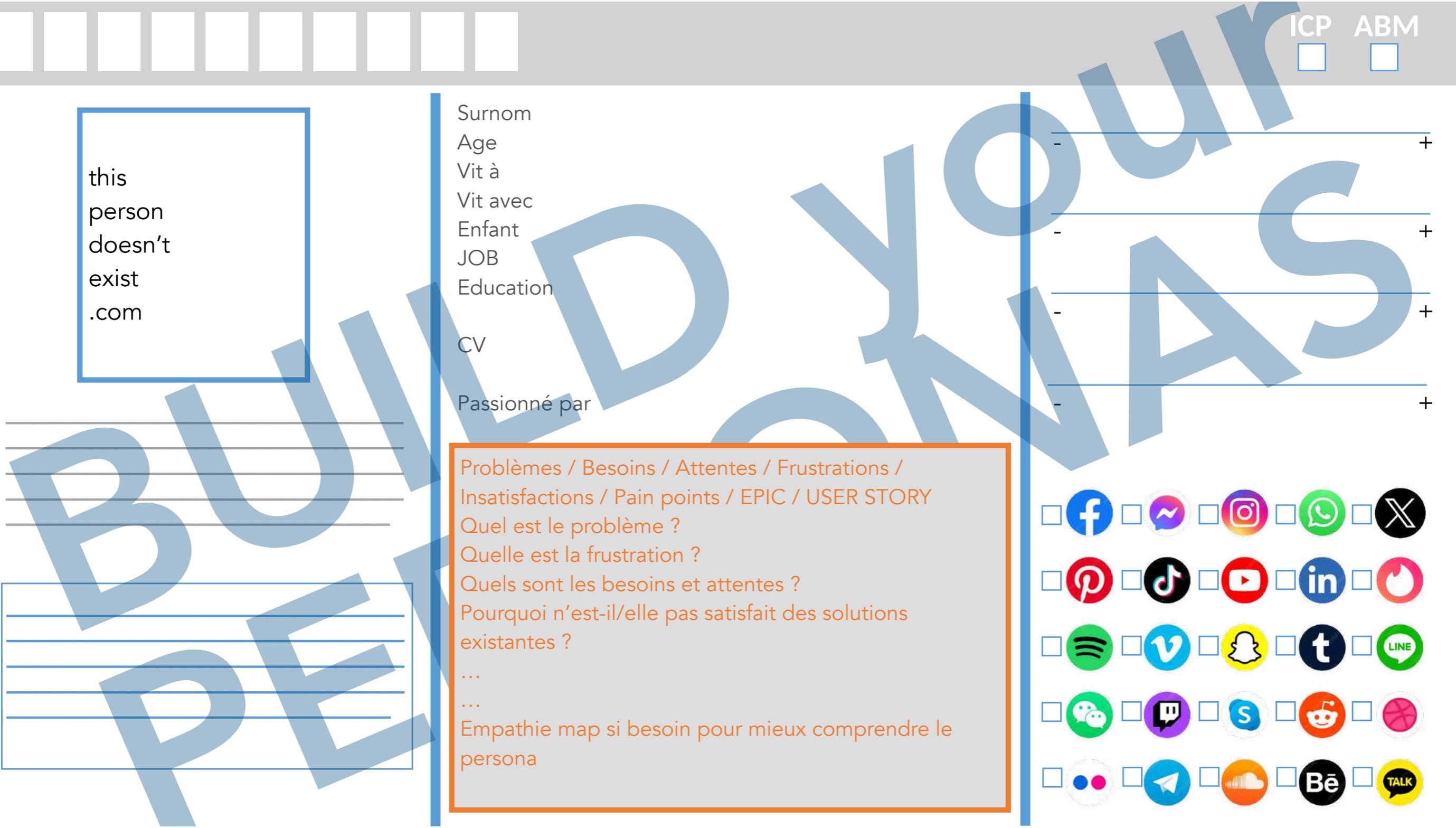
this person doesn't exist .com

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

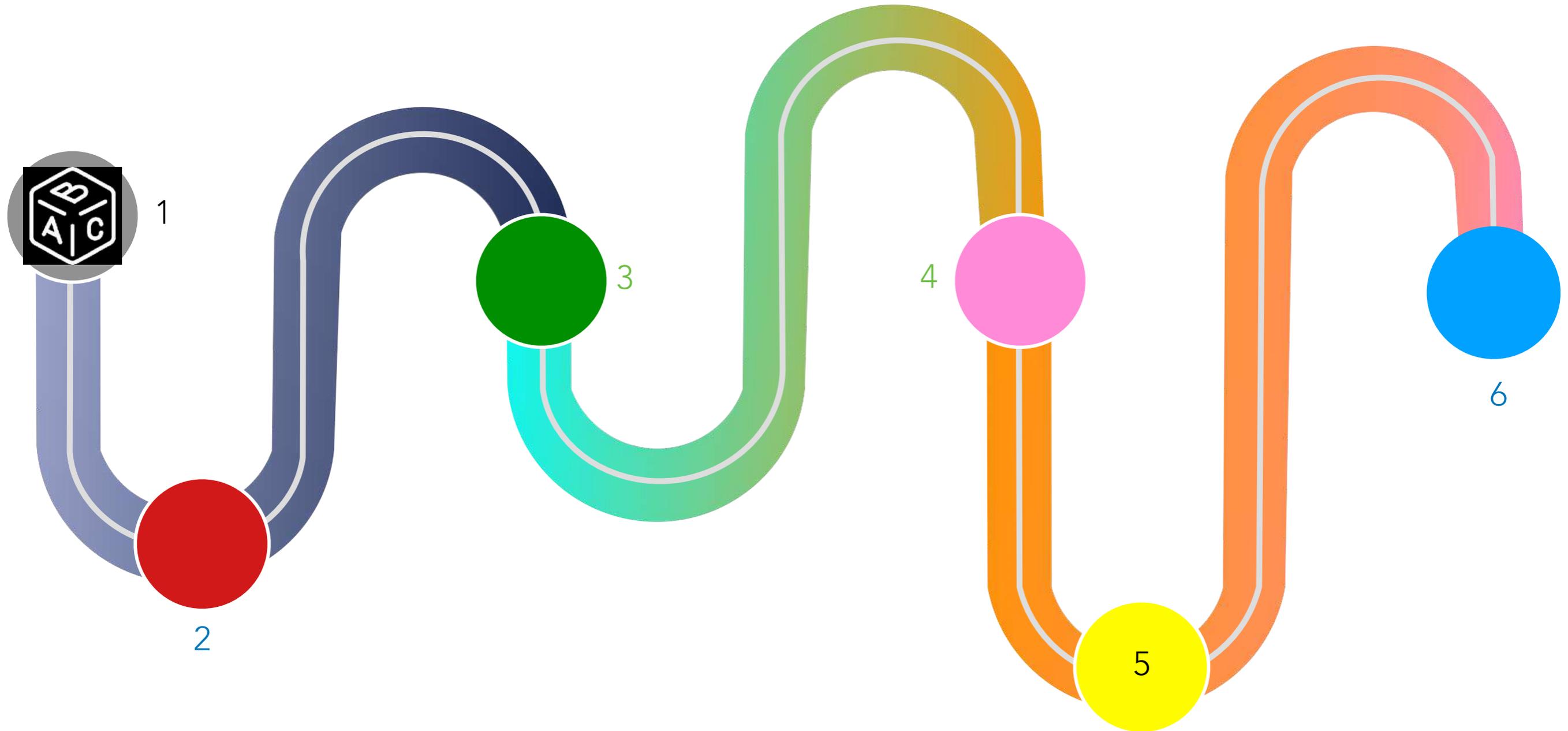
- +
- +
- +
- +
- +

Horizontal lines for notes on the left side.

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



Parcours Client / customer journey



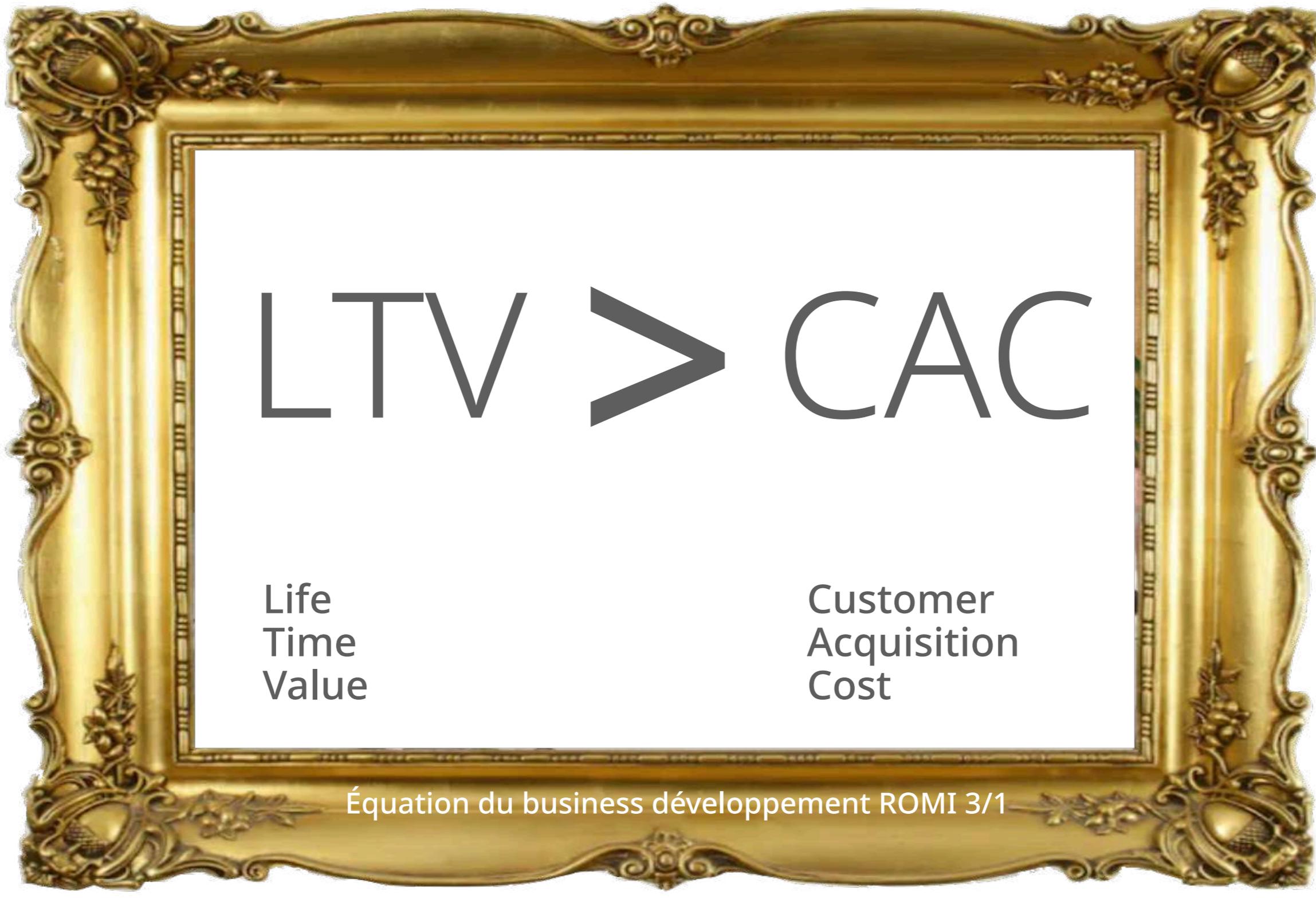


@kratiroff

NPDS
Qr-Code

AB test

GA4

An ornate, gold-colored frame with intricate scrollwork and floral patterns surrounds the central text. The frame has a double-line border with decorative elements at the corners and midpoints.
$$\text{LTV} > \text{CAC}$$

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI 3/1



transformations

DIGITALES

numériques

transformations
DIGITALES
NBIC NATIA
robot quantique





Transformations Digitales

TRANSITION - PRODUIT - OFFRE - PROPOSITION

TRANSITION - MARKETING - COM - PROCESS



Produit - Service - Offre

IA - Innovation - Numérique -NBIC - NAT
Value Proposition - Fabrication
Product management - Technologie



Durabilité - Empreinte CO2

Frugalité - Responsabilité
Écosystème - Smart Grid - RSE - CSRD



UX - CX

Expérience fluide - Personnalisation
Omnicanalité - La voix du client (VOC)



