



MTIR

Démarche **Digitale** Plan **Marketing**



**MARKETING
& DIGITAL**

- 1** New Marketing Digital (UX)
Stratégie digitale
- 2** Plateformisation IA
Business Model Innovation
- 3** Search & IA
Content / Influence
- 4** Plan Digital
Plan marketing



EP04

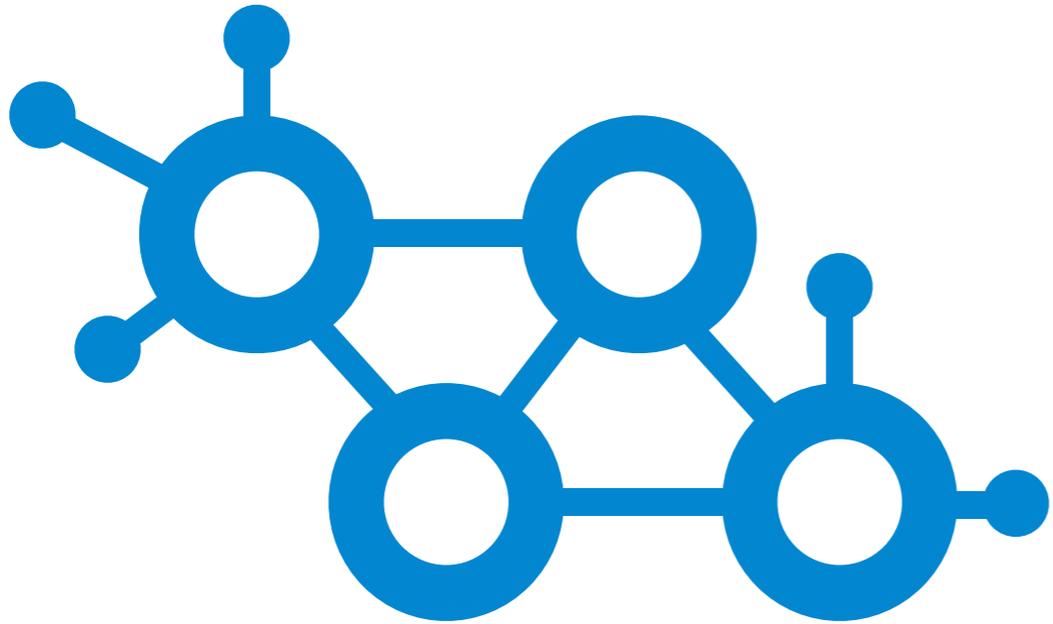
plan digital
plan marketing



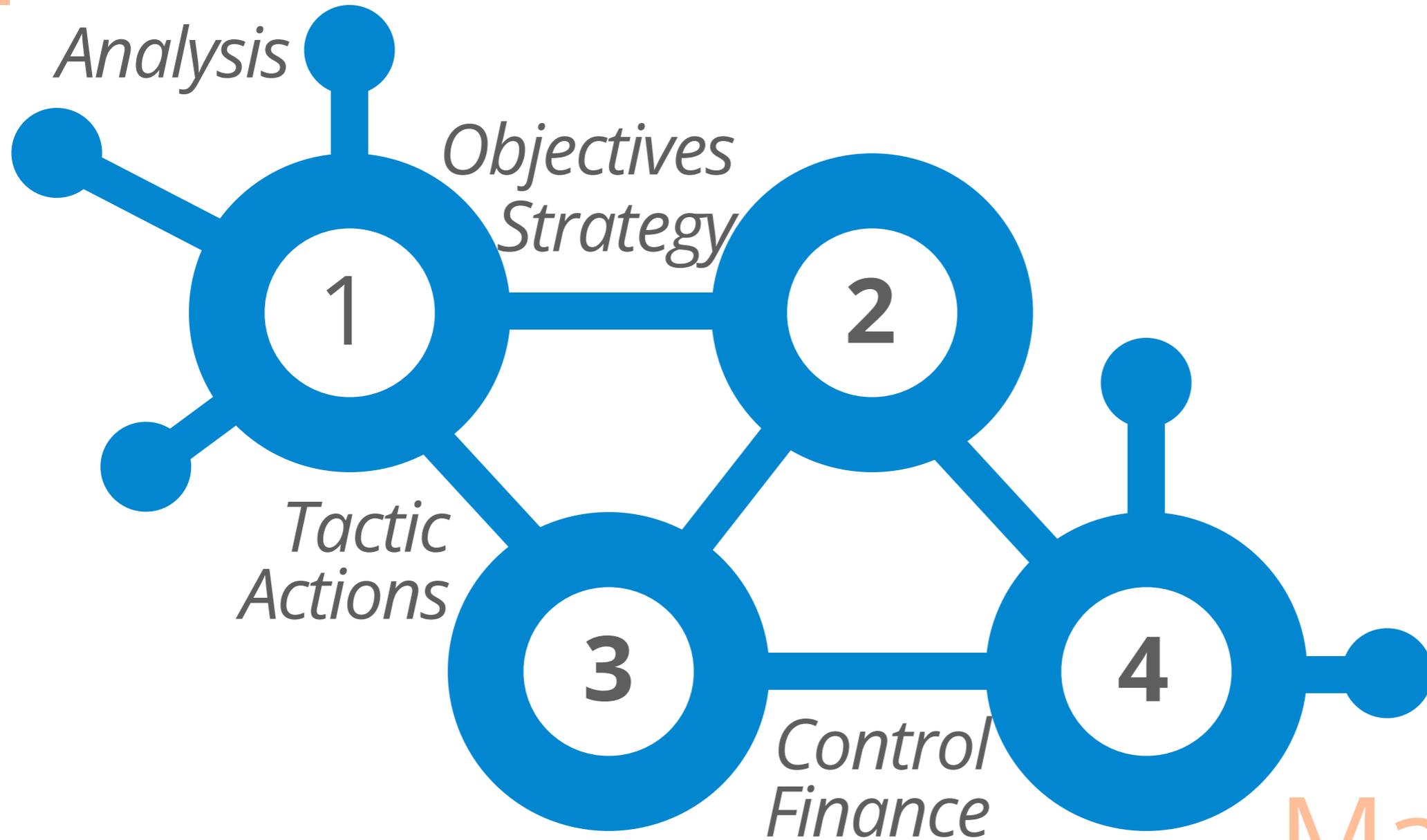
PMM

product
manager

Marketing



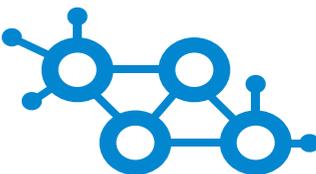
Plan



SOSTAC

Marketing
Plan

1. *analyse*
2. *objectifs & cibles*
3. *stratégie*
4. *moyens & actions*
5. *finance & contrôle*



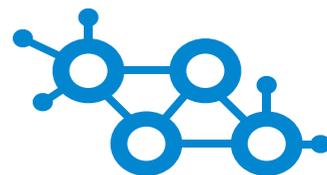
analyse

objectifs & cibles

stratégie

moyens & actions

finance





BI / SIM

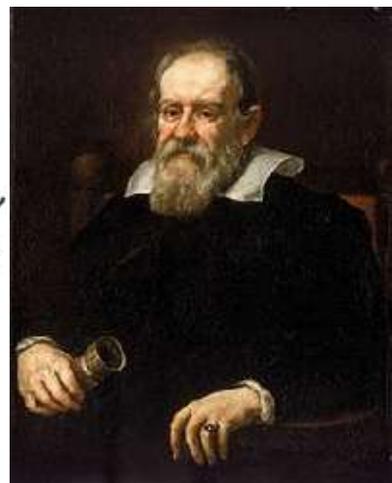


Paradoxe
mesure
profit
satisfaction

Mesurer ce qui est
mesurable et
rendre mesurable
ce qui ne l'est pas

Galileo Galilei

Galilei 1564-1642
1604 annus mirabilis
1633 Et pourtant elle tourne



You can't manage
what
you don't measure

**Deming
Drucker
Bill Hewlett**



NPS

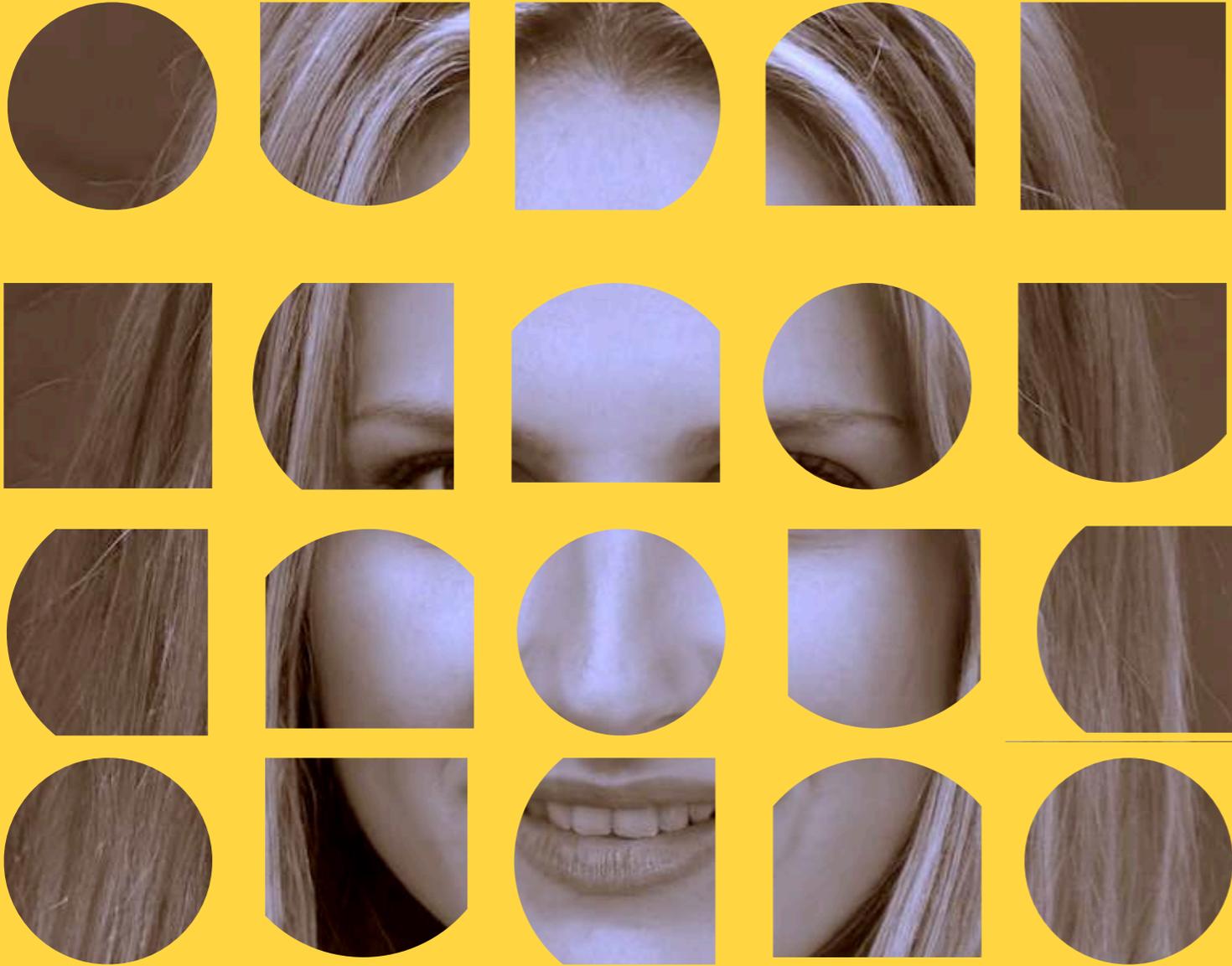
Net Promoter Score





PERSONA 20 max



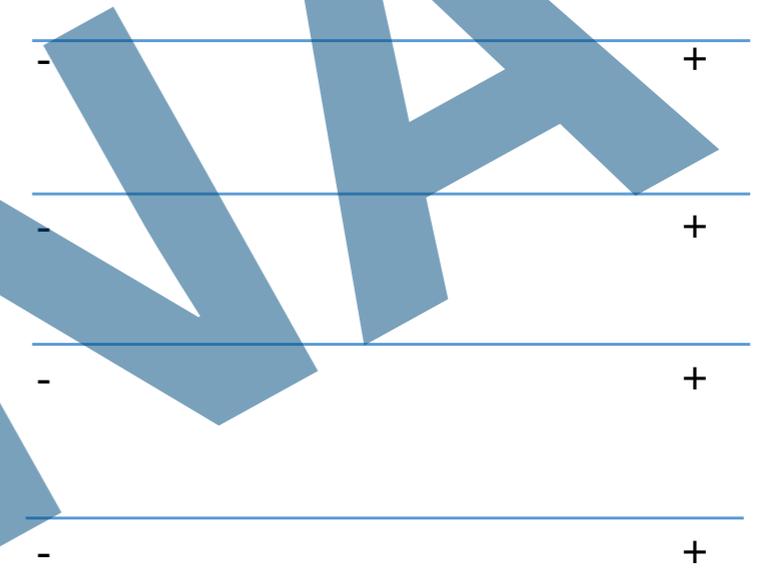


PERSONA
ICP
ideal customer profil

this person doesn't exist .com

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

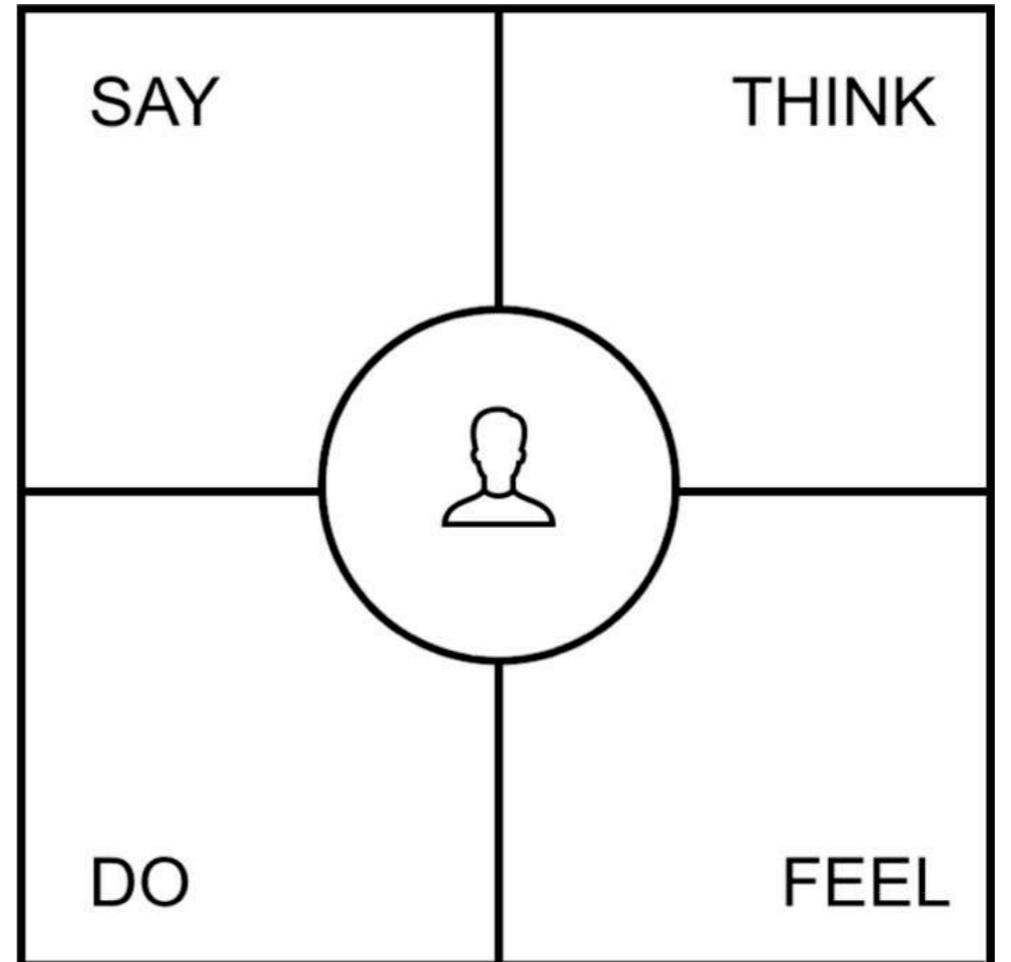
Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?
...
...
Empathie map si besoin pour mieux comprendre le persona



