

#HelloMTI

31 oct 2018



@kratiroff

INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

MASTERE MTI

CONFÉRENCE DIGITAL MARKETING PAR HUBERT KRATIOFF

30 OCT 2018

9 NOV 2018

12 HEURES



**GRENOBLE
ECOLE DE
MANAGEMENT**

une école

 CCI GRENOBLE





technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

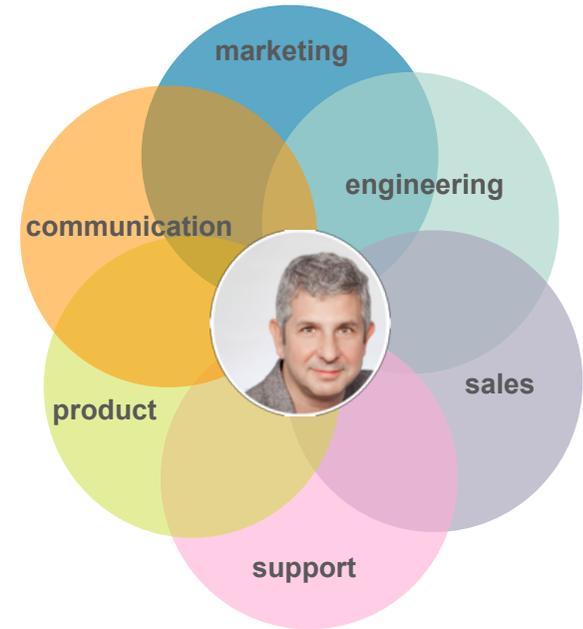
CDDO: chief digital/data officer

DPO: Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



UX



toutsurlemarketing
.com/MTI



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TECHNOLOGY & INNOVATION

MEMBER

 CCI GRENOBLE





Hubert Kratiroff

CDO at C4C, MyConnecting



Social Selling Dashboard



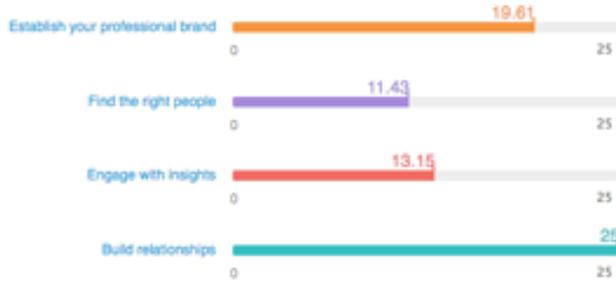
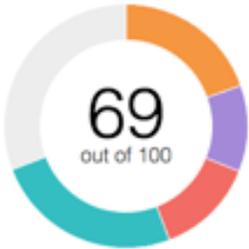
Hubert Kratiroff
CDO at C4C, MyConnecting

Top 4%
Industry SSI Rank

Top 7%
Network SSI Rank

Social Selling Index – Today

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



People in your Industry



Sales professionals in the Computer Software industry have an **average SSI of 32**.

You rank in the **top 4%**
Up 13% since last week

People in your Network



People in your network have an **average SSI of 40**.

You rank in the **top 7%**
Up 15% since last week

06:09

linkedin.com

Engage with insights



Build relationships



Weekly Social Selling Index



People in your Industry



9 sept 2018



One more thing...





**KEEP
CALM
AND
PASS THE
QUIZZ**





API :
Interface entre
Applications
Programmée



Vous inventez une API qui permet de supprimer les queues et files d'attentes.
Votre client vous envoie :

- Le type de convocation (musée, aéroport, gare, vente, médecin ...)
- L'heure de début et de fin
- La liste des personnes convoquées

Vous lui retournez la liste des personnes avec l'horaire précis de convocation

Votre algorithme tient compte des habitudes, des informations facebook, linkedin, du comportement. Votre machine learning (IA) ajuste les horaires futurs en fonction des heures d'arrivées réelles.

Sur place les personnes sont taguées pour comparer la prévision et la réalité.
Ils peuvent aussi comme dans Waze déclarer la taille de la file d'attente.

Tous ces éléments améliorent les futures prédictions.

Utiliser le format PAPER1 pour rendre votre préconisation en trois parties :
(Marketer / Communiquer / Rentabiliser) sans dépasser une page ou 1500 signes
Avant 30 nov 2018 / par mail / en PDF / hubert@kratiroff.com

1 2 3

MARKETER L'INNOVATION
COMMUNIQUER
RENTABILISER

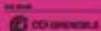
INSPIRING IDEAS AND TALENT*

ET SI INNOVER ÉTAIT DÉJÀ DÉPASSÉ ?



**GRENOBLE
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MANAGEMENT**

TECHNOLOGY & INNOVATION



GRENOBLE-EM.COM

Se poser les bonnes questions, apprendre à résoudre des problèmes qui n'existent pas encore et briser ses rêves : c'est l'expérience unique que vous propose Grenoble Ecole de Management.

Une expérience humaine, entrepreneuriale et digitale, pour inspirer un monde où business et société ne font qu'un.



GRENOBLE | PARIS | LONDRES | MOSCOU | PÉKIN | SINGAPOUR | CASABLANCA

* En partenariat avec les universités partenaires.



**GRENOBLE
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TECHNOLOGY & INNOVATION

MEMBRE



CCI GRENOBLE

INTRO

@kratiroff

Whois?



Henri Crohas

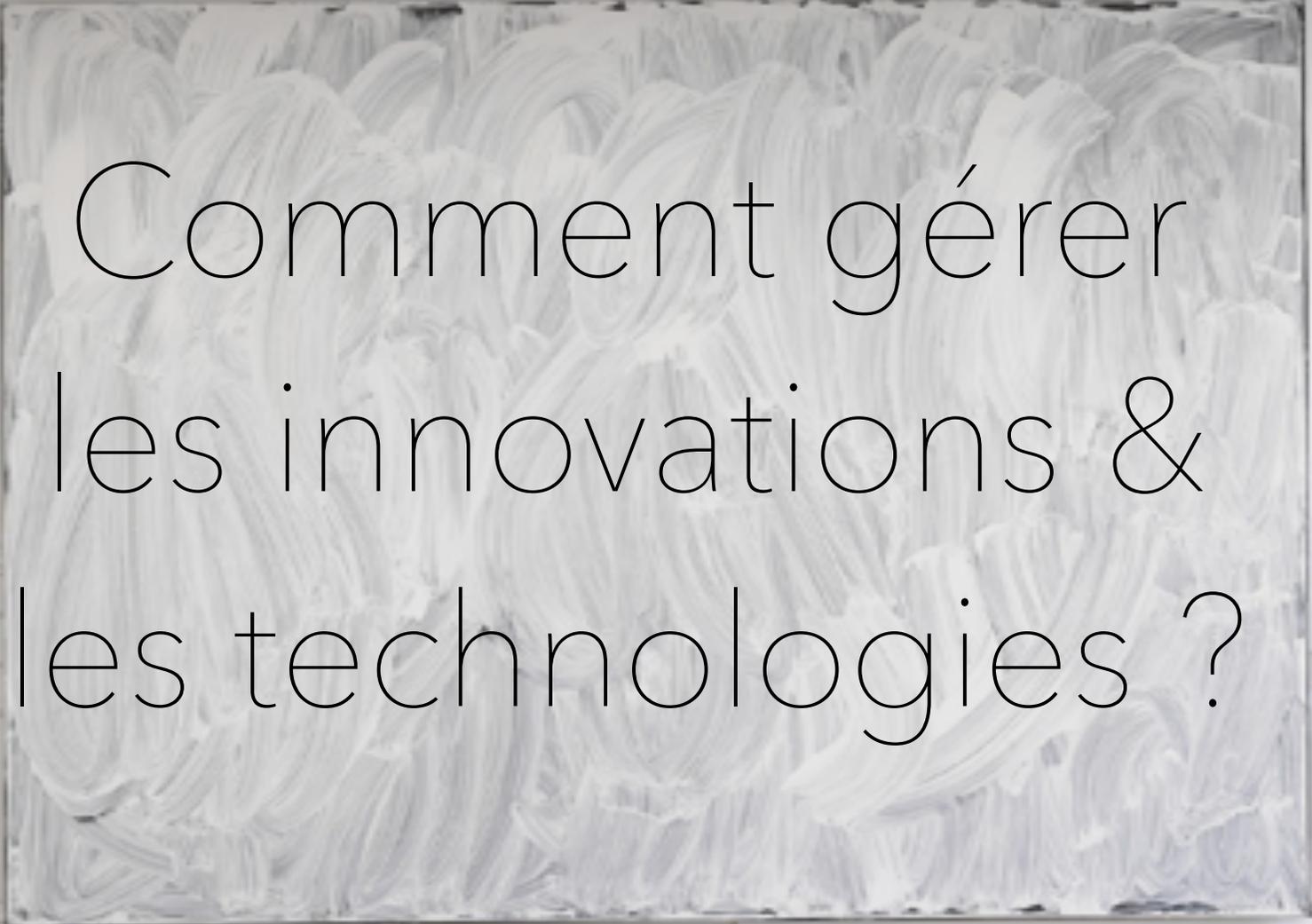
Ingénieur génial

Brevets sur :