Méthodes - Marketing

Outils numériques - Agilité - Scrum
Digital Marketing - Communication digitale
R&D



Transformations Digitales
MARKETING - PROCESS - RH
Management - Supply - FINANCE



TRANSITION Produit - Service - Offre

Innovation - Numérique - NBIC - IA
Value Proposition + Supply + Tracking
Product management - Fabrication



Durabilité - Empreinte CO2

Frugalité - Nouvelles énergies
Écosystème - Déchet - H2 - Pompe à Chaleur
RSE - CSRD - ESG



EX

Expérience fluide d'onboarding
Remote Télétravail
Omnicanalité



TRANSITION Méthodes - Process

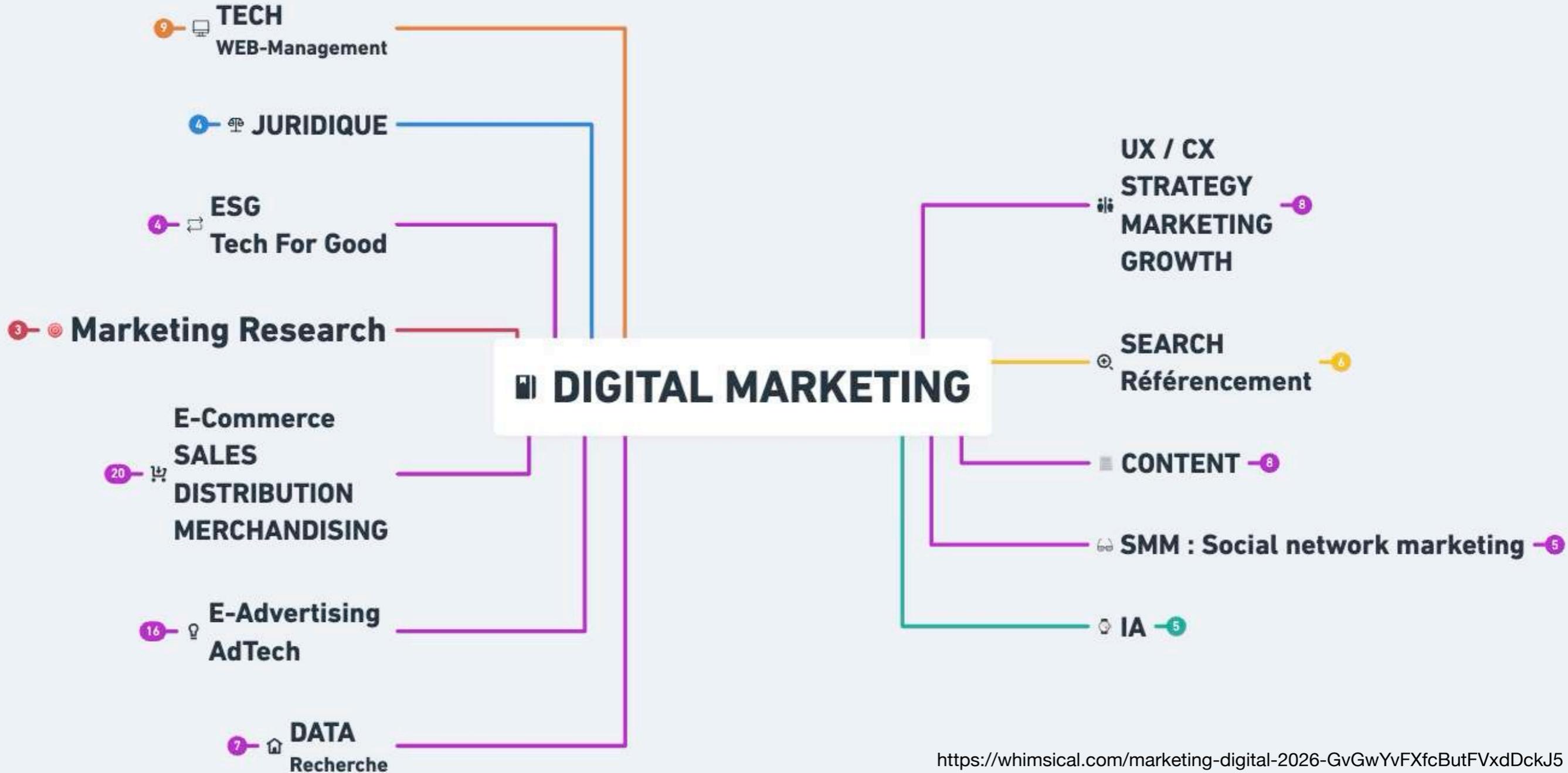
Outils numériques & Agilité
Management - Travail - RH
Finance & Supply Chain
Management - Travail



Taxinomie du Marketing Digital



Whimsical



ESG

RSE - durabilité - empreinte CO2

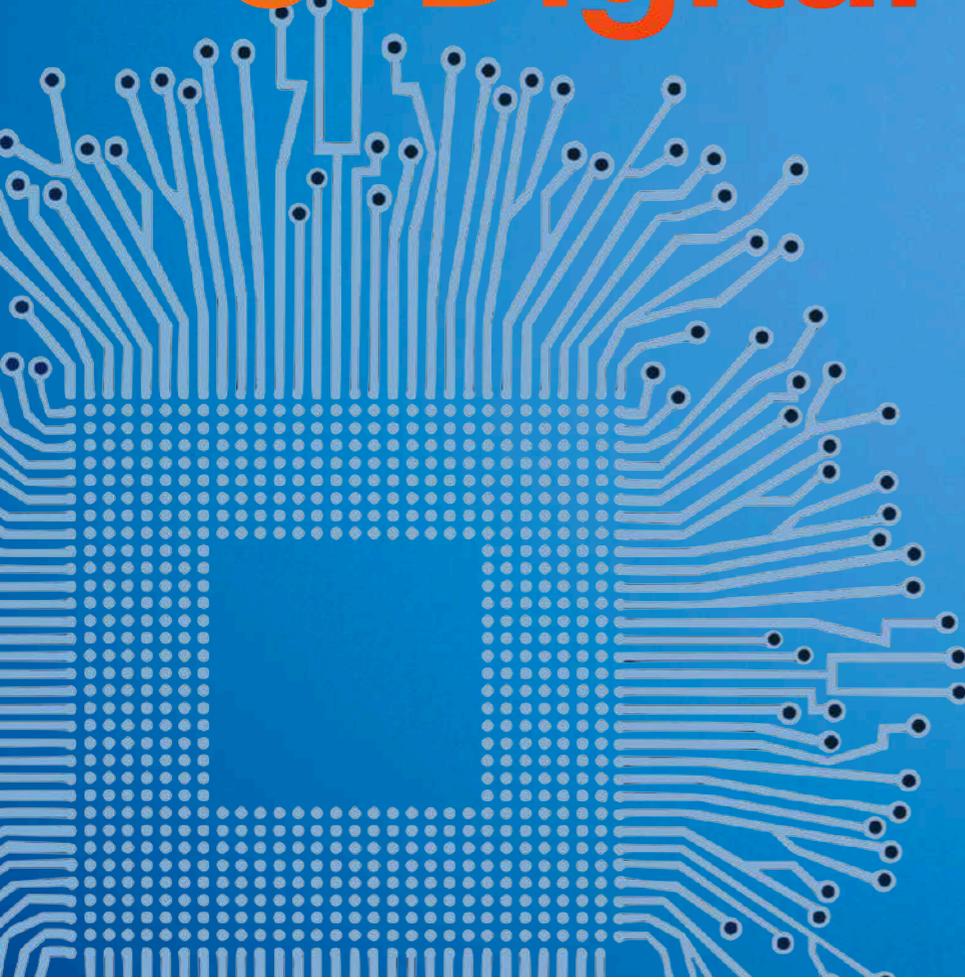


Monde Numérique et Digital

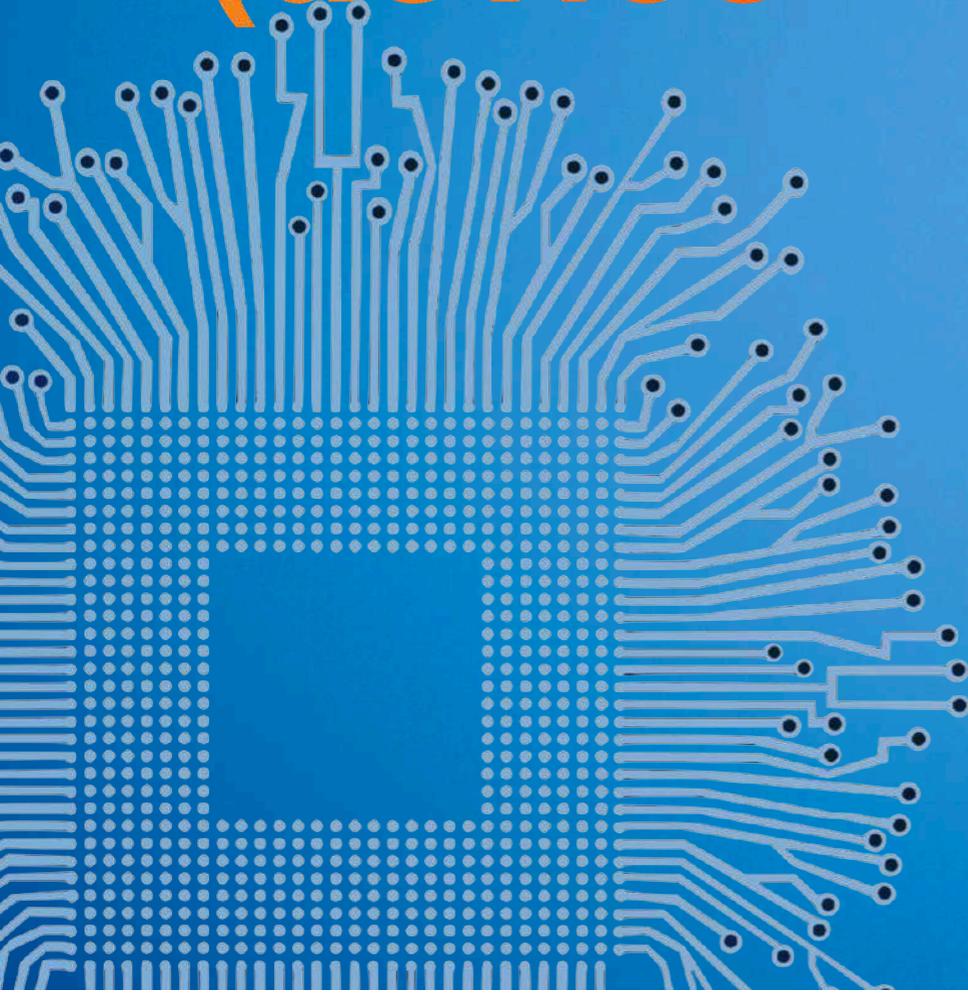
Total Aviation Mondiale



41



Numérique et Digital (device + stock + flow)



4/



20W



consommation en watt du cerveau humain = 20W



MAGA
Drill, baby, drill

14:01

Here
Don't need to drill
We have space
We have non CO2 electricity
so

✓✓ 14:05 ✓✓

Plug, baby, plug

✓✓ 14:21

?

