

EP03



PREVIOUSLY

in 180 sec

STRATÉGIE DIGITALES

3



UX-CX

content

omnicanal

**growth
hacking**

plateform

ZMOT

**stratégies
digitales**

ABM

SEO-A

**copy
cat**

**data
driven**

**collaborative
mutuelle**

freemium

inbound

*attribution
contribution*

servicisation

*1/
marketing de
l'offre*

**Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution**

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

(solution qui résout le problème)

Distribution

2/

*marketing de la
demande*





From

To

**MAKING
PEOPLE
WANT
THINGS**

**MAKING
THINGS
PEOPLE
WANT**

TIM BROWN

Stratégies Digitales :

1/ énumération

2/ choix (une par groupe)

3/ quatre slides

définition principes intérêt mise en place moyens
illustrations exemples storytelling mémoire

4/ présentation

USER

USER

USER

USER



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

CCI GRENOBLE

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



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

Millennials ???

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

SingularityGeneration 2020 / MARS Gen 2030





Tweets 8,248 Followers 81 Following 877K Likes 149

bernard pivot
@bernardpivot1
Apprentices, Ouvriers ou Culture, Double je, Forêt au Paradis, Géométries, Histoire, Intérieurs, Journaux, Kiosques, Les Mots, ...
Joined November 2011

- Tweets** Tweets & replies Media
- bernard pivot @bernardpivot1 - 8h
Mardi 22/03/16 après l'absence d'au... dans les #Mardi2016 le verbe écrit (périphrase) et la culture (parodie) très complètes.
à l'heure de...
- bernard pivot @bernardpivot1 - 8h
de regret à l'heure de l'absence d'au... dans les #Mardi2016 le verbe écrit (périphrase) et la culture (parodie) très complètes.
à l'heure de...

bernard pivot
@bernardpivot1

Le mot arrogance contient deux r, un r de mépris, un r de connerie.

07:55 - 24 mars 2016

1 024 1 204 personnes parlent à ce sujet



#GEN

#GEN n'a pas d'âge

#GEN préfère le contenu online natif

#GEN visite 3 réseaux /j

#GEN passe 10h/j devant un écran
= 50% de la population occidentale



bernard pivot
@bernardpivot1

Dans ma génération, les garçons recherchaient les petites Suédoises qui avaient la réputation d'être moins coincées que les petites Françaises. J'imagine notre étonnement, notre trouille, si nous avions approché une Greta Thunberg...

7:38 AM · 25 sept. 2019 · Twitter for iPad



KOL (key opinion leader)

GEN XYZ

Future shapers

«Affluent People»

Influenceurs (mini macro)



Nouvelles Attentes

*Pourquoi se contenter
du minimum ?*



1990 : web et internet

2010 : mobile

2015 : Living Services

source : Google, Accenture

If you're not on Google,
You don't exist



~~MOBILE
FIRST~~

ONLY





NAVER

france•2



1 • 2 • 3 • 4 • 5 • Ô

france•2 france•3 france•4 france•5 france•Ô



hulu



NETFLIX

vimeo



Podcasts



LS

Living Services

**THE DIGITISATION
OF EVERYTHING**

+

LIQUID EXPECTATIONS

Digitalisation : IOT

Billet / Voucher / carte (wallet)

Porte (smart door)

Maison

Ecole / Cours

Santé

Politique

Voiture (Tesla OS)

Wearable





LIQUID
EXPECTATIONS

Define

Differentiate

Execute

AND LIQUID
OPPORTUNITIES



Liquid Expectation

Partir / sortir sans payer

Réserver d'un clic

Commande par bouton interrupteur

Connexion permanente

Temps réel pour tout



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

1999-2014

 CCI GRENOBLE

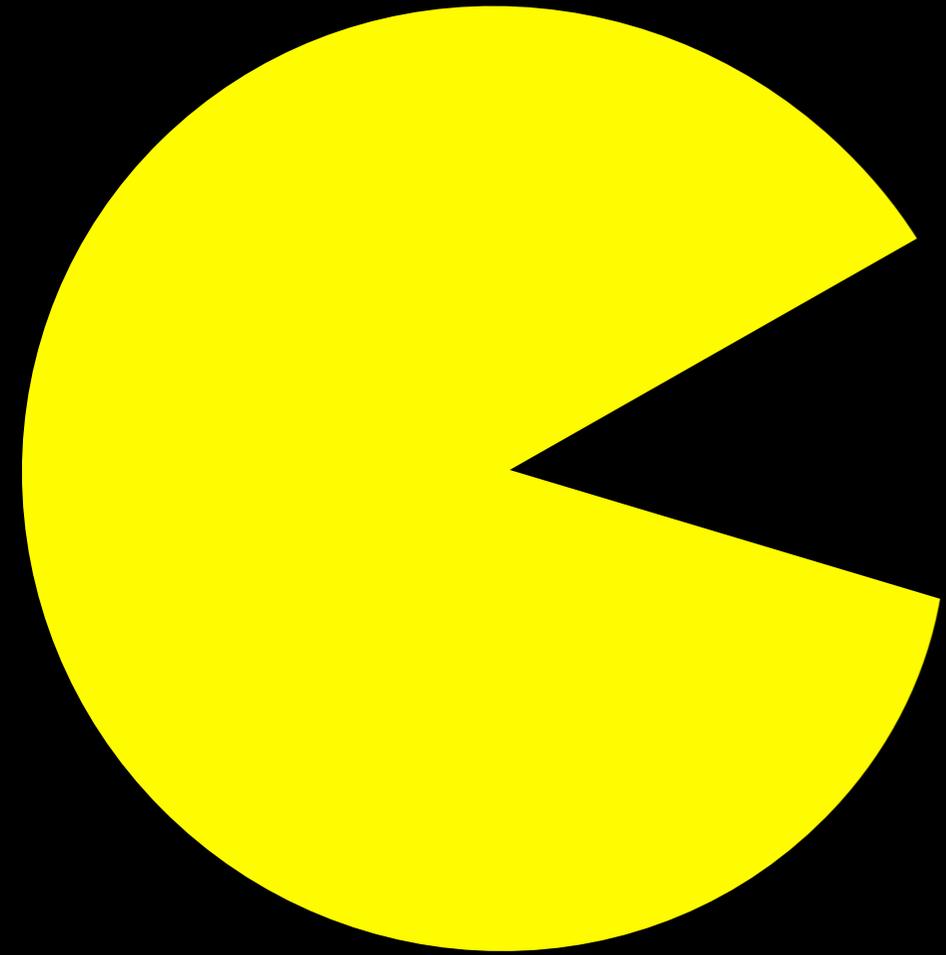
Consommateur Sans Limite

**un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des
informations confiées**

→ Expectation Economy







GAMIFICATION

EN 1848 2011

COURS GAUTHIER-DES-CHAMPS

HISTOIRE DE FRANCE



POKÉMON



PERSONA

USER STORY

Personas / UserStory

Personas

Portrait robot d'utilisateur (user) fictif de produit ou service

UserStory

Description en langage utilisateur d'un point de friction

Jean-Luc



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

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

Nom	Jean-Luc
Age	36
Vie à	Paris
Avec	Jeanne
	Sans enfant
Education	Supérieure (ingénieur école xyz promo 91)
CV	pilote entreprise 1 Pilote entreprise 2

Passionné d'aviation et de modèle réduits

Passionné de races de chiens et de voyages en Asie

Revenus



Ville



Fréquences



Niveau Technique



Usage mobile



Know How



User Stories (US)

Descriptions simples, claires et brèves de fonctions pour un utilisateur réel

Lien entre les utilisateurs, les designers, développeurs et chef de projets

En tant que...

Je veux ...

Pour ...



weloveusers.com/methodes/personas.html

Key TakeAways

ce qu'il faut retenir

Liquid Expectations : benchmark intersectoriel



1/ user
2/ user
3/ user
!

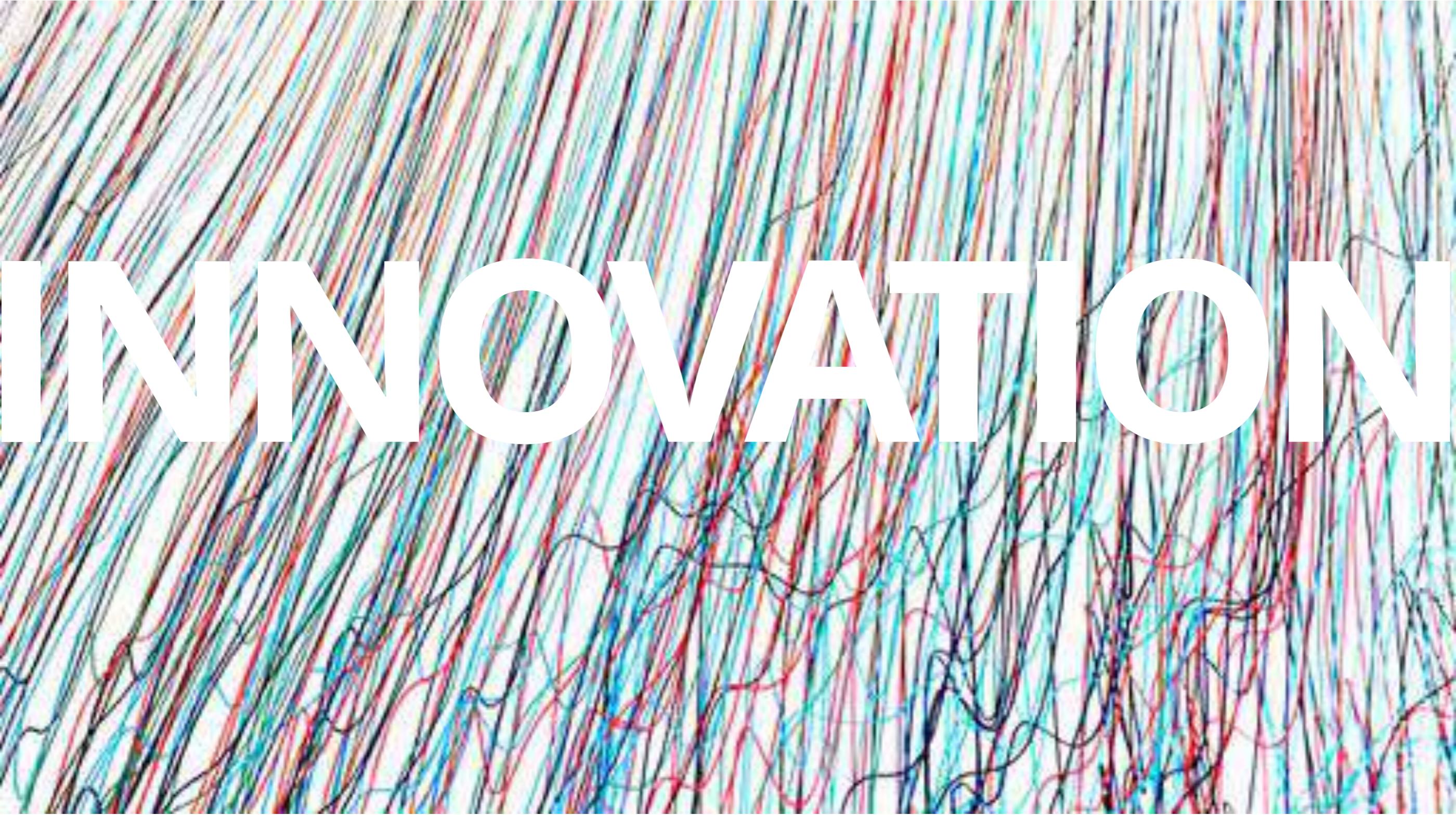


1 2 3

MARKETER L'INNOVATION
COMMUNIQUER
RENTABILISER & VENDRE

1

MARKETER L'INNOVATION



INNOVATION

Whois?



Henri Crohas

Ingénieur génial

Brevets sur :

Son, compression vidéo,
streaming

Fondateur de ARCHOS



Comment gérer
les innovations &
les technologies ?