PERSONA

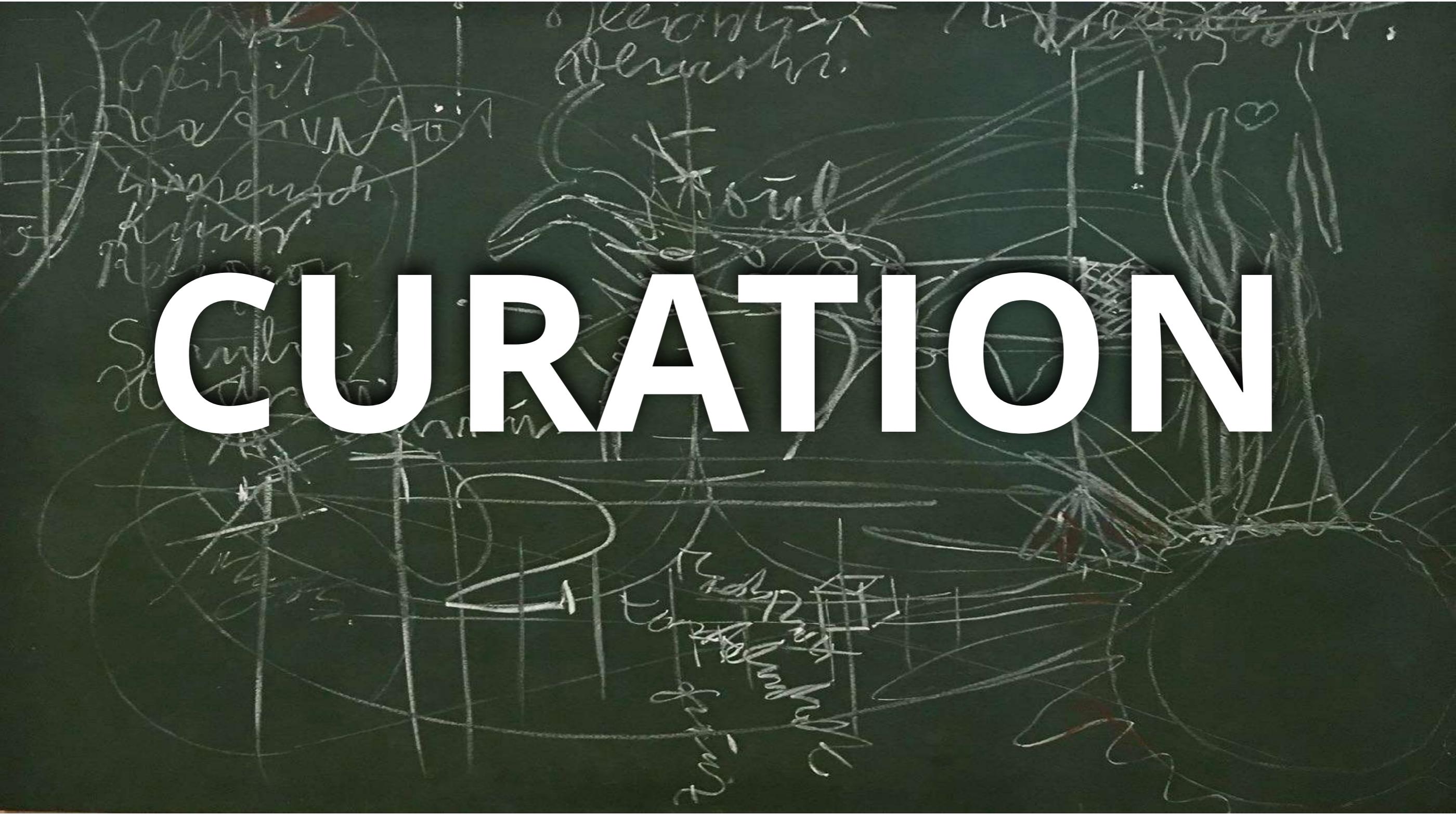
EMPATHY

MAP

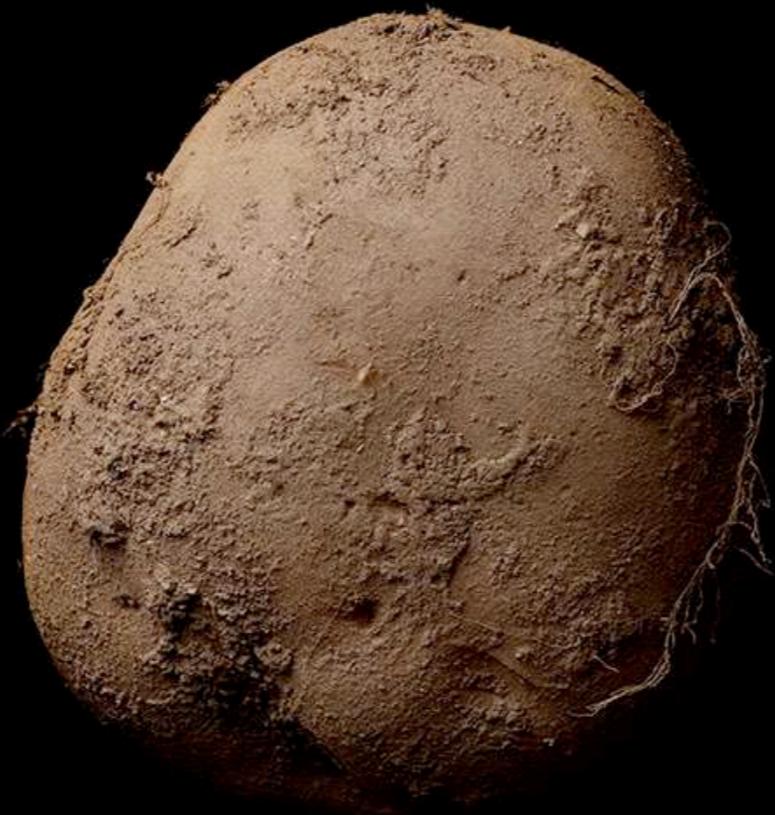


OSint

OpenSourceIntelligence



CURATION



VUCA

4

**conditions /
pratiques /
outils**

**pour une
MVS**



**Commencer le
plus vite possible**



**Embrasser les
modifications**



**Accepter les
incertitudes**



**Impliquer le plus
de personnes**

ANALYSE

NPS

Crowdsourcing

MCA

**market contact
audit**

Google Analytics

PROCESS

SPRINTS

MVP

POC

**Continuous
Delivery**

Datalake

LIVRABLE

**Stratégies
optionnelles**

**Stratégies en
ABtest avec
analytics**

**Minimum
Viable
Strategy**

~~SWOT~~

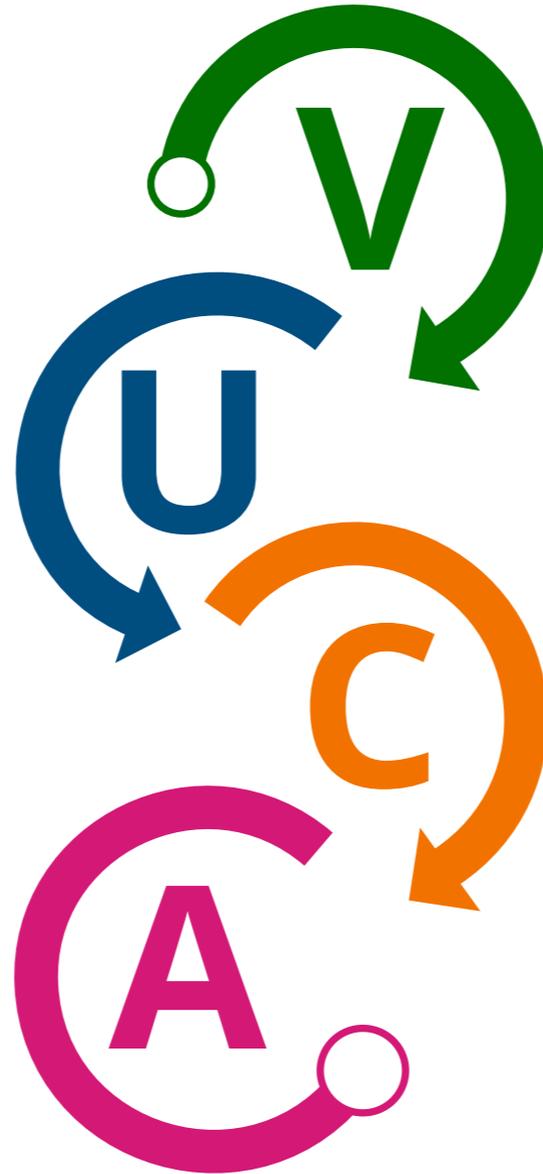
WUCA

Incertitude

Pas vision des conséquences
mais bonne connaissance de la situation
Mise en place de test
ou utilisation de modèle prédictif

Ambiguïté

Peu de vision & peu de connaissance
On ne sait pas ce qu'on ne connaît pas
Urgent de développer la BI et la veille technologique



Volatilité

Bonne vision, bonne connaissance
Gestion du temps de transition et des plannings

Complexité

Bonne vision des conséquences,
manque de connaissance de la situation actuelle
Vision claire du futur
Pas assez de données sur le marché, la concurrence...

VUCA simplifié

Deux axes :

1/ Niveau de connaissance sur l'écosystème, l'environnement, la situation actuelle, le passé, les causes des événements

La masse d'informations est suffisante pour connaître l'environnement ?

L'information est disponible ?

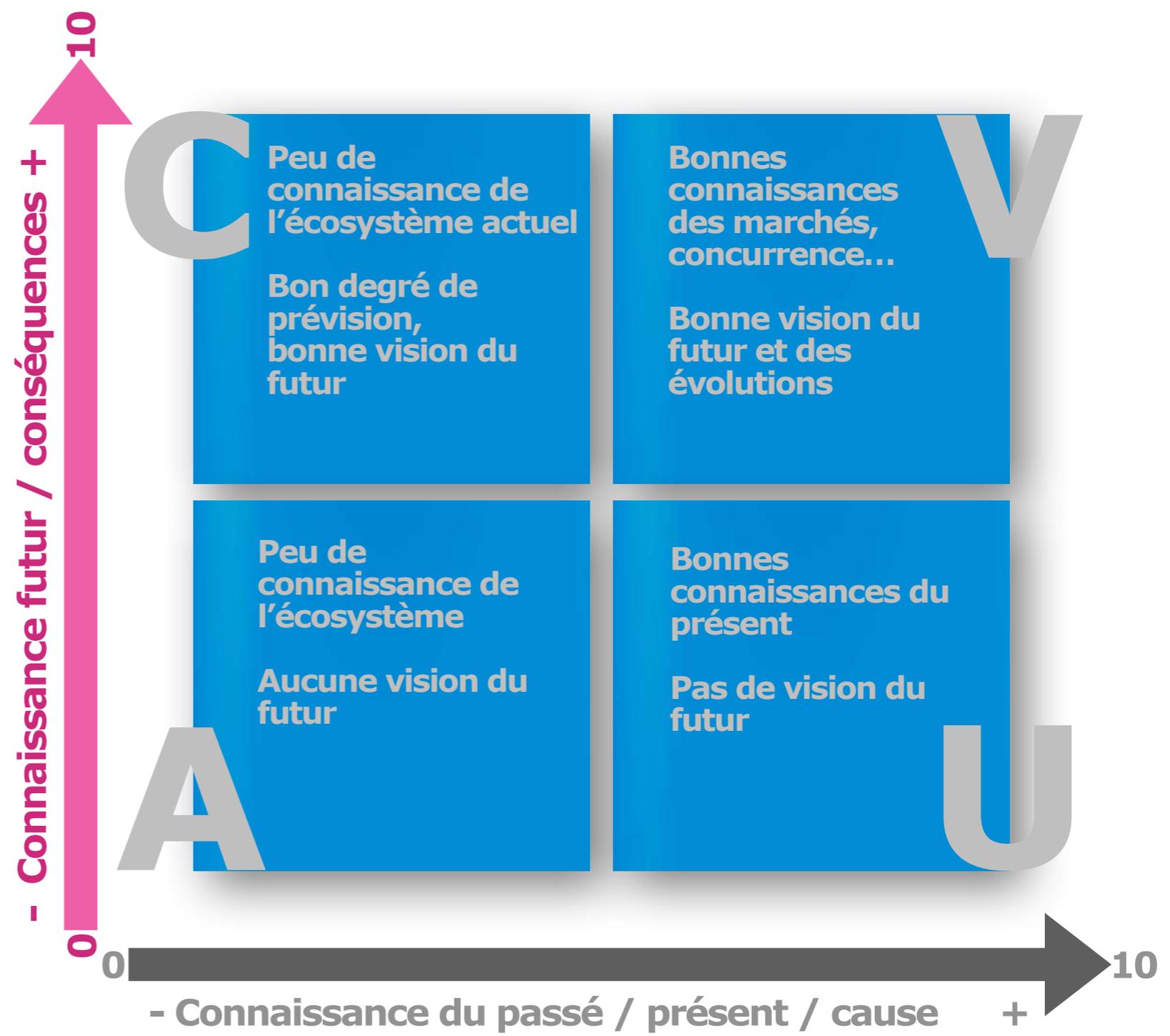
Nous disposons de temps pour chercher l'information

2/ Capacité à prédire les conséquences des décisions
Qualité des prédictions des effets/
conséquences des actions
Connaissance du futur

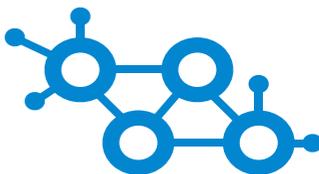
Le marché est-il apprivoisé ?

Dispose-t-on de modèles de réussite ou d'échec ?

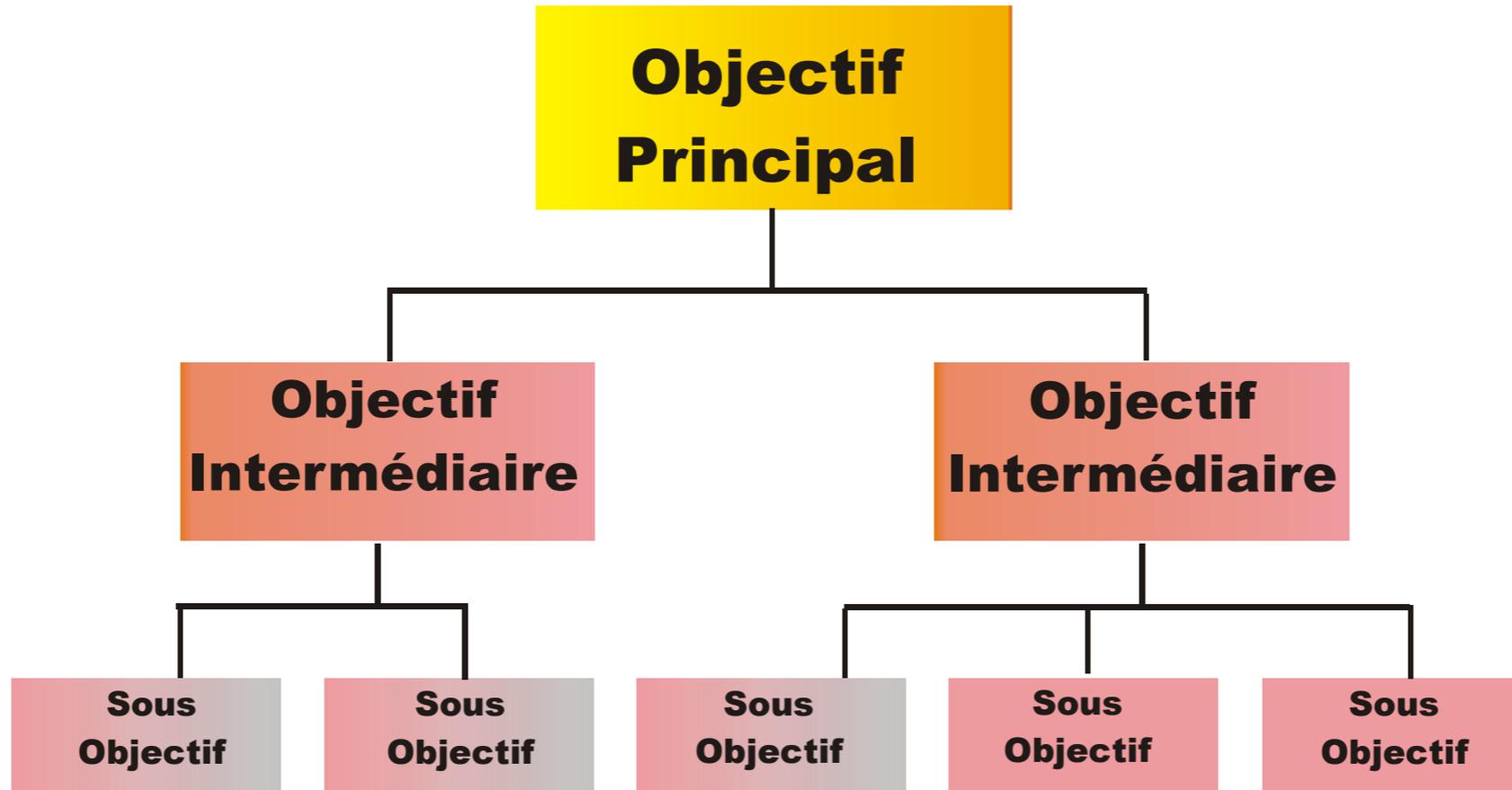
Quelle est notre expérience sur les réactions du marché ?