14:26

F***
What do you mean

14:39

French Stargate
is ready to take off

14:58

« *Drill, baby, drill* »

« Plug, baby, plug »

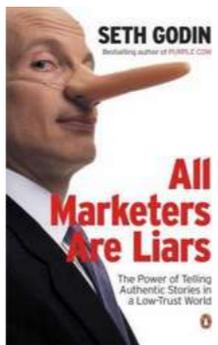
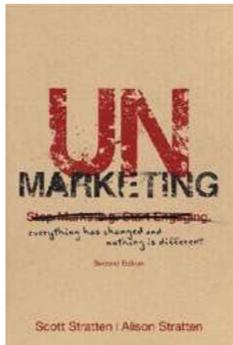
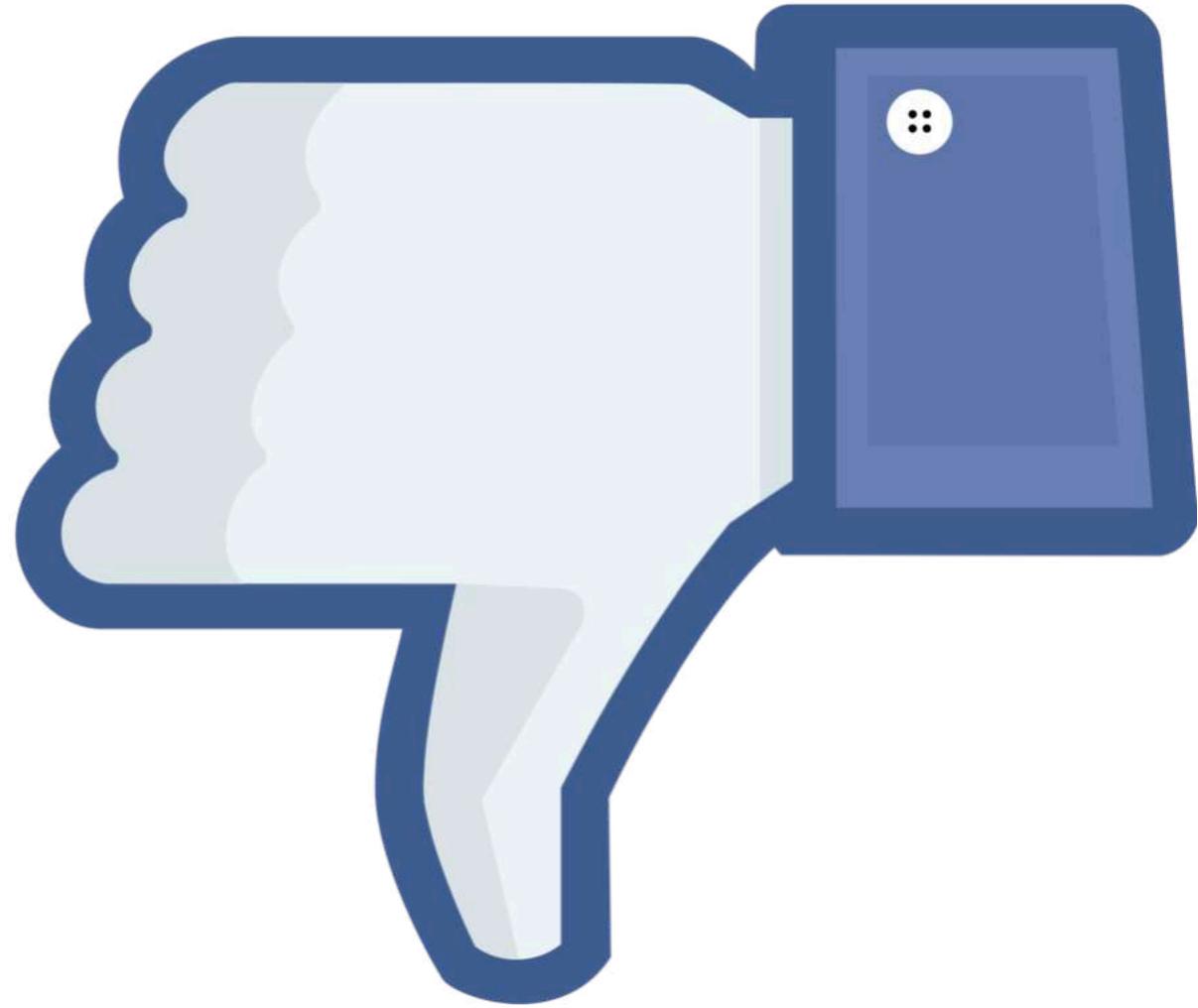
LEÇON INAUGURALE

...DU MARKETING EN GÉNÉRAL



COLLÈGE
DE FRANCE
— 1530 —

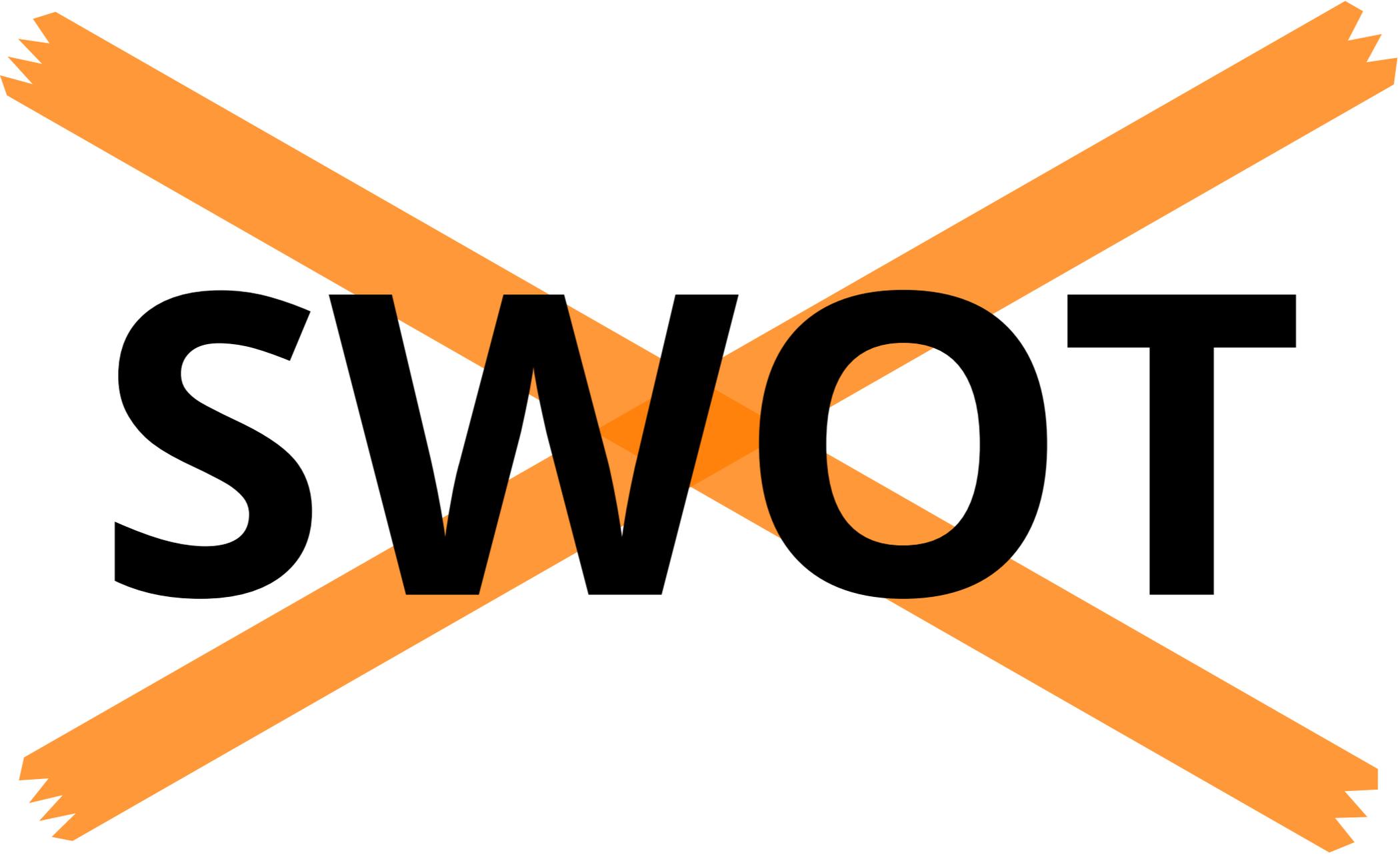
Marketing sucks



Méfiez-vous des recettes des années 60

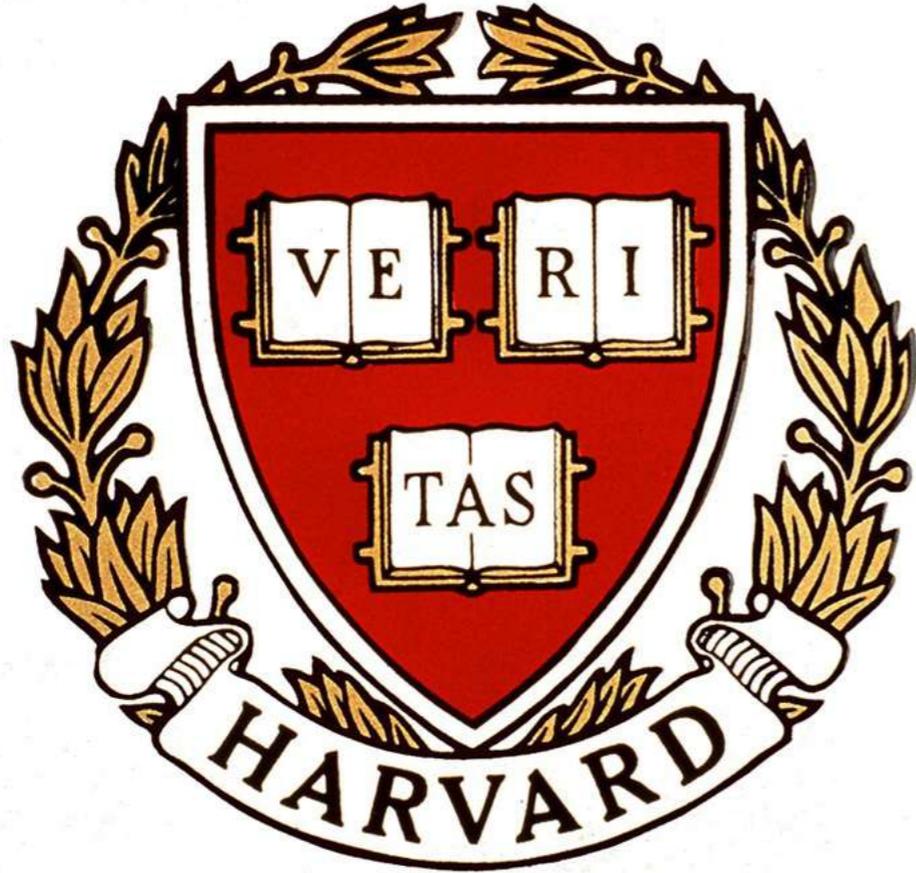
- 4P de Jerome McCarthy (1960)
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955)/ BON -
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve
cognitif / conatif / affectif
- SONCAS / AIDA

WUOL
COMIC



SWOT

HBS



HBR



HBR.ORG

Harvard Business Review

JULY-AUGUST 2014

94 Strategy
Four Paths to Business Model Innovation
Karan Girotra and Serguei Netessine

104 The HBR Interview
Lenovo CEO
Yang Yuanqing on the PC's Future

42 The Big Idea
The Crisis in Retirement Planning
Robert C. Merton

THINK FEEL DO

The New Basics of
MARKETING

WUJCA

~~SWOT~~

Volatilité

Incertitude

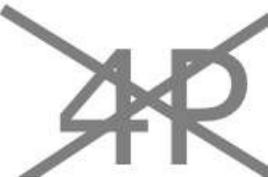
Complexité

Ambiguïté



M3 - MMM - Modern Marketing Model

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



DEEF

marketing

**créer de la valeur
pour l'écosystème,
le client et
l'entreprise**

marketing

créer de la valeur

pour le client,

l'écosystème et

l'entreprise

marketing

**créer de la valeur
pour l'entreprise,
le client,
et l'écosystème**

marketing
recherche

de la valeur

pour tous



hubert**krati**roff

3 lois du marketing



ROB IT
TO GET IT.