Son, compression vidéo,
streaming

Fondateur de ARCHOS





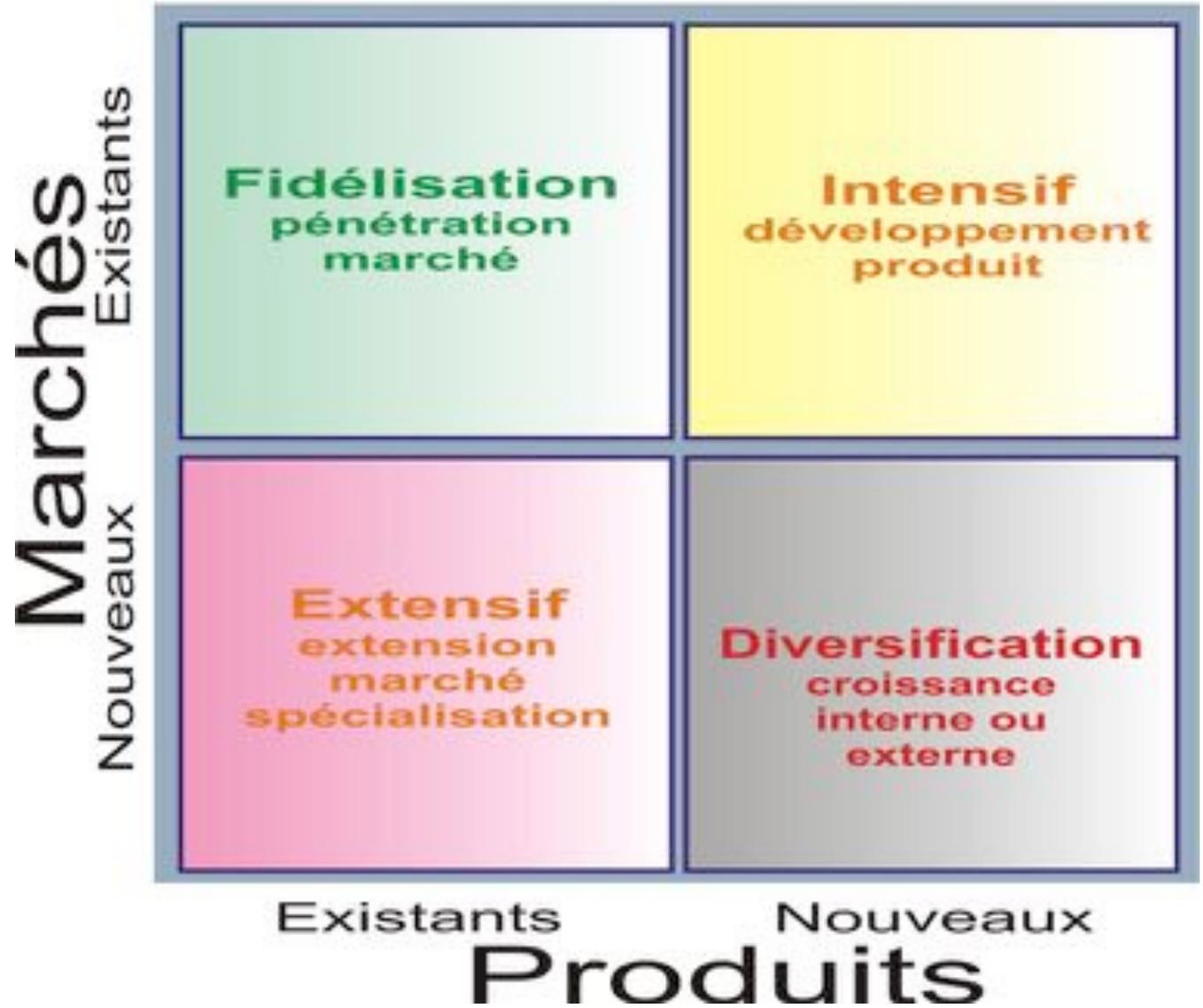
Comment gérer
les innovations &
les technologies ?

PARADOXE DU DÉVELOPPEMENT

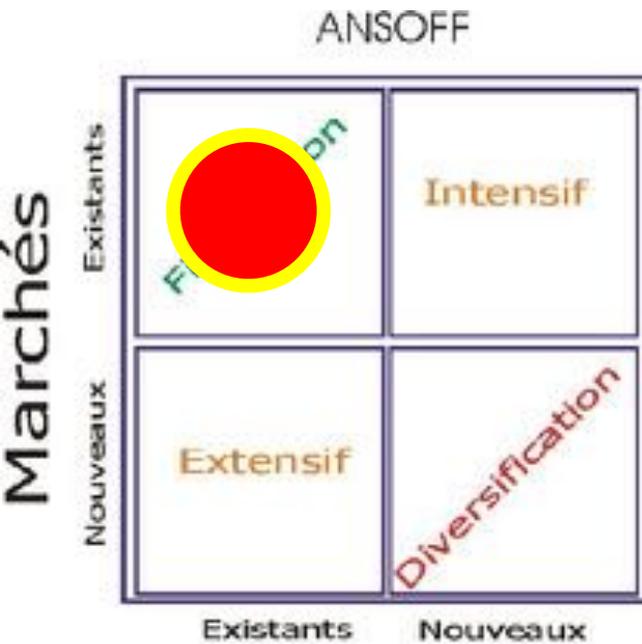


Décomposition stratégique d'Ansoff

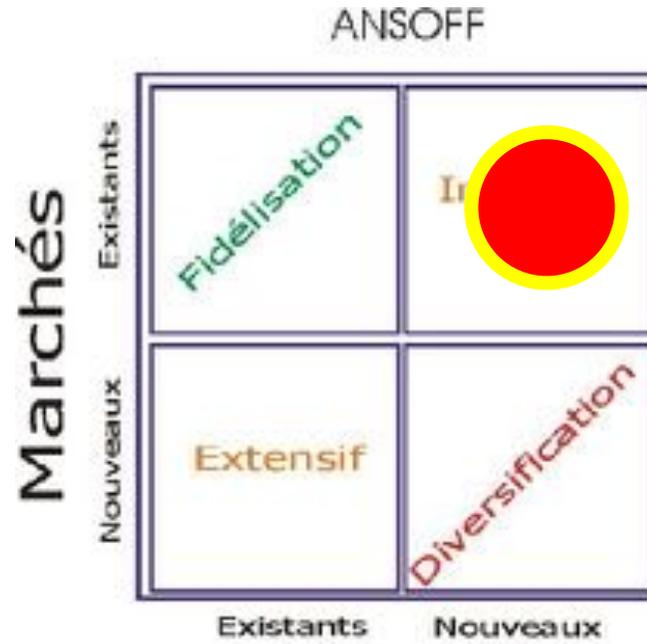
Igor ANSOFF (1918-2002)
The new corporate strategy