analyse
objectifs & cibles
stratégie
moyens & actions
finance



Le système d'objectifs



3 POINTS : ICD

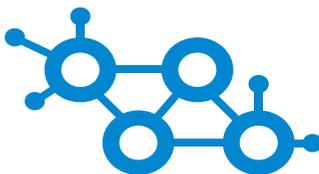
Une intention

Un chiffrage

Un délai

Intention
Chiffrage
Délai

analyse
objectifs & cibles
stratégie
moyens & actions
finance



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

3 PHASES :

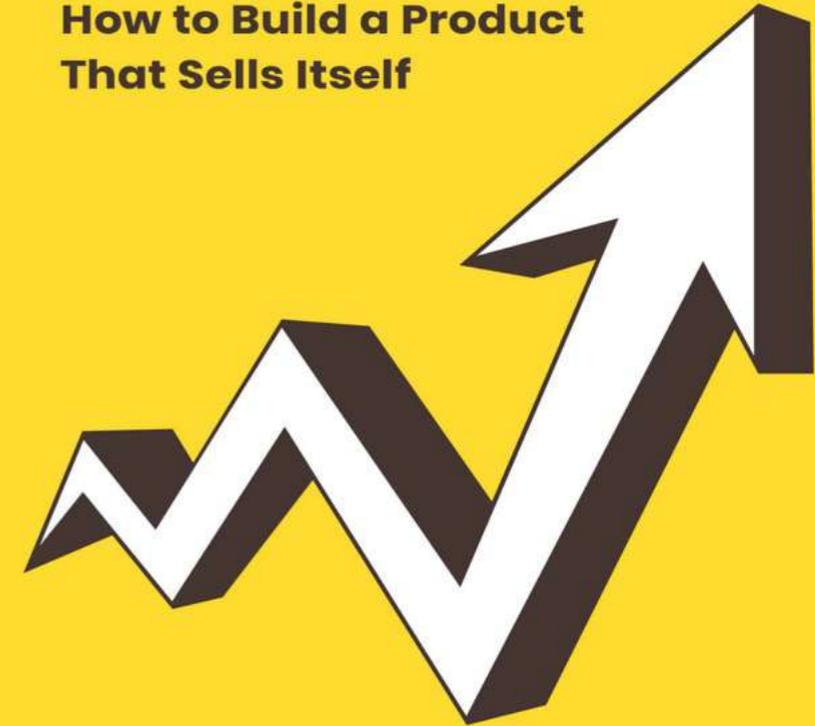
- 1/ Préparation
- 2/ Conquête
- 3/ Fidélisation



PLG

PRODUCT-LED GROWTH

**How to Build a Product
That Sells Itself**



WES BUSH

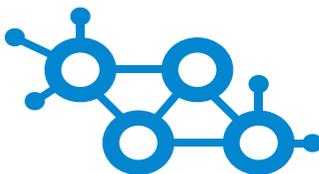
analyse

objectifs & cibles

stratégie

moyens & actions

finance



How to create products and
services customers want.
Get started with...

Value Proposition Design

strategyzer.com/vpd

Written by
Alex Osterwalder
Yves Pigneur
Greg Bernarda
Alan Smith

Designed by
Trish Papadakos

WILEY



démarche
analyse
objectifs & cibles
stratégie
moyens & actions
finance



Créativité
financière
=
BMG

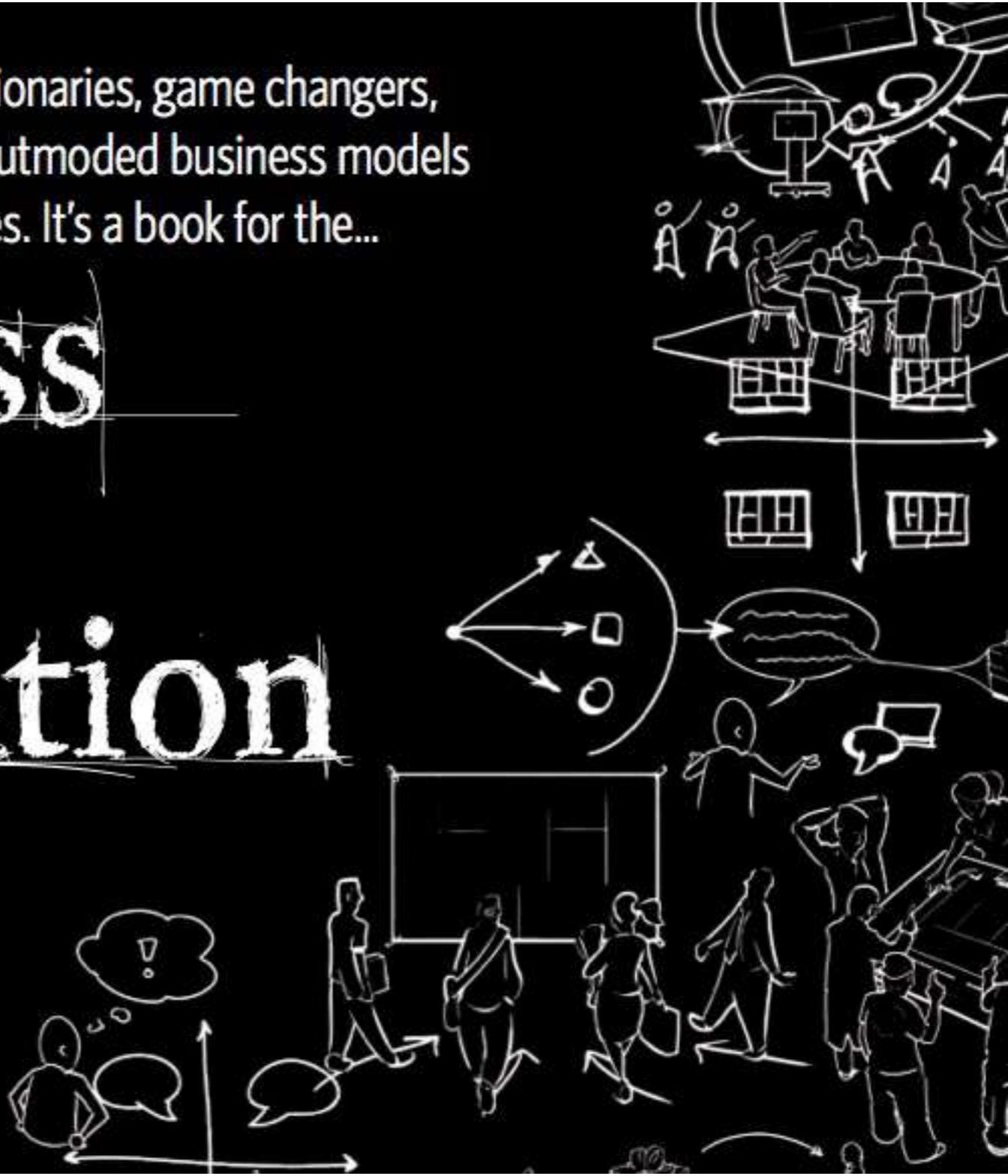
You're holding a handbook for visionaries, game changers,
and challengers striving to defy outmoded business models
and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement



"Everybody knows marketing is getting too complicated. Allan Dib solves that problem with his brilliant new book. Read it and simplify your life."
AL RIES, BESTSELLING AUTHOR OF POSITIONING: THE BATTLE FOR YOUR MIND

THE 1-PAGE MARKETING PLAN



GET NEW CUSTOMERS,
MAKE MORE MONEY,
AND STAND OUT
FROM THE CROWD

ALLAN DIB

My 1-Page Marketing Plan

Before (Prospect)	 1. My Target Market	 2. My Message To My Target Market	 3. The Media I Will Use To Reach My Target Market
	 4. My Lead Capture System	 5. My Lead Nurturing System	 6. My Sales Conversion Strategy
	 7. How I Deliver A World Class Experience	 8. How I Increase Customer Lifetime Value	 9. How I Orchestrate And Stimulate Referrals

#NEW Digital Plan

1/ Persona
VOC

Pain Point
Media

2/ Parcours
Client

Touchpoint
UX

3/ Value
Proposition

MVP
POC

4/ Content
Strategy

Content Calendar
Per persona
Per media

5/ DATA
AAARRR

Sales Funnel
Business model

PRÉREQUIS



3 piliers du digital

Persona + EmpathyMap + ICP

Parcours client + point de contact

UX et NPS

Proto + Value Proposition + USP

Content calendar, target, channel

Budget

AAARRR + sales funnel

Data Driven marketing



Persona
Audience
VOC
Aspirations
Empathy Map
ICP
Pain Points
Pref Social Media
Insights

UX
Parcours client
Point de contact
Channel Audit
Omni Channels
MCA
Customer journey
TouchPoints

Value proposition
Offre / Prix
Prototypage
MVP
POC
AB testing
USP
Digital Twin

Content Strategy
Content Distribution
Content Calendar
by audience
by channel
Budget
CAC

DATA DRIVEN
AAARRR
Sales Funnel
Business Model
LTV vs. CAC
TAM SAM SOM
IS & BP

01.

02.

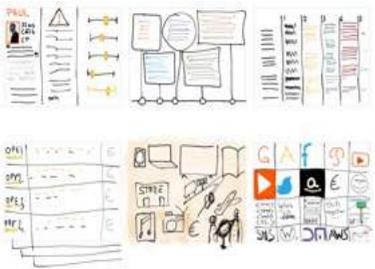
03.

04.

05.

DIGITAL PLATFORM LEADER

ES EXECUTIVE SUMMARY



ES Executive Summary

1ère page 1300 caractères

modèle PAPER1

Suite du dossier selon modèle

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 ne

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. Clerk Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68-73.

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

Persona
Audience
VOC
Aspirations
Empathy Map
ICP
Pain Points
Pref Social Media
Insights

01.

VOC



#1 : KYC

know your customer

1/2 journée chez/avec les clients par mois



PERSONA 20 max



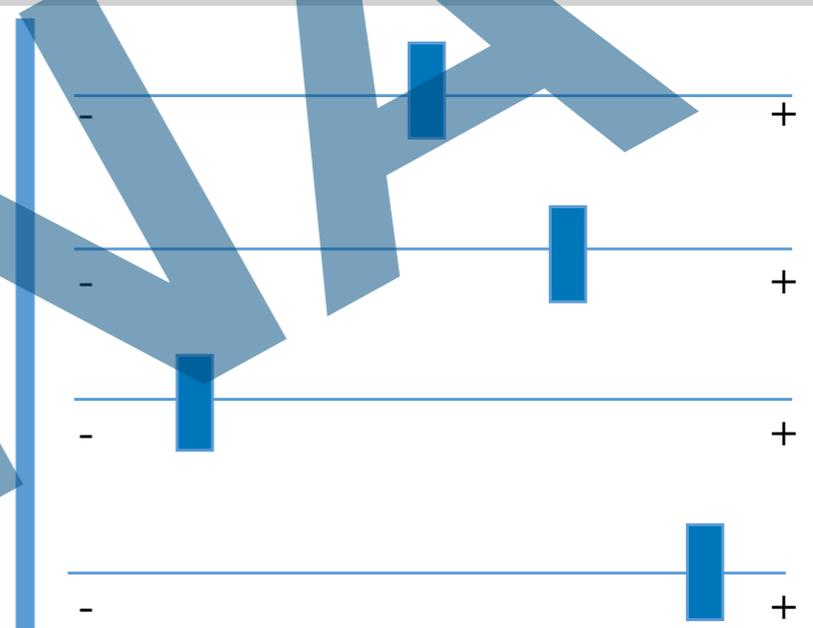
this person doesn't exist .com

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



PRE



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 ?

...

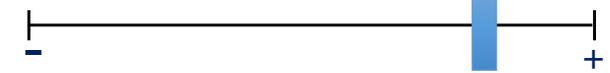
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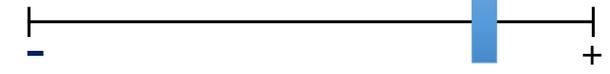
...

Empathie map si besoin pour mieux comprendre le persona

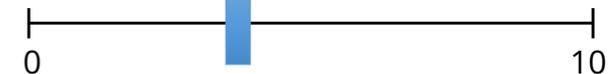
Revenus



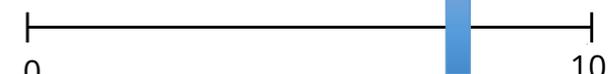
Ville



Fréquences



Usage mobile



Know How



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?

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?

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?

4 What do they SAY?

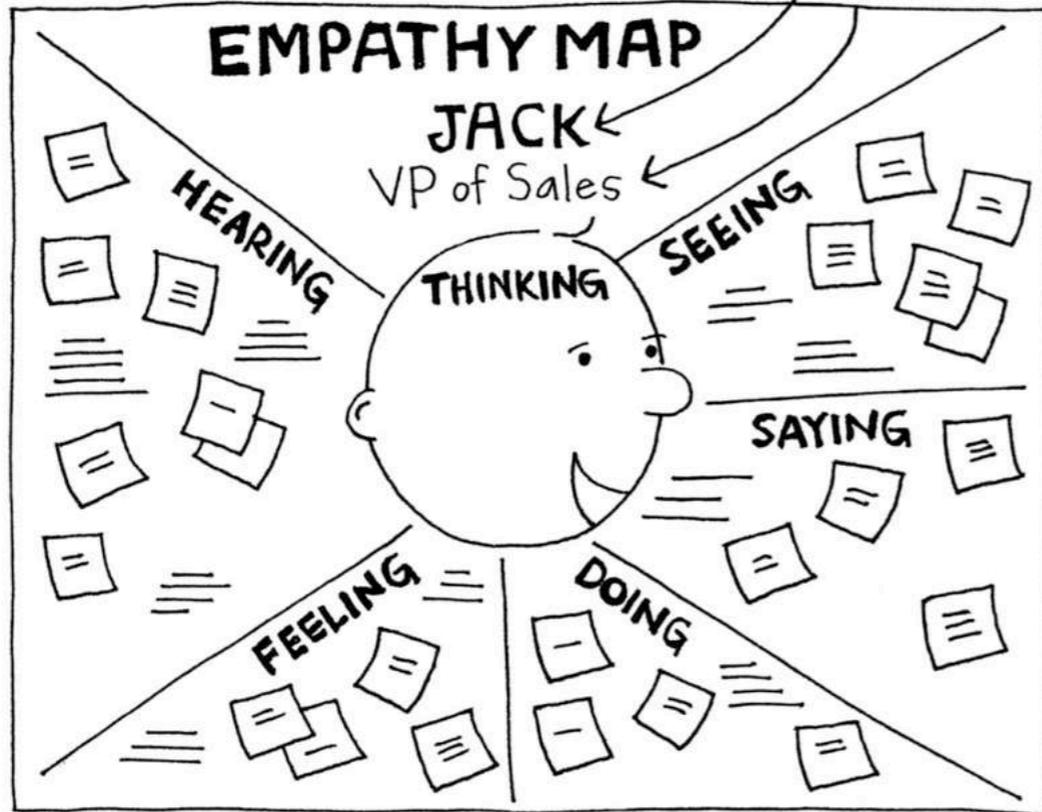
What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

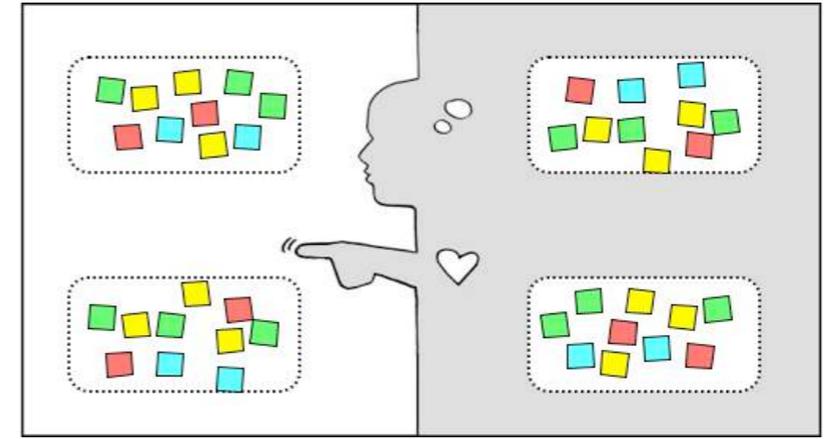
5 What do they DO?