#1

**Proposer
des offres
qui plaisent
aux
utilisateurs**

#2

**Vérifier
que les
marges
permettent
un profit**

#3

***« Oublier
les
deux
premières
règles »***



#1

**Marketing
de la
DEMANDE**

VOC

#2

**Profit =
Chiffre
d'affaires**

>

Charges

#3

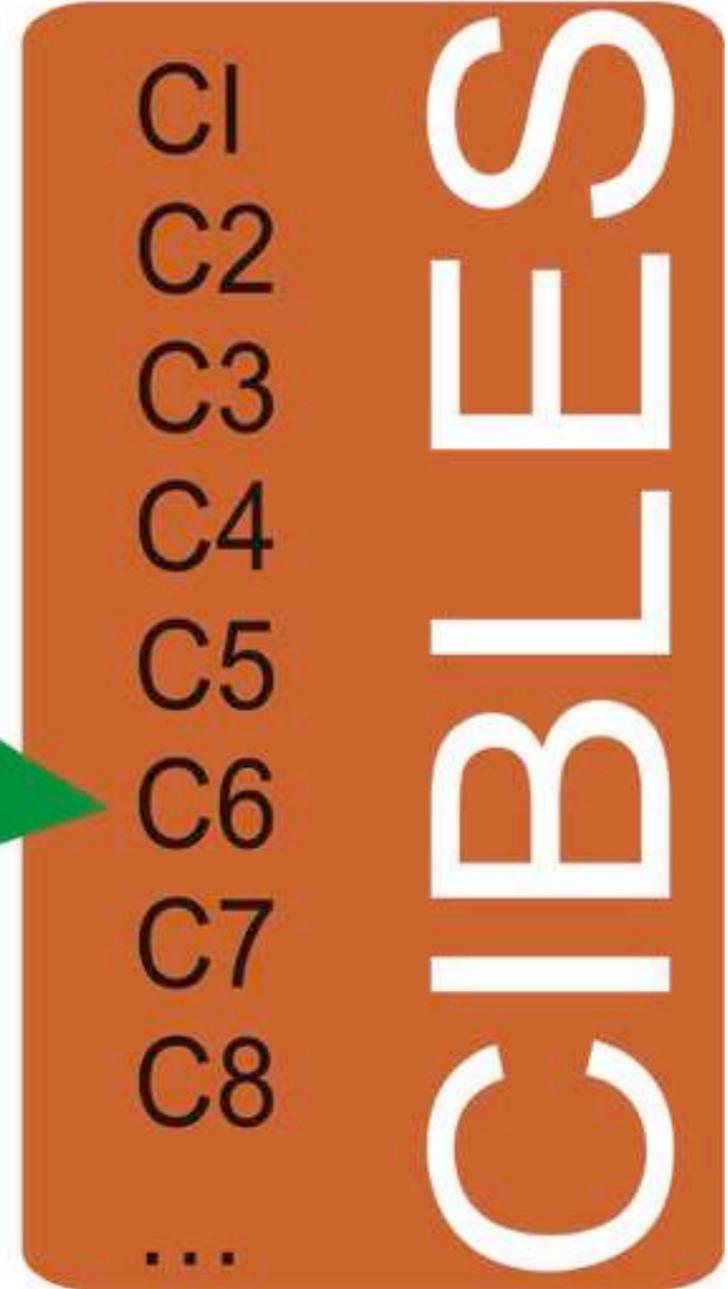
*Originalité
Remarquable
Branding
Différentiable
Unique
Marketing de l'offre
Investissement
Innovation
Positionnement
Ne pas plaire à tout
le monde*

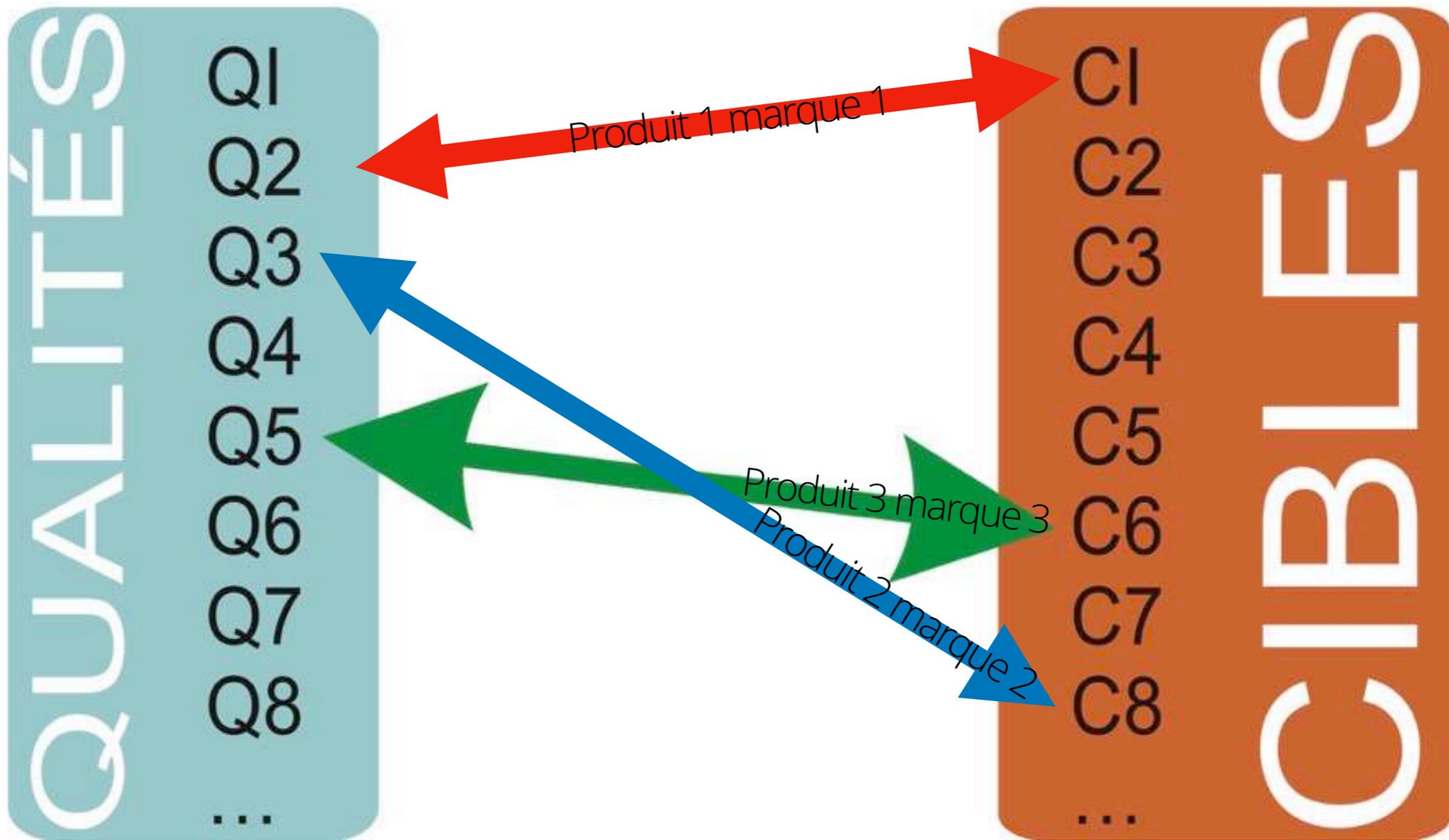
*Discipline reine du
marketing*

=

Positionnement

POSITIONNEMENT BIJECTIF

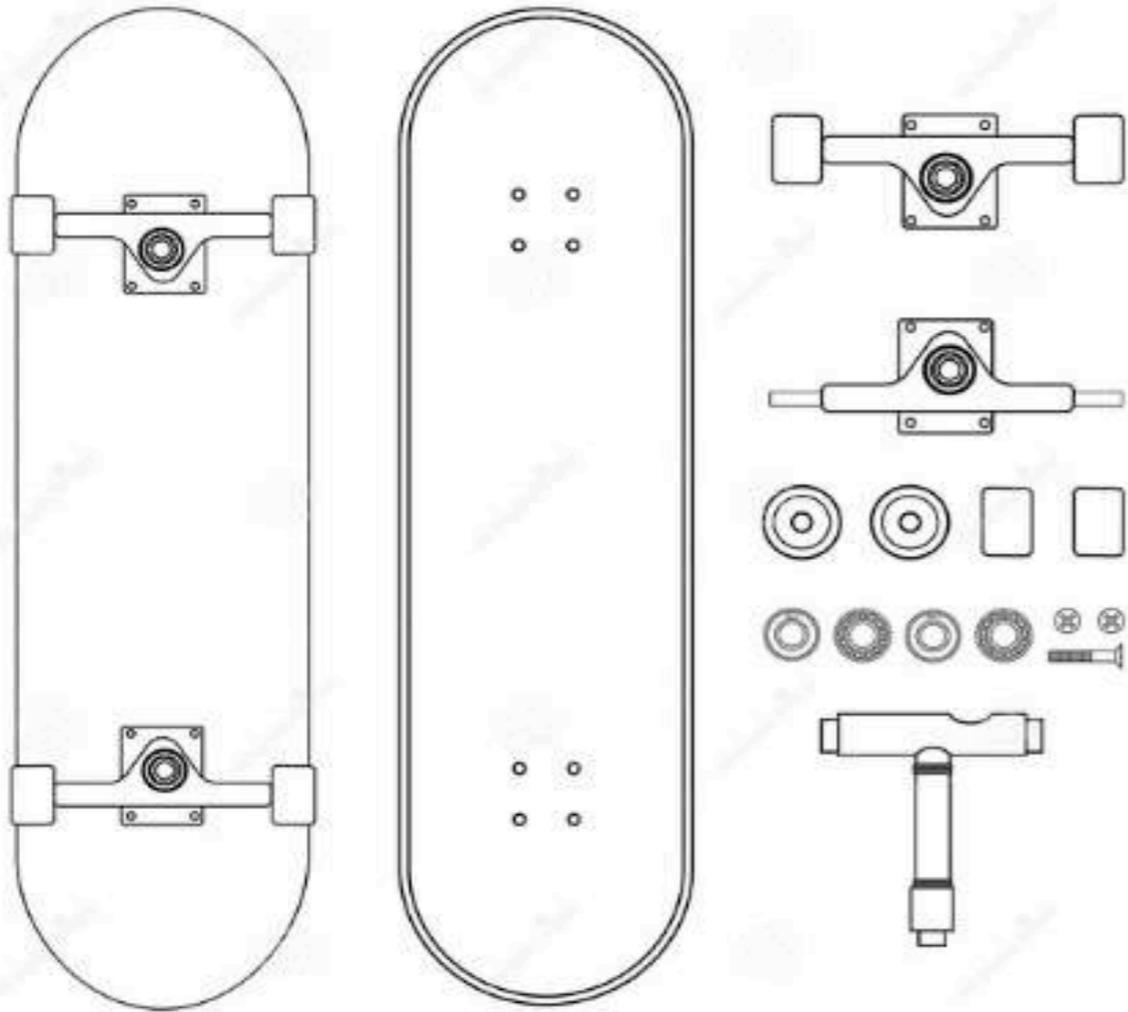




3 produits - 3 marques
3 propositions de valeur ≠

Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this





Know Your Customers' "Jobs to Be Done"

<https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

Is innovation inherently a hit-or-miss endeavor? Not if you understand why customers make the choices they do. by Clayton M. Christensen, Taddy Hall, Karen Dillon and David S. Duncan

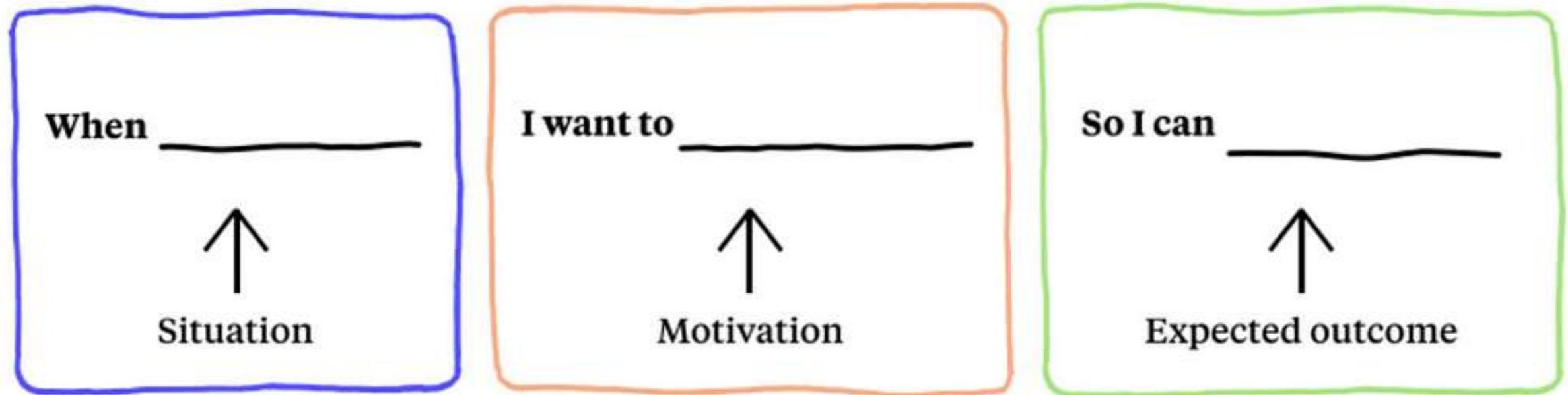
From the Magazine (September 2016)



