

MANAGEMENT STRATEGY DIGITAL  
MSD BY HUBERT KRATIROFF  
2024

# SEASON 04 EPISODE 01

# Hi Folks!

# PREVIOUSLY in 180 sec

- 1 Tools for projects / Persona / Journey
- 2 UX CX / Digital Plan / Digital Pillars / Demo day
- 3 SEARCH SERP UX
- 4 SEO+SEA+ASO+SMO+Local+retail media
- 5 Ecommerce / STRATEGY / PLAN
- 6 PLG HOOK FLY-WHEEL PLATFORM

REAL WORLD CONTENT SOCIAL MEDIA

#1 Content Strategy Strategic Plan Content Pillars KPIs & Metrics Topic Cluster Planning	#2 Content Publishing	#3 Content Calendar Content Mix
#4 Social Media Influencer Marketing	#5 Collaboration	#6 Digital Plan Launch Distribution

REAL-WORLD CONTENT MARKETING

1

REAL-WORLD CONTENT SOCIAL MEDIA

MONEY TIME

REAL-WORLD CONTENT SOCIAL MEDIA

MONEY TIME

WHAT ARE YOU GOING TO CREATE PUBLISH OR POST? FOR REAL!

REAL-WORLD CONTENT SOCIAL MEDIA

attn: BATTLE FOR ATTENTION

WHAT'S NEW

# DAY TRADING ATTENTION

READ THIS

ATTENTION DAY france-tvpublicité

GARY VITENORICH DAY TRADING ATTENTION

HOW TO SUCCESSFULLY MEASUREMENT AND SALES IN THE NEW SOCIAL MEDIA WORLD

TV, BVOD, VOL, social media with EyeTracking 7638 sessions  
TV linéaire & BVOD = 100%  
97% VOL  
35% SM  
85% TV linéaire & BVOD seen completely  
56% pour la VOL  
11% réseaux sociaux ;  
20 secondes TV linéaire ou la BVOD with 94% attention = 19 secondes  
2,5 more than VOL

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MRC

Media Rating Council

The Media Rating Council (MRC) is a not-for-profit industry self-regulatory body, established in 1984 at the request of all companies that create and/or provide media measurement products and services across digital, out-of-home, print, radio, television, and cross-media products.

Our Objectives

- To measure for the media industry and related users measurement services that are valid, reliable and effective.
- To ensure and administer minimum standards and ethical criteria for media measurement services.
- To promote and administer an audit system designed to inform users to whether such measurement services conform to the minimum standards developed.

Examples:

- BBC
- Netflix, Disney+, Amazon Prime
- AVOD - Advertising based video on demand = FAST - free ad-supported streaming TV
- BVOD - Broadcaster video on demand
- PVOD - Premium video on demand

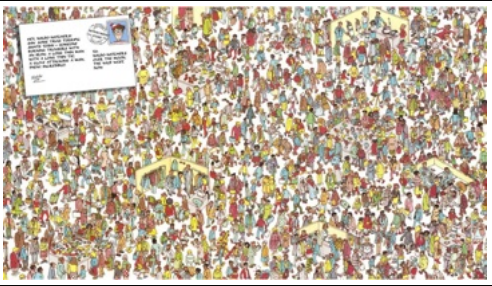
© 2024 MRC. All rights reserved.

attn: BATTLE FOR ATTENTION

STORIES WORTH YOUR ATTENTION

~~TIME = MONEY~~

“  
**ATTENTION**  
 =  
**MONEY**  
 ”