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

(person known to the group)
(title)



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

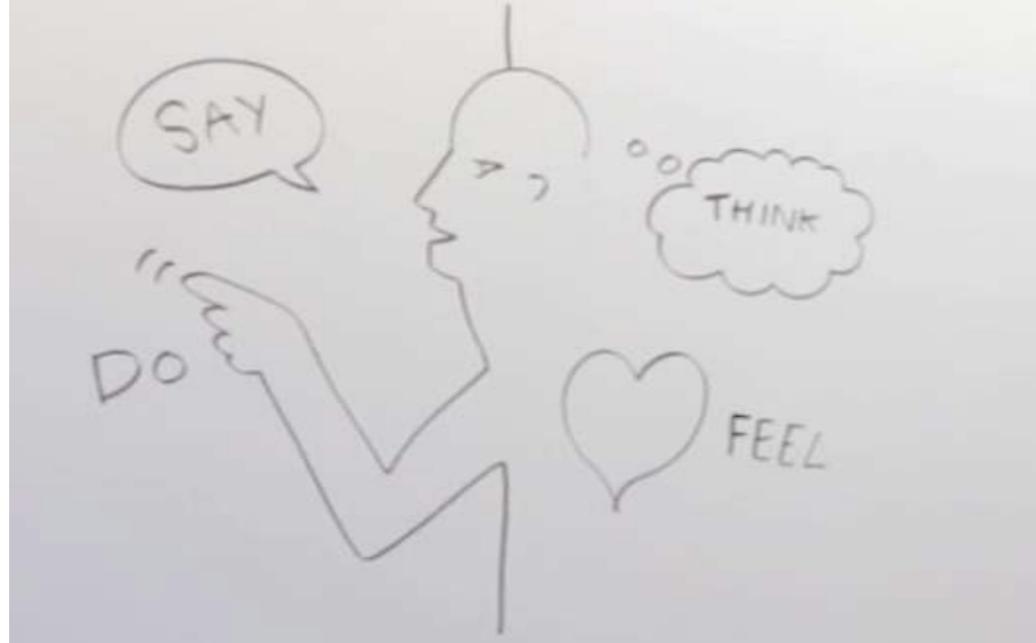
UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- 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.



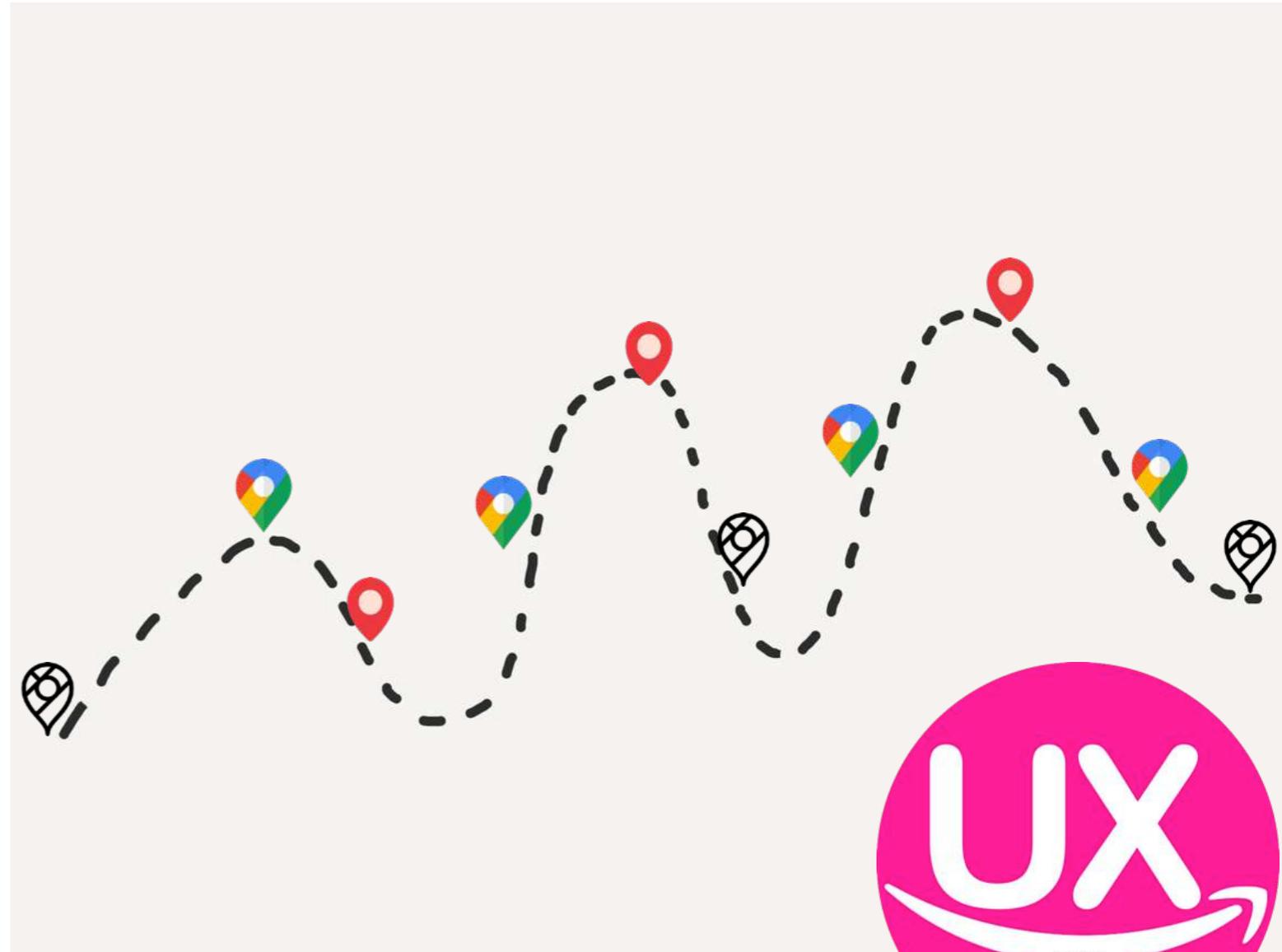
2 : 20 persona

identifiant

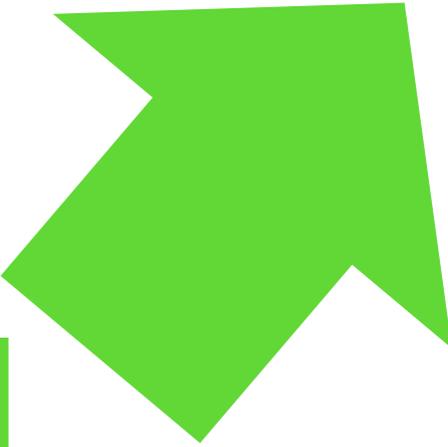
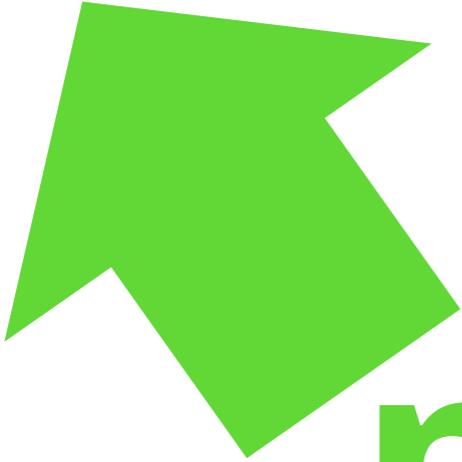
- 20 persona
- dont 2 ICP

Parcours client
Point de contact
UX
Channel Audit
Omni Channels
MCA
Customer journey
TouchPoints

02.

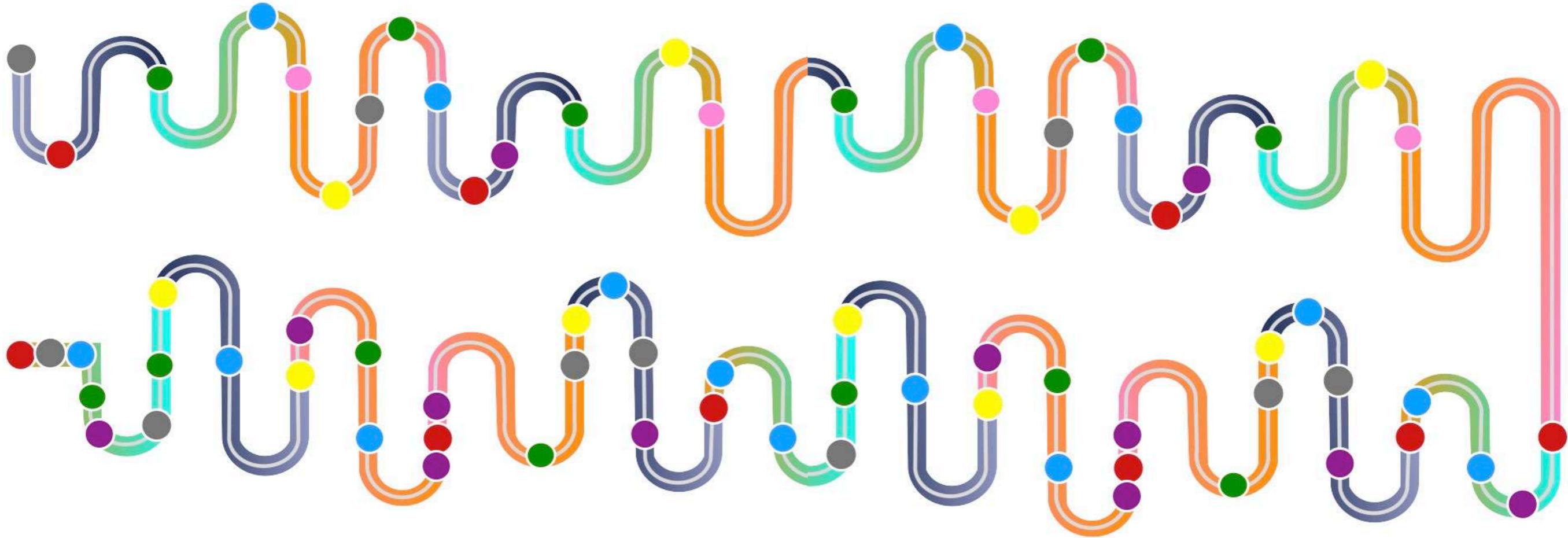


visible



parcours total

99 touchpoints dans un parcours client omnicanal



- | | | | | |
|---|---|--|--|--|
|  physique (face à face, groupe) |  web |  sociale |  pensée |  expérience |
|  distance (tel/visio/message) |  mobile |  metavers |  média |  usage |

UX

physique

web

mobile

sociale

metavers

face à face
téléphone

web1 2

web3

in APP

push

réseaux sociaux

réseau spé

dark social

metavers *marque*

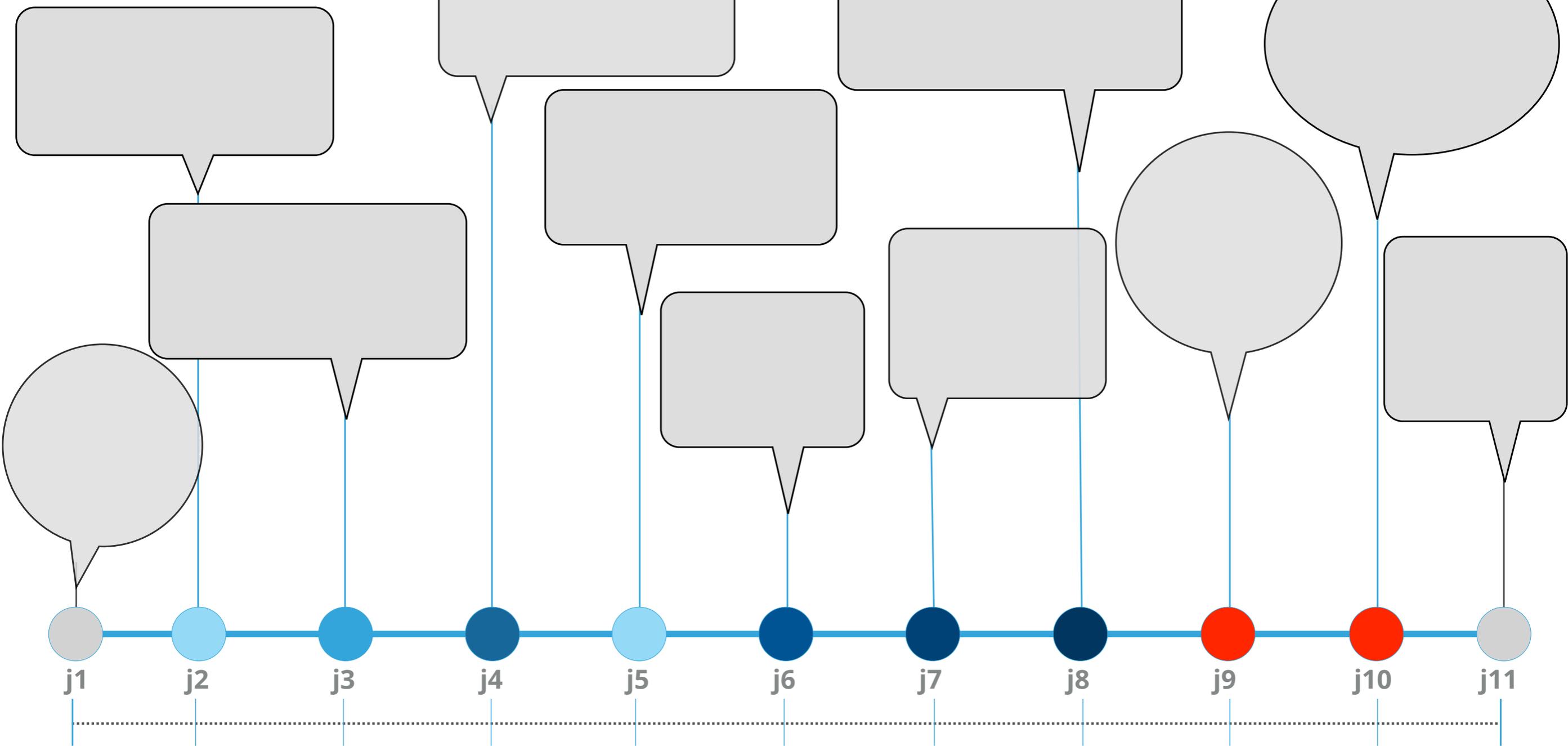
meta gén

#3 : 80 touchpoints

identifier

- 80 touchpoints
- visible / invisible
- conscient / inconscient
- sur 5 canaux
-

Customer Journey Two Weeks

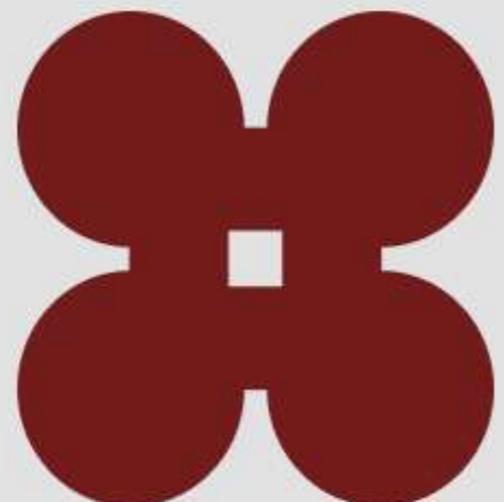
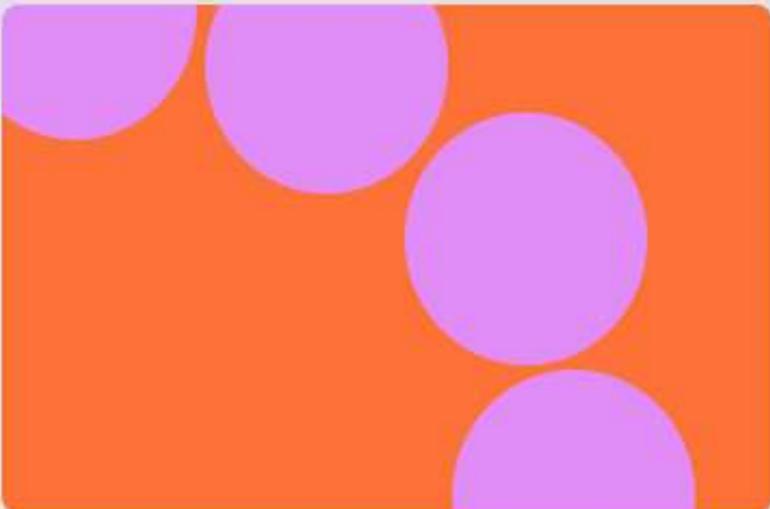


Nom du Touchpoint / Point de contact	1	2	3	4	5	6	7	8	9
Channel / Canal									
Interaction du client									
Interaction de la marque									
Avis du client perçu par le client	👍	😡👎	😍	❤️	⚠️	💬	😊	🙏🔥	😄📢
Décalage avec le positionnement voulu									
Solutions et propositions d'amélioration = plan d'actions									



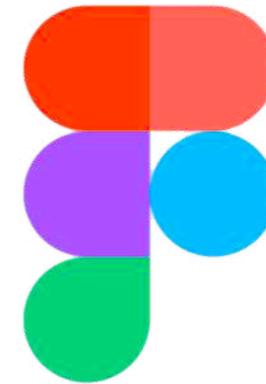
Value proposition
Offre / Prix
Prototypage
MVP
POC
AB testing
USP :
Unique Selling Prop

03.