JTBD

Jobs to Be Done

Hiring a product to complete a task



User Story + Epic

VALEUR RÉELLE



VALEUR PERÇUE



PROBLÈME DE COMMUNICATION



Adresser
une qualité
à une cible

branding

vs.

marketing

option #1

vs.

option #2

branding

marketing

marketing

distri

promo

social
media

UX-CX

branding

promo

distri

social
media

UX-CX

data
research

ads

search

DOOH

product
management

data
research

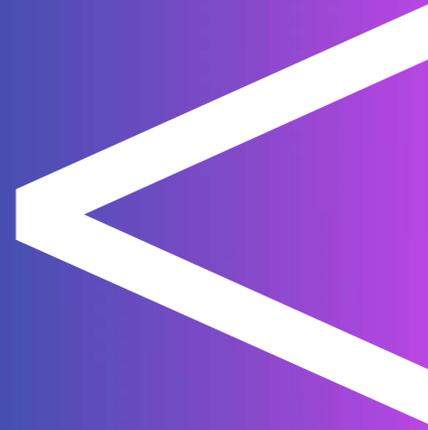
ads

search

DOOH

product
management

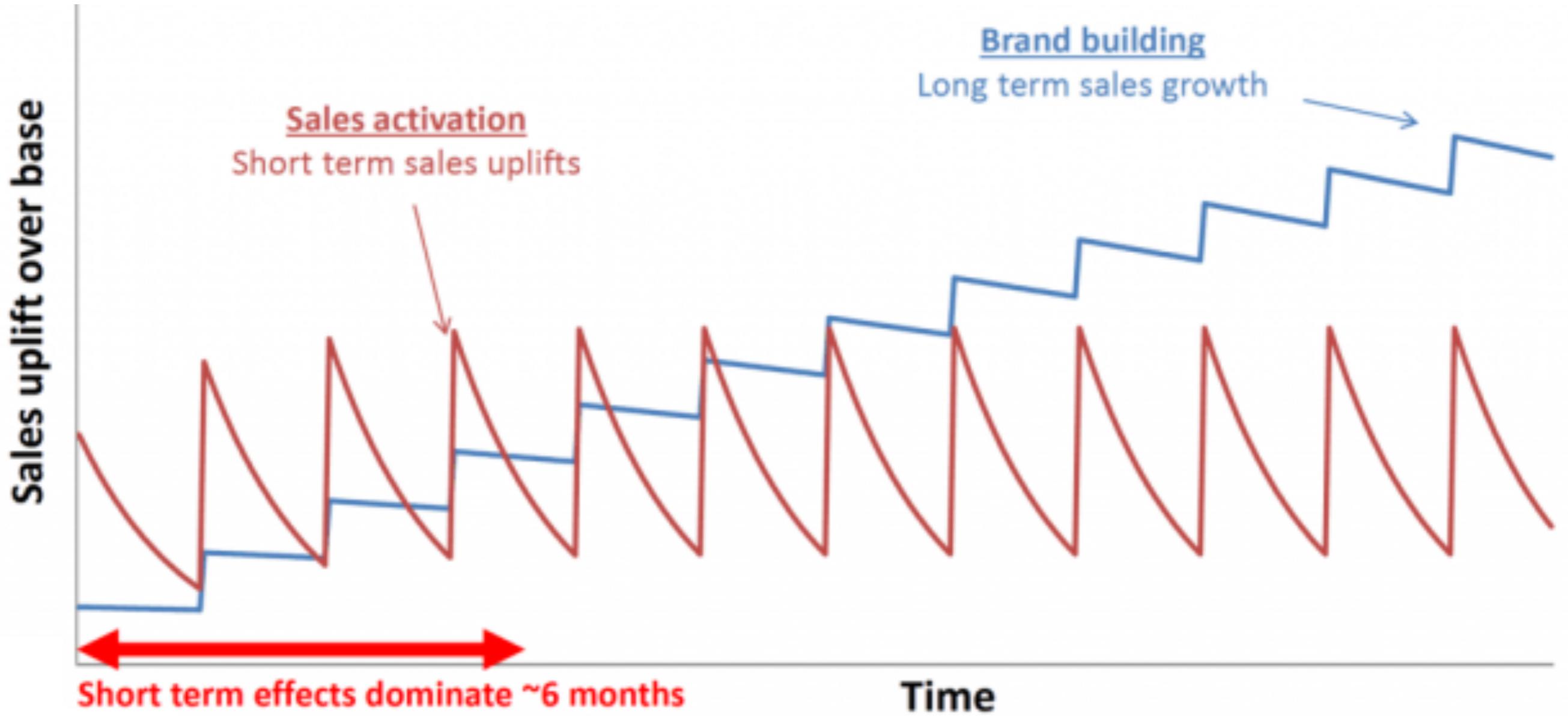
Marque



**Produit
Service**

image
branding
promotion
pricing

qualité
expérience
PLG



Marketing in the Era of Accountability Binet and Field

Binet and Field

<https://ipa.co.uk/>



@kratiroff

UX
CX
EX

SX

k ∞ QI x t x At





UX vs. CX

UX > CX

***En nombre : plus de users
que de clients***

CX > UX

*En qualité / plus de
contacts avec les clients*

UX → *UE*

user engagement

UX

CX

EX



UE

User
Engagement
=
SALES

UX

physique

web

mobile

sociale

metavers

face à face

téléphone

web1 2

web3

in APP

push

réseaux sociaux

réseau spé

metavers marque

meta gén

full stack

...

marketer



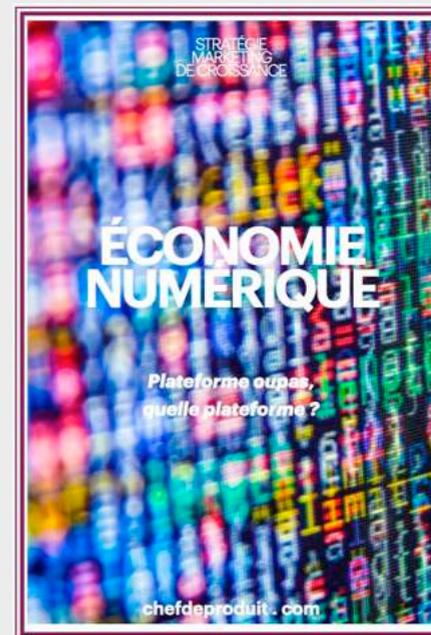
LTV > CAC

UX



Gary Vaynerchuk

DIGITAL MINDSET



«Software is eating the world»

a16z

Mark Andreessen

1
INTRO



UX => UE
user engagement
DIGITAL
mindset

STRATÉGIE DIGITALES

3



UX-CX

FlyWheel

**growth
hacking**

content

omnicanal

plateform

ZMOT

micro-moment

**stratégies
digitales**

ABM

SEO-A

**copy
cat**

**data
driven**

influence

HOOK MODEL

freemium

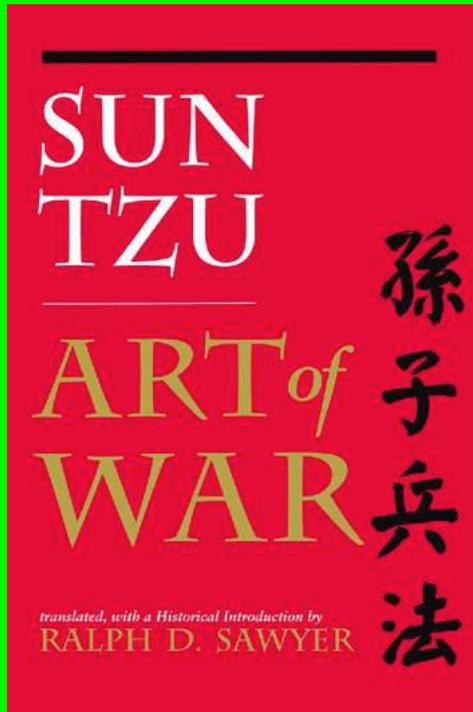
inbound

**collaborative
mutuelle**

servicisation

POEM

*attribution
contribution*



No
Strategy
No
Business

**L'ART
D'ATTEINDRE
UN OBJECTIF**

**Plan prévoyant
l'ensemble des moyens
pour atteindre un
objectif**

PLAN

3 phases

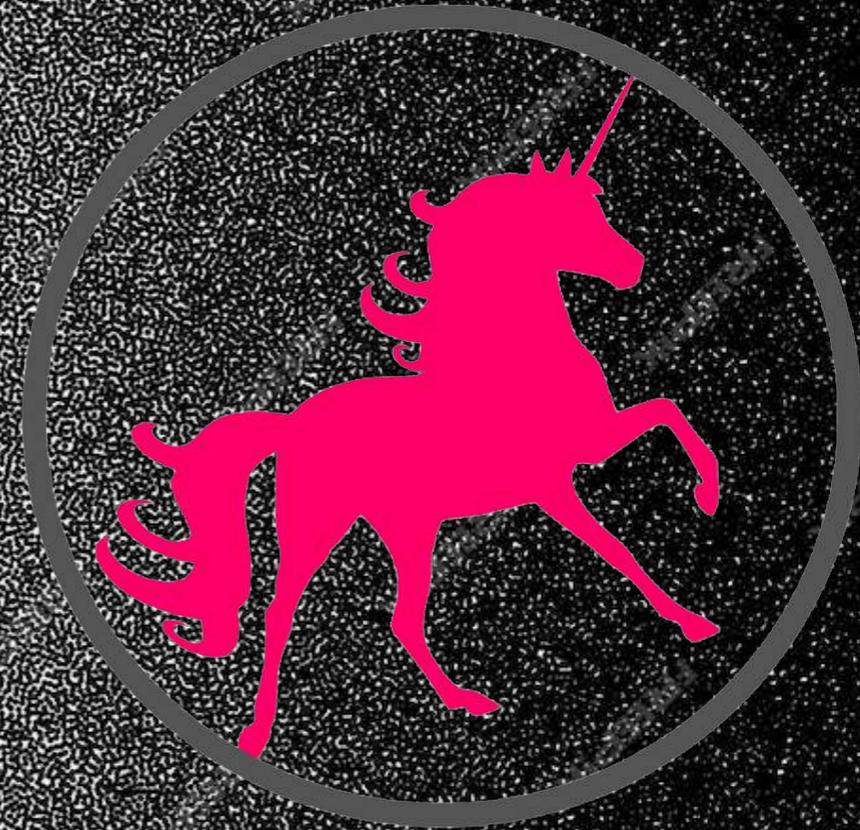
Préparation

Conquête

Consolidation

Secret Sauce

5 infos
importantes
sur la
stratégie des entreprises



1
PROBLÈME



2
SOLUTION
JTBD



3
DISTRIBU-
TION



Recette du succès des entreprises

PROBLÈME

1

ANALYSE
BI
Marché
Search listening
Veille
Persona
Carte empathie
Parcours
Touchpoint
UX
Design Thinking
Divergeant
VOC
Service client
...



SOLUTION

2

Product-Management
Service
Use case
Prototype
MVP
POC
Pilot
GTM
PMF
Pivot
Scalable
Démonstrateur
Market-Pull
Demand-Marketing
JTBD Jobs to be done
...

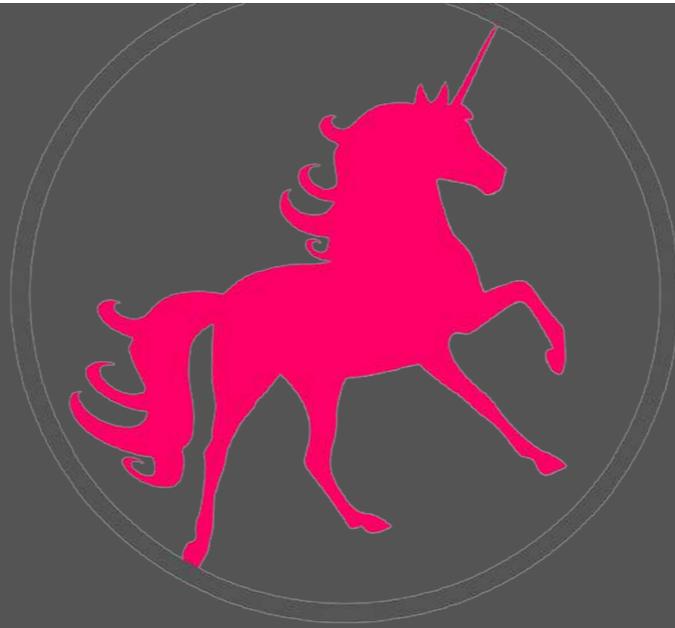


DISTRIBU- TION

3

Stratégie
Objectifs
Communication
Vente
SAAS
Service
APP
SuperAPP
IOT
Capteur
PAAS IAAS
Réseaux S
Points de vente
Agent
Intermédiaires
Franchises
...