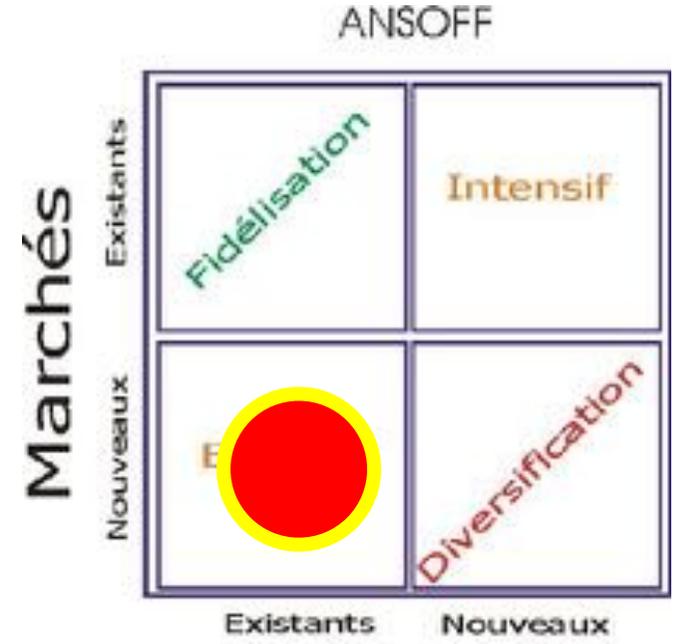
Décomposition stratégique d'Ansoff



2017

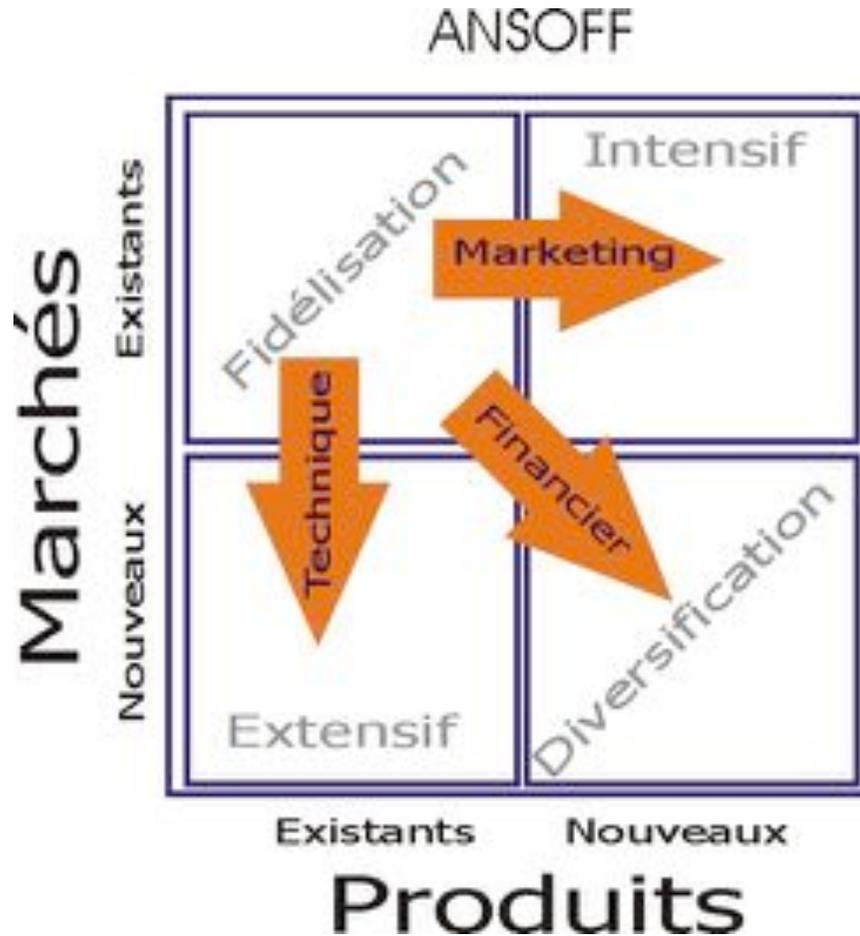


2018



2019

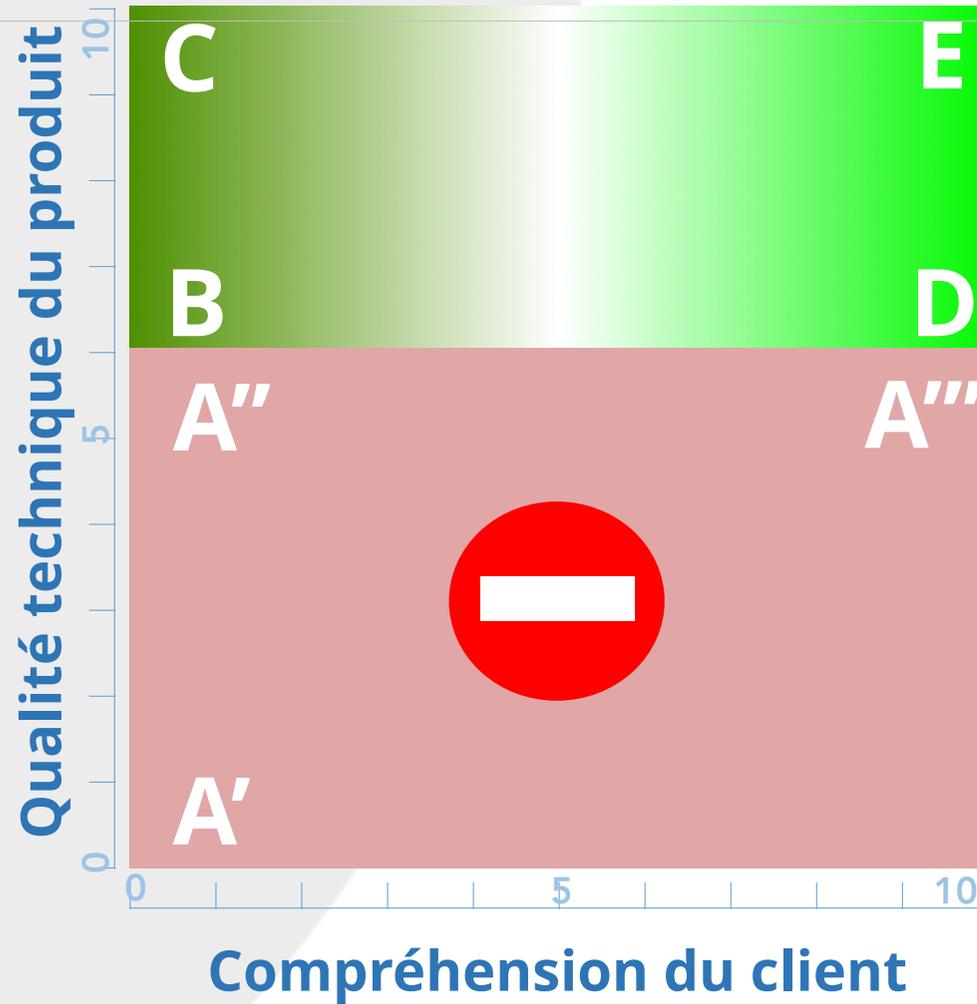
Décomposition stratégique d'Ansoff



LES ENTREPRISES
TECHNOLOGIQUES ONT BESOIN
DES MEILLEURS... MARKETEURS

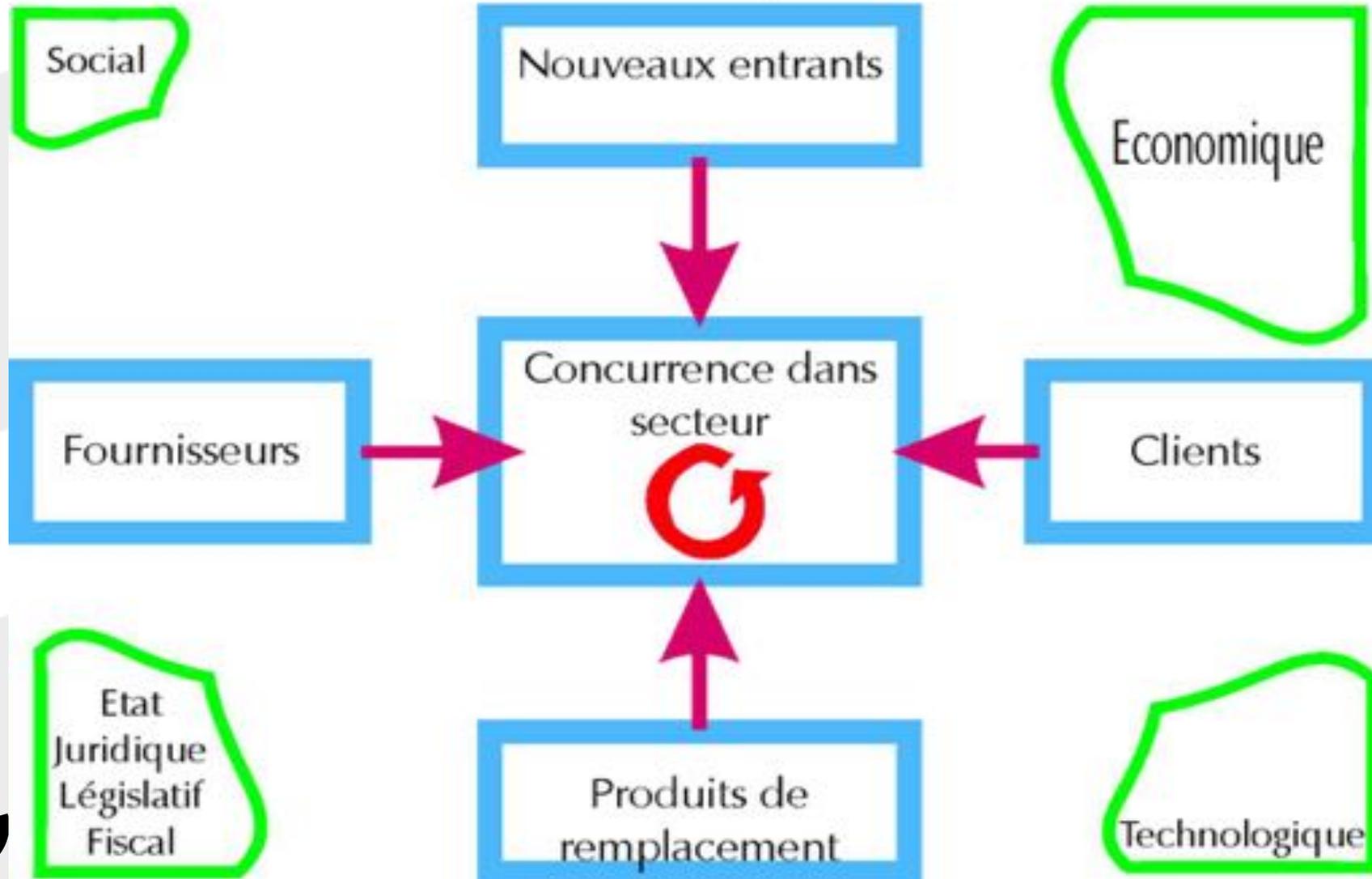


Matrice de progression



Matrice de Michael Porter

matrice des cinq forces





42



Les startups infusent le monde économique





Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai lexique, voici 250 acronymes – pas tous pertinents – du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon* que ASS (acronyme seriously suck), sachez que TAWYD (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (au moins utile)
* mail de Elon Musk à ses équipes en 2010 (Twitter, SpaceX, SolarCity, Bing and previously PayPal's co-founder)

AAA: Average active sessions
AAID: Android Advertising Identify
AARRR: Acquisition, Activation, Retention, Referral, Revenue
ABC: Always Be Closing
ABM: Account Based Marketing
ABT: AB testing
ACSEL: Association pour commerce et services en ligne (ADEN: Association De l'Economie Numérique)
ADEX: Ad Exchange platform
AdTech: Advertising Technology (cf. MarTech)
ADX: Google DoubleClick Ad Exchange platform
AIDA: Attention Interest Desire Action "First Purchase Funnel"
AMA: Ask Me Anything
AMP: Accelerated Mobile Pages de Google
APP: Application (a program designed to run on mobile devices)
API: Application program interface (cf. Mail)
AR: Augmented Reality (ou RA)
ARPU: Average revenu per user
ARR: average recurring revenu (or annual)
ASO: App Store Optimization (cf. Search)
ASF: Apache Software Foundation
ASP: Application service provider AssurTech cf. Insurtech
AnyAd: Anytime Anywhere Anydevice
AnyAdAC: AnyAd + AnyContent
ATF: Above the fold (au dessus du pl, donc visible ; cf. STF)
ATL: above the line (cf. BTL & media)
AWD: Adaptive web design (cf. RWD)
BAT(X): Baidu Alibaba Tencent Xiaomi (vs. GAFA)
BANT formula: Budget, Authority, Need, Timeline (developed by IBM)
BAU: Business As Usual
BI: Business Intelligence
BMG: Business Model Generation by Alex Osterwalder
BOB: Best of Breed