F G N M A

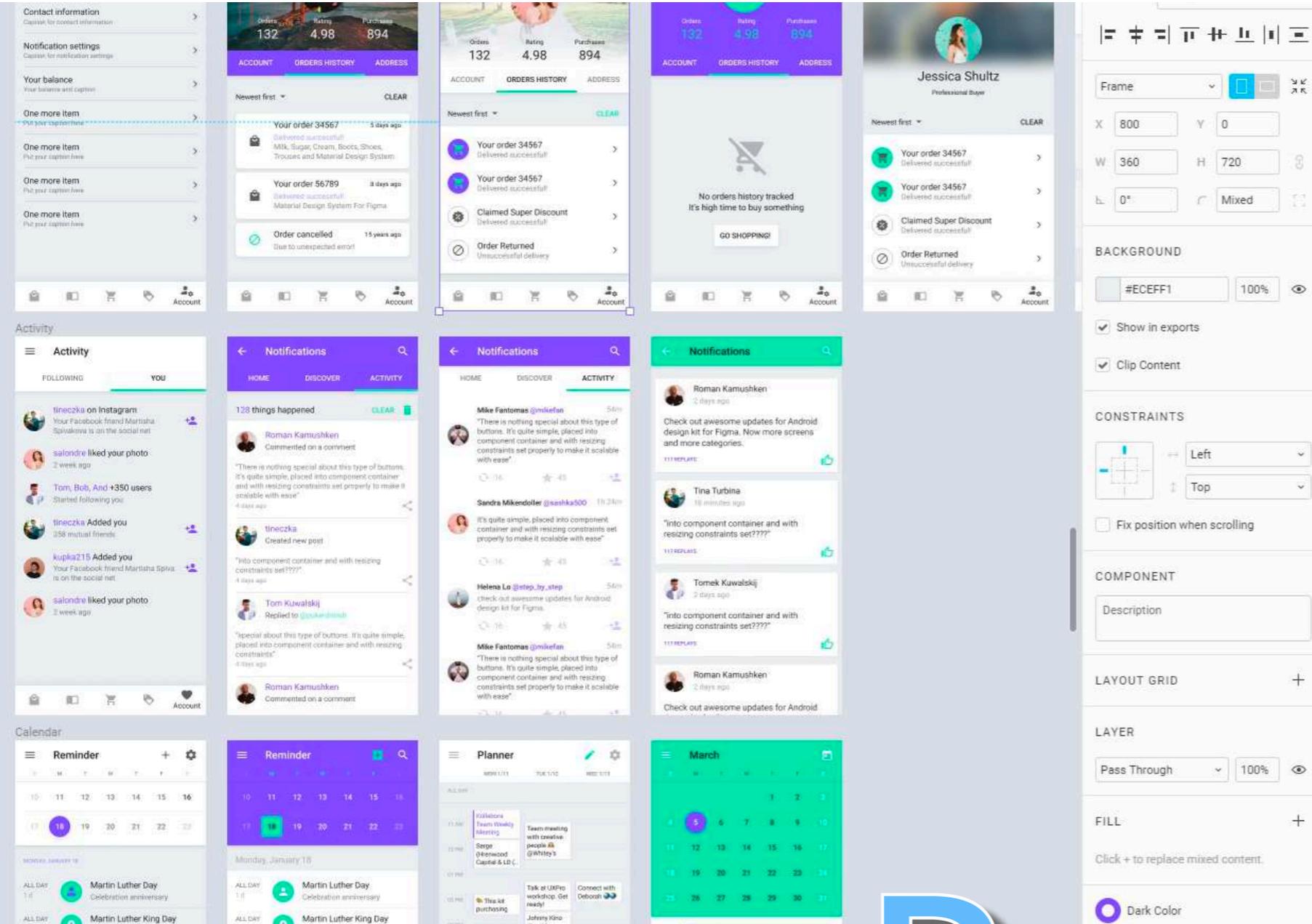
Prototypage Wireframing Pricing



Figma

Value

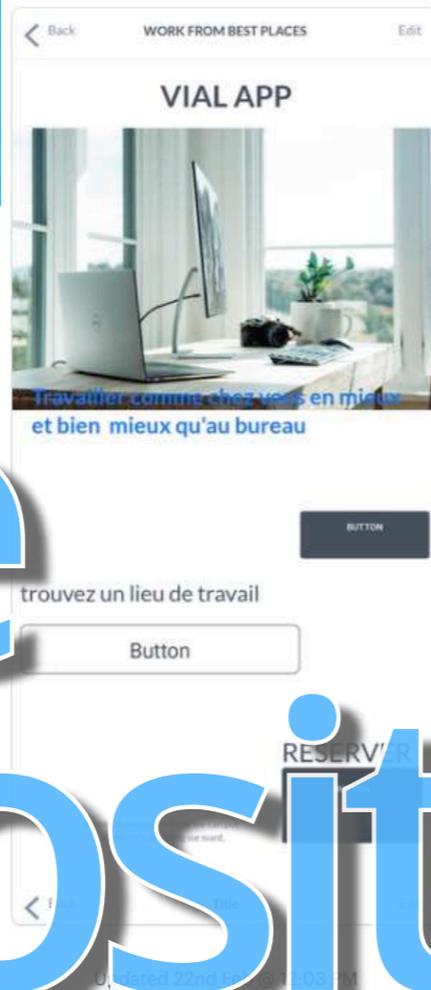
Proposition



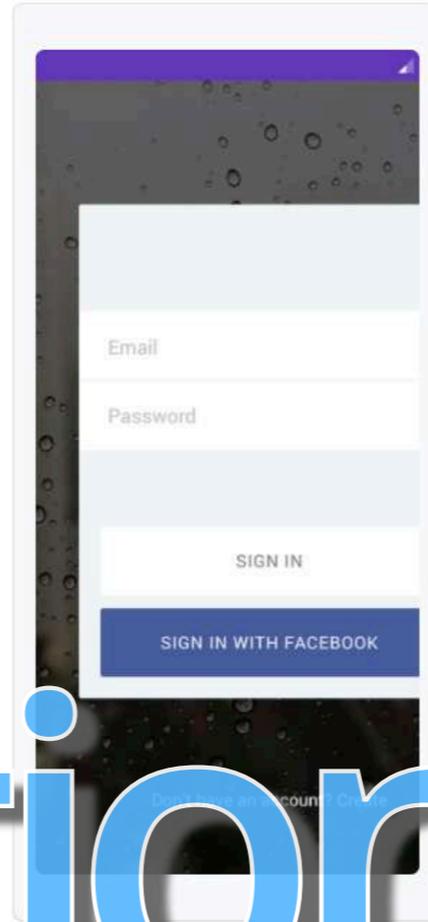
Marvel

Prototyping Wireframing Pricing

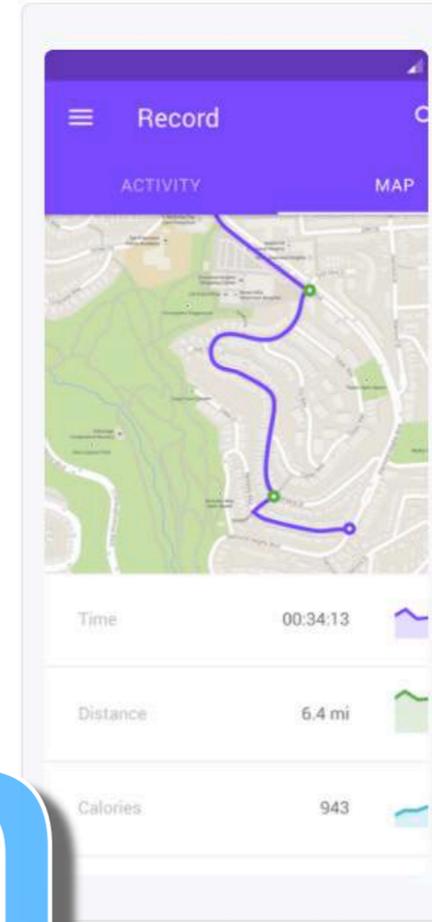
Project



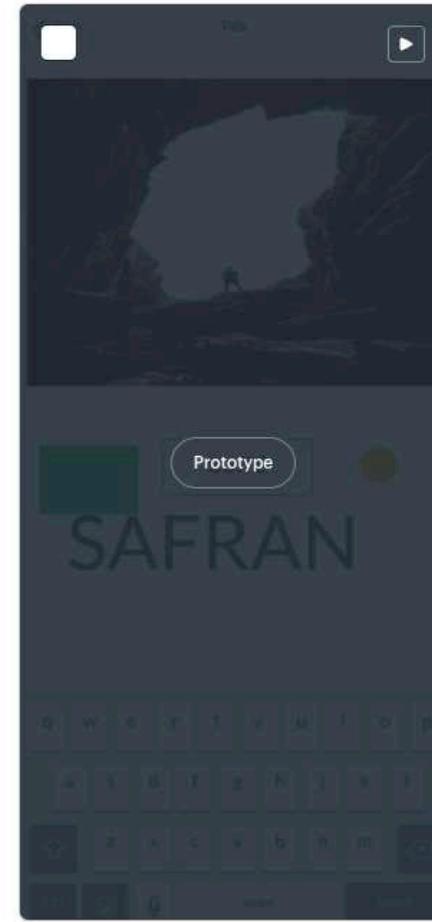
HOME PAGE



SIGNIN



MAP

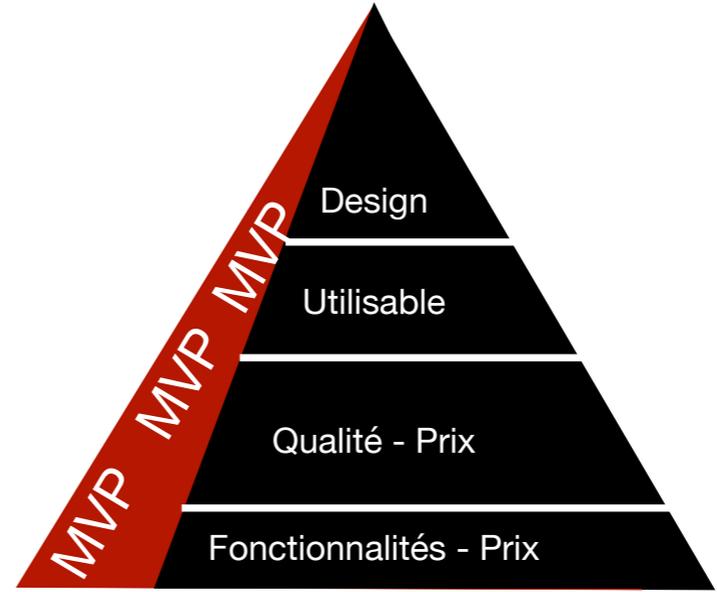


Handoff Edit design Download

Image 9

Value Proposition

MMP



minimum viable product

PRIX - Pricing - Pricing Power - Modèle économique

minimum **M♥P** lovable product

The Lean Canvas Model

• Designed For _____

• Designed By _____

• Version _____

 **Problem**

 **Solution**

 **Unique Value Proposition**

 **Unfair Advantage**

 **Customer Segments**

 **Key Metrics**

 **Channels**

 **Cost Structure**

 **Revenue Streams**

Nom du projet :

LEAN CANVAS



PROBLEMES

Listez les 3 principaux problèmes à résoudre



SOLUTIONS

Quelles sont les 3 principales solutions pour résoudre vos problèmes ?



PROPOSITION DE VALEUR

Quels sont les bénéfices que vos clients peuvent attendre de votre produit/service ?



AVANTAGE CONCURRENTIEL

Quels sont vos avantages concurrentiels ?



SEGMENTS CLIENTS

Qui sont vos principaux segments de clientèle ?



INDICATEURS CLES

Quels sont vos indicateurs clés de performance pour mesurer vos actions ?



CANAU

Quels sont vos canaux de communication et de distribution ? Quels sont les canaux pour récolter les feedbacks de vos utilisateurs ?



SOLUTIONS ALTERNATIVES

Quelles sont les solutions alternatives qui répondent aux problèmes à ce jour ?



EARLY ADOPTERS

Qui sont vos utilisateurs pionniers ?



STRUCTURE DE COUTS

Quels sont vos coûts fixes et variables pour lancer votre activité ?



SOURCES DE REVENUS

Quelles sont les entrées d'argent générées par l'activité ? Comment et quand vont payer vos clients ? Quel est le prix pratiqué selon vos différents segments de clientèle ?

Nom du projet : Application sur smartphone et ordinateur contre l'isolement pour rester en contact via des groupes virtuels.

LEAN CANVAS



PROBLEMES

Liistez les 3 principaux problèmes à résoudre

Rester en contact avec des personnes à n'importe quel moment de la journée.

L'application doit être simple et intuitive après installation.

Avoir le choix dans le format de la conversation (vidéo, chat, jeux, etc.)



SOLUTIONS ALTERNATIVES

Quelles sont les solutions alternatives qui répondent aux problèmes à ce jour ?

Téléphone, réseaux sociaux, applis, etc.



SOLUTIONS

Quelles sont les 3 principales solutions pour résoudre vos problèmes ?

Des notifications alerteront de la présence de votre sélection de contacts.

L'application est ergonomique, épurée et pratique dans son utilisation.

L'application propose plusieurs formats de discussion (vidéos, jeux, chat) et d'animation (filtres, gifs, etc.).



INDICATEURS CLES

Quels sont vos indicateurs clés de performance pour mesurer vos actions ?

Nombre de téléchargements de l'application.

Taux de transformation en abonnements

Taux de satisfaction des clients



PROPOSITION DE VALEUR

Quels sont les bénéfices que vos clients peuvent attendre de votre produit/service ?

L'application aide les hommes et les femmes qui se sentent seuls en se connectant à d'autres personnes, et en s'amusant.



AVANTAGE CONCURRENTIEL

Quels sont vos avantages concurrentiels ?

Une très bonne connaissance du développement web en interne.

Une application différente de ce qu'on trouve sur le marché.



CANAU

Quels sont vos canaux de communication et de distribution ? Quels sont les canaux pour récolter les feedbacks de vos utilisateurs ?

Inbound : réseaux sociaux, stratégie de contenus, tutoriels, etc.

Outbound : campagne d'Adwords, marketing direct, médias, etc.



SEGMENTS CLIENTS

Qui sont vos principaux segments de clientèle ?

H et F qui veulent créer et entretenir du lien social, ayant un moyen de communication à disposition (smartphone, ordinateur).