SECRET SAUCE

2/5



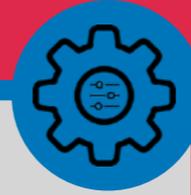


BUSINESS SECRET SAUCE



Inputs / Entrées Intrants

- Idée
- Mat. première
- Énergie
- Temps
- Ressources humaines
- Travail



Process Fabrication

- ajouter
- enlever
- travailler
- attendre
- changer
- assembler
- mutualiser / faciliter
- distribuer / intermédiaire
- tech / design / product
- marketing
- Customer Service

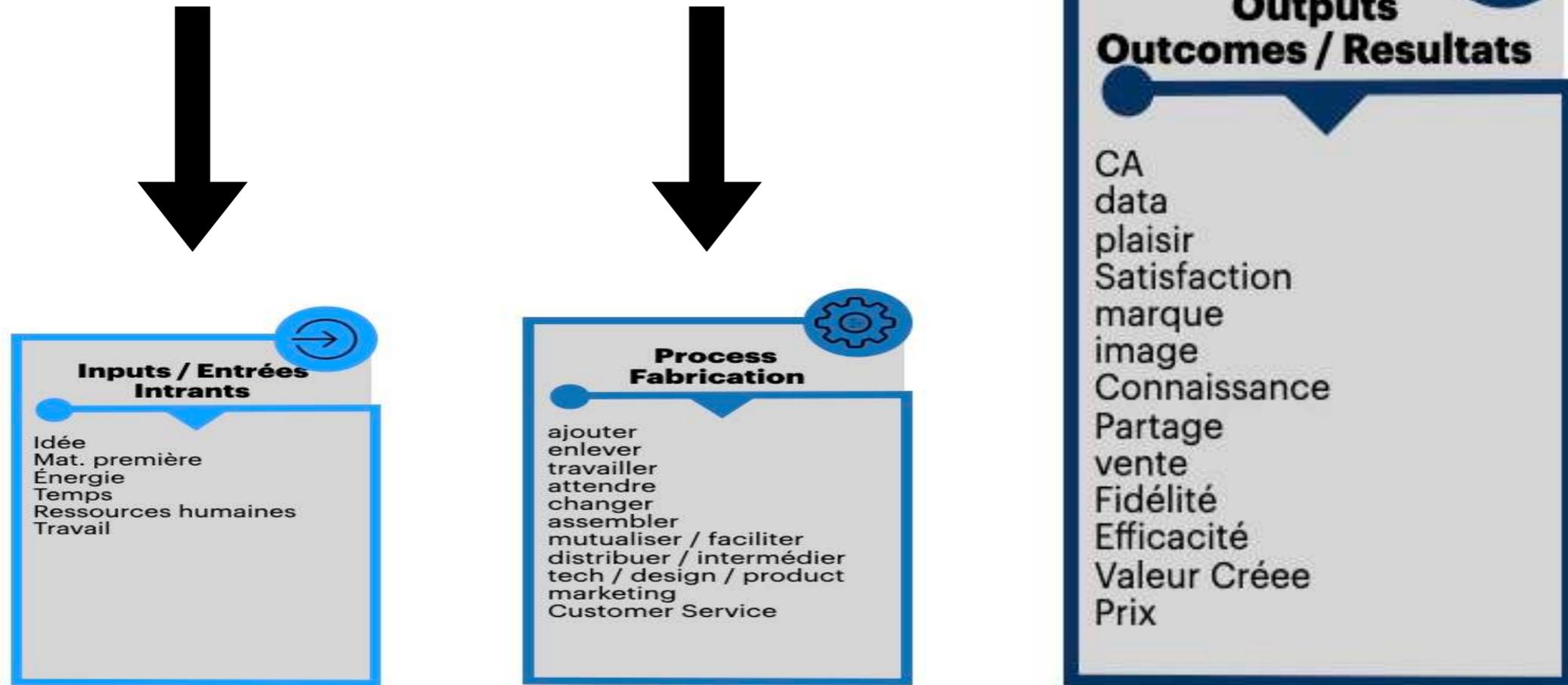


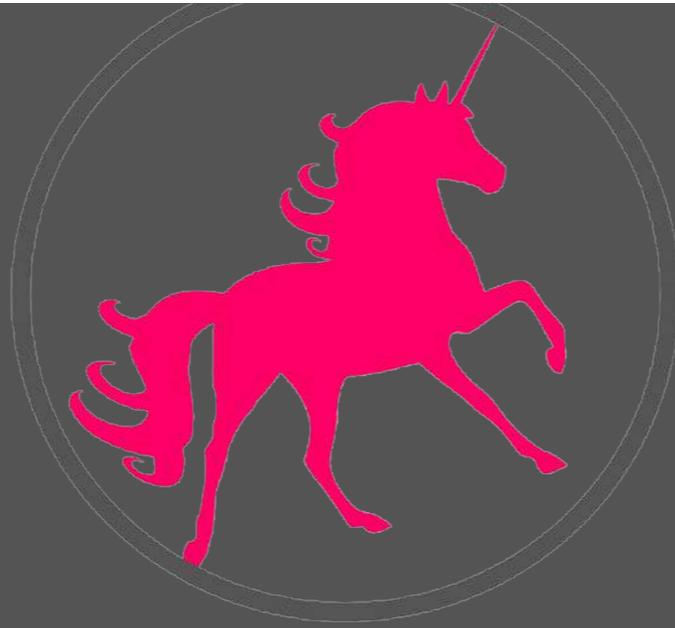
Outputs Outcomes / Resultats

- CA
- data
- plaisir
- Satisfaction
- marque
- image
- Connaissance
- Partage
- vente
- Fidélité
- Efficacité
- Valeur Créée
- Prix



BUSINESS SECRET SAUCE





SECRET SAUCE

3/5





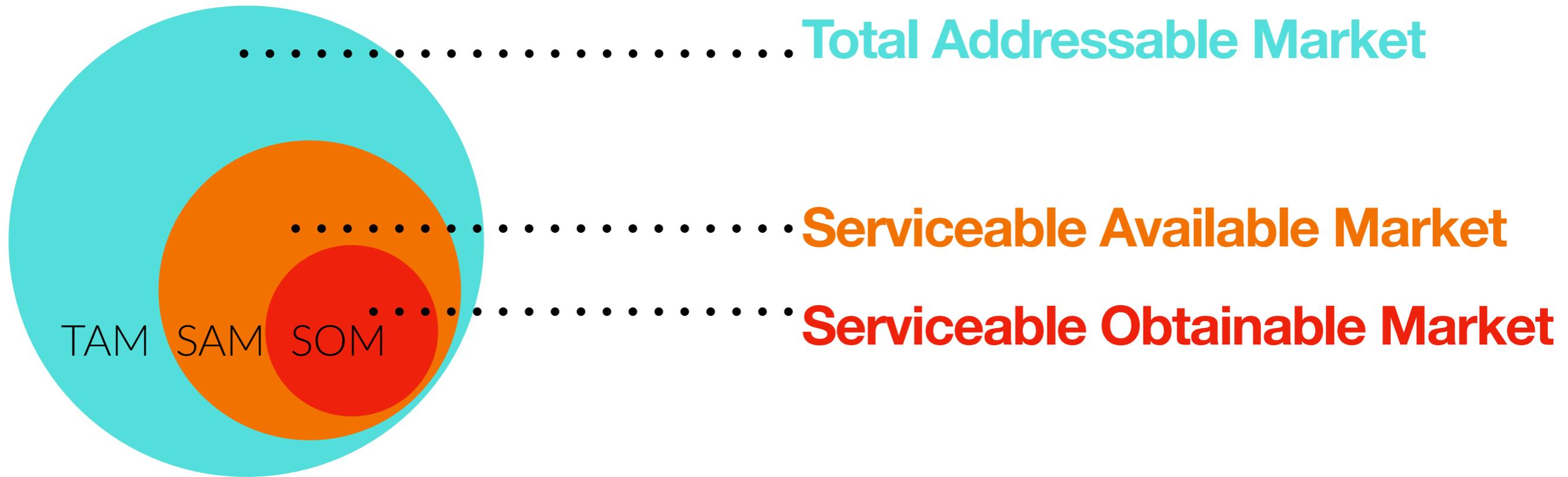
TAM

SAM

SOM

Market sizing : scope
Les différentes tailles de marchés :
périmètre, référentiels, portée,

TAM SAM SOM 



TAM

SAM

SOM



Total Addressable Market

TAM = Your Total Available or Addressable Market is the total market demand for a product or service

TAM = (Total of potential customers) x (AAR average annual revenue per customer or Average Revenue Per User ARPU)

total market with a need or a problem you could fix

Serviceable Available Market

SAM = Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical or other reach.

SAM = (Total of potential customers) x (% that can be realistically served) x (AAR average annual revenue per customer)

Part of the TAM you can reach

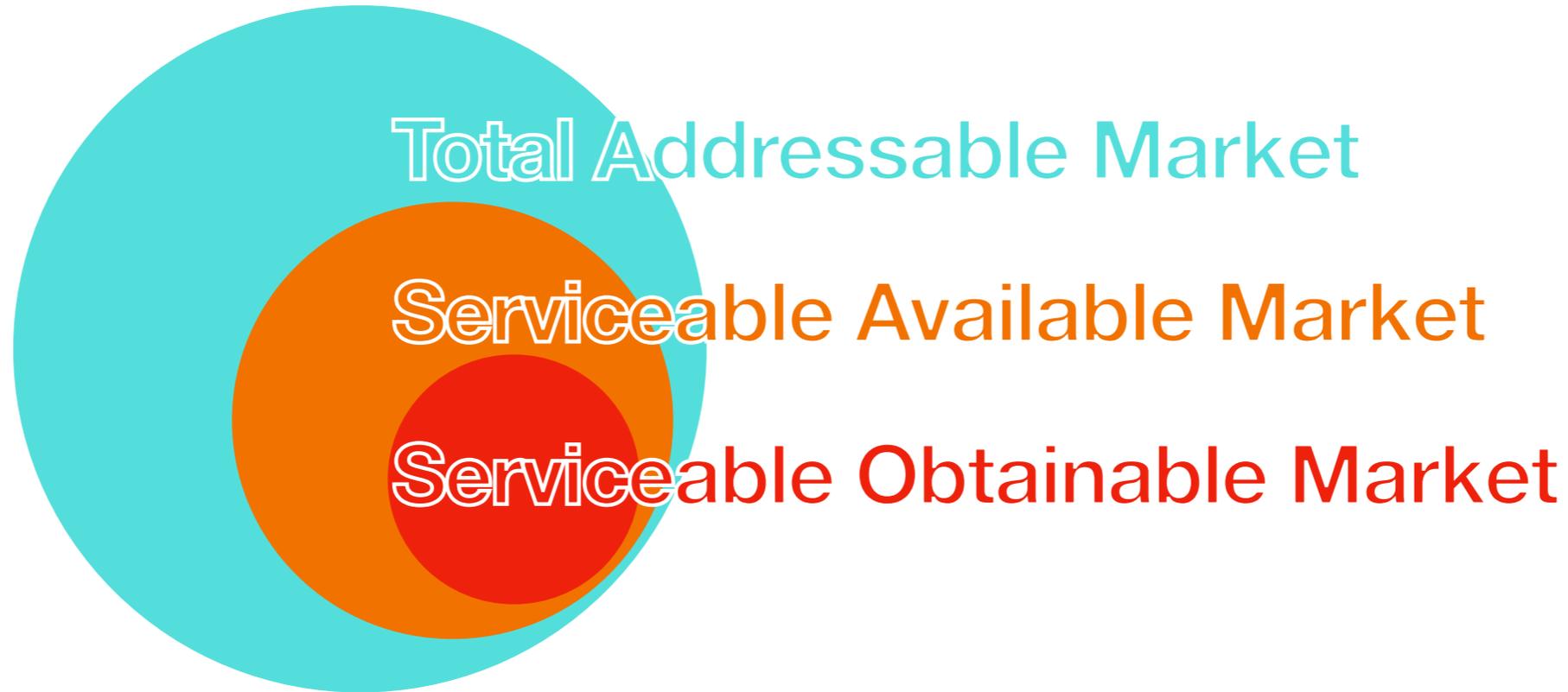
Serviceable Obtainable Market

SOM = Your Share of the Market (the subset of your SAM that you will realistically reach –particularly in the first few years of your business) it is the portion of SAM that you can capture v. the competition or alternatives

SOM = (Total of potential customers) x (% that can be realistically served) x (% you can capture) x (AAR average annual revenue per customer)

Part of the SAM you really want to reach

TAM SAM SOM



TAM = Total Number of Potential Customers x Average Revenue Per User (ARPU)

The **top-down** approach focuses on market size and potential, while the **bottom-up** approach starts with an existing customer base and projects future growth

TAM SAM SOM



1/ Combien de personnes ont le même problème que mon persona ?

