

**PROFESSIONAL
MARKETING**
North Africa *meeting*

Marketing NoLimit

#NoLimit 21 nov 2023

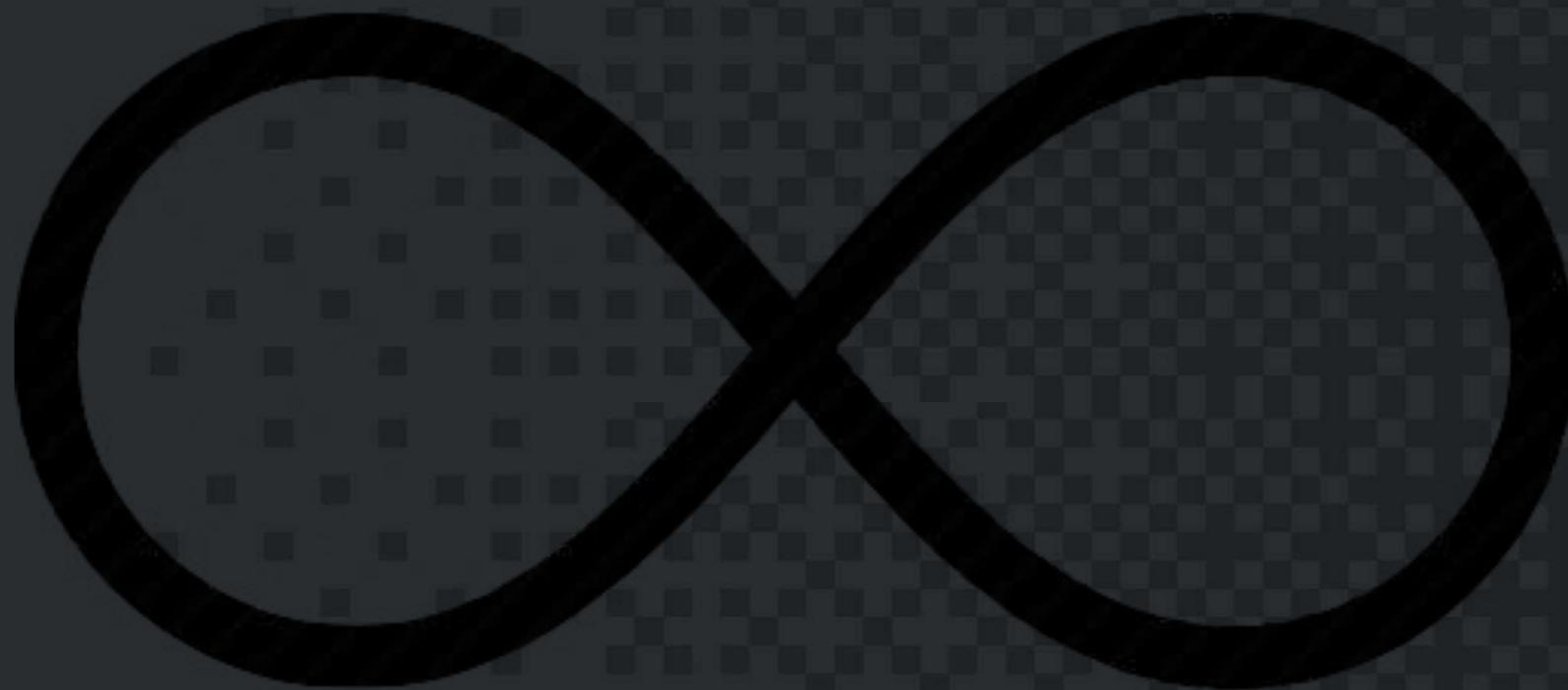
hubert **kratiroff**





NO LIMITS

NO LIMIT



CONFÉRENCE
2023
PAR HUBERT KRATIOFF





**The old way
is getting
old.**



الخوارزمي

AL-KHWARIZMI

FATHER OF ALGEBRA AND ALGORITHM





tout sur le marketing.com

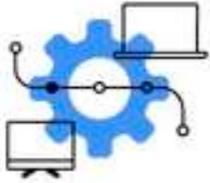


kratiroff.com

**Quels sont les 3 mots clés
qui caractérisent un
produit qui sera un succès**

?





1.
Understand the
technology



3.
Run a set test



2.
Set the right goals

How to implement an experimental mindset

While there isn't an exact formula to future-proof your business, it's the experimental mindset that can set you up for success to embrace a rapidly changing technological future.