EARLY ADOPTERS

Qui sont vos utilisateurs pionniers ?

Les jeunes entre 18 et 25 ans, actifs, fans de nouvelles technologies et nouvelles expériences.



STRUCTURE DE COUTS

Quels sont vos coûts fixes et variables pour lancer votre activité ?

Charges fixes : hébergement, serveurs, salaires...

Charges variables : développement des fonctionnalités, prestations de services...



SOURCES DE REVENUS

Quelles sont les entrées d'argent générées par l'activité ? Comment et quand vont payer vos clients ? Quel est le prix pratiqué selon vos différents segments de clientèle ?

Freemium : accès limité à certaines fonctionnalités, nombre restreint de personnes connectées en même temps.

Premium : abonnement 3 mois, 6 mois ou 12 mois.

Différents forfaits existants (entreprise, grand public, étudiant).

A/ BEFORE prospect

1/ My Target Market

2/ My Message To My Target Market

3/ The Media I Will Use To Reach My Target Market

B/ DURING leads

4/ My Lead Capture System

5/ My Lead Nurturing System

6/ My Sales Conversion Strategy

C/ AFTER customer

7. How I Deliver A World Class Experience

8. How I Increase Customer Lifetime Value

9. How I Orchestrate And Stimulate Referrals

9 Steps to Creating Your 1-Page Marketing Plan



1. Identifying Your Target Market

This is your ideal customer, someone you can deliver the most value to. So, they have a problem that only you can solve.



2. Craft a Compelling Message

It's what grabs your audiences' attention and gets them to take immediate action. That could be opting into a mailing list requesting a free trial.



3. Nail Down Your Media Strategy

How will you reach your prospects? Where do they live online and offline? You want to engage with them on multiple platforms (3-5).



4. Capture Your Leads (CRM)

What CRM will you use to capture and engage with your leads regularly? This needs to be in place before you start marketing.



5. Begin Nurturing Your Leads

It's time to educate and establish a relationship. How are you going to get your prospect to like you and trust you enough to buy from you.



6. Convert those Leads to Sales

Map out your sales process so you're not weird or pushy. Most importantly, don't focus on the close. Focus on the next step in the buyer's journey.



7. Deliver a World Class Experience

How can you take your service to the next level? Deliver a unique experience and your customers will keep coming back for more.



8. Turn Customers into Raving Fans

You want your customers to be your repeat purchasers. So how will you get them to buy more often, in greater volume or a higher tiered package?



9. Actively Request Referrals

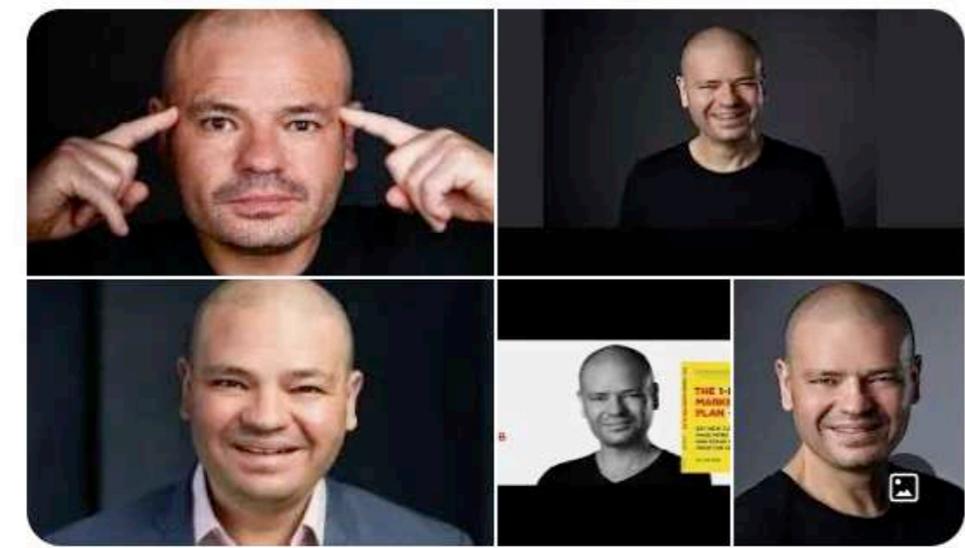
If you don't ask, you're unlikely to get a referral, so just ask. And look for complimentary businesses to set up joint ventures with.

Allan Dib

Overview

Books

Writer



Lean Marketing

Lean Marketing

Master your marketing with Lean Marketing by Allan Dib. Simplify your strategy with the 1-Page Marketing Plan for clear, efficient business growth.

Lean Marketing

There'll always be someone willing to go out of business faster than you. I suggest you not to play that game.

Instagram · @allandib · 1 day ago

"A systemized approach to marketing is essential. *Lean Marketing* delivers exactly this. It gives entrepreneurs, founders, and business owners a blueprint for rapid business growth."

GINO WICKMAN, bestselling author of *Traction*

LEAN MARKETING

More leads. More profit. Less marketing.

ALLAN DIB
Bestselling author of *The 1-Page Marketing Plan*

Lean Marketing
<https://leanmarketing.com>

Lean Marketing

Master your marketing with Lean Marketing Plan for clear, efficient



Ubersuggest v4.0.16

It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by clicking the "Unhide" button.

[Unhide](#)

About

Allan Dib is a serial entrepreneur, rebellious marketer, technology expert, and author of the international bestseller, *The 1-Page Marketing Plan*. He has started, grown and successfully exited multiple businesses in various industries. His last business was in the hyper-competitive telecommunications industry. ... [Google Books](#)

Feedback

Books

The 1-Page Marketing Plan: Get Ne...
2016

Lean Marketing: More Leads...
2024

Profiles

Join us for How to Build Day on March 6! Attend build-along tutorials and live Q&As with the Bubble team.

Start building for free

Prototype for free and upgrade when you're ready to go live. Whether you're just getting started or looking for full-stack functionality, Bubble has what you need as you grow.



Pay annually Pay monthly

Free

Best for learning how to use Bubble

\$0 / month

Try Free

Starter

Best for launching your app and testing

\$29 / month

Billed annually

Start a free trial

RECOMMENDED

Growth

Best for growing your user base

\$119 / month

Billed annually

Get started

Team

Best for scaling your team and business

\$349 / month

Billed annually

Get started

Build custom apps for your business, fast.

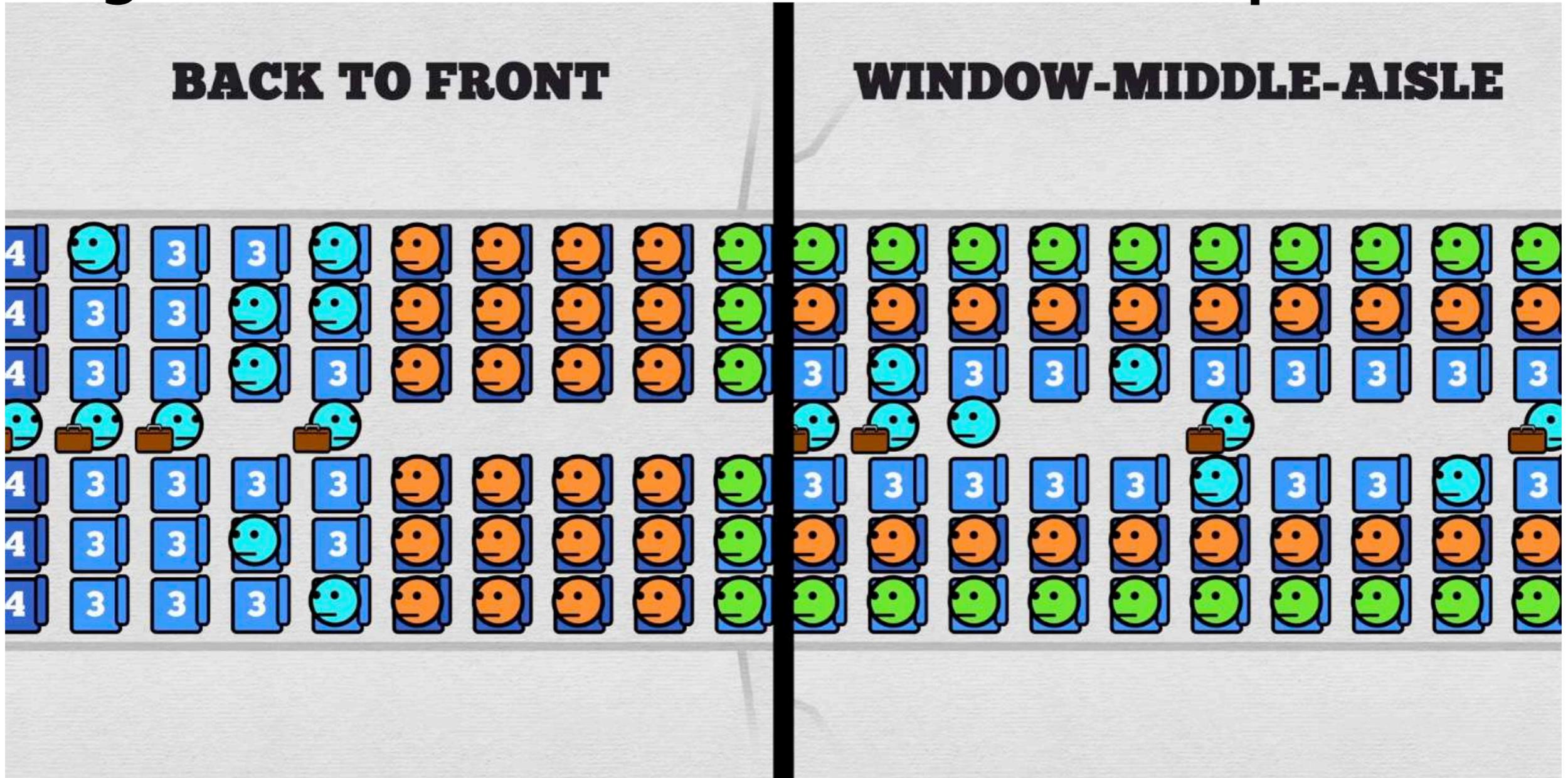
Turn your spreadsheets and databases into client portals and internal tools. No code required.



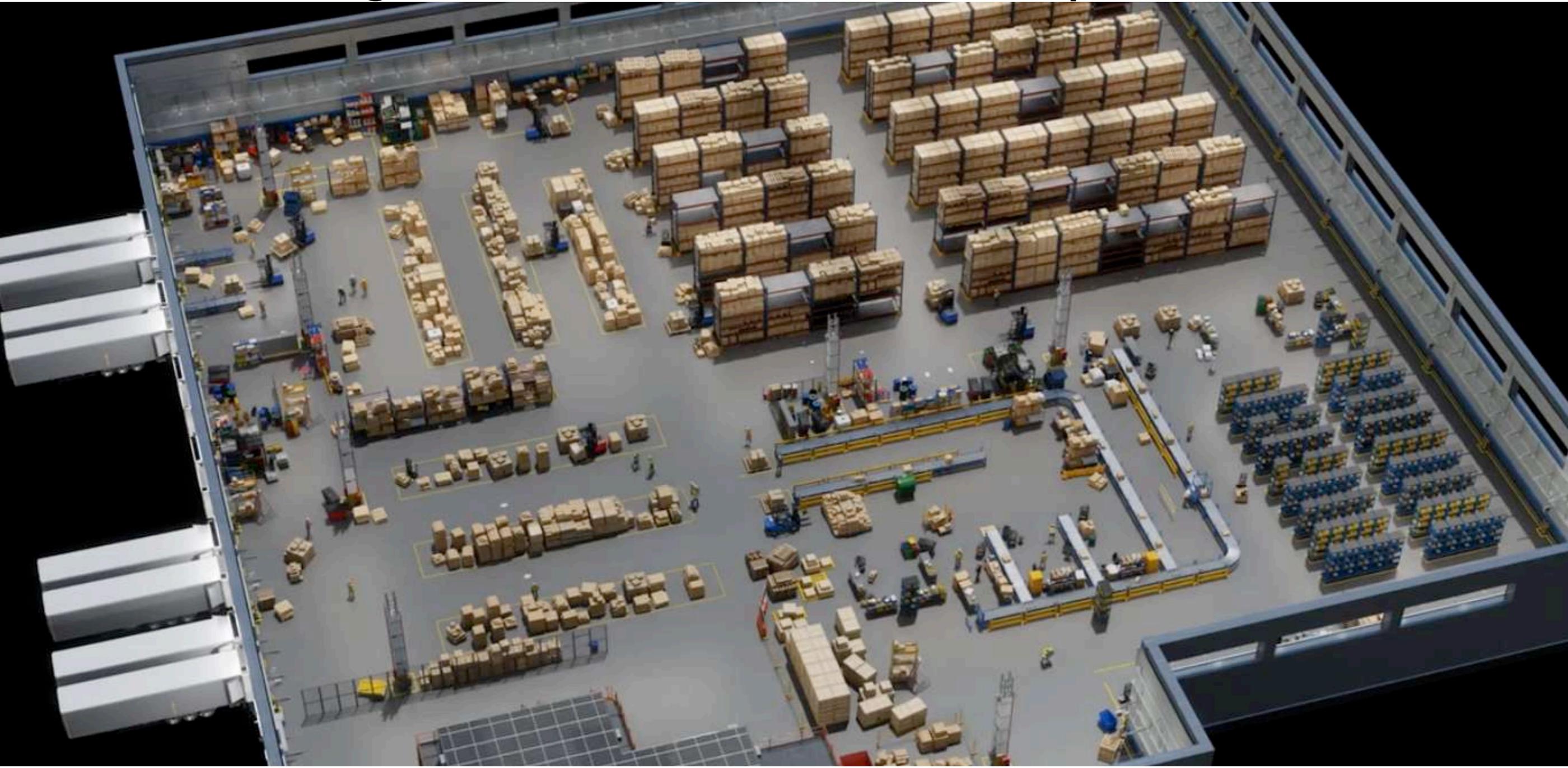
Continue with Google

Sign up with email

jumeau numérique



jumeau numérique



#4: MVP

montrer

- le produit
- l'expérience
- le jumeau
- les prix

Content Strategy
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



STORYBOARD

Point de départ : équilibre STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Situation de départ STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Déséquilibre / problème STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Conséquences du problème STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

IL Y A UNE SOLUTION STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Le héros distribue / partage la solution STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Happy ending STORYTELLING

TIME _____
TEXTE _____
IMAGE _____

Retour au point d'équilibre +/- départ STORYTELLING

TIME _____
TEXTE _____
IMAGE _____



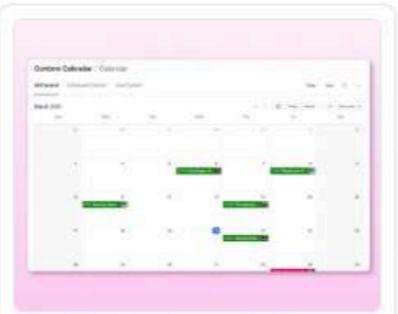
AUDIENCE PLANNING



Insights

Section
Dashboards

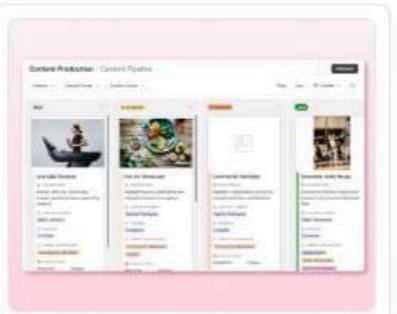
Description
Insights serves as a comprehe...



Calendar

Section
Content Production

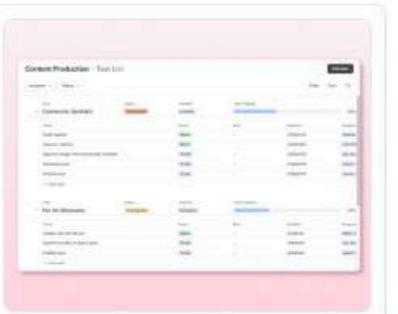
Description
The calendar view provides a ...



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

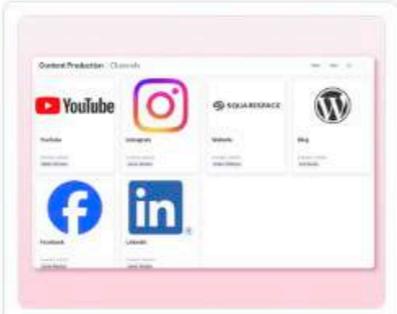
Description
The Task Timeline provides a ...