2/ Combien de personnes peuvent accéder à ma solution en termes de localisation, finance, technologie, culture... ?



3/ Combien de personnes suis-je capable de toucher :

coût des médias

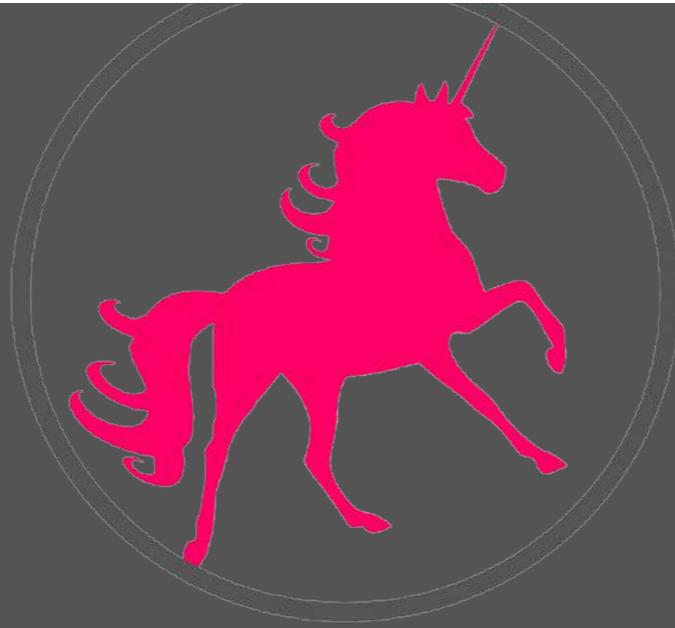
coût de la distribution

capacité de production

logistique

accessibilité

disponibilité



SECRET SAUCE

4/5





Know Your Customers' "Jobs to Be Done"

<https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

Is innovation inherently a hit-or-miss endeavor? Not if you understand why customers make the choices they do. by Clayton M. Christensen, Taddy Hall, Karen Dillon and David S. Duncan

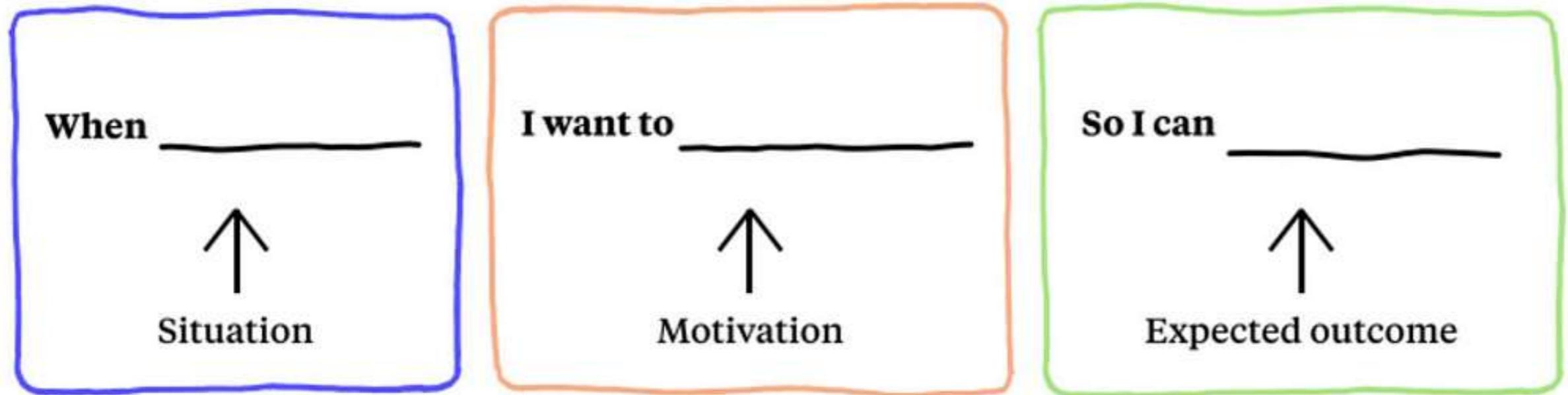
From the Magazine (September 2016)



JTBD

Jobs to Be Done

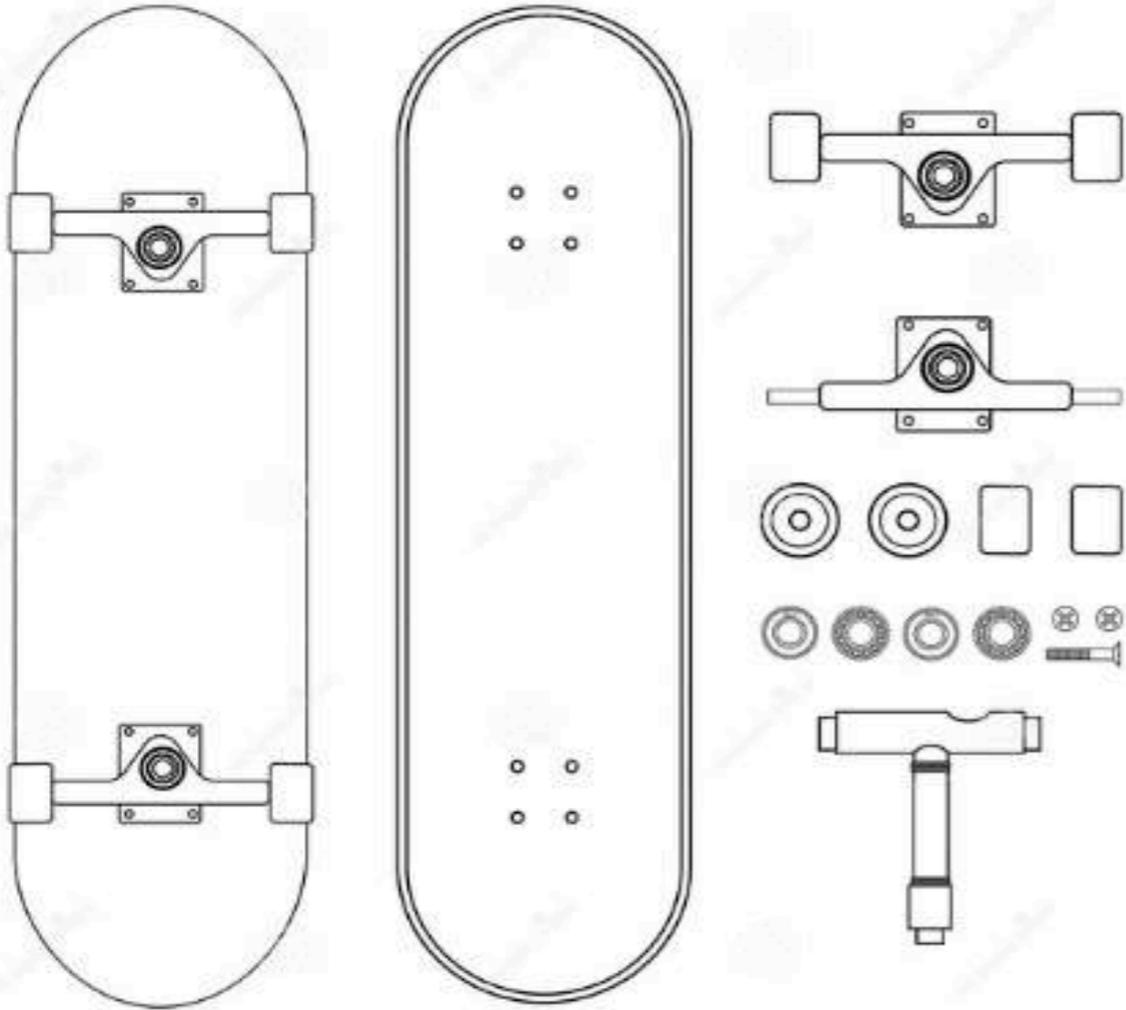
Hiring a product to complete a task



User Story + Epic

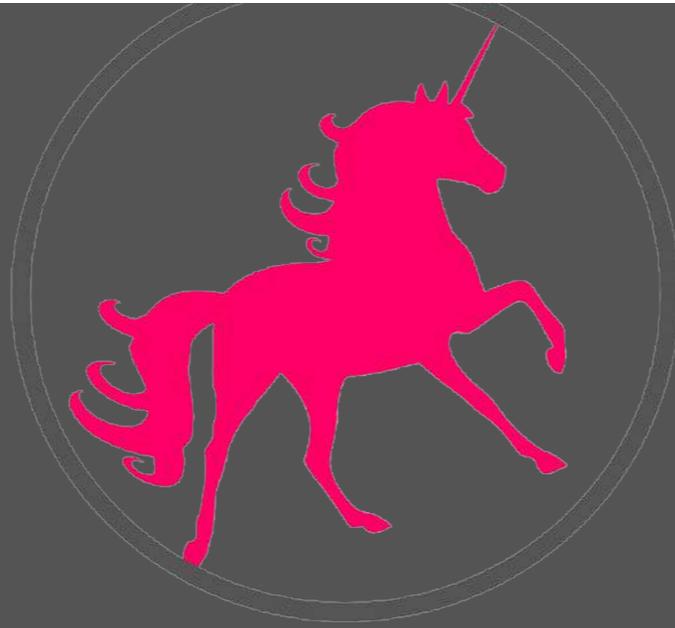
Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this

