

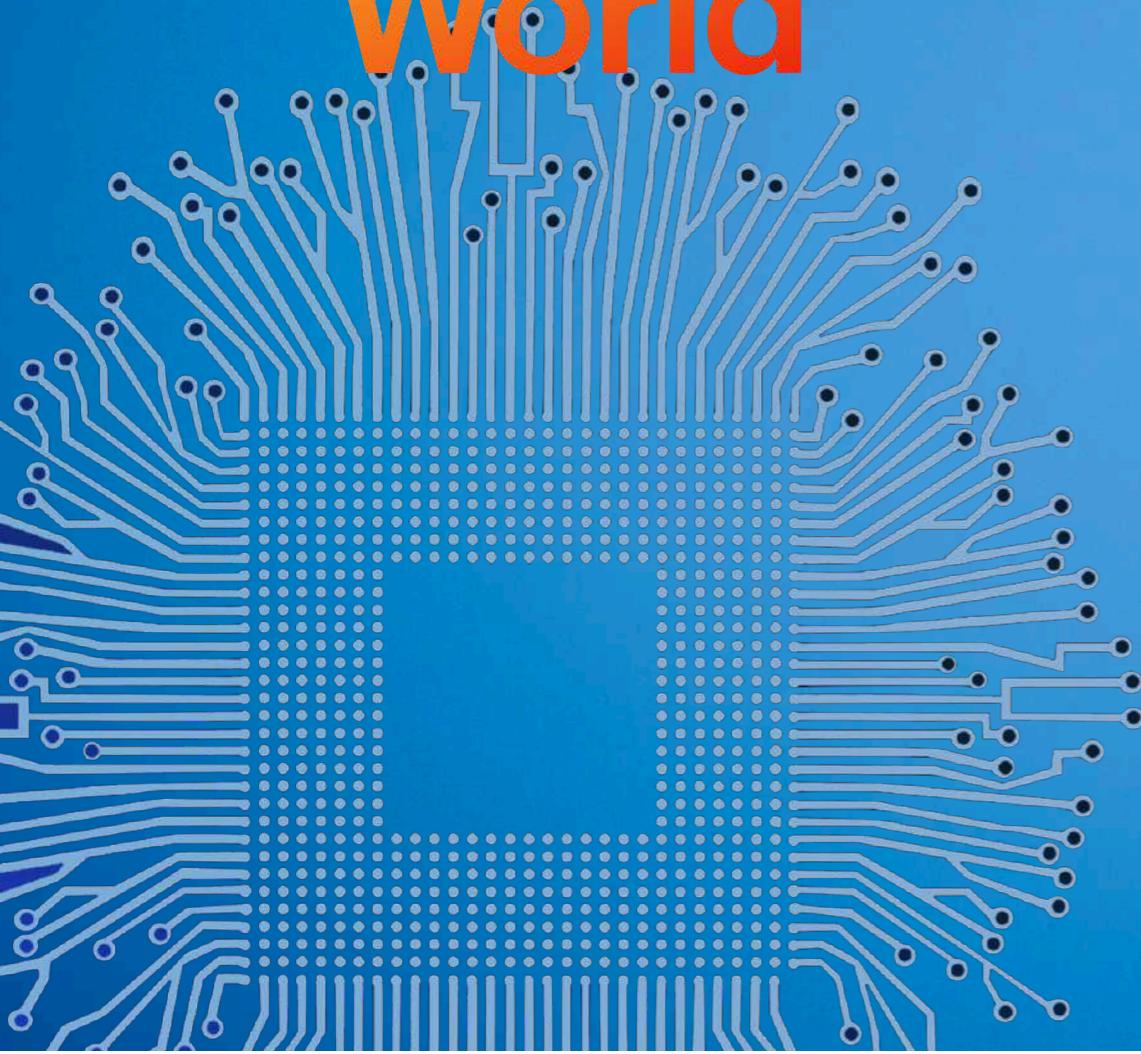
MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF

2024

**SEASON 01
EPISODE 06**

**PREVIOUSLY
in 180 sec**

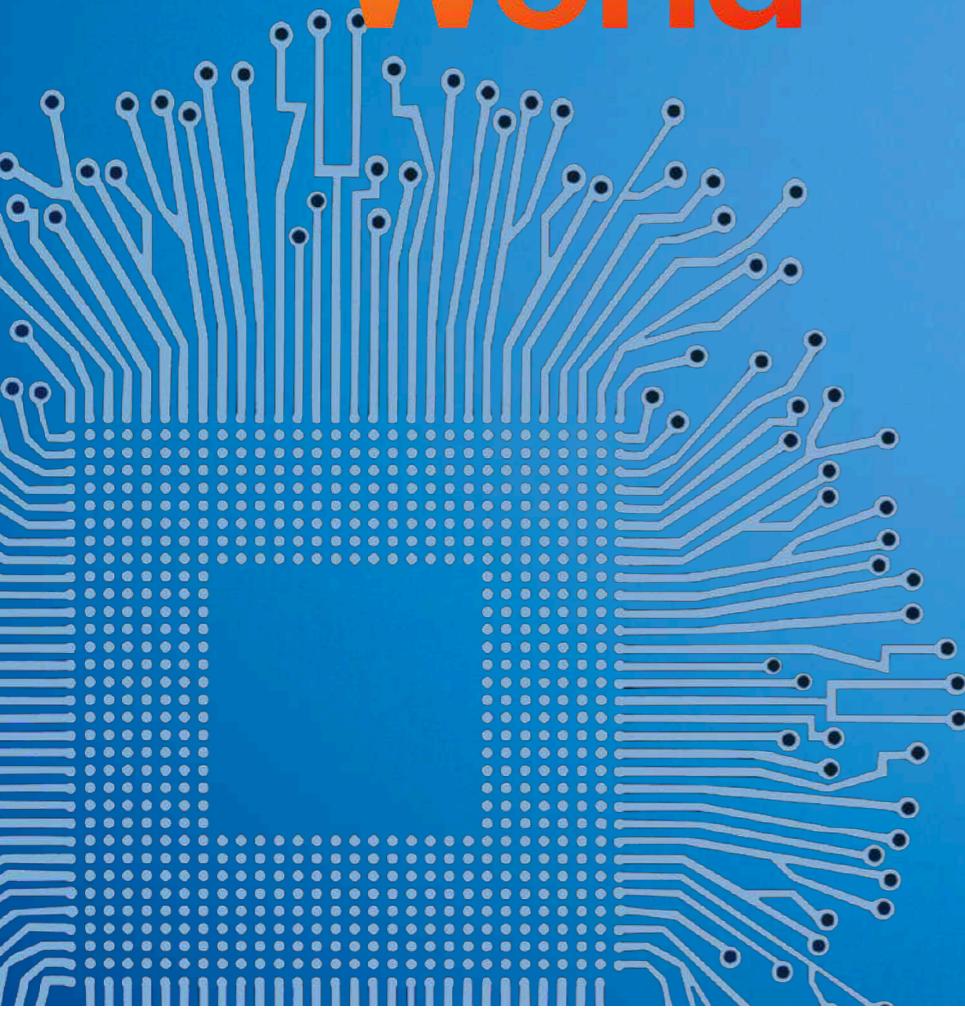
Digital World



Airline Industry



Digital World



21



Airline Industry



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OBJECTIFS DE DÉVELOPPEMENT DURABLE



 **SUSTAINABLE DEVELOPMENT GOALS**



Hubert Kratiroff

France



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PLAN DIGITAL



1 marketer.
2 communiquer
3 vendre

l'innovation

1 2 3

MARKETER L'INNOVATION
COMMUNIQUER
RENTABILISER

1

MARKETER L'INNOVATION

2

COMMUNIQUER L'INNOVATION

3

RENTABILISER et VENDRE L'INNOVATION

plan
digitai

PAUL

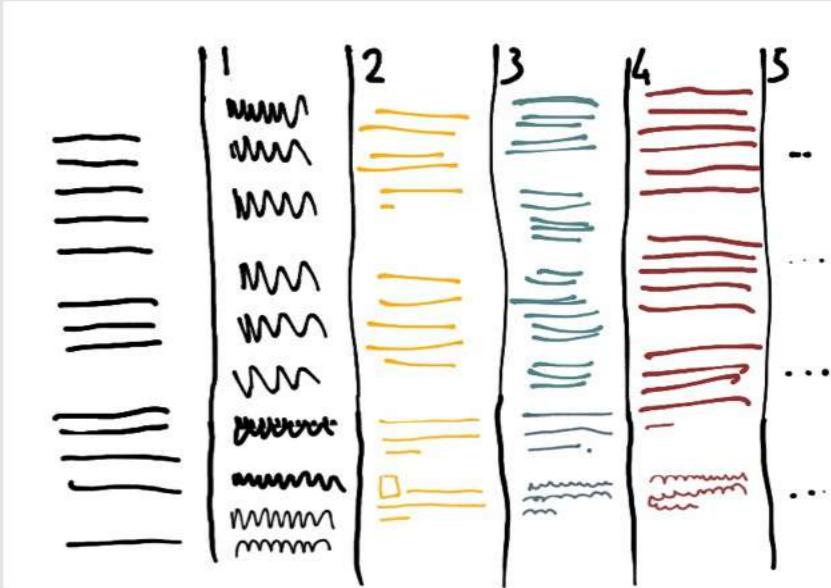
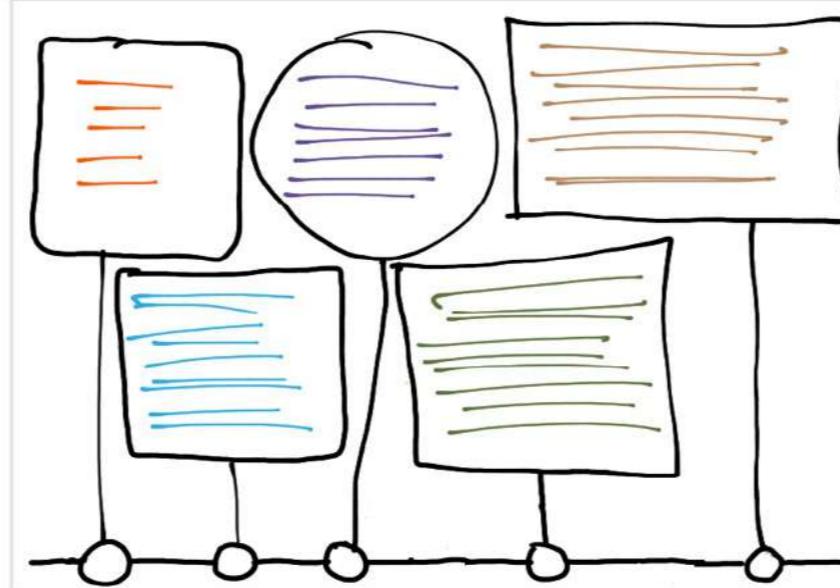
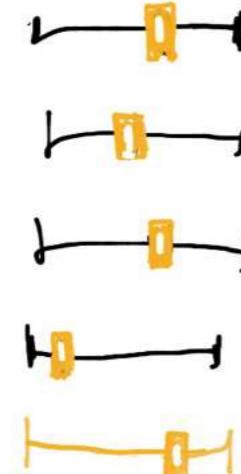
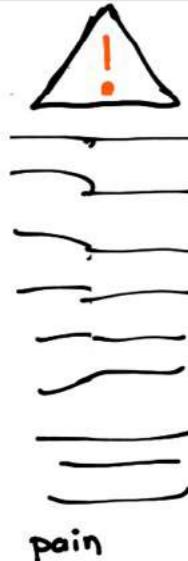