BOFU: Bottom Of Funnel (cf. ToFu)
BPM: Business Process Management
BR: bounce rate (visite inutile à une seule page ou non réception d'un email)
BRICS: 5 countries competing with Trade and A-11
BTC: Bitcoin (XBT)
BTF: Below the fold (en dessous du pl, donc invisible ; cf. ATF)
BTL: below the line (cf. ATL & hors media)
BusG: business to Government
BuyR: Business to Retail
BYOD: Bring your own device (cf. CYOD)
CAE: Customer Acquisition Cost (ou cycle d'activité client analyse du parcours client)
CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
CCO: Chief Customer Officer
CCU: cf. UCC
CDC: Cahier des Charges
CDJ: customer digital Journey
CEO: Chief Digital Officer (ou Chief Data Officer)
CDE: content delivery network / réseau de diffusion de contenu (AKAMA)
CDP: Customer Data Platform (it's more than a DMP and CRM)
CEM: Customer Experience Management
CES: Customer Effort Score
CGI: Computer-generated imagery
CHO: Chief Happiness Officer
CLI: command line interface
CLV: Customer Lifetime value
CM: Community Manager
CM: Communication Marketing insigné (BIC)
CMO: Chief Marketing Officer
CMS: Content management system
CNL: Commission Nationale Informatique et Liberté (cf. RGPD)
COOC: Corporate Open Online Course
COS: Cost Of Sale

CPA: collective performance et acquisition
CPA: Cost per action (or acquisition)
CPC: Cost per click; amount of money required to produce a single click (or Cost-per-Customer)
CPCV: Cost per completed view (CPCV = Cost + Completed Views)
CPL: Cost per lead
CPM: Cost per thousand (impr)
CPT: Cost-per-Transaction
CPV: Cost per view (see also PPV)
CR: Conversion rate
CRM: Customer relationship management
CRO: Conversion rate optimization
CSAT: Customer Satisfaction Score
CSR: Corporate social responsibility (RSE)
CSS: Cascading Style Sheets
CTA: Call to action
CoB: Customer to Business (cf. UGC)
CoC: Customer to Customer
CTR: Click Through rate (number of click on an item/link)
CE: Customer experience (including UX)
CYOD: Choose Your Own Device (cf. BYOD)
DDJ: cf. DDD
DAD: Decentralized Autonomous Organization (holocratic)
DD: Data Driven Document
DDCM: data-driven decision management
DDS: data-driven strategy
DL: Digital Learning
DM: Direct mail or Direct message sur Twitter
DMDCo: Digital marketing exposition and conference (Cologne, DE)
DMP: Data management platform
DNS: Domain name system (cf. ICANN & registrar)
DNVB: Digital Native Vertical Brand
DOOH: Digital Out Of Home (Digital Signage)
DL: Deep Learning

Les 150 définitions Conférence NoLimit



Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique, l'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

Les 150 définitions - Conférence NoLimit	1
1. AdTech: Advertising Technology	2
2. Agilité, design et plus	4
3. Economy & general	6
4. Juridique	8
5. KPI: Key Performance Indicator	9
6. MarTech: Marketing Technology	13
7. Research (market) & études online	14
8. Réfinancement (SEARCH)	16
9. TECHNIQUE : inside web	18
Marketing, quelques définitions	21

LEÇON INAUGURALE

ÉCONOMIE &

MARKETING



COLLÈGE
DE FRANCE
—1530—



Méfiez-vous des recettes des années 60

- ❑ 4P
- ❑ 5B de Kepner : **BON** -
produit prix endroit moment quantité
- ❑ SWOT
- ❑ cognitif / conatif / affectif
- ❑ SONCAS
- ❑ AIDA

WU EN
COURSE
comic

HB.R.070 JULY-AUGUST 2014

Harvard Business Review

36 Strategy
Four Paths to Business
Model Innovation
Karen Gilbreath and Sergio Helgeson

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

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



The New Basics of
MARKETING

meeting
needs
profitably

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



**“ YOUR
HAPPINESS
IS MY
BUSINESS ”**

hubert kratiroff

“

MARKETING
IS NO LONGER ABOUT
the stuff you make

BUT ABOUT THE
STORIES
you tell.

”

- Seth Godin

“Créer de la
valeur pour le
client, l'écosystème
et l'entreprise”



The best marketing strategy ever :

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar



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

*Hubert Kratiroff
(2004 Chef de Produit)*



Satisfaction vs. Profit



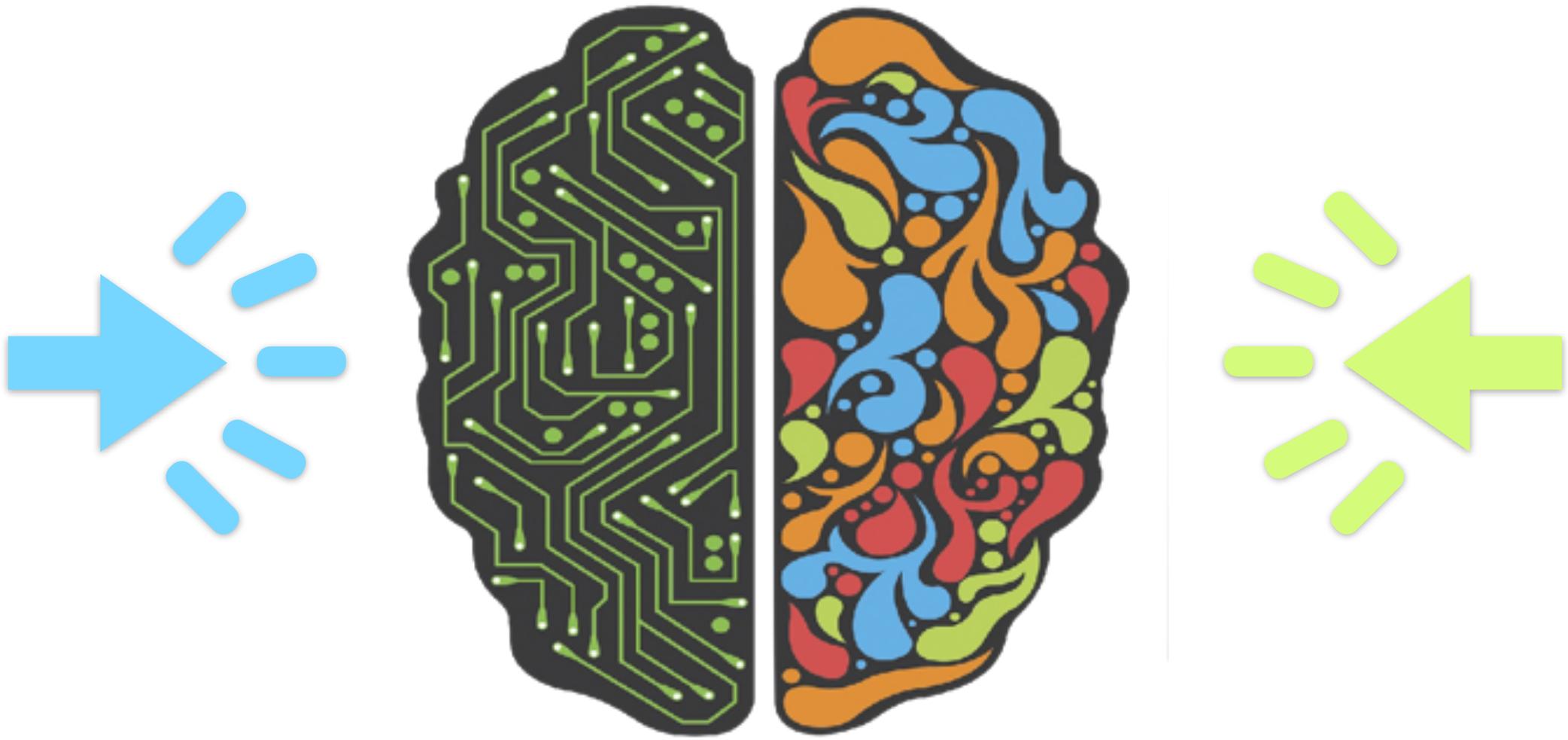
PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares

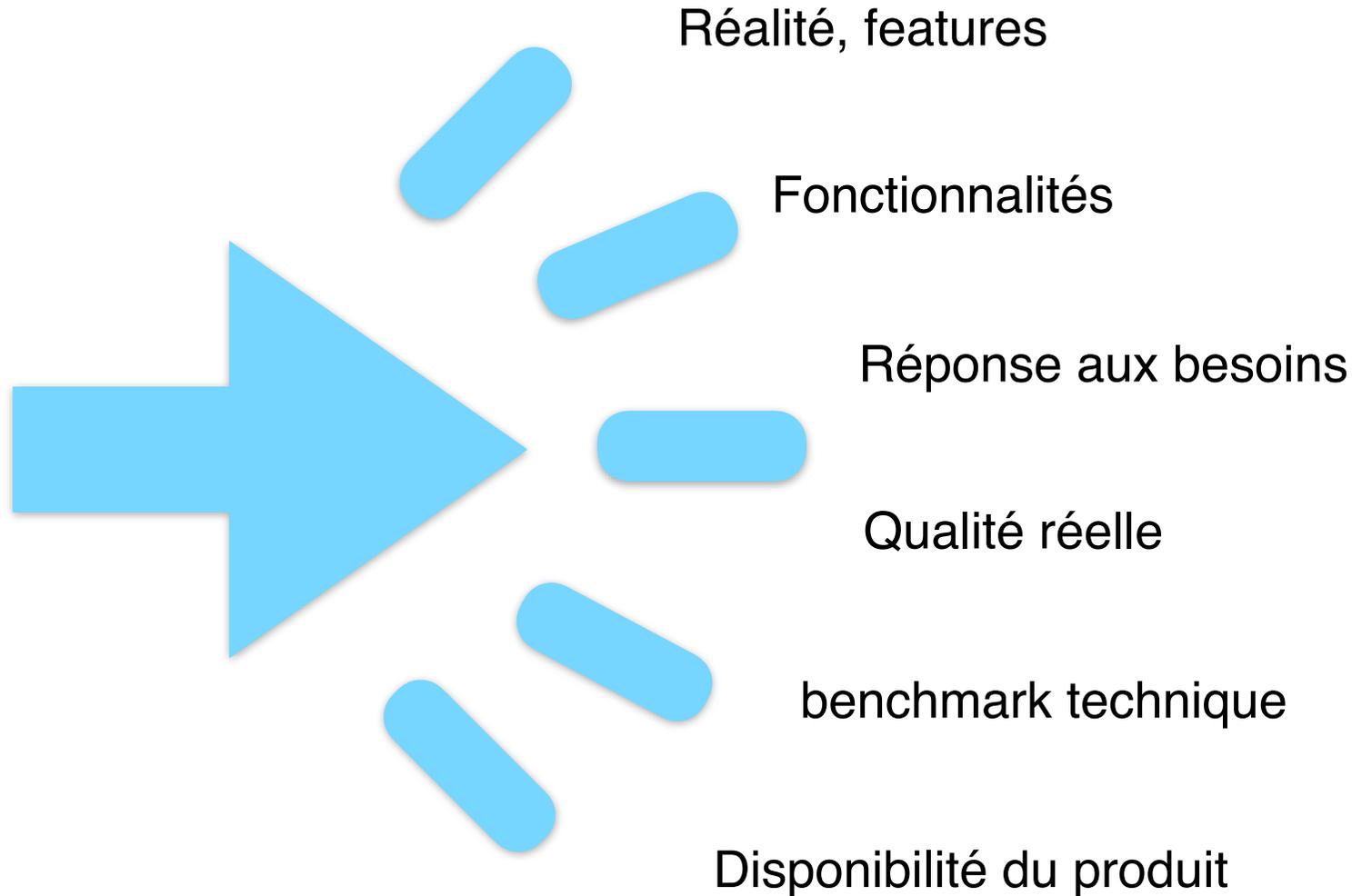
Objective : features

Subjective : insight

Satisfaction objective / subjective

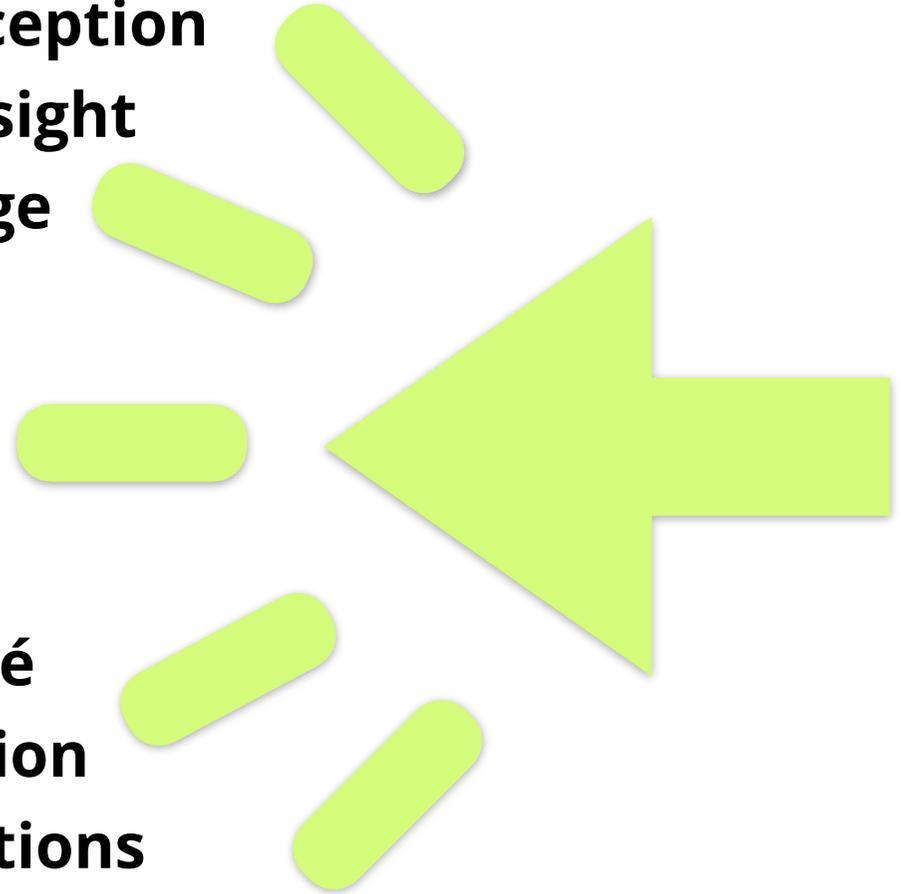


Satisfaction objective (cerveau gauche)



Satisfaction subjective (cerveau droit)

Perception
Insight
Image
Notoriété
Qualité perçue
Perception du prix
Appartenance (sentiment d')
Buzz/viralité
Recommandation
Réponse aux attentes et motivations



~~4P~~

M3 Modern Marketing Model

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



**Discipline reine du
marketing :**

Positionnement

~~SWOOT~~

VUCA





complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

ambiguity

Characteristics: Causal relationships are completely unclear. No precedents exist; you face "unknown unknowns."

Example: You decide to move into immature or emerging markets or to launch products outside your core competencies.

Approach: Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

uncertainty

Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

Example: A competitor's pending product launch muddies the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.



HOW MUCH DO YOU KNOW ABOUT THE SITUATION?



VUCA : NIKE with colin Kaepernick



Believe in something.
Even if it means sacrificing everything.

 Just do it.

VUCA

VOLATILITY

Equity, bond and currency market volatility; the lack of stability and predictability.

UNCERTAINTY

The potential change in the inflation index calculation; the potential switch to "smoothing" for pension funds calculating their recovery plan; the lack of ability to foresee what major changes might come.

COMPLEXITY

In understanding these financial markets in the era of the "new normal". The proliferation and increasing complexity of new financial instruments and regulation to deal with increasingly complex markets, moving in ways experts have never seen before.

AMBIGUITY

The resulting feeling: Is this the great rotation from bonds to equities? Or will bond yields stay low for longer? What is the best course of action?



THE NEXT BIG THING



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NBIC



NBIC

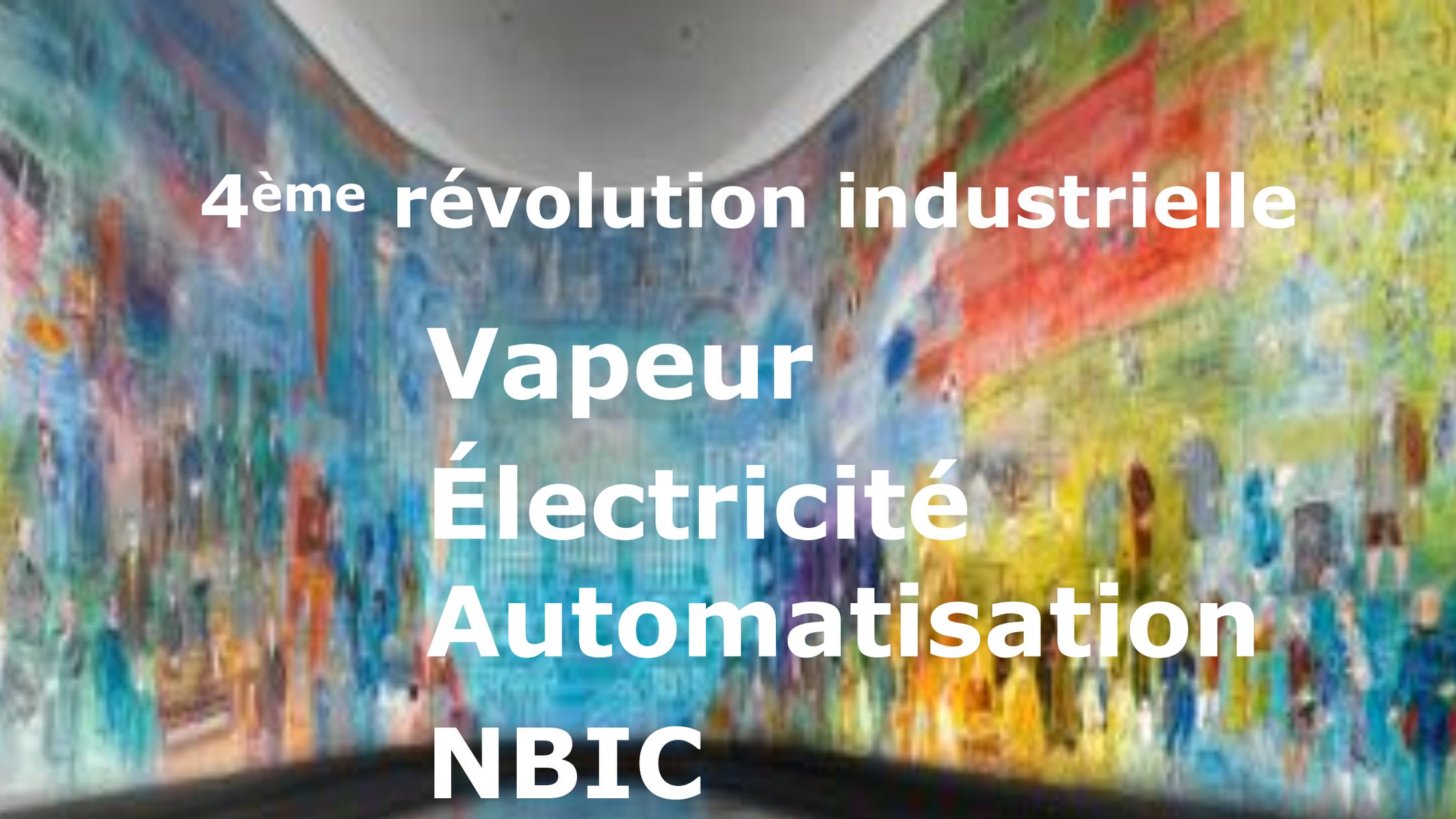
Nano

Bio

Informatique IOT

Cognitif, AI





4^{ème} révolution industrielle

Vapeur

Électricité

Automatisation

NBIC

Révolutions :

social
économique
technologique



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MANAGEMENT



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Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