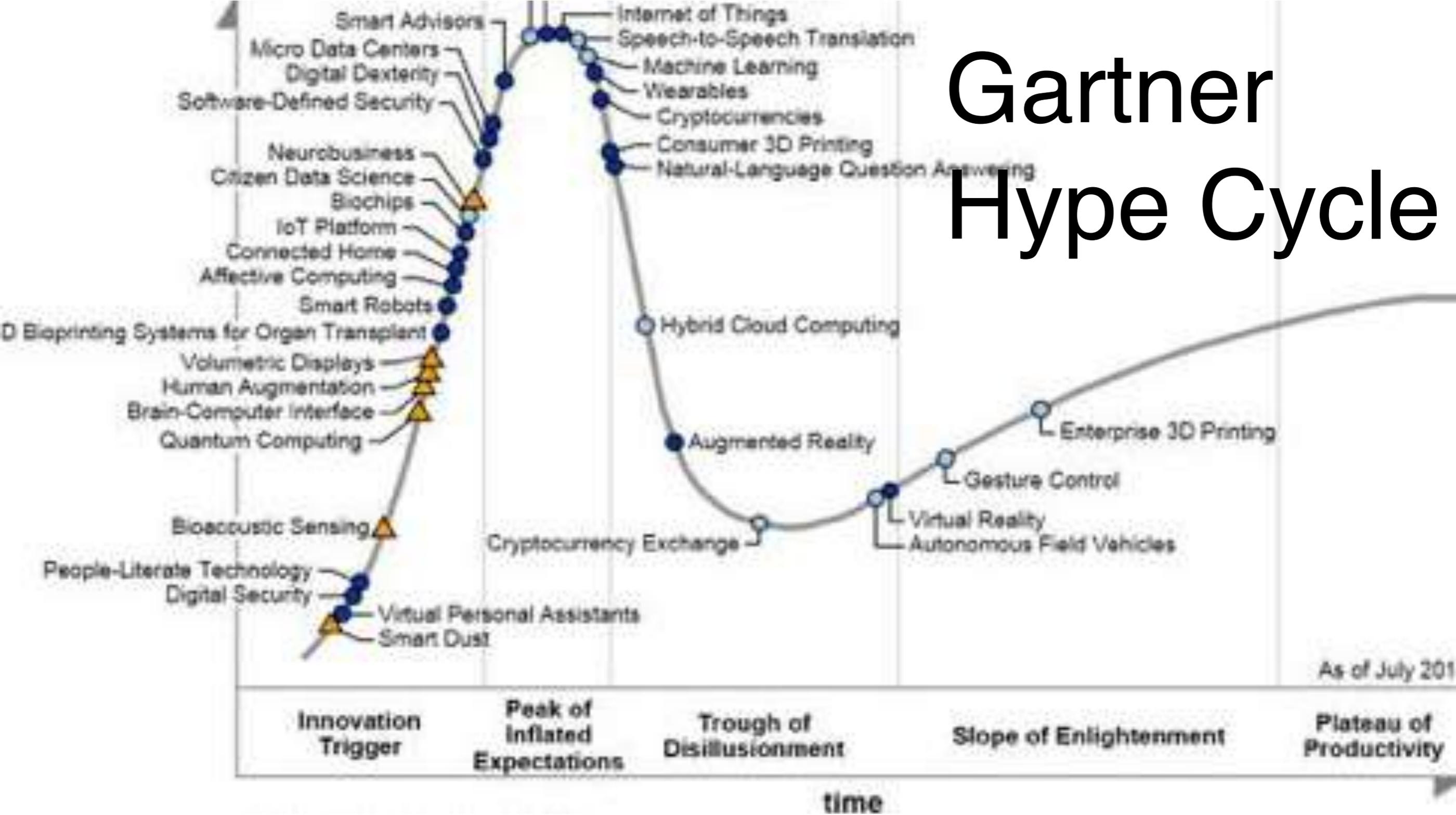


PERVASION



**perwasion
3 mois**

Gartner Hype Cycle

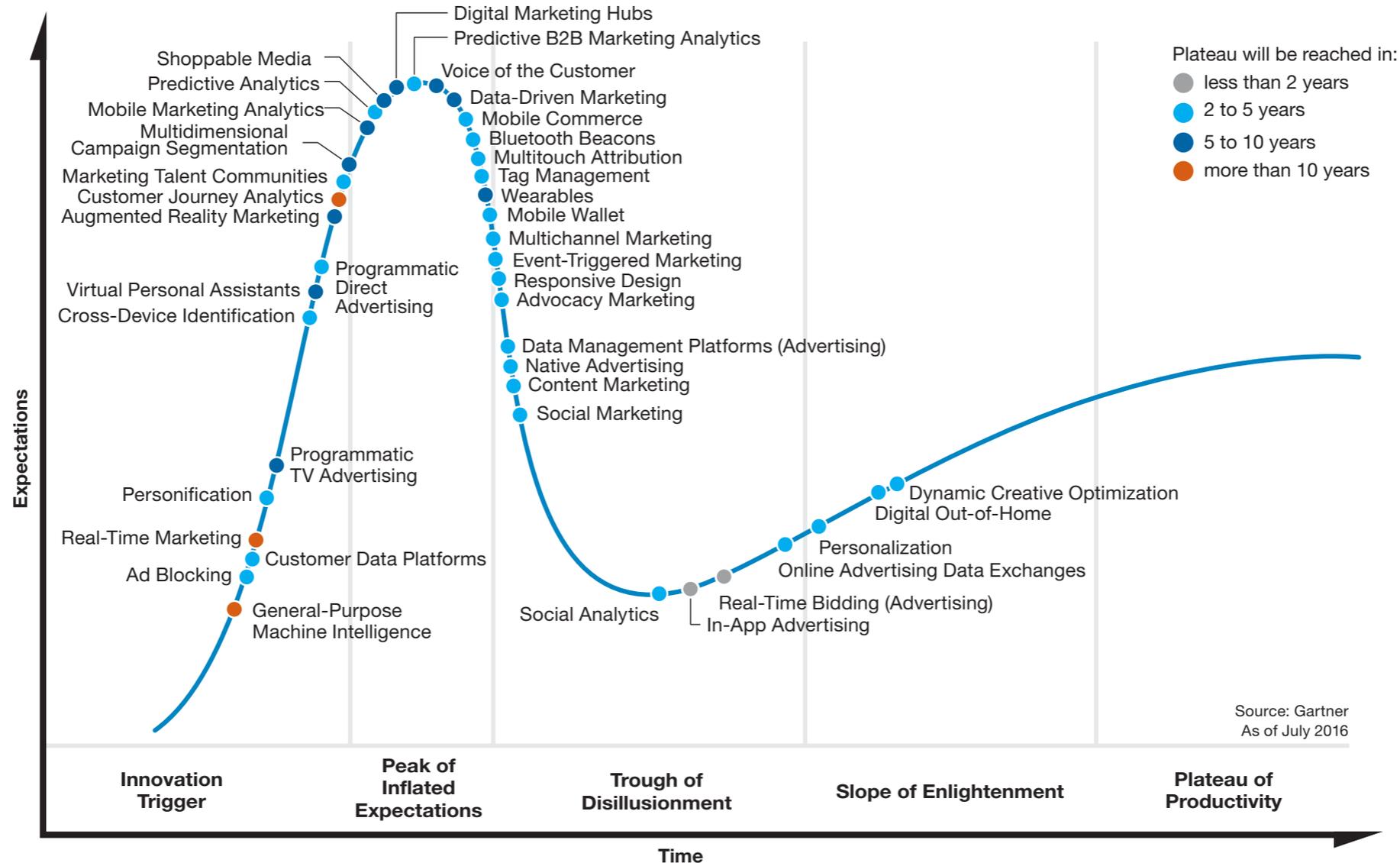


Gartner Hype Cycle for Digital Marketing and Advertising, 2019

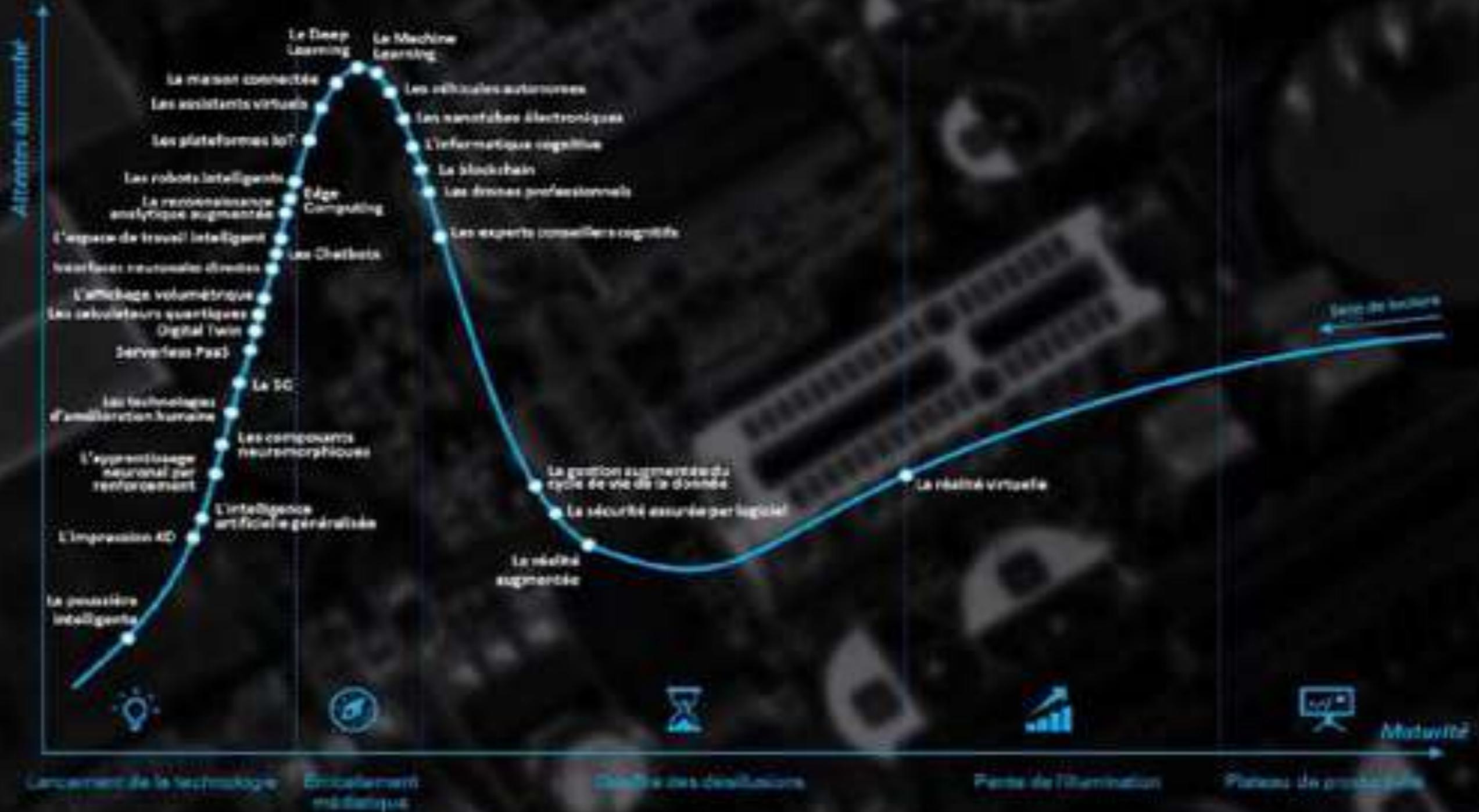


Gartner Hype Cycle for Digital Marketing and Advertising, 2016

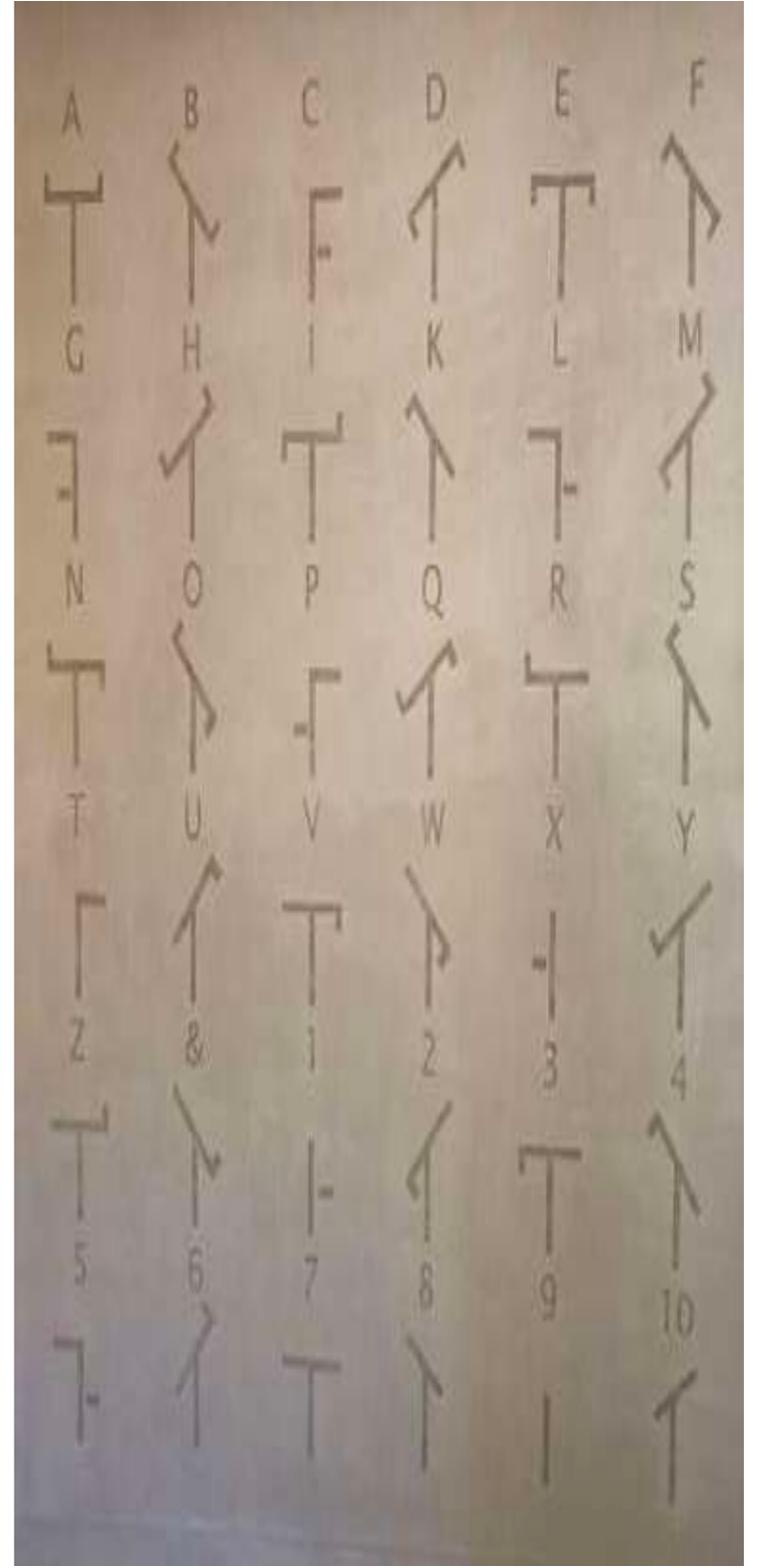
This year's Hype Cycle spotlights technologies that marketers can harness to drive data-enriched strategies and campaigns. Gartner for Marketers provides real-time, personalized digital marketing guidance — from vision through execution. Visit gartner.com/marketing and follow us @GartnerDigital.



LES 32 TECHNOLOGIES DE 2017 À FORTS ENJEUX STRATÉGIQUES









Elon Musk dévoile un premier aperçu de la version test du Starship



PARADOXE DU DÉVELOPPEMENT

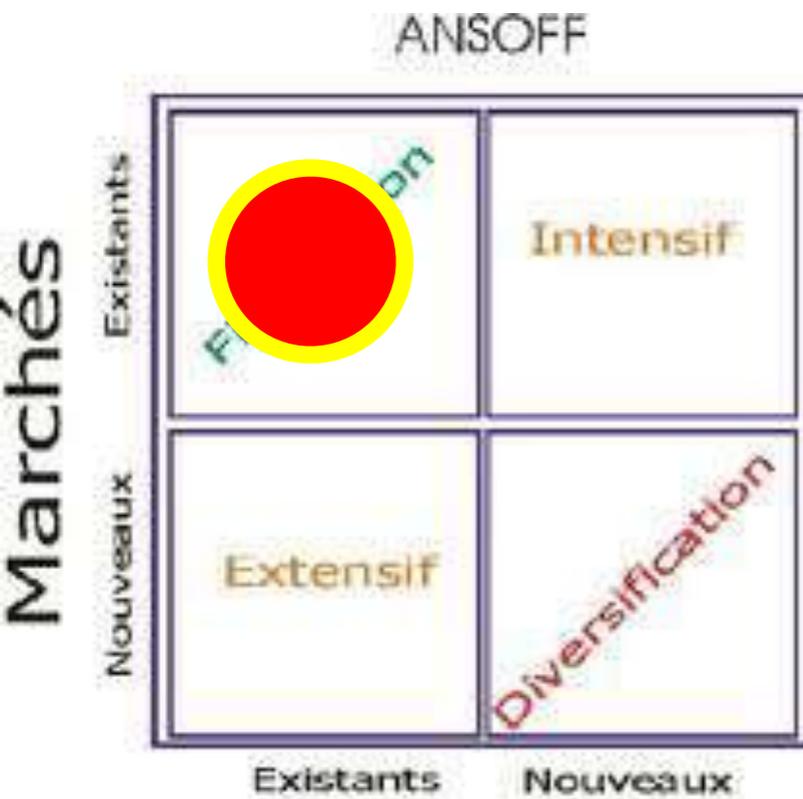


Décomposition stratégique d'Ansoff

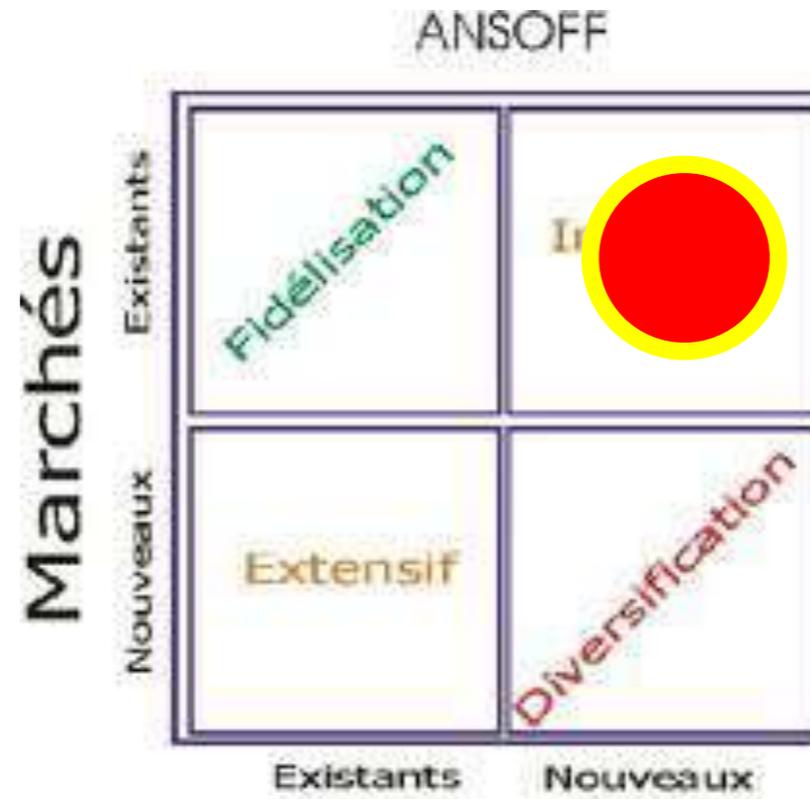
Igor ANSOFF (1918-2002)
The new corporate strategy



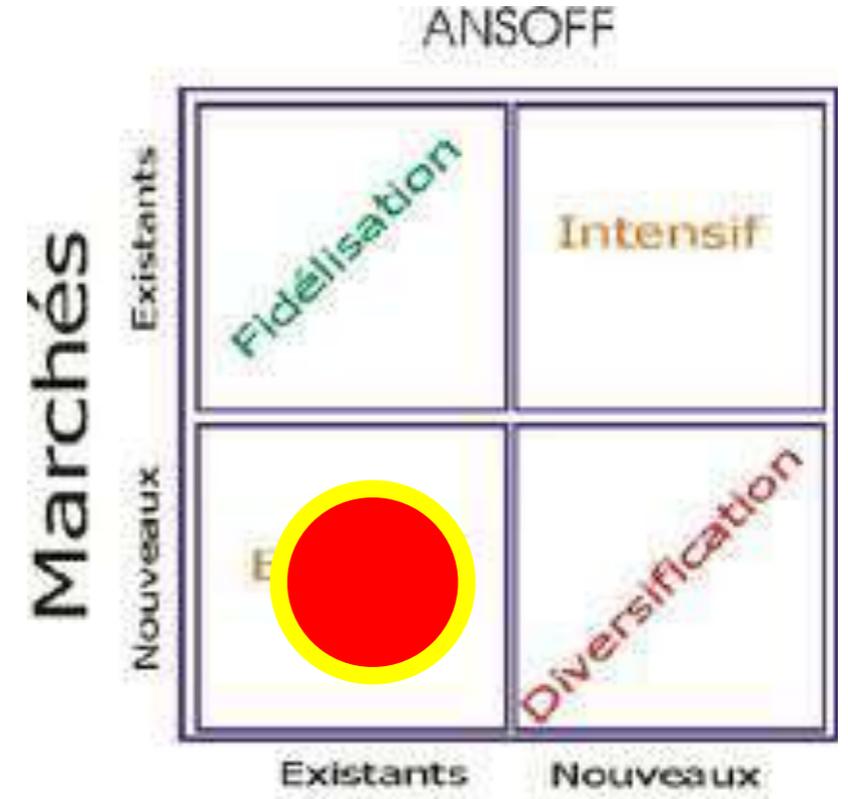
Décomposition stratégique d'Ansoff



2017

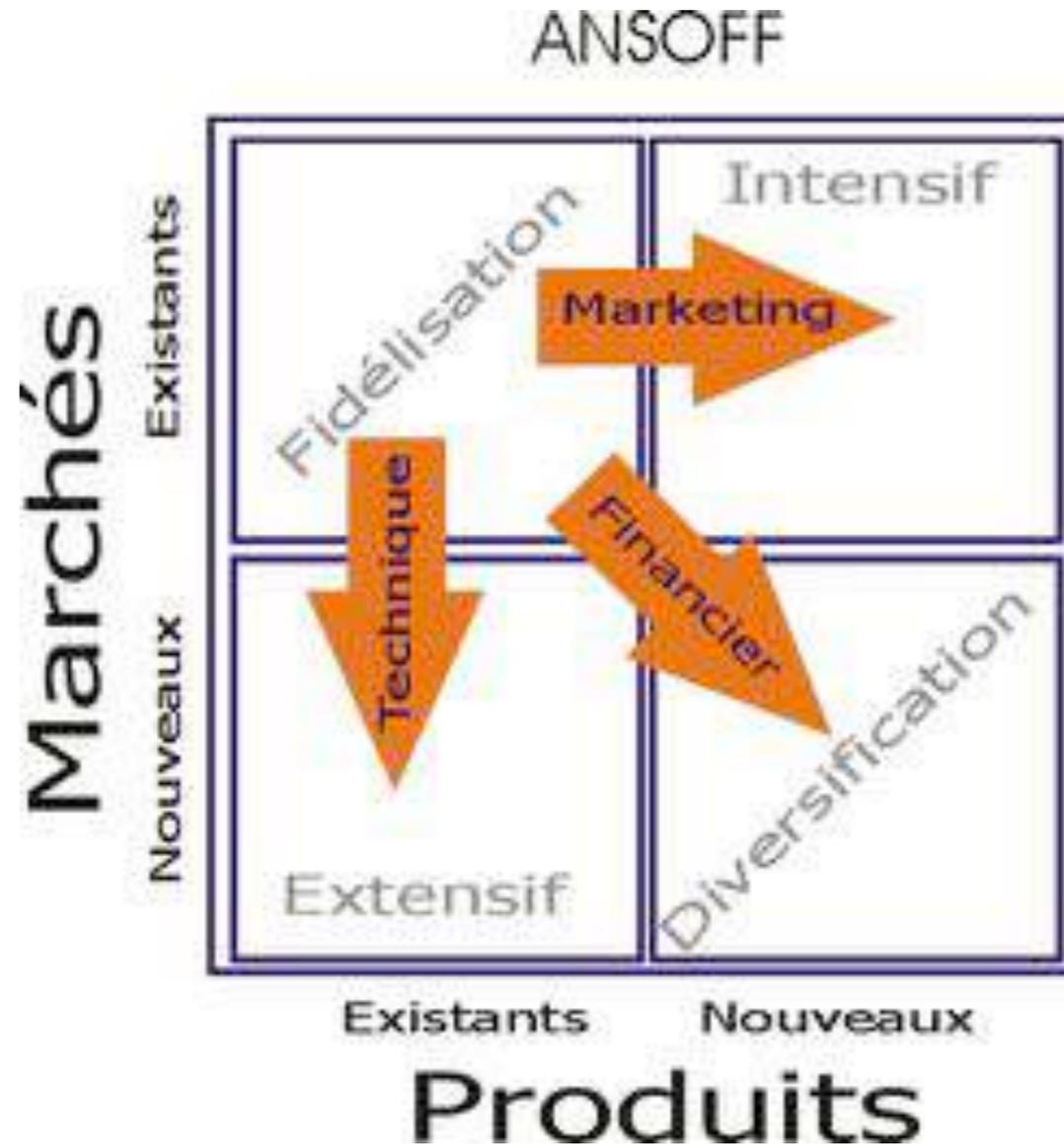


2018



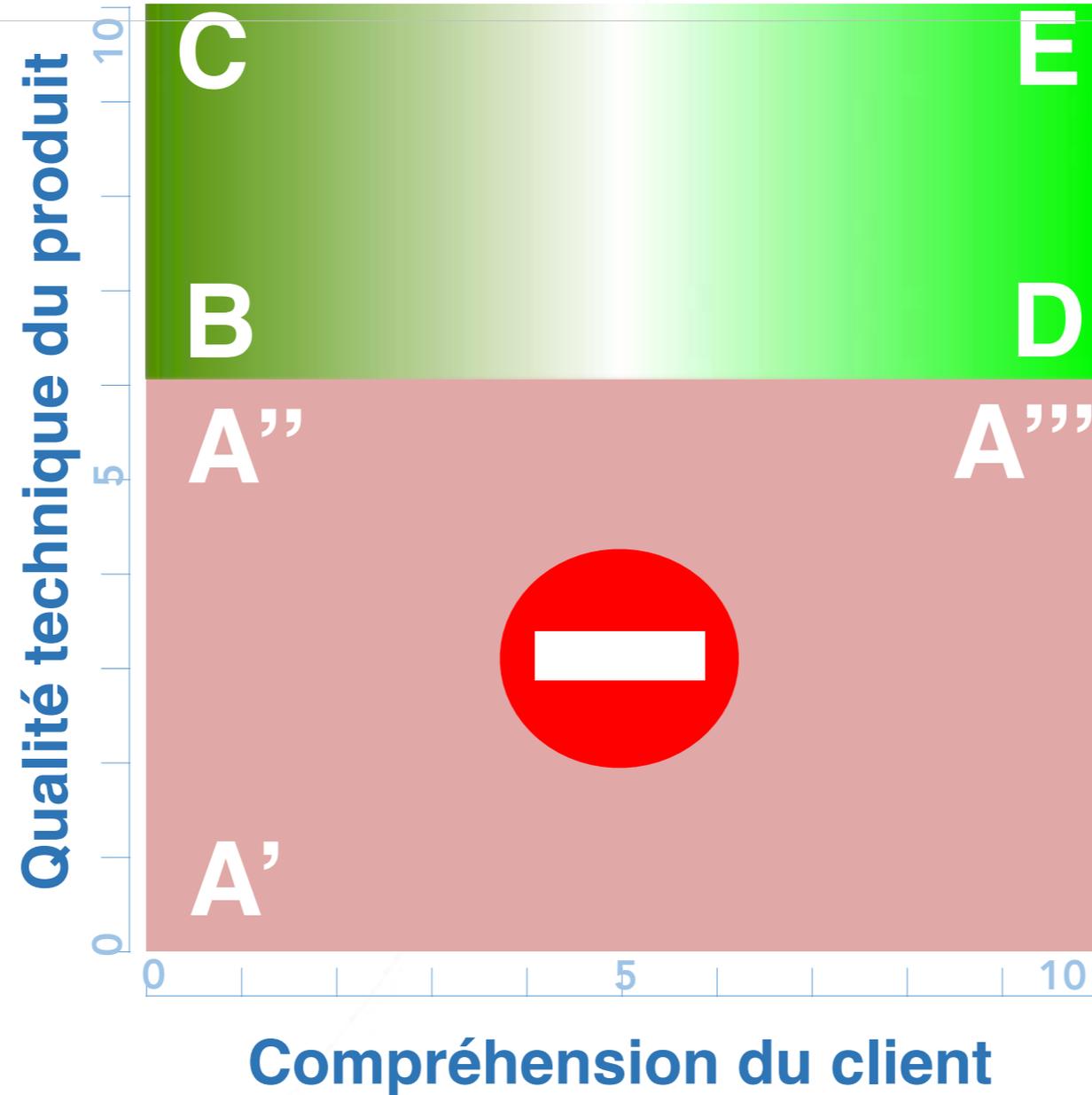
2019

Décomposition stratégique d'Ansoff



LES ENTREPRISES
TECHNOLOGIQUES ONT BESOIN
DES MEILLEURS... MARKETEURS

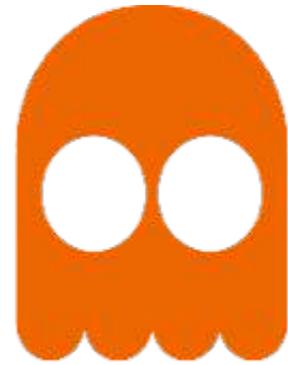
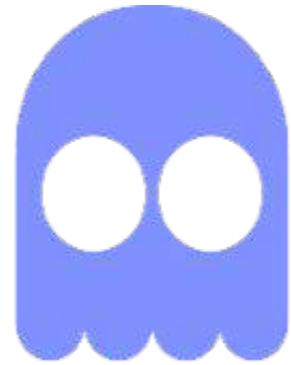
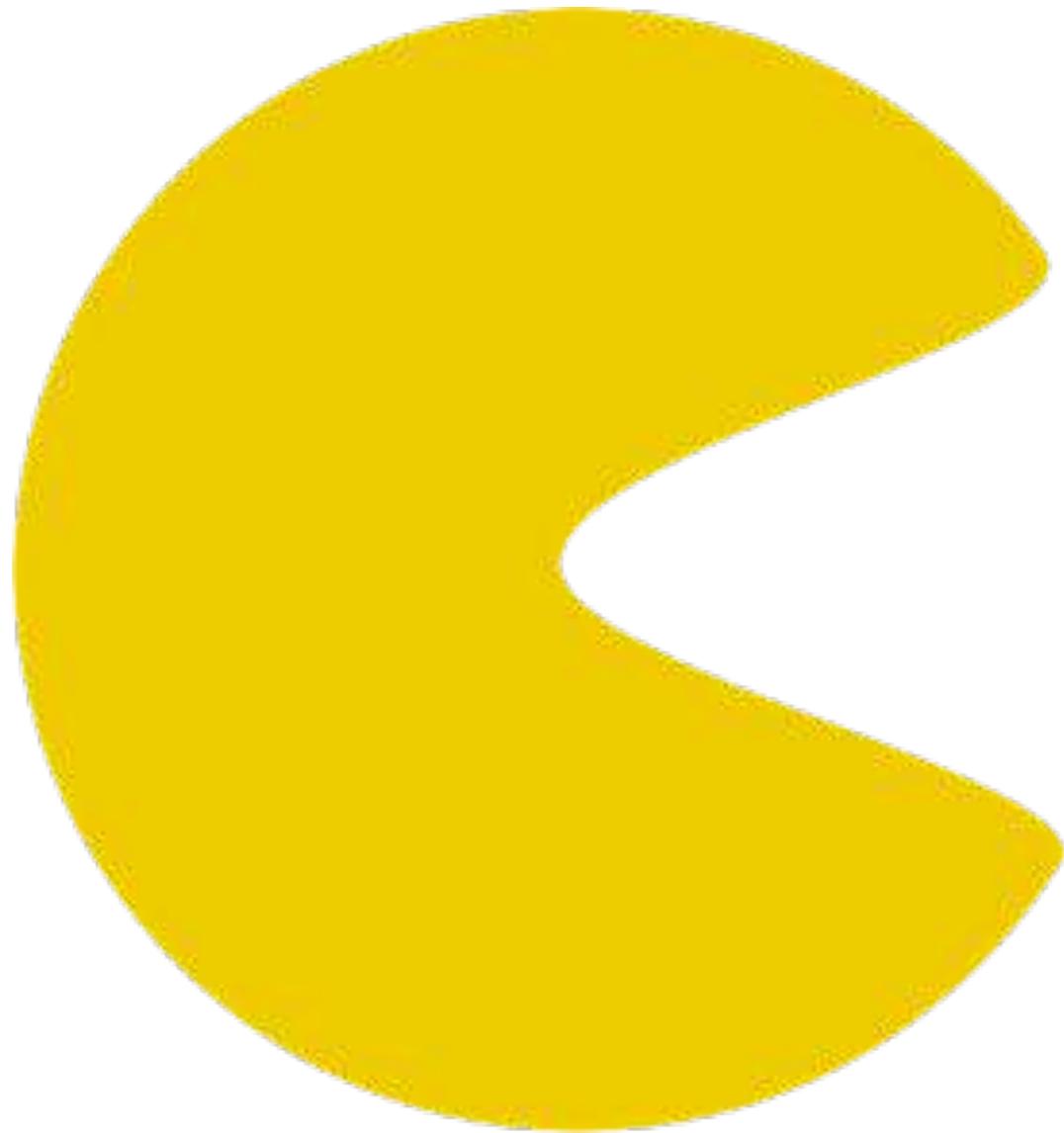
Matrice de progression



“ The future is already
here — it's just not very
evenly distributed ”



William Ford Gibson (1948-)
cyberspace noir prophet



CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

Culture Startup

Power of Zéro
MyLittle...
GINA /
Péchioda
Kanakano





Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see [Cargo cult \(disambiguation\)](#).

