

DBS

Digital Business Strategy oct 12-14 2017

GLOBAL PITCH

We are a company named _____ and we need to present a MVP (minimum viable product) plus all the marketing material to investor.
We have three days to prepare the show.

DEMOS

This is the list of demos done during the class.

Collaborative Work

TRELLO / Scrumblr

Scrumblr on Github

Slack

Alternative: Jira Altassian

Kick off

SurveyMonkey

Find a name

Alternative: Google Forms

Mail Chimp (ESP)

Why use an ESP?

First email

Project work

GoogleTrends

Key Words Choice helper

SEOspike.com

Whois Registrar FTP

OVH

FileZilla

Alternative: Gandi

CMS & web hosting

OVH

WordPress.org / vs .com

Alternative: AWS, Gandi

xMind

MindMapping

Taxonomy of digital tools

Alternative: mindmeister

Gantt / GoogleDrive (Gantter)

TIPS

QrCode / Unitag

Read with Chrome for iOS Android

Made with Unitag.io

Alternative: made with a chrome extension

URL Shortener: goo.gl

Doodle

Browser (Chrome / Firefox)

Omibox

Search Zone

Search Engine

Qwant, Baidu, Yandex, Naver, Bing, Yahoo!, Yahoo Japan, seznam.cz ... and Google

chatbots messenger

SNCF & Meetic

Search tips

Site:

Filetype:

W tab

OFFICE : PPT (masque / master) / Word (style) XLS pivot table Excel (TCD)

Programming

Xcode

Swift programming

HTML CSS JS

Template:

<http://html5doctor.com/>

<http://www.w3schools.com/>

API

IFTTT ZAPIER

SquareUp / Stripe / Twilio

TXT sublime

NODE

ANGULAR

D3js

Hadoop

AWS / OVH

Cloud SAAS PAAS

Design

thenounproject.com

fluid

lucid

Canva / Pixlr

Sketch3 / iDraw

Presentation

bunkR (Synthesio) / Prezi / Slide

Advertising

MyBusiness / GoogleMaps

Google AdWords / Google 360

SalesForce

Merkato

Curation Tools

Scoop.it

Pocket

Storify

Pearltree

FlipBoard

VIDEO

Embedded vs. YouTube

iMovies / movie maker

green background, music juckdeck

Animated Gif

gifcreator.me

gifmaker.me

MISC

Digital Signage: DOOH

Tools for ZMOT: Zero Moment Of Truth by Google

3D Printing (model and file format)

AUTRES

squareup.com financial services, merchant services aggregator and mobile payment company based in San Francisco founded in 2009 by Jack Dorsey (TWITTER) and Jim McKelvey



stripe.com US company that allows both private individuals and businesses to accept payments over the Internet. Stripe focuses on providing the technical, fraud prevention, and banking infrastructure required to operate online payment systems

stripe

twilio.com: cloud platform (PaaS) for software developers to programmatically make and receive phone calls and send and receive text messages using its web service APIs.



Learn mkt

Google

digitalactive.withgoogle.com/

Primer : app on iOS et Android marketing lessons for starter
pourlespros.withgoogle.com/dash

Twitter

twitterflightschool.com/module/optimize-at-scale-with-twitter-ads/chapter/intro

FaceBook

facebook.exceedlms.com/student/catalog

Coursera

LeWagon (ou hack reactor)

Voici la vidéo de le wagon : à suivre : <https://www.youtube.com/watch?v=SXBX5UFHW64>
<https://youtu.be/SXBX5UFHW64>

Ou en liste :

<https://www.youtube.com/watch?v=SXBX5UFHW64&list=PLkbmdtbypn7SO9YtGHgli8nzJLvv4ynpZ&index=1>

Pour suivre les slides en même temps :

<http://workshops.lewagon.org/workshops/landing/index.html/>

Vous pouvez poursuivre toujours avec lewagon : Firsr

<http://www.lewagon.org/blog/tuto-debuter-dataviz-d3js>

Puis: <http://www.lewagon.org/blog/debuter-big-data-lean-enterprise>

Enfin: <http://www.lewagon.org/blog/implementation-google-analytics>

Pour finir (c'est payant) et quand vous serez prêt

<https://ondemand.lewagon.org/tracks/devenez-data-scientist/go>

MDN : Mozilla Developer Network : developer.mozilla.org faire toutes les recherches de codes avec MDN

<https://developer.mozilla.org/fr/>

Bad ideas

Dreamweaver by Adobe : WYSIWYG web site builder



Wix.com is a cloud-based web development platform



squarespace.com Squarespace is a SaaS-based content management system-integrated website builder, blogging platform



Synopsis

DAY 1: Oct. 12	DAY 2: Oct. 13	DAY 3: Oct. 14
<p>Introduction to YC's DemoDay and the business case</p> <p>Collaborative work and tools (slack, scrumblr...)</p> <p>Template / CMS demo</p> <p>Group work (one or more computer per group)</p> <p>Reading: http://digital-me-up.com/2017/06/21/introduction-to-3-agile-methods/</p>	<p>NPS and ESP</p> <p>Integration and embedded code</p> <p>Emailing in action</p> <p>A/B Testing</p> <p>GoogleTrends, AdWords, Analytics</p> <p>Tag Management</p> <p>Group work</p> <p>Reading: http://digital-me-up.com/2017/06/21/first-steps-google-analytics/</p>	<p>Net Neutrality, RGPD</p> <p>Curation tools, shortcut and embedding</p> <p>HTML, Meta, script, SEO structure and coding</p> <p>Group work</p> <p>Reading: http://digital-me-up.com/2017/06/27/7-unknown-tips-better-use-google/</p>
<p>TLD, URL</p> <p>Registrar and preparation of the web server</p> <p>First FTP connexion</p> <p>Template / Boilerplate / CMS in action</p> <p>Group work</p> <p>Write a post on "hello world!" first page for digital-me-up.com</p>	<p>Xcode, iOS programming</p> <p>Java, Android Studio programming</p> <p>Blockchain & cryptocurrency</p>	<p>Node server, Angular,</p> <p>What is a Container?</p> <p>Docker</p> <p>AWS</p> <p>API</p> <p>3D printing</p> <p>Blockchain & cryptocurrency</p>
<p>Designing tools online</p> <p>Prototyping website and app</p> <p>Group work</p>	<p>Chatbots (Messenger programming)</p> <p>Video editing on iMovie & MovieMaker</p> <p>Animated Gif</p> <p>Group work</p> <p>Reading: http://digital-me-up.com/2017/03/31/voicebots/</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p> <p>Write a post pitching for digital-me-up.com</p>
<p>QrCode and code shortener</p> <p>Analytic 101</p> <p>Mind Mapping</p> <p>Project Management Software</p> <p>Group work</p> <p>Reading: http://digital-me-up.com/2017/03/23/qrcode-offline-online-tool/</p>	<p>Datavisualisation (canvas script, D3JS</p> <p>Microsoft Power BI</p> <p>DataWall and DOOH (digital signage)</p> <p>Group work on opendata analysis with Power BI</p>	<p>DemoDay Pitch and debriefing</p> <p>Group presentations</p> <p>Write a post pitching for digital-me-up.com</p>