économie vs. marketing

=

rationalité des agents

Amartya SEN

Nobel 1998 pour IDH



Richard Thaler

Nobel 2017 pour Nudge



Économie de l'attention

Expectation economy

économie comportementale

like

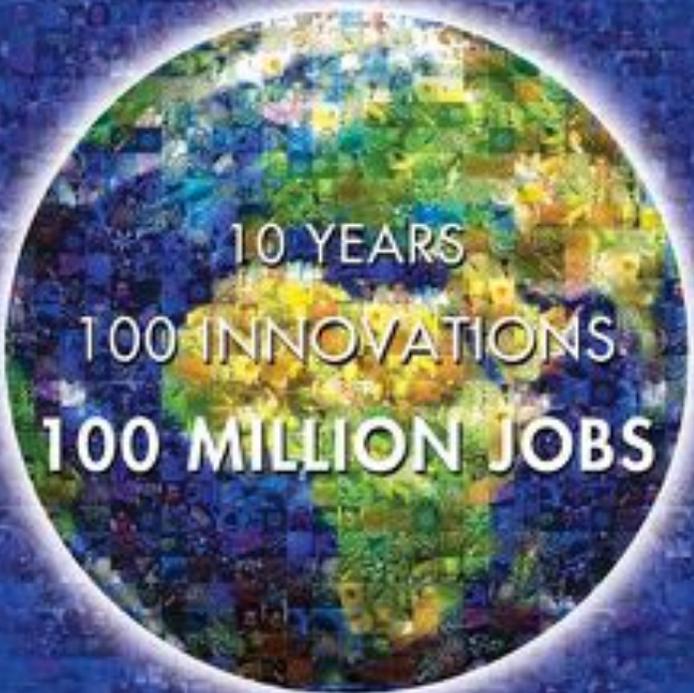
clic

engagement

RT (ReTweet)

nudge marketing

THE **BLUE** ECONOMY



10 YEARS
100 INNOVATIONS
100 MILLION JOBS

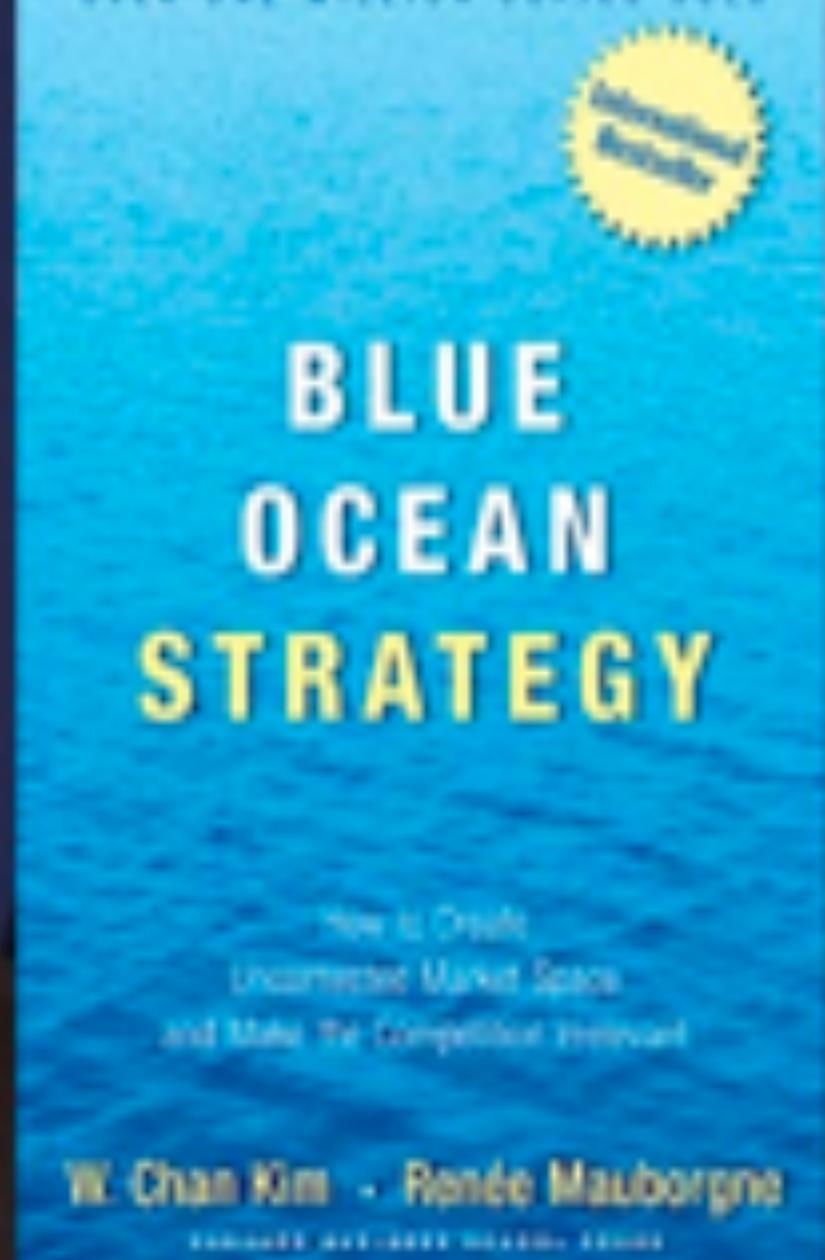
Gunter Pauli

REPORT TO THE CLUB OF ROME

A man with dark hair, wearing a black t-shirt, is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a serious expression and is looking slightly to the right. The background is plain white.

IDRISS ABERKANE

**Économie
de la
connaissance**



**BLUE
OCEAN
STRATEGY**

How to Create
Uncorrupted Market Space
and Make the Competition Irrelevant

W. Chan Kim - Renée Mauborgne

HARVARD BUSINESS SCHOOL PRESS





sli.do

sli.do

Pricing

Features

Resources

Contact

ADMIN

SIGN UP

Join an
sli.do event
#GEM15



Audience Interaction Made Easy.

Live Q&A and Polls for your Meetings & Events

#gem

JOIN

or

+ CREATE EVENT

[request a demo](#)