A **cargo cult** is a belief system among members of a relatively undeveloped society in which adherents practice superstitious rituals hoping to bring modern goods supplied by a more technologically advanced society. These cults, millenarian in nature, were first described in [Melanesia](#) in the wake of contact with more technologically advanced Western cultures. The name derives from the belief which began among Melanesians in the late 19th and early 20th centuries that various ritualistic acts such as the building of an airplane runway will result in the appearance of material wealth, particularly highly desirable Western goods (i.e., "cargo"), via Western airplanes.^{[1][2]}

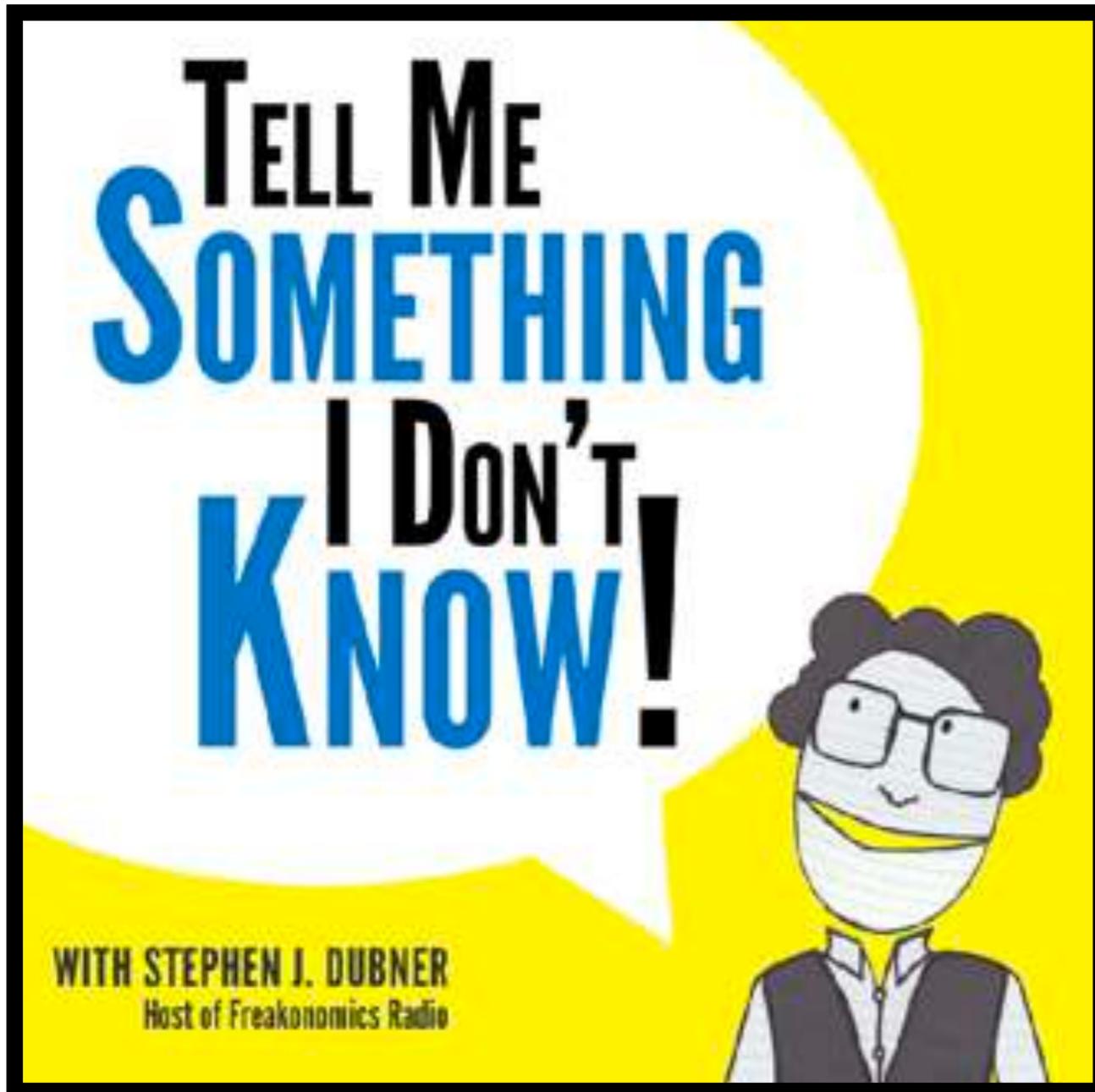
Cargo cults often develop during a combination of crises. Under conditions of social stress, such a movement may form under the leadership of a charismatic figure. This leader may have visions of the future, often linked to an ancestral efficacy ("mana") thought to be related to traditional morality.^{[1][2]} This leader may characterize the present state as a crisis of the old social order, meaning that social hierarchy and ego boundaries have been disrupted.

Contact with colonizing groups brought about a considerable transformation in the way of life of indigenous peoples of Melanesia who have thought about other societies. Early cargo cults began from the assumption that practitioners simply failed to understand the benefits of colonization, or capitalist reform; in this model, cargo cults are a misunderstanding of the economic systems involved in resource distribution, and an attempt to acquire such benefits through interrupted trade. However, many of these practitioners actually focus on creating and sustaining new social relationships, with material relations being a secondary concern.



Ceremonial cross of John
From cargo cult, Tanna Island,
New Hebrides (now Vanuatu).





Mail à hubert@kratiroff.com avant 19h16 :

- 1/ Objet (GEM MTI Colle1 NOM)
- 2/ Small Talk
- 3/ 10 lignes (sans pièce jointe)
- 4/ Source (un lien)
- 5/ Signature (5 lignes)

À propos du cours, des thèmes, des sujets, de l'innovation, comment votre entreprise utilise la marketing et le digital ou l'agilité ou se transforme...

La Blockchain

Cryptographie Partagée

Solution à la double dépense

Solution contre la centralisation

pas de limite à la BlockChain

base du BitCoin

développement dans toute l'économie

BASE : hash : SHA256



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

CCI GRENOBLE



IBM Watson

 **Djingo**



URights

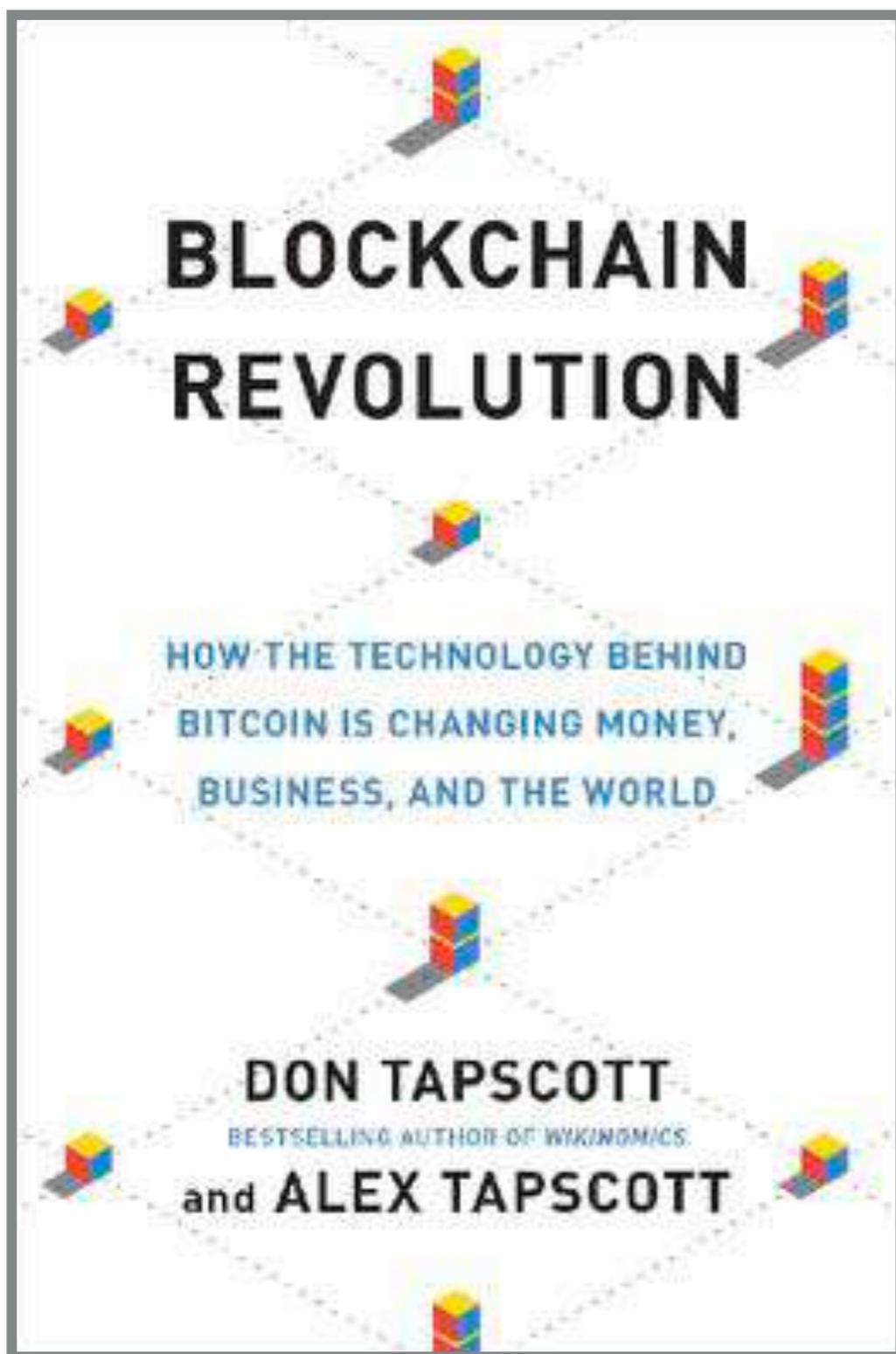




BLOCKCHAIN REVOLUTION: FINALLY! MUSICIANS WILL BE COMPENSATED FAIRLY FOR THE VALUE THEY CREATE!

KEYNOTE PRESENTATION



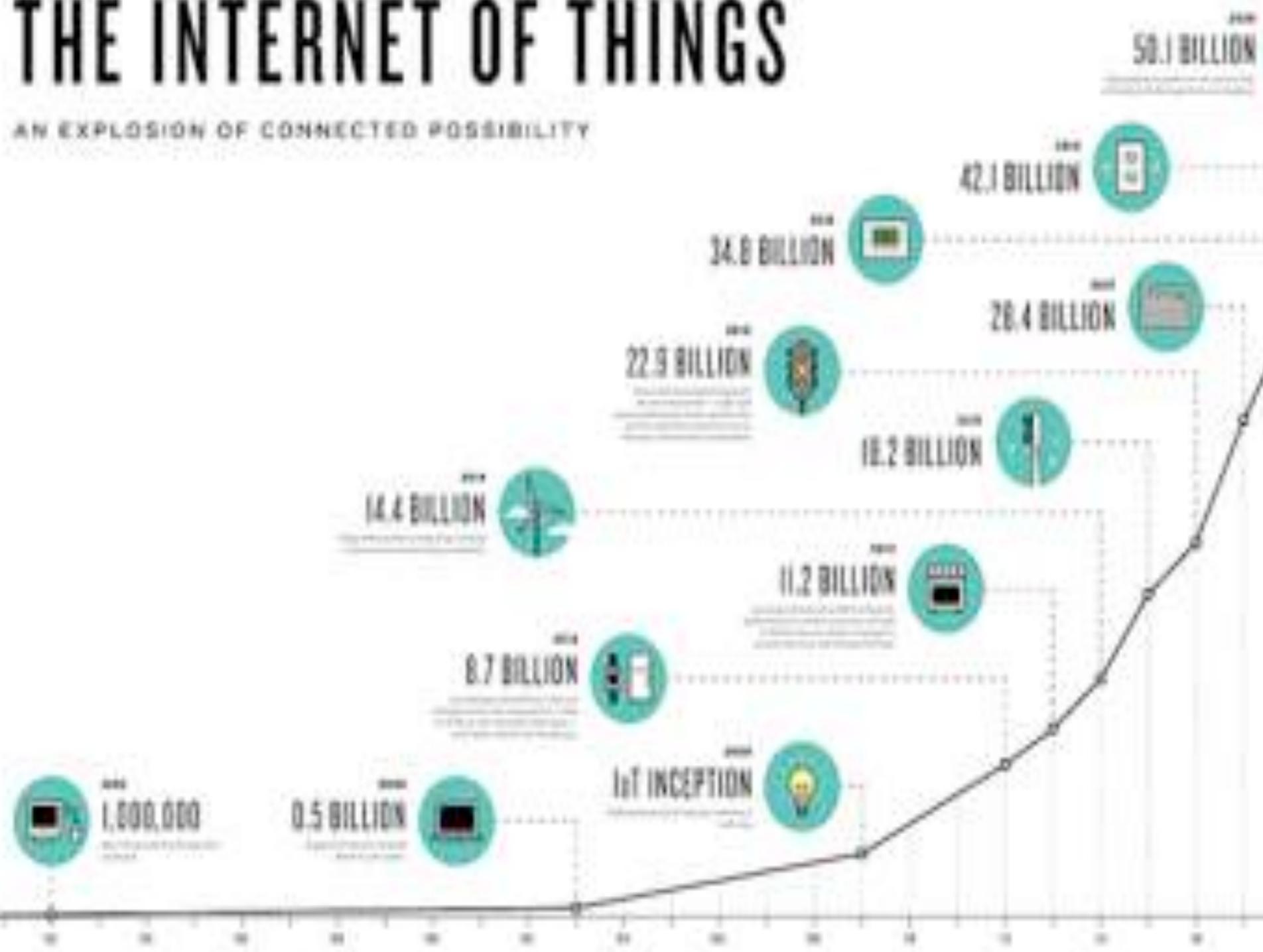


Moore

Gordon

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY





momentum

IOT / industrialIOT

Gartner = 45 milliards

Cisco = 90 milliards

Intel = 250 milliards

Digital Marketing

Digital Marketing

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



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

6

WEB Design Management
InsideWeb / BackOffice

1

DM
DigitalMarketing
e-business
Digital Business

Research
Empreinte

2

e-commerce :
web-commerce
m-commerce
s-commerce

5

SEARCH
SearchMarketing
Référencement
SEM

3

Strategy
web-marketing :
M-Marketing
SocialMarketing
Martech
MARCOM

4

DM
DigitalMarketing
e-Business
Digital Business

Web Design Management
websites / SaaS/PLM

- Web Design
- Website
- ICT
- AI ML
- AR
- Mobile
- Cloud Architecture
- Cloud Dev

Research
Engage

- Web Analytics - BigData
- Analyse des log de navigation
- Analyse de ranking
- Big Data
- étude on-line e-commerce
- Segmentation / Generation / Persona
- outil metrics online
 - outil de transformation
 - GA Tracking, GSC Conversion Tracking
 - GA video
 - attribution pattern
- Experimentation
- A/B Testing / A/B/B/C / A/B/B/C / A/B/B/C
- A/B TESTING
- MPS

SEARCH
SearchMarketing
AdWords
SEM

- SEO
 - technique de programmation de site
 - Content
 - Link building / content
- SEA
 - adwords / adwords
 - display / display
- ASO app store optimization
 - ASO
 - ASO
- SMD - Social Ranking
 - Social Media
- OUTLIS
 - Outreach
 - Search Search
 - Search Search

e-Advertising
Web Advertising
M-Advertising
E-Advertising
Full web

e-commerce
Web Commerce
e-commerce App
e-commerce

Strategie
Web Marketing
M-Marketing
Social Marketing
Marketing
SaaS/COM

Social Network Marketing

- Video
- Web Marketing
- e-mailing
- Change of environment
- Marketing
- Brand Content
- CRM
- e-marketing
- Web / Social
- Web / Social

- Operations
- Marketing
- Marketing
- Marketing

INBOUND

NE RRIEN

FAIRE

EMPOWERMENT

**NEW
MARKETING
INBOUND**

**AARRR
CHURN**

1

CUSTOMER EMPOWERMENT

One clic away
Power in the hand
AdBlock
Living Services
TouchPoints
Soft Power

2

INBOUND MARKETING

Permission
VRM / WTS
OnBoarding
ZMOT
SEO
OmniCanal
UI UX IxD SD

3

AARRR CHURN

Acquisition
Activation
Retention
Referral
Revenue
Sales Funnel



AdBlock

The screenshot shows the AdBlock website interface. At the top left is the AdBlock logo (a red octagon with a white hand) and the text "AdBlock." followed by the tagline "The most popular extension for Chrome and Safari." Below this, there are two browser window mockups. The left window shows a webpage with a large red rectangular overlay that says "Blocked advertisement" and "Click here to view this page." Below this overlay is a smaller red box with a white hand icon and the text "Click here to view this page." An arrow points from the left window to the right window, which shows a video player with a man speaking. The background of the website is light gray with a white footer area.

One Clic Away

Taux de conversion PDV physique	50%
Taux de conversion e-shop	3%
Abandon de panier	60%
Abandon de caddy physique	0%

Customer Empowerment

Consom'acteur / Consom'agent

le pouvoir des réseaux sociaux par partage et viralité

Pouvoir partagé entre MARQUE et consommateurs et salariés :

Alignement de l'information

Symétrie des attentions

CMI

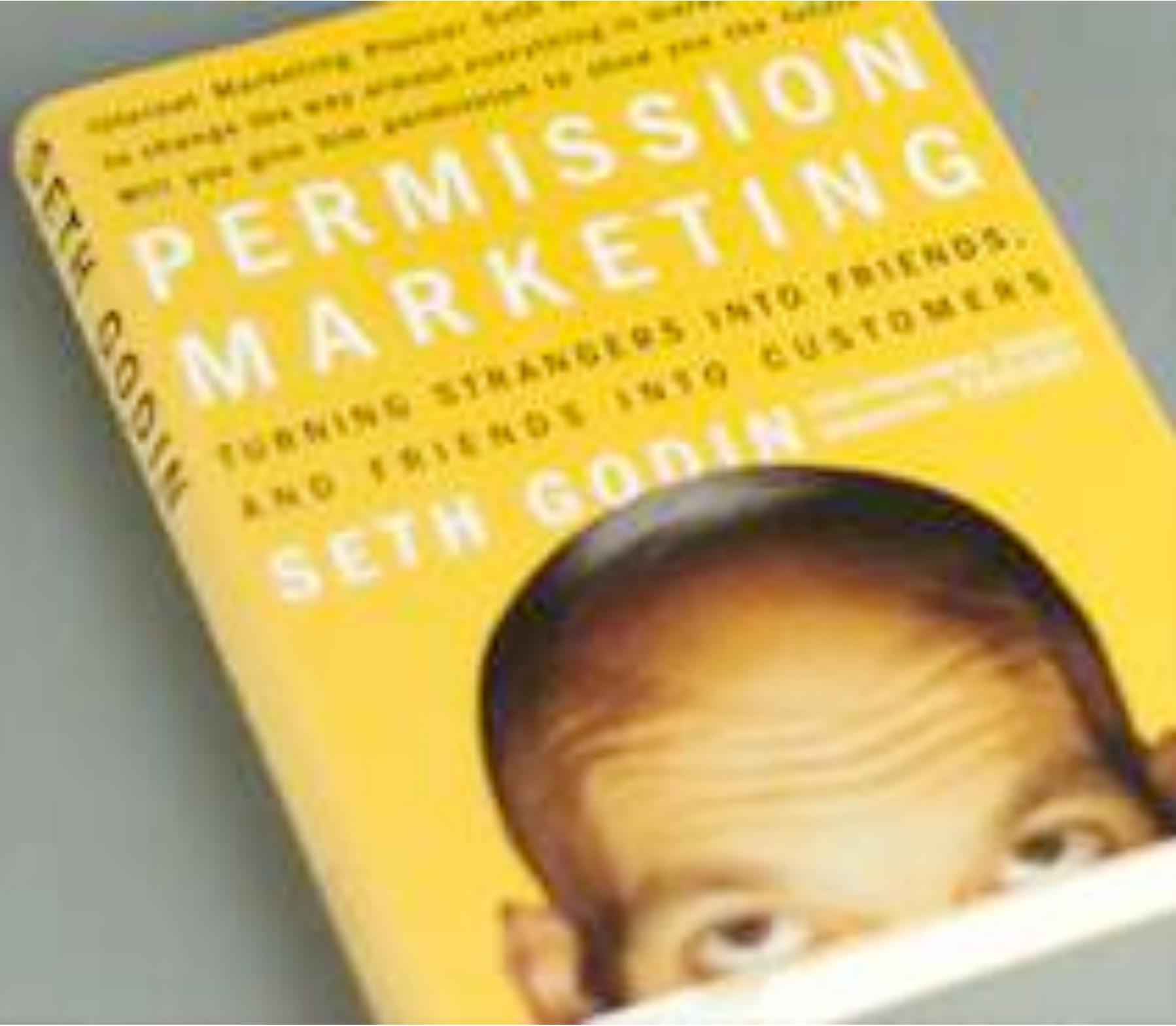
UX

Écoute utilisateur par MCA :
audit des TouchPoints



Origines

Permission marketing de Seth Godin (1999)



GRENOBLE
ECOLE DE
MANAGEMENT

TECHNOLOGY & INNOVATION

avec le soutien de

CCI GRENOBLE

inbound marketing

Terme de recherche

France

Royaume-Uni

États-Unis

+ Ajouter un lieu

Évolution de l'intérêt pour cette recherche

Titre des actualités

Prévisions



inbound marketing

**stratégie et moyens pour accueillir
les prospects et clients**

**offrir les informations et les outils
utiles aux prospects/clients**

et s'ils le désirent

entrer en relation



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

100% ANRS

 CCI GRENOBLE



Traditional marketing is broken.

INBOUND 2019

[ABOUT](#)

[ATTEND](#)

[AGENDA](#)

[WATCH](#)

[HELP](#)

[REGISTER](#)

SEE YOU NEXT YEAR

SEPTEMBER 3-6, 2019 | BOSTON, MA

[WATCH 2017 RECAP ▶](#)

[REGISTER FOR 2019](#)



Micro Moments

Stimulus

Know / Go

Do / Buy

PRE SALES

Avant-Ventes

Support

Assurance

Rassurance

Confirmation

Stock / délai / livraison

Conditions

Retours possibles ?



Portes d'entrée
vers
INBOUND
MARKETING

AFTER SALES

SAV service client

Social SAV

FAQ

Vidéo Utilisation

Social
Referrals

SEARCH

SEO

+ SEA

Négociation

Closing

ABC

Les moyens du inbound marketing

blog

réseaux sociaux

QrCode

ChatBots / LiveChat

brand content

SEM (SEO principalement + Social Search, ASO, +/- SEA)

e-mailing en OPT-in



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

100% B2B

 CCI GRENOBLE

Landing Pages

vs.