My Work

Section
Content Production

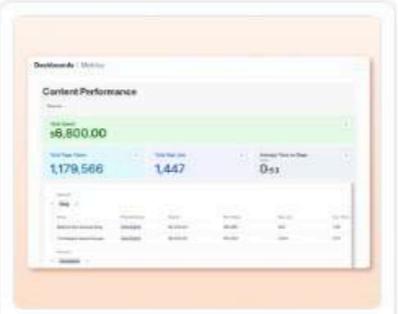
Description
My Work aggregates all



Channels

Section
Content Production

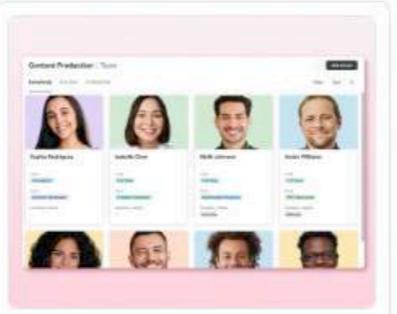
Description
The Channels page is dedicat...



Metrics

Section
Dashboards

Description
The Metrics page provides co...



Team

Section
Content Production

Description
The Team page is a directory ...

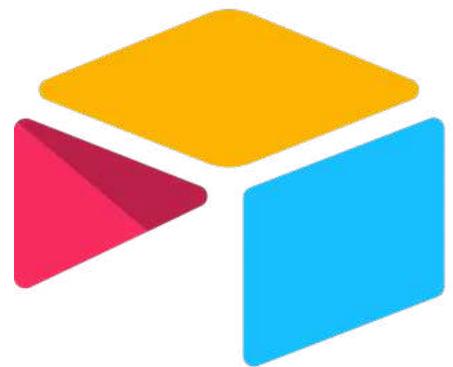
PLANNING BRAND CONTENT

DATE DEBUT 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	Forre	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							
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							
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	
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							

Présenter la liste des Contenus Digitaux par :

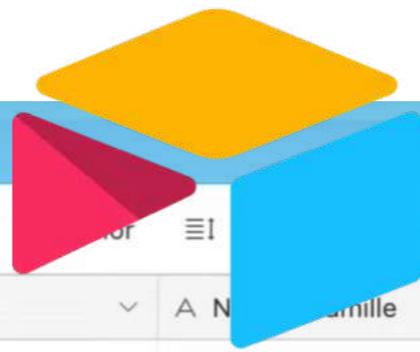
- date dans un calendrier
- persona dans une gallery
- produit dans une autre gallery
- producteur dans une liste
- état d'achèvement dans un Kanban
- thème dans une autre liste



Airtable



Notion



Airtable

Personnes | Entités | + Add or import

Views | Grid view | Hide fields | Filter | Group | Sort

Find a view

- Grid view

	Nom Complet	Prénom	Nom de famille
1	Vincent Ertveld	Vincent	Ertveld
2	Jean Nabuse		
3	Emma Tome		

Create...

- Grid
- Form
- Calendar
- Gallery
- Kanban
- Timeline Pro
- List
- Gantt Pro
- Section Pro

Content Marketing Pipeline

Editorial | Content Ideas | Personas | Published Stories | Verticals | SEO Keywords | Series

Calendar | Using 4 fields and date ranges | Filter | Sort | Color

Month | Two week | Today | October 2017

Records are assigned the first color that they match.

- 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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Timing your ... DRAFT	3	4	5	6	7
8	9 Timing your s... EDIT Data viz for ... DRAFT	10 Using data tre... EDIT Top 10: The ... DRAFT	11 +1 more	12 The psycholog... PUB Why everyo... DRAFT	13 Timing your so... PUB	14 +1 more
15 Social media p...	16 Using data tre... PUB 2017 tools rou... EDIT	17 Why everyone... EDIT	18 5 ways to use... EDIT	19 Data viz for d... EDIT Has data visu... EDIT	20 Data visualizat... PUB	21 +1 more
22	23 2017 tools rou... PUB Data viz week	24 5 ways to use ... PUB	25 Why everyone... PUB	26 Data viz for du... PUB	27	28
29 Data viz week	30	31	1 Top 10: The m... PUB	2 Has data visua... PUB	3	4

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... your team nee...
Oct 25 PUB

#5 : Airtable

montrer

- la table
- les cibles / persona
- les canaux
- les budgets
- le calendrier

#6 : Budget

cohérence et cohésion des codes de la marque

brand content —> content marketing

UGC —> marketing d'influence

outbound —> inbound

40% production création / 60% diffusion & pub

KPI : VU impression CTR CRO POEM



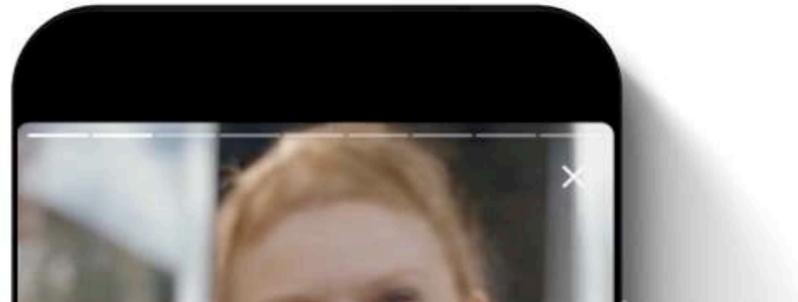
Web Stories

Web Stories are a web-based version of the popular Story format, allowing creators to host and own their content.

Get started

Stories that feel like yours, because they are

Reach more people and engage your



DATA DRIVEN
AAARRR
Sales Funnel
Business Model
LTV
TAM SAM SOM
IS & BP

05.

SALES FUNNEL





AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



A

A

A

R

R

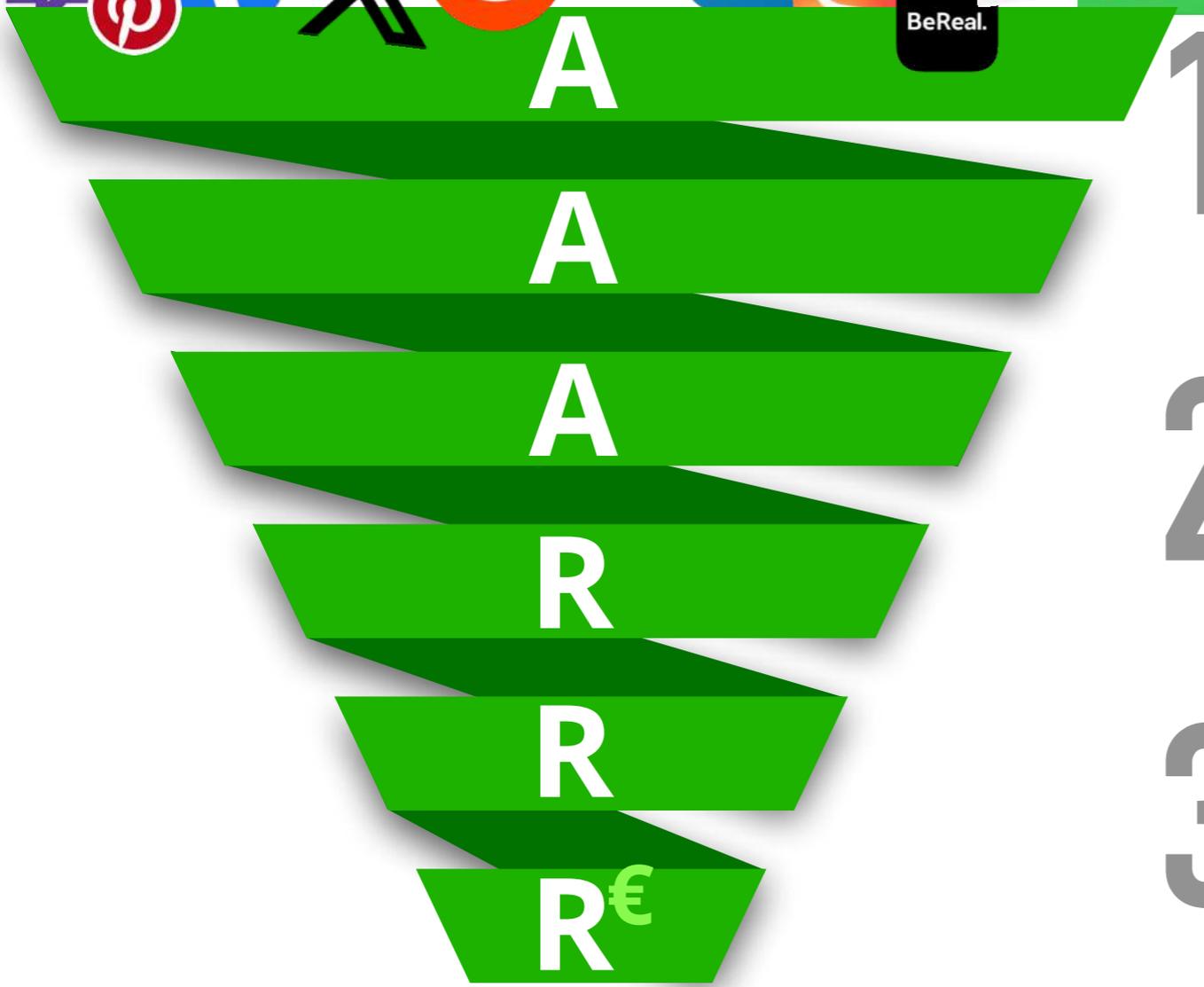
R€

Lead Nurturing

Awareness - Acquisition - Activation
Retention - Revenue - Referral



Calcul des taux de conversion



1 **CRO** communication
TOPfunnel

2 **CRO** marketing digital
MIDfunnel

3 **CRO** vente
BOTTOMfunnel

Awareness - Acquisition - Activation
Retention - Revenue - Referral

Lead Scoring



1 **VU / REACH**
Visiteur Unique

2 **MQL**
lead scoring +

3 **SQL**
lead scoring +++

SAMSUNG

A Awareness
A Acquisition
A Activation
R Retention
R Revenue
R Referral

Notoriété
Acquisition
Activation
ACHAT
Parrainage
Retour



SAMSUNG

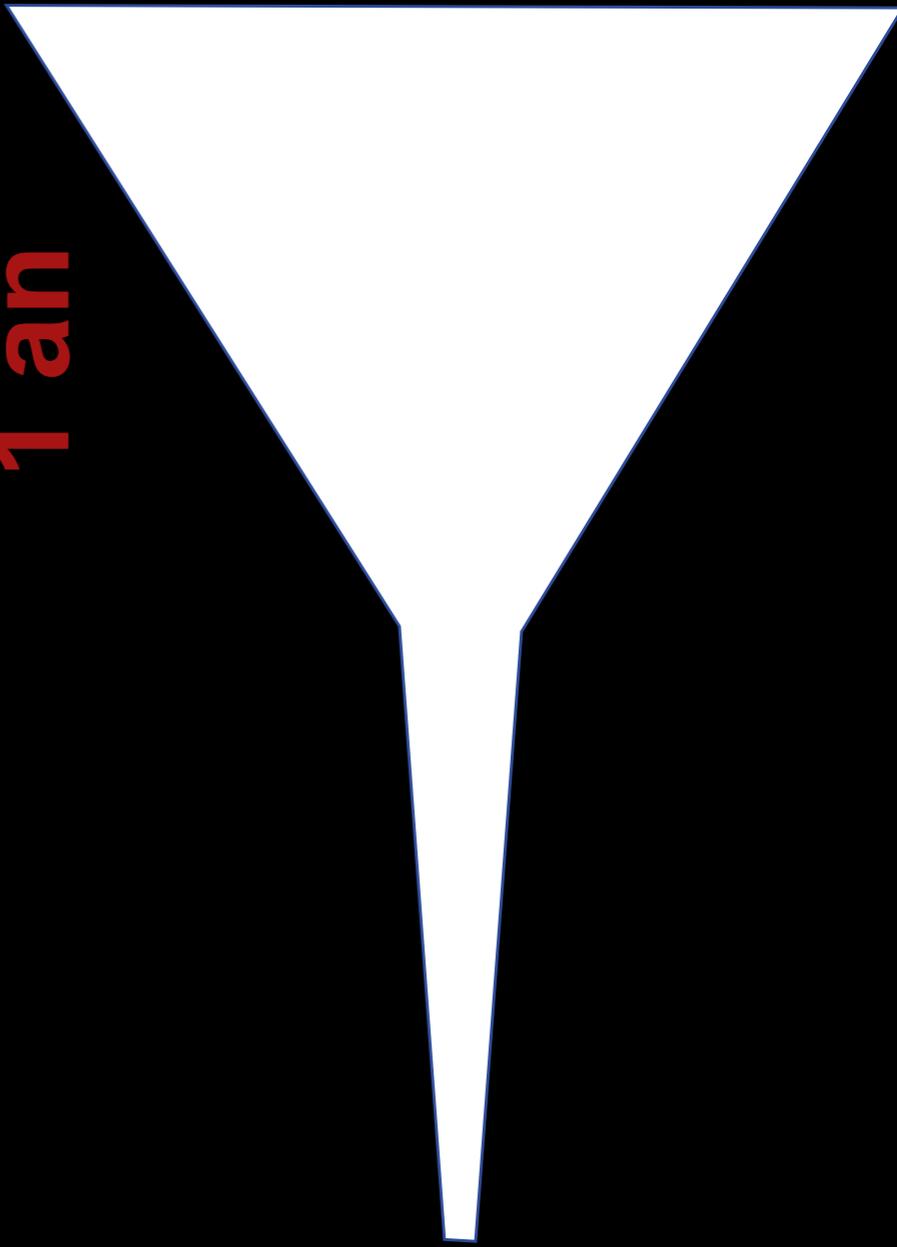
AAAARRRR
Awareness
Acquisition
Activation
Retention
Revenue
Referral