1.
Understand the
technology



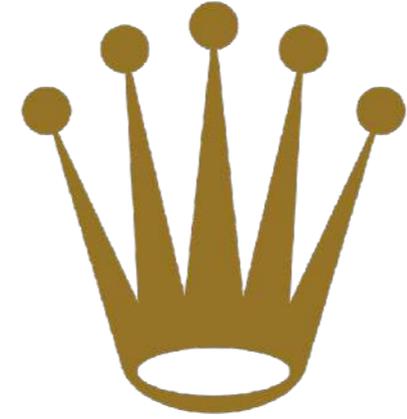
2.
Set the right goals



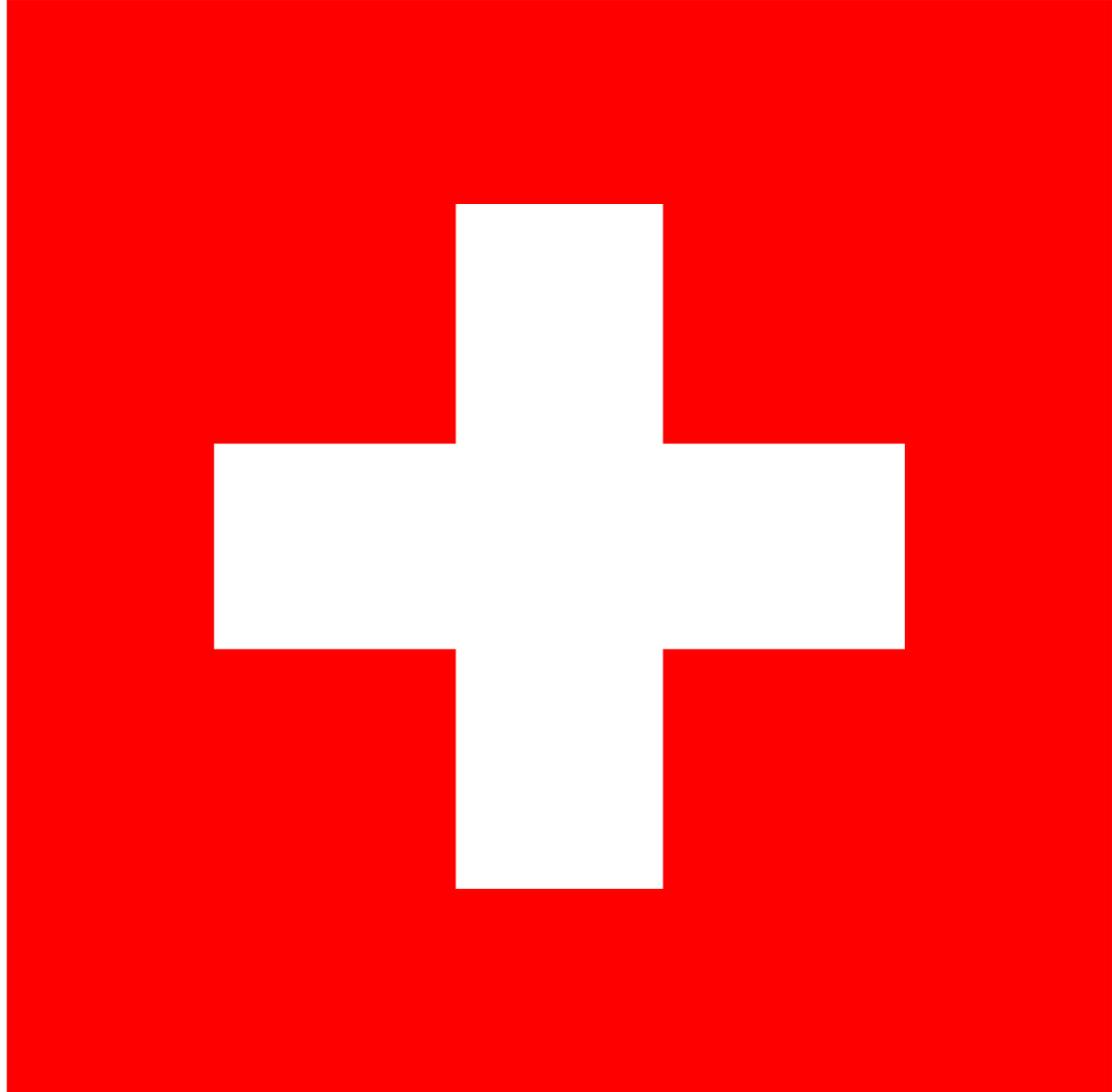
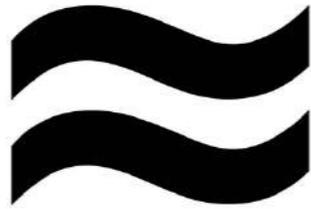
3.
Run a set test

According to Redman, these are three key approaches to take when shifting to a culture of experimentation:

1. Ensure there is a firm understanding of the technology so that it can be easily conveyed to the client.
2. Have a plan in place, know the steps to adopt new technology, and set the right goals or benchmarks.
3. Run a set test so that there's something to compare campaign performance to.

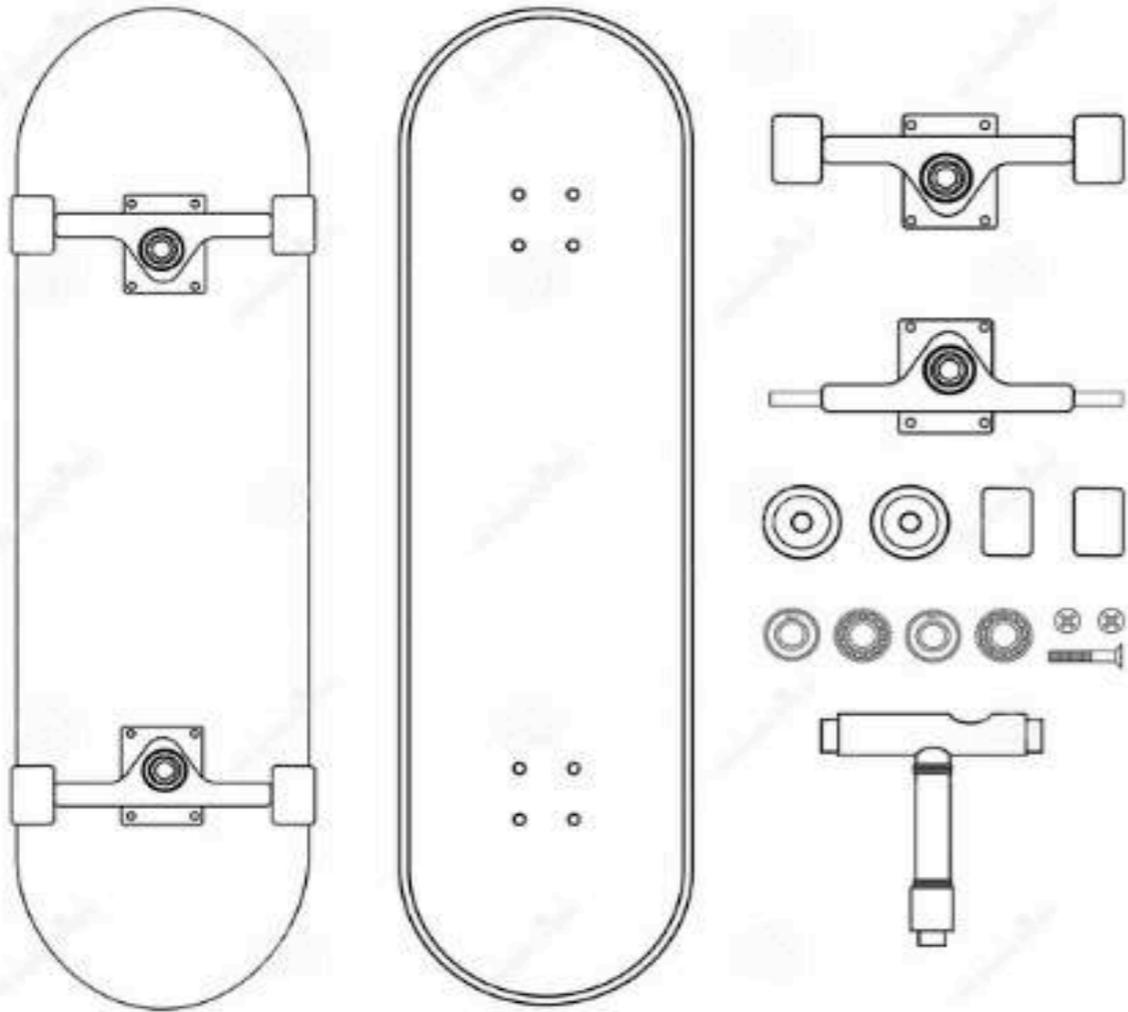


ROLEX



Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this



NIBIC

NBIC

Nano (techno, matériaux, graphène, H)

Bio (techno, mimétisme, blob, axolotl)

Informatique (IOT, 3Dprint, Additiv, Blockchain, Quantique, Algorithme, cybersécurité)

Cognitif (IOB, IA, ML, MOOC, edTech, apprentissage adaptif, SGE,)



Comment intégrer
les NBIC
dans vos
produits-service ?

WUJCA

~~SWOT~~

Volatilité

Incertitude

Complexité

Ambiguïté

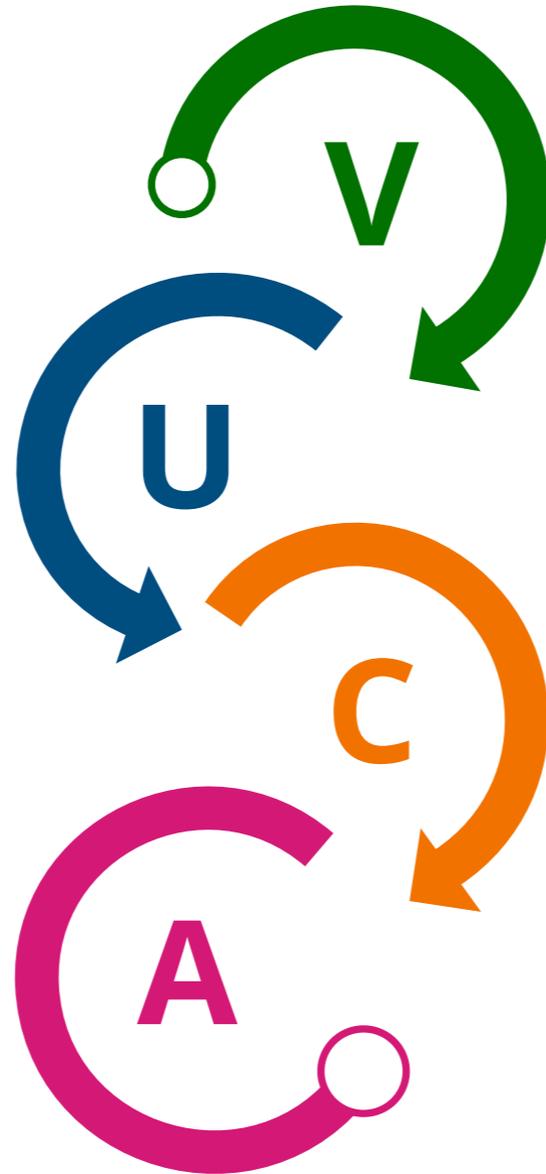
VUCA

Incertitude

—
Pas vision des conséquences / bonne connaissance
Uncertainty
e en place de test ou utilisation de modèle prédictif

Ambiguïté

—
Peu de vision & peu de connaissance
On ne sait pas ce qu'on ne connaît pas



Volatilité

—
Bonne vision, bonne connaissance
Gestion du temps de transition et des plannings

Complexité

—
Bonne vision, manque de connaissance
Vision claire du futur
Pas assez de données sur le marché, la concurrence...

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.

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

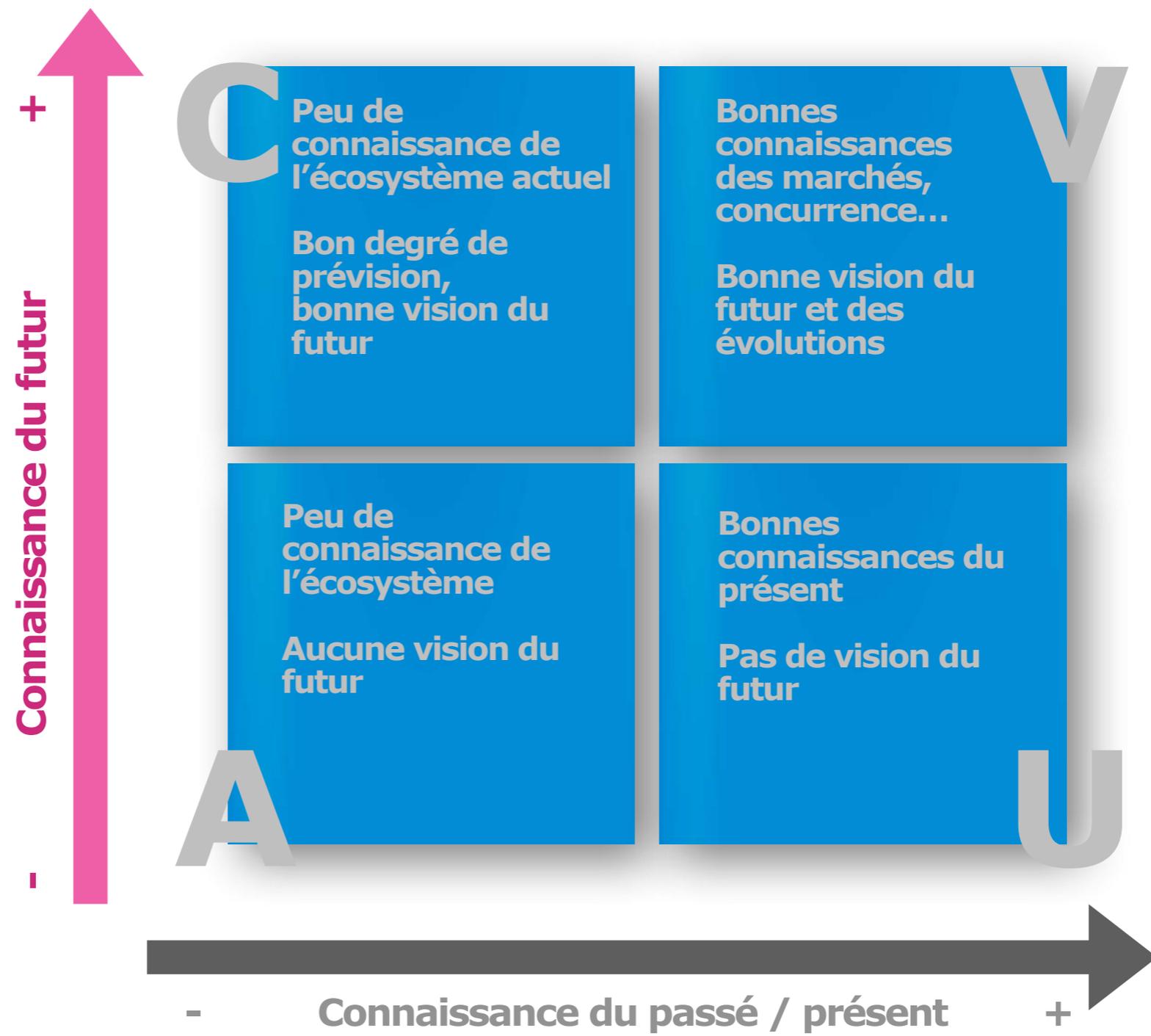
Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

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.

VUCA

Simplifié



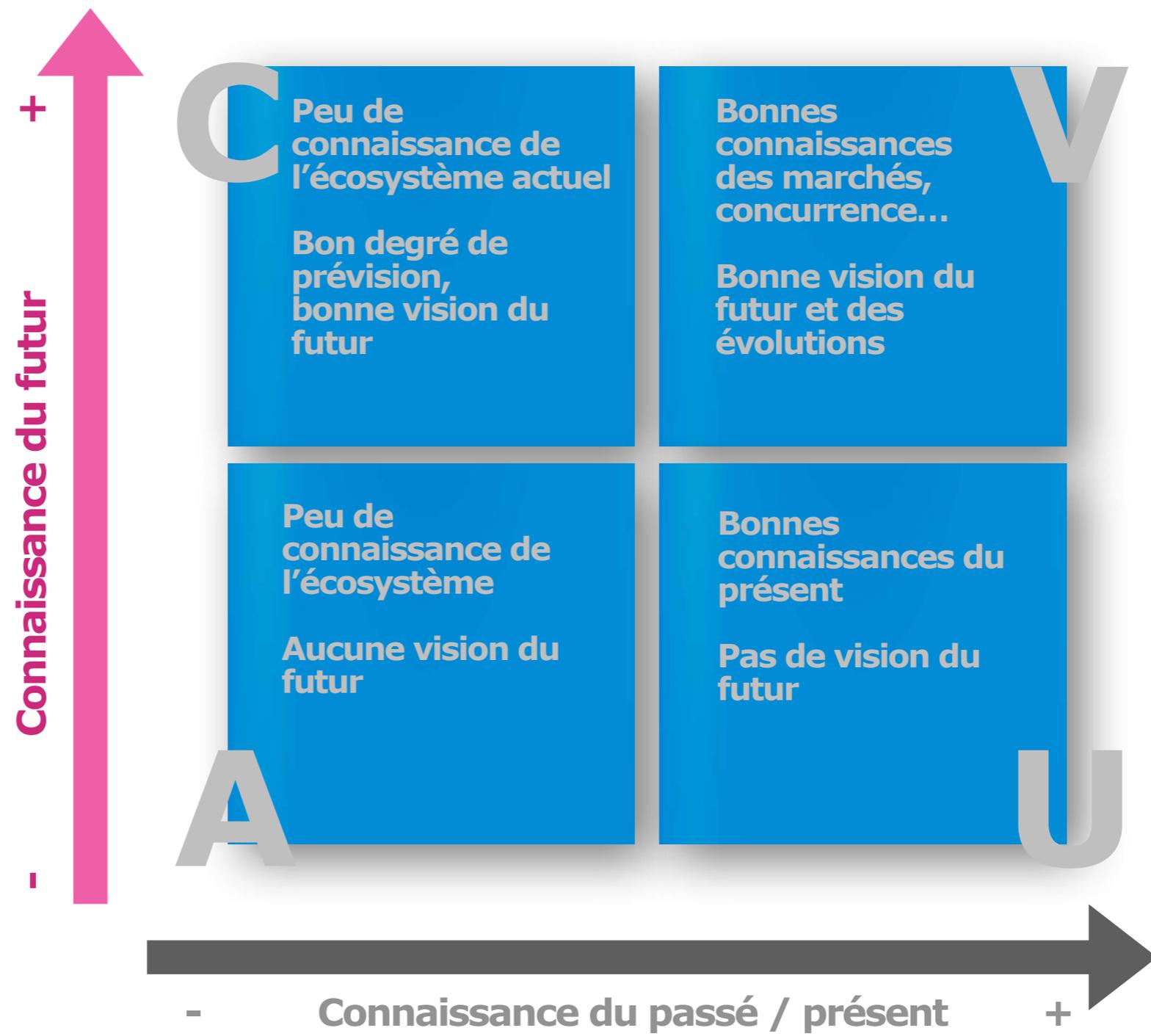
**Scio me
nihil scire**



**Le VUCA de
votre
entreprise**

VUCA

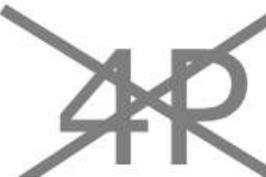
Simplifié



~~4P~~

M3 Modern Marketing Model

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

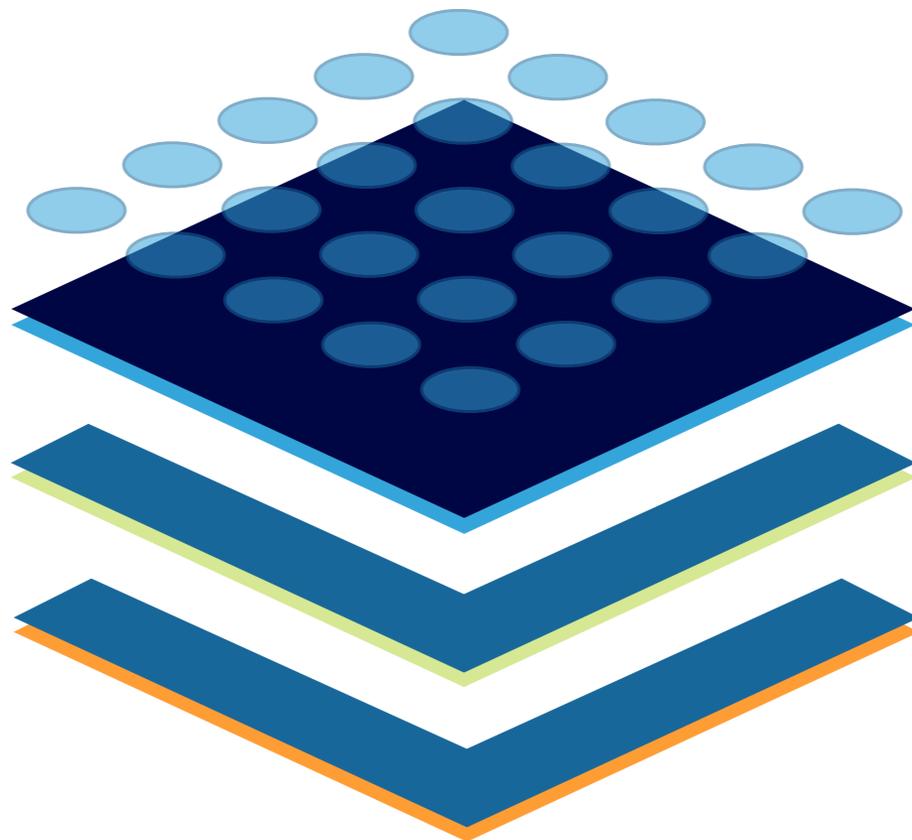


MMM

marketing mix modeling



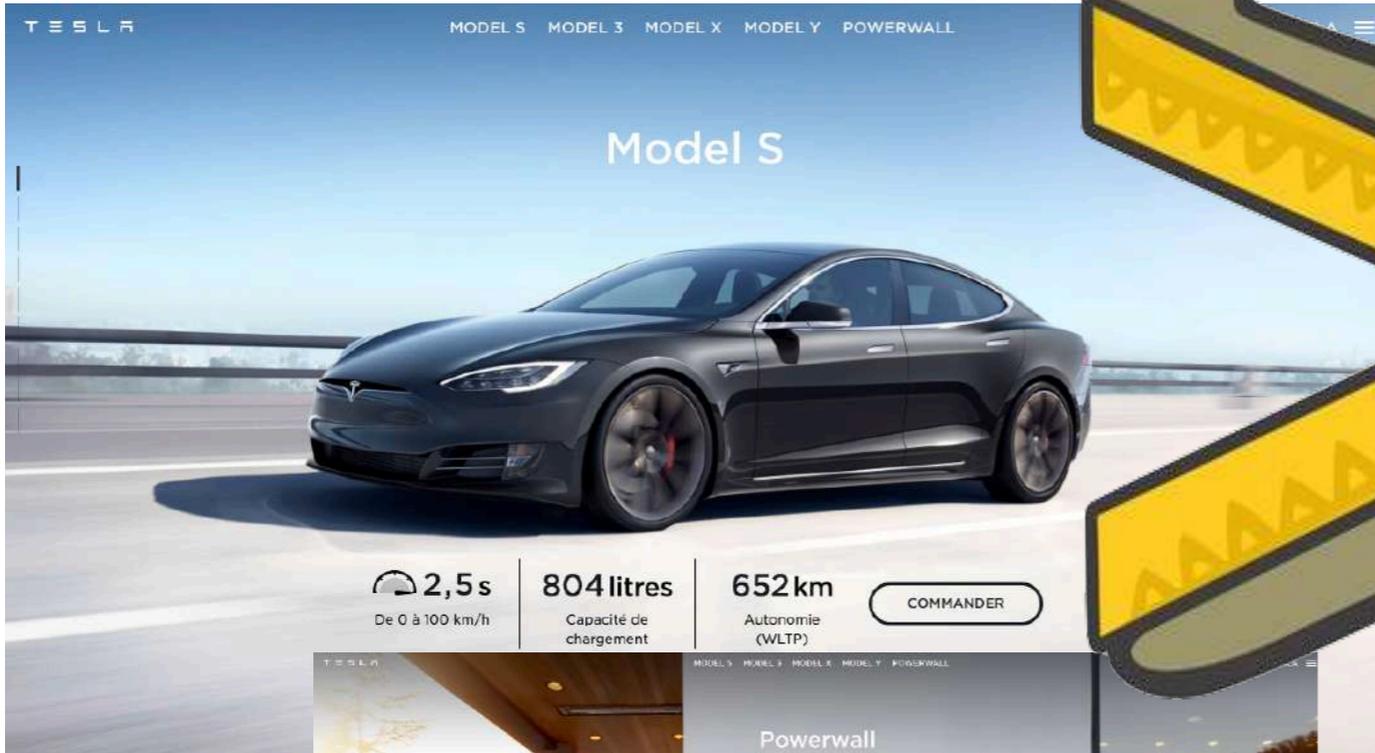
**Quel mix pour votre
produit ?**



PLATFORM

servicisation
