

DIGITAL TOOLS FOR MARKETERS

SYLLABUS

Master Digital Business Strategy (GEM DBS)



Course code

DigitalToolsForMarketers 101

Course schedule

Number of sessions: 3

- 24 hours of lectures
- 1 assignment
- 2 quizzes
- 2 hours of independent work
- 2 hours for group project

Total duration, including preparation and presentations: 30 hours

Course credits

x ECTS

Faculty and contact details

Hubert Kratiroff

06 80 43 29 05 (for texting only)

« hubert.kratiroff@grenoble-em.com »

or « hubert@kratiroff.com »

TWTR: @kratiroff

LinkedIn: linkedin.com/in/kratiroff

Course goals and objectives

« The more we share ideas, the more we will get out of it! » HK

Digital innovations are powerful and have multiple impacts as they re-shape entire industries and value chains. They often tremendously reduce barriers to entry and open doors for a new generation of startups, entrepreneurs and innovators.

Digital Marketing (online marketing, marketing 3.0, eMarketing, web Marketing) is a very important and fast changing area of marketing management. This course demonstrates how internet/Web/online tools can be used to market directly and interactively to both customers and consumers.

After completing this module, you will be able to:

- Know more about startup and Y Combinator DemoDay and startup school
- Professionally and practically understand digital tools
- Have a complete overview of the big digital technologies
- Have a complete, exhaustive but superficial understanding of digital marketing technics
- Know how a website, an application, a blog are made and can be ranked with SEM
- Understand the search business and why it is dominated by Google
- Understand the importance of content in branding strategy and master a few tools

COURSE CONTENT, OUTLINE and OVERVIEW

"The best marketing doesn't feel like marketing" Tom Fishburne

COURSE OUTLINE

1. **FOMD: future of digital marketing**

"The power is in the hands of the consumers" Paul Polman, Unilever CEO, in The Guardian 2011

- Ashley Friedlein ITW
- MoMaMa
- Dmexco TV
- Browser advanced features (mainly Chrome and Firefox)
- NPS tools
- GitHub
- Taxonomy of digital tools (a mind mapping demo with xMind)

2. **Inside web: general technical tools, tips & tricks**

"Everybody should learn to program a computer, because it teaches you how to think" Steve Jobs

"The CMO will spend more on IT than the CIO" Mark Benioff

In this session, you won't learn how to code or program, but you will understand those who do, you will learn how to talk to them and how to manage a digital project. Digital marketing involves a lot of know how but it always begins or ends with a technical part... don't miss that!

- Registrar, TLD, sub domain, URL
- HTML and CSS code plus a little of JavaScript (Sublime Text)
- Web Responsive Design : ATAWAD and AMP from Google
- Tag,
- QRcode : Unitag.io,
- API
- Web Design and trends
- The most famous CMS: WordPress
- Boilerplate and Twitter Bootstrap
- Whois Registrar FTP
- OVH
- WordPress.org / vs .com
- Alternative: AWS
- Project management tools (Slack, TRELLO / Scrumblr / xMind MindMapping / Alternative: mindmeister Gantt / Ganttter)

Case Study: DM glossary & DM taxonomy

3. Digital Tools for Persuading Customers

« Marketing in the future is like sex. Only the losers will have to pay for it » Jon Bond, cofounder of Kirshenbaum Bond ad agency

- User Generated Content
- Tools for ZMOT: Zero Moment Of Truth by Google
- Which tools for ROPO (research online / purchase offline)
- 3D Printing (model and file format)
- DOOH

4. Content marketing & native advertising

“Marketing is no longer about the stuff that you make, but about the stories you tell” Seth Godin

The online world is a free and transparent world where not only the wealthy can reach an audience; smarter content will reach it for almost free. Welcome in a world of intelligence, empathy, comprehension and contextualization where content is now branding.

- Curation Tools (Content is king and context is god)
- ESP tools
- New tools to help brands become a media and a publisher
- Companies, Brands and tactic websites
- Brand content planning and editorial meeting
- How to work with independent to complete the content program
- Content marketing tools (website article, mobile content, mobile Apps, white paper, eBook, infographics, case study, podcast, webserie, video, events...)
- Contents are assets to be managed with MRM to optimize content recycling
- QRCode / Unitag
- URL Shortener
- API IFTTT ZAPPIER

5. Search Marketing

"If it isn't on Google, it doesn't exist" Jimmy Wales (Wikipedia founder)

Your best (or worst) content must be reachable; search marketing is here for that purpose; learn how to use it for your company, your product's website or your personal blog.

- The concept of a keyword... the notion of bidding... the ROI of PPC
- Make it easy for the user to find your info
- What is a SERP and a query?
- Learn the equation: SEARCH = SEO + SEA(SEM) + SMO + APP ranking
- Search Engine specs: Google, Baidu, Yandex, Bing, Yahoo!, QWANT...
- Search bot and algorithm page rank
- GoogleMaps
- Mobile search

6. Sharing economy and business model

“The miracle is this: the more we share, the more we have” Leonard Nimoy

This third industrial revolution comes simultaneously in 192 countries and cannot be avoided by people inclined to share things rather than buying them. The sharing economy incurs an alternative business model with companies such as AirBnB, Blablacar, Uber, TripAdvisor... all this began with “The Mesh” by Lisa Gansky... and now...

- Recycling via CtoC and home production (3D printing or DIY)
- Platform effect and Metcalfe's law

- Blockchain & cryptocurrency

7. UX, CX, UI, IxD & mobile marketing

"People ignore design that ignores people." Frank Chimero

Customers, consumers, users, clients, employees expect great experience at every stage of the relation with the brand or the company. The general level of expectation is rising everyday with interbusinesses comparisons.

- A personalized relation rather than a anonym transaction
- Multiple channels consumers need the same experience
- Experiential marketing and interaction design
- When the mobile strategy changes everything and evolution of ROPO
- Mockup tools and prototyping
- Xcode Swift

8. e-advertising, e-mailing, programmatic and RTB

"Advertising is the price companies pay for being unoriginal." Yves Béhar (Swiss designer and entrepreneur)

Dive into the programmatic revolution with marketing automation and programmatic advertising. They still need human to imagine the right strategy to follow.

- Display, preroll and other format
- A/B testing tools
- RTB SSP DSP
- Emailing software & email writing
- Opt in/out

Tools & Software

"Measure what is measurable, and make measurable what is not so" Galileo

- Trello
- Prezi
- ~~Bunkr (Synthesio)~~ / Slide
- Scoop.it
- xMind
- Pearltrees
- Xcode for iOS APP
- IFTTT
- Project management & Gantt
- Coworking
- Mindmap
- Canva / PickToChart
- Pixlr
- Google Trends
- GoogleDrive
- GoogleAnalytics
- GoogleMyBusiness

Teaching method

Presentations, cases, and class discussions
Group work, individual preparation and reading
Co-creation of class
Software demo
Video (mainly influential people interviews)

Readings

Textbook

Two books are recommended:

Chaffey, Digital Marketing, 5th Edition – 2013
Chaffey, eMarketing Excellence, 4th Edition – 2013,

Other recommended Readings:

Michael Miller, B2B Digital Marketing – 2012,
eMarketing, the essential guide to online marketing – 2008 – ebook - Robe Stokes
Curation Nation - the 2011 book by Magnify.Net Founder and CEO, digital curator and filmmaker Steven Rosenbaum
Eric Peterson, Web Analytics Demystified, 2004 (available for free download from Web Analytics Demystified)

Any one from Seth Godin :

Permission Marketing: Turning Strangers Into Friends And Friends... Seth Godin
All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All Seth Godin
Purple Cow: Transform Your Business by Being Remarkable Seth Godin
Tribes Seth Godin
Linchpin: Are You Indispensable? How to Drive Your Career and Create a Remarkable Future Seth Godin

Getting Everything You Can Out of All You've Got: 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition Jay Abraham
Rework Jason Fried, David Heinemeier Hansson
Spin Selling Neil Rackham
Getting Things Done: The Art of Stress-Free Productivity David Allen
The E-Myth Revisited: Why Most Small Businesses Don't Work and What... Michael E. Gerber
The Art of the Start: The Time-Tested, Battle-Hardened Guide for... Guy Kawasaki
The Psychology of Persuasion Robert B., PhD Cialdini
The Ultimate Sales Machine: Turbocharge Your Business with... Michael Gerber, Chet Holmes, Jay Conrad Levinson
Enchantment: The Art of Changing Hearts, Minds, and Actions Guy Kawasaki
The Lean Startup: How Today's Entrepreneurs Use Continuous...Eric Ries

Articles:

www.theguardian.com/sustainable-business/unilever-ceo-paul-polman-interview

Video and Podcast

YouTube YCombinator Channel: any recent or old demoday
YouTube SharkTank or DragonDen TvShow

TED business or tech video for the record

YCombinator podcast

Faculty

Hubert Kratiroff is an experienced high-tech marketing professional. He has 30+ years of experience in marketing and has been working for companies such as Glaxo Smithkline Beecham, Banque Populaire, Bekaert, Geyer.

He founded several companies and startups; some had been sold to larger group some are still under his management.

He has a horizontal scope covering several marketing topics, from various industries, including the technical part of the digital marketing (he codes and develops in many languages).

He is creative but pragmatic and result driven.

Hubert –according to his students- loves teaching what he learned in the real world, mixing theory and practical cases is his specialty.

He wrote several books and runs more than a hundred websites of different kinds.

On top of general marketing topic, his specialties are:

- Marketing Plan and brand manager function
- Digital Marketing and IT Markets
- Strategic and planning for business development
- Content, native and social Marketing
- BtoC KPI's and BtoB Dashboards