Home Page

Une par action

CTA

A/B test

Conversion : 50%

TAG

**8 WORLD CLASS
LANDING PAGES**

WITH AN OVER 50% CONVERSION RATE

Includes 55 Actionable Tips So You Can Achieve Similar Results

HubSpot

 **ACT THINK IMPACT**

AB testing



CHATBOT & LIVECHAT

Les ChatBots

Un peu d'intelligence artificielle

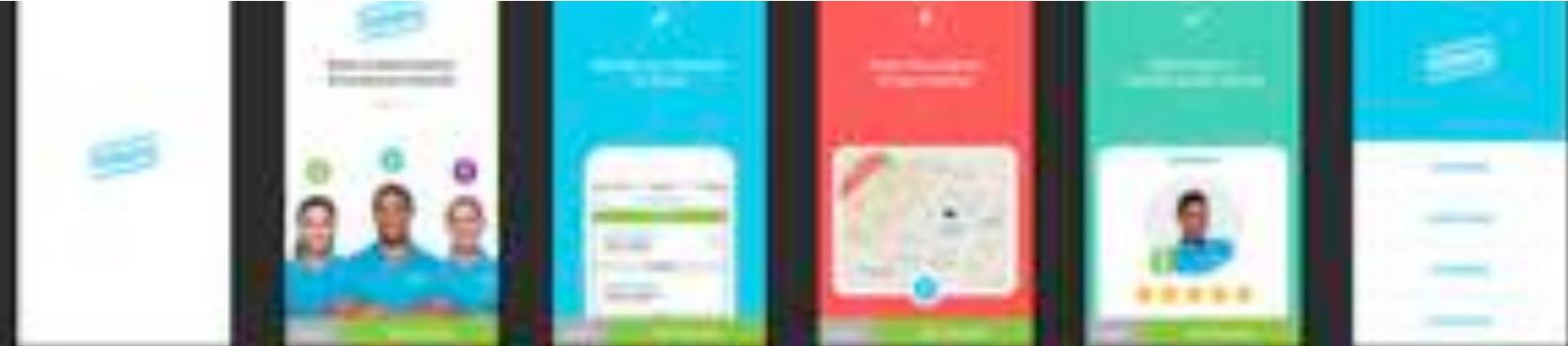
Un peu d'empathie utilisateur sur les habitudes et la plateforme

Une rentabilité immédiate

LiveChat automatisé

ONBOARDING

Waves



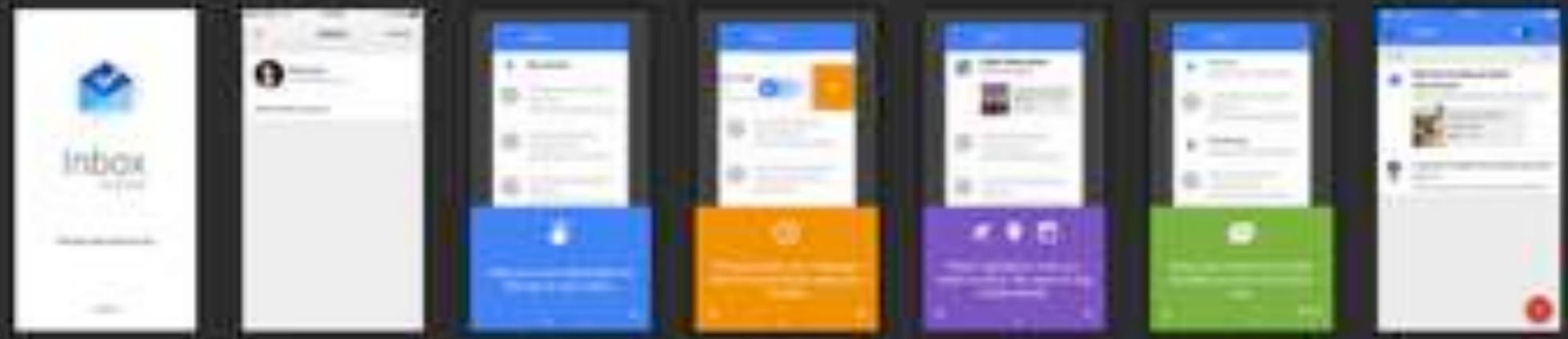
Splash screen, Home, Home, Home, Home, Home

Rooms
Social Networking

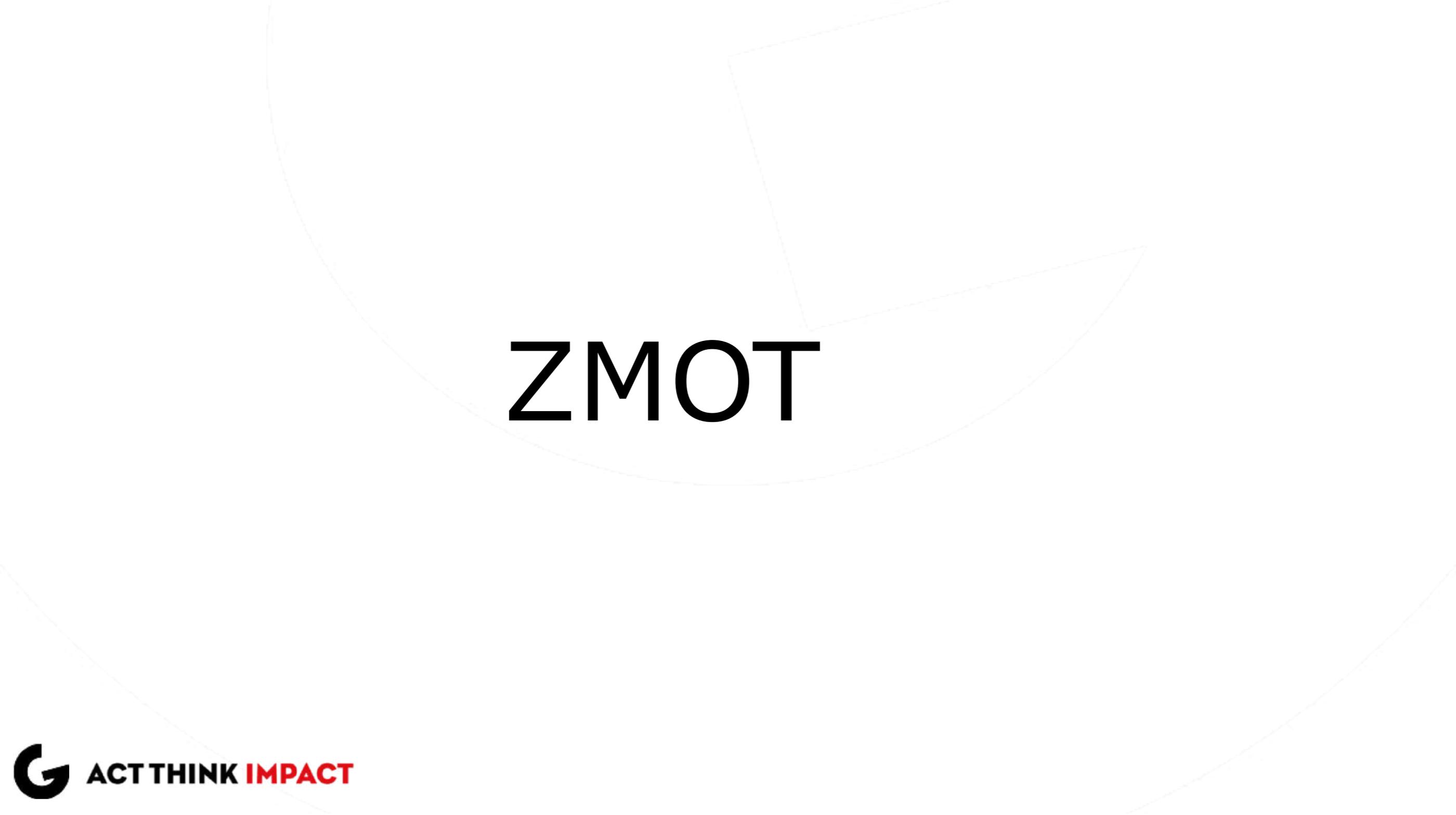


Splash screen, Splash screen, Home, Home, Home, Home screen, Home, Home

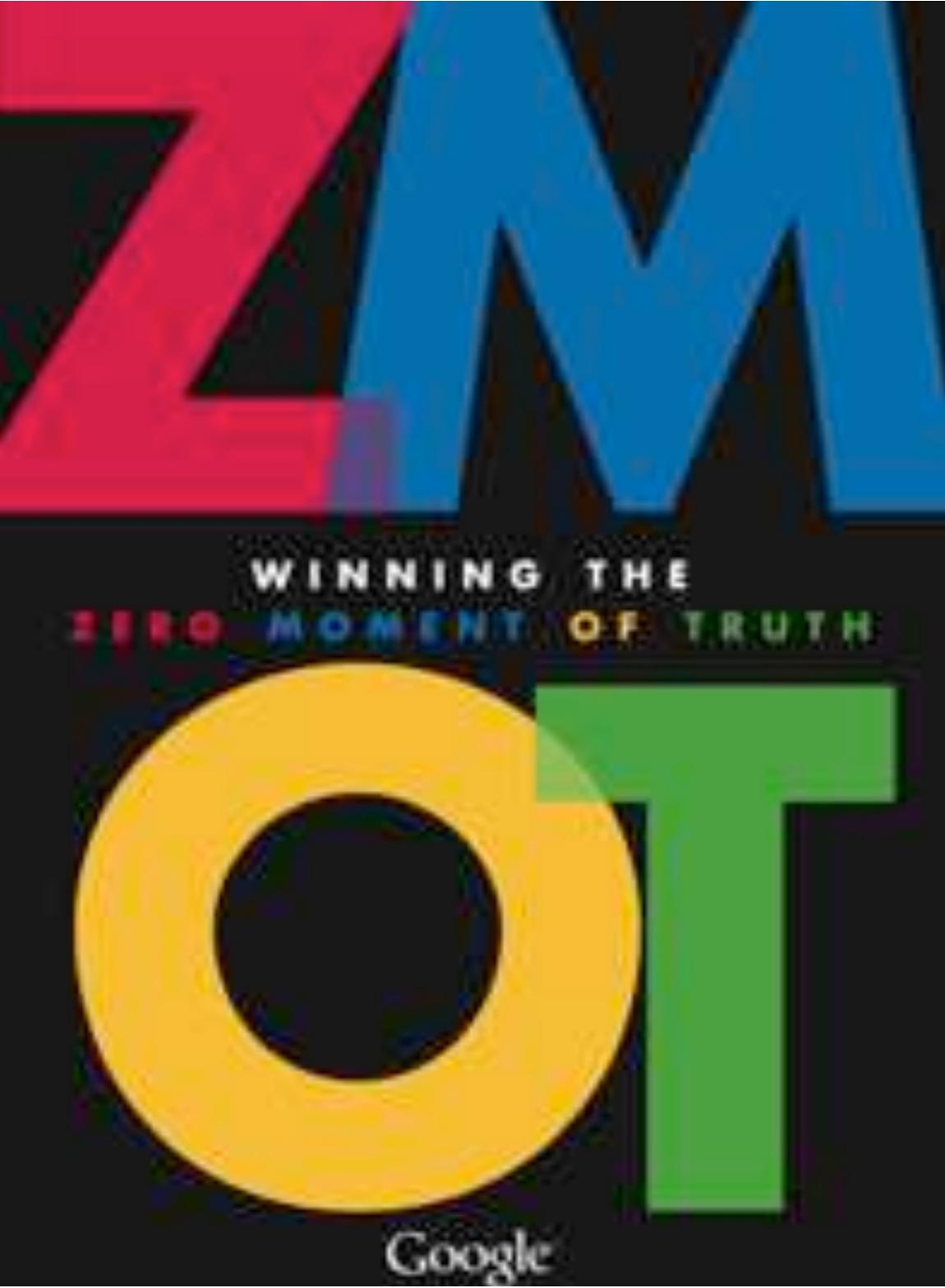
Inbox
Productivity



Splash screen, Email screen, Home, Home, Home, Home, Home



ZMOT



JIM LECINSKI

CHIEF ZMOT EVANGELIST



P&G 2005 : First Moment of Truth
+ Google 2010 : + ZERO MOMENT



Stimulus

ZMOT
↑

First
Moment of Truth
(Shelf)

Second
Moment of Truth
(Experience)

think with Google **ZMOT** → **micro moments**



I-want-to-know moments

65%
of online consumers look up more information online now versus a few years ago.¹

66%
of smartphone users turn to their phones to look up something they saw in a TV commercial.²



I-want-to-go moments

2X
increase in "near me" search interest in the past year.³

82%
of smartphone users use a search engine when looking for a local business.⁴



I-want-to-do moments

91%
of smartphone users turn to their phones for ideas while doing a task.⁵

100M+
hours of "how-to" content have been watched on YouTube so far this year.⁶



I-want-to-buy moments

82%
of smartphone users consult their phones while in a store deciding what to buy.⁷

29%
increase in mobile conversion rates in the past year.⁸



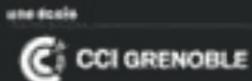
INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

SEARCH 3 PRATIQUE



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION



ACT THINK **IMPACT**



O

W

S

The image shows a screenshot of a Google search results page for the query "marketing mt gem". The browser's address bar shows the URL "google.com/search?q=marketing+mt+gem&oeq=...". The search bar contains the text "marketing mt gem". Below the search bar, there are navigation options: "Text", "Images", "Articles", "Shopping", "Maps", "Plus", "Favoris", and "Date". The search results indicate "Environ 373 000 résultats (0,47 secondes)".

The first result is a notification from Google: "Rappel concernant les règles de confidentialité de Google" with a "NE LE RAPPELER PLUS" link and a "LIRE" button.

The second result is from "www.toutsurmarketing.com" titled "MTI GEM par kratiroff - tousurlemarketing hubert kratiroff". The snippet reads: "MTI GEM master INTVA, management technologique innovation ... Plan Marketing Digital 1 PNLG", with a link to "Télécharger le document: Plan Marketing Digital 1 PNLG".

The third result is from "www.grenoble-em.com" titled "Mastère spécialisé Management Technologique et innovation ...". The snippet reads: "Le Mastère spécialisé Management Technologique et innovation est fait pour vous si vous souhaitez acquérir de solides connaissances pour piloter une ...".

The fourth result is from "m-csc.grenoble-em.com" titled "Cycles longs | Grenoble Ecole de Management". The snippet reads: "... Spécialité Management des Entreprises de (Bio)technologie & Pharmacie/Mastère Spécialisé en Management et Marketing de l'Énergie".

The fifth result is from "en.grenoble-em.com" titled "MS Executive Management Technologique et innovation ...". The snippet reads: "Le Mastère spécialisé Exécutif en Management Technologique et Innovation s'adresse aux cadres et managers ayant un background technique, souhaitant ...".

The sixth result is from "fr.linkedin.com" titled "Adrien Lacour - Chef de projet marketing & communication ...". The snippet reads: "France - Schneider Electric".

**SA PLACE DANS LE
DIGITAL MARKETING**

SEARCH

SEO



NAVER
Naver Announce
New Search Algorithm



www.qwant.com

SEARCH

moteur de
recherche

texte

VS.

FIND

moteur de
réponse

voix

TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

EXPÉRIENC

E

SXO

speed

organisation

duplicate

Mobile

AMP

UX

SEARCH (référencement)

=

SEM

=

SEO + SEA + ASO + SMO

==>

SXO

SEARCH ON/OFF PAGE ON/OFF SITE

2018 January / February

hubert@kratiroff.com

@kratiroff







Direct

Google

WeChat



SEM SEO SEA ASO SMO SXO SERP

Backlink PageRank

Position Zéro AnswerBox

Snippet Knowledge Graph

PAA

GA GSC GoogleUpdate

Search engine - moteur de recherche (réponse)

browser - navigateur

Long Tail - longue traine

Keyword - Mot Clé

No Scroll

RWD AMP SSL https SiteMap 404



marketing

d'influence

SALES + MARKETING =

SMARKETING.

SALES

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



MARKETING

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



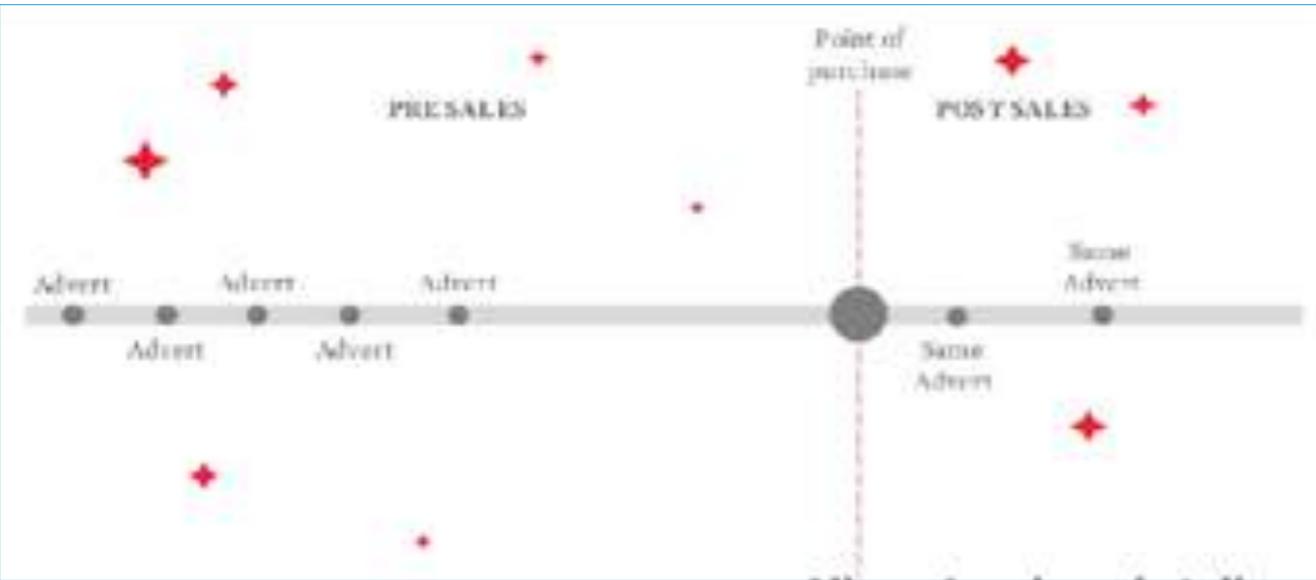
CONVERSATION MARKETING





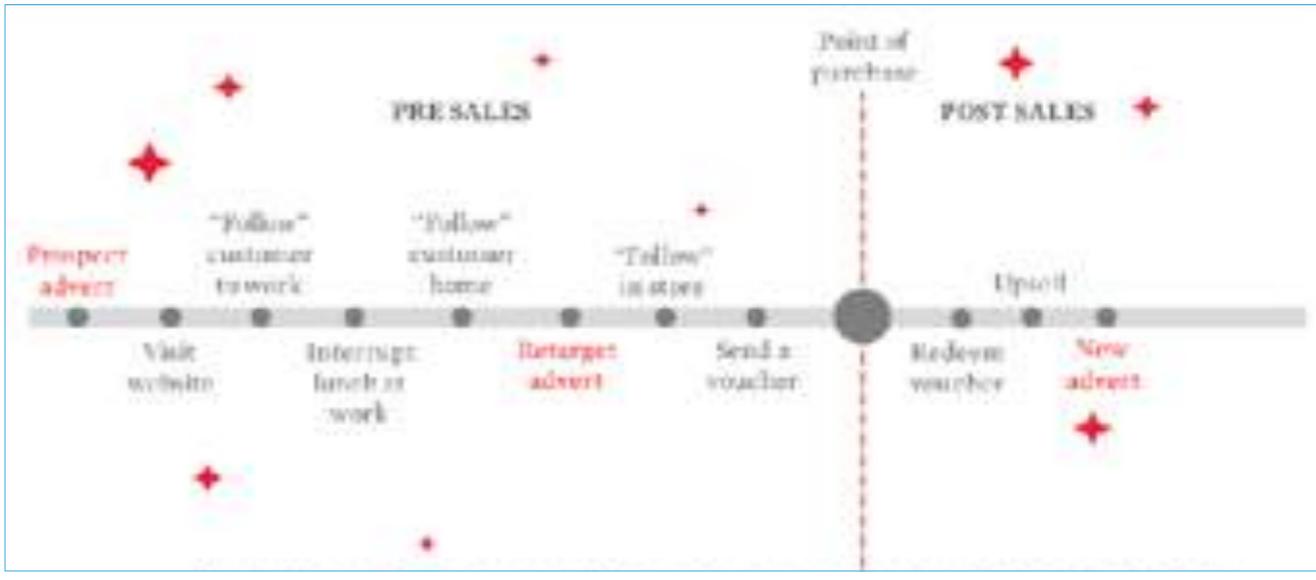


Opportunity to talk : communication

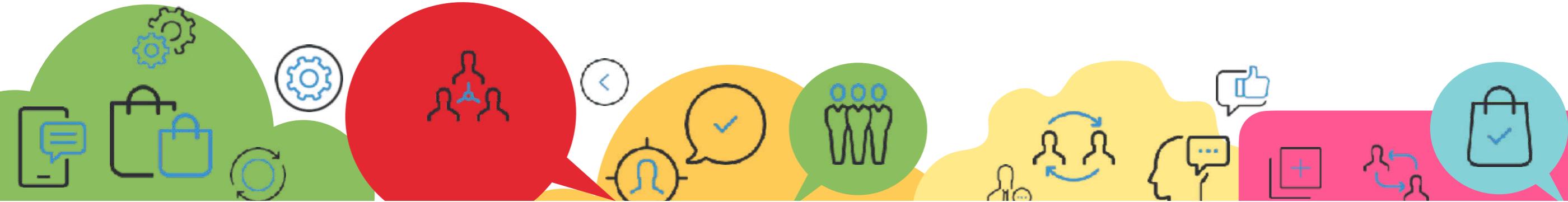


... talk, talk, talk, talk again

Opportunity to chat : conversation



... talk, listen, adapt, modify, talk personally





2

COMMUNIQUER
L'INNOVATION

CONTENT

//

FOMO

G

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

3

LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Ce	
Ar	Sh
V	Vi
Im	Py
Ev	Wb
Gm	Ap
To	Eb
P	So
El	Em

 Strategy	 Platform	 Sharing Triggers
 Format	 Metrics	 Checklist
 Content Type	 Goals	

A seven-step guide to success

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

Nv	Cv	Nv	Br	Tt
Ni	Do	Cl	Kp	Ce
Bm	Rp	Pm	Og	Br
We	Bl	Of	Mi	Am
Rm	Sb			
Tw	Fa	Li	Fl	Is
Sc	S			
Yo	Vm	Gp	Fo	Tu
Nm	Me			
Re	Ig	Vn	Sl	Fl
Sm	Sh			
Hn	Ps	Ad		
Eg	En			

Fu	Sx	Sg	Mv	Un	Cv	Co	Ig	Rd	Zg	Aw	Up	Di
Sq	Se	Ce	Fm	Hd	Tv	Gd	Pe	Do	Fc	Cd	Ct	Fd



Created & designed by
Chris Lake-Walker
No free content allowed
without my explicit written
permission. Please see my
copyright notice.
Copyright Economy of Content

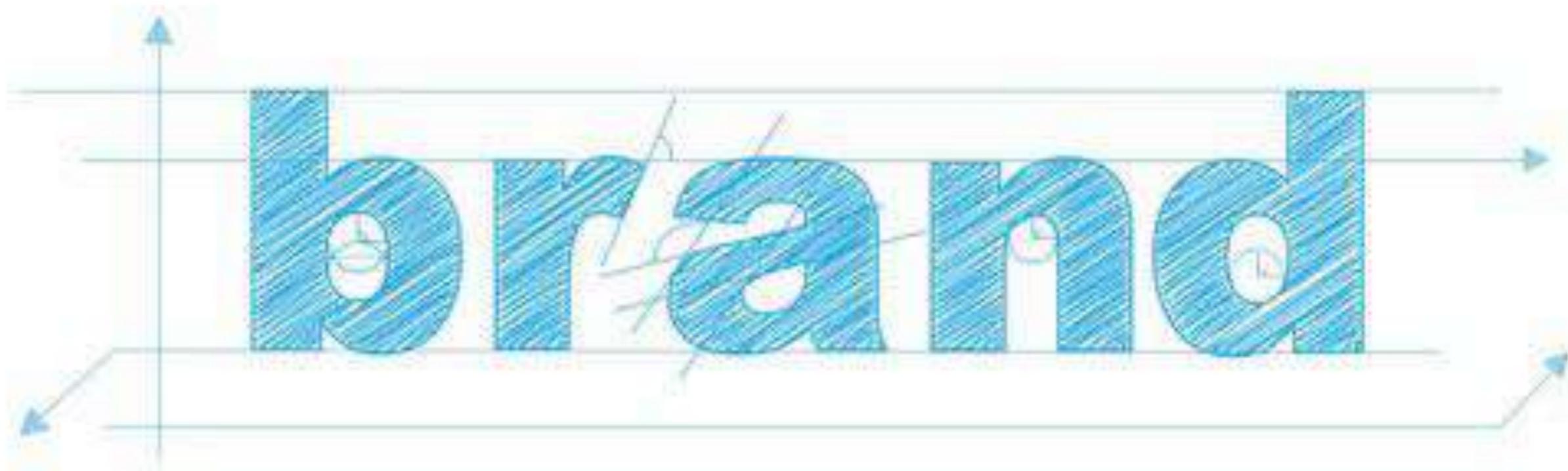


CONTENT MARKETING / NATIVE LUMAscape

MARKETER

CONSUMER





Plateforme de marque

Identité de marque

Notre vision

Notre ambition / mission

Notre métier / histoire / time-line

Notre positionnement / territoire /
promesse / identité

Nos valeurs / notre éthique

Nos convictions

Nos défis / objectifs

Nos éléments de communication
visuelle : logo, charte graphique

Notre tagline / signature

Notre style / ton de communication

Nos codes / partenaires /
bénéficiaires /users

La plateforme répond aux questions essentielles comme :

identité : qui sommes-nous ? Comment se définir ?

mission : quelle est notre raison d'être ? À quoi servons-nous ?

vision : vers quoi allons-nous ? Quel est le but à atteindre dans les prochaines années ?