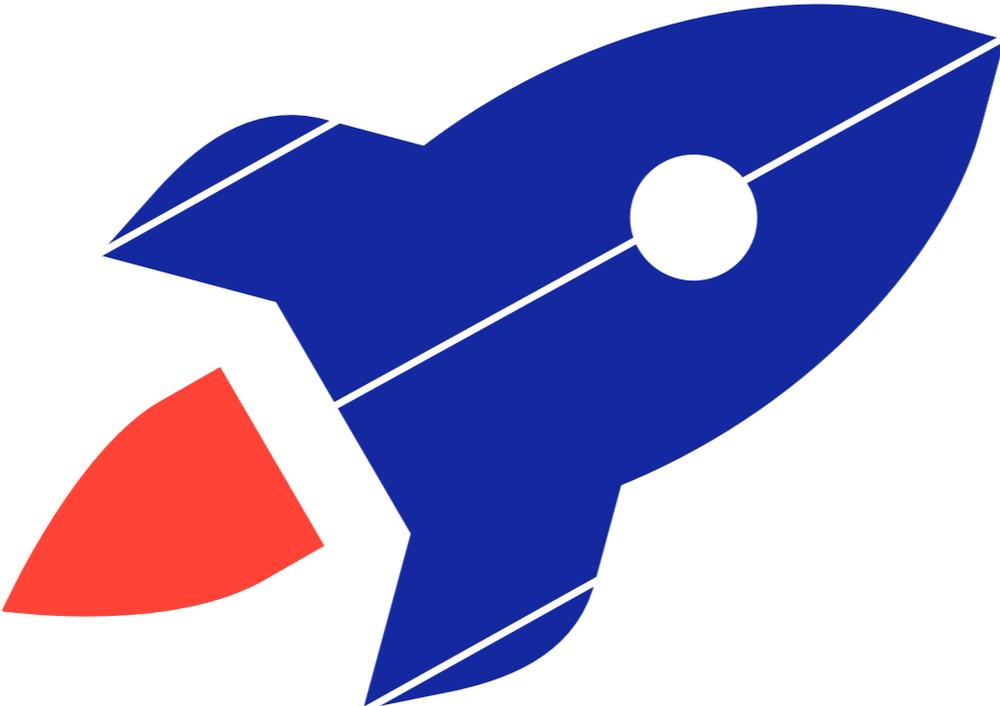




SECRET SAUCE

5/5





Act
Think
Impact





Les startups infusent le monde économique

Harvard Business Review

44 ENTREPRENEURSHIP

Strategy for
Start-Ups

Joshua Gans, Erik L. Scott,
and Scott Branson

60 LEADERSHIP

The Surprising
Power of Questions

Allison Wood Brooks
and Leslie K. John

88 ARTIFICIAL INTELLIGENCE

Marketing in
the Age of Alexa

Wojciech Gajda and Neil Parikh

110 STRATEGY

Managing
21st-Century
Political Risk

Constance Rice and Amy Zegart

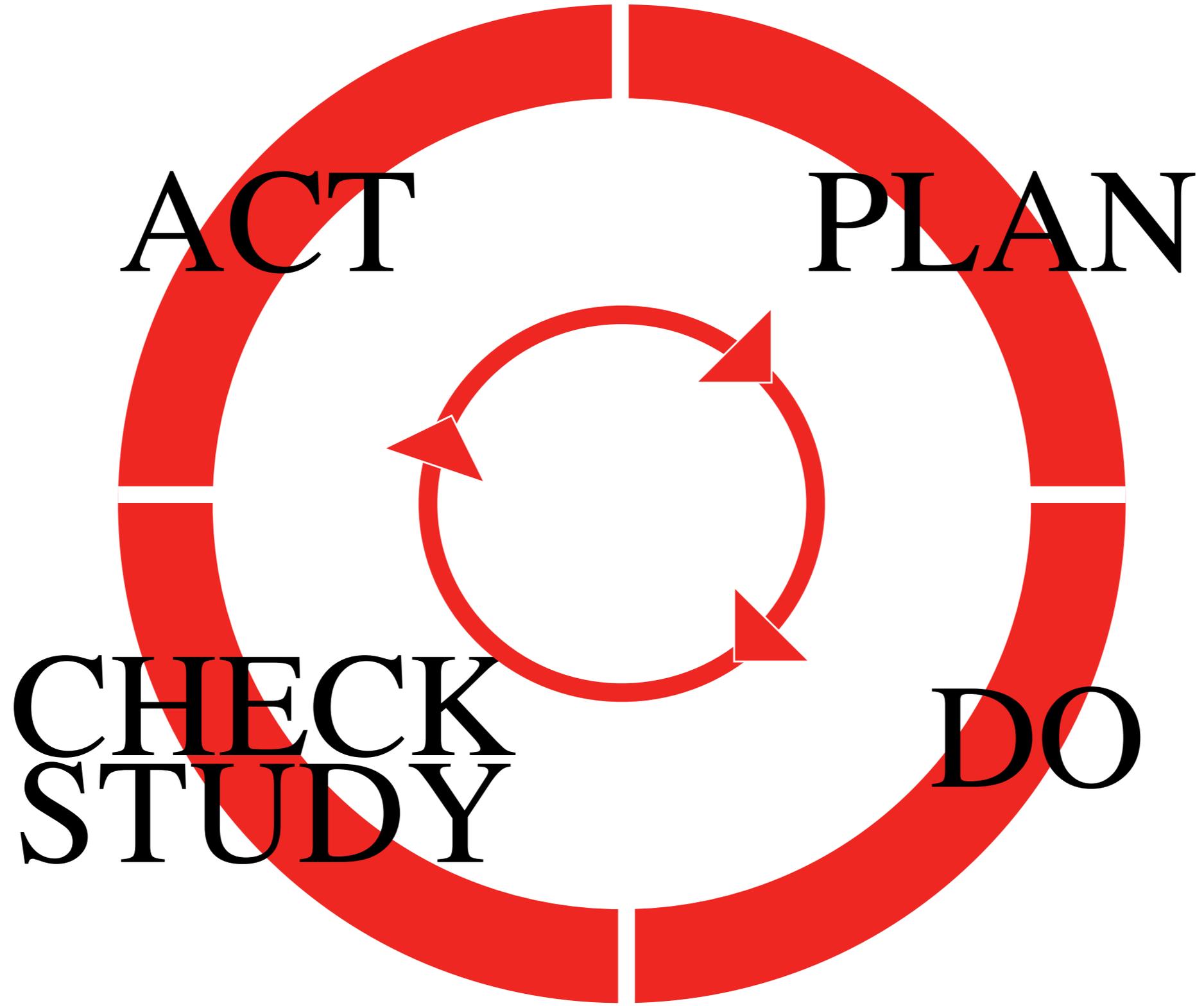


DOUBLE
ISSUE



AGILE AT SCALE

HOW TO CREATE A TRULY
FLEXIBLE ORGANIZATION

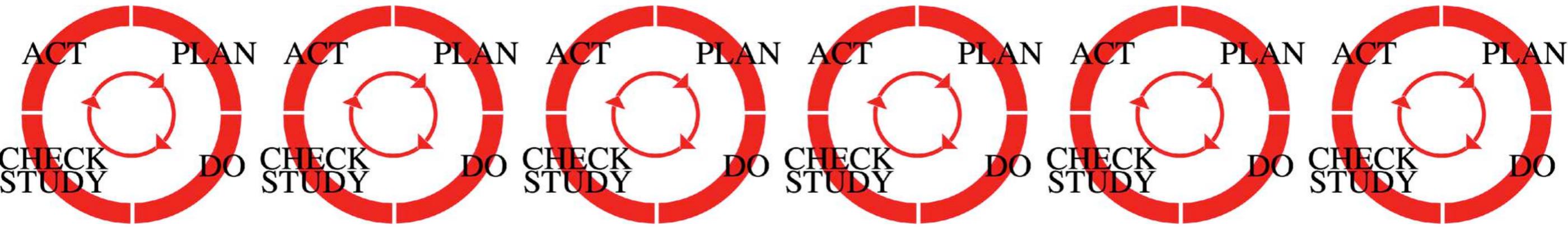
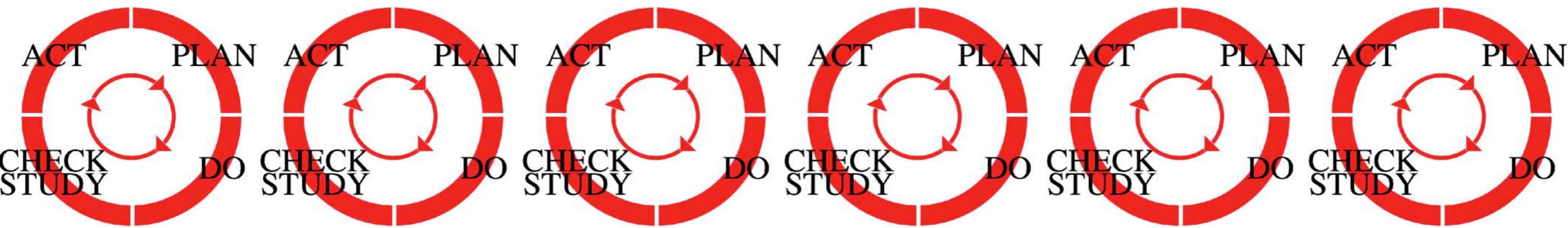


ACT

PLAN

CHECK
STUDY

DO

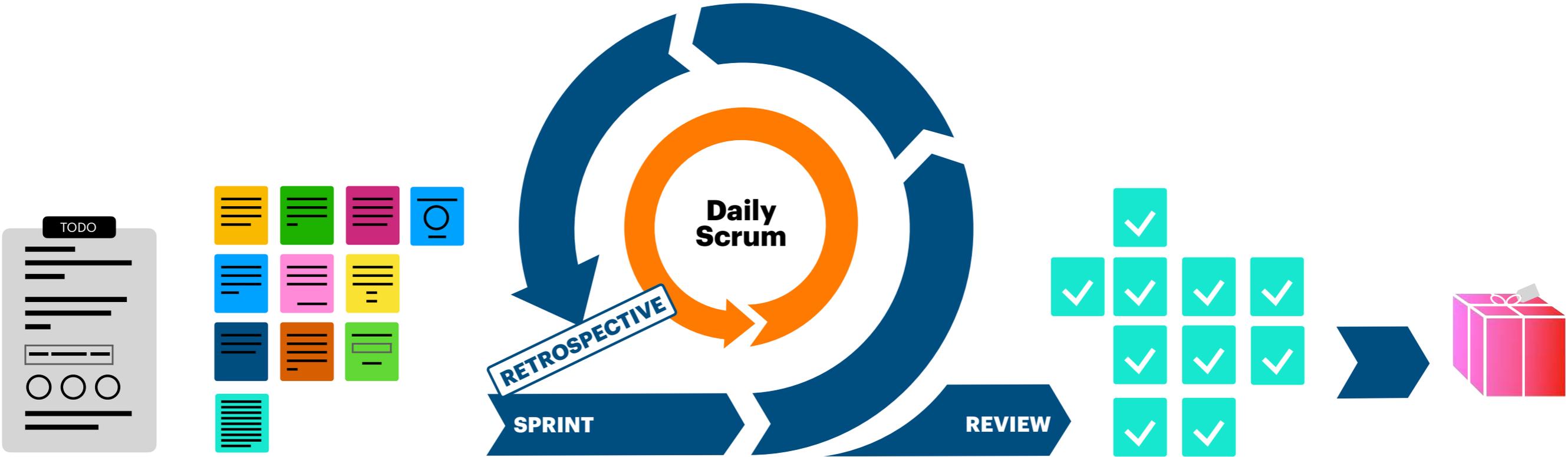


system push work

vs.

pull model

Lean-Agile-Scrum : cadre, principe, règle, framework



Product Backlog
Global ToDo list
Made by PO

Sprint Backlog
Sprint Planning
ToDo NOW list
Selected by team

SPRINT (1 to 4 weeks)
Daily Scrum (1 to 10mn
every day
same place)

Artefact
Sprint Review
Completed features
Partial testable product
Ready - shippable parts

Product
MVP
Release
Beta

AAARRR

PROBLÈME
SOLUTION
DISTRIBUTION
SCALE

PDCA
X
20

YC

MARKETER
COMMUNIQUER
VENDRE



POC → PMF

M
V
P



Unicorn

CULTURE EATS STRATEGY FOR
BREAKFAST

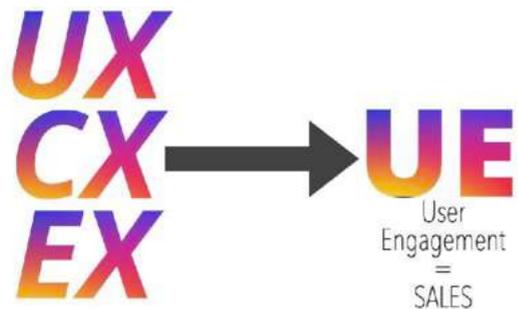
PETER DRUCKER

JTBD (JOBS TO BE DONE)

TONY ULWICK

UX-CX growth hacking
content omnicanal plateforme
ZMOT ABM
SEO-A data driven stratégies digitales copy cat
freemium inbound collaborative mutuelle
servicisation POEM attribution contribution

Cargo
Cult



marketing
créer de la valeur
pour l'écosystème,
le client et
l'entreprise

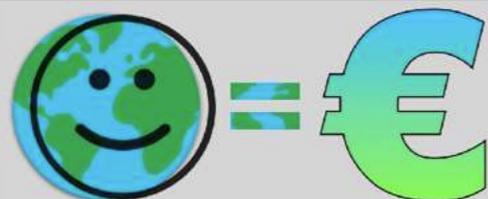
VUCA

THE TRUTH IS IN ...

NUMÉRIQUE
DIGITAL
CYBER
PROGRÈS MORAL

2%

POSITIONNEMENT



MMM

MODERN MARKETING MODEL

10 POINTS

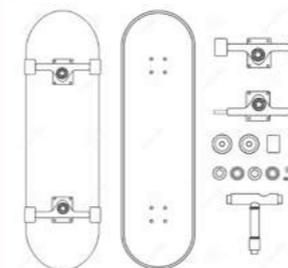
ADVERTISING IS THE PRICE ...

Marketing Opérationnel	26
M Mix	10
Trade / Retail Media	8
Digital M	8

3 PILIERS DU
DIGITAL
USER
UX JOURNEY
DATA

Why we buy: Features vs Jobs

Even though people buy this...



...they really want this



3 LOIS DU
MARKETING