#

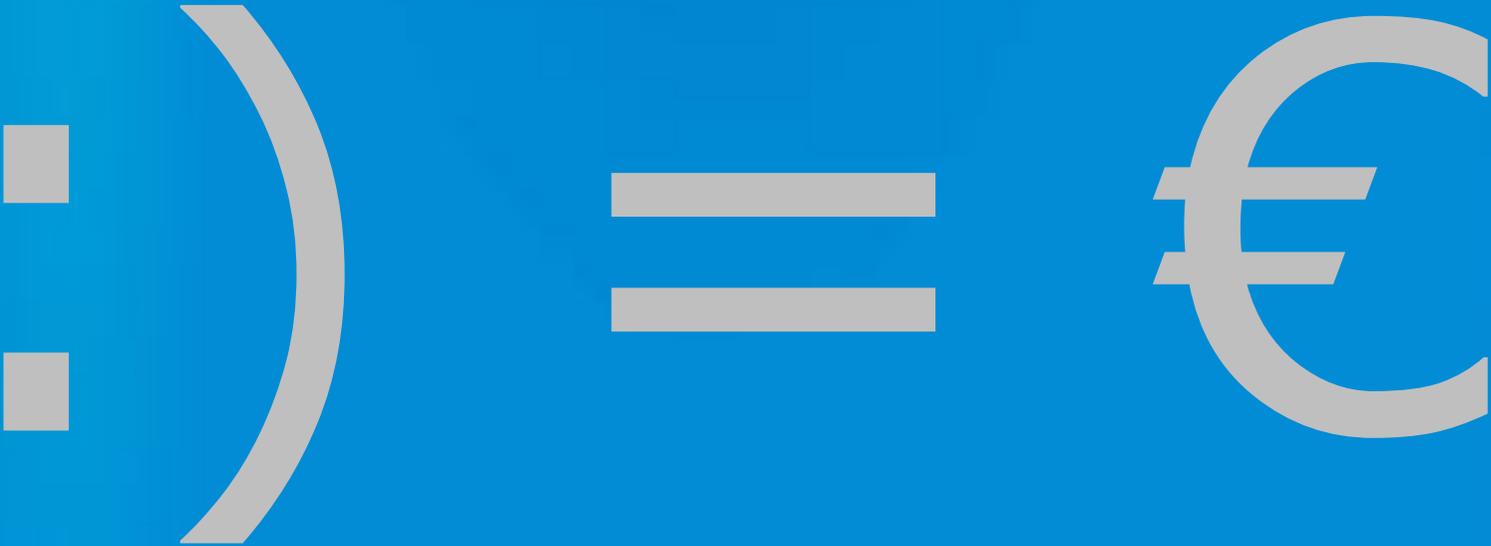
gem



Key TakeAways

ce qu'il faut retenir





Meeting
needs
profitably
in a VUCA
world



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode



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ACT THINK IMPACT







WeChat



ACT THINK **IMPACT**



微信支付
WeChat Pay

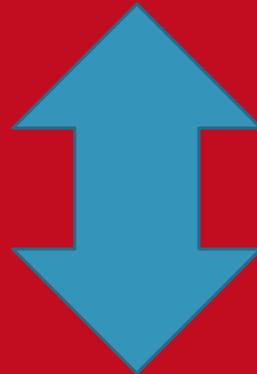


Tencent 腾讯

QrCode : phygital

Link

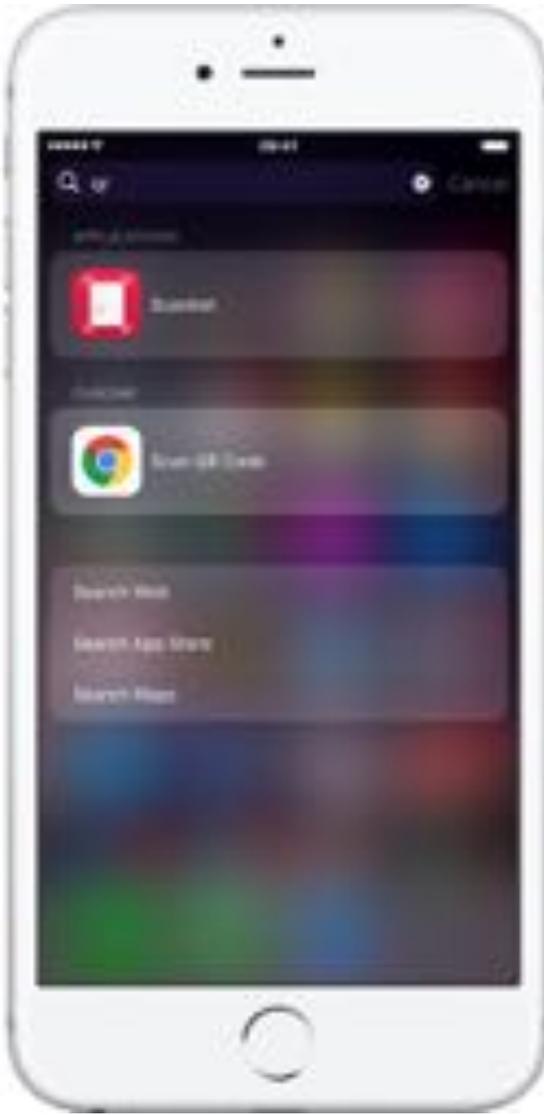
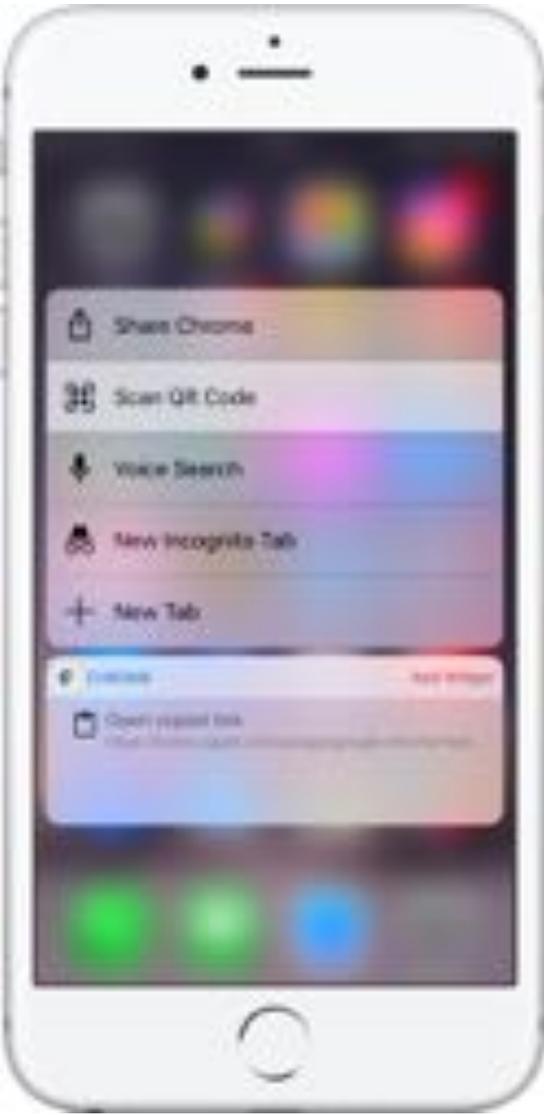
analogique/physique



digital

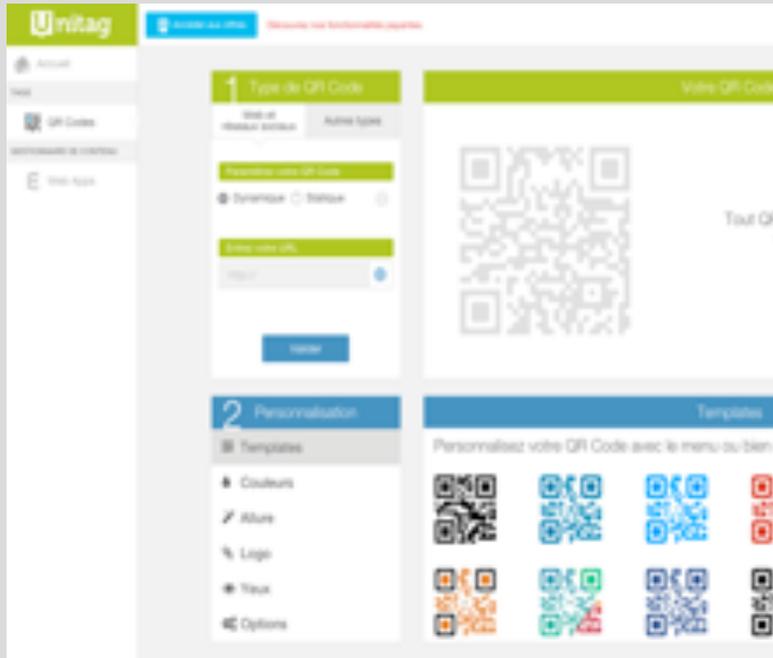


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1

UNITAG pour encoder avec action



2

UNITAG pour lire sur mobile



Générateur de QR Codes

Gratuit et immédiat Personnalisation facile Durée de vie illimitée

1 Type de QR Code

Web & réseaux sociaux Autres types

Entrez votre URL

VALIDER

Votre QR Code



Important
Tout QR Code n'est pas forcément lisible.
Testez votre QR Code en taille réelle avant toute utilisation.

TELECHARGER LE QR CODE

URL shortener





LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More →](#)

Paste a link to shorten it

SHORTEN

GET STARTED FOR FREE

or [Go Beyond the Basics →](#)



ACT THINK **IMPACT**



Décomposition du marketing digital



1 - Philosophique : vision

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

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



Philosophique, stratégique et opérationnelle

1

La philosophie marketing

Philosophie

1. Consommateur au centre
2. Démocratie marketing

consumer focus

customer obsession ()

Marketing

“Marketing is so basic that it cannot be considered a separate function...it is the whole business seen from the point of view of its final result, that is, from the customer's point of view.”

Peter Drucker

2

Marketing
STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à la matrice d'Ansoff

Sert de base au positionnement

Principe de la segmentation

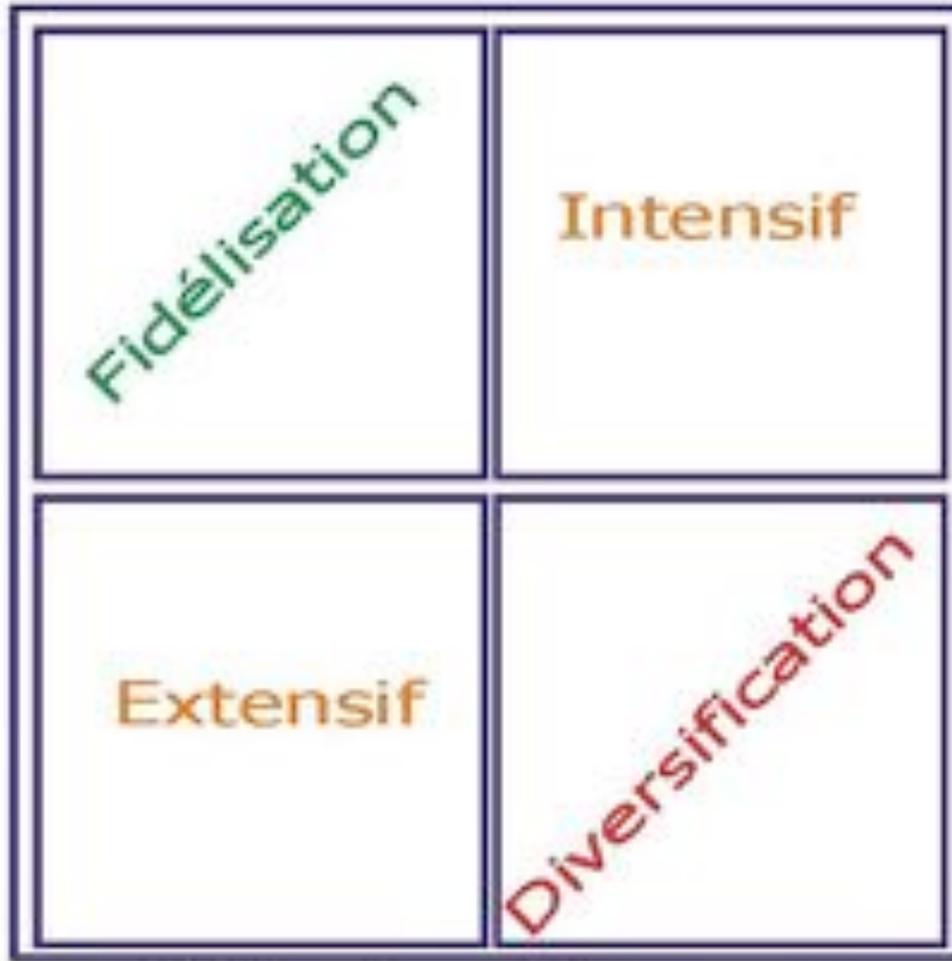
Outil de réflexion universel

ANSOFF

Marchés

Existants

Nouveaux



Existants

Nouveaux

Produits

Marketing Opérationnel

=

3 x 6 moyens

3

MM

6

TM

6

DM

6

Marketing Opérationnel

18

Marketing Mix

- 1. Segmentation**
- 2. Produit**
- 3. Prix**
- 4. Publi-promotion (consommateur)**
- 5. Distribution**
- 6. Positionnement**