G

3 jours

2 mois

1 an



SAMSUNG

**AAAA
RRRR**



Taux de conversion



#7 : CRO

prédire

- les CRO
- les évolutions

8 : Excalidraw

travailler ensemble

- construction collective
- les évolutions par tous



Funnel Analytics





Funnelytics

Cours Live avec Captation



LinkedIn Posts



Montage



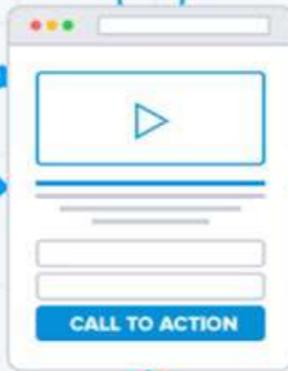
Youtube TikTok



LinkedIn Post



Sortie épisode



LinkedIn Outreach



LinkedIn Post



Facebook Ads



Cours écrit



Compte Formateur



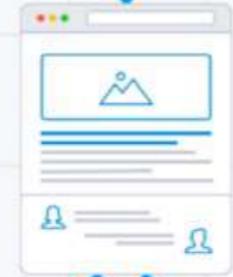
Extrait sur chaîne YouTube



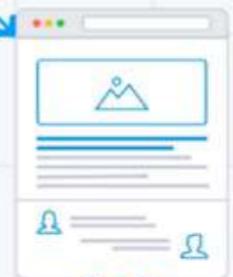
Blog Post



Blog Post



Blog Post



Youtube Ads



TwitteredIn Post



TwittenkedIn Post

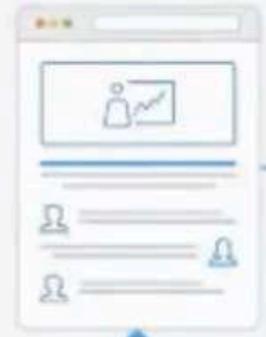


TwitterkedIn Post





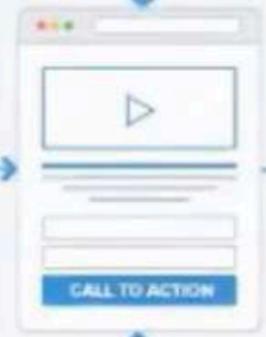
VACARME : Enregistrement Live



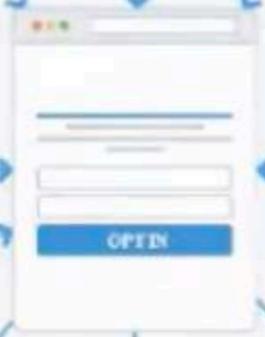
Montage



Sortie épisode



Cours écrit



Auteur



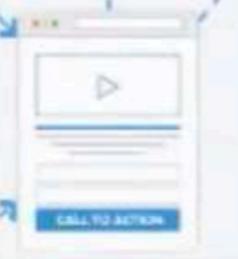
LinkedIn Post



Email



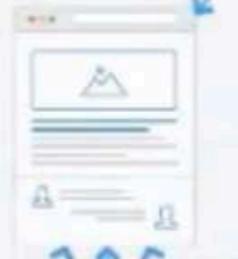
Extrait sur chaîne YouTube



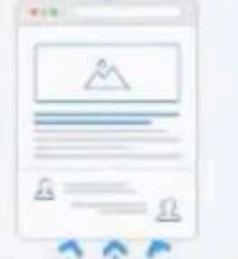
Youtube Ads



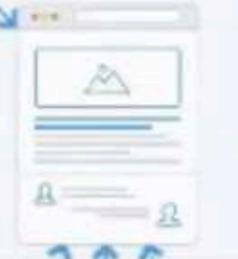
Blog Post



Blog Post



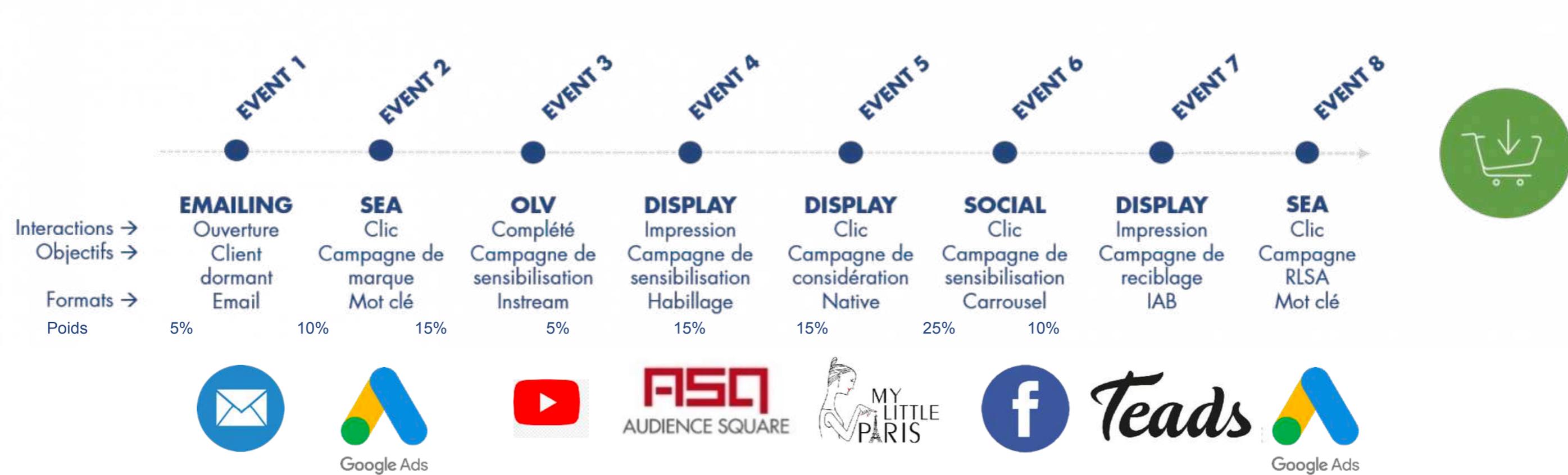
Blog Post

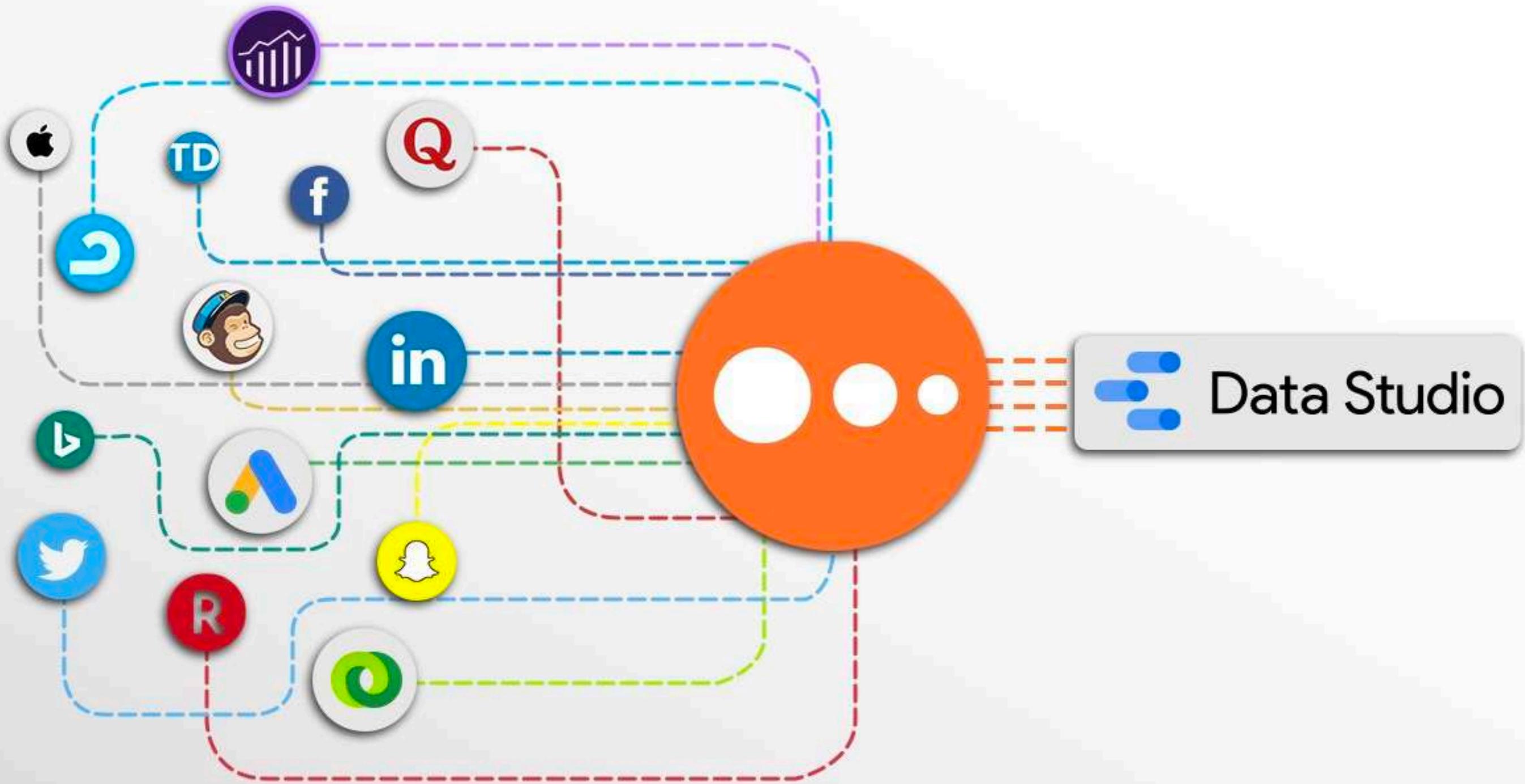


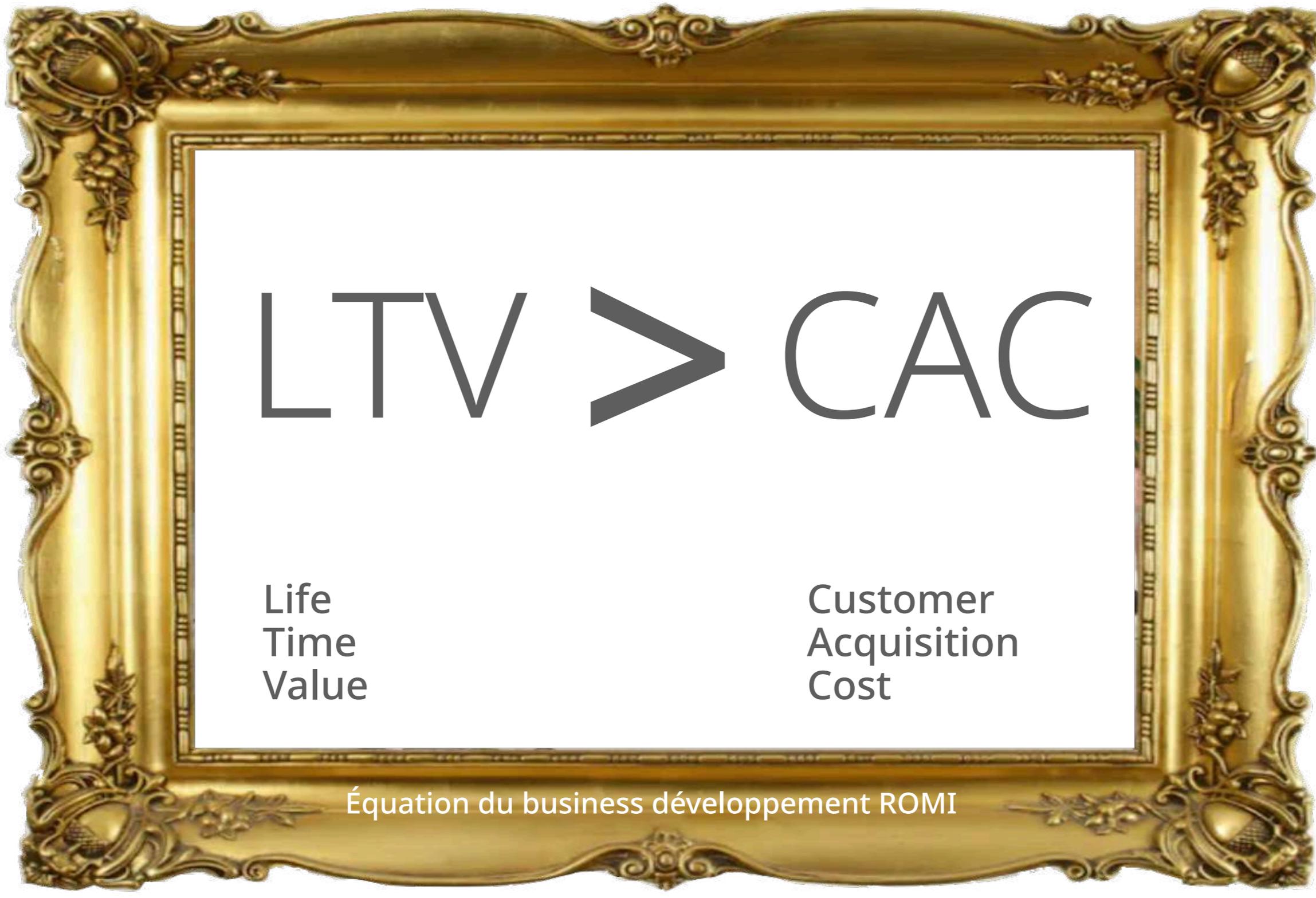
Twitter LinkedIn Facebook Post Twitter LinkedIn Facebook Post Twitter LinkedIn Facebook Post



Contribution





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

Life
Time
Value

Customer
Acquisition
Cost

Équation du business développement ROMI



CONCLUSION

Health-Tech 2026

“**DEMO
DAY**”

YC PITCH DECK FOR VC

“

UN ÉNORME

PROBLÈME

MONDIAL

”

*“UNE SOLUTION
AU COÛT
MARGINAL NUL”*

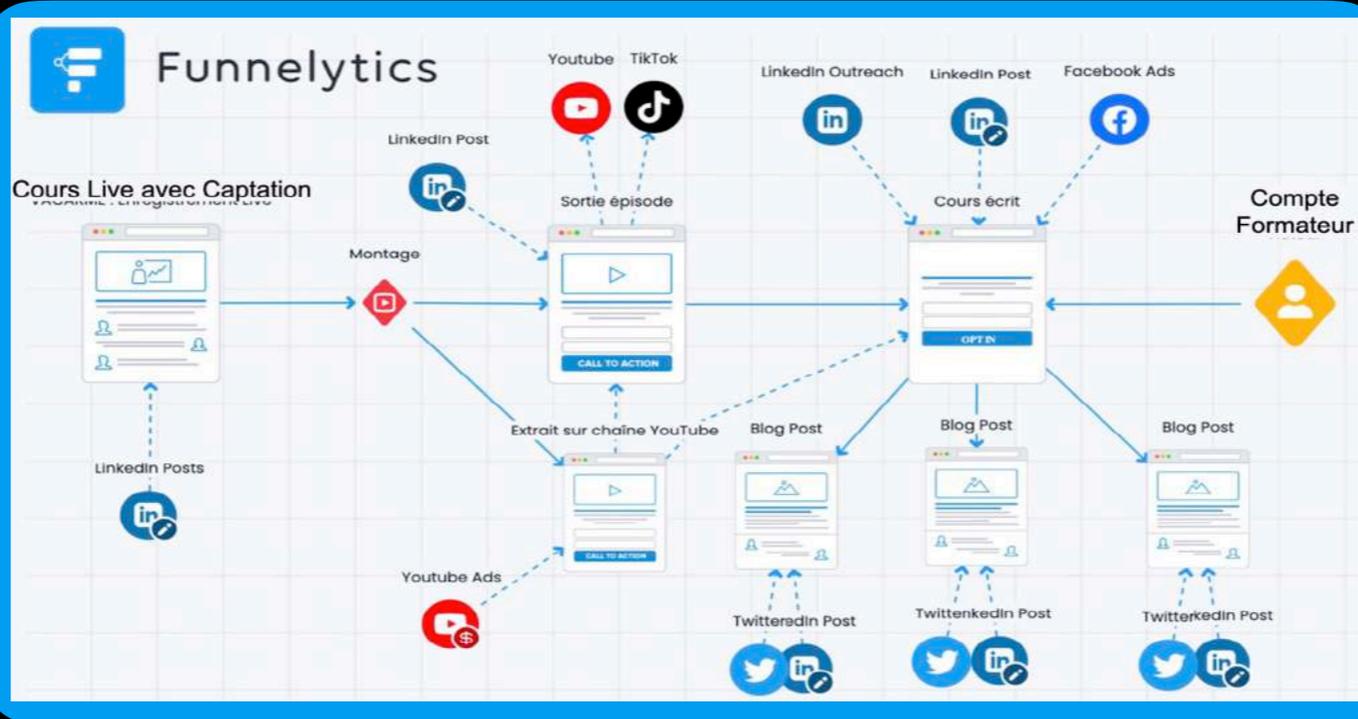
“*UNE
DISTRIBUTION
SANS FRAIS*”

*“UNE
RENTABILITÉ
EXPONENTIELLE”*

AAARRR

COMMUNIQUER
MARKETING DIGITAL
VENDRE

LEAD NURTURING



EMBASER
ENCARTER

LAST CLIC
ATTRIBUTION
CONTRIBUTION



TOP FUNNEL MID FUNNEL
BOTTOM FUNNEL



UX

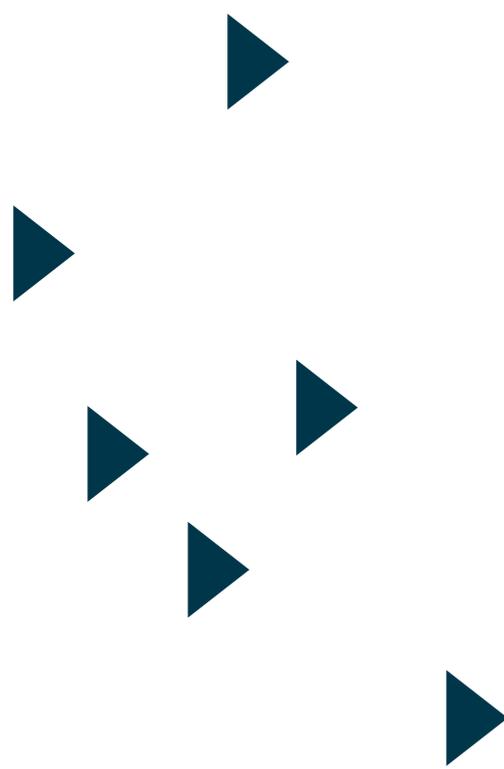
physique
web
mobile
sociale
metavers

SAMSUNG

AAARRR

G

Taux de conversion CRO



EXPLORE

BEYOND

HORIZONS

**Act
Think
Impact**

G