32 ans
Célib
CP

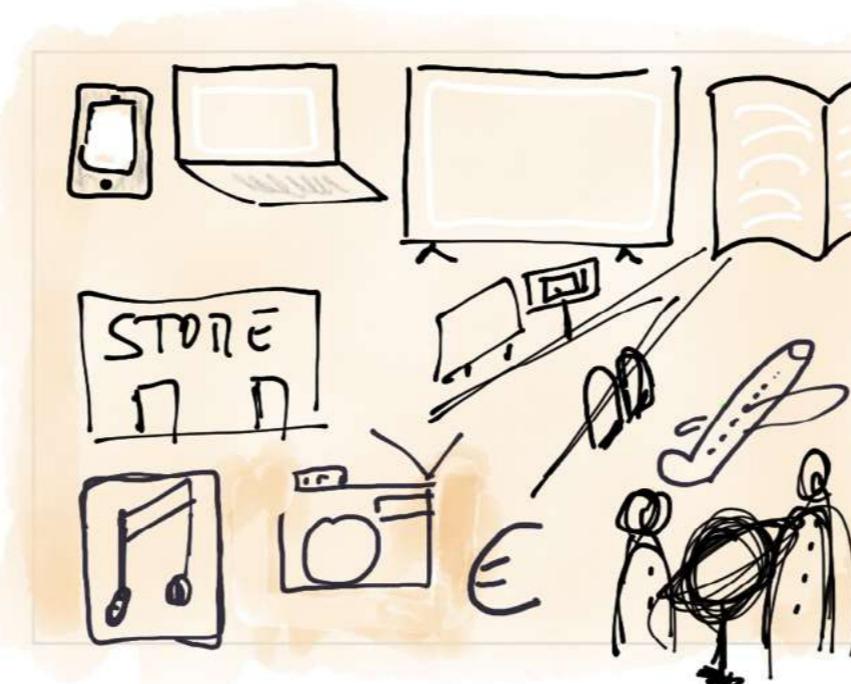
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WWWWWWWWWW
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OPE1	- - - - -	(E)
OPE2	- - - - -	(E)
OPE3	- - - - -	(E)
OPE4	- - - - -	(E)



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



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

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

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

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

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

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

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

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

- The top scale is labeled "salaire" (salary) at the left end. It has a blue horizontal line with a minus sign (-) on the far left, a black vertical marker in the middle-right, and a plus sign (+) on the far right.
- The second scale is labeled "équilibre" (balance) at the left end. It has a blue horizontal line with a minus sign (-) on the far left, a black vertical marker in the middle-right, and a plus sign (+) on the far right.
- The third scale is labeled "informatique" (informatics) at the left end. It has a blue horizontal line with a minus sign (-) on the far left, a black vertical marker in the middle-left, and a plus sign (+) on the far right.
- The bottom scale is labeled "digital" at the left end. It has a blue horizontal line with a minus sign (-) on the far left, a black vertical marker in the middle-left, and a plus sign (+) on the far right.



BABETTE



« tout le monde se moque de ma télé et de mon téléphone. C'est vrai les clapets et péritels sont d'un autre monde. Il faudrait que je change tout.

Utilise intensivement des appareils trop vieux, elle se sent jeune mais disqualifiée par ses outils

69 ans, retraitée de la fonction publique, mariée à Pierre, 2 enfants, 3 petit fils (dont 1 influenceur)

Vit à la campagne entretien son potager, son jardin et sa maison

Garde souvent ses petits enfants

MARQUE : TF1, Jardiland, Nagui

Problèmes, attentes, frictions :

son électroménager n'a pas été changé depuis 25 ans et sa TV est encore cathodique

son téléphone à clapet ne lui permet pas de dialoguer avec ses petits enfants et de suivre leur vie sur les réseaux

Revenus

Ville

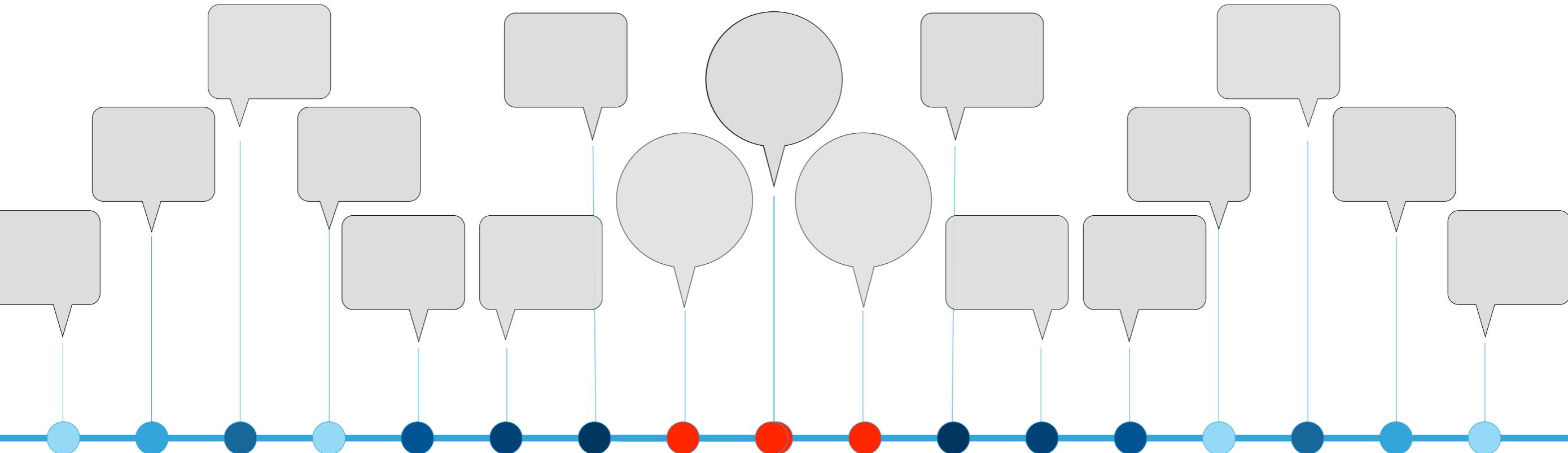
Fréquences

Usage mobile

Know How



Customer Journey



Customer Journey Map

Journey Map Title

Touchpoints	Title of touchpoint							
CHANNELS	Channels over which the touchpoint happens i.e. phone, email etc.							
CLIENT INTERACTION	How/why the client becomes involved regarding the touchpoint.							
COMPANY INTERACTION	How/why the company responds or initiates the client interaction during the touchpoint.							
THEY FEEL	What the client is feeling at this specific touchpoint i.e. confused, frustrated, surprised, excited etc.							
SHOULD FEEL	How the company wants the client to feel during this specific touchpoint.							
SOLUTIONS/OPPORTUNITIES	What are possible solutions or opportunities that could improve the interaction and benefit the client during this specific touchpoint.							



AAARRR

TUNNEL FUNNEL ENTONNOIR PIPELINE



A

A

A

R

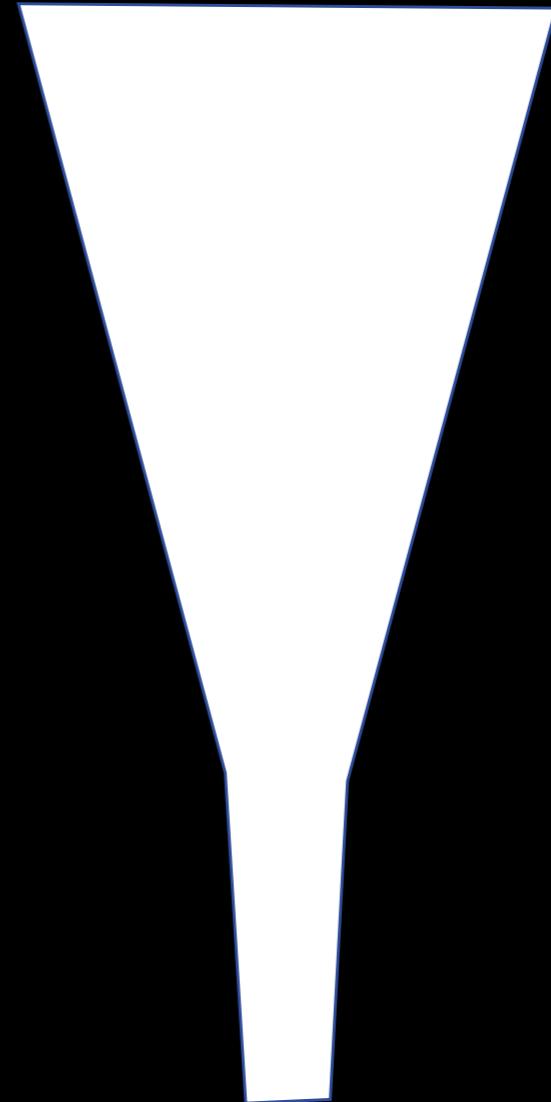
R

R

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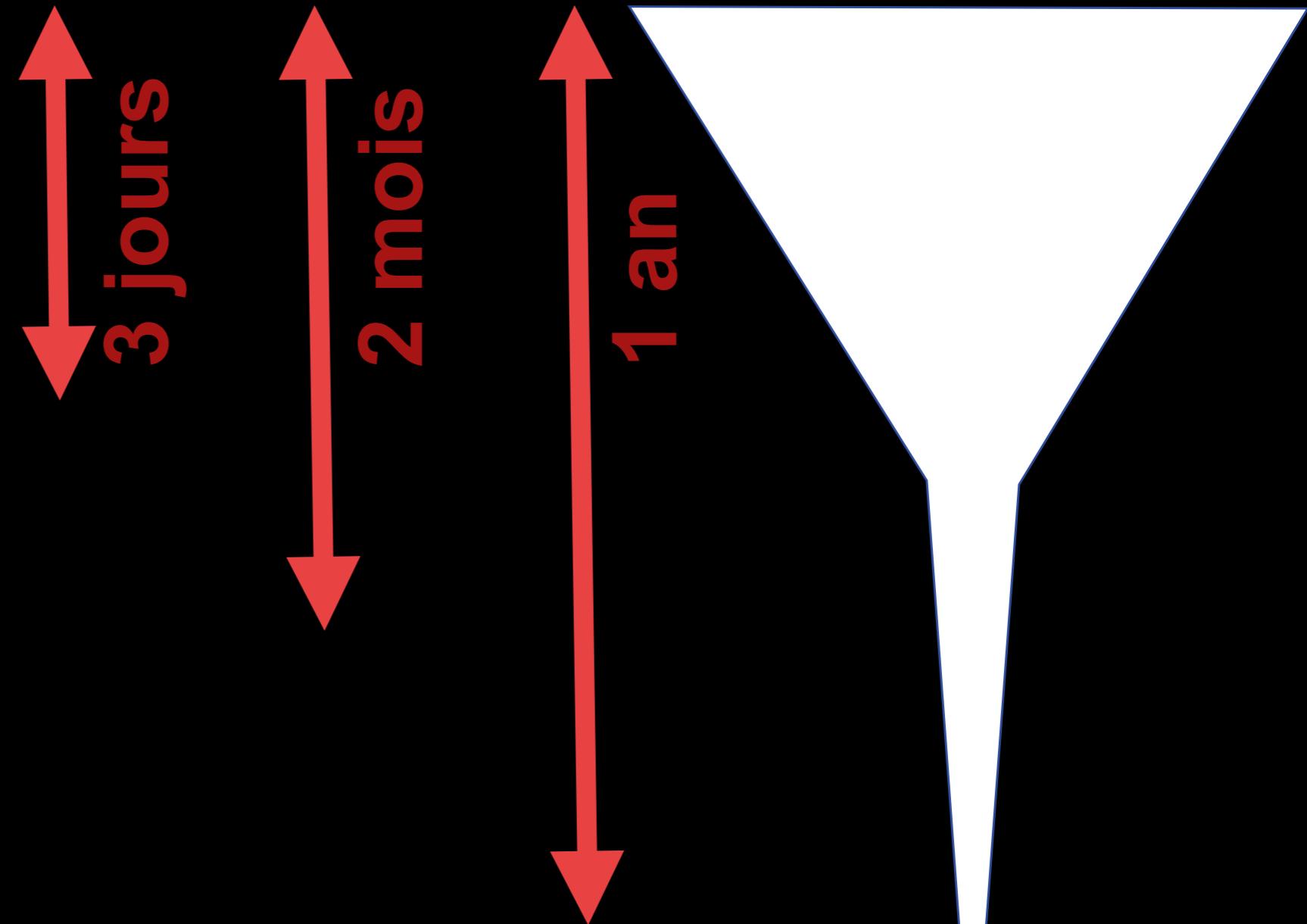
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Awareness
Acquisition
Activation
Retention
Revenue
Referral

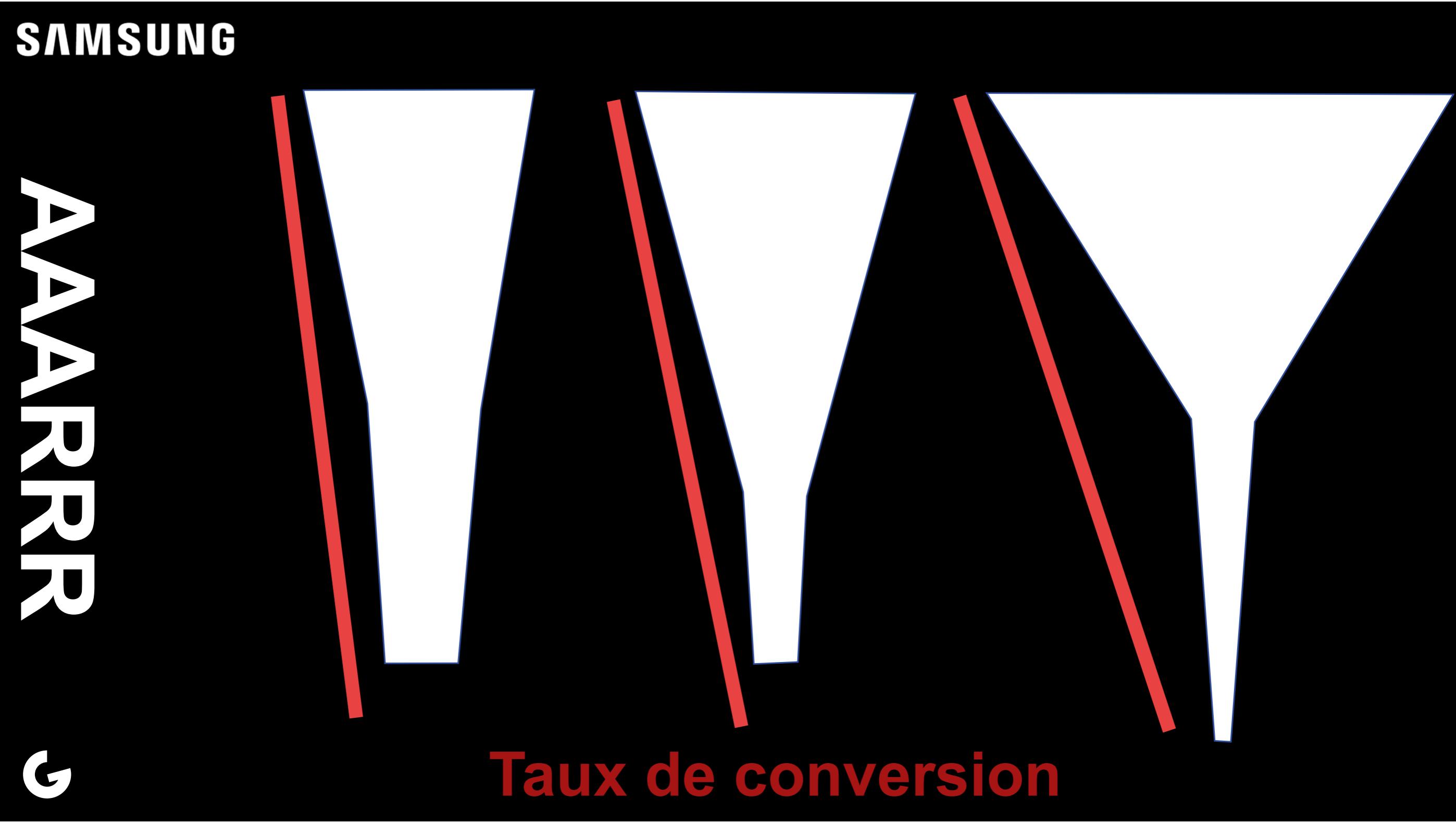


SAMSUNG

AWARENESS
Acquisition
Activation
Retention
Revenue
Referral



G



SAMSUNG

AARRR

TOFU
Top of the Funnel

MOFU
Middle of the Funnel
MID FUNNEL

BOFU
Bottom of the Funnel

G

Attribution Contribution CookieLESS

- last click
- all touchpoints
- Walled Garden

Attribution

LAST CLIC
*pub
recherche
first clic*

...

Contribution

Contribution of each touchpoint:

5% pub RS
10% sea
15% seo
20% avis
15% blog / content
15% fiche produit
20% eboutique Samsung

Cookieless

WAR : FPD et login

First party data

Walled Garden

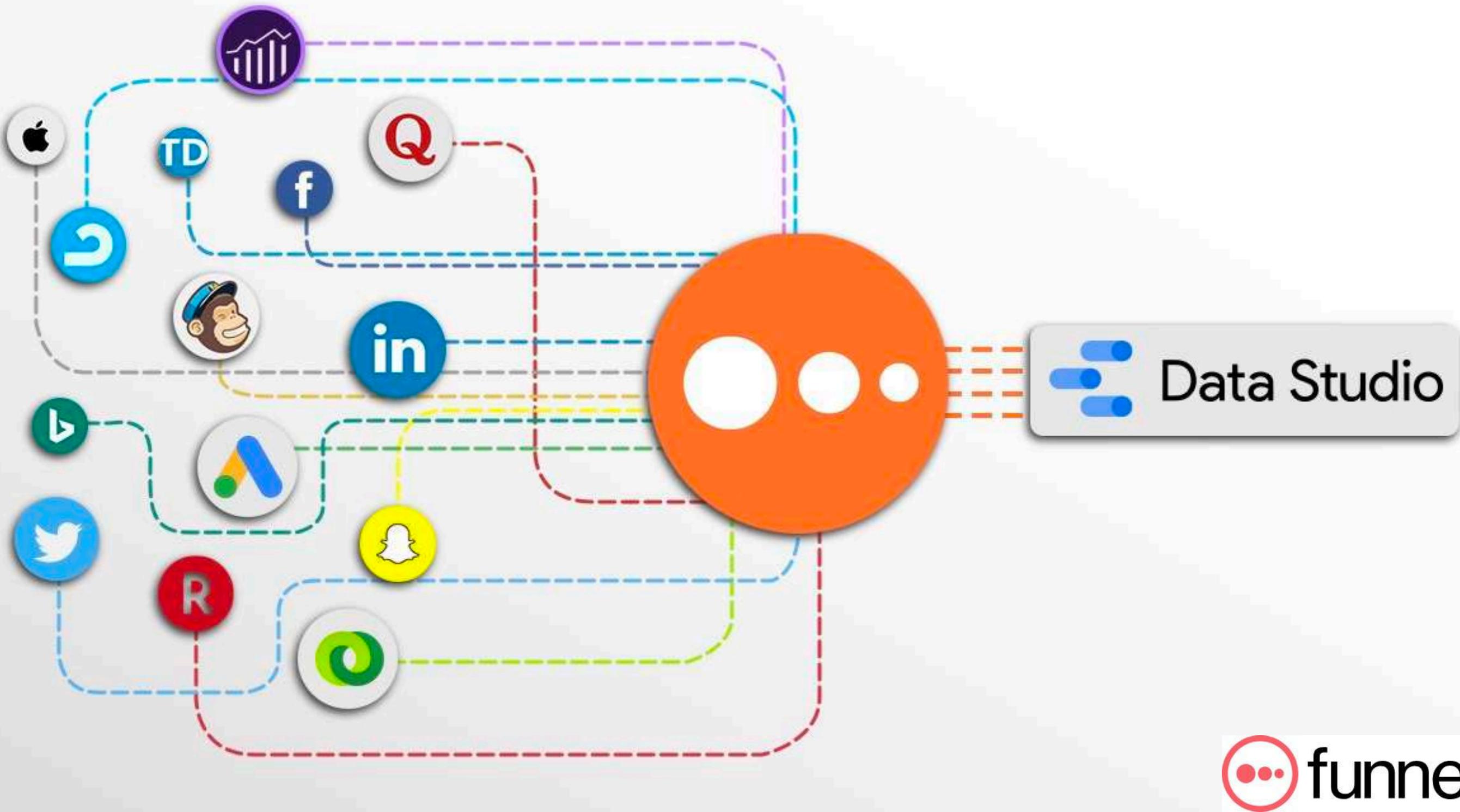
Plateforme

2FA (2 factor auth)

Onboarding

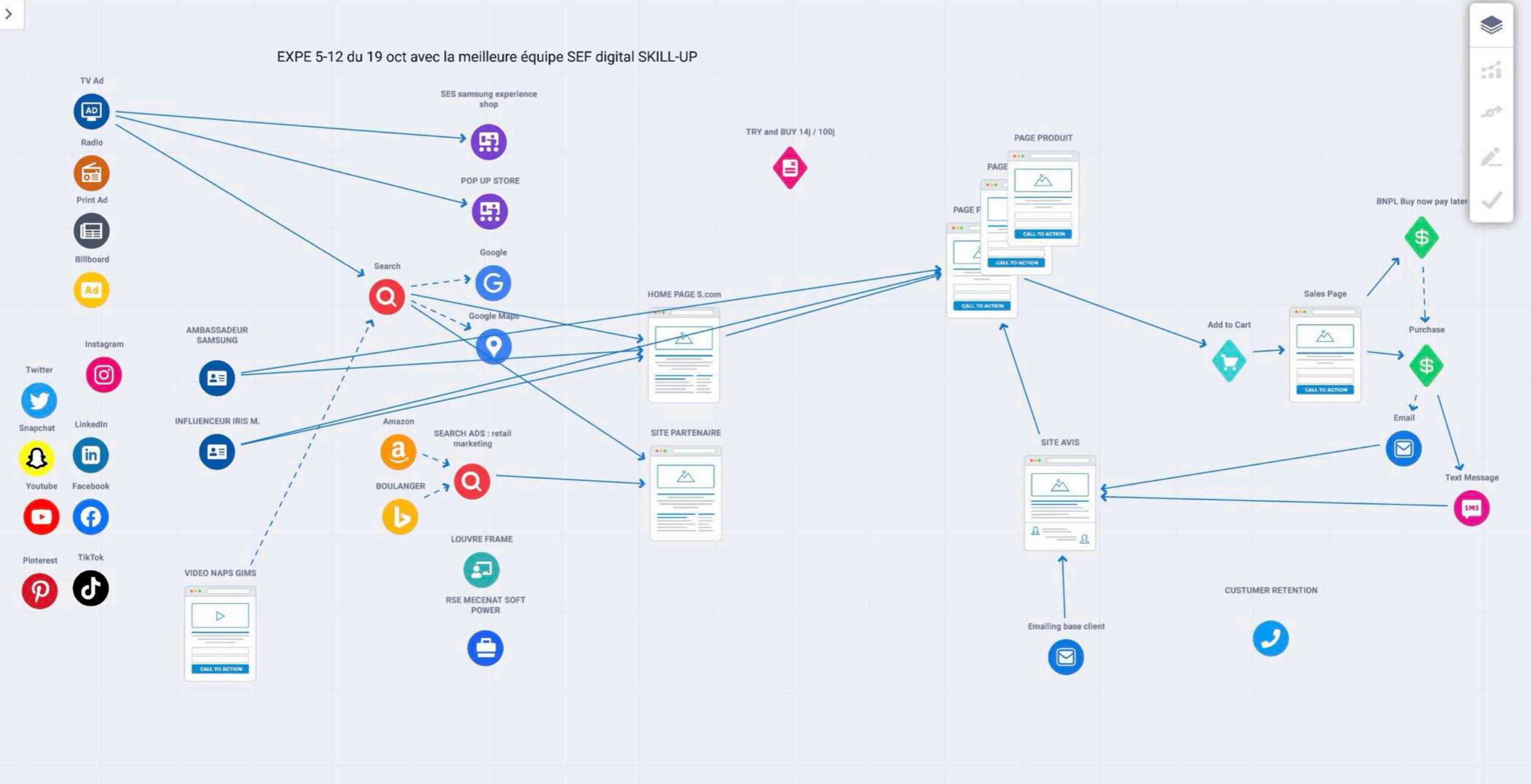
Contribution







Funnelytics





Funnelytics

Cours Live avec Captation



LinkedIn Posts



Montage



Youtube Ads



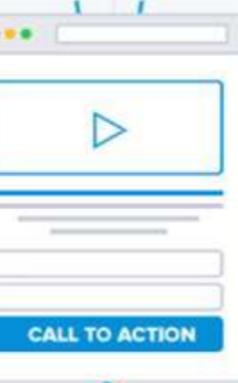
LinkedIn Post



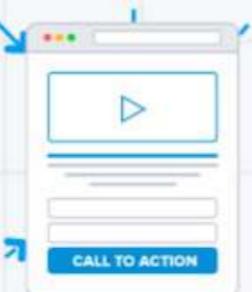
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Sortie épisode



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CALL TO ACTION



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Compte Formateur





M U R A L



workshop

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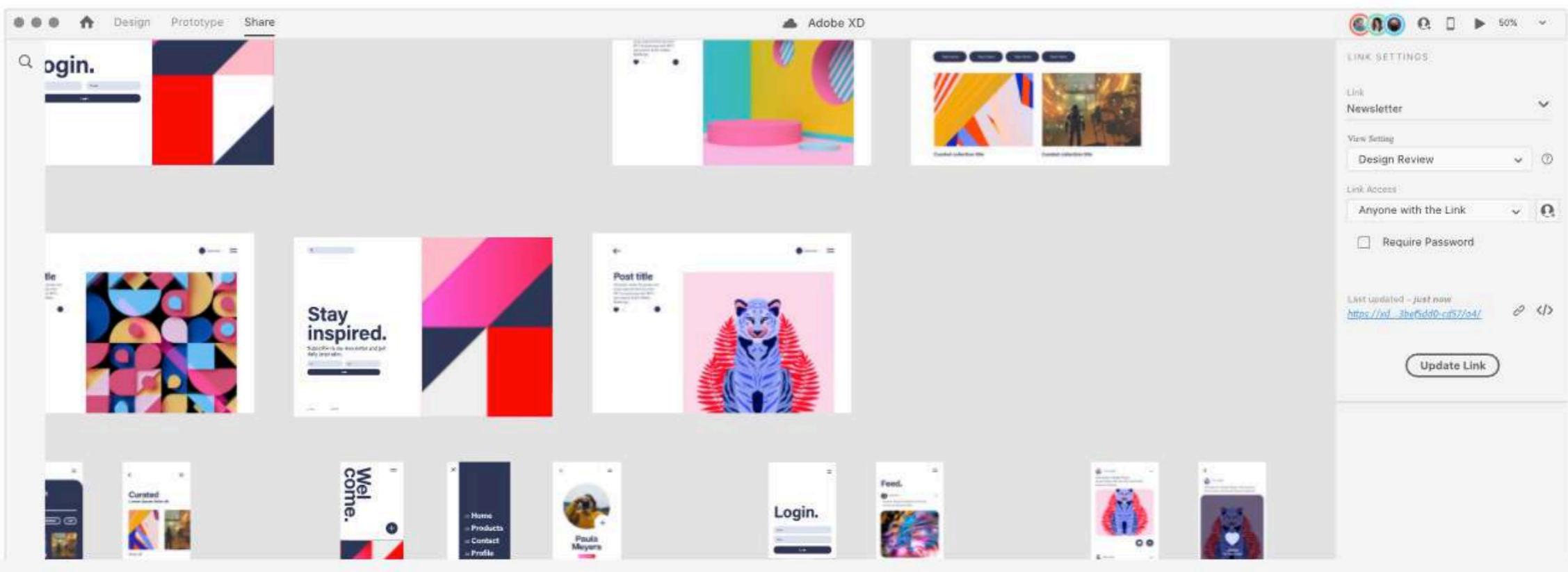
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2024

**SEASON 01
EPISODE 07**

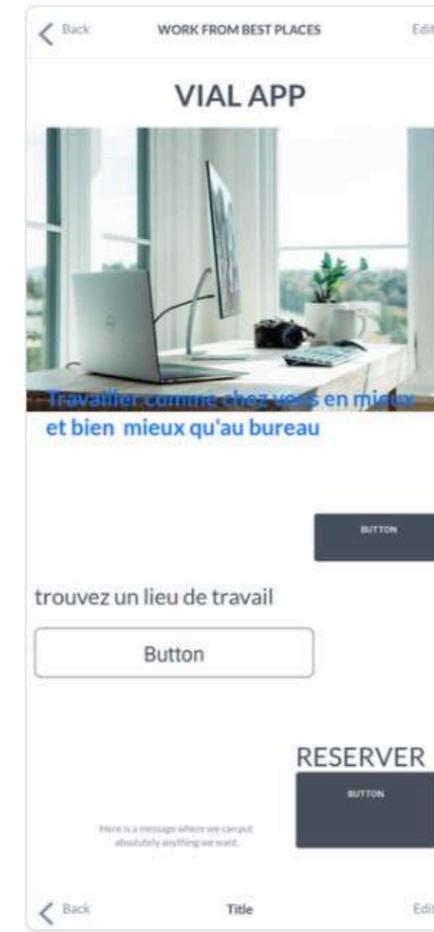
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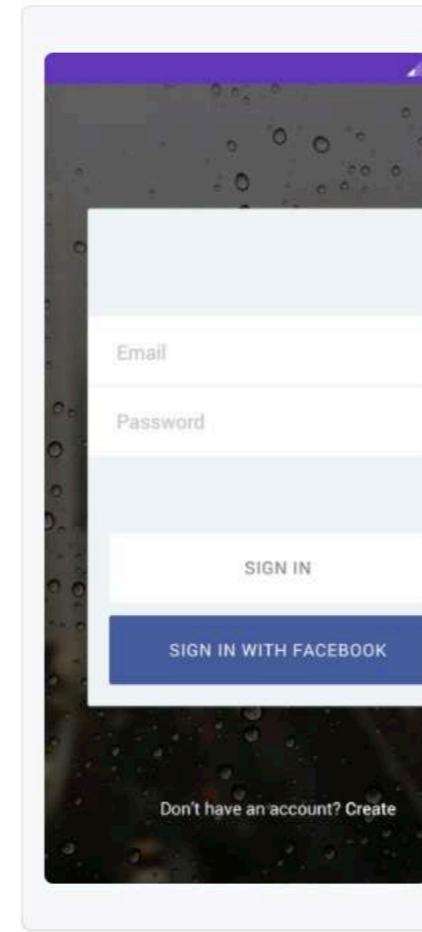
marvel

Sample Project



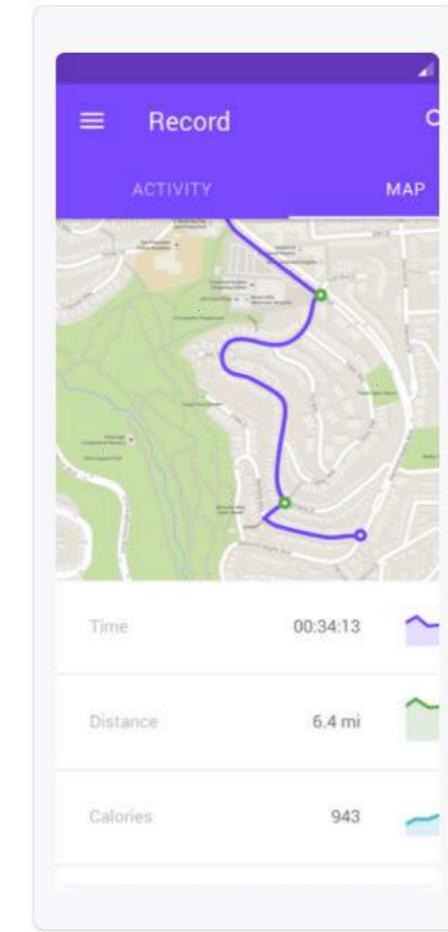
Updated 22nd Feb @ 12:03 PM

HOME PAGE



Updated 16th Feb @ 10:11 AM

SIGNIN



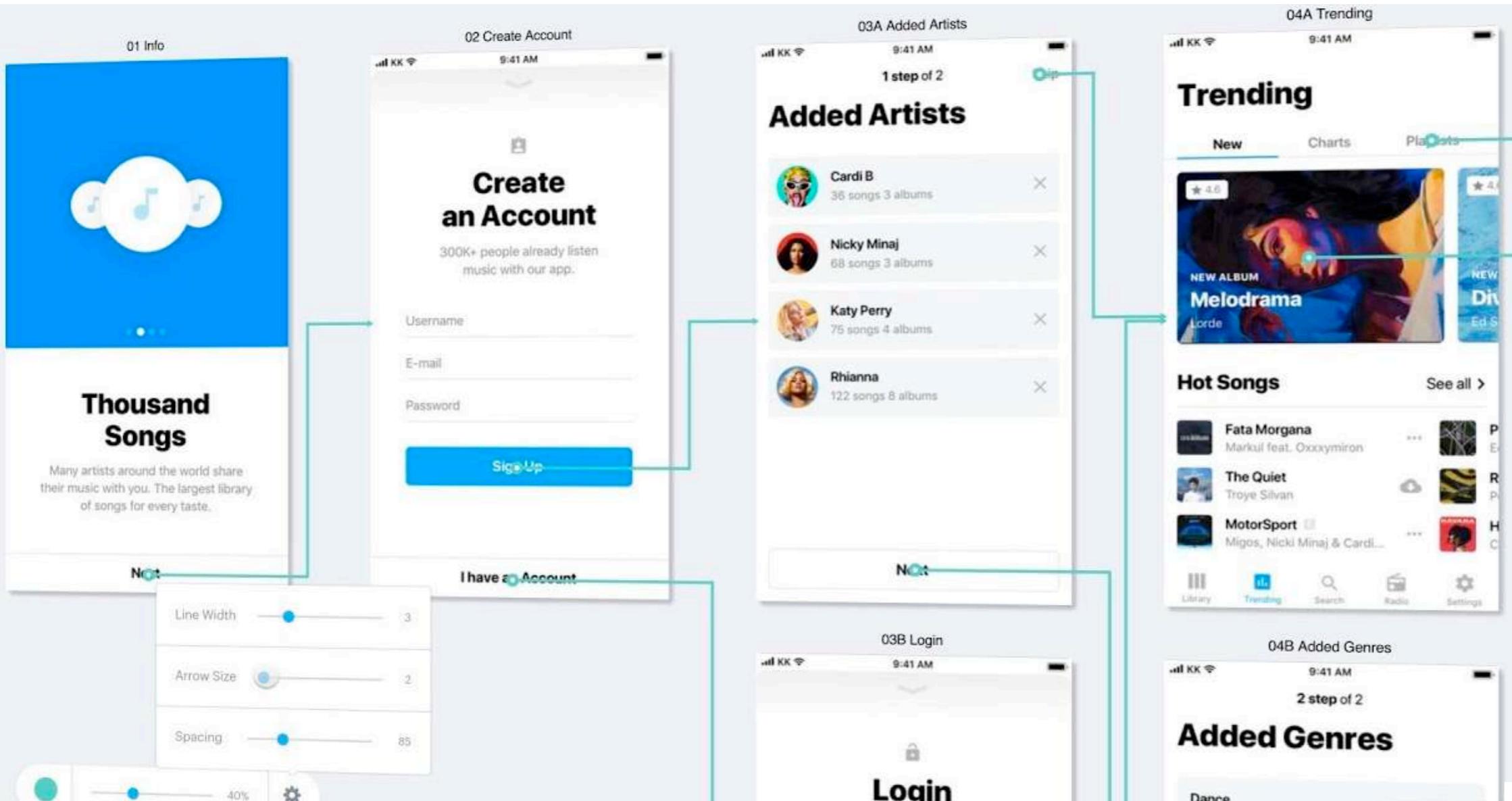
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MAP



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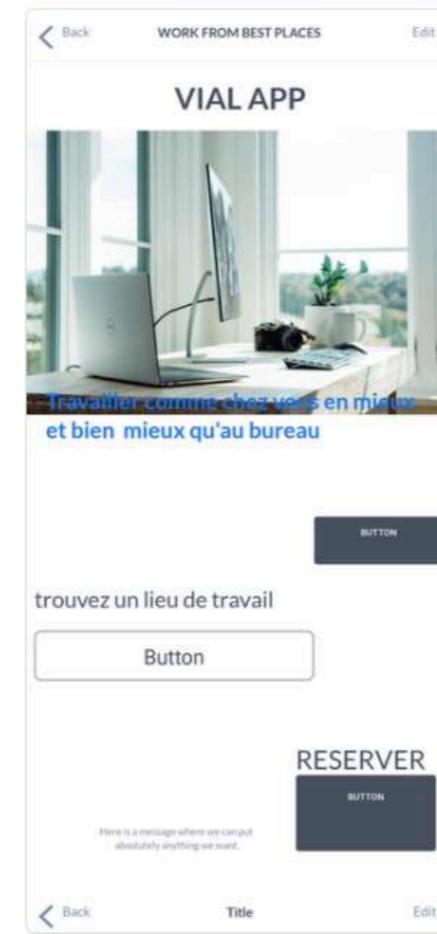
Image 9



Marvel

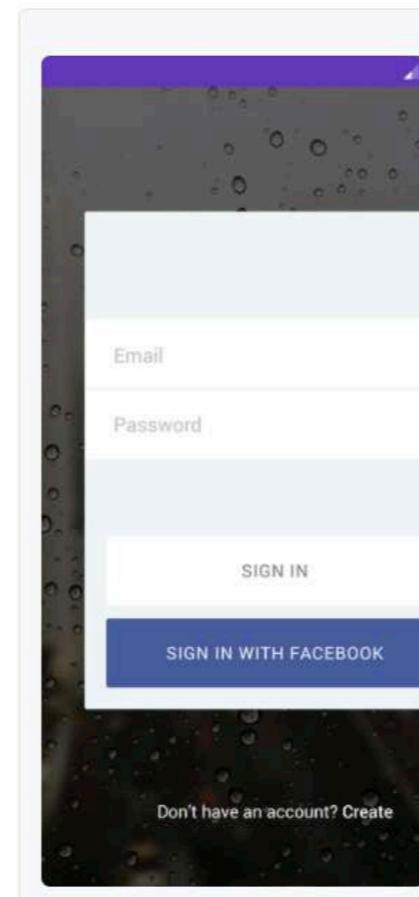
marvel

Sample Project



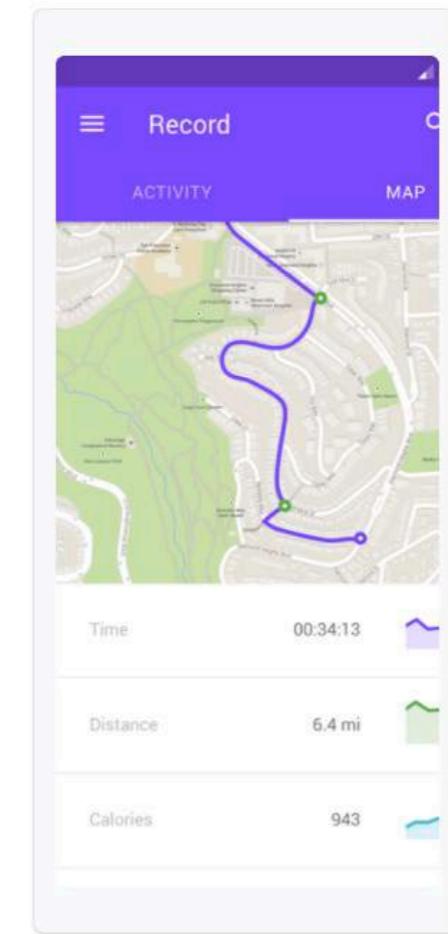
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SIGNIN



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MAP



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Image 9

Contact information
Capita, for document information

Notification settings
Capita, for notification settings

Your balance
Your balance will capture

One more item
Put your caption here

Activity

Following You

tineczka on Instagram Your Facebook friend Maritsa Spivakova is on the social net

salondre liked your photo 2 week ago

Tom, Bolt, And +350 users Started following you

tineczka Added you 158 mutual friends

kupka215 Added you Your Facebook friend Maritsa Spivakova is on the social net

salondre liked your photo 2 weeks ago

Tom Kuwalski Replied to @sashka500

"spesial about this type of buttons. It's quite simple, placed into component container and with resizing constraints set properly to make it scalable with ease"

Roman Kamushken Commented on a comment

"There is nothing special about this type of buttons. It's quite simple, placed into component container and with resizing constraints set properly to make it scalable with ease"

tineczka Created new post

Mike Fantomas @mikefantomas 5 min ago

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Mike Fantomas @mikefantomas 5 min ago

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Tina Turbina 10 minutes ago

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Roman Kamushken 2 days ago

"Check out awesome updates for Android design kit for Figma. Now more screens and more categories."

Helena Lo @step_by_step 5 min ago

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Tomek Kuwalski 2 days ago

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Calendar

Reminder

Planner

March



Figma

Frame

X: 800 Y: 0

W: 360 H: 720

Angle: 0° Rotation: Mixed

Background

#ECEFF1 100%

Show in exports

Clip Content

Constraints

Left Top

Fix position when scrolling

Component

Description

Layout Grid

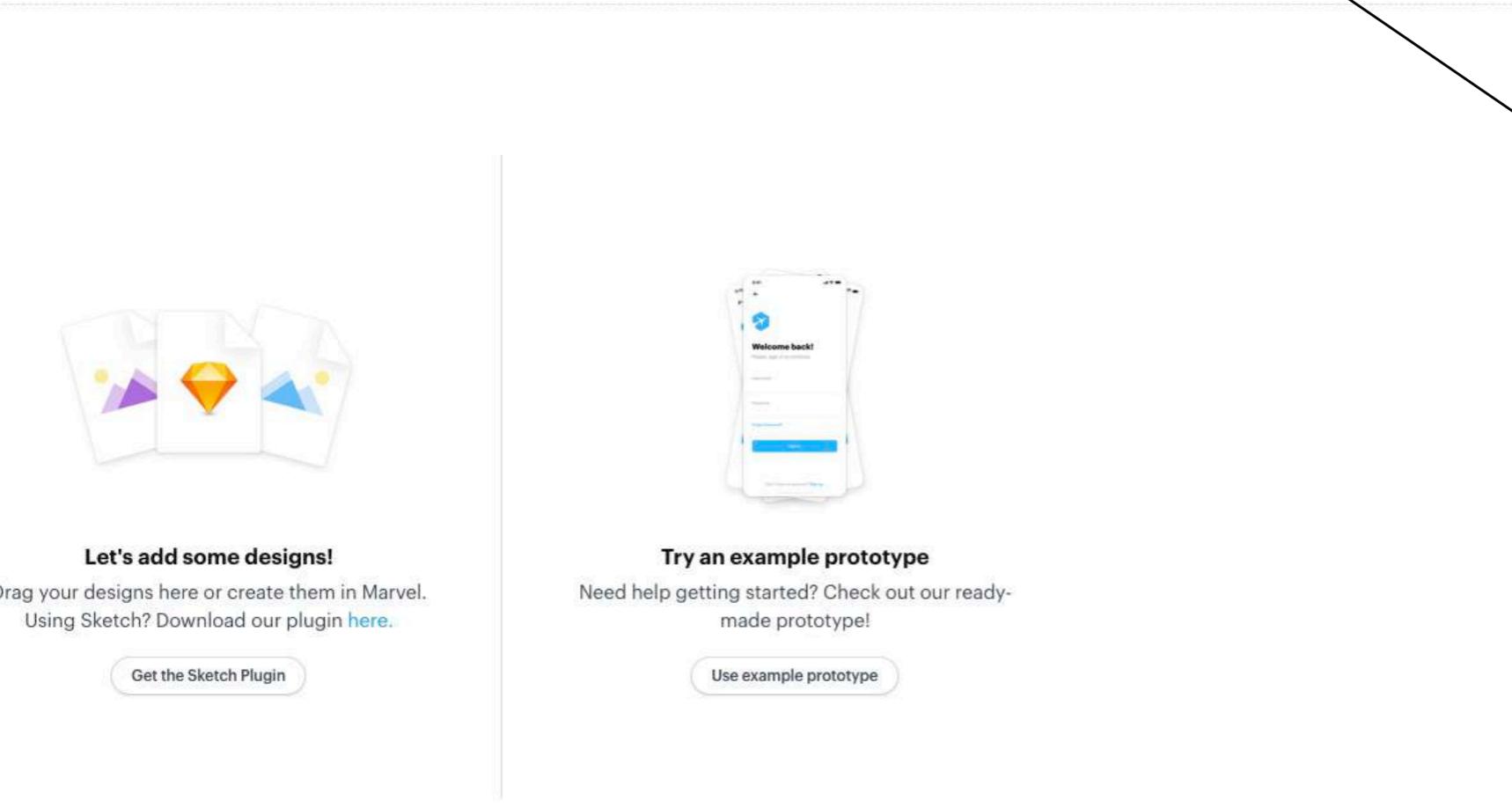
Layer

Pass Through 100%

Fill

Click + to replace mixed content.

Dark Color



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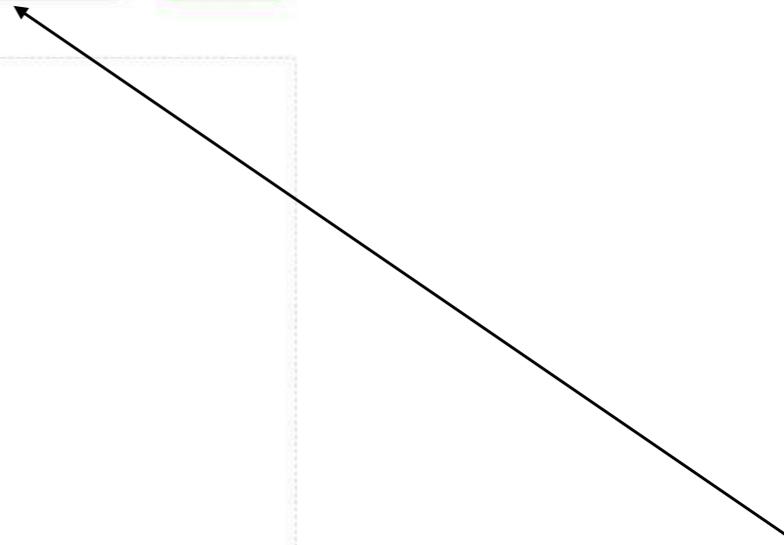
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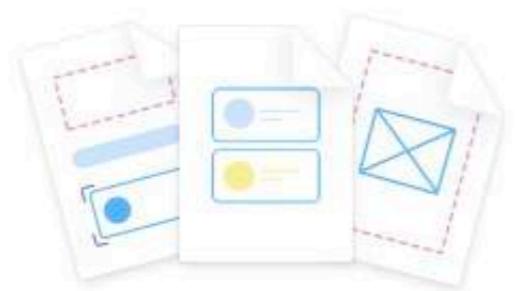


Play





Upload or create designs



Design in Marvel

Create wireframes and interfaces

Select



Upload from computer

Any PNG, JPG or GIF, up to 20MB

Select

Drag your designs here or create them in Marvel.

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Get the Sketch Plugin

Or drag and drop your images here

Need help getting started? Check out our ready-made prototype!

Use example prototype

Contact information
Capita, for document information

Notification settings
Capita, for notification settings

Your balance
Your balance will capture

One more item
Put your caption here

Activity

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"Check out awesome updates for Android design kit for Figma."

Calendar

Reminder

Planner

March

Jessica Shultz Professional Buyer

Newest first CLEAR

Your order 34567 5 days ago Delivered successful! MILK, Sugar, Cream, Bocco, Shoes, Trouses and Material Design System

Your order 56789 8 days ago Delivered successful! Material Design System For Figma

Order cancelled 15 years ago Due to unexpected error!

Frame X 800 Y 0 W 360 H 720 B 0° R Mixed

BACKGROUND #ECEFF1 100%

Show in exports Clip Content

CONSTRAINTS Left Top

Fix position when scrolling

COMPONENT Description

LAYOUT GRID

LAYER Pass Through 100%

FILL Click + to replace mixed content.

Dark Color



MILP

minimum lovable product



workshop

hubertkratiroff

06 80 43 29 05

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

Ordre / Définition / Schéma :

- 1 Prototype (wireframing)
- 2 MVP (mini viable product)
- 3 PMF (product market fit)
- 4 Pivot (changement de stratégie)
- 5 Scale (passage à l'échelle)
- 6 POC (proof of concept)
- 7 GTM (Go to Market)
- 8 Démonstrateur, Pilot
- 9 Use case (Business case, cas d'usage)

MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF

2024

PROJECT



PANTONE®
13-1023
Peach Fuzz

Illustration 1 : Magic Quadrant pour le commerce digital





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Negai

Resilience and Self-Reliance for Wellbeing

5/25/2023

Wellbeing

ORGANIZER

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Stella Sánchez is an illustrator and graphic designer based in Portugal. With over a decade of experience, she aims to blend creativity and strategic thinking in every project, with attention to detail to create visually captivating works.

Lineup

Minor T
Govern
Inside C
Black P
Youth c
Gorilla
Bold
7 Seco
SSD
DVS



Following

Browse

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52

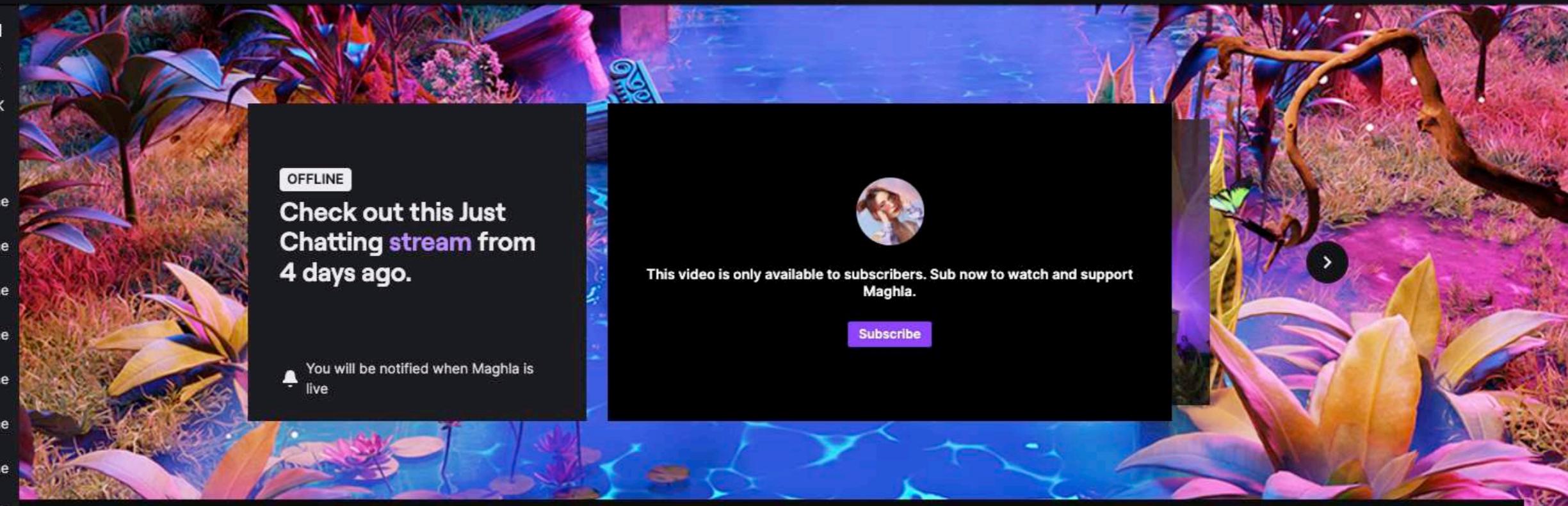


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EMAILS CALLS MEETINGS

17 25 15

▲ 4 ▲ 7 ▲ 2

Services Breakdown



Contacts

Actions ▾



Aisha Saah

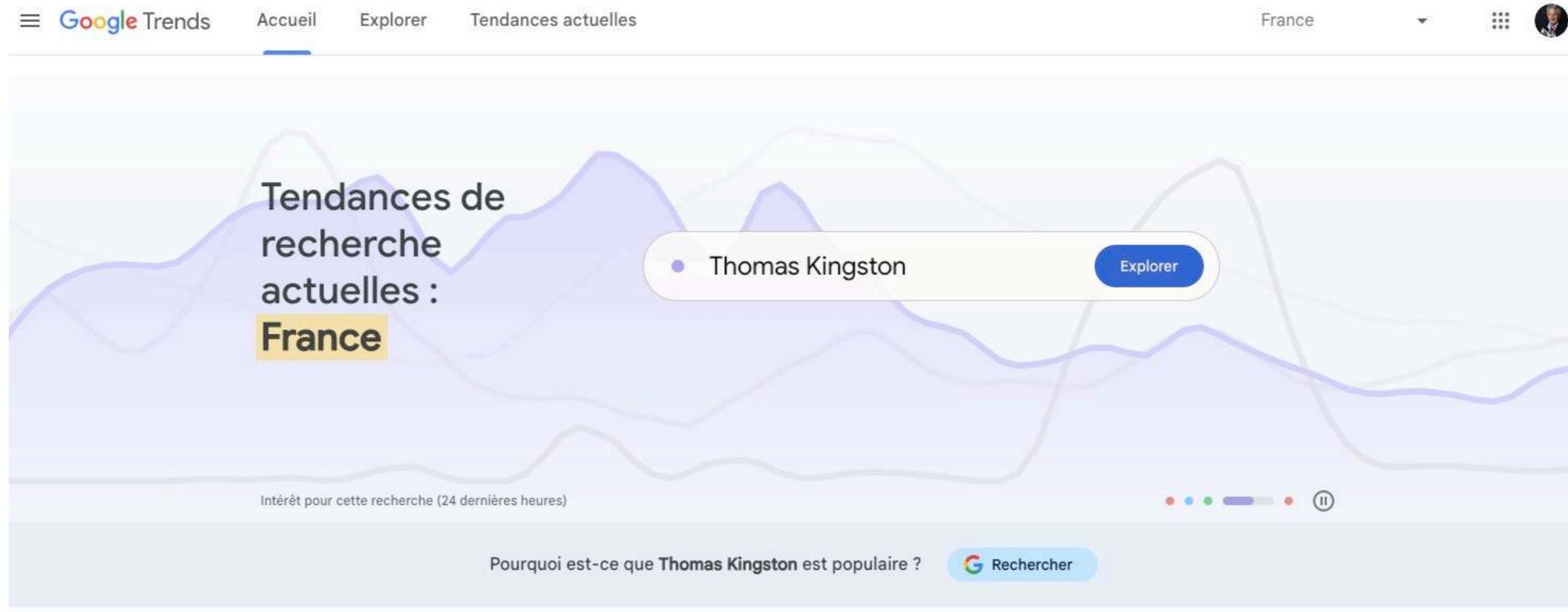


MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF

2024

**SEASON 01
EPISODE 08**

MARKET COMPETITION STRATEGIC ANALYSIS



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Register for **FREE** and get:

- 3 Daily searches
- Your searches (historical)

[CREATE FREE ACCOUNT](#)

Discover what people are **asking** about...

Google Bing YouTube Amazon

Enter a topic, brand or product...

France

French

SEARCH

Get Instant, Raw **Search Insights**,
Direct From The Minds Of Your
Customer

<https://answerthepublic.com/>

Améliorer vos performances dans la recherche Google

Les outils et les rapports de la Search Console vous permettent de mesurer les performances et le trafic de recherche de votre site, d'en résoudre les problèmes et d'en optimiser le classement dans les résultats de recherche.

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Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

My competitors

Month Year + Add competitor

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domains	Authority Score
proxigo.net	4 0%	0 0%	0 0%	0 0%	48 +4.35%	3 0
toutsurlemarketing.com	142 -17.44%	4 -33.33%	0 0%	0 0%	70 +1.45%	7 -2
lesnouveauxmarketeurs.com	15 -34.78%	0 0%	0 0%	0 0%	18 -10%	2 0
lechariotfromage.com	8.7K +3.79%	14.7K +16.03%	0 0%	0 0%	1.6K +11.76%	16 +1
www.espace-logistique.com	3.4K -0.23%	15.7K -1.37%	0 -100%	0 -100%	3.5K +4.7%	27 0

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The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1	Cs
2	Content strategy

2	Ar
3	Article

3	V
4	Video

4	Im
5	Image

5	Pr
6	Press release

6	Ev
7	Event

7	Gm
8	Game

8	To
9	Tool

9	P
10	Print

10	EI
11	E-learning



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 metrics, and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

66	Pv	76	Uv	84	Nv	91	Br	99	Tf
67	Page views	77	Unique visitors	85	New visitors	92	Bounce rate	100	Traffic
68	NI	Do	Cl	Co	Kp	Le			
69	New leads	Downloads	Cost per lead	Key pages	Leads				
70	Bm	Rp	Pm	Dg	Br				
71	Brand metrics	Reputation-metrics	PR metrics	Demographic metrics	Branding				
72	Of	Mi	Am	Rm	Sa				
73	Offline media	Microsite	Acquisition metrics	Retention metrics	Sales				
74	Li	Pi	Is	Sc	S				
75	LinkedIn	Pinterest	Instagram	Search metrics	Search				
76	Fa	Tw	Tw	Tr	Tr				
77	Facebook	Twitter	Trends	Research	Events-based				
78	Yo	Cm	Cm	De	Debates				
79	YouTube	Competitions	Case study	Stats	Stats				
80	Vm	Ch	Co	Bp	Best practice				
81	Vimeo	Checklists	Compilations	Bp	Timesaving				
82	Gp	Op	Qu	Ti	Question-based				
83	Google+	Opinion	Case study	Ti	Timesaving				
84	Fo	Ch	Ca	Bp	Best practice				
85	Forums	Checklists	Case study	Bp	Best practice				
86	Tu	Yo	St	St	Stats				
87	Tumblr	YouTube	Stats	St	Stats				
88	Nm	Re	De	De	Definitions				
89	New members	Reddit	Definitions	De	Definitions				
90	Me	Gf	Gl	Gl	Glossaries				
91	Members	Gifs	Glossaries	Gl	Glossaries				
92	Sl	Re	Da	Da	Data				
93	Slideshare	Reddit	Data	Da	Data				
94	Fl	Ig	Pc	Pc	Product-based				
95	Flickr	Imgur	Product-based	Pc	Product-based				
96	Sm	Vn	Sv	Sv	Surveys				
97	Social metrics	Vine	Surveys	Sv	Surveys				
98	Sh	Si	An	An	Analysis				
99	Shares	Slideshare	Analysis	An	Analysis				
100	Eg	Hn	Fi	Fi	Fiction				
101	Engagement metrics	Hacker News	Fiction	Fi	Fiction				
102	En	Ps	Gf	Gf	Gifs				
103	Engagement	Partner sites	Gifs	Gf	Gifs				
104		Ad	Re	Re	Reddit				
105		Advertising	Reddit	Re	Reddit				
106									

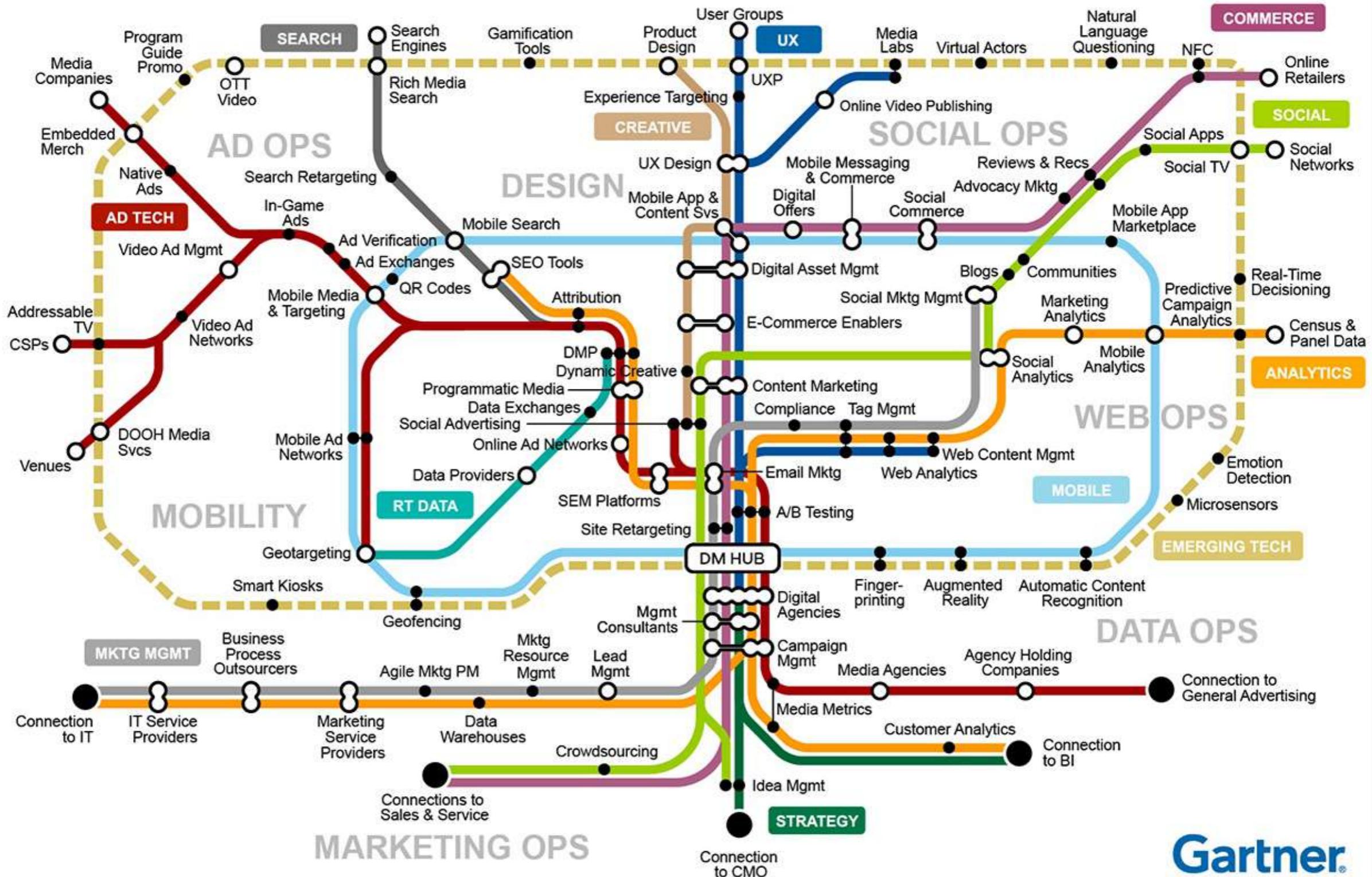
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120	Funny	121	Sexy	122	Shocking	123	Moving	124	Unbelievable	125	Controversial	126	Illuminating	127	Random	128	Zeitgeist	129	Cute	130	Uplifting	131	Disgusting	132

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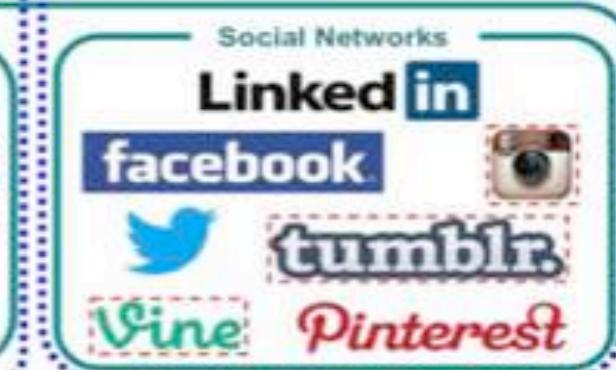




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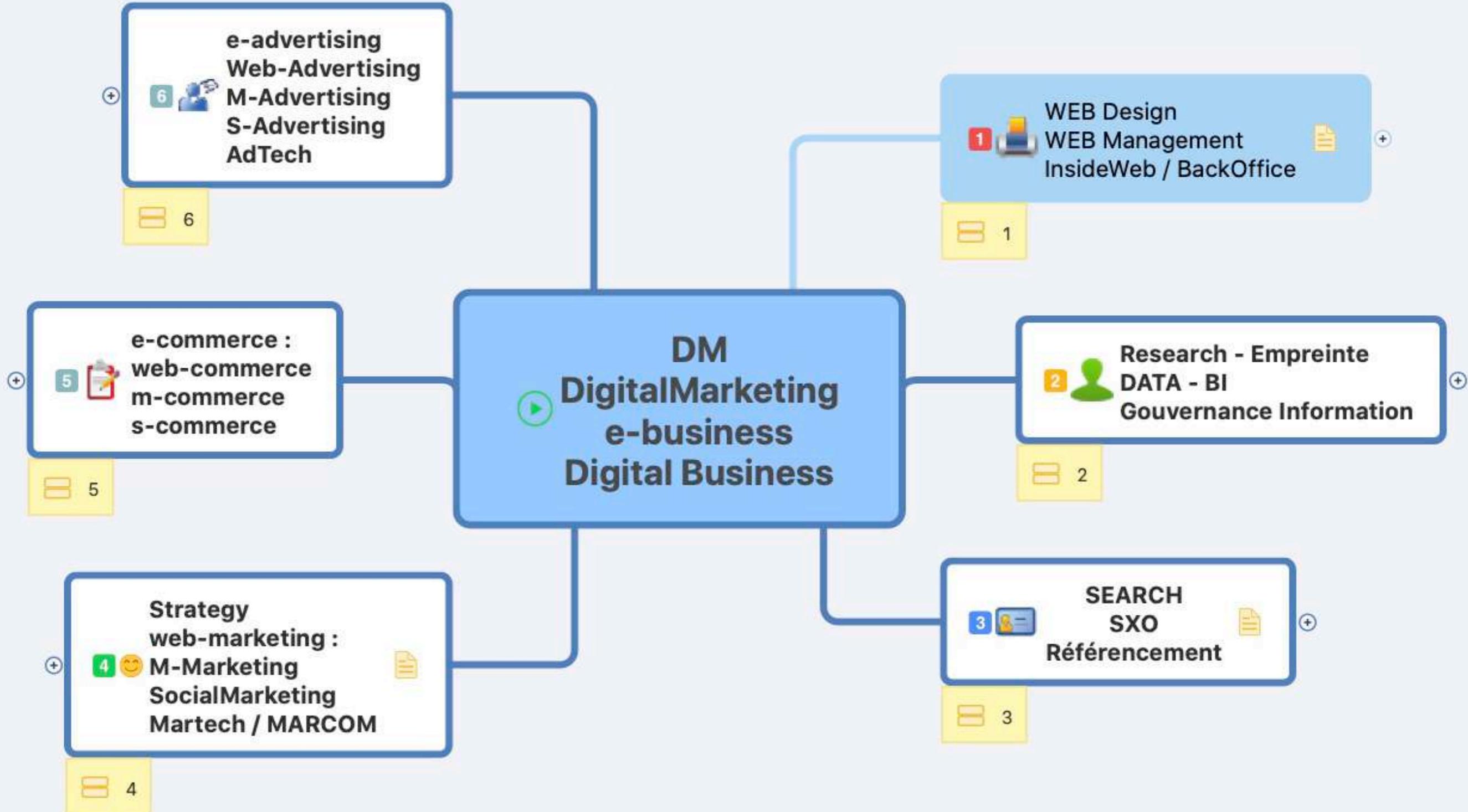
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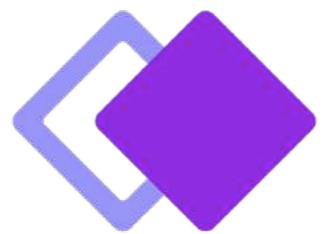
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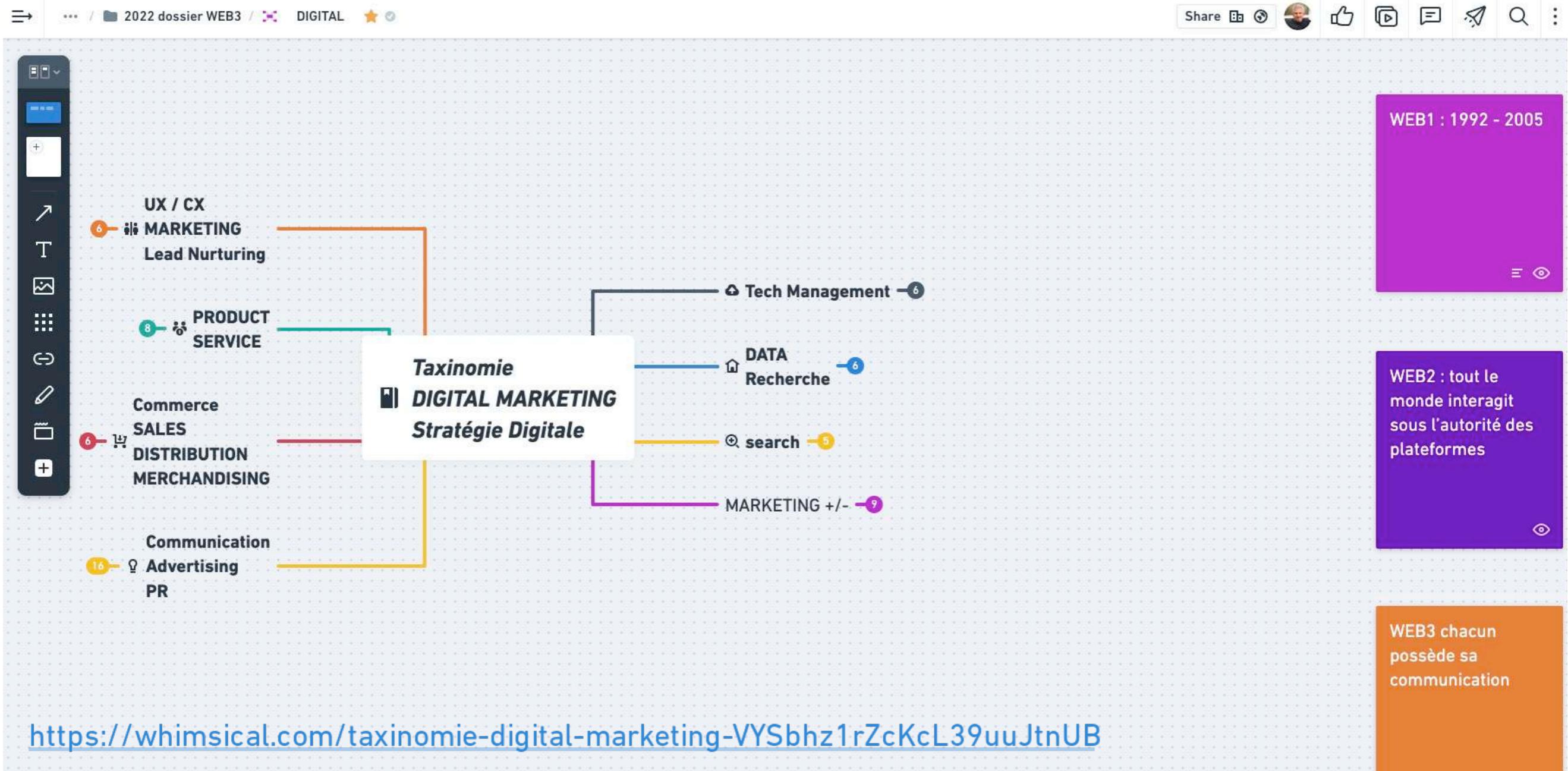
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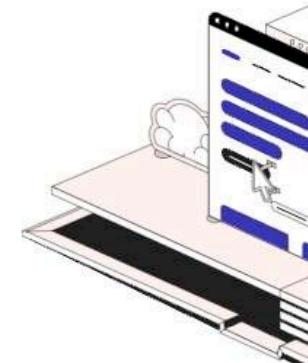
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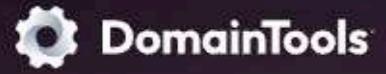
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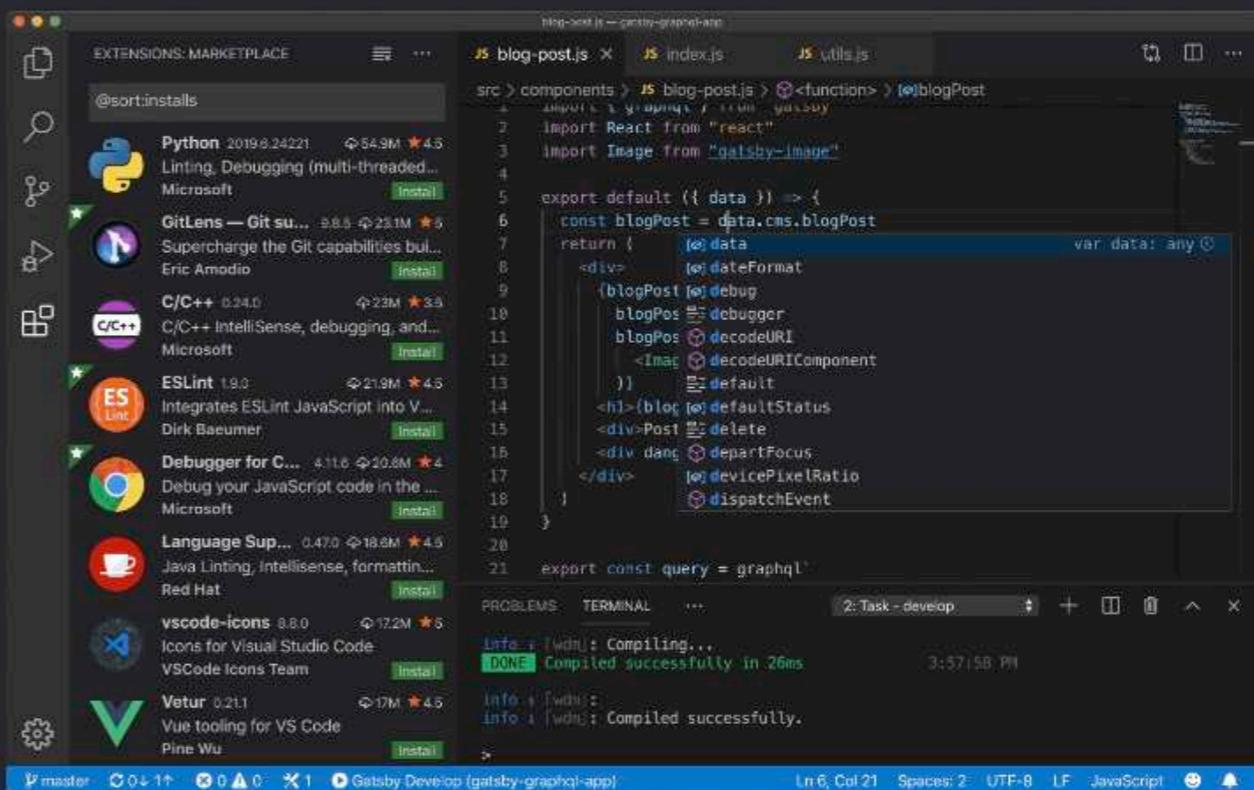
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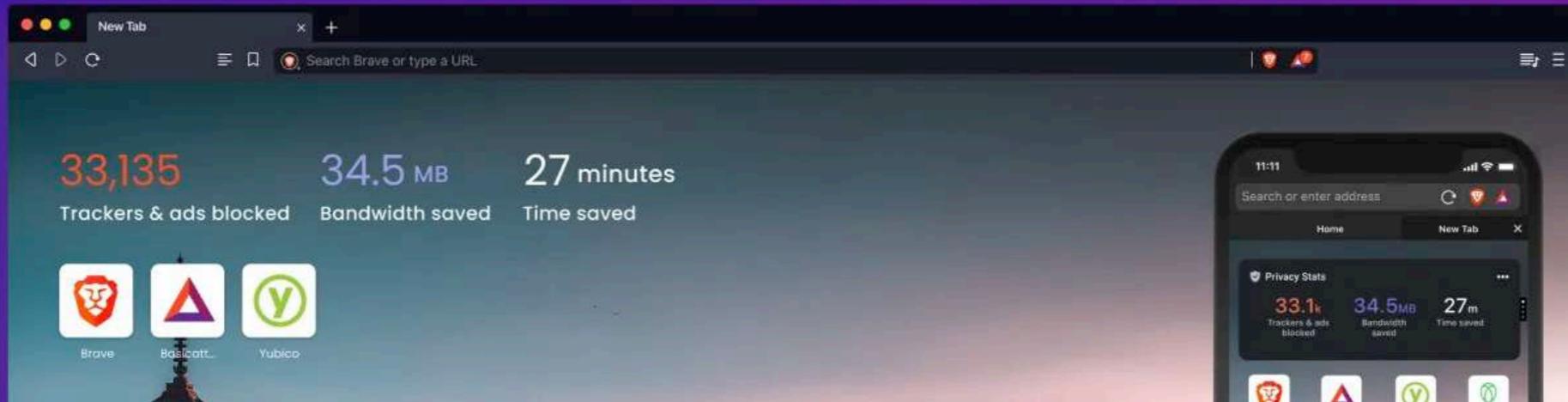
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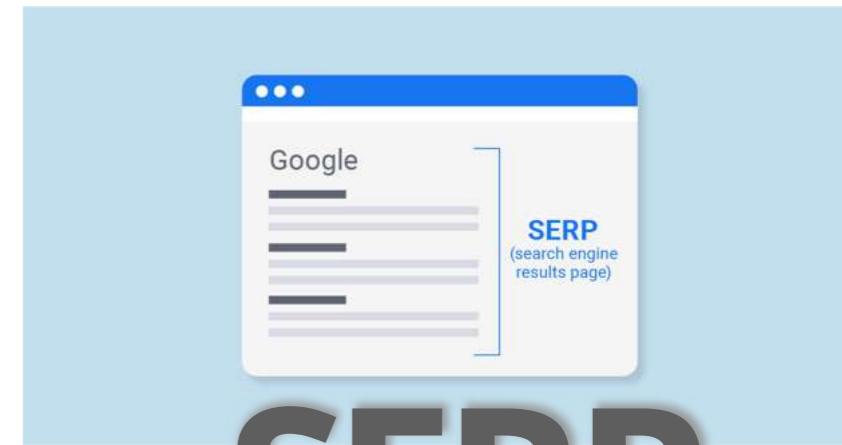
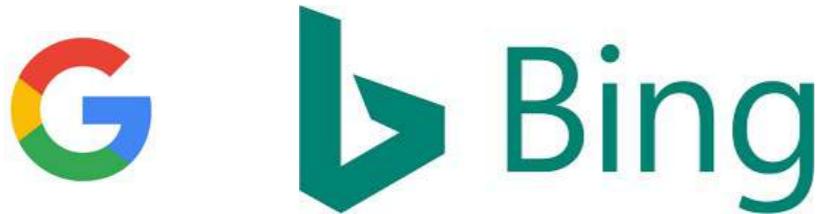
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