**infobesity / information overload**

Info snacking  
 or  
 Digital Détox  
 or  
 Premium Content = Content Strategy

**YouTube**  
 YouTube : vous pouvez désormais générer des revenus des 500 abonnés

**Formation**  
 Se reconverter comme data engineer pour valoriser les données des entreprises

**Publicité**  
 10 méthodes marketing à connaître

**Culture web**  
 Créer son blog : 5 conseils avant de se lancer

**Formation**  
 5 dispositifs pour financer sa reconversion dans le digital



**Be Bold. Go Native!**

Sponsored by LICATUS

Surpoids : Un ingénieur a découvert ce truc à faire tous les jours

FOMO // CONTENT

Kratiroff 2021

**PHILIPPE MICHEL**  
**C'EST QUOI L'IDEE?**

Publicité, création et monde de communication

PRÉFACÉ PAR ANNE THÉVENET-ARITBOL  
 PRÉFACÉ DE GÉRÉMIQUE ROUSSEAU

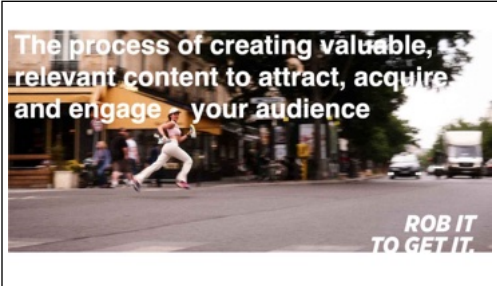
Les idées naissent d'une rencontre casuelle, d'un frottement entre des fragments de concepts qui s'arment pas l'habitude de se fatiguer et c'est ainsi que des concepts auparavant froids se mettent à déjauger de la chaleur et que des objets obscurs jusqu'à commencer à braver la familiarité. Petite chaise, petite lumière qui menace de s'éteindre si l'un n'y prend garde.



hubertkratiroff

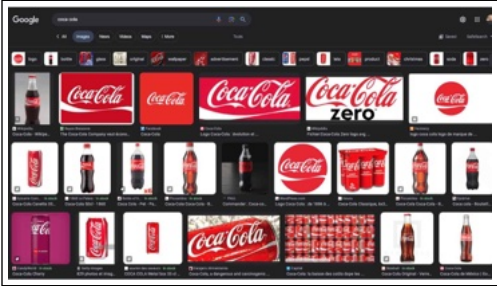
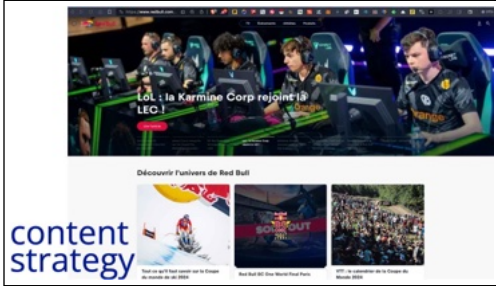
**#1 : DEFINITION**

CONTENT MARKETING IS...  
 ROB IT TO GET IT



# BRAND CONTENT

# BRAND CONTENT vs. content strategy

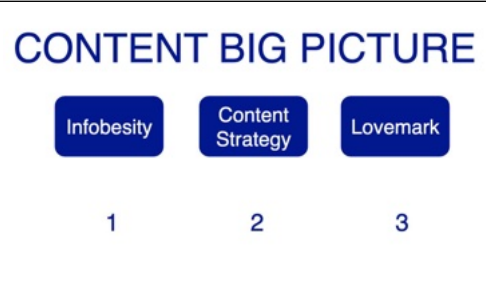


## WHAT IS CONTENT FOR marketing?



**Content Marketing**

The process of creating valuable, relevant content to attract, acquire, and engage your audience



« Le brand content c'est ce que devrait être la bonne publicité »

Olivier Altmann



« production de contenus nouveaux par les marques »

Hubert Kratiroff  
(Les fonctions du marketing)

Content is king



# Context is god



hk

Création de **contenu** :  
UGC user generated content  
**experts** (indépendant,  
marque, consultant)  
**artistes** (ponctuel, récurrent)  
**influenceurs** (...)

