

INSPIRING IDEAS AND TALENT

TECHNOLOGY & INNOVATION

MASTERE MTI

CONFÉRENCE PLAN MARKETING
PAR HUBERTKRATIOFF

23 NOV 2018

ACT THINK IMPACT



GRENOBLE
ECOLE DE
MANAGEMENT

UNIVERSITÉ

CCI GRENOBLE



#HelloMTI

23 NOV 2018



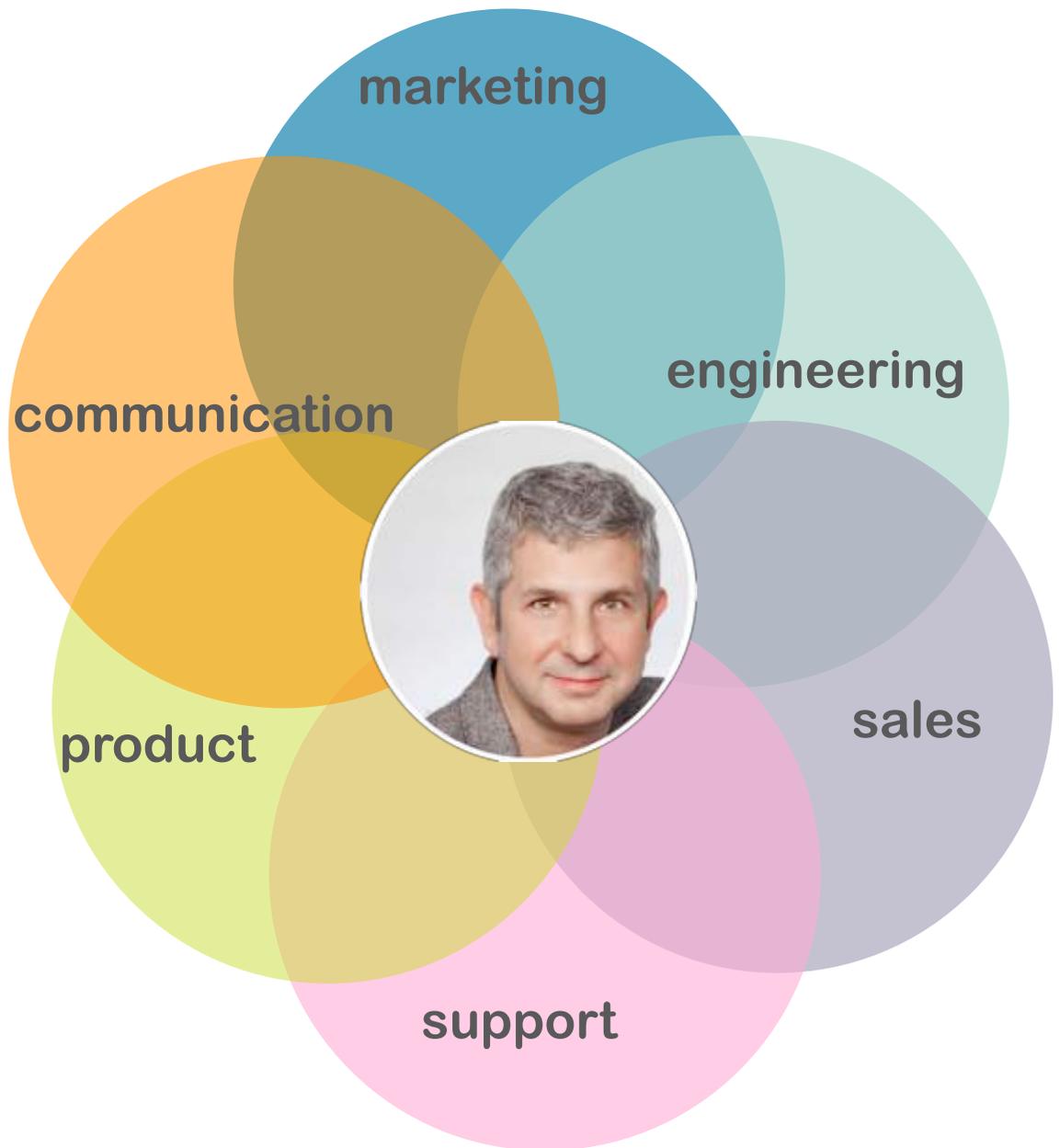
The logo consists of the word "IMPACT" in a bold, white, sans-serif font, arranged in three lines: "IM" on the top line, "PA" on the middle line, and "CT" on the bottom line. The text is centered within a white rectangular border, which is itself set against a dark blue background.

**IM
PA
CT**



technology evangelist

hubert@kratiroff.com



technology evangelist

full stack marketer

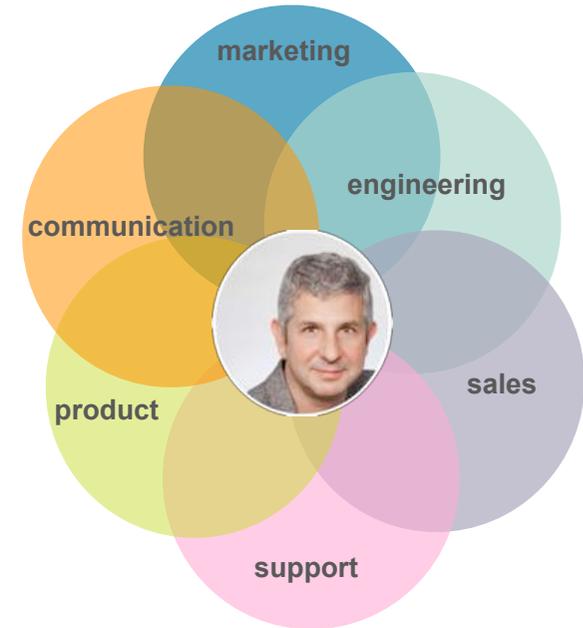
CDDO: chief digital/data officer

DPO: Data Protection Officer

expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



UX

toutsurlemarketing
.com/MTI





Hubert Kratiroff

CDO at C4C, MyConnecting



Social Selling Dashboard



Hubert Kratiroff

CDO at C4C, MyConnecting

Top **4%**

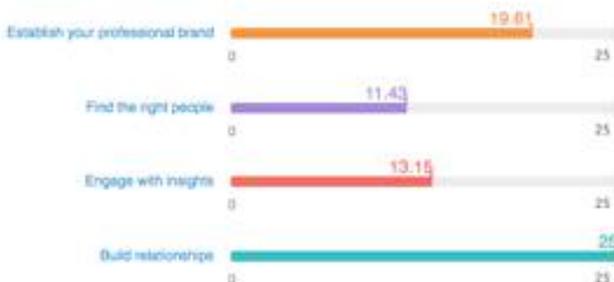
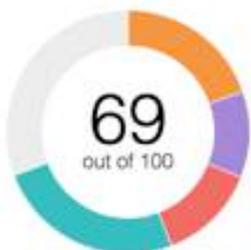
Industry SSI Rank

Top **7%**

Network SSI Rank

Social Selling Index – Today

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



People in your Industry



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

You rank in the **top 4%**

Up 13% since last week

People in your Network



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

You rank in the **top 7%**

Up 15% since last week

06:09

linkedin.com

Engage with insights



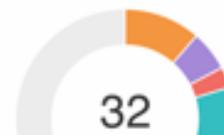
Build relationships



Weekly Social Selling Index



People in your Industry



1 2 3

MARKETER L'INNOVATION
COMMUNIQUER
RENTABILISER

One more thing...





**KEEP
CALM
AND
PASS THE
QUIZZ**



API : Interface entre Applications Programmées





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

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

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

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

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

Tous ces éléments améliorent les futures prédictions.

Utiliser le format PAPER1 pour rendre votre préconisation en trois parties :
(Marketer / Communiquer / Rentabiliser) sans dépasser une page ou 1500 signes
Avant 21 dec 2018 18H00 / par mail / en PDF / hubert@kratiroff.com

ipapi : un outil gratuit pour géolocaliser vos visiteurs en temps réel

Fabian Ropars, le 29 octobre 2018

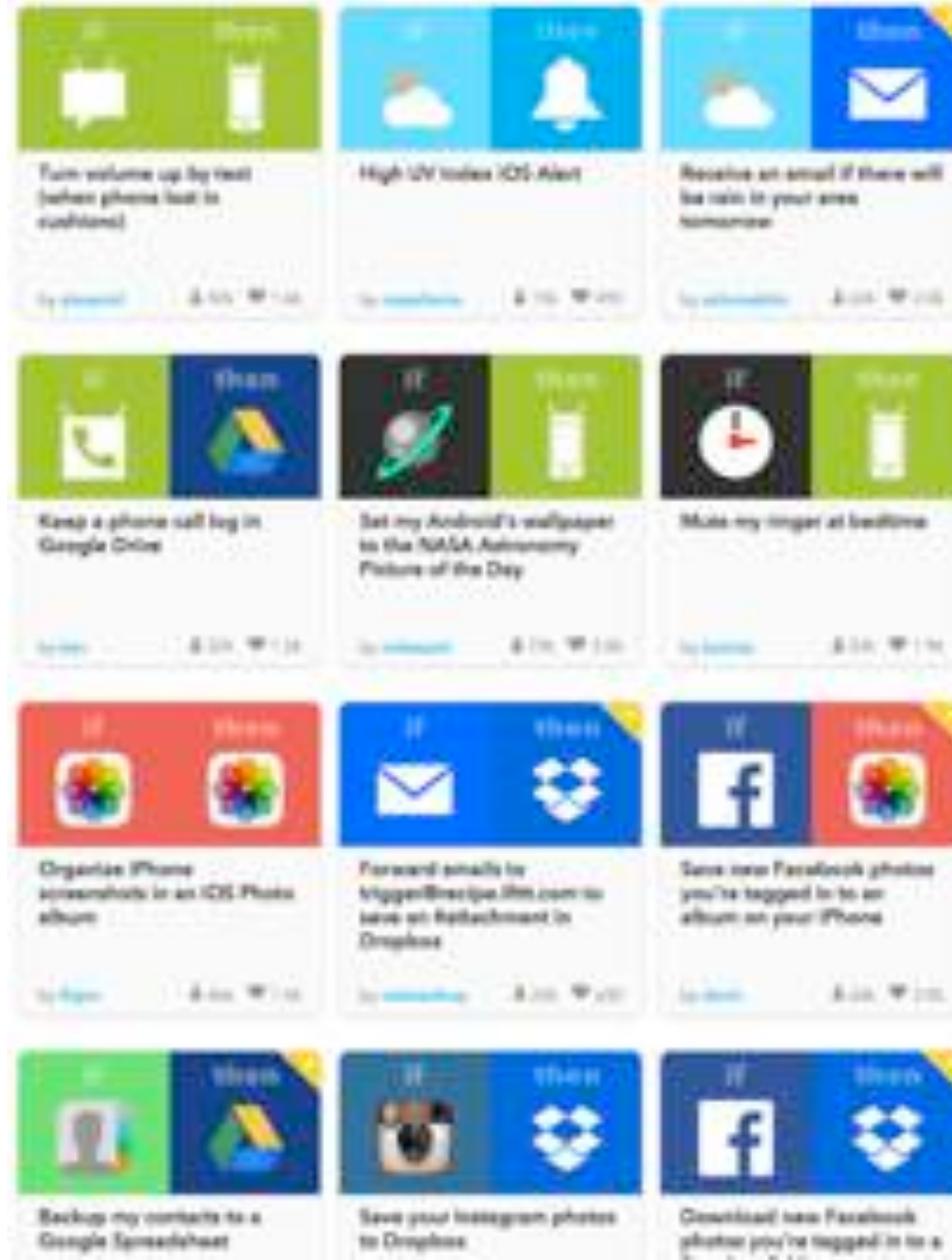
Nous vous présentons régulièrement les différents produits d'[APIlayer](#), cette start-up est en effet spécialiste des API permettant d'automatiser certaines tâches, et de donner de la valeur aux données. Leur dernier né s'appelle [ipapi](#), et le service permet de géolocaliser les visiteurs grâce à leur adresse IP.

Toutes les datas disponibles grâce aux adresses IP

The screenshot displays the ipapi API interface. On the left, there is a sidebar menu with the following items: "Language Detection", "Currency Detection", "Time Zone Lookup", and "Fraud Prevention". The main content area shows a flow diagram. It starts with an input field containing the IP address "192.168.1.1". An arrow points to a box labeled "ipapi". Another arrow points to a box labeled "ipapi". A final arrow points to a box labeled "New York, NY". To the right of this flow, there is a list of data points: "New York, NY", "New York, NY", "New York, NY", "New York, NY", and "New York, NY".

Des tarifs pour tous les besoins

		BEST VALUE	
 Free	 Standard	 Business	 Business Pro
Free forever, no commitments	Basic level of core features and up to \$100K monthly requests	Our best seller - advanced features and up to \$100,000 monthly requests	Professional level of complete set of full features and up to 2 million monthly requests
\$0 per month	\$10 per month or \$100/first year	\$50 per month or \$500/first year	\$100 per month or \$1000/first year
SIGN UP	SIGN UP	SIGN UP	SIGN UP



The Zapier logo, featuring a stylized sunburst icon above the word "zapier" in a white, lowercase, sans-serif font, all contained within an orange rectangular background.



intro

INSPIRING IDEAS AND TALENT*

ET SI INNOVER ÉTAIT DÉJÀ DÉPASSÉ ?



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

en partenariat avec



GRENOBLE-EM.COM

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

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



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

* En partenariat avec CCI Grenoble



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

en partenariat avec



Whois?



Henri Crohas

Ingénieur génial

Brevets sur :

Son, compression vidéo,
streaming

Fondateur de ARCHOS





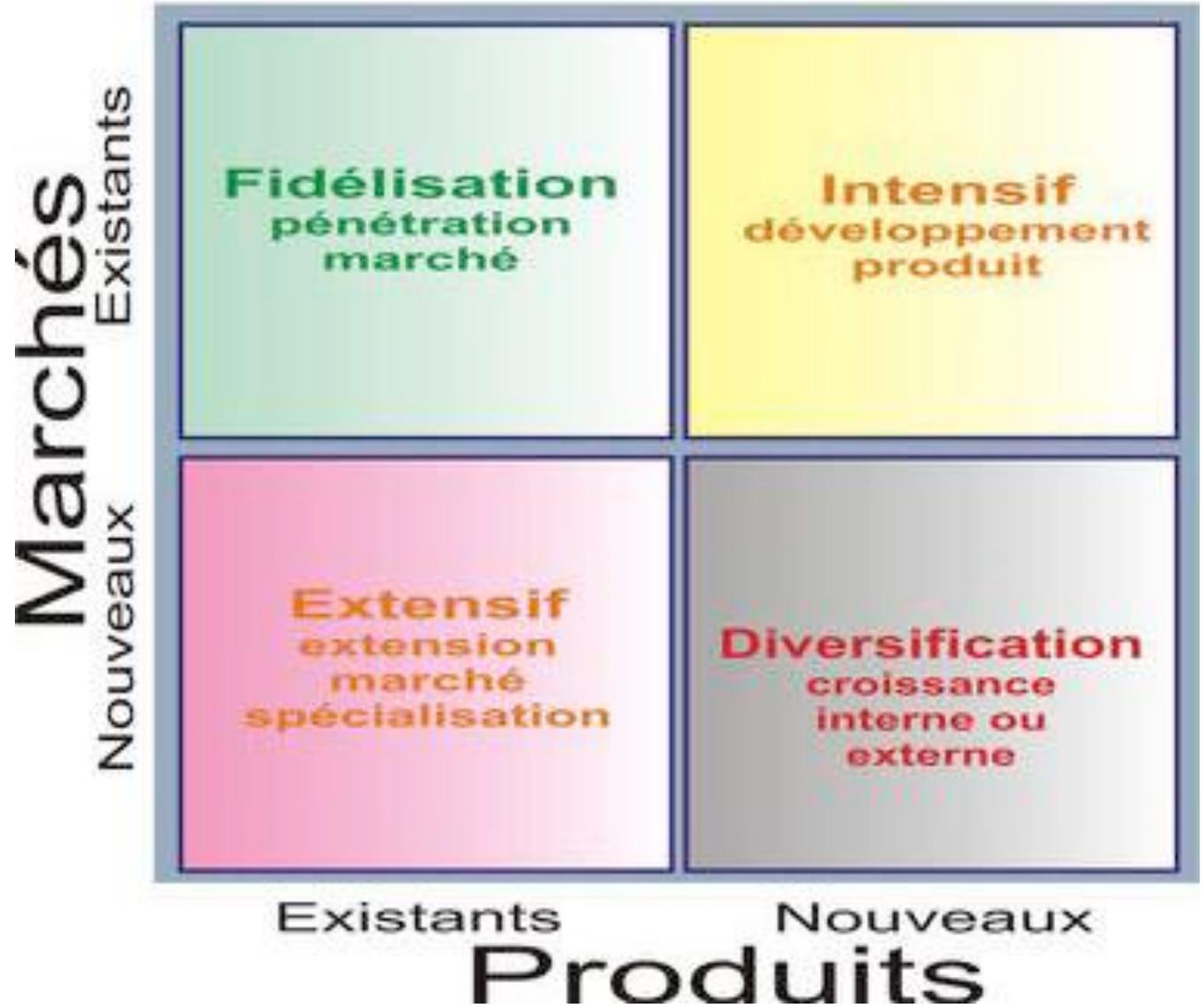
Comment gérer
les innovations &
les technologies ?

PARADOXE DU DÉVELOPPEMENT

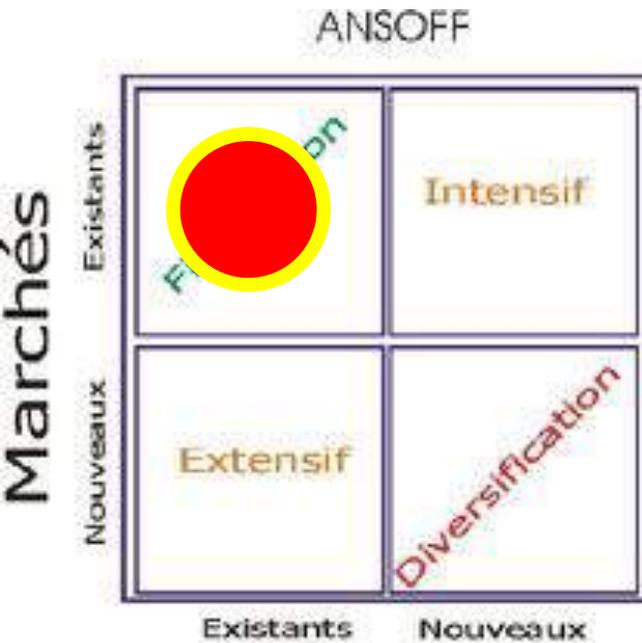


Décomposition stratégique d'Ansoff

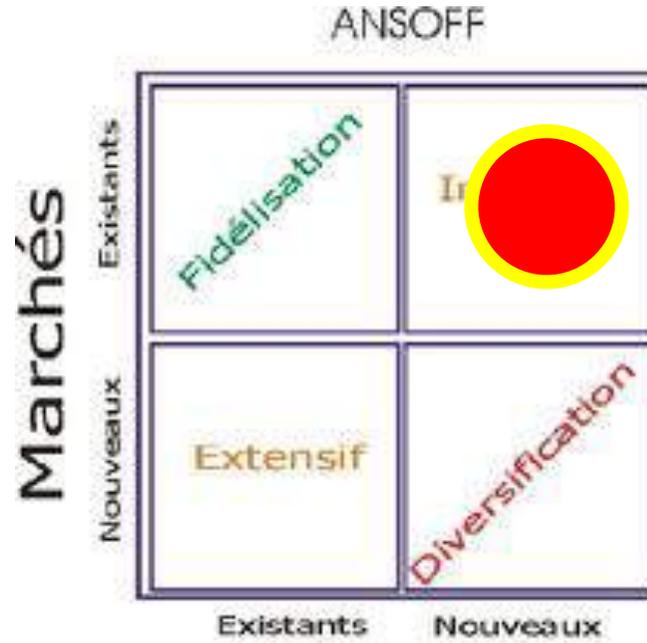
Igor ANSOFF (1918-2002)
The new corporate strategy



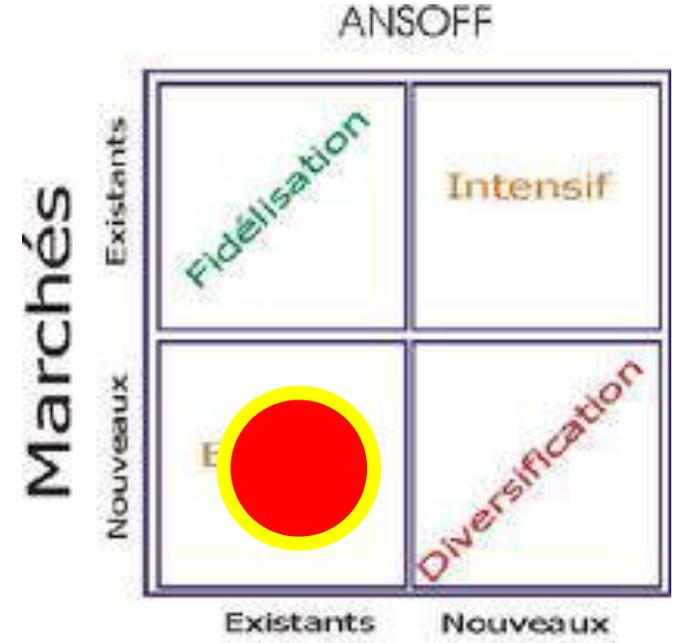
Décomposition stratégique d'Ansoff



2017

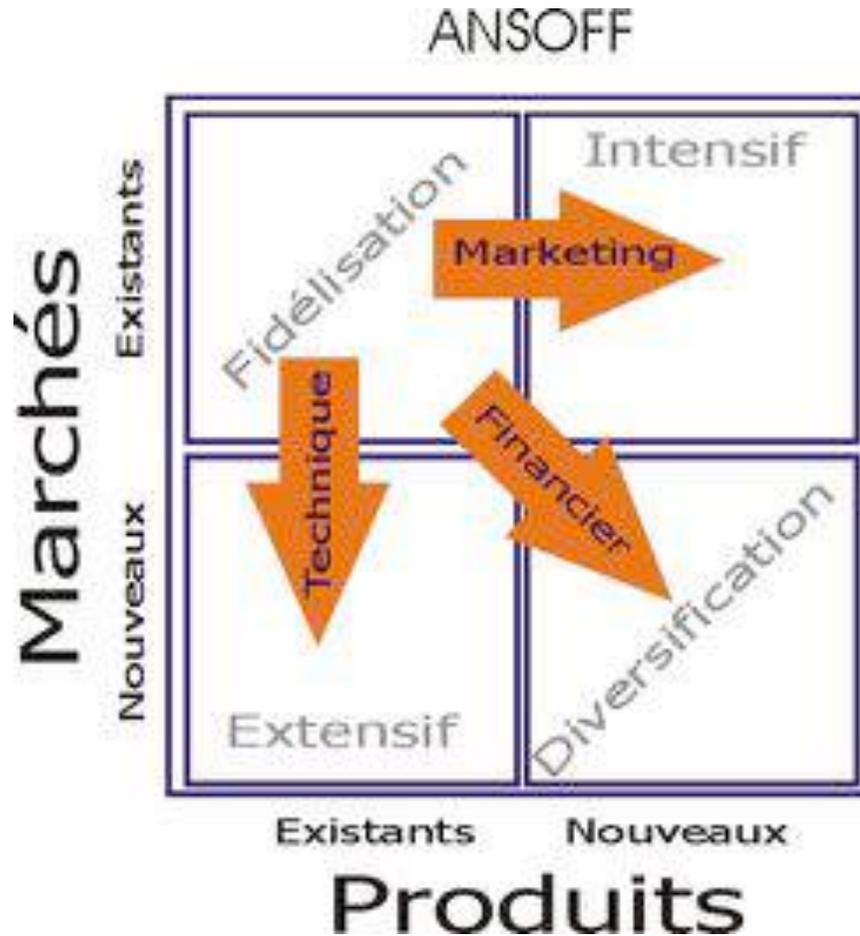


2018



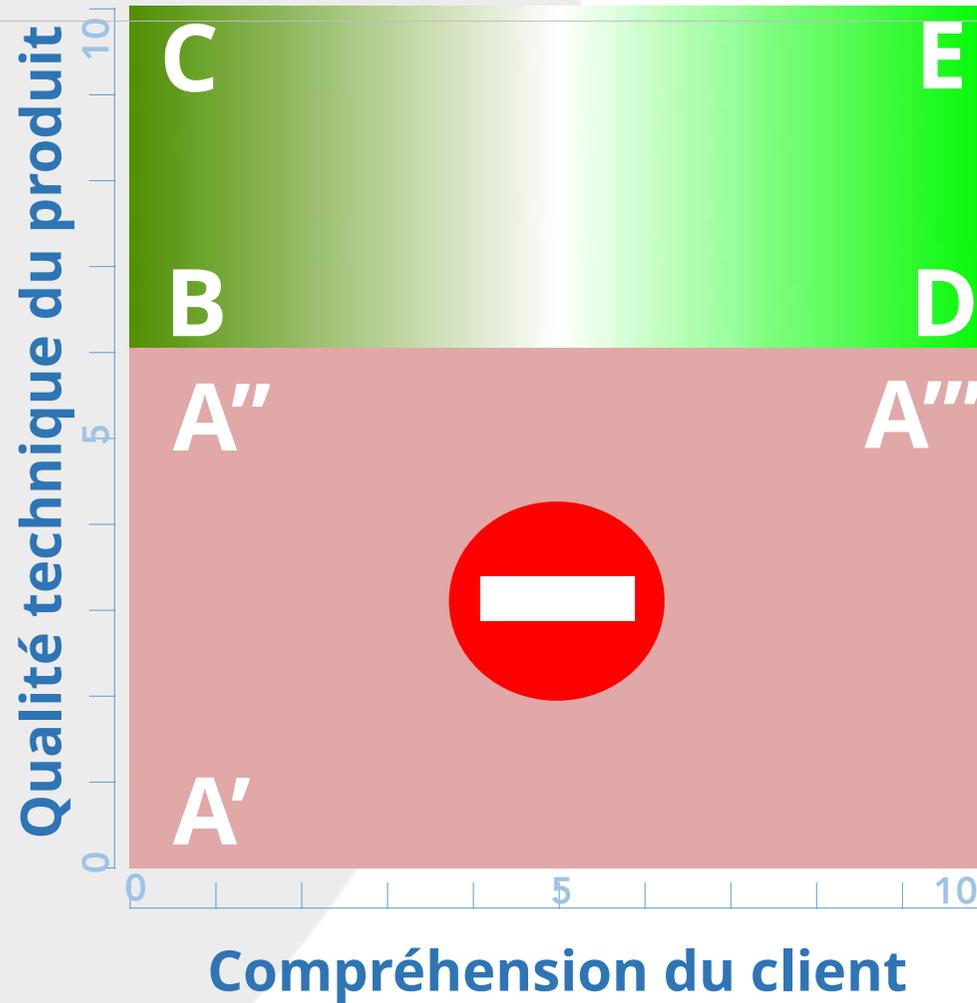
2019

Décomposition stratégique d'Ansoff



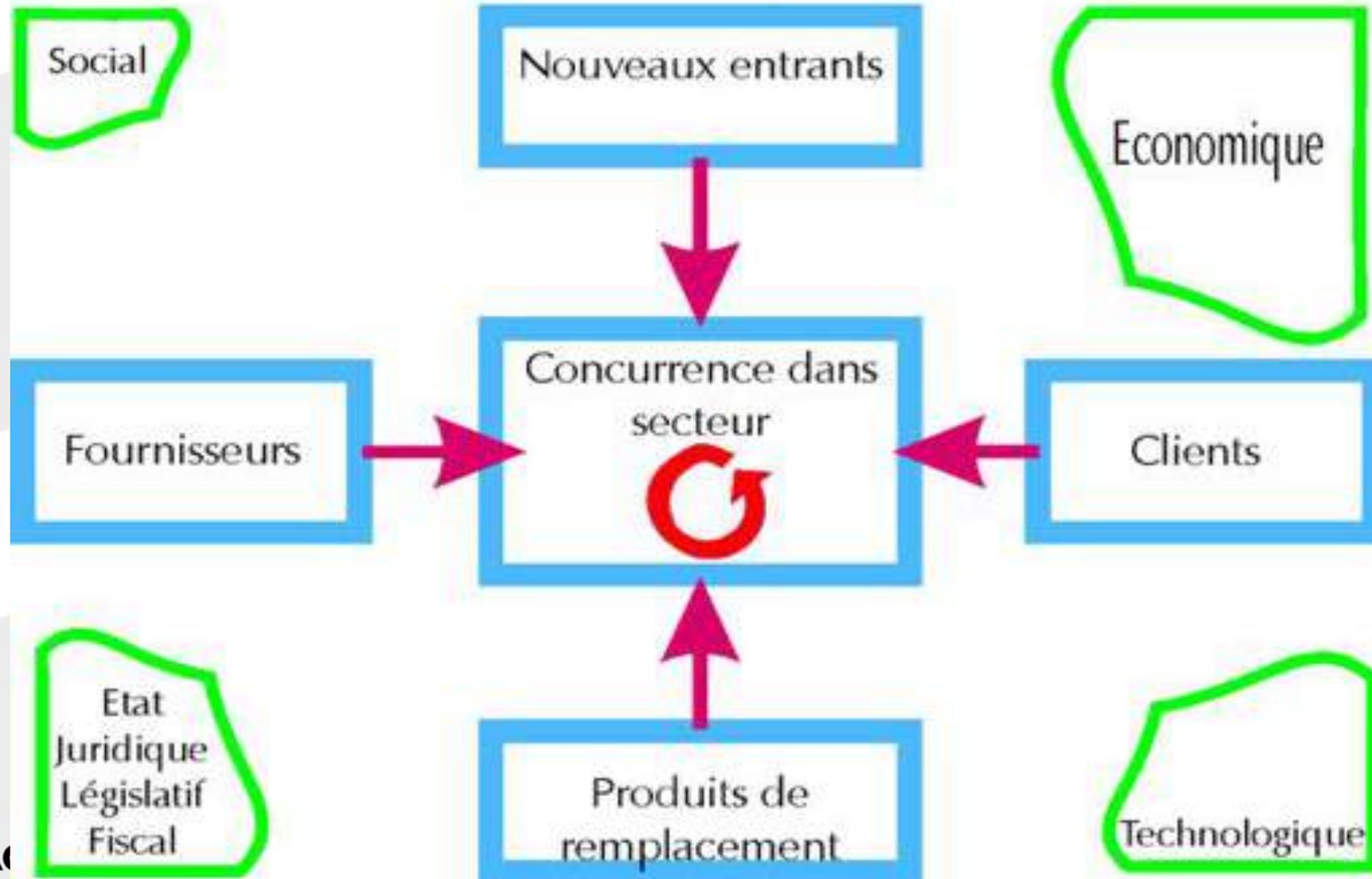
LES ENTREPRISES
TECHNOLOGIQUES ONT BESOIN
DES MEILLEURS... MARKETEURS

Matrice de progression



Matrice de Michael Porter

matrice des cinq forces



Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai langage, voici 250 acronymes – pas tous pertinents – du marketing digital... qui est le marketing de tous les jours ! Et même si vous pensez, comme Elon* que AS5 (acronyme seriously suck), sachez que TAWYG (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (ou bonne utilisation) !
* voir le film Mark & ses Amis en 2010 (Travis, Sean & Cole City, Bing and previously PayPal's ou moins)

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

BOFU: Bottom Of Funnel (cf. ToFu)
BPM: Business Process Management
BR: bounce rate (valeur stable à une seule page ou non réception d'un email)
BRICS: 5 countries competing with Trade and No IT
BTG: Buy One Get One (BOGO)
BTF: Below the fold (en dessous du pl, donc invisible - cf. ATF)
BTJ: below the line (cf. ATL & hors media)
BuG: Business to Government
BusR: Business to Retail
BYOD: Bring your own device (cf. CYOD)
CAC: Customer Acquisition Cost (ou cycle d'activité client entrée du nouveau client)
CAD: communication audiovisuelle dynamique (cf. DOOH & digital signage)
CCO: Chief Customer Officer
CCU: cf. MCC
CCV: Carter des Changes
CDJ: customer digital Journey
CCO: Chief Digital Officer (ou Chief Data Officer)
CDN: content delivery network / réseau de diffusion de contenu (AKAMGA)
CDP: Customer Data Platform (it's more than a DMP and CRM)
CEM: Customer Experience Management
CES: Customer Effort Score
CGI: Computer-generated imagery
CHO: Chief Happiness Officer
CLI: command line interface
CLV: Customer Lifetime value
CM: Community Manager
CM: Communication Marketing insights (SMC)
CMO: Chief Marketing Officer
CMS: Content management system
CNS: Commission Nationale Informatique et Liberté (cf. RGPD)
COOC: Corporate Open Online Course
COE: Cost Of Sale

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

Les 150 définitions Conférence NoLimit



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

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

LEÇON INAUGURALE ÉCONOMIE & MARKETING



COLLÈGE
DE FRANCE
—1530—

Méfiez-vous des recettes des années 60

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

WU EN
COURSE
comic

HER.090

Harvard Business Review

JULY-AUGUST 2014

48 Strategy
Four Paths to Business
Model Innovation
Karen Sirois and Sergio Nolasco

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

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



The New Basics of
MARKETING

~~4P~~

M3 Modern Marketing Model

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

meeting
needs
profitably

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





**your
happiness
is my
business**

Aphorisme de Hubert Kratiroff

“

MARKETING

IS NO LONGER ABOUT

the stuff you make

BUT ABOUT THE

STORIES

you tell.

”

- Seth Godin

The best marketing strategy ever :

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

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

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

*Hubert Kratiroff
(2004 Chef de Produit)*



Satisfaction vs. Profit



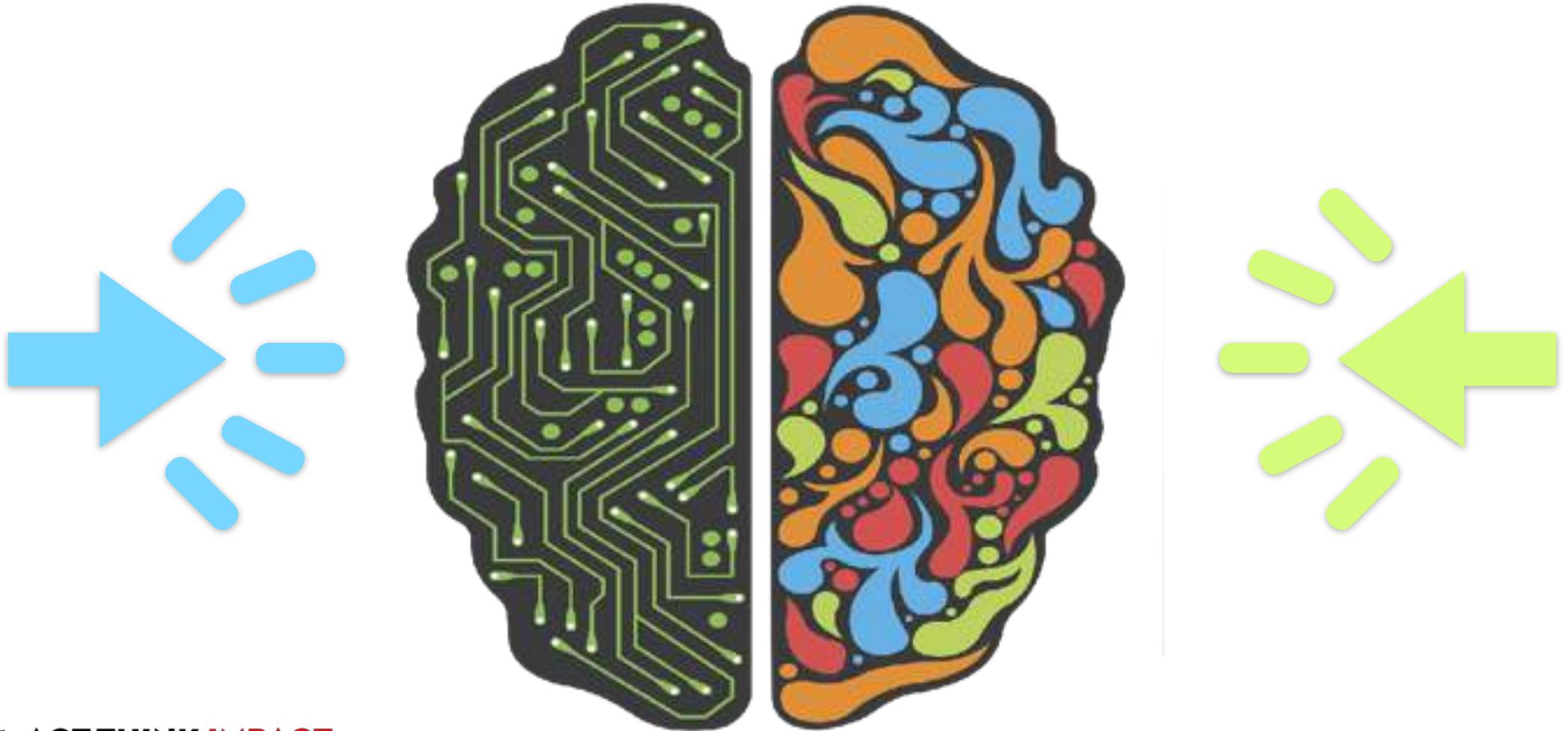
PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares

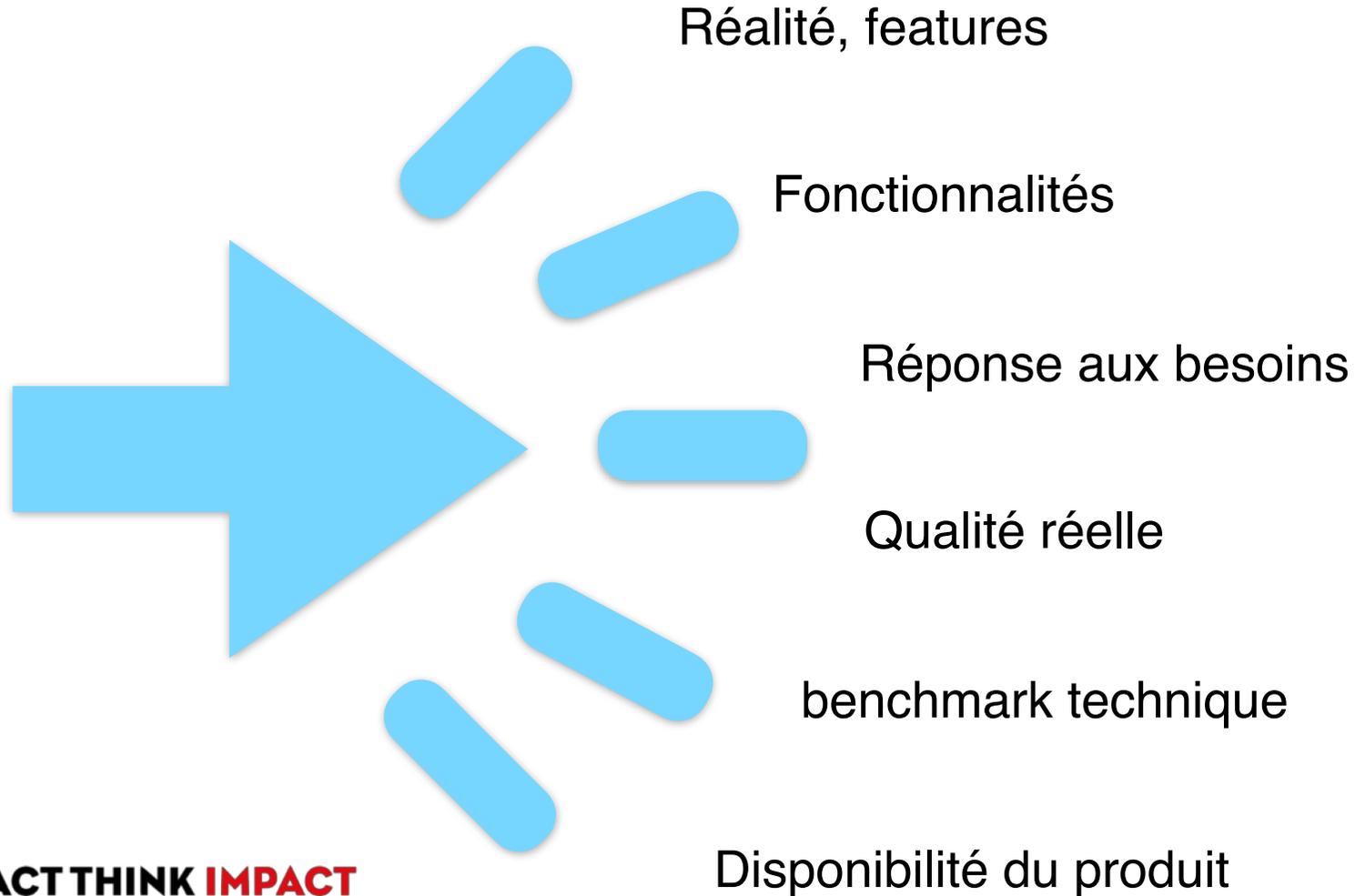
Objective : features

Subjective : insight

Satisfaction objective / subjective

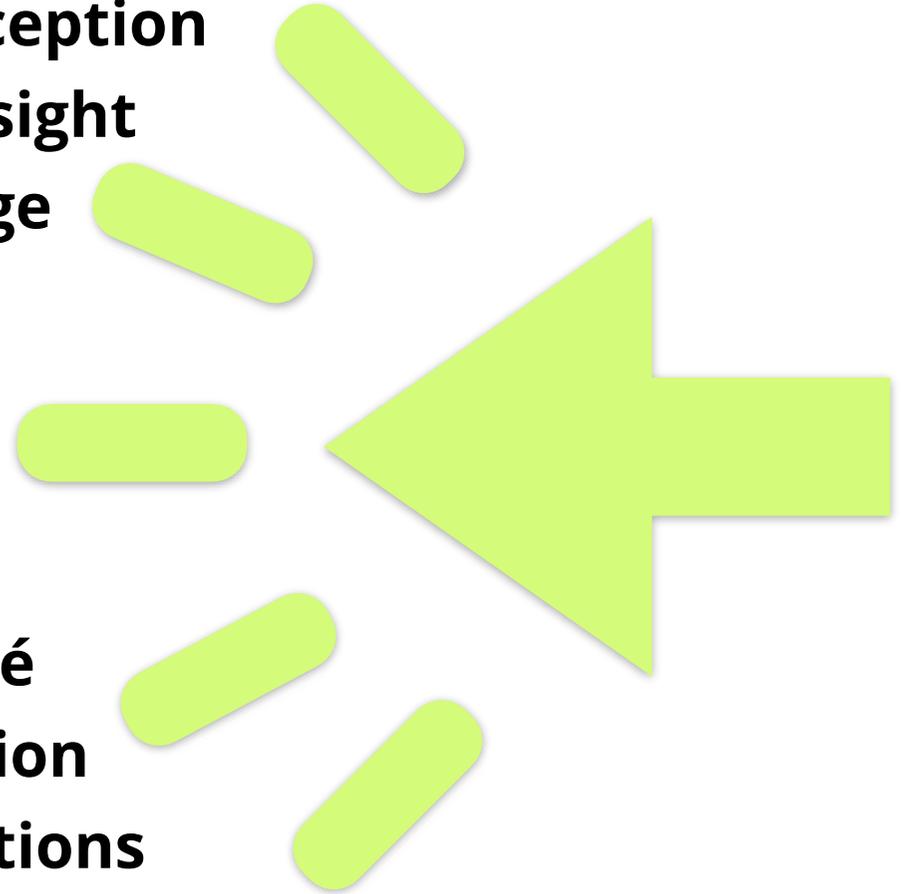


Satisfaction objective (cerveau gauche)



Satisfaction subjective (cerveau droit)

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



Discipline reine du marketing

=

Positionnement

~~SWOOT~~

WUCCA

+

complexity

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

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

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

volatility

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

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

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

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTION? —

ambiguity

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

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

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

uncertainty

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

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

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

— HOW MUCH DO YOU KNOW ABOUT THE SITUATION? +

VUCA : NIKE with colin Kaepernick



Believe in something.
Even if it means sacrificing everything.

 Just do it.

VUCA

VOLATILITY

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

UNCERTAINTY

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

COMPLEXITY

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

AMBIGUITY

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



THE NEXT BIG THING

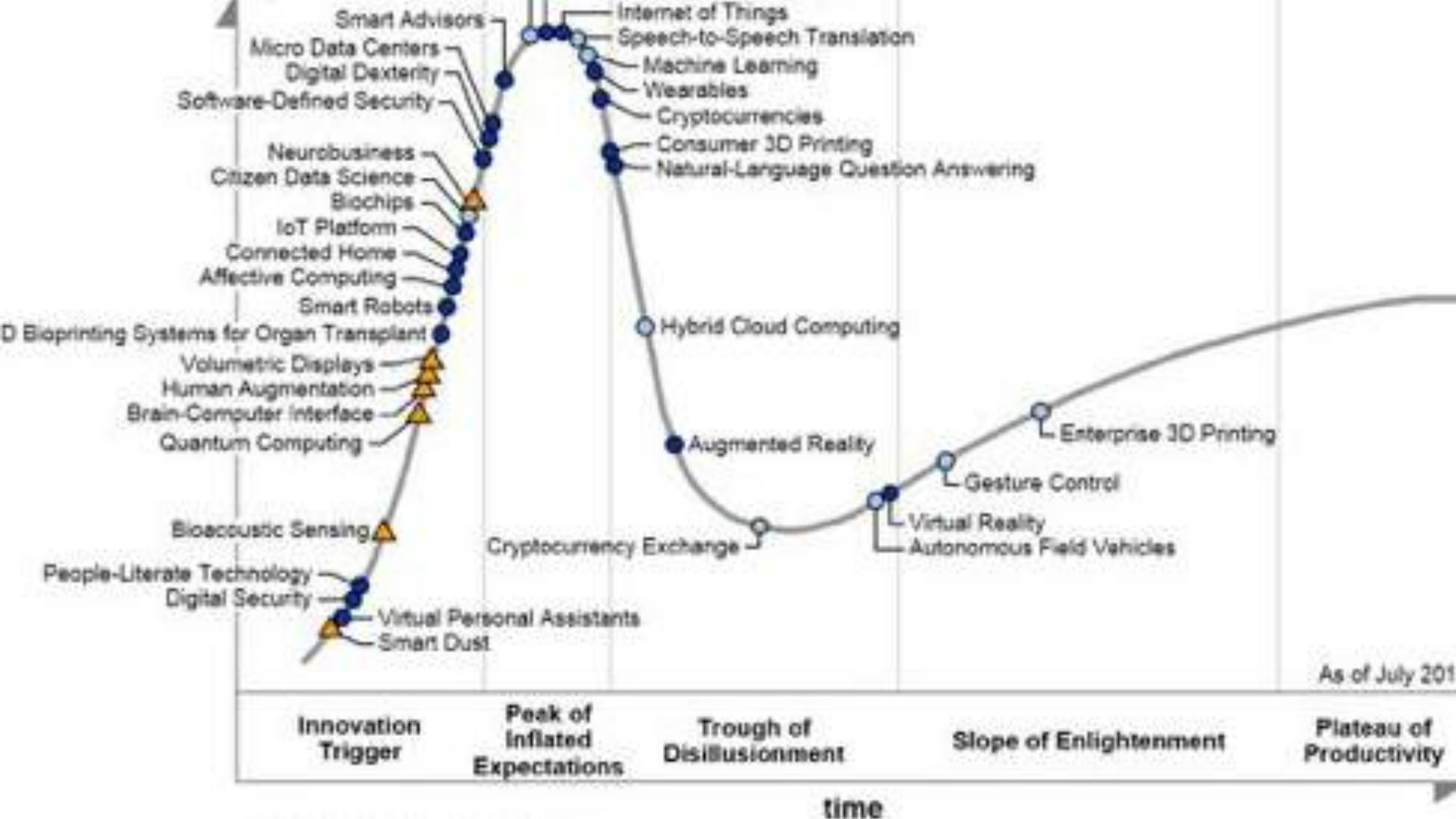


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UNIVERSITÉ GRENOBLE Alpes



CCI GRENOBLE



NBIC

NBIC

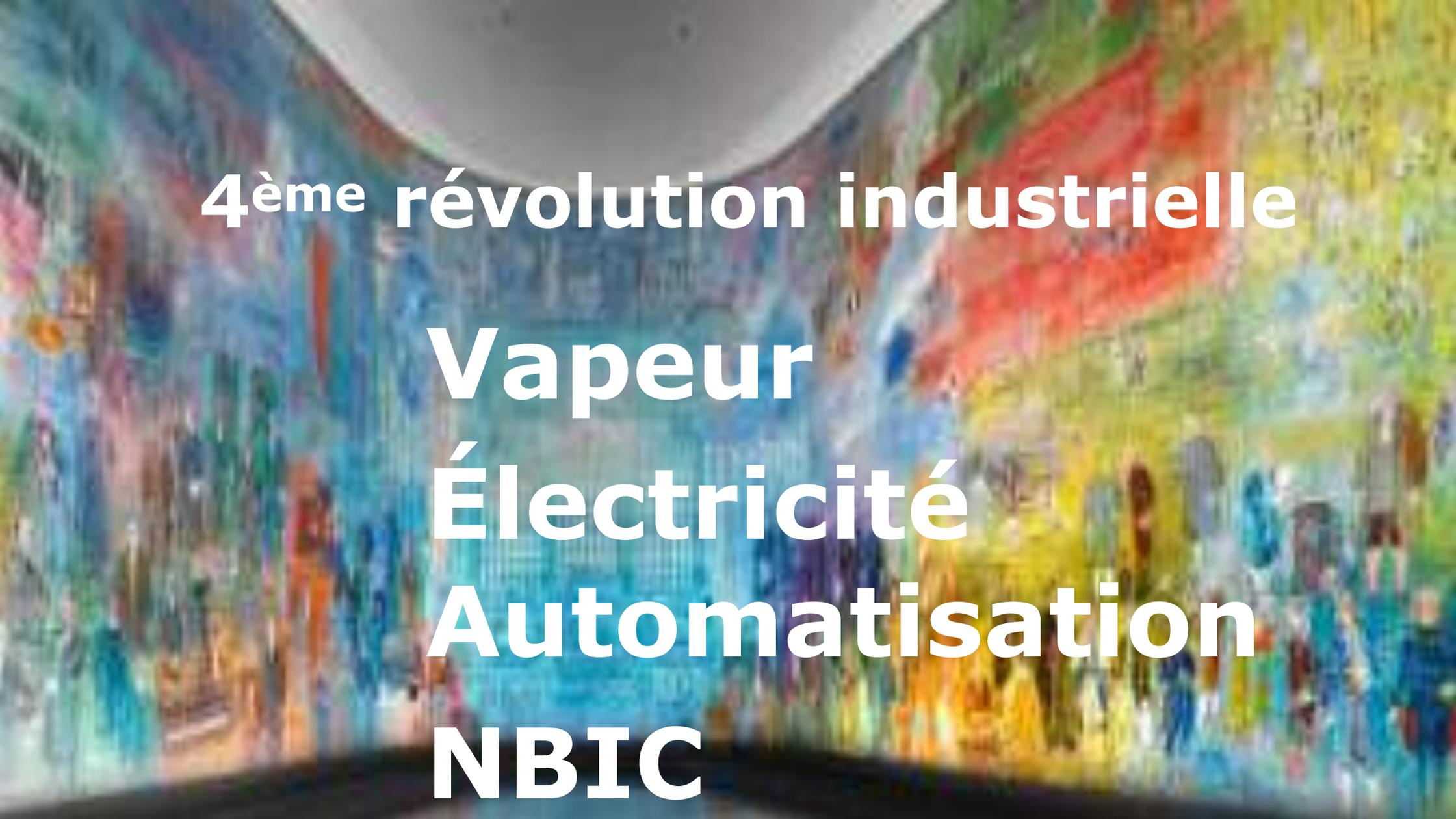
Nano

Bio

Informatique IOT

Cognitif, AI





4^{ème} révolution industrielle

Vapeur

Électricité

Automatisation

NBIC

Révolutions :

social
économique
technologique



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CCI GRENOBLE

Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



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économie vs. marketing
=
rationalité des agents

Amartya SEN

Nobel 1998 pour IDH



Richard Thaler

Nobel 2017 pour Nudge



ed ag
food civic
insur
TECH
mar med
green
fin
ad

economics
blue **expectation**
micro **sharing** *macro*
economy
barter **gift**
offre *market* *neuro*
attention

Économie de l'attention

Expectation economy

économie comportementale

like

clic

engagement

RT (ReTweet)

nudge marketing

~~TIME
=
MONEY~~

“

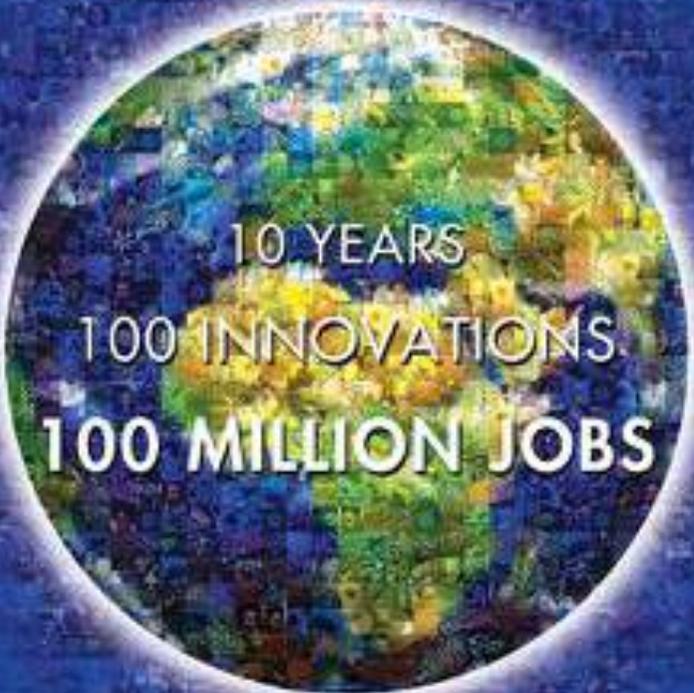
ATTENTION

=

MONEY

”

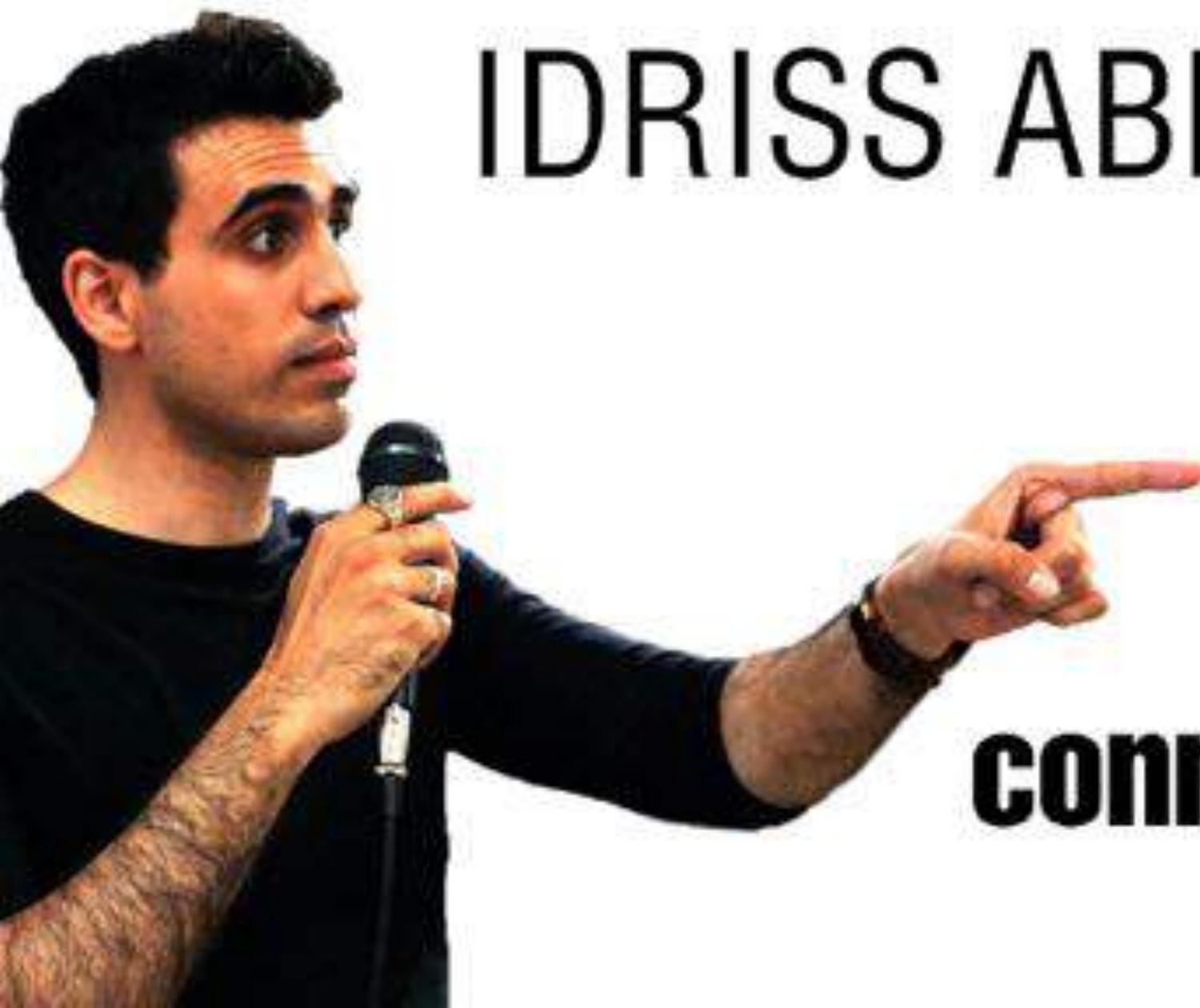
THE **BLUE** ECONOMY



10 YEARS
100 INNOVATIONS
100 MILLION JOBS

Gunter Pauli

REPORT TO THE CLUB OF ROME

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

IDRISS ABERKANE

**Économie
de la
connaissance**



BLUE OCEAN STRATEGY

How to Create
Uncontested Market Space
and Make the Competition Irrelevant

W. Chan Kim · Renée Mauborgne

COAUTHORS OF THE BESTSELLING STRATEGY FIRST







LE BUREAU DES LEGENDES

Numérique

techno, electro, computer,
enable companies to do things greater

Digital

the way from finding clients to earn income
change business model, process, objective

Cyber

security, resilience
... bureau des légendes



**LE BUREAU
DES
LEGENDES**

**Digital
Numérique
Cybernétique
Technologies**

=

DATA
contrôle

=

INDIVIDUEL
personnalisation

=

Éthique
politique

Key TakeAways

ce qu'il faut retenir



⋮)

=

€

Meeting
needs
profitably
in a VUCA
world



sli.do

sli.do

[Pricing](#) [Features](#) [Resources](#) [Contact](#)

[ADMIN](#)

[SIGN UP](#)



Audience Interaction Made Easy.

Live Q&A and Polls for your Meetings & Events

#gem

JOIN

or

+ CREATE EVENT

[request a demo](#)

#

gem



INSPIRING IDEAS AND TALENT
TECHNOLOGY & INNOVATION

QrCode



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MANAGEMENT**



ACT THINK IMPACT





michelleobama



WeChat



ACT THINK **IMPACT**



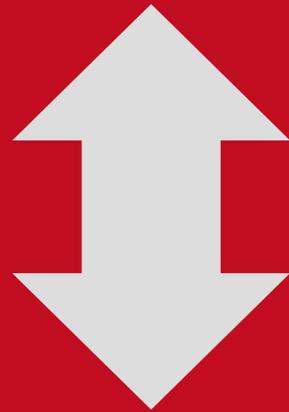
微信支付
WeChat Pay



Tencent 腾讯

QrCode : phygital

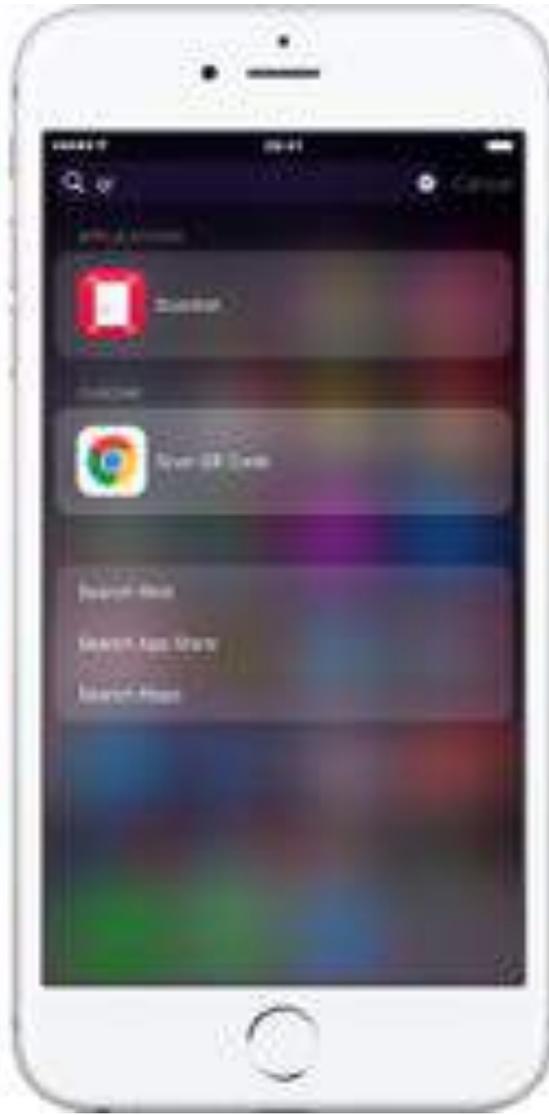
Lien analogique/physique



digital

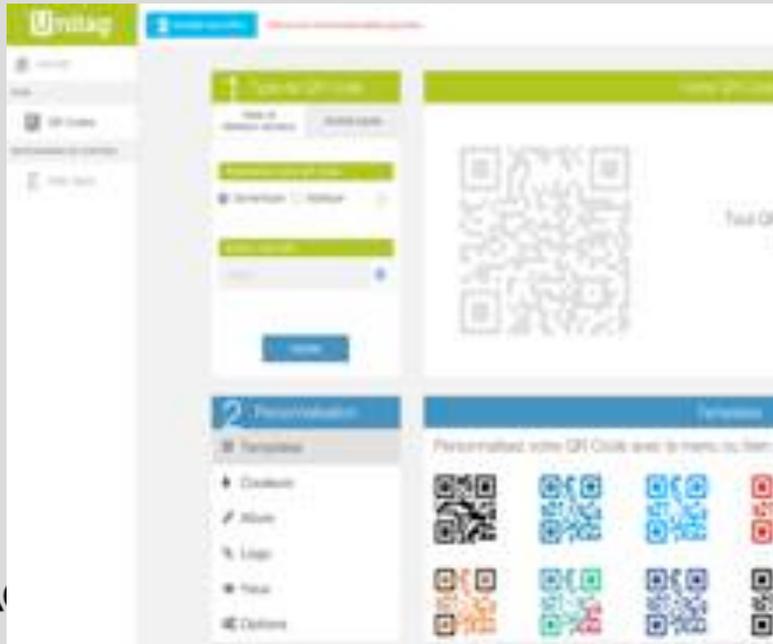


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MANAGEMENT
TECHNOLOGY & INNOVATION



1

UNITAG
pour encoder
avec action



2

UNITAG
pour lire sur
mobile



Générateur de QR Codes

🌟 Gratuit et immédiat ✏️ Personnalisation facile ⌚ Durée de vie illimitée

Type de QR Code

Web & réseaux sociaux | Autres types

Entrez votre URL

<http://www.toutsurlemarche.fr>

VALIDER

Votre QR Code



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

TELECHARGER LE QR CODE

URL shortener



LINK MANAGEMENT

ENTERPRISE

RESOURCES

BLOG

LOGIN

SIGN UP

GET ENTERPRISE

HARNESS EVERY CLICK, TAP AND SWIPE.

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

Paste a link to shorten it

SHORTEN

GET STARTED FOR FREE

or Go Beyond the Basics →



ACT THINK **IMPACT**

Décomposition du marketing digital



1 - Philosophique : vision

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

3- Opérationnelle : court terme



Philosophique, stratégique et opérationnelle

1

La philosophie marketing

Philosophie

1. Consommateur au centre
2. Démocratie marketing

consumer focus

customer obsession ()

Marketing

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

Peter Drucker

2

Marketing
STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à la matrice d'Ansoff

Sert de base au positionnement

Principe de la segmentation

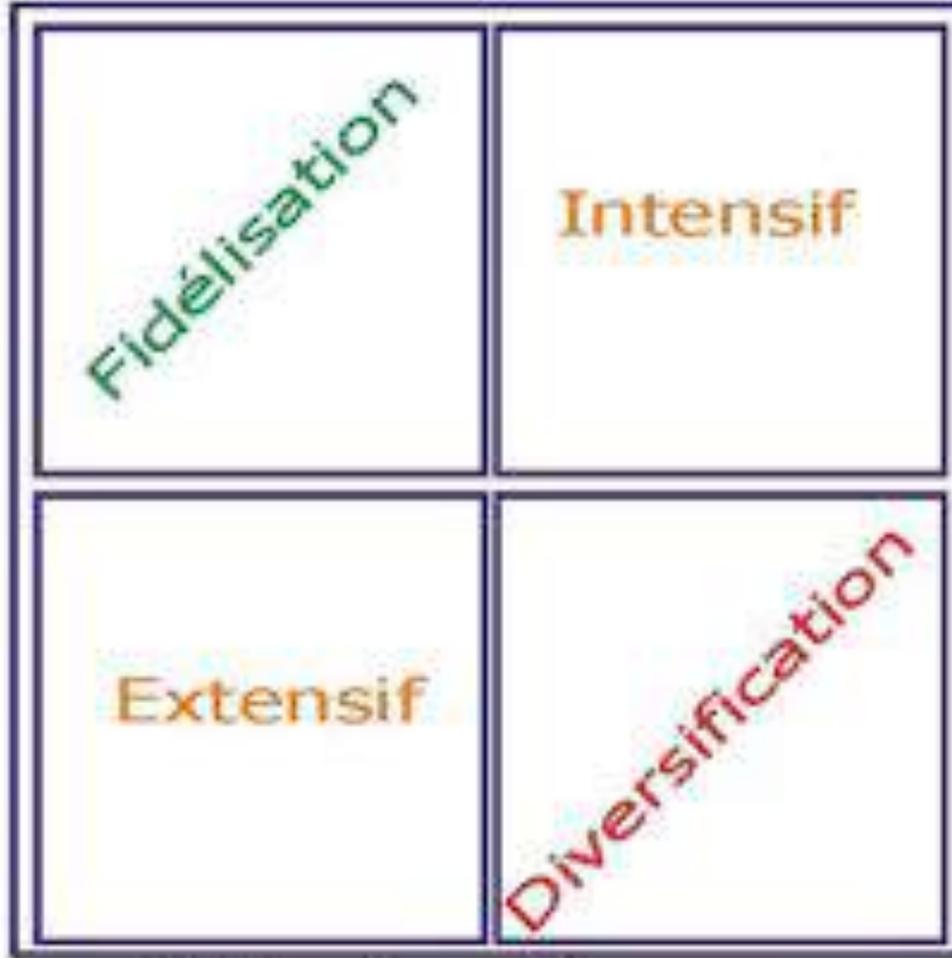
Outil de réflexion universel

ANSOFF

Marchés

Existants

Nouveaux



Existants

Nouveaux

Produits

Décomposition stratégique d'Ansoff

Marketing Opérationnel

=

3

3 x 6 moyens

MM

6

TM

6

DM

6

Marketing Opérationnel

18

Marketing Mix

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

Trade marketing

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

Digital Marketing

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

Digital Marketing



DM
DigitalMarketing
e-Business
Digital Business

e-advertising
Web Advertising
M-Advertising
S-Advertising
eAff ads

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

Strategic
eMarketing /
M-Marketing
SocialMarketing
Marketing
M-FCOM

Web Design Management
UserCentric / UserCentric

SEARCH
SearchMarketing
SearchMarketing
SEM

- Web Design and systems
 - Web Design
 - Platforms
 - ICT
 - AI ML
 - API
 - Mobile
 - WFO Personality
 - Google Ad

Research
Empirical

- Web Analytics : BigData
 - Analyse des logs serveur
 - Analyse de ranking
 - Big Data
 - Etude en-line e-survey
 - Segmentation / Generation / Persona
 - base de transformation
 - AB Testing / A/B Conversion Rate Test
 - AB testing
 - abandon panier
 - mail metrics ratios
 - conversion research
 - SPS / COX / KANO - Recherche
 - AD TESTING
 - SPS

- SEO
 - Content
 - Link Building / Linking
- SEA
 - keywords / adwords
 - PPC / Pay Per Click
 - API tracking
- ASO app store optimization
 - Index
 - Rating
- SMD Social Ranking
 - Social Search
- OUTLS
 - Suppliers
 - Media Search
 - Product Search

Social Network Marketing

- Video
- Live Streaming
- in-mailing
- Change in compartment
- Marketing
- Marketing services search
- Brand Content
- CRM
- in-marketing
- in-marketing
- in-marketing
- in-marketing

- Marketing
- Marketing services search
- Marketing services search
- Marketing services search

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Cs Content Strategy	
Ar Audience	Sh Shareability
V Voice	Vi Visuals
Im Image	Pr Price/Package
Ev Event	Wb Website
Gm Goals	Ap Audience
To Topic	Eb Event
P Platform	So Social
Ei Email	Em Event



A seven-step guide to success

1. Find 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 state of being triggers. Be sure to work the emotions.
7. Always double check your work.

Pv Platform	Uv User	Nv New	Br Brand	Tf Topic
Ni New	Do Done	Cl Content	Kp Keywords	Le Lead
Bm Brand	Rp Relationship	Pm Platform	Dg Design	Br Brand
Im Image	Pr Price/Package	Ho Home	Re Review	Qu Quote
Ti Topic	Bp Brand	Co Content	Ca Case Study	St Story
De Design	We Website	Bl Blog	Of Offer	Mi Metric
Am Audience	Rm Relationship	Se Social	S Social	S Social
Ev Event	Wb Website	Iv Video	As Article	Rs Review
Lb Lead	Hi Home	Ee Event	Rc Review	Tr Topic
Cm Content	Tw Twitter	Fa Facebook	Li LinkedIn	Pi Pinterest
Is Image	So Social	S Social	S Social	S Social
Gm Goals	Ap Audience	Qz Quote	Ex Event	Pd Product
Fu Format	Te Topic	Bg Brand	In Image	Op Offer
Ch Content	Yo YouTube	Vm Video	Gp Goal	Fo Format
Tu Topic	Nm New	Me Metric	Nm New	Me Metric
To Topic	Eb Event	De Design	Gl Goal	Da Data
Pc Product	Sv Social	An Article	Fi Format	Gf Goal
Re Review	Ig Image	Vn Video	Sl Social	Fl Format
Sm Social	Sh Share	Sm Social	Sh Share	Sh Share
P Platform	So Social	Ga Goal	Mm Metric	Fr Format
Tm Topic	Dm Design	Nj New	Hn Home	Ps Platform
Ad Article	Eg Event	En Event	Ad Article	Ad Article

Fu Format	Sx Social	Sg Sharing	Mv Metric	Un User	Cv Content	Co Content	Ig Image	Rd Review	Zg Zigzag	Aw Audience	Up User	Di Design
Sq Social	Se Social	Co Content	Fm Format	Hd Home	Tv Topic	Gd Goal	Pe Platform	Do Design	Fc Format	Cd Content	Ct Content	Fd Format



Visuals designed by
Chris Lake (2016)

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CONTENT MARKETING / NATIVE LUMAscape

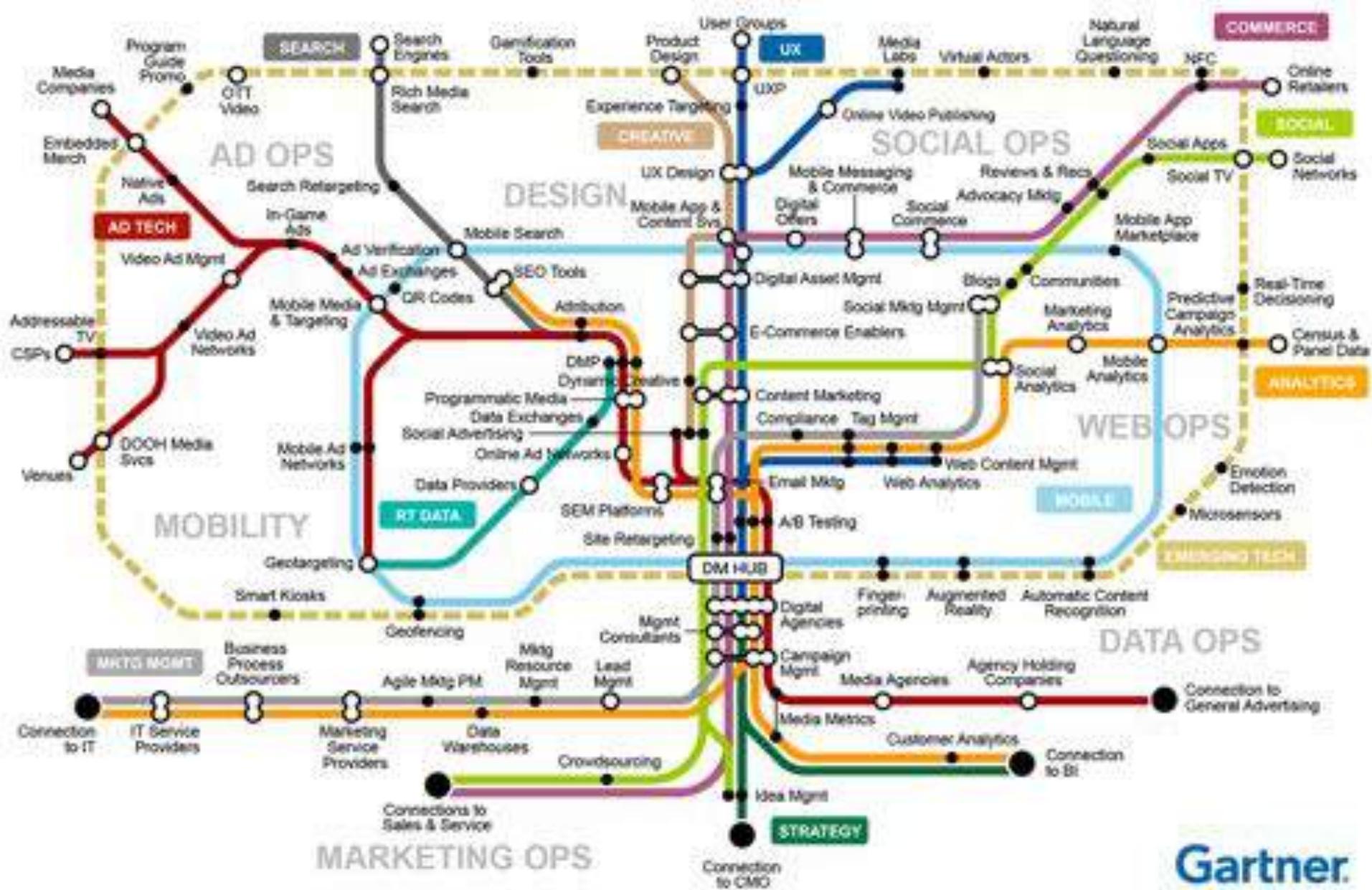
MARKETER

CONSUMER



Search: Google Aol. YAHOO! bing **EXACT** yelp Citysearch® Yandex YAHOO!





TOOLS



XMind



XMind 8
The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2008-2018

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coggle

coggle.it





Mail Chimp (ESP)

SurveyMonkey

PPT (masque / master)

Word (style)

xMind

Gantt

Unitag

Xcode

Excel (TCD)

GoogleTrends

TXT sublime

Browser (Chrome)

HTML



CSS



JS



WORDPRESS



LINK IN BIO

FTP

Sketch3 / iDraw

Canva

Cloud SAAS PAAS

AWS / OVH

bunkR / Prezi

TRELLO / Scrumblr

GoogleDrive (Gantter)

Hadoop

Doodle

SalesForce

Merkato

NODE

ANGULAR D3js



PRESTASHOP





LinkedIn

NO LIMIT



NO LIMIT



LIQUIDE

Un nouveau continent ...



... de 2 milliards d'habitants



Mark Zuckerberg
June 27 - Palo Alto, CA, United States · 🇺🇸

As of this morning, the Facebook community is now officially 2 billion people!

We're making progress connecting the world, and now let's bring the world closer together.

It's an honor to be on this journey with you.

Like Comment Share Buffer

👍👎👏 426K · Top Comments ▾

11,932 Shares



2017天猫双十一全球狂欢节

¥1,682,696,335,159
\$25,386,927,848

11.11

Dreams change the
world,
not technology

Jack MA (馬雲 Mǎ Yún)

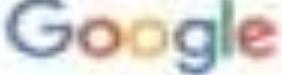




INTRODUCING
amazon go



YouTube

	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3	 Coca-Cola	41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,368	 amazon	139,286
5	 Marlboro	38,910	 facebook	129,800
6	Walmart 	37,567	 AT&T	115,112
7	 Google	37,445	 VISA	110,999
8	 IBM	36,084	 Tencent 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

GAFA

MS

NATU

BE

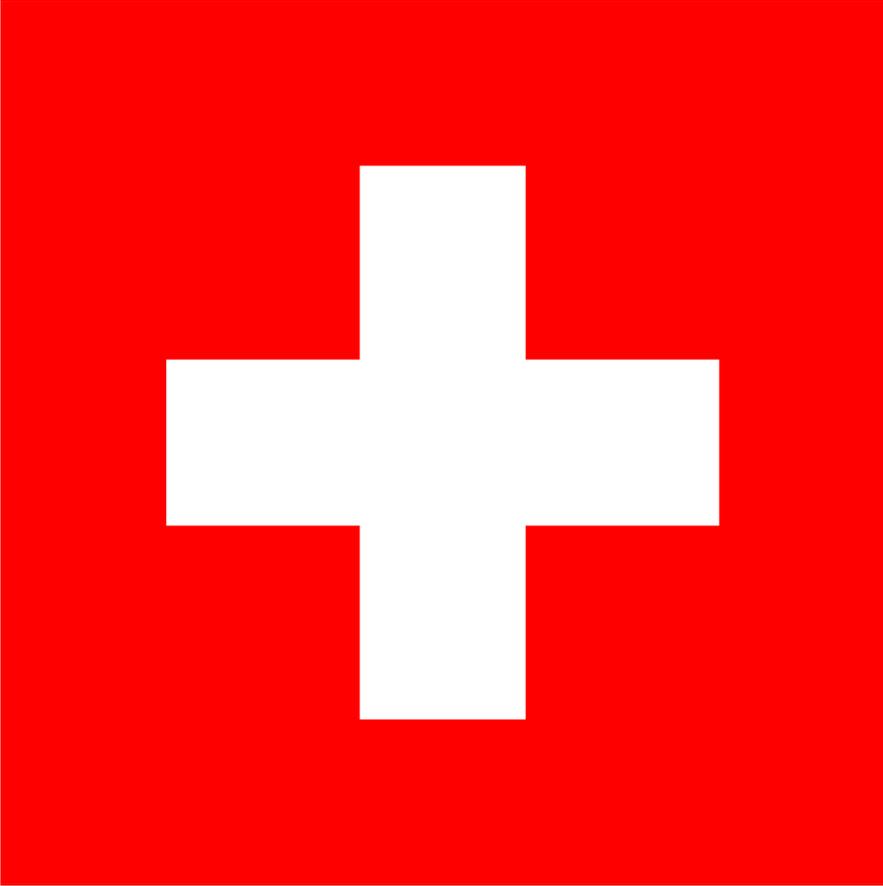
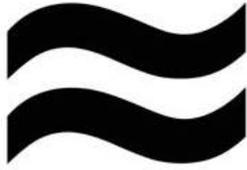
BAT

XY

Nouveaux Business Modèles



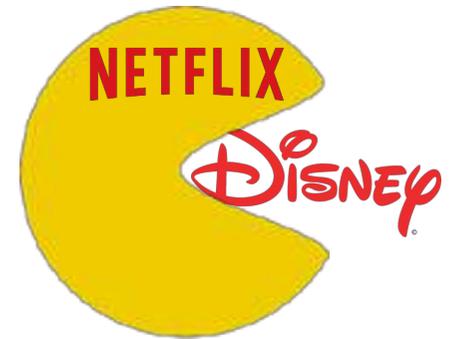
ROLEX



NETFLIX



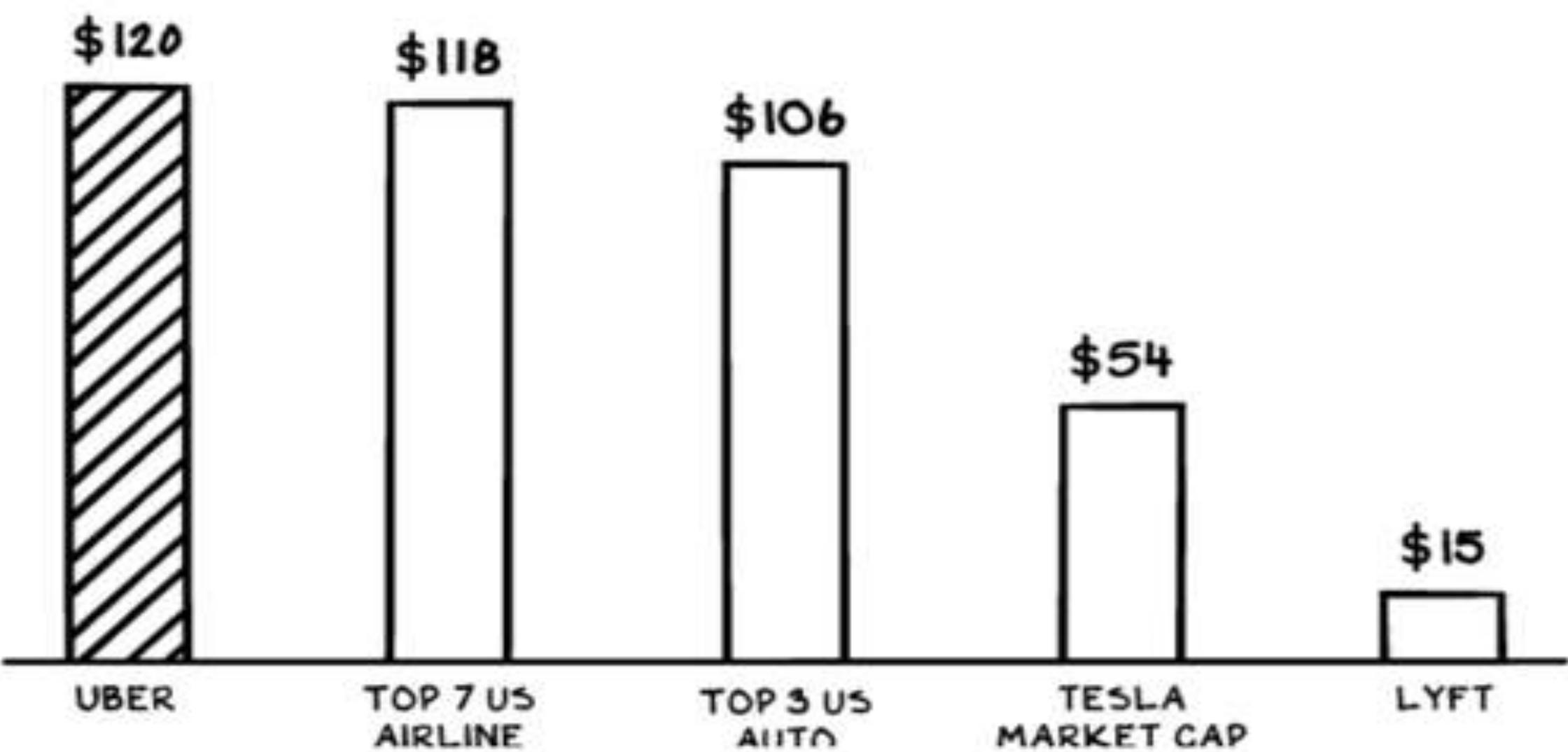
Disney





Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47





DNVB



Digital Native Vertical Brand

le slip français jimmy fairly

made.com veja

maison standard

tediber Michel

Augustin

bergamotte Dollar Save





The Mattress



The Sheets



The Pillow



The Dog Mattress



The Foundation



LIVE THE DREAM

The perfect mattress, sheets, and pillow for everyone

Matelas CASPER
Casper Mattress

JIMMY FAIRLY

Homme

Femme

Buy one, give one

Notre histoire

Inspiration

Stores



NOTRE HISTOIRE

“ Nous avons fondé Jimmy Fairly sur une idée forte : proposer une collection de lunettes haut de gamme à un prix révolutionnaire et avec un impact social positif. ”



RIEN À PERDRE
TOUT À GAGNER
RÉSISTE À TOUT
ATTAQUE TOUT
RISQUE IMMENSE POUR
LES RENTIERS



HARVARD BUSINESS REVIEW PRESS

REINVENT

YOUR

BUSINESS

MODEL

.....
**How to Seize the White Space
for Transformative Growth**
.....

Foreword by CLAYTON M. CHRISTENSEN

MARK W. JOHNSON

2 :
nouvelles méthodes,
agilité et plus





42



Les startups infusent le monde économique

agilemanifesto.org

Principles behind the Agile Manifesto

We follow these principles:

Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.

Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.

Business people and developers must work together daily throughout the project.

Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.

The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.

Working software is the primary measure of progress.

Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.

Notre plus haute priorité est de satisfaire le client en livrant rapidement et régulièrement des fonctionnalités à grande valeur ajoutée.

Accueillez positivement les changements de besoins, même tard dans le projet.

Les processus Agiles exploitent le changement pour donner un avantage compétitif au client.

Livrez fréquemment un service opérationnel avec des cycles de quelques semaines à quelques mois et une préférence pour les plus courts.

Les utilisateurs ou leurs représentants et les développeurs doivent travailler ensemble quotidiennement tout au long du projet.

La méthode la plus simple et la plus efficace pour transmettre de l'information à l'équipe de développement et à l'intérieur de celle-ci est le dialogue en face à face.

Un service opérationnel est la principale mesure d'avancement.

Les processus Agiles encouragent un rythme de développement soutenable.

Ensemble, les commanditaires, les développeurs et les utilisateurs devraient être capables de maintenir indéfiniment un rythme constant.

La simplicité – c'est-à-dire l'art de minimiser la quantité de travail inutile – est essentielle.

Les meilleures architectures, spécifications et conceptions émergent d'équipes auto-organisées.

The 12 agile principles*

1 Satisfy the **customer**



2 Welcome **change**



3 Deliver **frequently**



4 Work **together**



5 Trust and **support**



6 Face-to-face **conversation**



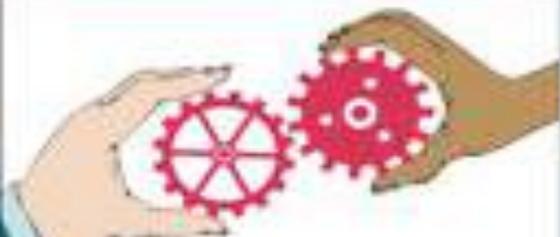
7 Working **software**



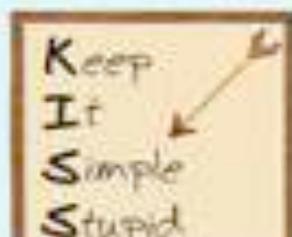
8 Sustainable **development**



9 Continuous **attention**



10 Maintain **simplicity**



11 Self-organizing **teams**



12 Reflect and **adjust**





BOOTCAMP



The Next Immersive Cohort is Quickly Approaching.

To be eligible for the January Immersive cohort, you will need to
prepare soon.

Which Prep option best works for you?

Test and Learn

continuous delivery
welcome change



Fail early, Fail fast, Fail cheap

FAIL : First Attempt In Learning

The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

That is, while there is value in the items on the right, we value the items on the left more.

Apprenons à
nous tromper

Beter donne
than perfect *

Better done
than perfect

** sans faute c'est mieux*

make ~~FAIL~~ FAST

make ~~FAIL~~ EARLY

make ~~FAIL~~ OFTEN

**LA VITESSE D'ITÉRATION
BAT LA QUALITÉ D'ITÉRATION**

PizzaTeam = 9 personnes



Traditionnel

initiate
plan
execute
modify
close

AGILE

backlog
TASK - ToDo
MVP
sprint
scrum

X10

agile



scrum

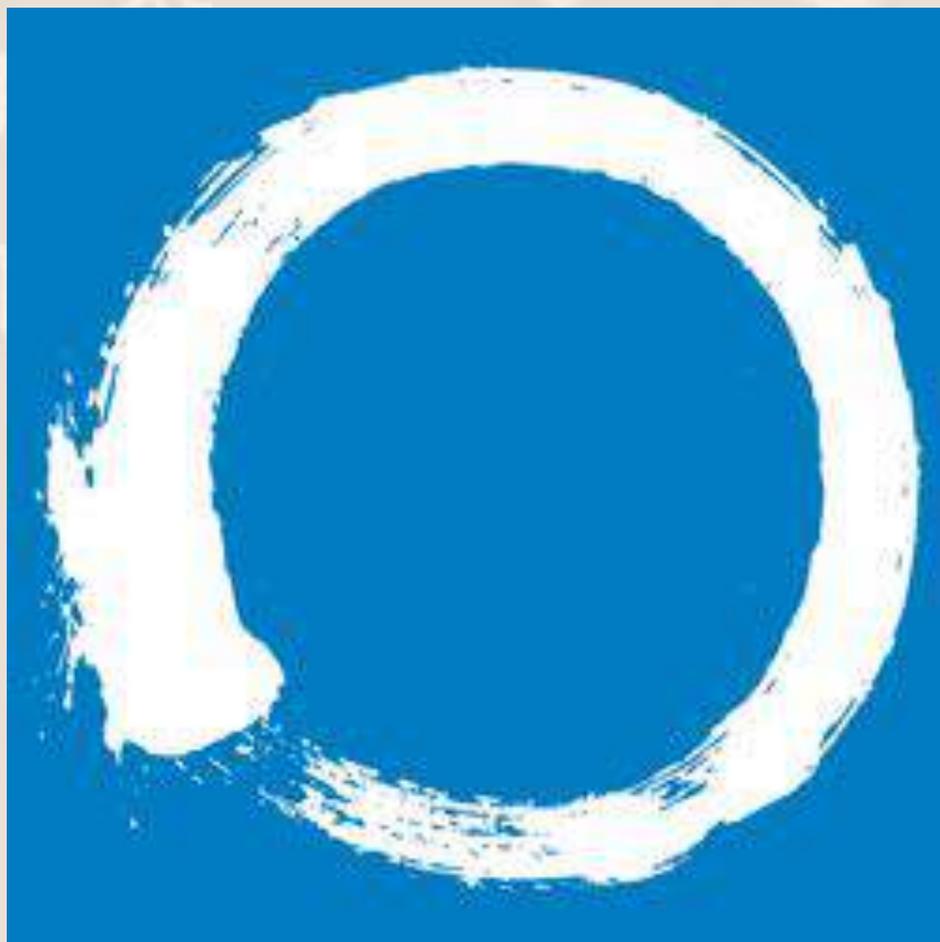
kanban

xp

lean

AGILE MARKETING 70:20:10

THE
AGILE
Manifesto





Plus d'efficacité

Do More With Less

Lean Management

Pizza team

MVP (minimum viable product)

POC (proof of concept)



GRENOBLE
ECOLE DE
MANAGEMENT



CCI GRENOBLE

MVP

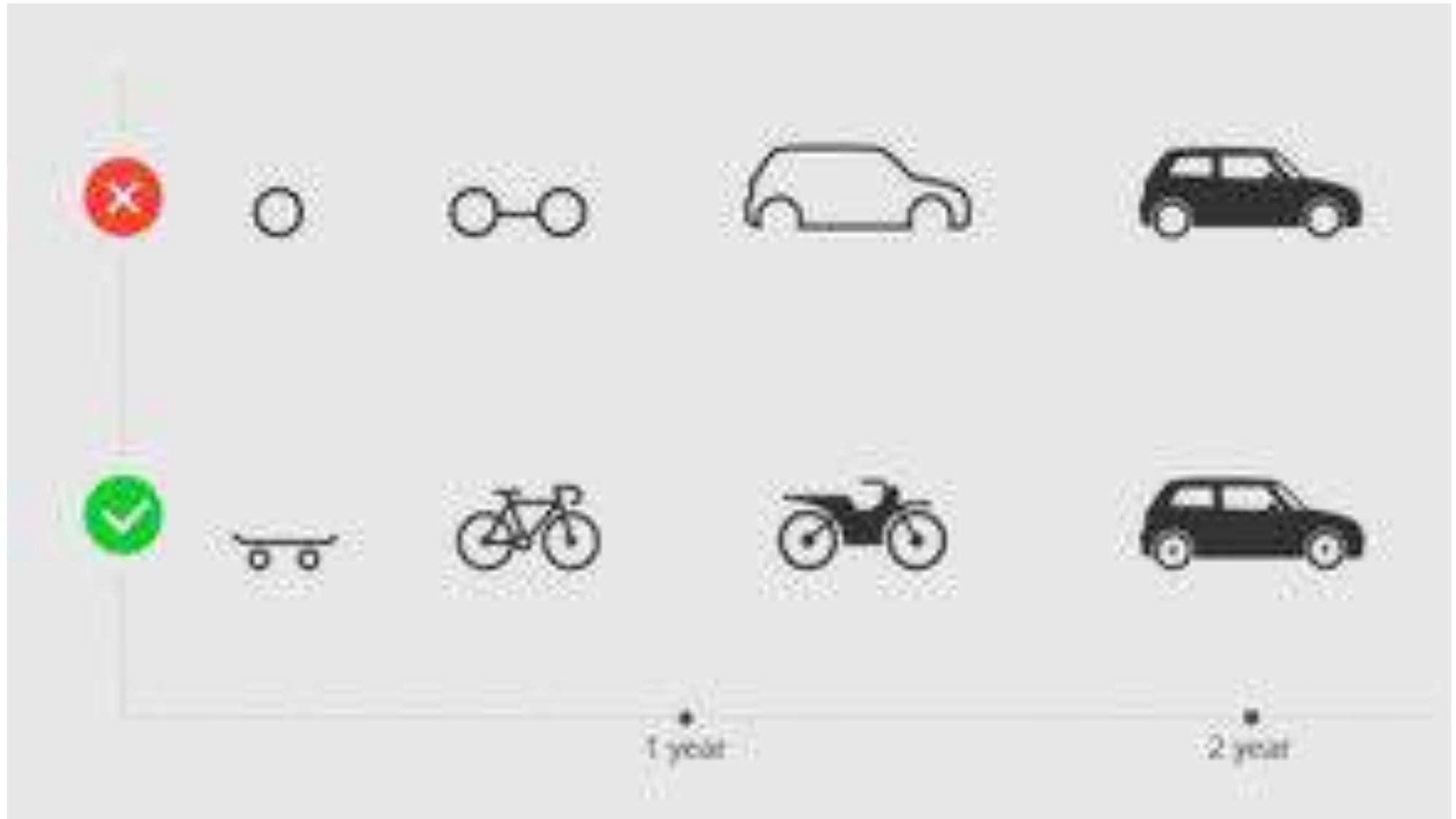
minimum viable product

**première version visible et
distribuable d'un produit**

**utile pour les tests et choix des
fonctionnalités à ajouter / enlever**

utile pour pivoter

MVP



2008

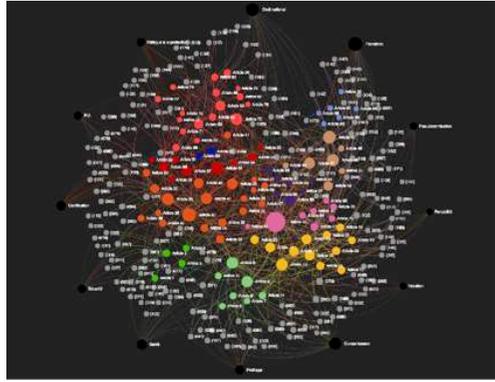


2015



DESIGN THINKING

Tim Brown CEO de IDEO



by design
privacy
security
thinking

Make stuff
people want

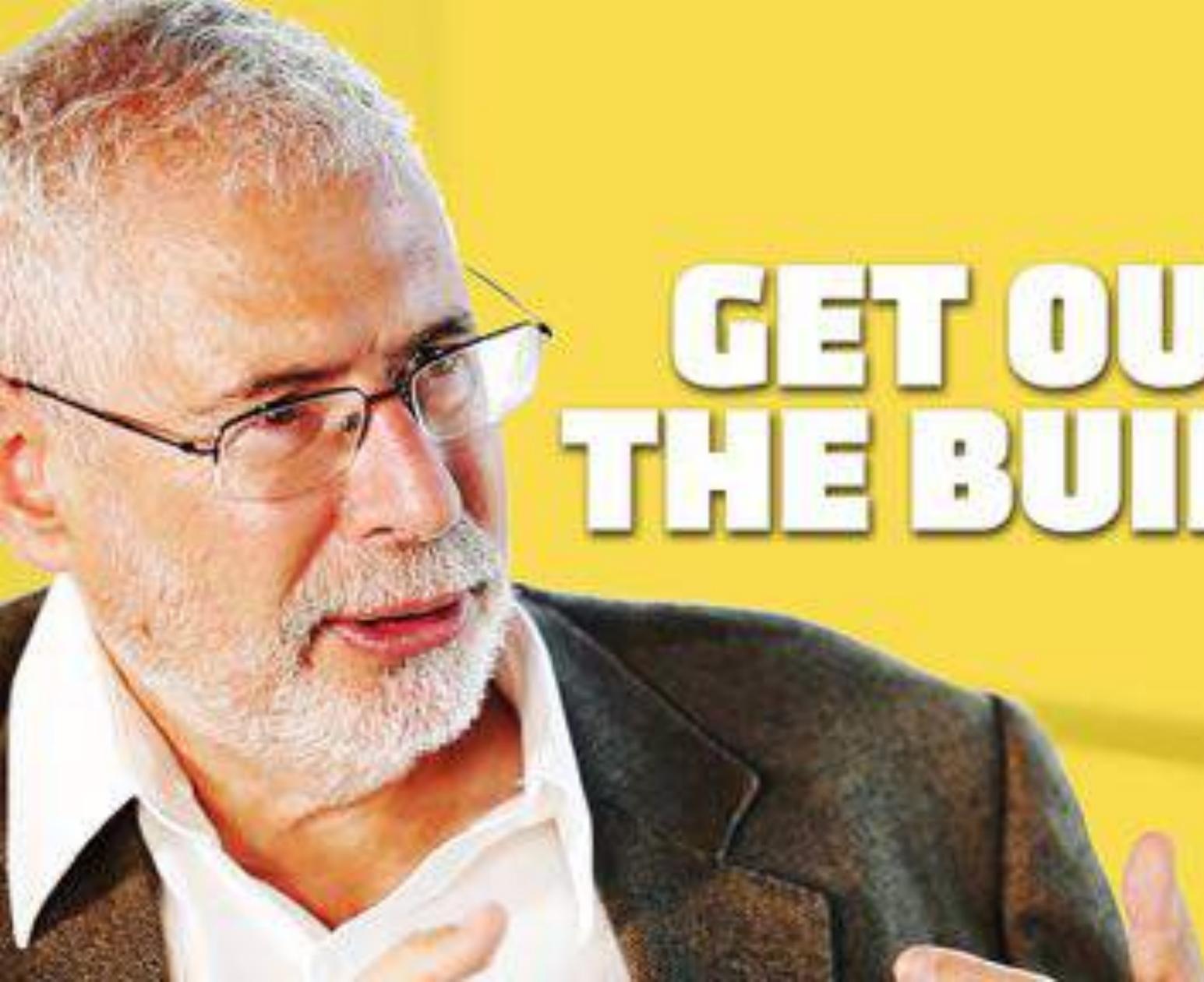
Instead of make people want things



Make something people
want.

-Paul Graham
Y-combinator, founder





Inc.

**GET OUT OF
THE BUILDING**

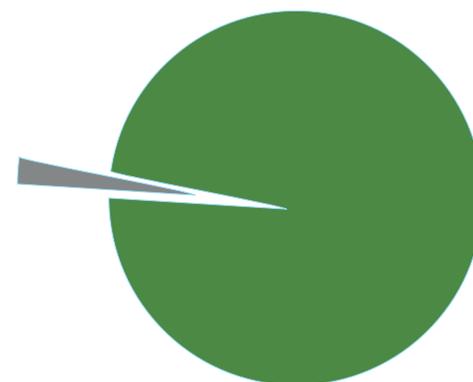
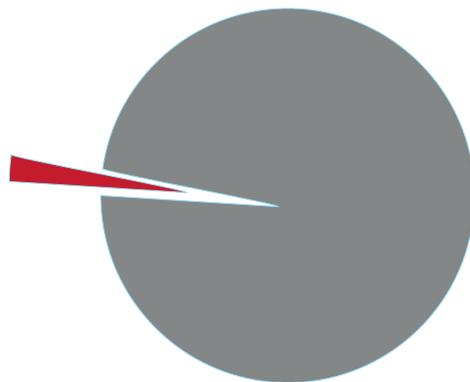


Get out of the building

Steve Blank

Make something people want

Paul Graham



Pareto - Digitalto

TOOLS



abc.def.ghi@gmail.com

abcdefghi@gmail.com

abcdefghi+1@gmail.com

abcdefghi+99@gmail.com

abcdefghi+adm@gmail.com

abcdefghi+lol@gmail.com

Règle : faire des filtres



slack

Sunday, June 24th

Monday, June 25th

**alex.hinton** 8:04 PM

@channel As some of you may have experienced, we have had an issue with our SSL certificate. Our IT Team has identified the issue and will be making a repair today, we are not expecting this to cause any disruption to your access, but wanted to give you a heads up in case something doesn't go according to plan, in which case you might experience a 20-minute disruption in your access to prep.hackreactor.com. Thanks in advance!

**Mac** 9:08 PM

joined #general along with 3 others.

Tuesday, June 26th

**Ikenna** 2:25 AM

hey guys I have a question. I saw this line of code that read:

```
for (var i = 0; i < 10; i++) {
  console.log(i);
}
```



3 replies · Last reply 6 days ago

**Ikenna** 2:25 AM

What does adding ++ at the end of the i variable do?

**CBABY** 2:27 AM

joined #general.

**Badri_narayan** 3:13 AM

It adds to the value stored every iteration

2+1, then 3+1 etc

**Danna** 3:24 AM

Hi there, I'm trying to join the cohort for today's prep class? which channel should I join for the zoom info link?



Message #general





Mosaïque de temporalité



L'ENTREPRISE APPRENNANTE

Contre-attaque



RÉFÉRENTIEL
DE LA MATURITÉ
DIGITALE
2018-19

Rédigé par Pierre-Henri Kuhn



Rédigé par Pierre-Henri Kuhn

2018-19
DIGITALE
DE LA MATURITÉ

Key TakeAways

ce qu'il faut retenir



**tout change
emporté par le
courant du fleuve**

Héraclite



tout change
de manière
exponentielle