disruption
uberisation
tycoonisation
platformisation

Nouveaux Business Modèles



GAFFA
Big Tech
super7

G A F A

Google* Amazon Facebook* Apple

M S N T

Microsoft Salesforce NVIDIA Twitter*

N A T U

Netflix Airbnb Tesla Uber

B E Y

Booking Expedia Yandex*

B A T X

Baidu Alibaba Tencent Xiaomi

B D H

Bytedance DJI Hikvision

* Alphabet **Meta = MAAA

*** Huawei / Cisco / Oracle **** Naver



WeChat



Hubert Kratiroff 

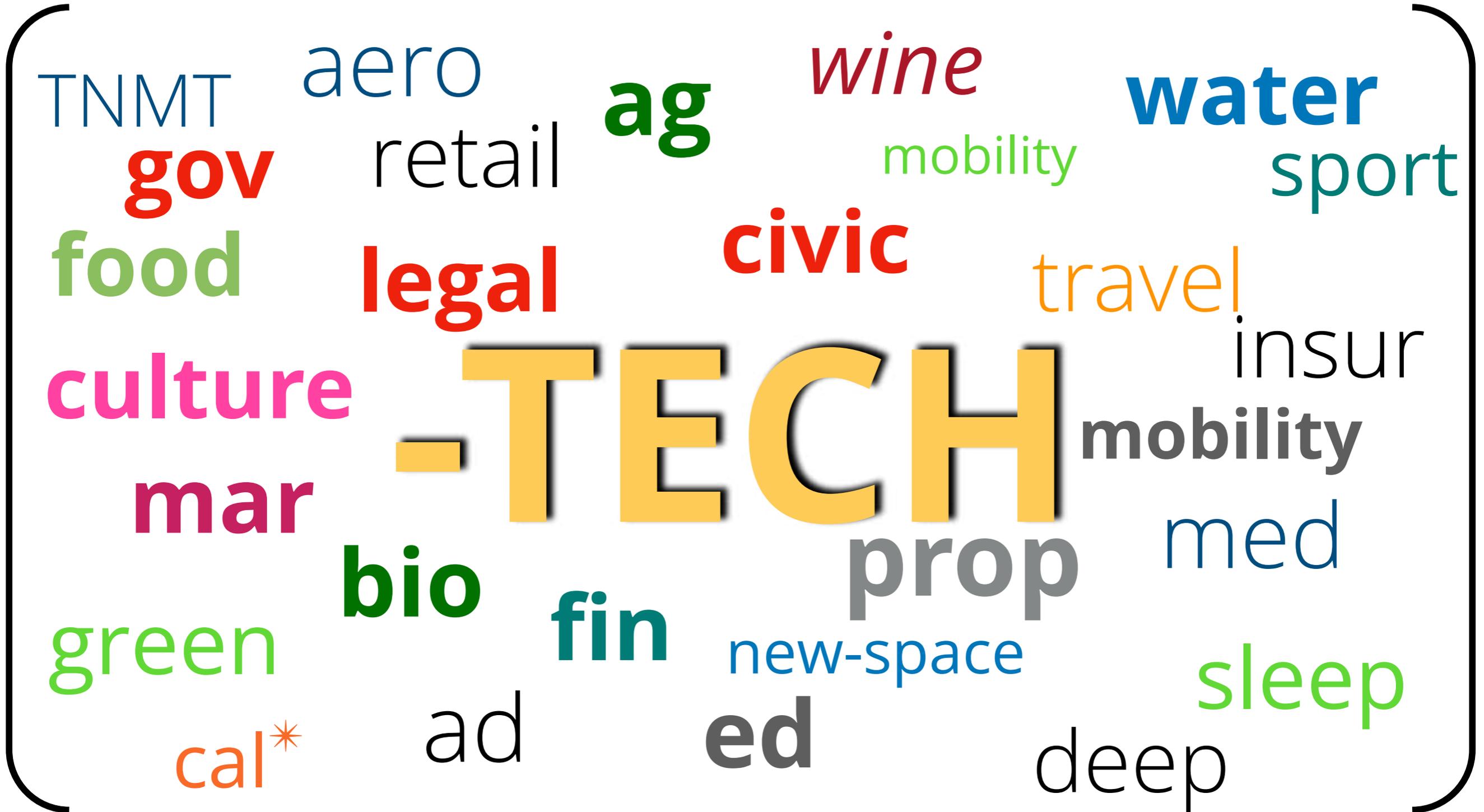
France



Scan the QR code to add me on WeChat

Qui disrupte
es BATXBDH ?





XXX

AAS

APP

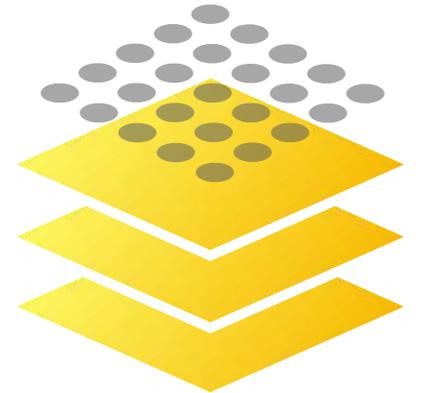
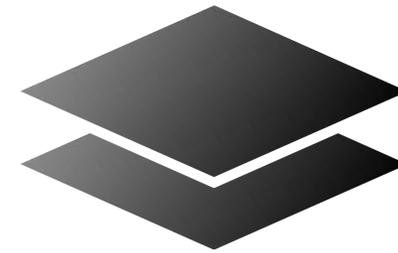
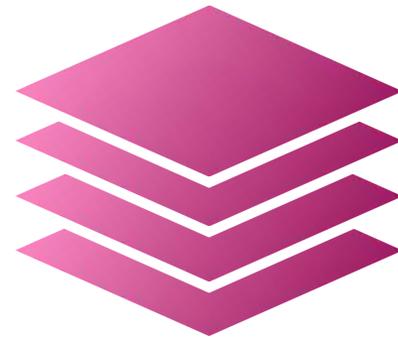
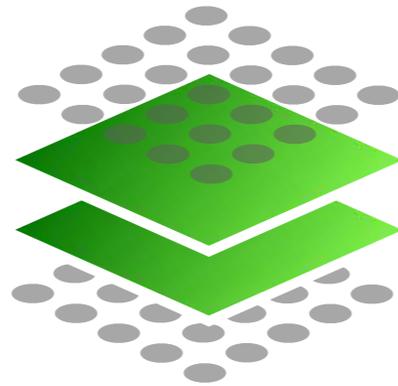
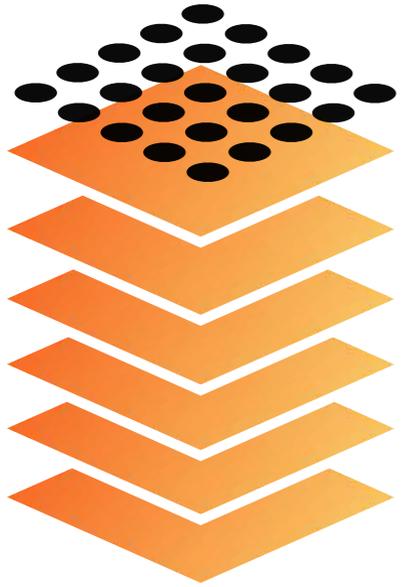
SOFT

USER

ADV

TRUST

DATA



PaaS
platform as a service

Si les produits
deviennent des
services...
que deviennent
les services ?

DNMB



DNVB = DTC



Digital Native Vertical Brand



privacy

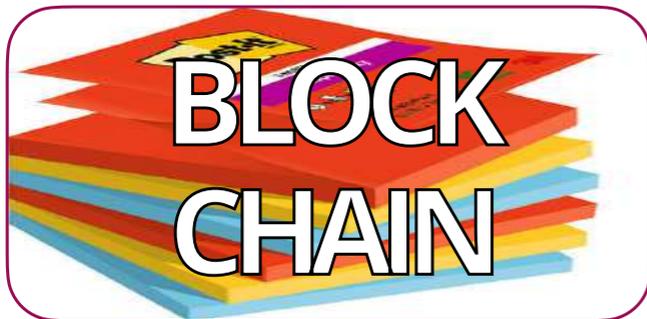
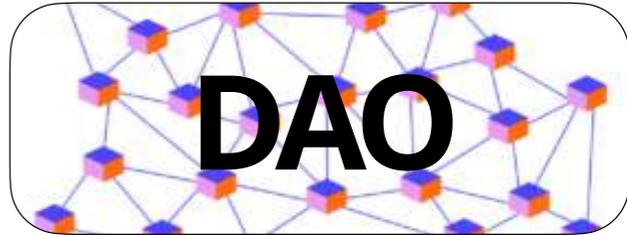
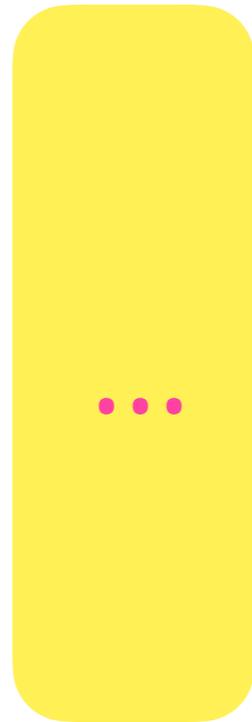


DeFi
Deso



MICA

e-sport
gameFI
play to earn

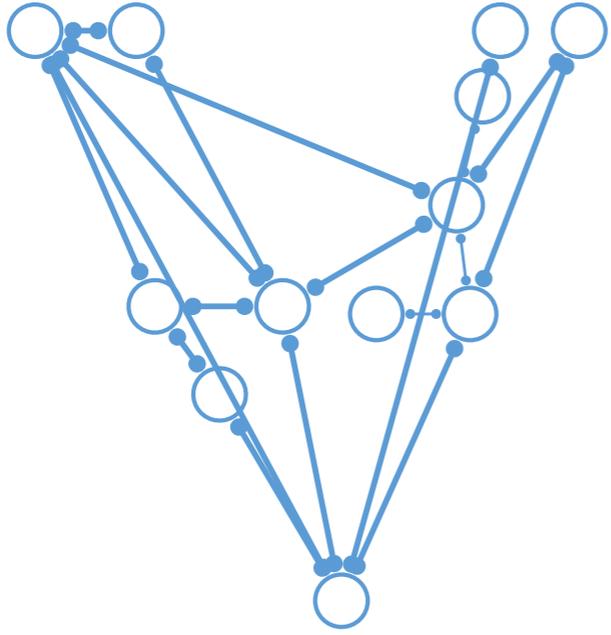


ICO

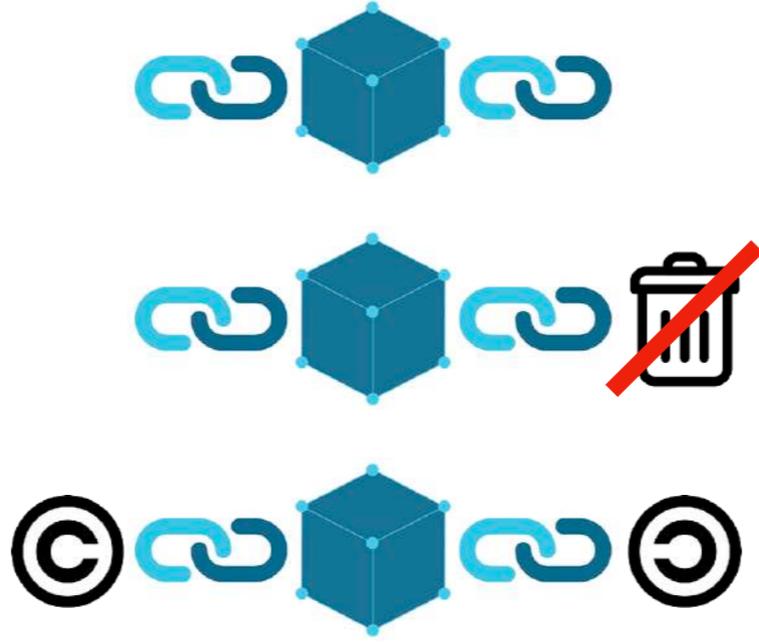
EVM



A



B



C



A

Decentralized web
DAO, Holacracy
Scrum
Linked data

B

Transparency
Trust
Verified ID
Ownership

C

Native payment
Crypto inside
Wallet connected
Play to Pay

Fondation : Blockchain



COMMUNICATION

COURS GAUTHIER-DESCHAMPS

HISTOIRE DE FRANCE



PREMIER LIVRE
PAR A. AYMARD

UN VOLUME DE CINQUANTE FASCICULES
DE 240 PAGES

LIBRAIRIE HACHETTE



Preface

ZERO TO ONE

EVERY MOMENT IN BUSINESS happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them.

Of course, it's easier to copy a model than to make something new. Doing what we already know how to do takes the world from 1 to n , adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange.

THE INTERNATIONAL BESTSELLER

ZERO

TO

ONE

NOTES ON STARTUPS,

OR

HOW TO BUILD THE FUTURE

PETER THIEL

WITH BLAKE MASTERS

'That rare thing: a concise, thought-provoking
book on entrepreneurship' **THE TIMES**

2012-2014

Peter Thiel

PayPal

FB, spaceX, LinkedIn

Les **3** étapes de toute

Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

Ridicule

Dangereux

Évident

délai

délai



tout sur le marketing.com



kratiroff.com



**MERCI DE VOTRE
ATTENTION.**