**Avant / Après**

**PUB** : faire passer un message

**BrandContent** :  
partager une expérience

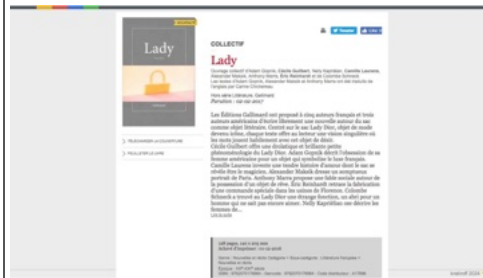


...avant une  
marque faisait des  
pubs, aujourd'hui  
elle fait des romans

HK, prévision 2017

# Dior

© Dior



HISTORIQUE

**CONTENT**

Gutenberg



Zuckerberg  
Sandberg



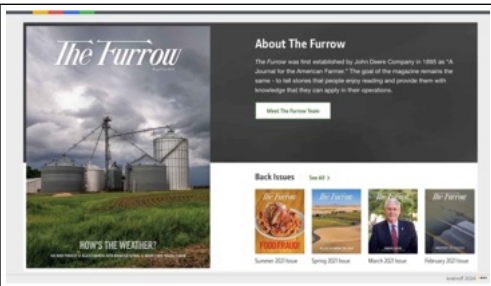
Bouddha  
Confucius  
Socrate



Proust  
Marx  
Sartre



the furrow  
John Deere  
1897



**Créateur** de :

- contenus
- événements
- compétition
- documentaires

redbull.fr = site média  
galerie photo 12 rue du Mail  
géré sur 160 pays par 3000 personnes média house


Red Bull excelle dans la création de contenu sans agence



3 à 8 millions de vues live  
200 millions sur YT  
2 milliards JT



Ricard



Pirelli

I-want-to-know moments	I-want-to-go moments	I-want-to-do moments	I-want-to-buy moments
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving

<b>I-want-to-know moments:</b> A1: A2: A3: A4: A5:	<b>I-want-to-go moments:</b> B1: B2: B3: B4: B5:	<b>I-want-to-do moments:</b> C1: C2: C3: C4: C5:	<b>I-want-to-buy moments:</b> D1: D2: D3: D4: D5:
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving

<b>I-want-to-know moments:</b> A1: A2: A3: A4: A5:	<b>I-want-to-go moments:</b> B1: B2: B3: B4: B5:	<b>I-want-to-do moments:</b> C1: C2: C3: C4: C5:	<b>I-want-to-buy moments:</b> D1: D2: D3: D4: D5:	<b>I-want-to-??? moments:</b> E1: E2: E3: E4: E5:
Information	Direction Hours	Action Decision	Purchase Promotion Sales-Saving	???

<b>I-want-to-know moments:</b> When someone is exploring or researching, but is not necessarily in purchase mode.	<b>I-want-to-go moments:</b> When someone is looking for a local business or is considering buying a product at a nearby store.	<b>I-want-to-do moments:</b> When someone wants help completing a task or trying something new.	<b>I-want-to-buy moments:</b> When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.
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<b>I-want-to-know moments</b> 65% of online consumers look up more information online than they did a few years ago. 66% of smartphone users turn to their phones to look up something they see in a TV commercial.	<b>I-want-to-go moments</b> 2X increase in "near me" search volume in the past year. 82% of smartphone users use a search engine when looking for a local business.	<b>I-want-to-do moments</b> 91% of smartphone users turn to their phones for help while doing a task. 100M+ users of "near me" content have been notified or notified on in the past year.	<b>I-want-to-buy moments</b> 82% of smartphone users consult their phones when in a store deciding what to buy. 29% increase in mobile conversion rates in the past year.
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**CONTENT DISTRIBUTION**




**POEM**  
...  
**POES M**

**POES m**

Paid  
Owned  
Earned  
Shared

Média & Marketing



**PAID**

Achat d'espace  
Displays  
Liens sponsorisés  
Programmatique & RTB

**OWNED**  
propriété de l'annonceur

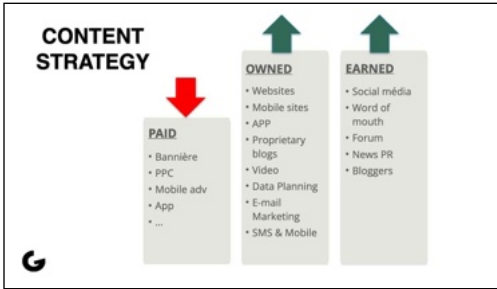
website  
catalogue  
print  
newsletter  
emailing