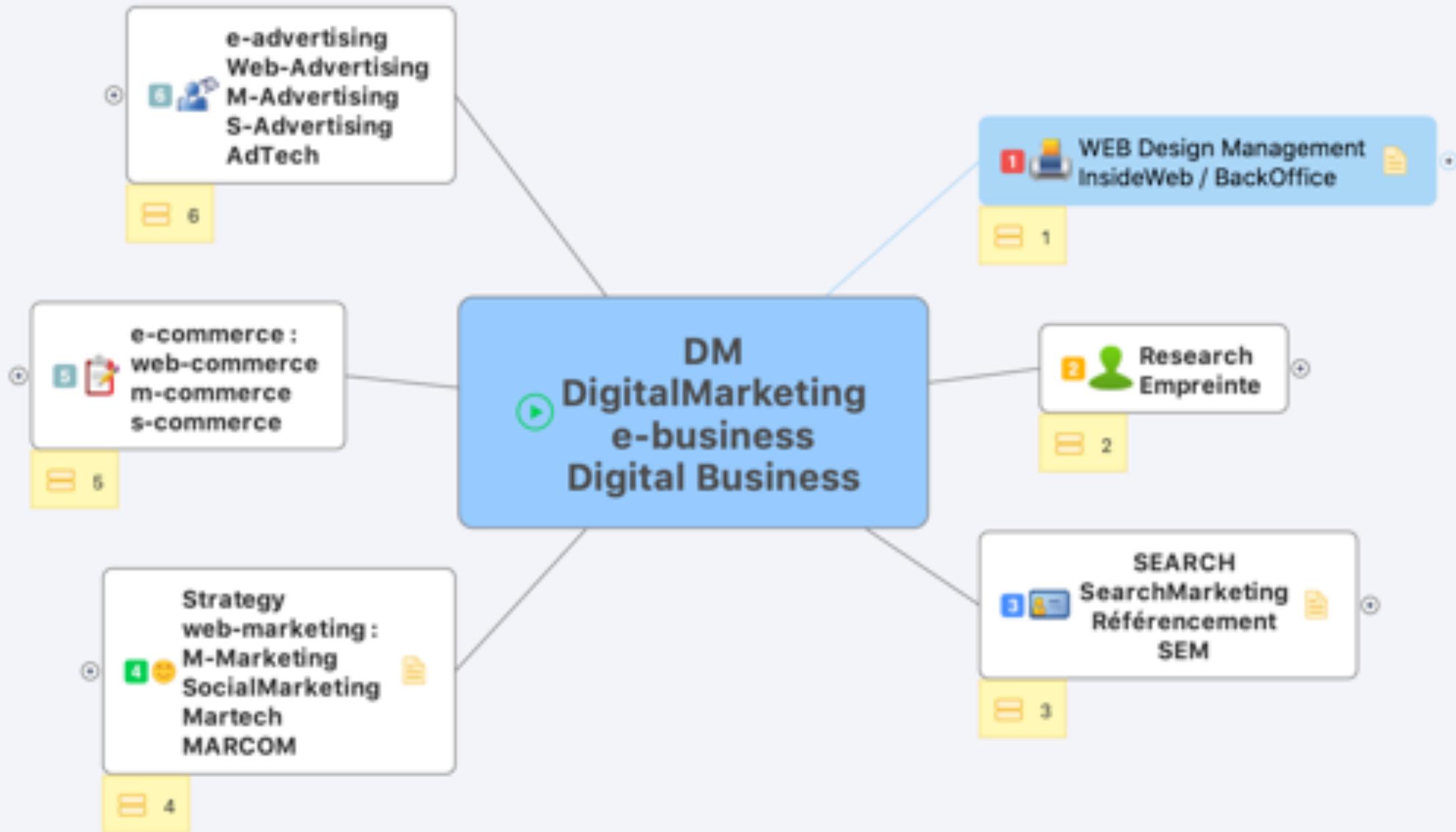
Trade marketing

- 1. CGV**
- 2. FDV**
- 3. EDI, SCM & LOGistique (process)**
- 4. COPromotion, comarketing, coadv**
- 5. LOBbying**
- 6. MERchandising**

Digital Marketing

- 1. Web Management**
- 2. Research / Data Analytics**
- 3. Référencement (SEARCH)**
- 4. e-marketing**
- 5. e-commerce**
- 6. e-publicité**

Digital Marketing



DM
DigitalMarketing
e-business
Digital Business

WEB Design Management
Intranet / BackOffice

- WEB Outils eco-system
 - Web Design
 - Plateforme
 - ICT
 - AI ML
 - API
 - Mobile
 - RGPD / NetNeutrality
 - cyber secu

Research
Empreinte

- Web Analytics : BigData
 - Analyse des logs ratios
 - Analyse du ranking
 - Big Data
 - étude on-line e-survey
 - Segmentation / Generation / Persona
 - in&T metrics ratios
 - taux de transformation
 - A/B Testing - CRO Conversion Rate Opt
 - ROI - calcul
 - abandon panier
 - e-reputation research
 - NPS / CSAT / KANO - Benchmark
 - AB TESTING
 - NPS

SEARCH
SearchMarketing
SearchContent
SEM

- SEO
 - technique de programmation de site keywords
 - Content
 - Link building / outbuilding
- SEA
 - Adwords / AdPartner
 - SEO Pay Per Click
- ASO app store optimization
 - App ranking
 - Reviews
- SMD : Social Ranking
 - Social Search
- OUTLS
 - Shopping
 - Media Search
 - Youtube search

e-advertising
Web Advertising
M-Advertising
S-Advertising
AdTech

e-commerce
Web-commerce
e-commerce
e-commerce

Strategy
Web-marketing
M-Marketing
SocialMarketing
MarTech
MARCOM

Social Network Marketing

- CRM
 - Personnalisation
 - Lead Generation
- e-mailing
- Ciblage et comportement
- Brand Content
 - Storytelling
 - Informations en temps réel
 - OTM
- Call
- M-marketing
Mobile marketing
- Web 2.0
 - Blog / Forum
 - Web-marketing

- Stratégies
- initiation d'une communauté de consommateurs
- Community management
- Spécifiques

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Cs Content Strategy	
Ar Aims	Sh Structure
V Voice	Vi Visuals
Im Image	Pr Price/Package
Ev Event	Wb Website
Gm Game	Ap App
To Tool	Eb Ebook
P Podcast	So Social
EI E-mailing	Em Event



A seven-step guide to success

1. Give some time to define a strategy.
2. Figure out the formats you plan creating.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social platforms.
5. Track the key metrics, and map these to your goals.
6. Be aware of the chain of sharing triggers. Be sure to work the emotions.
7. Always double check your work.

Pv High video	Uv Urgent videos	Nv New videos	Br Be the best one	Tf Trends
Ni New news	Do Overlooked	Cl Cost per lead	Kp Key player	Le Loyal
Bm Brand metrics	Rp Reputation metrics	Pm Performance	Dg Demographic metrics	Br Brandy
Im Image	Pr Price/Package	Ho Hours/Week	Re Revenue	Qu Quality/Quantity
Ti Time-saving	Bp Best practice	Co Comparison	Ca Case study	St Stats
De Deals	We Website	Bl Blog	Of Online/offline	Mi Minutes
Am Augmented reality	Rm Retention metrics	Sa Sales	Ev Event	Wb Website
Iv Video views	As Ask the experts	Rs Respected	Lb Liked	Hi Honest/Helpful
Ee Event-based	Rc Research	Tr Trends	Cm Comparison	Tw Twitter
Fa Facebook	Lj LinkedIn	Pi Pinterest	Is Instagram	Sc Social media
S Search	Yo YouTube	Vm Video	Gp Google+	Fo Forum
Tu Tumblr	Nm New metrics	Me Mobile	De Definitions	Gi Glossary
Da Data	Pc Product/Service	Sv Survey	An Analysis	Fi Fiction
Gf Gifts	Re Results	Ig Instagram	Vn Video	Sl Slideshare
Fl Flour	Hn Hidden/Secret	Ps Pinterest	Ad Advertising	Eg Engagement metrics
En Engagement	Ga Games	Mm Management	Fr Formal/informal	Tm Tool/Template
Dm Direct	Nj Networking	Hn Hidden/Secret	Ps Pinterest	Ad Advertising

Fu Furry	Sx Sexy	Sg Shocking	Mv Moving	Un Unbelievable	Cv Controversial	Co Cool	Ig Interesting	Rd Random	Zg Zingy	Aw Awesome	Up Uplifting	Di Disgusting
Sq Squirrely	Se Search optimization	Ce Crazy/strange	Fm Formatting	Hd Headline optimization	Tv Tone of voice	Gd Good/great	Pe Pun/Playful	Do Drama/dramatic	Fc Fast-moving	Cd Cute/cuddly	Ct Cute/cuddly	Fd Frustrating



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CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER



TOOLS



XMind



XMind 8

The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2006-2016

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Compress PDF



PDF Converter



PPT to PDF



PDF to PPT



JPG to PDF



PDF to JPG



Excel to PDF



PDF to Excel



Edit PDF



Word to PDF



PDF to Word



Merge PDF



Split PDF



Rotate PDF



eSign PDF



Unlock PDF



Mail Chimp (ESP)

SurveyMonkey

PPT (masque / master)

Word (style)

xMind

Gantt

Unitag

Xcode

Excel (TCD)

GoogleTrends

TXT sublime

Browser (Chrome)

HTML



CSS



JS



WORDPRESS



FTP

Sketch3 / iDraw

Canva

Cloud SAAS PAAS

AWS / OVH

bunkR / Prezi

TRELLO / Scrumblr

GoogleDrive (Gantter)

Hadoop

Doodle

SalesForce

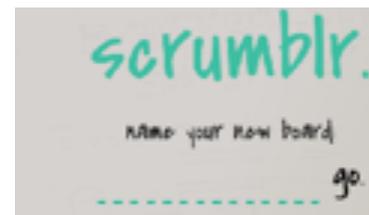
Merkato

NODE

ANGULAR D3js



PRESTASHOP



NOLIMIT



The background of the image is a close-up, macro shot of numerous water droplets of various sizes scattered across a light blue, textured surface. The droplets are in sharp focus, showing their rounded, reflective shapes and the way they catch the light. The overall color palette is a range of blues, from pale sky blue to a slightly darker, muted blue.

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