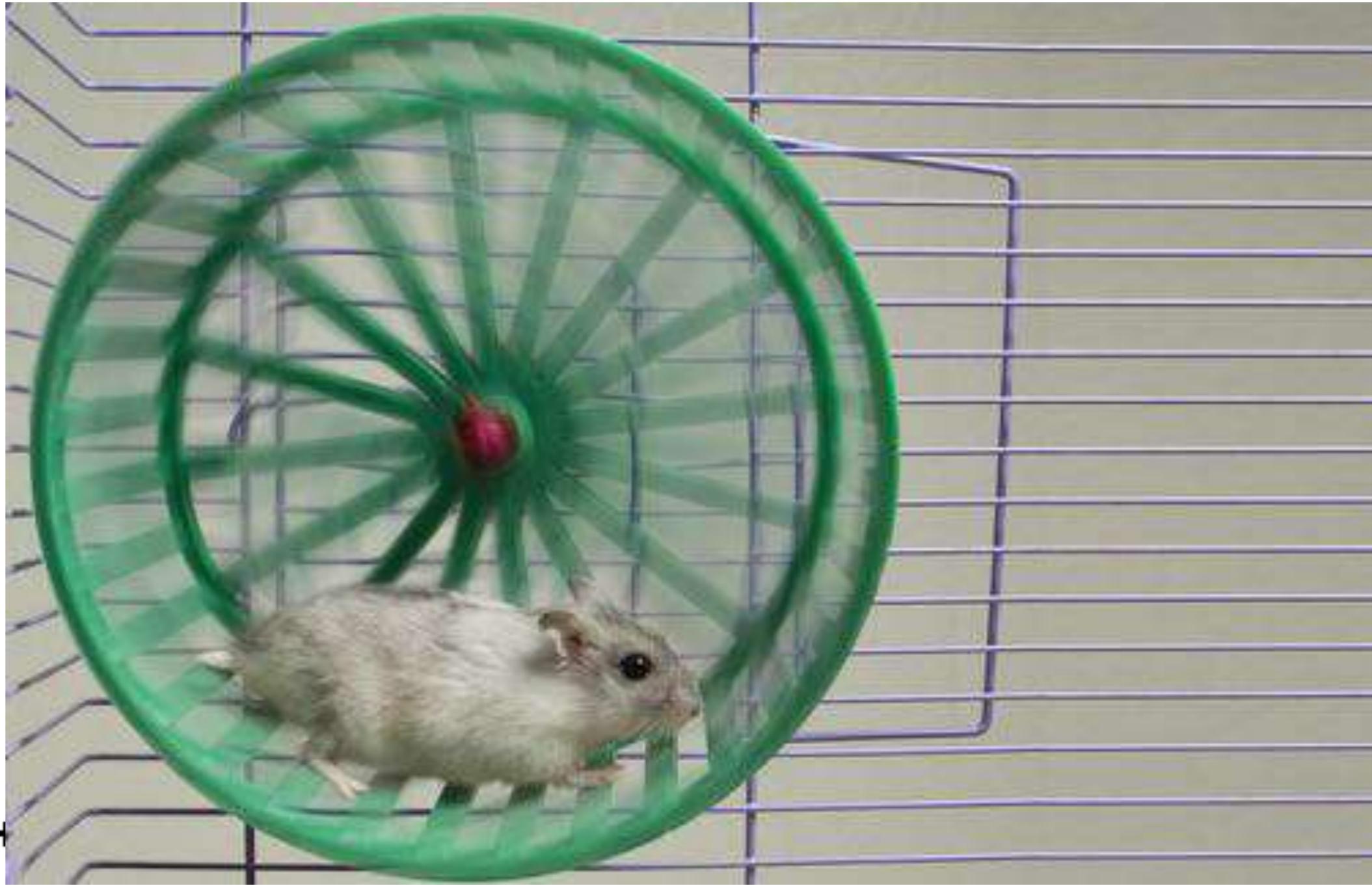
valeurs : quelles sont les valeurs que nous défendons ? Nos atouts, nos qualités ?

promesse : quelle est notre valeur ajoutée ? En quoi sommes-nous uniques pour nos clients ?

Info Cacophonie



Syndrome du Hamster





Infobésité

L'hyper choix de l'utilisateur

Info snacking

ou

Digital Détox

ou

Séduction / Émotion / Premium

« Le brand content c'est
ce que devrait être la
bonne publicité »

« contenu éditorial créé
par une marque »

Hubert Kratiroff
(Les fonctions du marketing)

« production de contenus
nouveaux par les
marques »

Hubert Kratiroff
(Les fonctions du marketing)

Content is
king

“Content is King”

Bill Gates, 1996





Context

is good

Avant / Après

PUB : faire passer un message



BC : partager une expérience

Avant / Après

- 1) Le consommateur devient un public**
- 2) L'annonceur devient directeur des programmes**
- 3) La marque se transforme en éditeur (média, publisher)**
- 4) Le contenu créé devient un actif (asset)**

la marque est média

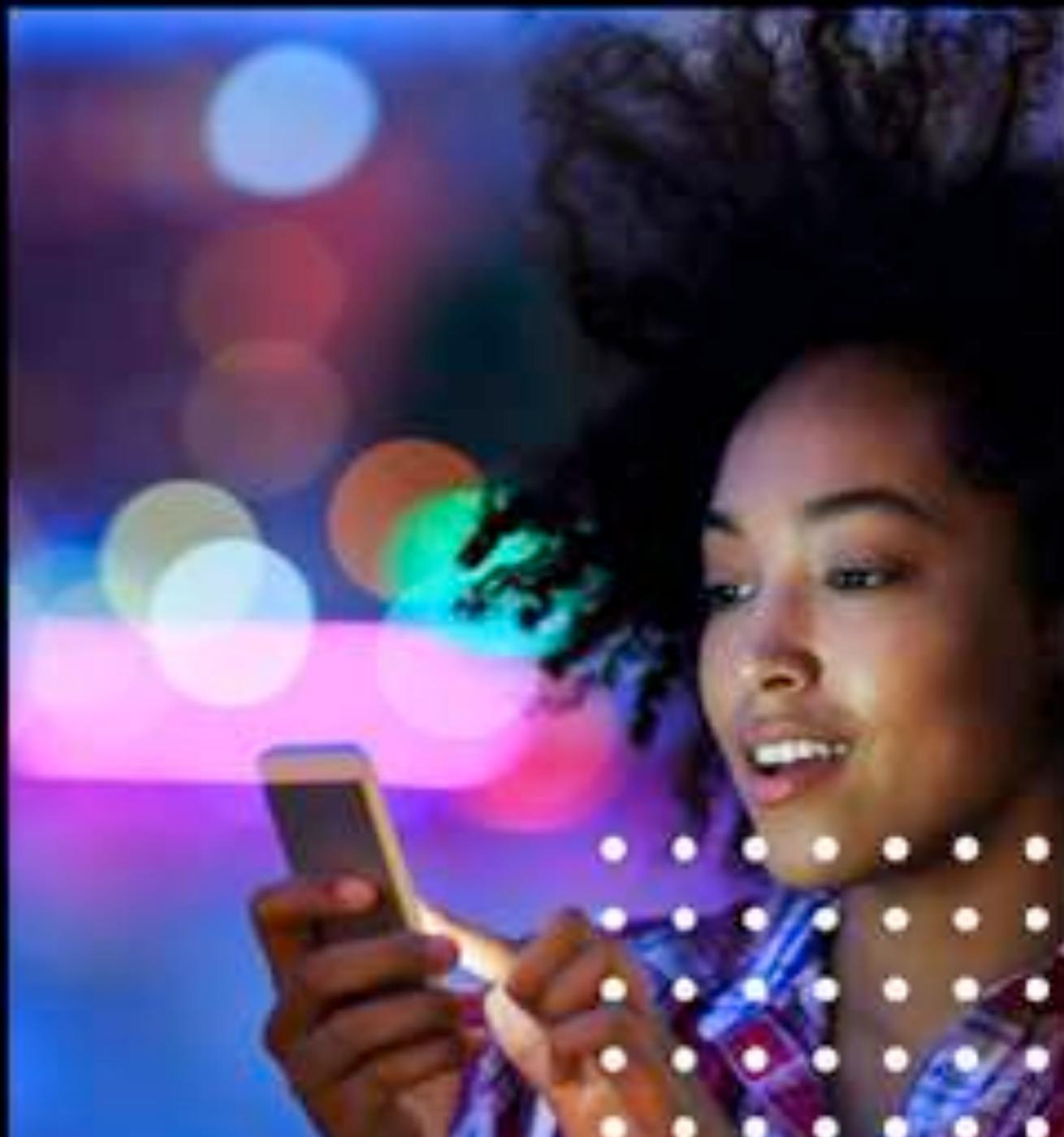
prévision 2016

...avant une
marque faisait des
pubs, aujourd'hui
elle fait des romans

Be There

Deliver brilliant messages in the moments that truly define your brand.

[Learn More](#)



The #1 Customer Engagement Platform for Enterprise Brands



3T

Messages Sent

50K

Apps

25%+

Fortune 500 Served

90B

Messages per Month

10

Years Experience

500K

Messages per Second



StoryTelling

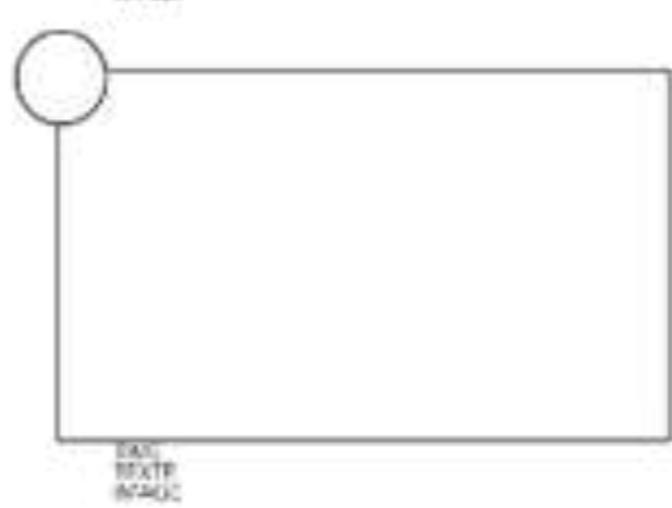
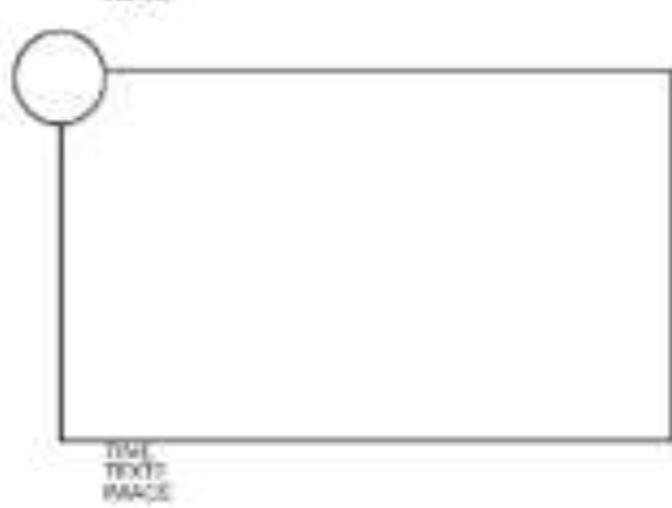
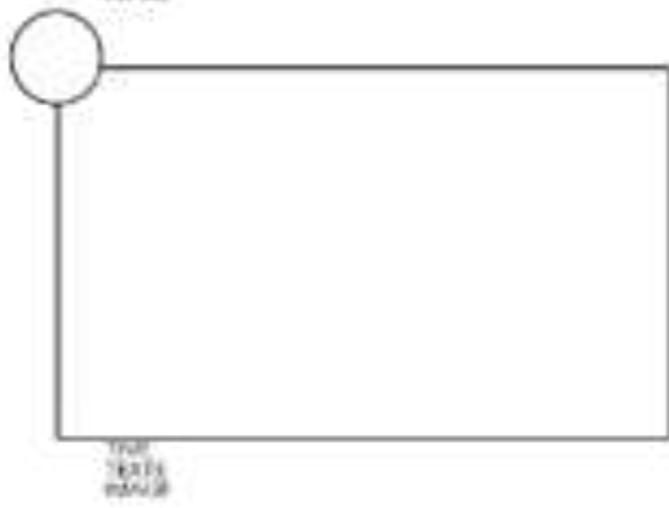
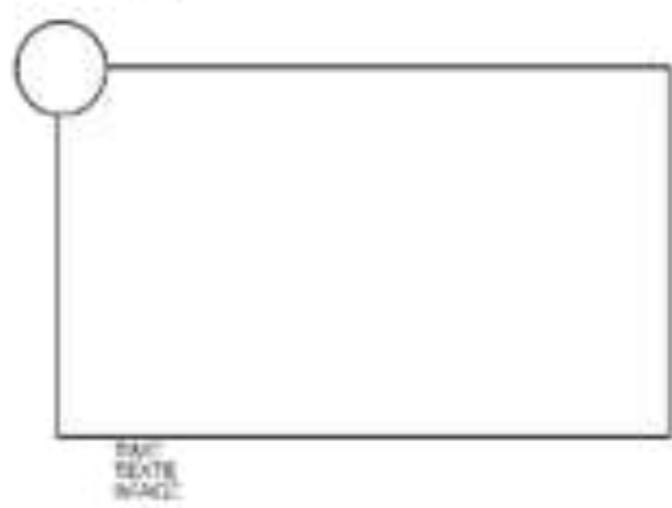
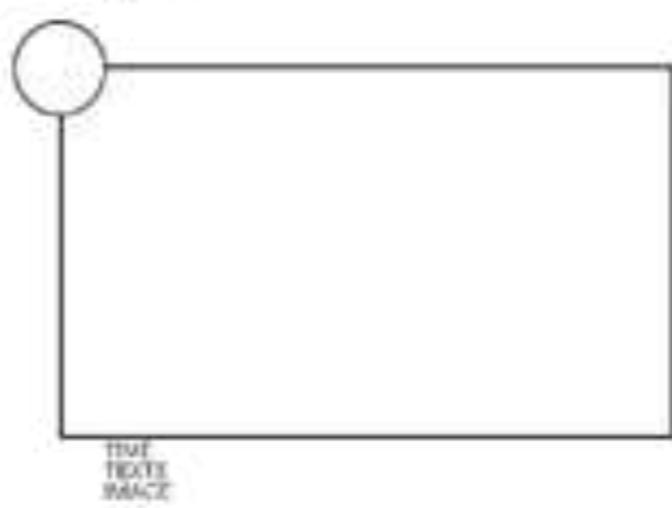
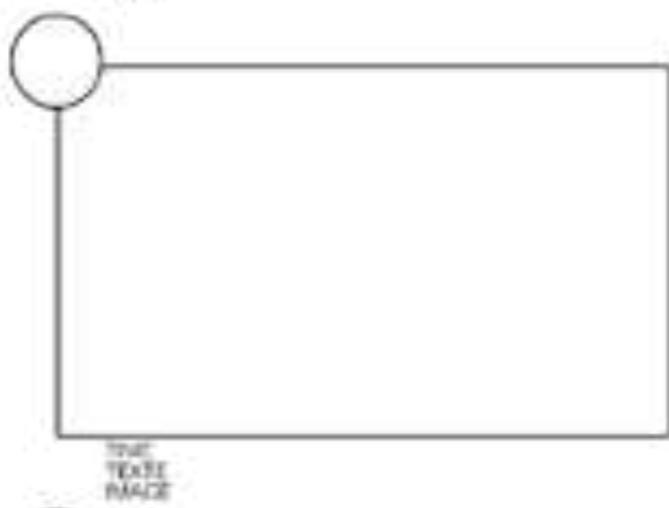
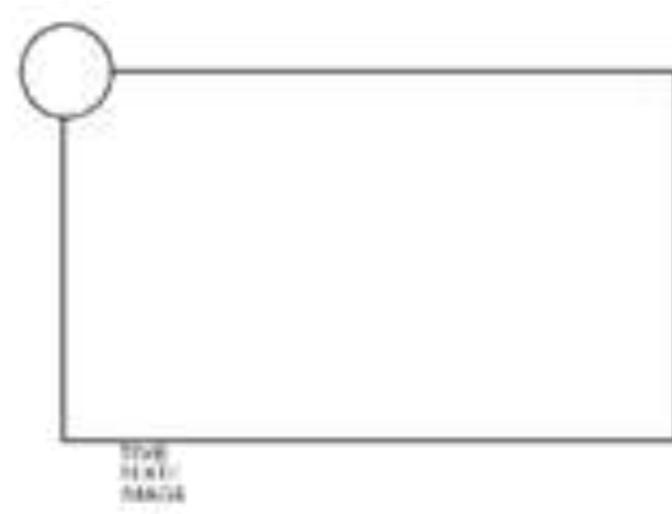
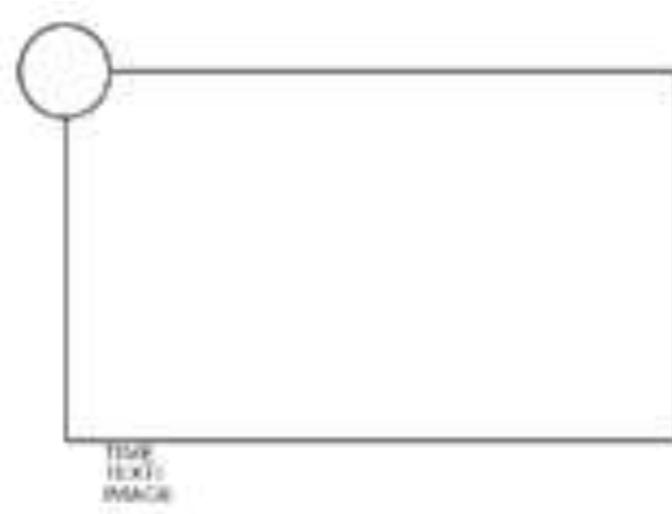
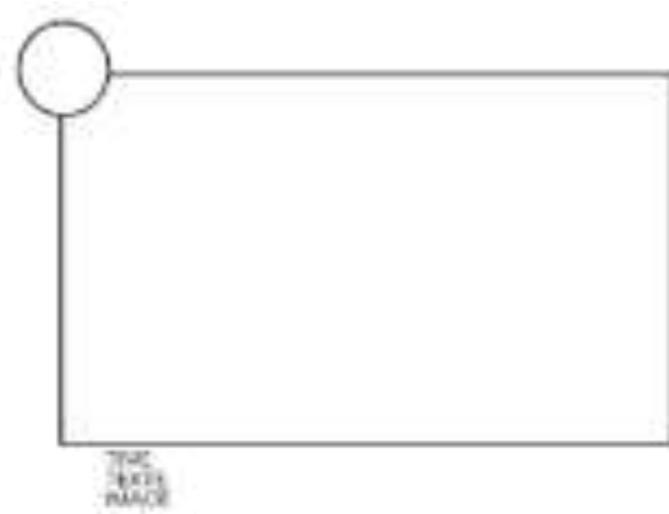
NoStory : NoBusiness



Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612







LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

**LE MEILLEUR
BRAND-CONTENT**





GOOGLE

PROFESSEURS
PROS

Gagnant du trophée européen «Digital Skills Award 2016»

Google



Hubert

hubert@o4dgroupie.com



MON PROFIL

Bienvenue sur votre tableau de bord Google pour les Pros !



Votre programme de formation



Cours



Badges

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : Le fonctionnement des sites Web

[COMMENCER](#)[TOUS LES COURS](#)[1 BADGE\(S\)](#)

Bon choix!

Vous avez terminé le cours Twitter Amplify

[Voir toutes les ressources](#)



Super ! Je suis à présent un Gourou
@TwitterAmplify ! Cliquez ici pour prendre
votre envol : <https://twitterflightschool.com>
#TwitterFlightSchool

Tweet



Bienvenue à la Twitter Flight School

Une expérience d'apprentissage dynamique où vous découvrez les meilleurs moyens d'intégrer Twitter à votre travail.

Connectez-vous pour commencer



Up-to-date

Master the Twitter Ads landscape with in-depth product tutorials and continually refreshed content.



Personalized

Select a job-specific learning track customized to your specific learning needs.



On-the-go

Access on-demand exclusive content to keep you ahead of the digital curve.





FACEBOOK BLUEPRINT

The tools you need to learn how Facebook can help grow your business

[Start Courses](#)

Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.



Here's Why We've Been Called the Leading Bootcamp in the Country



- ### Codez the startup way
- Devenir développeur web**
Maîtriser HTML, CSS, et le framework Ruby pour construire des applications web. Apprendre des techniques de design modernes en CSS. Programmer des JavaScript et analyser jQuery en temps réel sur le dernier niveau. Apprendre à développer avec Facebook **ReactJS**.
 - Comprendre la technique**
Apprenez à penser comme un "full stack engineer". Cette formation qui comprend les enjeux techniques à la fois de la SQL, des APIs, comment marche une base de données, ce qui contient une requête HTTP. Comprendre qui sont les développeurs et les ingénieurs.
 - Adopter le bon workflow**
Il existe une bonne façon de travailler sur un projet web. En maîtrisant les outils, découvrir la culture de la base de données, faire un travail plus simple, collaborer avec d'autres développeurs, se faire des amis. Apprendre à travailler avec les développeurs des startups.

Primer

Google

That is, we had to reach them when they had tiny pockets of downtime—like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.



...avant une marque
faisait des pubs,
aujourd'hui elle fait
des romans

HK, prévision

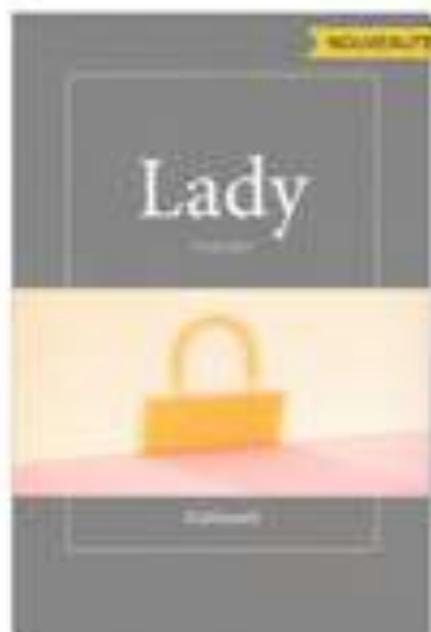
Dior

Lady

Nouvelles



Gallimard



> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



Twitter

Like

COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kapriélian, Camille Laurens, Alexander Maksik, Anthony Marra, Éric Reinhardt et de Colombe Schneck
Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drôlatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kapriélian ose décrire les femmes de...

Lire la suite

128 pages, 140 x 205 mm
Achévé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie : Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX^e-XXI^e siècle

ISSN : 9782070178984 - Numéro : 8782070178984 - Code distributeur : A17898

LADY

Nouvelles

nrf

GALLIMARD

CÉCILE GUILLBERT, <i>Petite phénoménologie du soi à main en général et du Lady Dior en particulier</i>	9
ÉRIK REINHARDT, <i>Après et Nourka</i>	21
ADAM GOPNIK, <i>Le soi à main philosophique</i>	43
ALEXANDER MANN, <i>Les chiens malins</i>	51
CAMILLE LAURENS, <i>Le fond du soi</i>	75
ANTHONY MARRA, <i>La proposition</i>	95
SELY KAPRIELLAN, <i>Last Night a L. D. Saved My Life</i>	103
COLOMBE SCHNYER, <i>À l'insaisissable</i>	113

la marque est média

prévision 2016



native

advertising 101

What is native advertising?

Contenu **sponsorisé**, **pertinent** pour l'utilisateur, qui **n'interrompt** pas son expérience de lecture, et qui s'intègre dans l'environnement éditorial qui l'accueille



CURATION

Curation de contenus

Sélection + Agrégation +
Éditorialisation + Contextualisation +
Enrichissement + Partage

=

Curation

CONTENT DISTRIBUTION

...

POEM

...

POES m

Paid

Owned

Earned

Shared

Média & Marketing



PAID

Achat d'espace

Displays

Liens sponsorisés

Programmatisation & RTB

OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing

EARNED

**Ensemble des retombées générées
gratuitement par une marque**

SHARED

**Earned via les partages de réseaux sociaux
(retweet, like ...)**

CONTENT STRATEGY



PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers

Loi de Metcalfe et viral loop

Loi de Metcalfe

La Loi de Metcalfe est une loi théorique et empirique énoncée par Robert Metcalfe (chercheur de la société 3Com et à l'origine du protocole Ethernet).

L'utilité d'un réseau est proportionnelle au carré du nombre de ses utilisateurs.

Sommaire (masquer)

- 1 Explications
- 2 Applications
- 3 Voir aussi
 - 3.1 Articles connexes
 - 3.2 Liens externes
 - 3.3 Bibliographie
 - 3.4 Notes et références

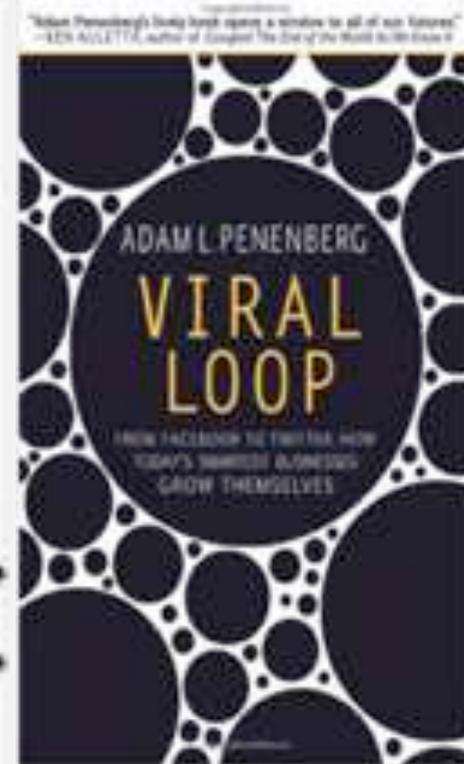
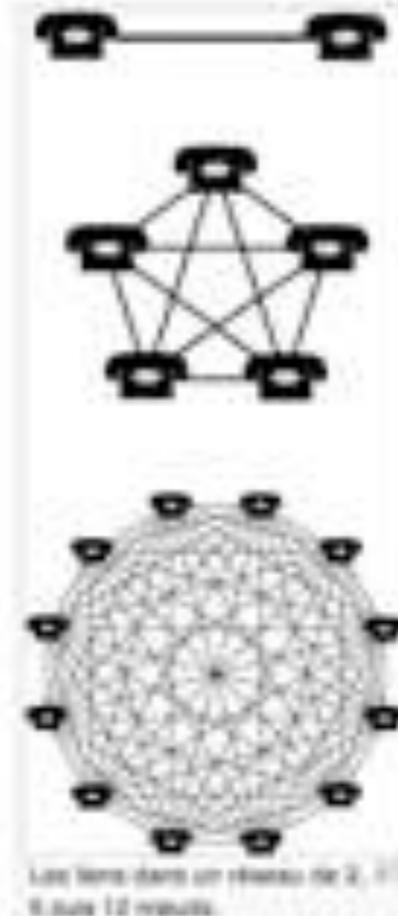
Explications (masquer) (modifier le code)

La loi de Metcalfe explique les effets de réseau liés aux technologies de l'information, applicables à des réseaux comme Internet, les systèmes de réseautage social et le World Wide Web. Elle s'explique par le fait que le nombre de liens potentiels dans un réseau avec n nœuds est $n(n - 1)/2$, fonction équivalente à $n^2/2$ pour n tendant vers l'infini.

Applications (masquer) (modifier le code)

La Loi de Metcalfe dit simplement que plus il y a d'utilisateurs dans un réseau, plus ce réseau aura de la valeur.

- Elle trouve à s'appliquer dans n'importe quel réseau social (de type Facebook par exemple). Si vous vous trouvez seul, vous n'avez aucune utilité mais si toutes vos connaissances font également partie du réseau alors les fonctions de partage et d'échange commenceront à prendre du sens.
- Elle explique aussi que le contenu d'utils collaboratifs (Wikipédia par exemple) s'enrichit et devient plus efficace, de manière encore plus rapide que le réseau de connaissance du nombre des contributeurs.
- Elle est en rapport avec la Série collatérale du Triangle de Pascal 1, 3, 6, 10, 15, 21, ... soit 1 pour 2 nœuds, 3 pour 3 nœuds, et 66 pour 12 nœuds.



Stop

Paid media

Media passif

Client passif

GO

Earned media

Media

participatif

Client VRM



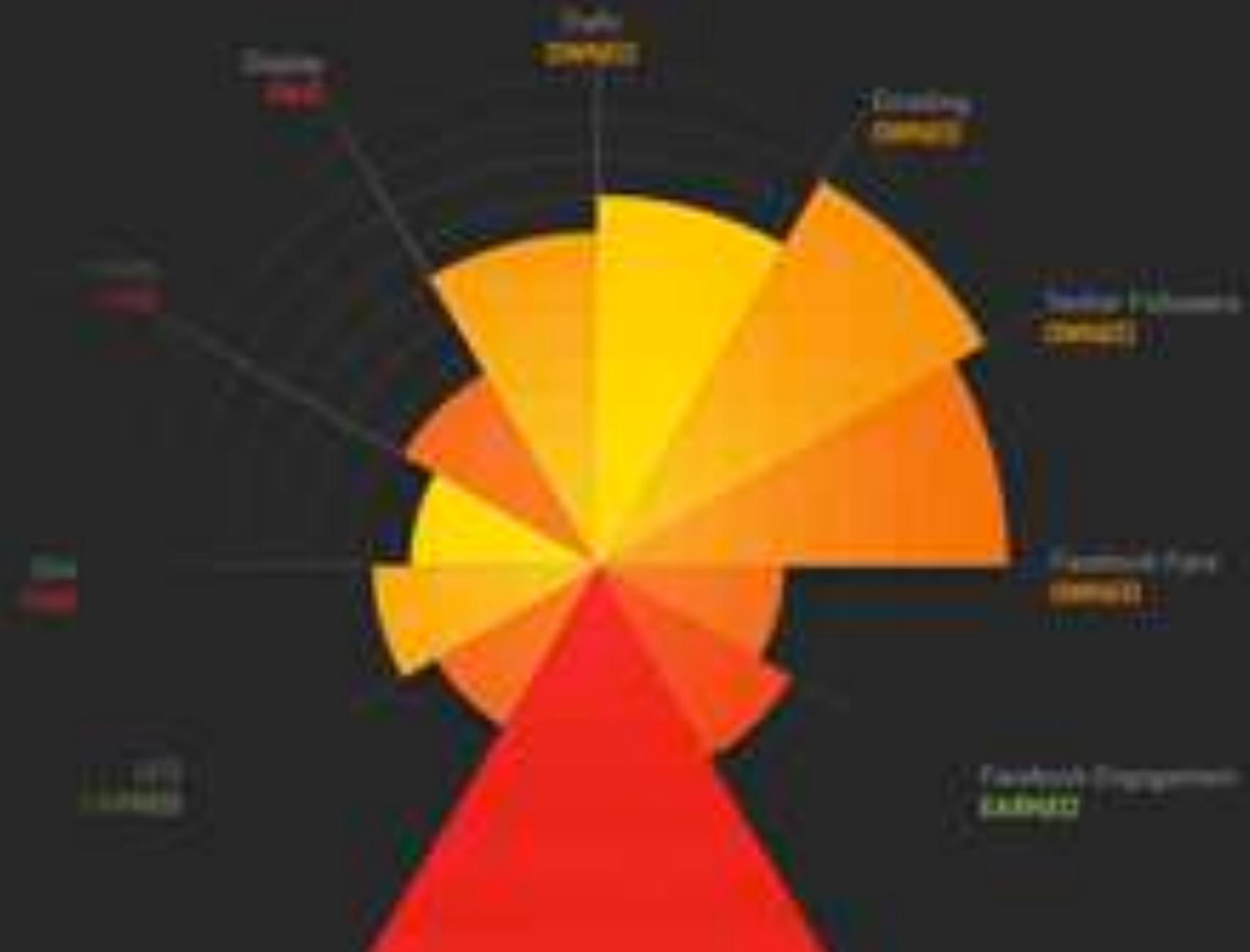
Béhar (Yves)

« Advertising is the price companies pay for being un-original »

« La publicité est le prix que paient les entreprises pour leur manque d'originalité »



Empreinte digitale



the future beyond brands.

lovemarks

Kevin Roberts, CEO Worldwide, SAATCHI & SAATCHI

Saatchi

a Lovemark is

**a product, service or entity
that inspires Loyalty Beyond Reason**

VIDÉO KEVIN ROBERTS

CRM & VRM

Transaction



Relation



THE LOVEMARKER

The Lovemark is a creative insight generator that measures emotional heat from the three characteristics of Lovemarks: Mystery, Sensuality and Intimacy.

How to use the Lovemark

Score: 2 points for Hot, 1 point for Warm, and 0 points for aCold.

No Respect, no Lovemark. You must score at least 20 Respect points to be considered for Lovemark status.

What your points mean:

0 to 36 points = Commodity

37 to 43 = Brand

44+ = Lovemark

RESPECT

PERFORMANCE	1	2	3	TRUST	1	2	3	REPUTATION	1	2	3
Innovation	●	●	●	Reliability	●	●	●	Leadership	●	●	●
Quality	●	●	●	Sustainability	●	●	●	Honesty	●	●	●
Service	●	●	●	Care	●	●	●	Responsibility	●	●	●
Identity	●	●	●	Openness	●	●	●	Ethics	●	●	●
Value	●	●	●	Security	●	●	●				

LOVE

MYSTERY	1	2	3	SENSUALITY	1	2	3	INTIMACY	1	2	3
Great Stories	●	●	●	Sound	●	●	●	Commitment	●	●	●
Past Present Future	●	●	●	Sight	●	●	●	Passion	●	●	●
Taps Into Dreams	●	●	●	Smell	●	●	●	Empathy	●	●	●
Myths and Icons	●	●	●	Touch	●	●	●				
Inspiration	●	●	●	Taste	●	●	●				

Key TakeAways

ce qu'il faut retenir



1/3 curation
1/3 recyclage
1/3 nouveau
content



Paid (-)
Owned (+)
Earned (++)



UX



PARADOXE EXEMPLAIRE



SIMPLE

Easy to set up and use

SMART

Just press the button to get your essentials



WATCH VIDEO

FREE

after the first press

BUY DASH BUTTON FOR \$4.99 AND RECEIVE A \$4.99 CREDIT AFTER YOUR FIRST PRESS.

New Dash Buttons

<p>Google Assistant Dash Button \$4.99</p>	<p>Walmart Dash Button \$4.99</p>	<p>Target Dash Button \$4.99</p>	<p>Amazon Dash Button \$4.99</p>	<p>Best Buy Dash Button \$4.99</p>	<p>Home Depot Dash Button \$4.99</p>	<p>Costco Dash Button \$4.99</p>	<p>Home Depot Dash Button \$4.99</p>	<p>Walmart Dash Button \$4.99</p>	<p>Amazon Dash Button \$4.99</p>

Household Staples

<p>Google Assistant Dash Button \$4.99</p>	<p>Walmart Dash Button \$4.99</p>	<p>Target Dash Button \$4.99</p>	<p>Amazon Dash Button \$4.99</p>	<p>Best Buy Dash Button \$4.99</p>	<p>Home Depot Dash Button \$4.99</p>	<p>Costco Dash Button \$4.99</p>	<p>Home Depot Dash Button \$4.99</p>	<p>Walmart Dash Button \$4.99</p>	<p>Amazon Dash Button \$4.99</p>

UI : interface = BEAUTÉ

UX : expérience = INTELLIGENCE

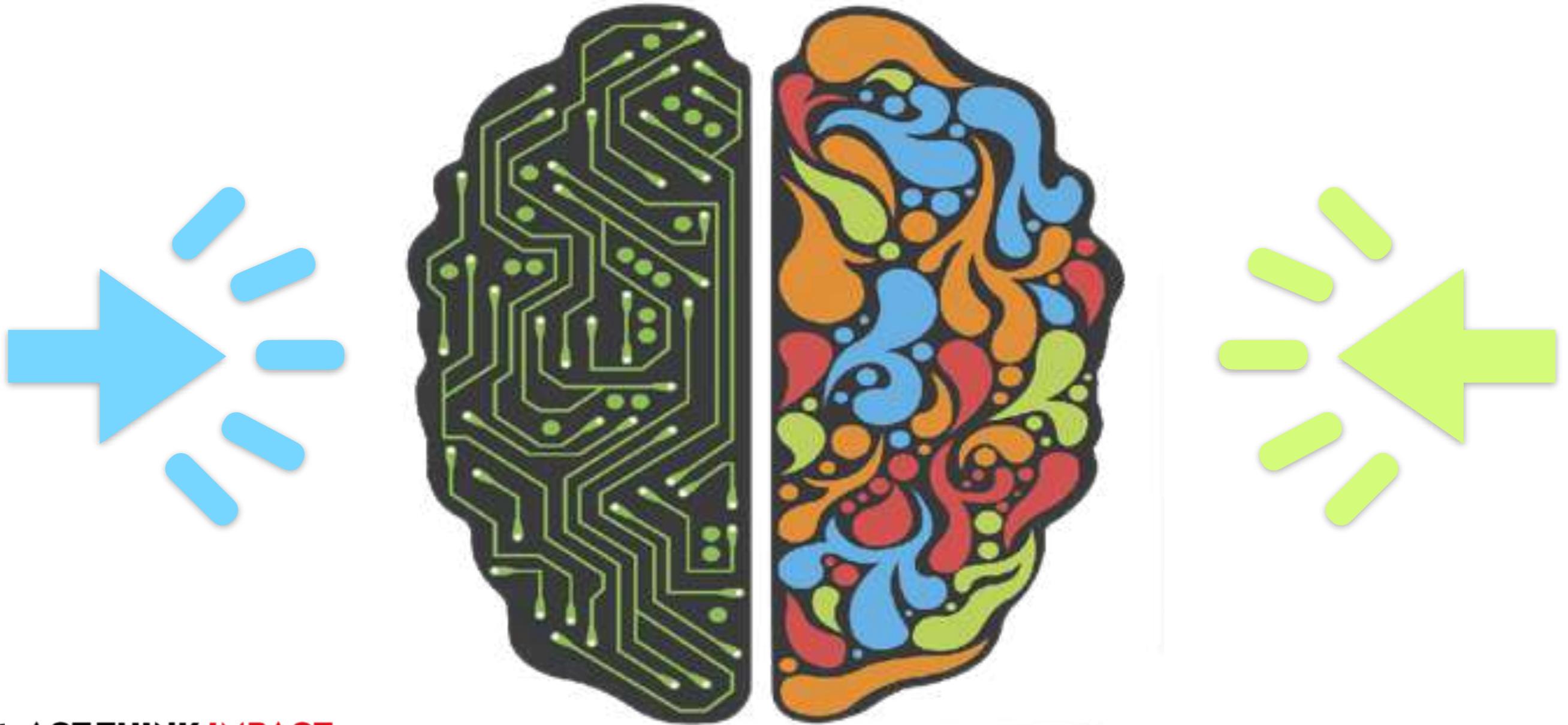
on peut être beau et intelligent à la fois

Zéro UX

Zéro UI

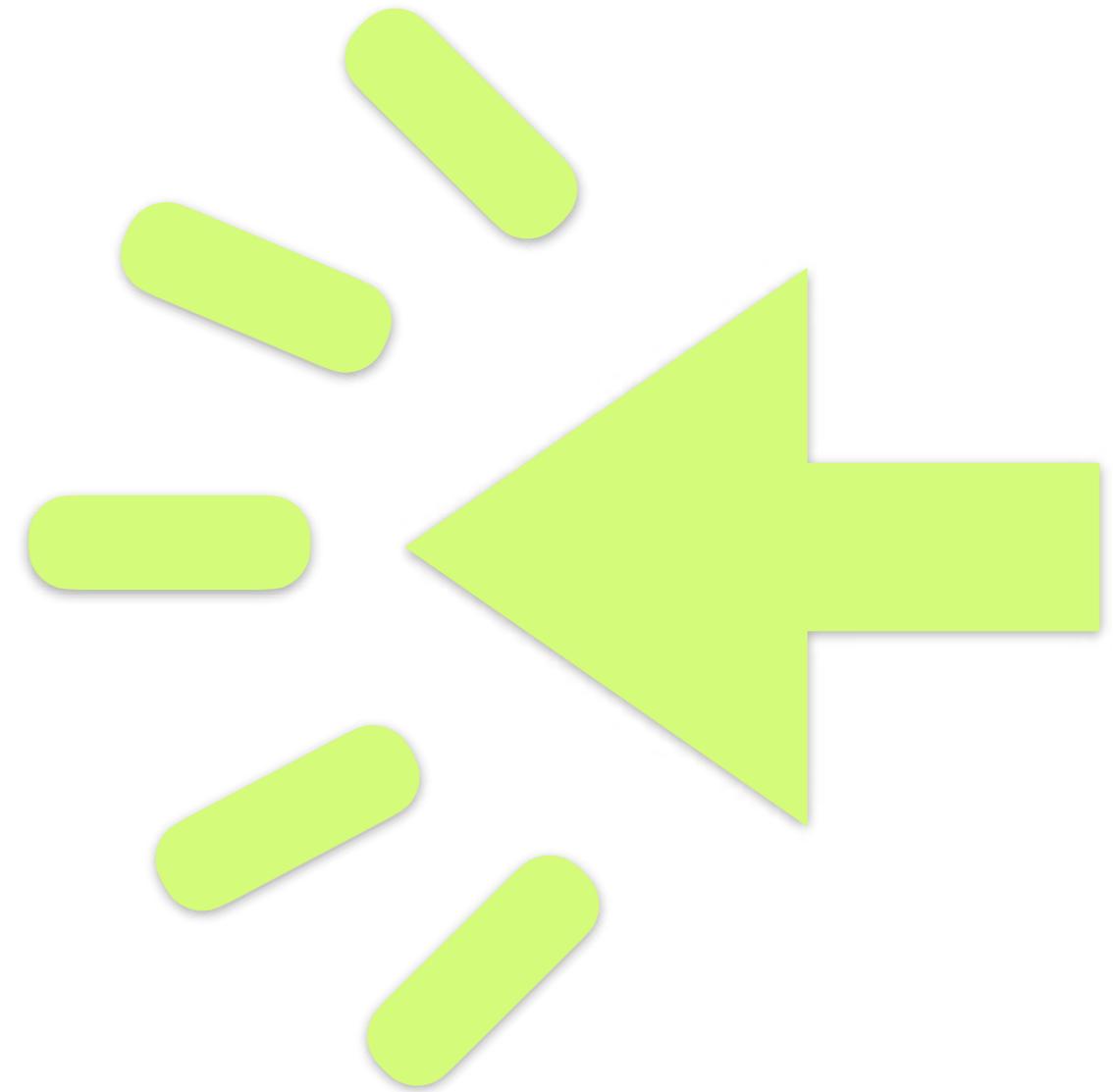
Meilleure Expérience

Réflexion / Intuition



100%

Intuition



Réflexion



ZÉRO

Télépéage
Dash button
AmazonGo
Uber
Doctolib

Zéro UX

Zéro UI

Best Expérience



INTRODUCING
amazon go

YouTube

Membre de Doctolib



Orl

Neully sur Seine

Rechercher

Historique

Mot-clés

Consultation pour chirurgie de la face et du cou

Disponibilités

Réserver en ligne un RDV avec un ORL à Neully-sur-Seine



Dr Xavier LACHIVER

ORL

20 Rue Parmentier
93300 Neully-sur-Seine

Consultation (consultation)

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
		18:00	

D'autres ORL sont réservables en ligne dans les environs de Neully-sur-Seine



Dr Olivier FACHIER

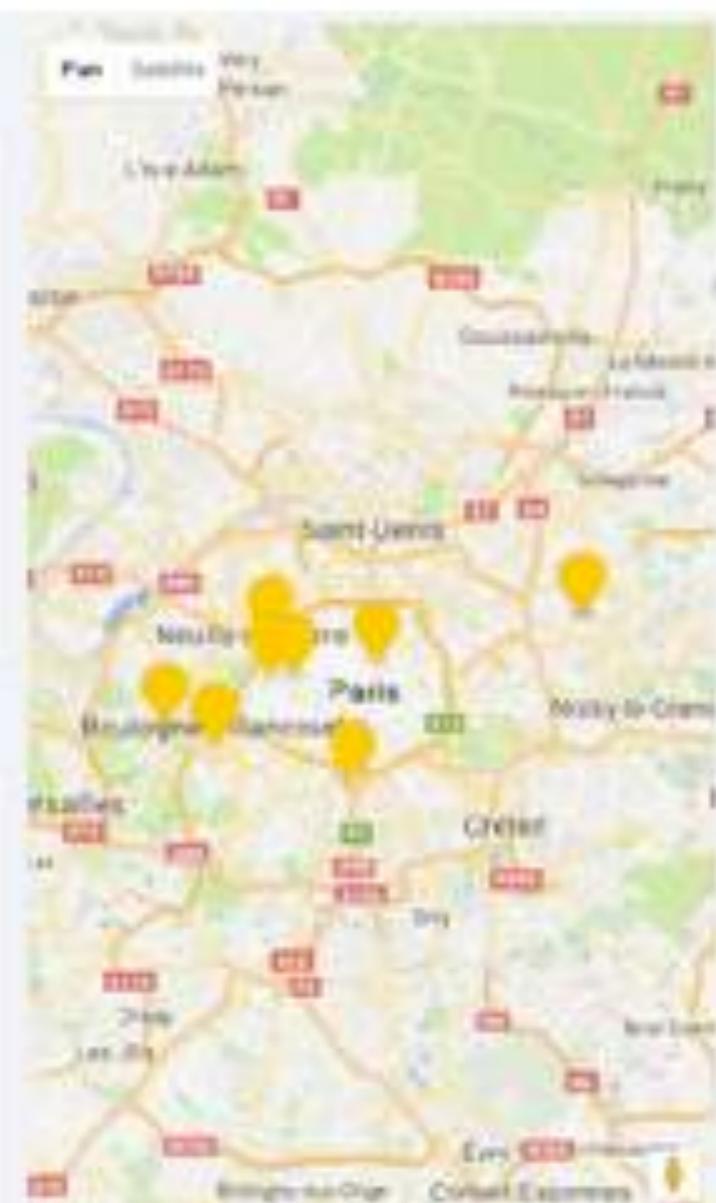
ORL

22 Rue des Bâtes Fauilles
75116 Paris

Consultation (consultation)

Prendre rendez-vous

	jeu. 12 janv.	ven. 13 janv.	sam. 14 janv.
	14:30		



Digitalisation des entreprises

Objectif N°1 : Améliorer l'expérience

The screenshot shows the 'Experience Hall' for the dmexco Conference Program 2016, held on September 14 and 15, 2016. The main heading is 'Experience Hall | 14.09.2016 | 15.09.2016'. A prominent red circular icon with a white speech bubble is on the left. The Adobe logo is visible on the right. The featured session is titled 'VISIONS OF LEADERS' and 'INNOVATION IS OUT, INVENTION IS IN! CHANGING THE CONVERSATION AS BRANDS BECOME THE EXPERIENCE'. The session is scheduled for 12:00 - 10:25. The speaker is David Sims, CEO. The session description discusses the impact of data and digital technology on marketing, emphasizing the need for brands to become the experience. The session is held at 'The Innovators Café'.

The screenshot shows a Twitter post from TagCommander (@TagComm...). The tweet text reads: 'Top strategies for #conversionrateoptimisation at #dmexco. Boost the efficiency of your marketing campaigns. Meet US'. The tweet includes a promotional image for the dmexco conference with the text 'OPTIMIZE YOUR CUSTOMER JOURNEYS! MEET US IN HALL 6.100A'. The tweet also includes the text 'Meet us at dmexco and discover our Tag and Data Ma...' and the website 'tagcommander.com'. The tweet is marked as 'Promoted'.

Best UX Ever

second visit ?



Worst UX Ever



UX : User eXperience

toutes interactions
perçues par l'utilisateur
avant, pendant et après
l'usage

toutes : omnicanal

interactions : touchpoint, point de contact

perçues : même pas voulues par l'entreprise

utilisateur : client, consommateur

avant, pendant, après : parcours complet,
customer journey

usage : achat, utilisation, test, destruction



BROMPTON

 Gewicht: 9 - 13 kg
(je nach Ausstattung)

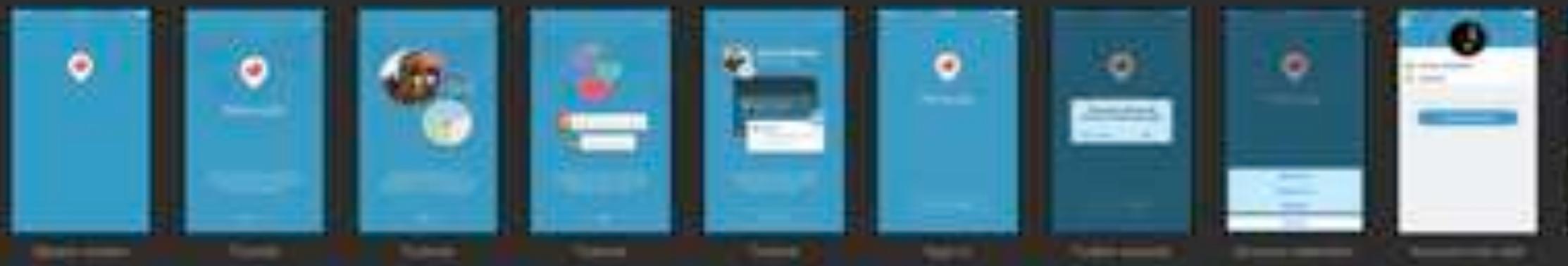


Onboarding

SmartNews
News



Periscope
Live Video Streaming



Facebook
Groups



Expérience :

**marketing
produit**



**marketing de
l'expérience...**

Bâtir une bonne UX :

1/ supprimer

et seulement après

2/ ajouter

1/ Supprimer les :
irritants, allergènes
points de friction (frictionless)
coutures (seamless)
défauts (flawless)

= simplifier

2/ Ajouter :
satisfaction, fluidité
art, plaisir, sentiment
personnel, émotion
sourire, humour

= *enchanter*





S

VENDRE
L'INNOVATION

**VENDRE
- - OU - -
MOURIR**



A night scene with string lights and trees, serving as a background for the text.

BisDev ou Growth Hacking

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

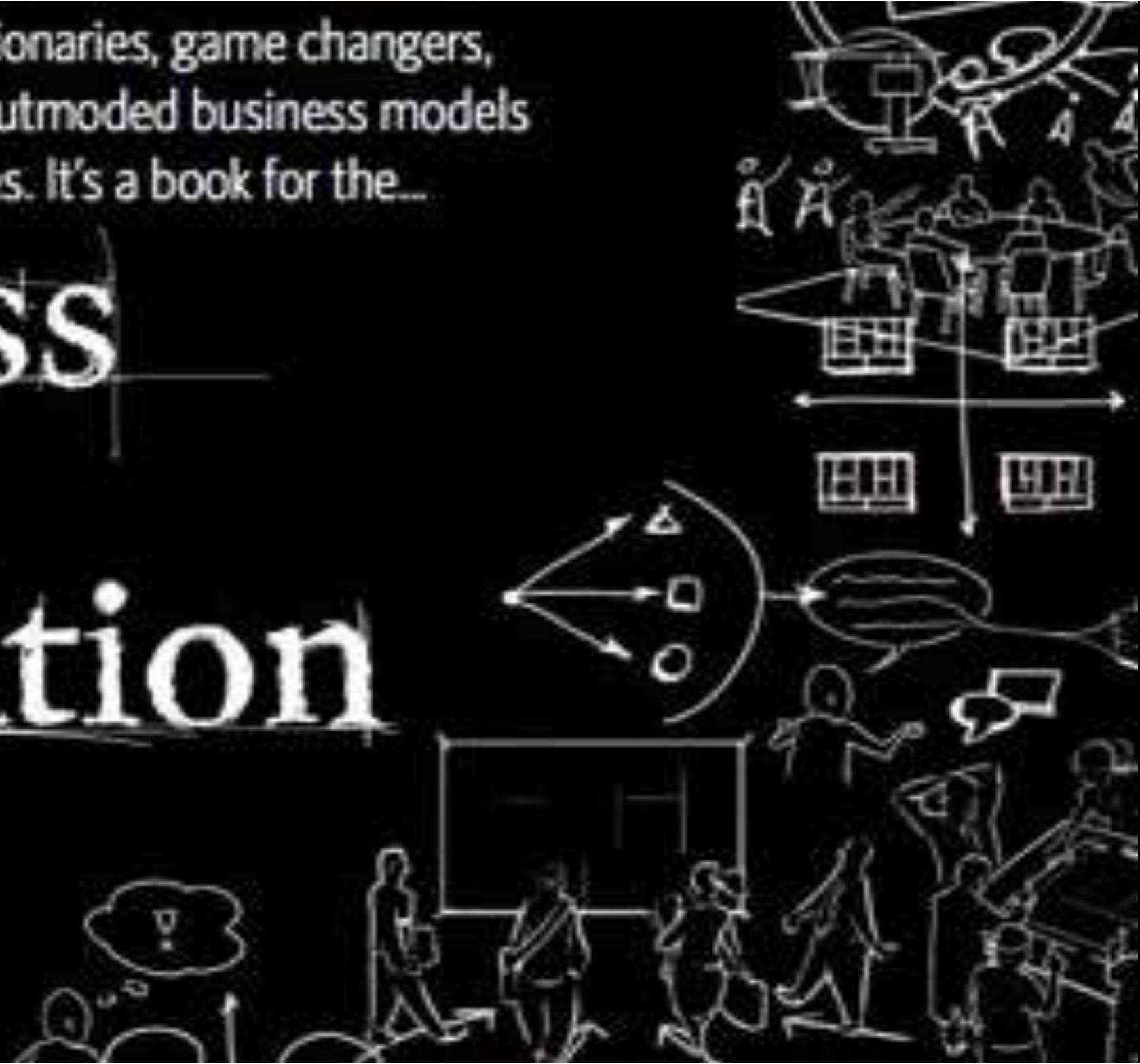
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY

An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY

Alan Smith, The Movement



UNIVERSITE DE LAUSANNE
ECOLE DES HAUTES ETUDES COMMERCIALES

**THE BUSINESS MODEL ONTOLOGY
A PROPOSITION IN A DESIGN SCIENCE APPROACH**

THÈSE

Présentée à l'École des Hautes Études Commerciales
de l'Université de Lausanne

par

Alexander OSTERWALDER

Licencié en Sciences Politiques de l'Université de Lausanne

Diplômé postgrade en Informatique et Organisation (DPO)
de l'École des HEC de l'Université de Lausanne

Pour l'obtention du grade de
Docteur en Informatique de Gestion

2004

The 9 Building Blocks



Customer Segments

Who are our customers?
What are their needs?
How do we reach them?



Value Proposition

What value do we deliver to our customers?
How do we create value?
How do we capture value?



Channels

How do we reach our customers?
What are our distribution channels?
How do we communicate with our customers?



Customer Relationships

How do we interact with our customers?
What are our customer relationship strategies?
How do we build loyalty?



Revenue Streams

How do we generate revenue?
What are our revenue models?
How do we price our products and services?



Key Resources

What resources do we need to create value?
What are our core competencies?
How do we acquire and maintain our resources?



Key Activities

What activities do we need to perform to create value?
What are our core processes?
How do we optimize our activities?



Key Partnerships

What partnerships do we need to create value?
What are our strategic alliances?
How do we manage our partnerships?



Cost Structure

What are our costs?
What are our fixed and variable costs?
How do we manage our costs?



The Business Model Canvas

Designed by

Helped by

Key Partners  Who are your partners? Which activities do they perform? Which resources do they provide? Which risks do they bear?	Key Activities  What key activities must you perform? Which resources do you need? Which risks do you bear?	Value Propositions  What value do you provide to your customers? Which resources do you need? Which risks do you bear?	Customer Relationships  How do you establish and maintain relationships with your customer segments? Which resources do you need? Which risks do you bear?	Customer Segments  Which customer segments are you targeting? Which resources do you need? Which risks do you bear?
	Key Resources  What key resources do you need? Which activities do you perform? Which risks do you bear?		Channels  How do you reach your customer segments? Which resources do you need? Which risks do you bear?	
Cost Structure  What are your major cost drivers? Which resources do you need? Which risks do you bear?		Revenue Streams  How do you generate revenue? Which resources do you need? Which risks do you bear?		



PARTNERS
Who we work with



PRODUCTS AND SERVICES
What we sell



CUSTOMERS
Who we sell to



IMPORTANT ACTIVITIES
Things we need to do



IMPORTANT RESOURCES
Things we need to have



RELATIONSHIPS
How we interact with customers



CHANNELS
How we reach customers



COSTS
What we need to spend money on



REVENUE
How we get the cash



On vend quoi à qui ?

Ontologie du profit

Définition pragmatique de la stratégie

Qu'est ce qu'on doit faire, avoir ?

Qui sont nos partenaires ?

Combien ça coûte ?

AARRR



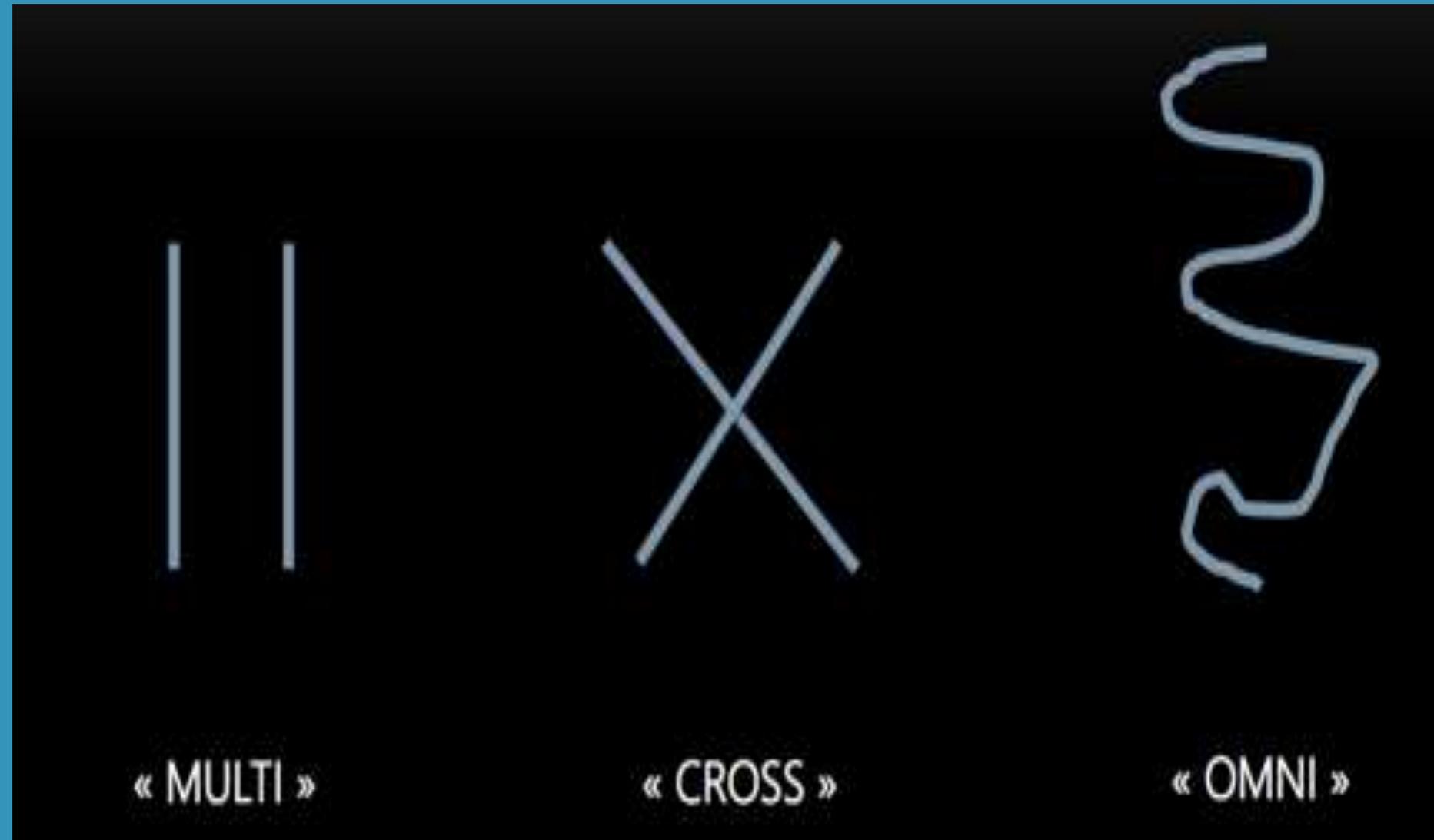
ROPO

ROBO

Research Online Purchase Offline

≠ showrooming

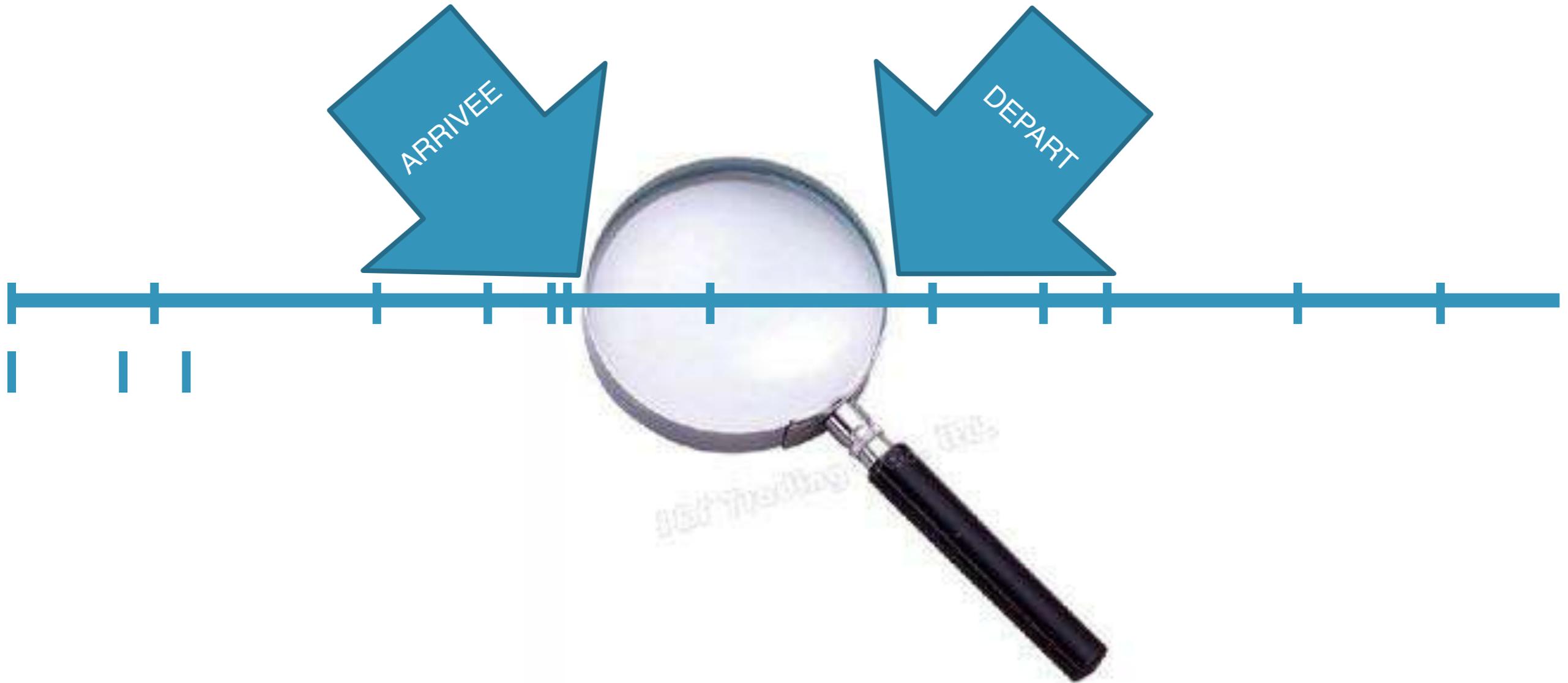
multi
cross
omni



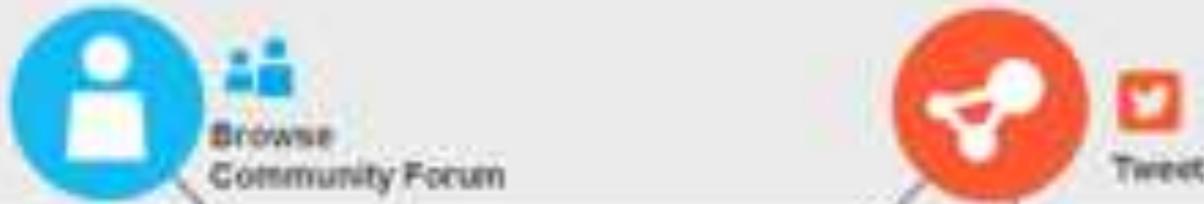
Parcours Client



Parcours client visible et invisible



Social



Web



In Person



Contact center

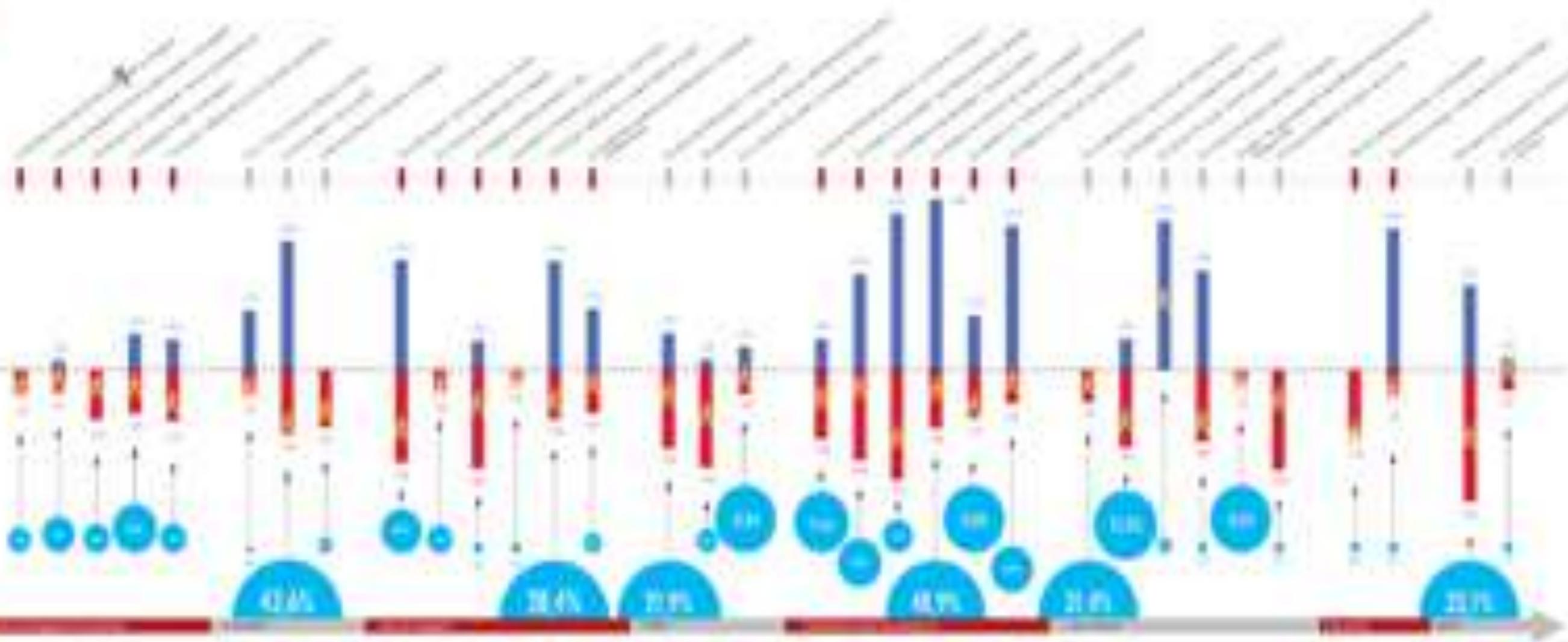


Mobile





TRACKER DE L'EXPERIENCE CLIENT



What Defines a Good Omni-Channel Customer Experience?



Customer experience, like technological evolution, is a moving target. The companies that will win are the ones that know they are in it for the long haul.

43%

The importance of an amazing brand experience can turn a customer into a brand advocate.

According to an analysis by McKinsey Consulting, 43% of customers receive more positive brand customer experience results (measured by Net Promoter Score) from brands that invest more in their customer experience (brands that invest less in customer experience receive poorer results).

hybris software
An SAP Company

www.hybris.com



Powerful customer experiences are not just about maintaining consistency, relevance, and convenience at any cost. It is about creating equally seamless customer dialogue across every stage of the customer journey from pre-purchase research to post-sales troubles.

The Five Key Factors to a Winning Omni-Channel Customer Experience



1 CONVENIENCE

Today's customers are time-strapped, and this means that convenience is not just a benefit—it's a critical prerequisite of a strong customer experience.

71%

of customers expect to see an easy checkout process?

50%

expect to be able to buy online and pick up in-store?

However, only a third of retailers have operationalized even the fundamentals of online pickup, cross-channel inventory visibility, and easy return fulfillment?



2 CONSISTENCY

Consistency is vital when building a true omni-channel business, but it is also indispensable to create experiences based on a unified brand presence that consumers can trust.

51%

of customers reported a retailer's product offerings to be the same across multiple channels?

57%

reported promotions to be consistent across online, offline, and social channels?

69%

believe that variable pricing across multiple channels is right for a thing of the past?



3 RELEVANCE

The best customer support interactions are personalized, highly personalized, and tailored to buying preferences, transaction history, and user behavior.

58%

of customers avoid store visits such as measurement and size with retailers?

49%

are comfortable with brands collecting personal data?

35%

agree a company sharing data with a third party is the most of creating a personalized customer experience?



4 EMPOWERMENT

Brands that are power and inform customers to make the best purchasing decisions are creating loyal customers.

80%

of retailers for most companies spend more than 20% of their total customer?

They self-act spending is a present to 9% 20%, whereas the probability will increase customer is

60%-70%



5 AGILITY

Technological evolution over time that capturing demand to remain relevant in a market is only to take an agile approach. Businesses must adapt tools and analytics that recognize market changes and shifts in buyer behavior, as well as scalable systems that enable fast and efficient opportunities, present themselves.

80%

of customers say they are more likely to evaluate solutions from brands they know or use at least?

63%

of customers say they have engaged with disappointing brand content, and 27% of them said they would have used that brand's content again after the experience?

Companies are seeing more than

63%

of customer service inquiries resolved over social channels?

Source: McKinsey & Company, "The New Customer Experience," 2014. © 2014 McKinsey & Company. All rights reserved. "Customer Journey & Digital Experience: Shaping the Customer Experience." Customer Experience Institute, 2014. © 2014 Customer Experience Institute. All rights reserved. "The State of Customer Experience: The Future of Digital Customer Experience." The State of Customer Experience, 2014. © 2014 Customer Experience Institute. All rights reserved. "The State of Customer Experience: The Future of Digital Customer Experience." The State of Customer Experience, 2014. © 2014 Customer Experience Institute. All rights reserved. "The State of Customer Experience: The Future of Digital Customer Experience." The State of Customer Experience, 2014. © 2014 Customer Experience Institute. All rights reserved.

For more information on the five key success factors for delivering a winning omni-channel customer experience, watch our short video with Jamie Anderson, CVP of Marketing, Hybris Software here: https://bit.ly/3k88u_3084



Traditional customer lifecycle

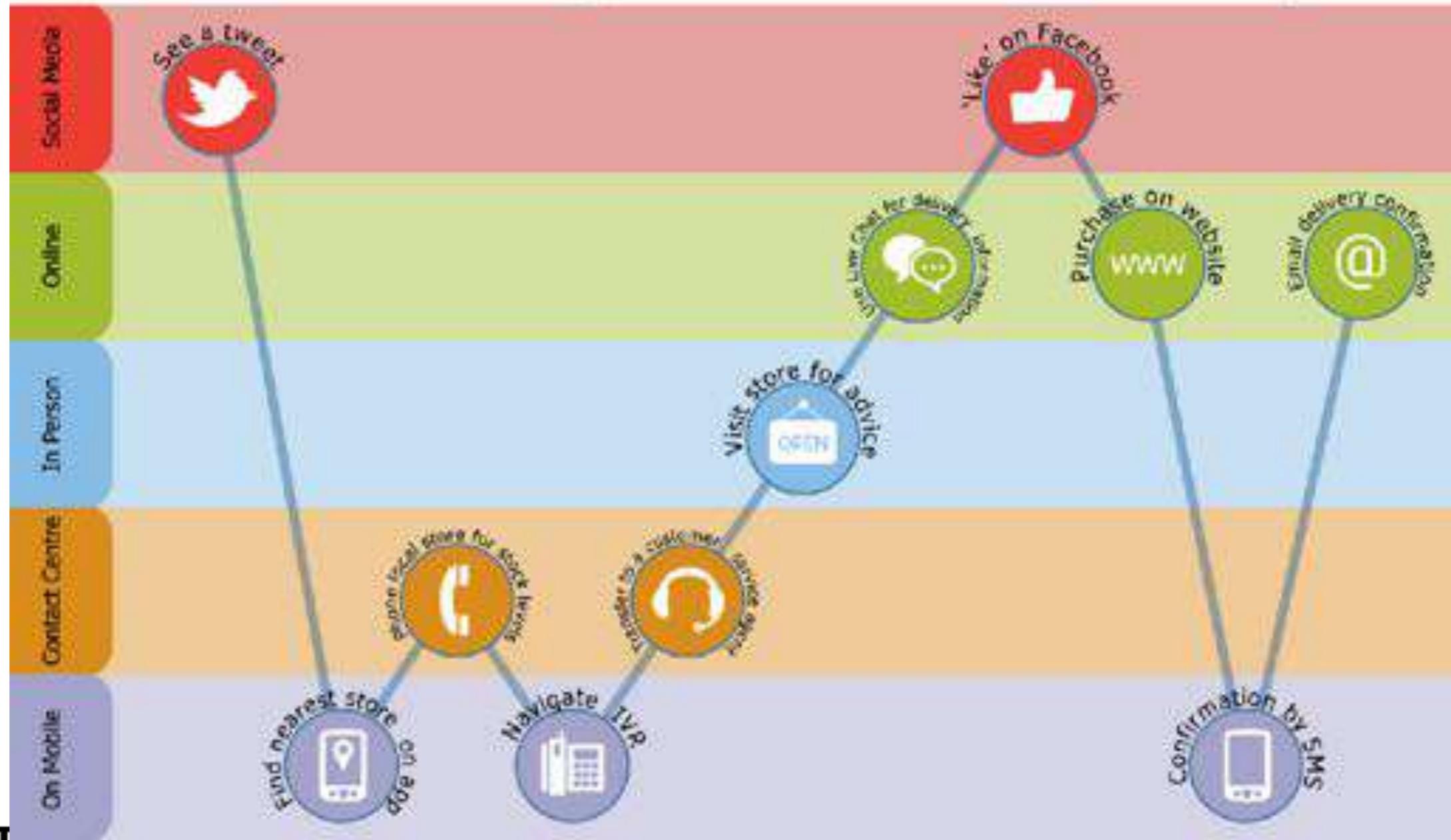


Digital customer lifecycle

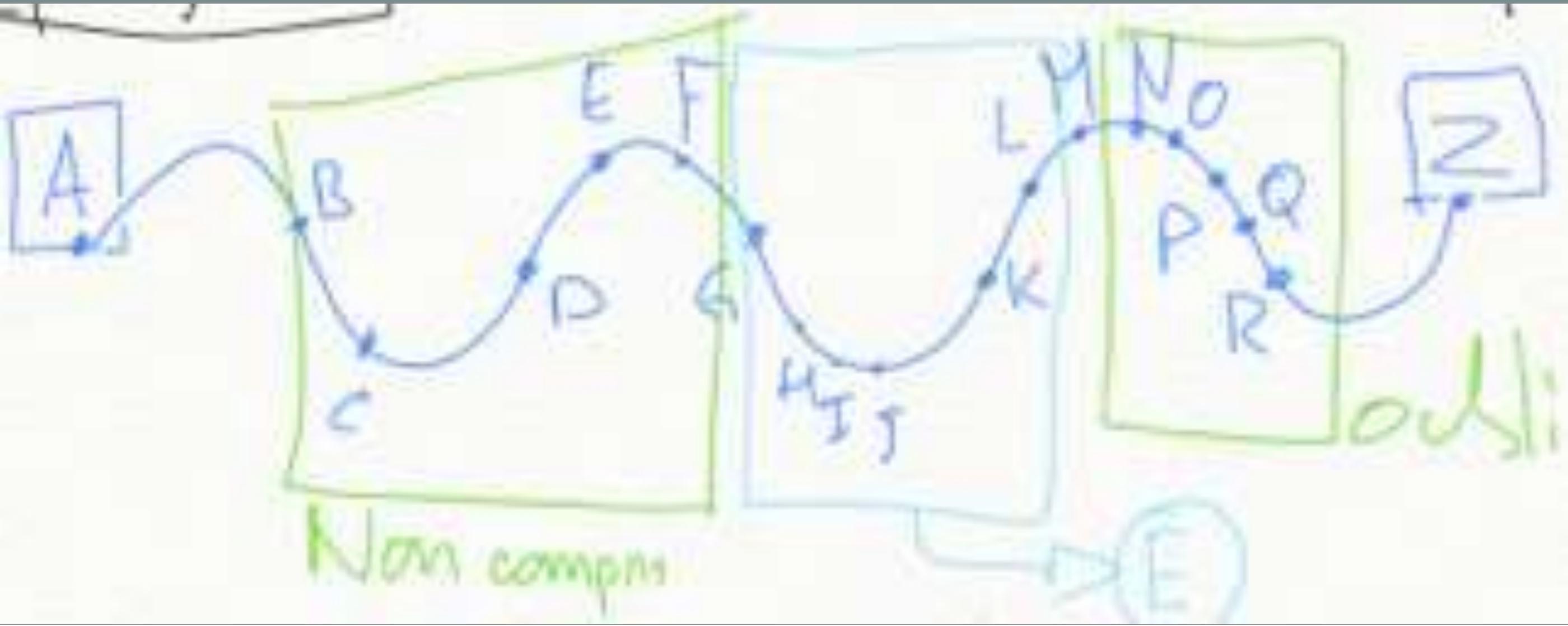
CUSTOMER EXPERIENCE JOURNEY



Understanding the Customer Journey



Parcours vu par le client



Le parcours client



agir sur la pente de
l'entonnoir

Acquisition

Activation

Retention

Referral

\$

Acquisition

Activation

Retention

Referral

\$



27 févr. 2013 - 29 mars 2013

Présentation de l'audience

Segmenter par Email, Genre, Age, Région, Statut de mariage, Niveau

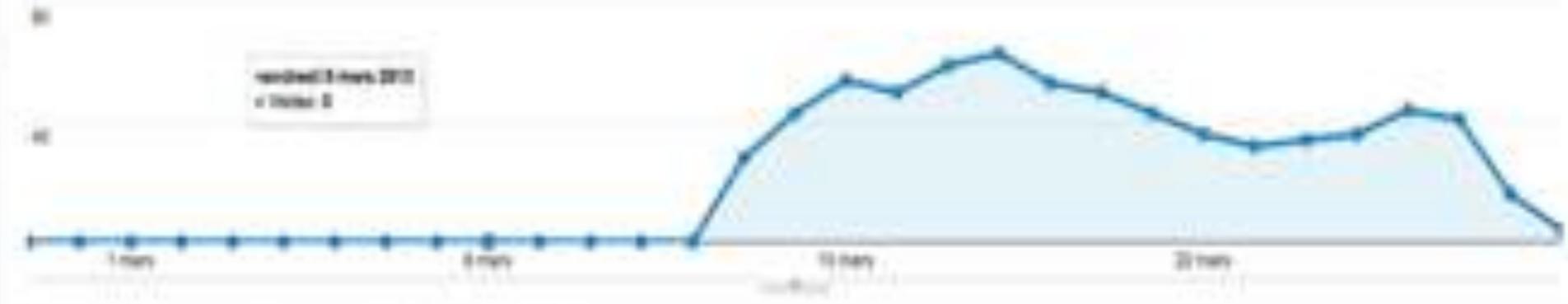
5 des visites (100%)

Vue d'ensemble

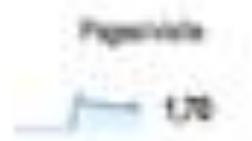
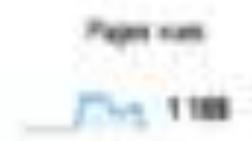
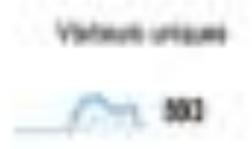
Visites: 593 (100%)

Toutes les heures Jour Semaine Mois

Visites

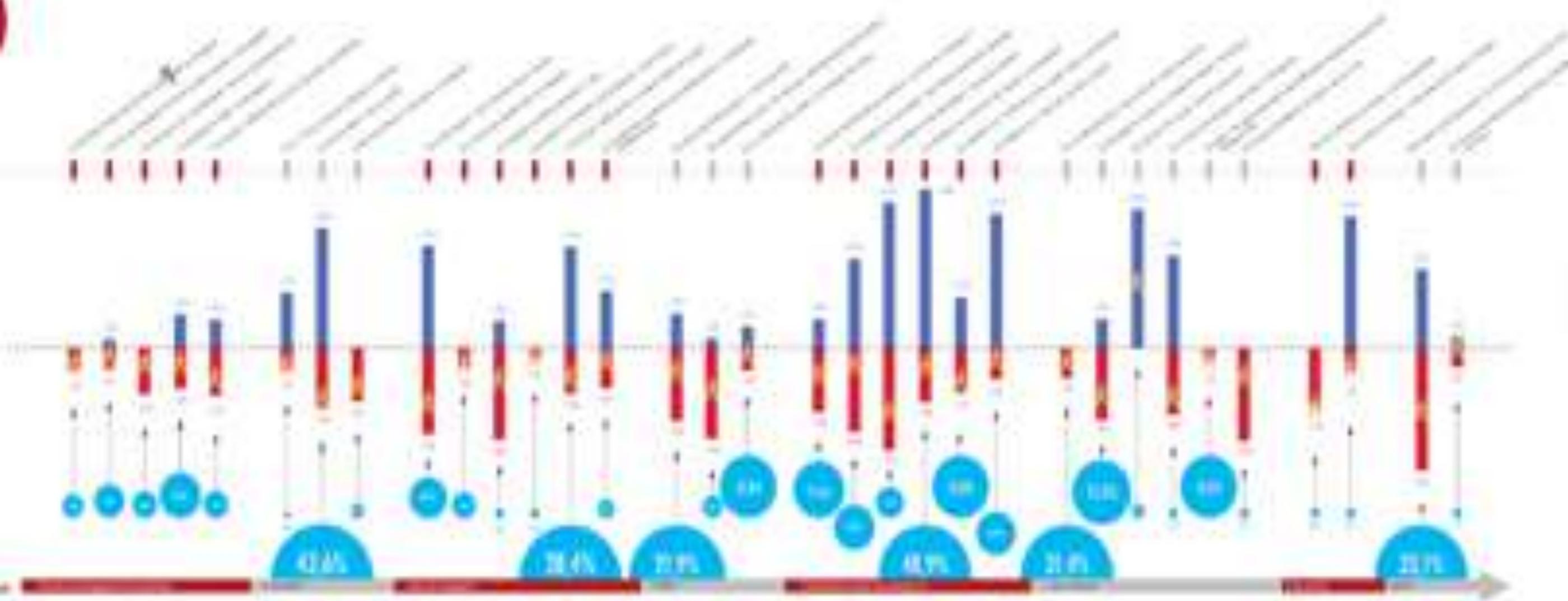


Nombre d'internautes ayant visité ce site : 593



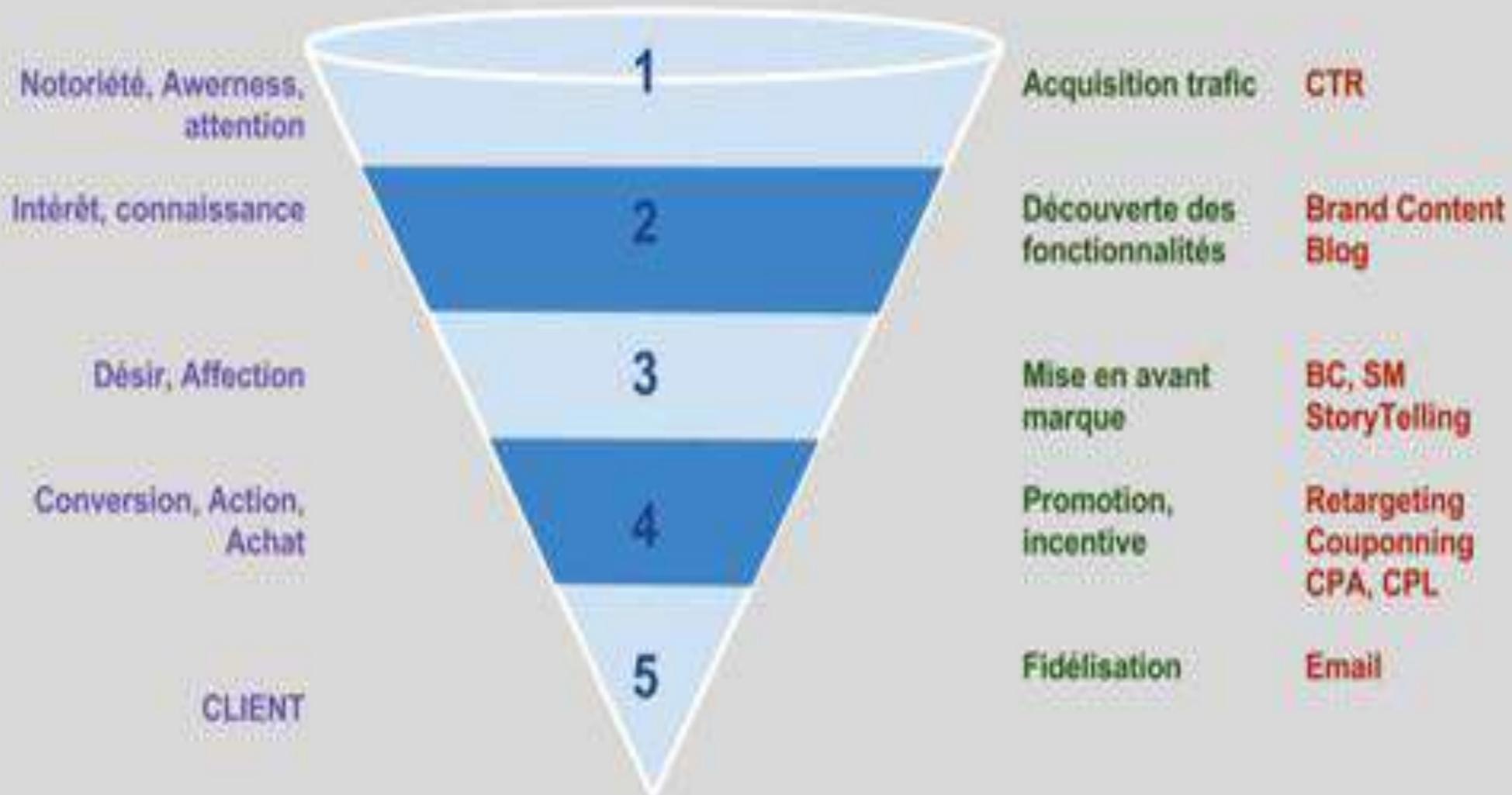


TRACKER DE L'EXPERIENCE CLIENT

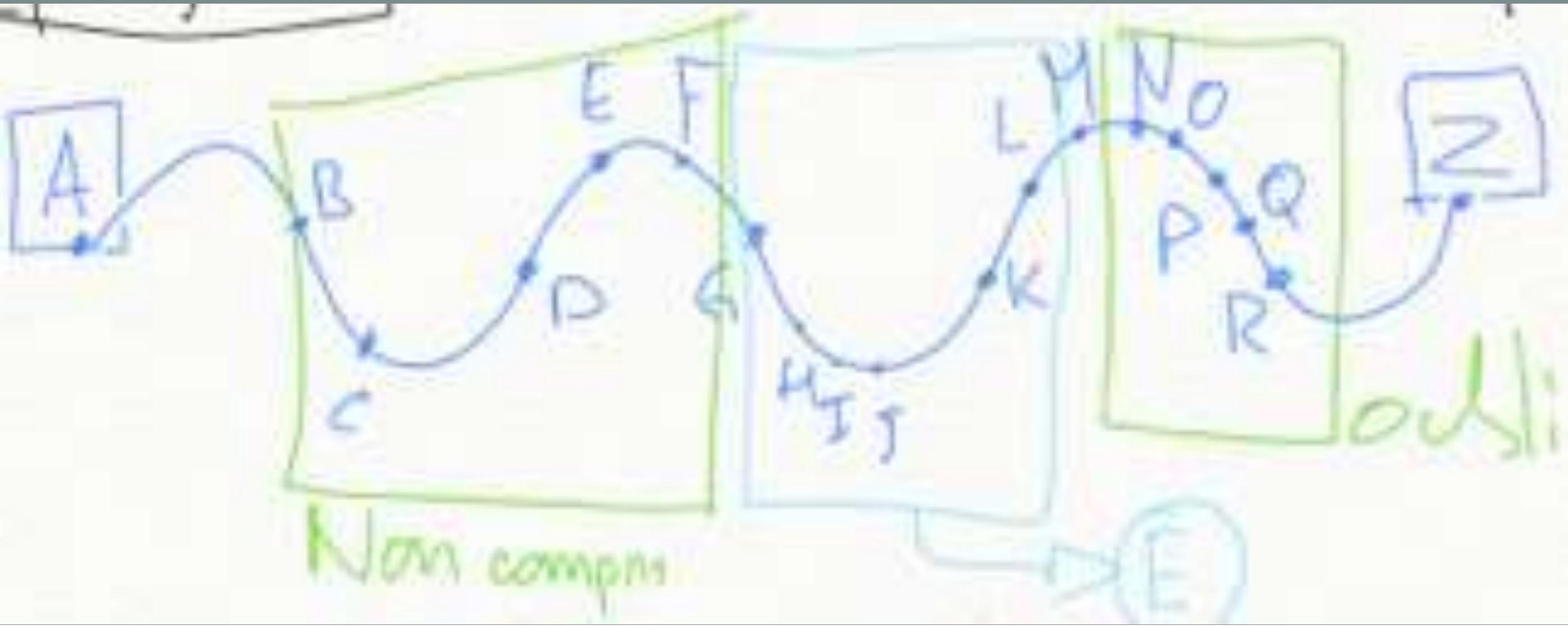


Parcours client vu par les entreprises

5 stades d'acquisition client AIDA → NCDCF



Parcours vu par le client



Le parcours client

Le parcours client est l'ensemble des étapes que traverse un client pour passer de son besoin à l'usage d'un produit ou service.



CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?
Depends on where it begins.



VENDRE

- OU -

MOURIR

Suite

hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff