

INSPIRING IDEAS AND TALENT  
TECHNOLOGY & INNOVATION

# ROAD TO MARKET DIGITAL MARKETING SEO

PAR HUBERT KRATIOFF

21 SEPTEMBRE 2018



GRENOBLE  
ECOLE DE  
MANAGEMENT

une école  
 CCI GRENOBLE

ACT THINK **IMPACT**



2018-2019

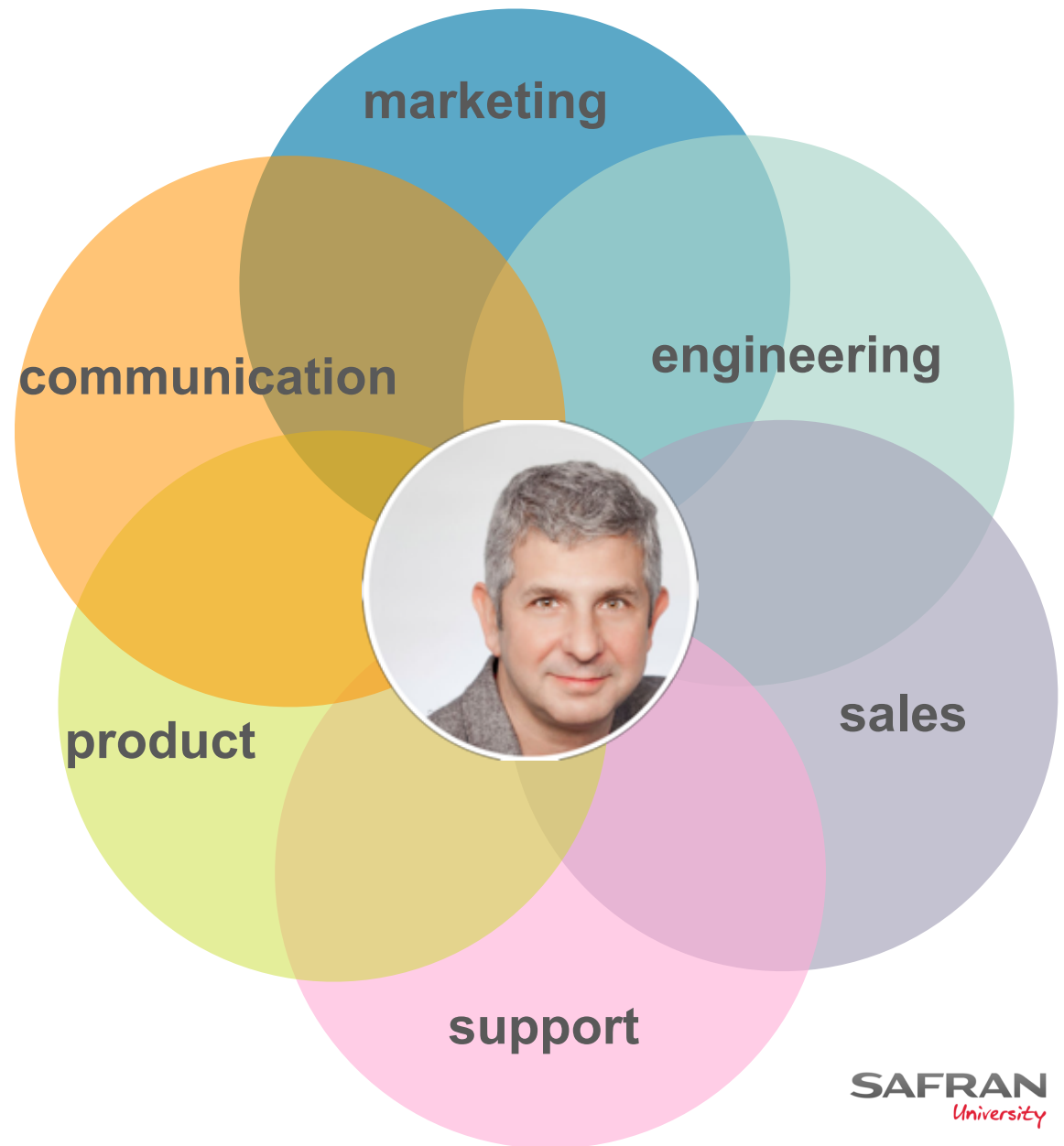
SEARCH

**ACT THINK IMPACT**





# technology evangelist





# technology evangelist

full stack marketer

**CDDO:** chief digital/data officer

**DPO:** Data Protection Officer

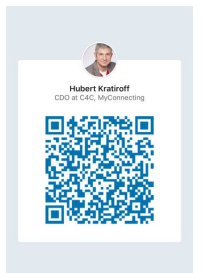
expert **learn marketing, CMI, marcom**

everyday writing, coding & programming

entrepreneur / consultant



hubert@kratiroff.com  
@kratiroff



Scannez  
et découvrez !



<http://bit.ly/2LMY6Dx>

Pour scanner, téléchargez l'app Unitag  
gratuite sur [unitag.io/app](http://unitag.io/app)





**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

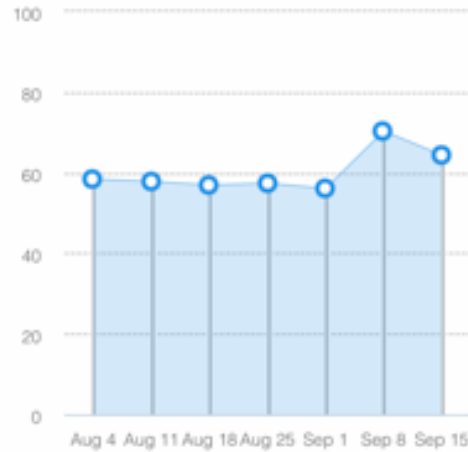
### Engage with insights



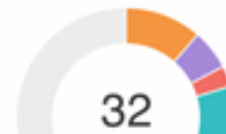
### Build relationships



## Weekly Social Selling Index



### People in your Industry



9 sept 2018



S E O



# MARKETING SERVICE WEB AGENCY

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@kratiroff



*TOOLS*

# TOOLS

must  
have

## ON-LINE

HTML5 + CSS3 + JS

CMS

Google

OVH

FTP

## OFF-LINE

MindMap

Gantt

QrCode

DOC

Présentation

Tableur

PDF

: *via NotePad+ Sublime*

: **Content Management System**

*WordPress, Prestashop, Moodle, Drupal*

: **AdWords (GoogleAds) & Analytics**

: registrar + Who-is

: **File Transfert Protocol**

: **Xmind**

: **OpenProj**

: **Unitag**

: **Word(style)**

: **PPT (masque)**

: **XLS (budget, TCD, pivot)**

: **édition et formulaire**





**Mail Chimp (ESP)**

**SurveyMonkey**

**PPT (masque / master)**

**Word (style)**

**xMind**

**Gantt**

**Unitag**

**Xcode**

**Excel (TCD)**

**GoogleTrends**

**TXT sublime**

**Browser (Chrome)**

**HTML**



**CSS**



**JS**



**WORDPRESS**



**FTP**

**Sketch3 / iDraw**

**Canva**

**Cloud SAAS PAAS**

**AWS / OVH**

**bunkR / Prezi**

**TRELLO / Scrumblr**

**GoogleDrive (Ganttter)**

**Hadoop**

**Doodle**

**SalesForce**

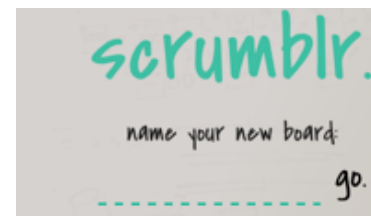
**Merkato**

**NODE**

**ANGULAR D3js**



**PRESTASHOP**






# slack







# slack

 **teacher**

Set a status ▶


Profile & account

Preferences

Set yourself to away

Help & feedback

---

 **MasterB**  
masterb.slack.com

Invite people

Manage members

---

Workspace settings

Customize Slack

Manage apps

Analytics

Sign out of MasterB

---

Sign in to another workspace ...

MasterB ▾

teacher

All Threads

Channels

- # general
- # group1
- # group2
- # group3
- # group4
- # group5
- # group6
- # group7
- # group8
- # group9
- # groupx
- # random

Direct Messages

- slackbot
- teacher (you)
- TA1
- TA2 🌈

+ Invite People

Apps

#groupx

☆ | & 1 | 0 | Add a topic

Search

---


#groupx


You created this channel today. This is the very beginning of the #groupx channel. Purpose: GROUP10 DBS 12-14 oct ([edit](#))

+ Add an app & Invite others to this channel

---

Today

 **teacher** 5:35 PM  
joined #groupx.

 **teacher** 5:35 PM  
set the channel purpose: GROUP10 DBS 12-14 oct

+ Message #groupx



Reactor Prep ▾

- kratroff

☰ All Unreads

🔍 All Threads

Channels

- # \_orientation
- # announce\_completion
- # general
- # mod0\_diagnostic

Direct Messages

- ♥ slackbot
- kratroff (you)


Apps

#general

👤 9,993 | 🗓 22 | Program-wide announcements and general chat about anything. For questions at [Sunday, June 24th](#)


-----

Monday, June 25th

 **alex.hinton** 8:06 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](http://prep.hackreactor.com). Thanks in advance!


👍 7

 **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** 2:37 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

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

+ Message #general



A



B



C



MOI



# Mosaïque de temporalité





One more thing...



Born to code

sli.do  
audience  
interaction

https://www.sli.do

Product Use cases Pricing Resources

LOG IN SIGN UP

Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

#gem JOIN or SIGN UP

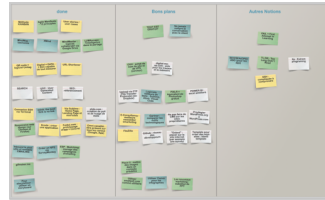
[request a demo](#)

# NOTATION

**Quiz**

**(individuel) papier**

**Kanban**



**(groupe screenshot) slack**

**Key Takeaway**



**(30" groupe) oral**

**RoadtoMarket  
RoadMap**



**(infographie Canva 5/10 étapes) share**



**ACT THINK IMPACT**

INSPIRING IDEAS AND TALENT  

---

TECHNOLOGY & INNOVATION

# SEARCH 1



**GRENOBLE  
ECOLE DE  
MANAGEMENT**



**ACT THINK IMPACT**



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





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



Jimmy Wales, cofondateur de Wikipédia, le 6 août, à Londres. (LARRY COOPER/GETTY)

Mais les contributeurs comme M. Rochon se font rares. Depuis 2000, leur nombre a presque été divisé par deux. Au dernier pointage, il en reste 10 000 « actifs » (plus de cinq contributions par mois) pour l'ensemble du monde anglophone, une communauté pas si grande que cela. Côté français, on observe le même tarissement depuis un an.

L'ONG qui entend apporter la connaissance gratuitement au monde entier est-elle en train de perdre son carburant ? Dans un entretien au Monde, Jimmy Wales, cofondateur de l'encyclopédie, relativise. « Wikipédia est très exhaustif maintenant, et il n'y a plus d'articles faciles à écrire. Vous ne pouvez plus être le premier à écrire. »

Loin d'être complaisant, M. Wales reconnaît cependant son appréhension. « Je m'inquiète, certes, mais pas du nombre décrois-

sant de contributeurs, le me demandent si les gens s'amusent encore au sein de cette communauté, si c'est encore intéressant... »

Le défi est d'ailleurs tout relatif. Les contributions continuent à grandir dans d'autres langues, et la fréquentation du site est plus importante que jamais. Quant aux donations, elles augmentent chaque année. Enfin, cette année, la conférence rassemble près de 2 000 délégués, un record. Surtout, Wikipédia n'est aujourd'hui que la partie émergée de l'iceberg. La Wikimedia Foundation même en effet de très nombreux autres projets, qui ont tous la possibilité d'être aussi révolutionnaires que l'encyclopédie.

Il y a Wiktionary – le dictionnaire en ligne –, WikiVoyage – un guide touristique gratuit et ouvert à tous couvrant le monde entier –, ou encore WikiBooks, une bibliothèque de textes pédagogiques...

L'un des projets les plus prometteurs est Wikimedia Commons. C'est une gigantesque base de données de photos, de vidéos et de sons libres de droits. Avec 10 millions de fichiers, on y trouve des clichés de toutes sortes, utilisables gratuitement. Pour Talismenter, l'association finance des projets parfois étonnants. En France, elle a ainsi aidé un groupe de volontaires à prendre des photos de l'intérieur de la cathédrale Notre-Dame de Paris... depuis des drones.

L'ONG propose aussi d'envoyer sur des événements sportifs des photographes amateurs, tous frais payés. Elle prête le matériel, fournit une formation, et récolte ensuite les images libres de droits. Le Critérium du Dauphiné et le Marathon de Paris ont déjà été couverts par ce biais. Le Tour de France pourrait l'être aussi en 2015.

Certains concepts échouent. Sur WikiNews, qui devait résumer des

articles gratuits de type journalistique, les contributions sont rares. Mais c'est la nature même d'une association comme la Wikimedia Foundation : elle dépend de l'engouement suscité et de la bonne volonté de groupes de passionnés.

Pour se convaincre que ceux-là sont encore nombreux, il suffit de parler à Ed Saperia, qui a organisé la conférence cette année. Depuis un an, il a mis sur pied bénévolement cet énorme défi logistique. Sa motivation ? Elle donne avec des étoiles dans les yeux. « C'est incroyable que les gens prennent Wikipédia comme une évidence. C'est un projet fantastique, l'équivalent de l'invention de l'électricité : plus personne ne peut s'en passer. C'est l'énergie à la base de tout. »

Avec des volontaires comme Ed Saperia, la plus grande encyclopédie a sans doute encore de beaux jours devant elle. ■

ERIC ALBERT

emploi à peine deux cents personnes, dont neuf en France. C'est très peu, pour une plateforme qui compte 9 milliards de pages vues par mois et 4,5 millions d'articles dans sa version anglaise (respectivement 850 millions et 1,5 million pour le site français).

enquêtade du site dans l'article. J'ai passé une partie de la nuit à surveiller ces modifications, en demandant que la source soit précisée. » A 7 heures du matin, quand le New York Times a publié cette donnée, il a alors accepté de la mettre sur Wikipédia.



**SEARCH**

moteur de  
recherche

**texte**

vs.

**FIND**

moteur de  
réponse

**voix**

**1**

## **INFOBÉSITÉ**

**1 milliard de sites  
2 millions d'APPs  
10 milliards  
d'interactions  
sociales / j  
2 millions de  
e-boutiques**

**=**

**une affiche  
dans le désert**

**2**

## **SXO**

**Texte  
Contenu  
Brand Content  
User eXperience  
ZMOT  
Micro Moment  
Réputation  
Confiance  
Backlink  
OnPage / OffPage**

**3**

## **KPI**

**Visiteur Unique  
(VU)  
Engagement  
Traction  
Clic**

**PdM  
ROI**

# Gutenberg



# Zuckerberg Sandberg



# TECH

semantic

SSL

META CODE

sitemap

EMD

RWD AMP

+

# EXPÉRIENCE

## SXO

speed

organisation

duplicate

Mobile

AMP

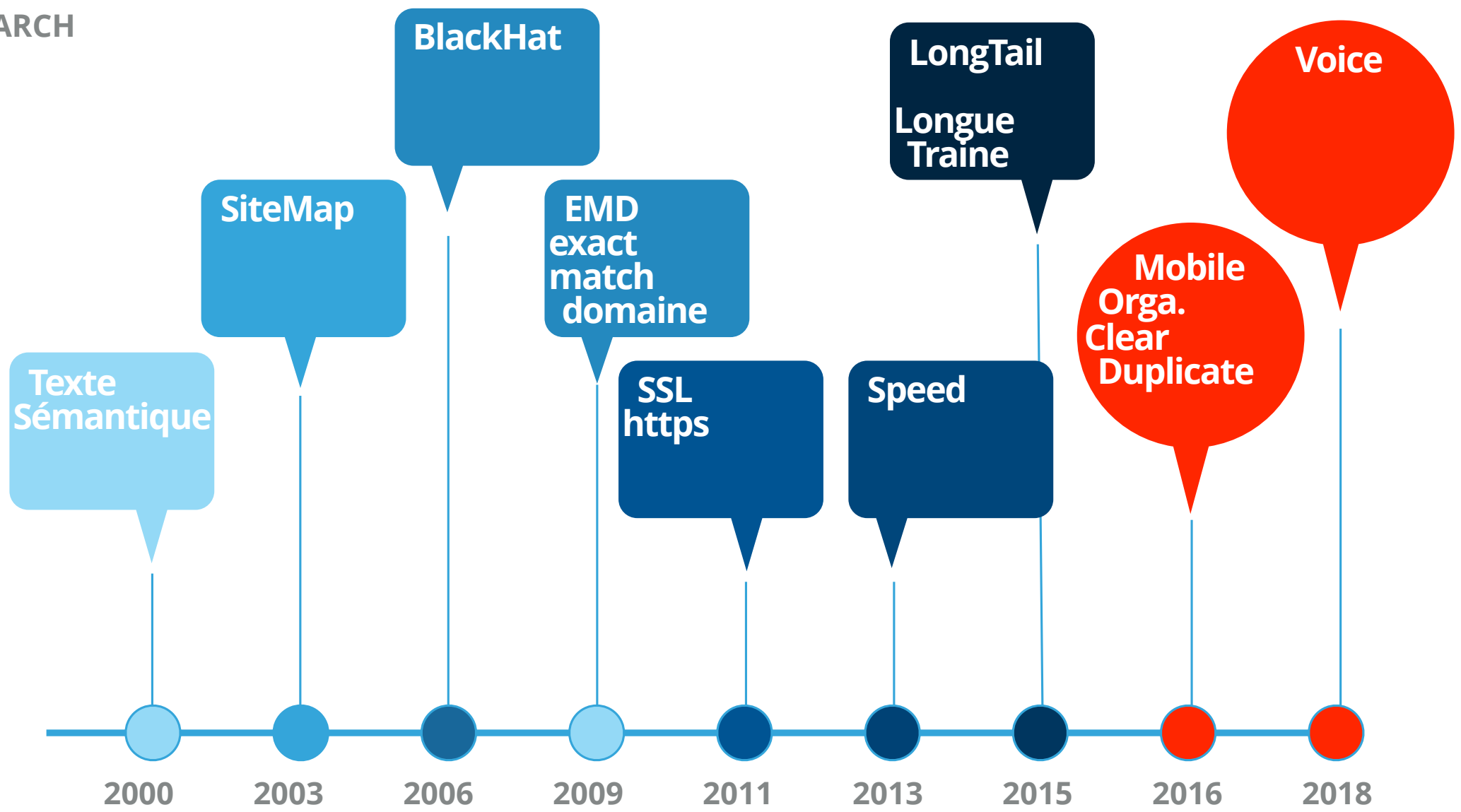
UX



---

**SCIENCES - ART**

# SEARCH



...

SEARCH (référencement)

=

SEM

=

SEO + SEA + ASO + SMO

==>

SXO



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

## Les acronymes du marketing moderne



Toute spécialité a son jargon, en attendant un vrai lexique, 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 ASS (acronyme seriously suck), sachez que TAWYD (Totally Agree With You Guys), mais c'est le langage des entreprises ! Bonne lecture (au moins utile)  
\* mail de Elon Musk à ses équipes en 2010 (Twitter, SpaceX, SolarCity, Bing and previously PayPal's co-founder)

**AAA:** Average active sessions  
**AAID:** Android Advertising Identify  
**AARRR:** Acquisition, Activation, Retention, Referral, Revenue  
**ABC:** Always Be Closing  
**ABM:** Account Based Marketing  
**ABT:** AB testing  
**ACSEL:** Association pour commerce et services en ligne (ADEN: 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 (a program designed to run on mobile devices)  
**API:** Application program interface (cf. Mail)  
**AR:** Augmented Reality (ou RA)  
**ARPU:** Average revenu per user  
**ARR:** average recurring revenu (or annual)  
**ASO:** App Store Optimization (cf. Search)  
**ASF:** Apache Software Foundation  
**ASP:** Application service provider AssurTech cf. Insurtech  
**AnyAd:** Anytime Anywhere Anydevice  
**AnyAdAC:** AnyAd + 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 (vs. 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 (visite inutile à une seule page ou non réception d'un email)  
**BRICS:** 5 countries competing with Trade and A-11  
**BTC:** Bitcoin (XBT)  
**BTF:** Below the fold (en dessous du pl, donc invisible ; cf. ATF)  
**BTL:** below the line (cf. ATL & hors media)  
**BtoG:** business to Government  
**BtoR:** Business to Retail  
**BYOD:** Bring your own device (cf. CYOD)  
**CAE:** Customer Acquisition Cost (ou cycle d'activité client entrée du parcours client)  
**CAD:** communication audiovisuelle dynamique (cf. DOOH & digital signage)  
**CCO:** Chief Customer Officer  
**CCU:** cf. UCC  
**CDC:** Cahier des Charges  
**CDJ:** customer digital Journey  
**CEO:** Chief Digital Officer (ou Chief Data Officer)  
**CDE:** content delivery network / réseau de diffusion de contenu (AKAMA)  
**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 insigné (BIC)  
**CMO:** Chief Marketing Officer  
**CMS:** Content management system  
**CNL:** Commission Nationale Informatique et Liberté (cf. RGPD)  
**COOC:** Corporate Open Online Course  
**COO:** Cost Of Sale

**CPA:** collective performance et acquisition  
**CPA:** Cost per action (or acquisition)  
**CPC:** Cost per click; amount of money required to produce a single click (or Cost-per-Customer)  
**CPCV:** Cost per completed view (CPCV = Cost + Completed Views)  
**CPi:** Cost per lead  
**CPM:** Cost per thousand (milie)  
**CPT:** 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  
**CoB:** Customer to Business (cf. UGC)  
**CoC:** Customer to Customer  
**CTR:** Click Through rate (number of click on an item/link)  
**CE:** Customer experience (including UX)  
**CYOD:** Choose Your Own Device (cf. BYOD)  
**DDJ:** cf. DDD  
**DAD:** Decentralized Autonomous Organization (holocratic)  
**DD:** Data Driven Document  
**DDDM:** data-driven decision management  
**DD:** data-driven strategy  
**DL:** Digital Learning  
**DM:** Direct mail or Direct message sur Twitter  
**DMDCo:** Digital marketing exposition and conference (Cologne, DE)  
**DMP:** Data management platform  
**DNS:** Domain name system (cf. ICANN & registrar)  
**DNVB:** 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. Agilité, 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. Réfinancement (SEARCH).....	16
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Marketing, quelques définitions.....	21

INSPIRING IDEAS AND TALENT  

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TECHNOLOGY & INNOVATION

# SEARCH 2



**GRENOBLE  
ECOLE DE  
MANAGEMENT**

une école



**ACT THINK IMPACT**



**SA PLACE DANS LE**  
**DIGITAL MARKETING**

**SEARCH**

# TAXINOMIE Évolutions

Digital  
Marketing

# Digital Marketing

1. Web management
2. Research
3. **SEARCH (SEM = SEO SEA ASO SMO : SXO)**
4. e-marketing
5. e-commerce
6. e-publicité
7. m-marketing / s-marketing









**DM**  
DigitalMarketing  
e-business

6 m-marketing  
mobile marketing

- SMS MMS
- Adaptation de site au tablet, smartphone (cf WebManagement & responsive design)
- Mobile commerce vs. e-commerce
- Mobile paiement (Near Field Communication, RFID, Sans Contact)
- m-couponing
- Base de données de N° tel
- Qrcode et reconnaissance image
- bluetooth communication
- APPS
- Géolocalisation et utilisation de la position

5 e-commerce  
m-commerce

- VAD
- Comparateur de prix
- SFA
- e-Promotion
- portal / place de marché
- m-commerce
- Social-Commerce

4 e-advertising  
e-pub

- Vente d'espace
- Achat d'espace
- PREROLL
- Affiliation
- DOOH (Digital Out Of Home)
- Display
- on line event
- Buzz et marketing viral
- IP Tv
- AdverGame

1 WEB Design Management  
InsideWeb / BackOffice

- WEB Outils eco-system
- Web Design
- Plateforme
- Web Analytics : BigData

2 SEARCH  
SearchMarketing  
Référencement

- SEO
- SEA
- search engine
- SERP
- Ranking / Page rank
- APP ranking
- Mobile

3 e-marketing  
+ SocialMarketing

- Social Network Marketing
- CRM
- étude on-line e-survey
- e-mailing
- Ciblage et comportement
- Brand Content
- Web Analytics
- CMi



**SOCIAL**

RSE  
YouTube  
Linkedin



**MOBILE**

Vidéo  
RA



**ANALYTIC**

TAG  
Lake



**CLOUD**

APP  
Collaboratif

+ Sécurité / RGPD



# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Cs  
Content strategy

Ar  
Article

Sh  
Stories

V  
Video

Vi  
Viral

Im  
Image

Pr  
Press release



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 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.

Pv  
Page view

Uv  
Unique visitors

Nv  
New visitors

Br  
Brand lift

Tf  
Traffic

Nl  
New leads

Do  
Downloads

Cl  
Click per lead

Kp  
Key pages

Le  
Leads

Bm  
Brand metrics

Rp  
Reputation metrics

Pm  
Performance

Dg  
Demographic metrics

Br  
Branding

Ho  
How to based

Re  
Reviews

Qu  
Question based

Tl  
True story

Bp  
Best practice

Co  
Comparison

Ca  
Case study

St  
Stats

De  
Debates

We  
Webinars

Bl  
Blog

Of  
Office posts

Ml  
Milestones

Am  
Assignment metrics

Rm  
Retention metrics

Sa  
Sales

Iv  
Interview

As  
Ask the experts

Rs  
Resources

Lb  
LinkedIn

Hi  
Humour based

Ee  
Event based

Rc  
Research

Tr  
Trends

Cm  
Competition

Tw  
Twitter

Fa  
Facebook

Li  
LinkedIn

Pi  
Pinterest

Is  
Instagram

Sc  
Search metrics

S  
Sales

Qz  
Quiz

Ex  
Experiments

Pd  
Productivity

Fu  
Fun

Te  
Telemarketing

Bg  
Buyer's guide

In  
Inspiration

Op  
Opinion

Ch  
Channels

Yo  
YouTube

Vm  
Video

Gp  
Google+

Fo  
Forums

Tu  
Tumblr

Nm  
New members

Me  
Members

De  
Definitions

Gl  
Glossaries

Da  
Data

Pc  
Product based

Sv  
Survey

An  
Analysis

Fi  
Finance

Gf  
Gifts

Re  
Recruit

Ig  
Image

Vn  
Voice

Sl  
Slideshare

Fl  
Flash

Sm  
Social metrics

Sh  
Share

Ga  
Galleries

Mm  
Meetings

Fr  
Forums

Tm  
Technical

Dm  
Direct

Nj  
Networking

Hn  
Hacker News

Ps  
Partner sites

Ad  
Advertising

Eg  
Equipment metrics

En  
Engagement

Fu  
Tutorials

Sx  
Says

Sg  
Showing

Mv  
Moving

Un  
Unsubscribers

Cv  
Conversion

Co  
Cool

Ig  
Instagram

Rd  
Random

Zg  
Zenger

Aw  
Ask

Up  
Upping

Di  
Disputing

Sq  
Search engine

Se  
Search engine optimization

Ce  
Copy

Fm  
Formatting

Hd  
Headline

Tv  
Trend of view

Gd  
Good

Pe  
Page layout

Do  
Device optimization

Fc  
Fast

Cd  
Content creation

Ct  
Content creation

Fd  
First impressions



Created & designed by  
Chris Lane (@chrislane)

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# CONTENT MARKETING / NATIVE LUMAscape



TL;DR



tl;dr



is



every



thing



you



are

Quand les définitions  
classiques ne suffisent  
plus...



# MEETING NEEDS PROFITABLY





# Méfiez-vous des ~~recettes~~ des années 60

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

WUOL  
COOL  
comic

# 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



~~SWOOT~~



**WUCA**





## 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 ACTIONS?

## 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 muddies 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

## **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 "smoothing" 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?





sources :

HBR + HBS  
ADETEM + AACCC + UDA  
iab  
e-consultancy  
e-marketer



# PARADOXE DU DÉVELOPPEMENT



LES ENTREPRISES TECHNOLOGIQUES  
ONT BESOIN DES MEILLEURS...  
MARKETEURS

*TOOLS*

INSPIRING IDEAS AND TALENT  
TECHNOLOGY & INNOVATION

# QrCode



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une école  
CCI GRENOBLE

ACT THINK **IMPACT**







WeChat



ACT THINK **IMPACT**



微信支付  
WeChat Pay



Tencent 腾讯

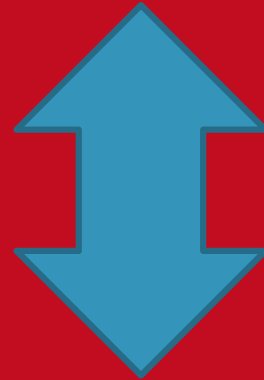




# QrCode : phygital

## Link

### analogique/physique



### digital

# 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

## 1 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



## URL originale de 125 caractères

<http://etudiant.lefigaro.fr/les-news/palmares/detail/article/classement-ecoles-de-commerce-des-surprises-au-sommet1-440/>



URL réduite sur Twitter



URL réduite sur FaceBook



URL réduite de Google shortener pour réduire les URL: <http://goo.gl/>





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 →](#)



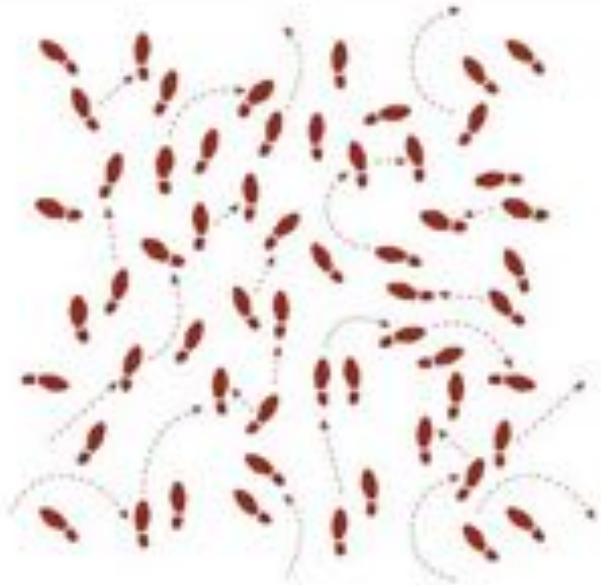
ACT THINK **IMPACT**

# AGILE



# AGILE MARKETING

HOW TO INNOVATE FASTER, CHEAPER,  
AND WITH LOWER RISK



ANTHONY FREELING

Please read it at: [agilemanifesto.org](http://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.



sli.do  
audience  
interaction

https://www.sli.do

Product Use cases Pricing Resources

LOG IN SIGN UP

Every Question Matters.

The Ultimate Q&A and Polling Platform for Company Meetings and Events

#gem

JOIN or SIGN UP

[request a demo](#)



# Fail early, Fail fast, Fail cheap

## Test and Learn

FAIL : First Attempt In Learning

### The Agile Manifesto

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

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



USER

USER

USER

USER



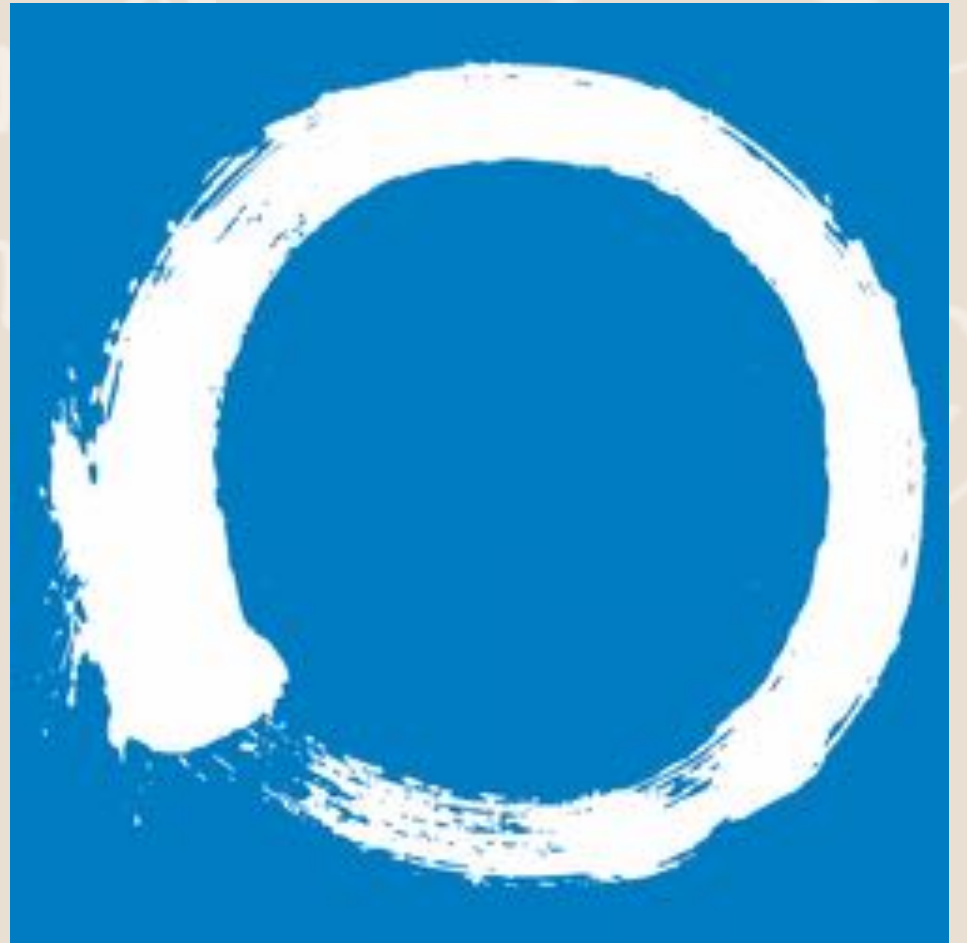
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MANAGEMENT

TECHNOLOGY & INNOVATION



CCI GRENOBLE

THE  
**AGILE**  
*Manifesto*







The image shows a Kanban board interface with four columns: INBOX, TODO, WIP, and DONE. The INBOX column is populated with several sticky notes:

- QR Code (green)
- URL Shortener (green)
- Backend (green)
- TAXINOMIE (green)
- AlphaManifest (green)
- Typeform (white)
- ESP (white)
- NPS (white)
- SLIDO (yellow)
- Three blank yellow sticky notes
- Two blank light blue sticky notes

The TODO, WIP, and DONE columns are currently empty, though some faint sketches are visible. At the bottom of the board, there are two white sticky notes labeled 'BRAND CONTENT' and 'INBOUND'. A small icon of a hand is visible in the bottom right corner.



# Let's Start



# PERSONA

# USER STORY / USE CASE

# Personas / UserStory

## Personas

**fictional characters created to represent the different user types that might use a product**

## UserStory / UseCase

**list of actions or event steps, typically defining the interactions between a role and a system, to achieve a goal.**

# John



« QUOTE : happy to be an entrepreneur in IOT »

**Description: funder of an IOT company**

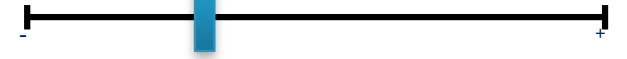
**9 employees**

**7 millions euros turnover**

**29 clients with 650 shops**

Name	JOHN
Age	36
Live	Paris
With	Jeanne no kids
Education	sup
Resumé	GEM+DBS master
Company	FUN IOT funded in 2012
Products:	iBeacons for retail

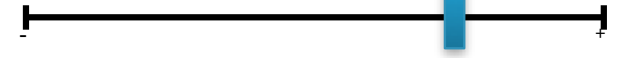
Revenus



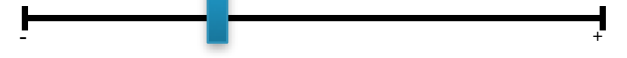
Ville



Fréquences



Niveau Technique



Usage mobile



Know How



# user stories / use cases

## MUST

As ...  
I Want ...  
For ...

En tant que  
En tant que  
En tant que  
En tant que  
En tant que  
As ...  
I Want ...  
For...

## SHOULD

As ...  
I Want ...  
For...

En tant que  
En tant que  
En tant que  
En tant que  
En tant que  
As ...  
I Want ...  
For...

## COULD

As ...  
I Want ...  
For...

En tant que  
En tant que  
En tant que  
En tant que  
As ...  
I Want ...  
For...

INDEX BACKLOG WIP DONE PERSONA / USER STORY



INSPIRING IDEAS AND TALENT  
TECHNOLOGY & INNOVATION

# SEARCH 3 PRATIQUE



GRENOBLE  
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MANAGEMENT

une école  
 CCI GRENOBLE

ACT THINK **IMPACT**





1 bitcoin euros



All

News

Images

Shopping

Videos

More

Settings

Tools

About 99,800,000 results (0.70 seconds)

1 Bitcoin equals

5,436.48 Euro

Sep 17, 2:28 PM UTC - Disclaimer

1

Bitcoin



5436.48

Euro



1D

5D

1 M

1 Y

5 Y

Max

7,000

6,000

5,000

Aug 26

Sep 9



ACT THINK IMPACT



google answer box



All

Images

Videos

News

Maps

More

Settings

Tools

About 403,000,000 results (0.50 seconds)

### How to Appear in Google's Answer Boxes - Whiteboard Friday - Moz

<https://moz.com/blog/how-to-appear-in-googles-answer-boxes-whiteboard-friday>

Sep 23, 2016 - Often eclipsing organic results at the top of the SERPs, "ranking zero" or capturing an answer box in Google can mean increased clicks and ...

#### People also ask

What is the Google answer box?



Can Google answer all questions?



How do I add a featured snippet?



[Feedback](#)

### Optimize Your Site for Google Answer Box | SEJ

<https://www.searchenginejournal.com> » [SEO](#)

Jun 21, 2016 - In this post, we'll dissect some popular Google Answer Box search results to help you learn how to optimize your site for different types of ...

### Google Answer Boxes: The What, Why and How | Search Engine Watch

<https://searchenginewatch.com> » [SEO](#)

Jun 24, 2015 - Together, greater mobile adoption, shorter attention spans and increased multitasking point to a greater relevance of Google's Answer Boxes.







lyrics jain come



All

Videos

Images

News

Maps

More

Settings

Tools

About 18,400,000 results (0.44 seconds)

## Come

Jain

Black burn, I feel so alone  
Without you boy  
Now I'm here now  
I'm hanging out in the street  
Thinking about reactions over actions  
Walking on the sky of my dreams

Come, come, my baby come  
I will show you the world  
Come, come, my baby come  
I will cover your nightmares  
Come, come, my baby come  
I will love you forever  
Come, come, my baby come  
I will not let you go

My love, I just feel so lost  
Without you boy  
I am yours even if time has passed  
Take me away  
From this impetuous world  
Leaving this jail of my mind

Come, come, my baby come  
I will show you the world  
Come, come, my baby come  
I will cover your nightmares  
Come, come, my baby come  
I will love you forever  
Come, come, my baby come  
I will not let you go

My soul, my soul is in Africa, with you boy

Come, come,...



ACT THINK IMPACT



age macron



All

Images

News

Videos

Maps

More

Settings

Tools

About 18,200,000 results (0.58 seconds)

Emmanuel Macron / Age

40 years

December 21, 1977



People also search for



Brigitte Macron  
65 years



Justin Trudeau  
46 years



Marine Le Pen  
50 years

Feedback

Brigitte Macron - Wikipedia

[https://en.wikipedia.org/wiki/Brigitte\\_Macron](https://en.wikipedia.org/wiki/Brigitte_Macron)

Their romance was not typical, as she was his senior by almost a quarter of a century, and Macron has described it as 'a love often clandestine, often hidden, ...

President: Emmanuel Macron Occupation: High school teacher

Children: 3

Spouse(s): André-Louis Auzières; (m. 1974–20...

[Early life and education](#) · [Career](#) · [Politics](#) · [Personal life](#)

Emmanuel Macron



President of France

Emmanuel Jean-Michel Frédéric Macron is a French politician serving as President of France since 14 May 2017. He studied philosophy at Paris Nanterre University, completed a Master's of Public Affairs at Sciences Po, and graduated from the École nationale d'administration in 2004. [Wikipedia](#)

**Born:** December 21, 1977 (age 40 years), Amiens

**Spouse:** [Brigitte Macron](#) (m. 2007)

**Residence:** [Élysée Palace, Paris](#)

**Party:** [La République En Marche!](#)

**Education:** [École nationale d'administration \(2002–2004\)](#), [MORE](#)

**Parents:** [Françoise Nogués](#), [Jean-Michel Macron](#)

Profiles



Instagram



YouTube



Facebook



Twitter

[Claim this knowledge panel](#)

Feedback



ACT THINK IMPACT

"toutsurlemarketing.com" -inurl:toutsurlemarketing.com



"toutsurlemarketing.com" -inurl:toutsurlemarketing.com



All

Videos

Images

News

Maps

More

Settings

Tools

About 623 results (3.73 seconds)

### [COURSE : nouveaux marketing & lesnouveauxmarketing](#)

<https://www.lesnouveauxmarketing.com/modern-marketing-course.html>

toutsurlemarketing.com. COURSE POLICIES: Plagiarism and cheating have no place in a community of scholars. Have the confidence in yourself to give your ...

### [GesBox : logiciel de gestion des archives](#)

[gesbox.com/](https://gesbox.com/)

Assistance marketing et commerciale. Général : tousurlemarketing.com. Spécial vétérinaire : cabinet-veterinaire.com. Spécial SPA et hôtel ... Domaine à vendre.

You've visited this page 2 times. Last visit: 12/3/17

### [kratiroff](#)

[www.kratiroff.com/index2.html](http://www.kratiroff.com/index2.html)

www.toutsurlemarketing.com ... sont les propriétés de C4C et HK. Kratiroff C4Cgroupe CV 60 av Charles de Gaulle 92200 Neuilly-sur-Seine tél. +33 6 80 43 29 ...

### [Marketing des Services - tousurlemarketing kratiroff - studylibfr.com](#)

[studylibfr.com/.../marketing-des-services---toutsurlemarketing-krati...](https://studylibfr.com/.../marketing-des-services---toutsurlemarketing-krati...)

... marketing kratiroff 2 24/03/2017 Quelques informations 4 x 4 = 16 heures www.toutsurlemarketing.com/supdecomarakech Digital Generation : PM FaceBook, ...



About 781,000,000 results (0.55 seconds)

### Google Answer Boxes: The What, Why and How | Search Engine Watch

<https://searchenginewatch.com> | SEO

Jun 24, 2015 - Together, greater mobile adoption, shorter attention spans and increased multitasking point to a greater relevance of Google's Answer Boxes.

### Google Answer Box strategy: The Dos and Don'ts | Search Engine Watch

<https://searchenginewatch.com> | SEO

May 11, 2017 - Recently, Google's SERP has gone through yet another evolution, with the addition of a rich featured snippet known as Google's Answer Box. ... Within this model, Google attempts to surface a relevant result and display it within the SERP as a highlighted boxed result - known as ...

### Optimize Your Site for Google Answer Box | SEJ

<https://www.searchenginejournal.com> | SEO

Jun 21, 2016 - In this post, we'll dissect some popular Google Answer Box search results to help you learn how to optimize your site for different types of ...

### How to Appear in Google's Answer Boxes - Whiteboard Friday - Moz

<https://moz.com/blog/how-to-appear-in-googles-answer-boxes-whiteboard-friday>

Sep 23, 2016 - Often eclipsing organic results at the top of the SERPs, "ranking zero" or capturing an answer box in Google can mean increased clicks and ...

### 3 tactics we're using for Answer Boxes - Search Engine Land

<https://searchengineland.com/3-tactics-using-answer-boxes-274396>

May 8, 2017 - "Position 0" is the new holy grail in organic search rankings. A normal position 1 ranking is great and all, but I'll take an answer box that features ...



## Answer Box

Then you have seen Google's famous (or, depending where you rank in search results, infamous) **Answer Box** powered by the Knowledge Graph. For search users, it's a blessing because it provides immediate **answers** to your questions without additional clicks through to a website.

[Optimize Your Site for Google Answer Box | SEJ](#)  
Search Engine Journal

### People also search for



Whatsapp  
Answer



Facebook  
Answer



Ace Answer



Listen And  
Answer

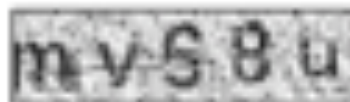
# How to choose a domain name ?

[Cloud](#)[Platform](#)[Web Hosting](#)[> Whois d'un domaine](#)

## Whois du nom de domaine

www.

Code de Sécurité :



Recopiez le code :

inbound marketing

Terme de recherche

France

Royaume-Uni

États-Unis

+ Ajouter un lieu

Évolution de l'intérêt pour cette recherche

Titres des actualités  Prévisions



**comptabilité**  
Terme de recherche

**Bilan comptable**  
Sujet

**expert comptable**  
Terme de recherche

+ Ajouter une comparaison

Dans tous les pays ▾

12 derniers mois ▾

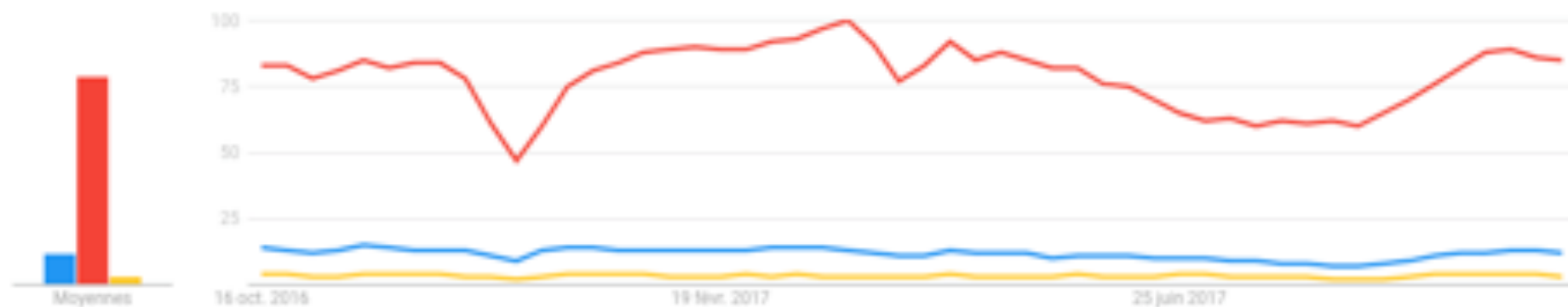
Toutes les catégories ▾

Recherche sur le Web ▾

**Remarque** : Cette comparaison contient à la fois des termes de recherche et des sujets, qui sont calculés différemment.

[EN SAVOIR PLUS](#)

Évolution de l'intérêt pour cette recherche 





# Powering Outstanding Search Experiences

Technologie pour Chatbots, Robots, IoT et SEO



# ALEXA World

The screenshot shows the Alexa website interface. At the top, there is a navigation bar with the Alexa logo (An Amazon.com company) on the left, and links for "Browse Top Sites" or "Enter a site" with a "Find" button on the right. Below the navigation bar is a menu with "Home", "Plans and Pricing", "Tools", "Dashboard", "Toolbar", "About Us", "Support", and "Blog". On the right side of the menu, there are "Sign In" and "Create an Account" buttons. The main content area is titled "Top Sites" and features a sub-header "The top 500 sites on the web." with a help icon. On the left side of the main content, there is a sidebar with filter options: "Global" (selected), "By Country", and "By Category". The main content area displays a list of the top 10 websites, each with a rank, the website name, a brief description, and a "More" link.

Rank	Website	Description
1	<a href="https://www.google.com">Google.com</a>	Enables users to search the world's information, including webpages, images, and videos. Offers... <a href="#">More</a>
2	<a href="https://www.facebook.com">Facebook.com</a>	A social utility that connects people, to keep up with friends, upload photos, share links and ... <a href="#">More</a>
3	<a href="https://www.youtube.com">Youtube.com</a>	YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... <a href="#">More</a>
4	<a href="https://www.baidu.com">Baidu.com</a>	The leading Chinese language search engine, provides "simple and reliable" search exp... <a href="#">More</a>
5	<a href="https://www.yahoo.com">Yahoo.com</a>	A major internet portal and service provider offering search results, customizable content, cha... <a href="#">More</a>
6	<a href="https://www.amazon.com">Amazon.com</a>	Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc... <a href="#">More</a>
7	<a href="https://www.wikipedia.org">Wikipedia.org</a>	A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh... <a href="#">More</a>
8	<a href="https://www.qq.com">Qq.com</a>	China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov... <a href="#">More</a>
9	<a href="https://www.twitter.com">Twitter.com</a>	Social networking and microblogging service utilising instant messaging, SMS or a web interface.
10	<a href="https://www.taobao.com">Taobao.com</a>	Launched in May 2003, Taobao Marketplace ( <a href="http://www.taobao.com">www.taobao.com</a> ) is the online shopping destination of... <a href="#">More</a>

# ALEXA FR

## Top Sites in France

Global

By Country

By Category

- [Google.fr](#)  
Version française du moteur de recherche. Propose des outils et des services pour les internautes.
- [Facebook.com](#)  
A social utility that connects people, to keep up with friends, upload photos, share links and [...More](#)
- [Google.com](#)  
Enables users to search the world's information, including webpages, images, and videos. Offers [...More](#)
- [Youtube.com](#)  
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your [...More](#)
- [Amazon.fr](#)  
Livres en français et en anglais, neufs ou d'occasion, produits culturels.
- [Leboncoin.fr](#)  
site de petites annonces gratuit et sans commission (produits d'occasion, annonces immobilières [...More](#)
- [Yahoo.com](#)  
A major internet portal and service provider offering search results, customizable content, cha [...More](#)
- [Orange.fr](#)  
Présente les offres de cet opérateur et leurs tarifs, permet de souscrire à certaines d'entre e [...More](#)
- [Wikipedia.org](#)  
A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh [...More](#)
- [Live.com](#)  
Search engine from Microsoft.
- [Twitter.com](#)  
Social networking and microblogging service utilising instant messaging, SMS or a web interface.
- [Bing.com](#)  
Search engine developed by Microsoft. Features web, image, video, local, news, and product search.
- [Buzzfil.net](#)



Domain = URL

Exact match Domain (EMD)

# TLD

**website.com**

**website.fr**

**website.xyz**

Réervations

Recommandations

Récapitulatif

Authentification

Configuration

Contrats

Paiement

1

# Réservez votre nom de domaine

www.

Rechercher



ma-compta.me

🟢 disponible

11,99 € 2,99 €

Continuer

Economisez jusqu'à -50% sur l'achat de packs de domaines

[Découvrez nos offres Alidom](#)



Options

Récapitulatif

Configuration

Contrats

Paiement

**Mon VPS**

Catégorie	Virtual Private Server SSD
Produit	VPS 2016 SSD 1 ( 1 vCore/2 Go/10 Go ) ( 2,99 € HT/mois )
Quantité	1

**Ma localisation**

Localisation souhaitée	<input type="radio"/> Europe > Gravelines (FR)
	<input checked="" type="radio"/> Europe > Strasbourg (FR)
	<input type="radio"/> Europe Centrale > Varsovie (PL)
	<input type="radio"/> Amérique du Nord > Beauharnois (CA)
	<input type="radio"/> Asie-Pacifique > Singapour (SG)
	<input type="radio"/> Asie-Pacifique > Sydney (AU)

**Mon Système d'exploitation \***

Système d'exploitation	Linux
Distribution	Release3
Version	Release3 OVH 64bits
Language	Anglais

\* Vous pourrez à tout moment réinstaller votre VPS sur un autre système d'exploitation via votre Espace Client.

**Ma commande****VPS 2016 SSD 1**Strasbourg (FR)  
Release3 OVH**Abonnement mensuel**


Location mensuelle	2,99 €
Sous-total HT	<b>2,99 €</b>

OS





**Tempête de promotions sur 26 nouvelles extensions !**  
 Ça va souffler dans les news gTLDs... Le registre Donuts nous propose pas moins de 26 extensions en promotion jusqu'à fin mars.



**#gandiVS : Simple Hosting est disponible**  
 Nous avons ajouté la création et la gestion de vos instances Simple Hosting à notre nouvelle plateforme.



**Début de vie pour le .ECO**  
 Cette nouvelle extension, qui peut revêtir de nombreux habits, débute sa carrière en février



## Recherche whois

La base publique whois stocke et permet l'affichage de l'ensemble des données relatives à un domaine (propriétaire, contacts, statut, prestataires...)

Cette page vous permet d'effectuer une recherche dans la base whois pour un identifiant ou un domaine donné.

Domaine

Entrez un nom de domaine, avec ou sans extension (celles gérées par Gandi)

Whois

## Besoin d'un hébergement ?



Découvrez notre nouvelle plate-forme d'hébergement qui allie la puissance et la flexibilité du cloud à la simplicité d'une offre classique de type mutualisé. De plus, si vous achetez ou transférez un nom de domaine, bénéficiez de **-50% sur l'achat d'un pack.**

[Découvrez Simple Hosting](#)





**→cat** **Moi vouloir être un .CAT !**  
Et c'est possible pour seulement 5,00€ au mois de février !

**donuts** **Tempête de promotions sur 26 nouvelles extensions !**  
Ça va souffler dans les news gTLDs... Le registre Donuts nous propose pas moins de 26 extensions en promotion jusqu'à fin mars.

**#gandiV5 : Simple Hosting est disponible**  
Nous avons ajouté la création et la gestion de vos instances Simple Hosting à notre nouvelle plateforme.

## Enregistrer un nom de domaine

[Transférer](#) [Renouveler](#) [Recherche multiple](#) [Grille de prix](#)



- Génériques (475)
- Europe (50)
- Afrique (9)
- Amériques (25)
- Asie/Océanie (31)
- Toutes (590)

### Promos !

- Moi vouloir être un .CAT !
- Un t-shirt offert avec votre ...
- Tempête de promotions su...
- Les .CLICK, .LINK et .LOL à ...



Nouvelles extensions génériques .APP, .BLOG, .WEB...  
Déjà plus d' **un million** de pré-enregistrements !  
[Pré-enregistrez le votre gratuitement !](#)

## Hébergement Cloud

**Gandi Serveur (IaaS)**  
Créez vos serveurs, gérez vos disques, augmentez la RAM, le tout à volonté et en un clin d'œil, grâce à la puissance du Cloud.



●●● niveau expert

**30 000 crédits gratuits !**



**Simple Hosting (PaaS)**  
Bénéficiez des performances du Cloud tout en gardant la facilité de gestion d'un hébergement classique.

**Nouveau** [Wordpress en 1 clic](#)



**10 jours gratuits**

●● = niveau intermédiaire



# DNS ZONE

**IP adresse**

**FTP connexion by FileZilla**

**WordPress installation**

**Other CMS installation**



GRENOBLE  
ECOLE DE  
MANAGEMENT

CCI GRENOBLE

**subdomain**

**abc.website.com**

**alltop.com**

**gouv.fr**

# Directory

**website.com/xyz**

**=**

**website.com/xyz/**

**=**

**website.com/xyz/index.html**

# Directory

**website.com/0/ : demo**

**website.com/1/ for group1**

**website.com/2/**

**...**

**website.com/9/**

## HTML5 UP

... makes **spiffy HTML5 site templates** that are:



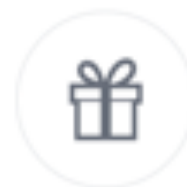
Fully  
Responsive



Built on intelligent  
HTML5 + CSS3



Super  
Customizable



100% Free under the  
Creative Commons



Get notified when I release new stuff!

Follow @ajlkn

**Massively**

Live Demo

Free Download (57,301)



# HTML TEMPLATE

[html5up.net](http://html5up.net)

[zerotheme.com](http://zerotheme.com)

[freehtml5.co](http://freehtml5.co)

[html5webtemplates.co.uk](http://html5webtemplates.co.uk)

[pixelarity.com](http://pixelarity.com)



GRENOBLE  
ECOLE DE  
MANAGEMENT  
TECHNOLOGY & INNOVATION

FileZilla

FileZilla

Local site: /Users/moi/Documents/\_site-WebSite/toutsurlemarketing/

- ETAFM
- ICART
- MSA
- MTI
- .jgnite
- .\_SEO tsm
- .j4
- acronym marketing

Filename

- 
- brand
- css
- doc
- js
- phpMailer
- scss

19 files and 6 directories. Total size: 1071912 bytes

Server/Local file Direction Remote

Filesize Filetype Last modified

not connected to any server

Size Priority Status

Copy to clipboard OK

### About FileZilla

3.28.0  
Copyright (C) 2004-2017 Tim Kosse  
Homepage: <https://filezilla-project.org/>

#### Build information

Compiled for: x86\_64-apple-darwin16.7.0  
Compiled on: x86\_64-apple-darwin16.7.0  
Build date: 2017-09-29  
Compiled with: Apple LLVM version 9.0.0 (clang-900.0.37)  
Compiler flags: -Werror -partial-availability -Wall -g -std=gnu++14

#### Linked against

wxWidgets: 3.0.4  
GnuTLS: 3.5.13  
SQLite: 3.19.3

#### System details

Operating System: Mac OS X (Darwin 17.0.0 x86\_64)  
OS version: 10.13  
CPU features: sse sse2 sse3 sse3 sse4.1 sse4.2 avx avx2 aes pclmulqdq rdrnd bmi2 bmi2 adx  
Settings directory: /Users/moi/filezilla/

Queued files Failed transfers Successful transfers

Queue: empty





```
index.html
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="utf-8">
5     <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
6     <meta name="description" content="ROAD TO MARKET christian rivet Modern Marketing Model Factory GEM kratiroff">
7     <meta name="keywords" content="ROAD TO MARKET christian rivet cours Modern Marketing Model Factory GEM kratiroff christian rivet digital master marketing chef de projet master ">
8     <meta name="author" content="Hubert Kratiroff">
9     <link rel="icon" href=" ../DOC/favicon.ico">
10    <title>Modern Marketing Model Factory GEM kratiroff Road to Market christian rivet </title>
11    <link href=" ../css/bootstrap.min.css" rel="stylesheet">
12    <link href=" ../css/narrow-jumbotron.css" rel="stylesheet">
13    <link rel="canonical" href="https://testeurlemarketing.com/index.html">
14    <meta name="author" content="Hubert Kratiroff">
15    <meta property="og:url" content="http://kratiroff.com/">
16    <meta property="og:type" content="article">
17    <meta property="og:title" content="ROAD TO MARKET">
18    <meta property="og:description" content="ROAD TO MARKET">
19    <meta property="og:updated_time" content="2018-08-14T17:20:50">
20    <meta property="og:image" content="gen-modern-marketing">
21    <meta name="twitter:card" content="gen-modern-marketing.png">
22    <meta name="twitter:site" content="@kratiroff">
23    <meta name="twitter:creator" content="@kratiroff">
24    <meta name="twitter:title" content="FORMATION">
25    <meta name="twitter:description" content="Lexique">
26    <meta name="twitter:image" content="gen-modern-marketing.png">
27    <link rel="shortcut icon" sizes="16x16" href=" ../DOC/favicon.ico">
28    <link rel="shortcut icon" sizes="16x16" href=" ../DOC/favicon.png">
29    <link rel="shortcut icon" sizes="32x32" href=" ../DOC/favicon.png">
30    <link rel="apple-touch-icon icon" sizes="76x76" href=" ../DOC/favicon.png">
31    <link rel="apple-touch-icon icon" sizes="120x120" href=" ../DOC/favicon.png">
32    <meta name="mobile-web-app-capable" content="yes"> <!-- Android -->
33    <meta name="theme-color" content="#333333"><!-- Android -->
34  </head>
35
36  <body>
37    <div class="container">
38      <div class="header clearfix">
```

## SSH acces to a server

ssh root@5.196.23.99  
password\*

## Terminal on macOS

**CMD** (command prompt)  
on Windows

```
moi — root@vps374306:/home/macompta/www — ssh root@5.196.23.99 — 80x24
Last login: Sat Jan 28 16:19:50 on console
MacBookProDev-001:~ moi$ ssh root@5.196.23.99
The authenticity of host '5.196.23.99 (5.196.23.99)' can't be established.
RSA key fingerprint is SHA256:Bp46nISRPRMHFLFvRHHEim+F4erie3xz6t+P7expLI.
Are you sure you want to continue connecting (yes/no)? yes
Warning: Permanently added '5.196.23.99' (RSA) to the list of known hosts.
root@5.196.23.99's password:
CentOS release 6.8 (Final)
Linux vps374306.ovh.net 2.6.32-642.11.1.el6.x86_64 #1 SMP Fri Nov 18 19:25:05 UT
C 2016 x86_64 x86_64 x86_64 GNU/Linux

server      : vps5.196.23.99
release     : 3.36
hostname    : vps374306.ovh.net
eth0 IPv4   : 5.196.23.99

[root@vps374306 ~]# ls
install.log  install.log.syslog  patch-all-release-3.sh
[root@vps374306 ~]# cd ./
[root@vps374306 /]# ls
aquota.user  cgroup  home  lost+found  opt  root  selinux  tmp
bin          dev     lib   media      proc  run   srv      usr
boot        etc    lib64  mnt        razor-agent.log  sbin  sys      var
[root@vps374306 /]# cd home
```