**EARNED**  
Ensemble des retombées générées gratuitement par une marque

**SHARED**  
Earned via les partages de réseaux sociaux (retweet, like ...)

**Empreinte digitale**





### Loi de Metcalfe et viral loop

Loi de Metcalfe

Le loi de Metcalfe est une loi empirique énoncée par Robert Metcalfe, fondateur de la société Ethernod et créateur du protocole Bitcoin.

Elle stipule que le nombre de connexions possibles entre n utilisateurs est proportionnel à n².

Applications

- Blockchain
- Bitcoin
- Peer-to-peer
- Internet des objets
- Smartphones
- Logiciels de gestion de contenu

# Stop

**Paid media**  
**Media passif**  
**Client passif**

# GO

**Earned media**  
**Media participatif**  
**Client VRM**

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# CURATION

Verbe : curer !

Selection + Aggregation +  
Editorialization + Contextualisation +  
Enrichment + Share  
=  
**Curation**

### CURATION : TOOLS

- Scoop.it
- Curata
- Pocket (getpocket)
- Instapaper
- Paper.li FlipBoard
- Pinterest, Bndlr, Stumbleupon et Pearltrees
- Source : Medium, TheConversation

### MODERN MARKETING BY KRATIOFF

### CURATION

Curation = 1/3 brand content

Easy, fast, reliable, trust

### CURATION

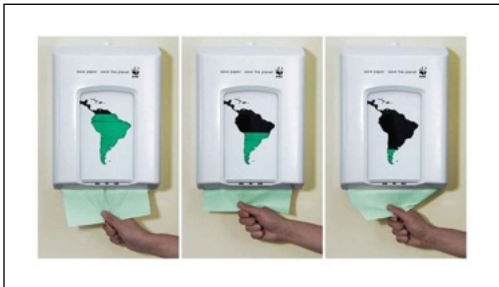
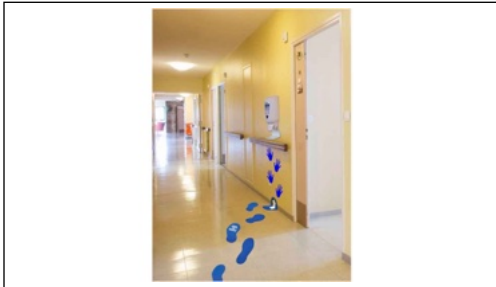
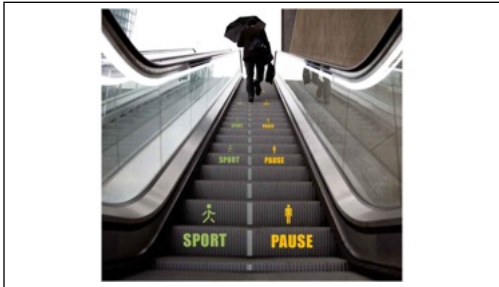
**Influence marketing**  
Follow the right persons, account  
Copy, cite, quote, steal, plagiarism

SS  
CURATOR'S CODE

# NUDGE marketing

1785 «Les Sablons» avec LouisXVI et Antoine Parmentier





HBR  
HBS

Harvard Business Review  
The New Basics of **MARKETING**

**Daniel Kahneman**  
2002 Decision making under uncertainty

**Richard Thaler**  
Nobel 2017 pour Nudge

**Richard Thaler**  
Nobel 2017 Nudge

to encourage or persuade someone to do something in a gentle way

inciter sans que l'incitation soit perceptible, sans contrainte ni récompense

THINKING,  
FAST AND SLOW

DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS