



**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  
Attention War  
Content Pillars  
POEM (POESM)  
Topic Cluster  
Persona

## #2

CopyWriting  
GenAI  
Publishing

## #3

Content Calendar  
Content Mix

## #4

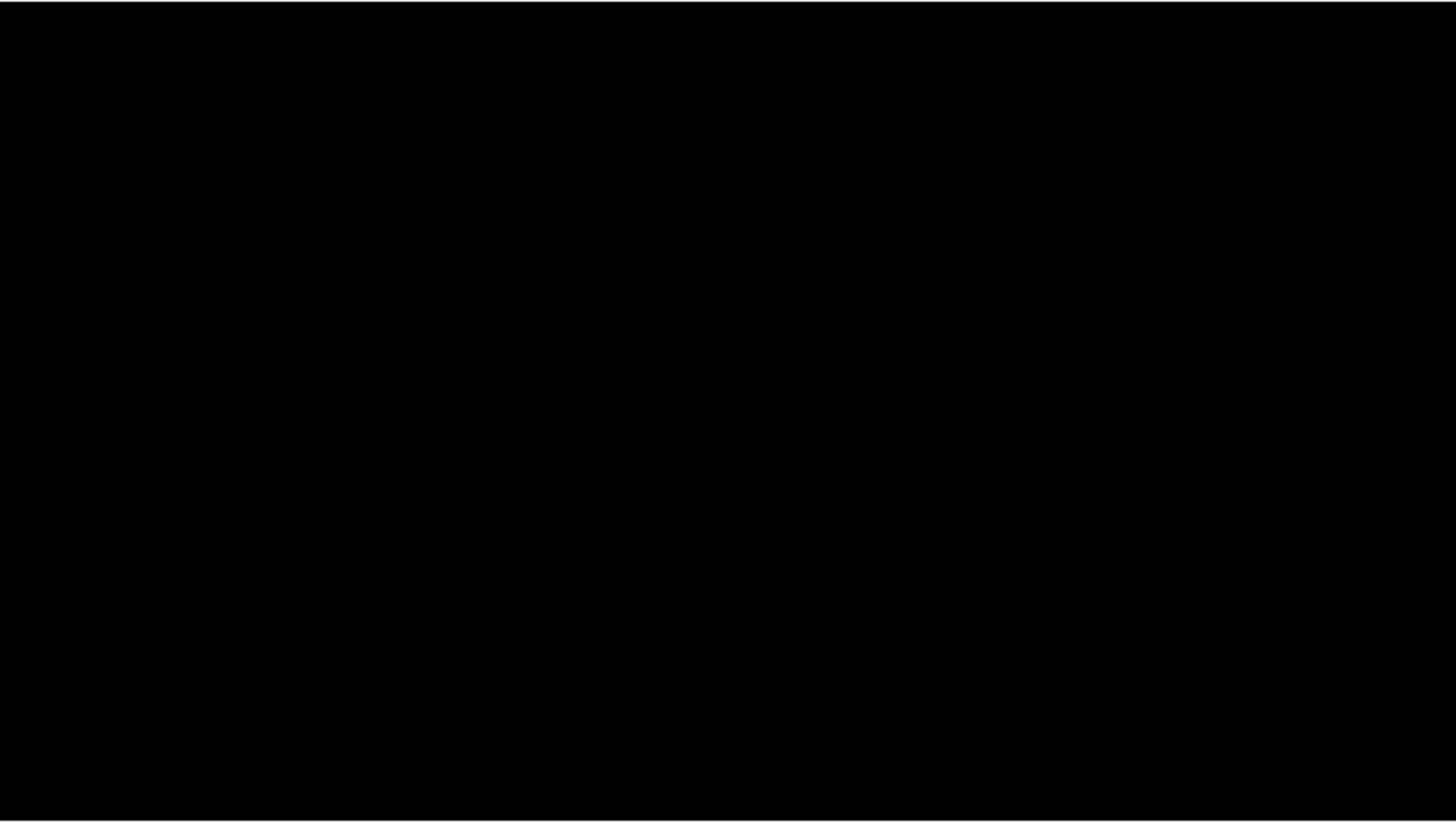
Social Media  
Influence Marketing

## #5

Collaboration

## #6

Digital Plan  
Lean Canvas  
...  
Conclusion



REAL-WORLD  
CONTENT  
MARKETING





REAL WORLD  
CONTENT  
SOCIAL MEDIA





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

attn:

The word "attn:" is rendered in a light blue, lowercase, sans-serif font. The letters are filled with a semi-transparent blue color, and the interior of each letter is cut out to reveal a photograph of a person's face. The person has dark hair pulled back and is wearing white-rimmed sunglasses. The cutouts are arranged such that the person's face is visible through the 'a', the first 't', the 'n', and the second 't'. The colon consists of two small circles, each also containing a portion of the person's face and sunglasses.

**BATTLE FOR ATTENTION**



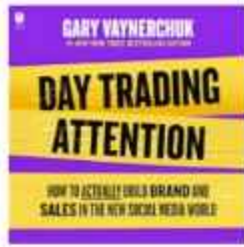
**WHAT'S NEW**

**DAY TRADING**

**ATTENTION**

**READ THIS**

#1



Day Trading Attention: How to Actually Build...  
Gary Vaynerchuk  
★★★★★ 59  
Audiobook  
\$23.52

#2



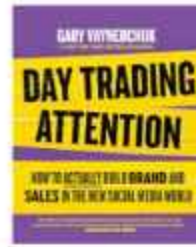
Day Trading Attention: How to Actually Build...  
Gary Vaynerchuk  
★★★★★ 59  
Hardcover  
\$24.60

#3



Building a StoryBrand: Clarify Your Message...  
Donald Miller  
★★★★★ 10,126  
Hardcover  
\$14.95

#4



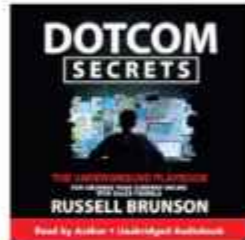
Day Trading Attention: How to Actually Build...  
Gary Vaynerchuk  
★★★★★ 59  
Kindle Edition  
1 offer from \$17.99

#5



Lean Marketing: More leads. More profit. Les...  
Allan Dib  
★★★★★ 40  
Kindle Edition  
1 offer from \$2.99

#6



Dotcom Secrets  
Russell Brunson  
★★★★★ 2,377  
Audiobook  
\$12.46

#7



The 1-Page Marketing Plan: Get New...  
Allan Dib  
★★★★★ 10,395  
Kindle Edition  
1 offer from \$2.99

#8



YouTube Secrets: The Ultimate Guide to...  
Sean Cannell  
★★★★★ 3,522  
Paperback  
\$13.49

#9



Crushing It!: How Great Entrepreneurs Build...  
Gary Vaynerchuk  
★★★★★ 5,195  
Audiobook  
\$20.76

#10



Building a StoryBrand: Clarify Your Message...  
Donald Miller  
★★★★★ 10,126  
Kindle Edition  
1 offer from \$14.99

#11



Expert Secrets  
Russell Brunson  
★★★★★ 1,953  
Audiobook  
\$12.46

#12



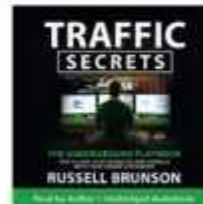
Dotcom Secrets: The Underground Playbook...  
Russell Brunson  
★★★★★ 2,177  
Paperback  
\$16.99

#13



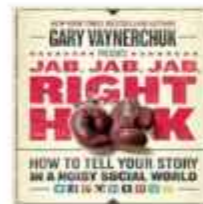
Lean Marketing: More Leads. More Profit. Les...  
Allan Dib  
★★★★★ 40  
Audiobook  
\$18.42

#14



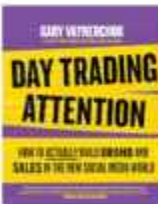
Traffic Secrets: The Underground Playbook...  
Russell Brunson  
★★★★★ 2,526  
Audiobook  
\$12.46

#15



Jab, Jab, Jab, Right Hook: How to Tell Your...  
Gary Vaynerchuk  
★★★★★ 3,373  
Audiobook  
\$12.72

#16



Day Trading Attention: How to Actually Build...  
Gary Vaynerchuk  
★★★★★ 59  
Paperback  
4 offers from \$9.95

#17



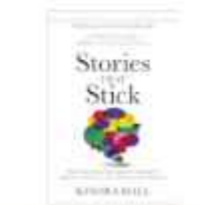
Marketing Made Simple: A Step-by-Step...  
Donald Miller  
★★★★★ 2,142

#18



The Pay Per Call Revolution: How an Elite...  
Adam Young  
★★★★★ 29

#19



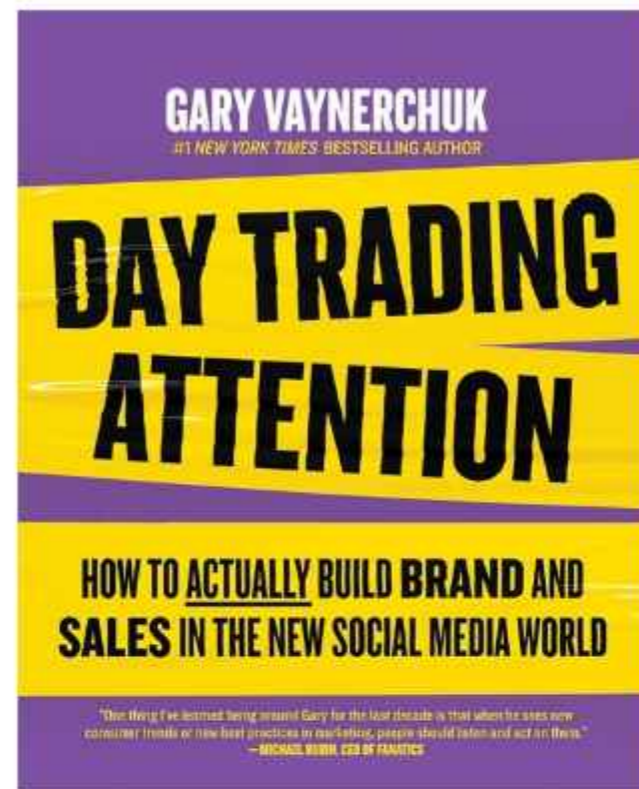
Stories That Stick: How Storytelling Can...  
Shawn Aichele  
★★★★★ 2,064

#20



YouTube Secrets: The Ultimate Guide to...  
Sean Cannell  
★★★★★ 3,522





TV, BVOD, VOL, social media with EyeTracking 7638 sessions

TV linéaire & BVOD = 100%

97% VOL

35% SM

89% 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

## MRC Cross-Media Audience Measurement Standards (Phase I Video)

September 2018  
Final

Sponsoring associations:  
Media Rating Council (MRC)  
American Association of Advertising Agencies 4A's  
Association of National Advertisers ANA  
Interactive Advertising Bureau (IAB)  
Video Advertising Bureau (VAB)



Membership

Accreditation

Standards & Guidelines

## Media Rating Council

The Media Rating Council (MRC) is a not-for-profit industry self regulatory body, established in 1963 at the request of US Congress, that audits and accredits media measurement products and data sources across Digital, Out-of-Home, Print, Radio, Television, and cross-media products.

### Our Objectives

- To **secure** for the media industry and related users measurement services that are valid, reliable and effective.
- To **evolve and determine** minimum disclosure and ethical criteria for media measurement services.
- To **provide and administer** an audit system designed to inform users as to whether such measurements are conducted in conformance with the criteria and procedures developed.

OTT – Over the Top

SVOD – Subscription based video on demand

TVOD – Transactional video on demand

AVOD – Advertising based video on demand =

FAST - free ad-supported streaming TV

BVOD – Broadcaster video on demand

PVOD – Premium video on demand

Exemples :

SVOD : Netflix, Disney+, Amazon Prime.

AVOD : Roku Channel, Rakuten TV.

BVOD : TF1+, 6Play, Peacock.

FAST TV : Pluto TV, Samsung TV Plus, IMDB molotov



atttn:

The word 'atttn:' is rendered in a light blue, lowercase, sans-serif font. The letters 'a', 't', 't', and 'n' are large and feature cutouts that reveal a person's face wearing white-rimmed sunglasses. The first 't' has a cutout showing the person's forehead and hair. The second 't' has a cutout showing the person's eyes and sunglasses. The 'n' has a cutout showing the person's cheek and sunglasses. The colon consists of two small circles, each with a cutout showing a different part of the person's face and sunglasses.

STORIES WORTH YOUR ATTENTION

~~TIME  
=  
MONEY~~

“

**ATTENTION**

**=**

**MONEY**

”



# UBM 2023

Écologie:

**174 485**

UBM



Catastrophes  
climatiques:

**123 182**

UBM



Conflit en Ukraine:

**79 292**

UBM



Réforme des retraites:

**85 429**

UBM

Insécurité:

**66 085**

UBM



Pouvoir d'achat:

**65 267**

UBM



éducation:

**53 785**

UBM



Conflit israélo-palestinien:

**50 601**

UBM

Immigration:

**36 141**

UBM



Sécheresse:

**19 455**

UBM



Décès de Nahel à Nanterre (92)  
et violences urbaines:

**18 464**

UBM



Politique industrielle:

**16 242**

UBM

L'UBM est un indicateur d'impact médiatique offline et online. Il quantifie le nombre d'individus potentiellement exposés à une information en France, quelle que soit la source de l'information et sur l'ensemble des canaux médiatiques, traditionnels ou digitaux; 100 UBM signifie que chaque Français de 15 ans et plus a été exposé une fois à un sujet.

Une couverture divisée presque par quatre dans les JT de 20 heures par rapport à la première année, selon la Revue des médias / INA global (79 k UBM vs 223 k UBM en 2022)

Les bonnes nouvelles en matière de réindustrialisation<sup>3</sup> (16 k UBM) éclaircissent un peu l'horizon, en lien avec une multitude d'annonces gouvernementales sur le sujet. 57 nouveaux sites ouverts en France.

# UBM 2023

unité de bruit médiatique







# Info Cacophonie



茶舞 98 舞臺玉女展芳華  
九龍旺角砵蘭街109號-113號偉華商業大廈2字樓  
電話：2782 5778

新國際夜總會 電梯按①

富盈華 卡拉OK夜總會  
茶舞 \$78  
晚舞 \$238  
請按②字

蛇羹

尚至尊桑拿  
高級格調至尊享受全區之最

樂趣 遊戲機

翡翠湖桑拿 領有政府牌照  
電話：2782 5778

金禧閣芬蘭浴  
通商雲梯 3字樓

國際夜總會

新都會芬蘭浴  
電話：2782 5778

富盈華 卡拉OK夜總會  
茶舞 \$78  
晚舞 \$238

好日子

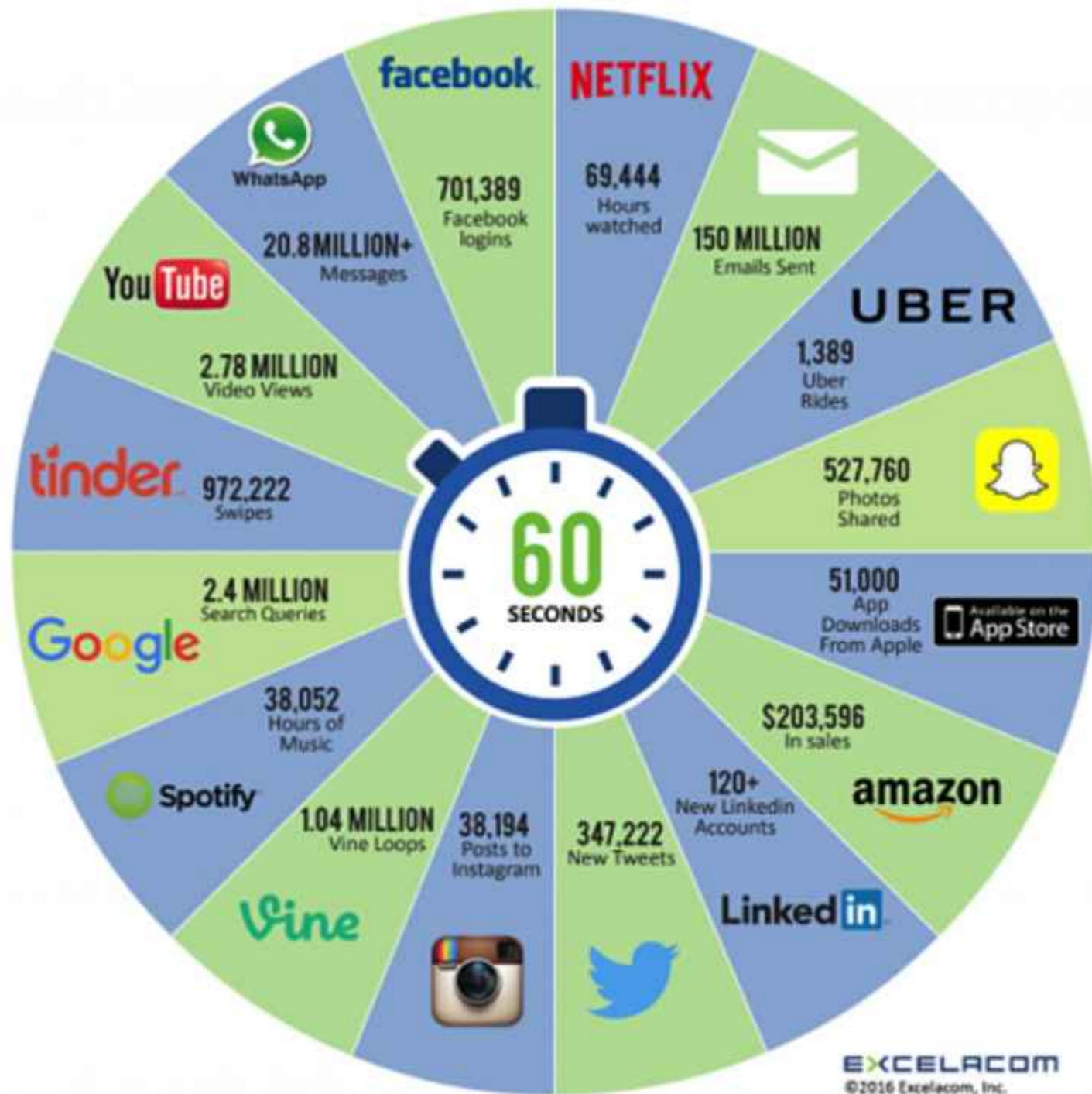
108 BAR

球仔記

SFALO

大馬路





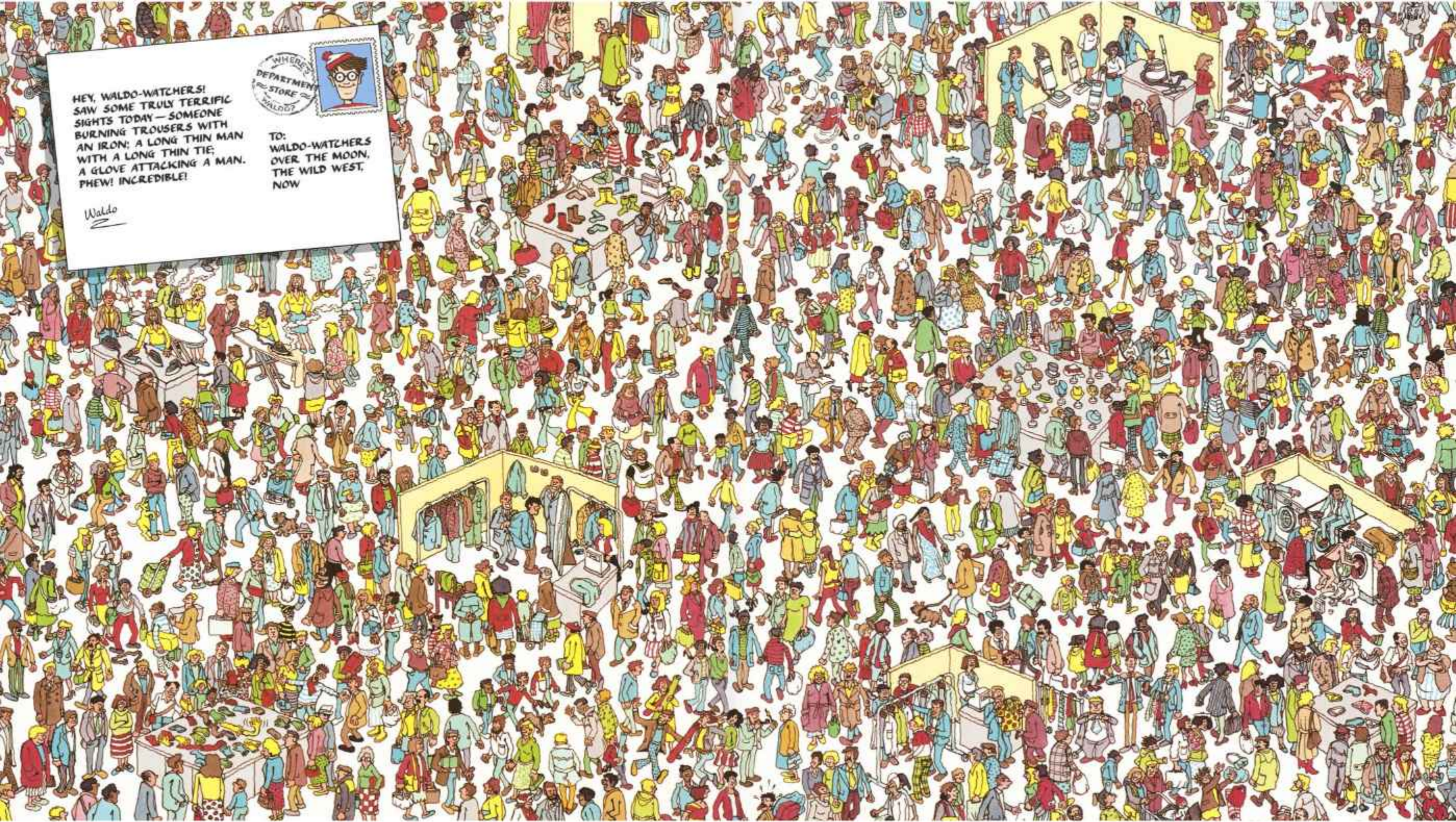


HEY, WALDO-WATCHERS!  
SAW SOME TRULY TERRIFIC  
SIGHTS TODAY — SOMEONE  
BURNING TROUSERS WITH  
AN IRON; A LONG THIN MAN  
WITH A LONG THIN TIE;  
A GLOVE ATTACKING A MAN.  
PHEW! INCREDIBLE!

Waldo



TO:  
WALDO-WATCHERS  
OVER THE MOON,  
THE WILD WEST,  
NOW







Liu Bolin



# **infobesity / information overload**

**Info snacking**

**or**

**Digital Détox**

**or**

**Premium Content = Content Strategy**





YouTube

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



Formation

**Se reconvertir 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**

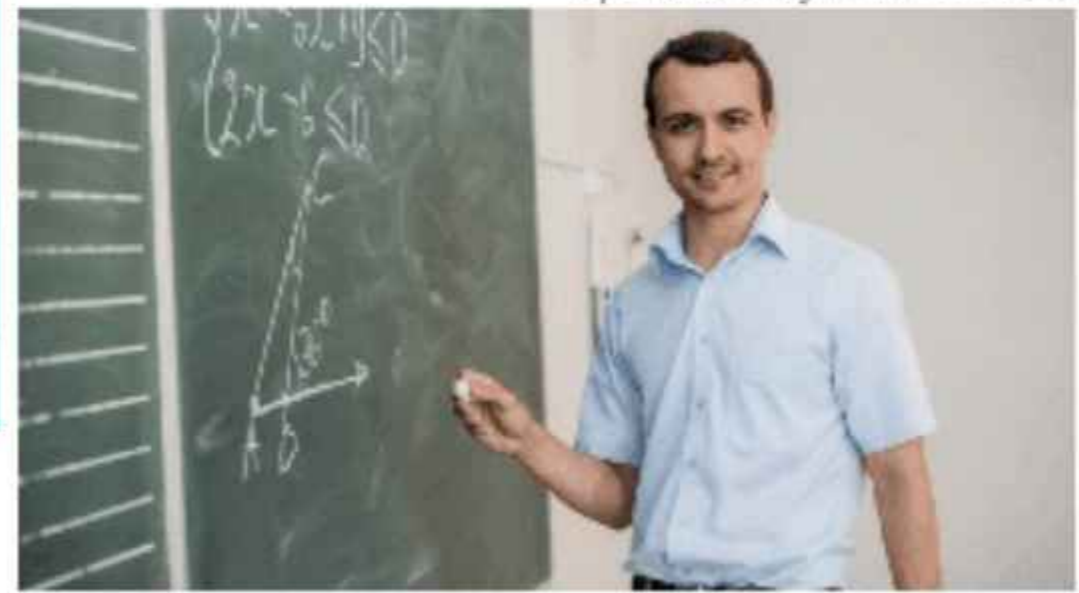
# MARKETING DE CONTENUTO



# Be Bold. Go Native!



Sponsored by **LIGATUS**



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

FOMO // CONTENT

kratiroff 2021

PHILIPPE MICHEL

# C'EST QUOI L'IDÉE ?

*Publicité, création et société de consommation*

PRÉSENTÉ PAR

ANNE THÉVENET-ABITBOL

PRÉFACE DE FRÉDÉRIC BEIGBEDER



Les idées naissent d'une minuscule collision, d'un frottement entre des fragments de concepts qui n'avaient pas l'habitude de se fréquenter et c'est ainsi que des concepts auparavant froids se mettent à dégager de la chaleur et que des objets obscurs jusque-là commencent à émettre de la lumière. Petite chaleur, petite lumière qui menace de s'éteindre si l'on n'y prend garde.



MICALON





# #1 : DEFINITION 🖐️

CONTENT MARKETING IS...

ROB IT  
TO GET IT.



A woman in athletic wear is running on a city street. The background is blurred, showing buildings, trees, and other people. The text is overlaid on the top half of the image.

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

***ROB IT  
TO GET IT.***

**BRAND**

**CONTENT**

//

G



**BRAND CONTENT**

*//vs.*

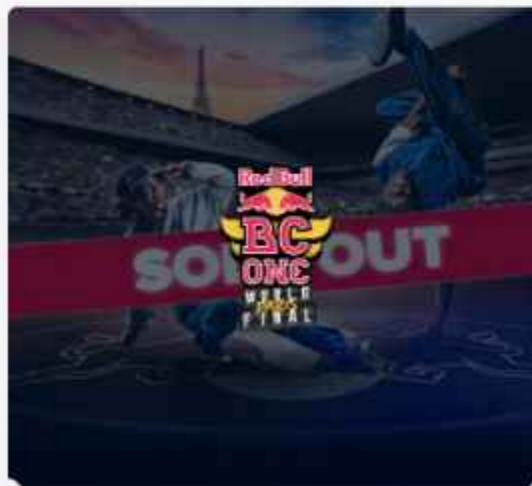
**content strategy**



## Découvrir l'univers de Red Bull



Tout ce qu'il faut savoir sur la Coupe du monde de ski 2024



Red Bull BC One World Final Paris



VTT : le calendrier de la Coupe du Monde 2024

content strategy





Wikipedia  
Coca-Cola - Wikiped...



Rayon Boissons  
The Coca-Cola Company veut écono...



Facebook  
Coca-Cola



Coca-Cola  
Logo Coca-Cola : évolution et ...



Wikipédia  
Fichier:Coca-Cola Zero logo.svg ...



Vecteezy  
logo coca cola logo de marque de ...



Epicerie Com... - In stock  
Coca-Cola Canette 33...



1860 Le Palais - In stock  
Coca-Cola 50cl - 1860



Bottle of It... - In stock  
Coca Cola - Pet - Pa...



Piccantino - In stock  
Coca-Cola Coca-Cola - B...



PAUL  
Commander : Coca-co...



WordPress.com  
Logo Coca Cola : de 1886 à ...



Houra  
Coca-Cola Classique, 6x3...



Piccantino - In stock  
Coca-Cola Coca-Cola - B...



Epidrive  
Coca cola - Boutell...



CandyWorld - In stock  
Coca-Cola Cherry



Getty Images  
829 photos et Imag...



sourire des saveurs - In stock  
CÔCA COLA Metal box 33 cl ...



Dangers Alimentaires  
Coca-Cola, a dangerous and carcinogenic ...



Capital  
Coca-Cola: la baisse des coûts dope les ...



Stokhall - In stock  
Coca-Cola Original - Verre...



Coca-Cola  
Coca-Cola de México | Go...

**WHAT IS CONTENT FOR**

**marketing?**





MARCEL  
PROUNT

111  
MARCH  
DE TERTIO  
PENN.

IX

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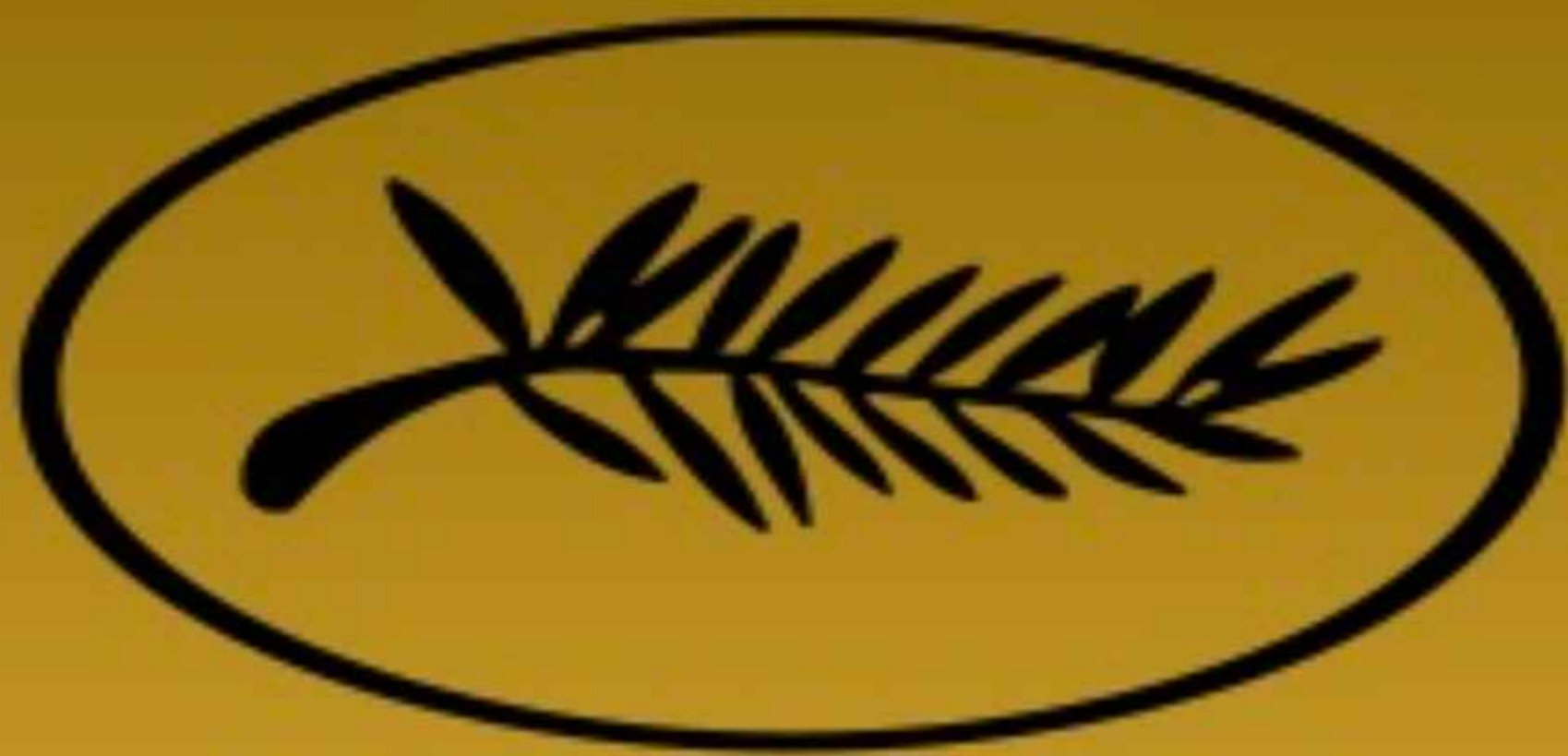
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**FESTIVAL DE CANNES**



# **Content Marketing**

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



# CONTENT BIG PICTURE

Infobesity

1

Content  
Strategy

2

Lovemark

3

1

## Infobesity

FOMO  
Info-Snacking  
10 hours  
Hyper Choix  
Digital Detox  
NoMoPhobia

2

## BRAND CONTENT

StoryTelling / Newsletter  
Quality Writing  
Native ad / Gamification  
Curation / Vidéo / Podcast  
RTM / SEO / NewsHack  
Livre blanc / Webinar  
Learn Marketing / WebSerie

**POEM**

3

## LOVEMARKS

UX writing  
USER Respect  
Loyalty Beyond  
Reason



The Future Beyond Brands  
Kevin Roberts



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





RONALD McDONALD  
HOUSE CHARITIES

#### NEWS:

On McHappy Day, all Big Mac sales are donated to Ronald McDonald's house charities that help children with cancer.

#### NEWSJACKING:

We embraced the cause by not selling the Whopper nationwide and encouraged our customers to go and buy a Big Mac instead.

We even went there ourselves!



THE DRUM  
"BURGER KING EMBRACES  
McDONALD'S"

# A DAY WITHOUT WHOPPER

THE DAY WE DONATED OUR GUESTS TO McDONALD'S CHARITY

AdAge TAXI Webretail ADWEEK YAHOO! News 24/7  
LaVoz EL MISIONERO LA CAPITAL ELCRONISTA G PERFIL

206M IMPRESSIONS

90% ORGANIC

WE SOLD

0

WHOPPER IN 107  
RESTAURANTS NATIONWIDE

McDONALD'S SOLD

73.437

MORE BIG MAC'S THAN  
LAST YEAR

IT WAS A

RECORD  
YEAR

FOR McHAPPY DAY  
IN ARGENTINA

Clarín

"A TRUCE IN THE ETERNAL  
WAR OF BURGERS"

# A DAY WITHOUT WHOPPER

TODAY WE WON'T BE SERVING WHOPPER  
TO SUPPORT OUR COMPETITOR'S CAUSE



« production de contenus  
nouveaux par les  
marques »

Hubert Kratiroff  
(Les fonctions du marketing)



**Content is  
king**





“Content is King”

*Bill Gates, 1996*



Context  
is good



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

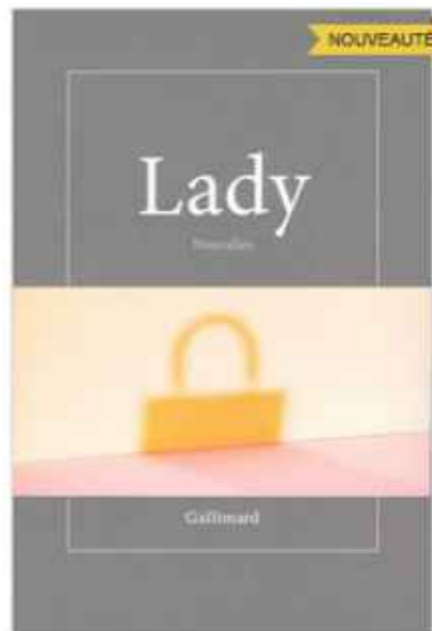


# Lady

Nouvelles



Gallimard



> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



Twitter



Like 30

COLLECTIF

## Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kaprièlan, Camille Laurens, Alexander Maksik, Anthony Marra, Éric Reinhardt et de Colombe Schneck  
Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kaprièlan ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm  
Achévé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX<sup>e</sup>-XXI<sup>e</sup> siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896



# LADY

Nouvelles

*nrf*

GALLIMARD

CÉCILE GUILBERT, <i>Petite phénoménologie du sac à main en général et du Lady Dior en particulier</i>	9
ÉRIC REINHARDT, <i>Aya et Noriko</i>	21
ADAM GOPNIK, <i>Le sac à main philosophique</i>	43
ALEXANDER MAKSIK, <i>Les vieux maîtres</i>	51
CAMILLE LAURENS, <i>Le fond du sac</i>	75
ANTHONY MARRA, <i>La proposition</i>	85
NELLY KAPRIÉLIAN, <i>Last Night a L. D. Saved My Life</i>	103
COLOMBE SCHNECK, <i>À l'intérieur</i>	113

# HISTORIQUE



**CONTENT**





# Gutenberg



# Zuckerberg Sandberg



**Bouddha**  
**Confucius**  
**Socrate**



**Proust**  
**Marx**  
**Sartre**





APRIL, MAY, JUNE, 1897.

# The Furrow

A JOURNAL FOR THE AMERICAN FARMER

PUBLISHED QUARTERLY BY

**G. L. SHAUL**  
**Clarinda, Iowa.**

AGENCY FOR THE

## Celebrated John Deere Plows Cultivators and Harrows

SPRING ANNOUNCEMENT It gives us pleasure to announce to our many friends that our stock of

### Harrows, Vehicles and Hardware

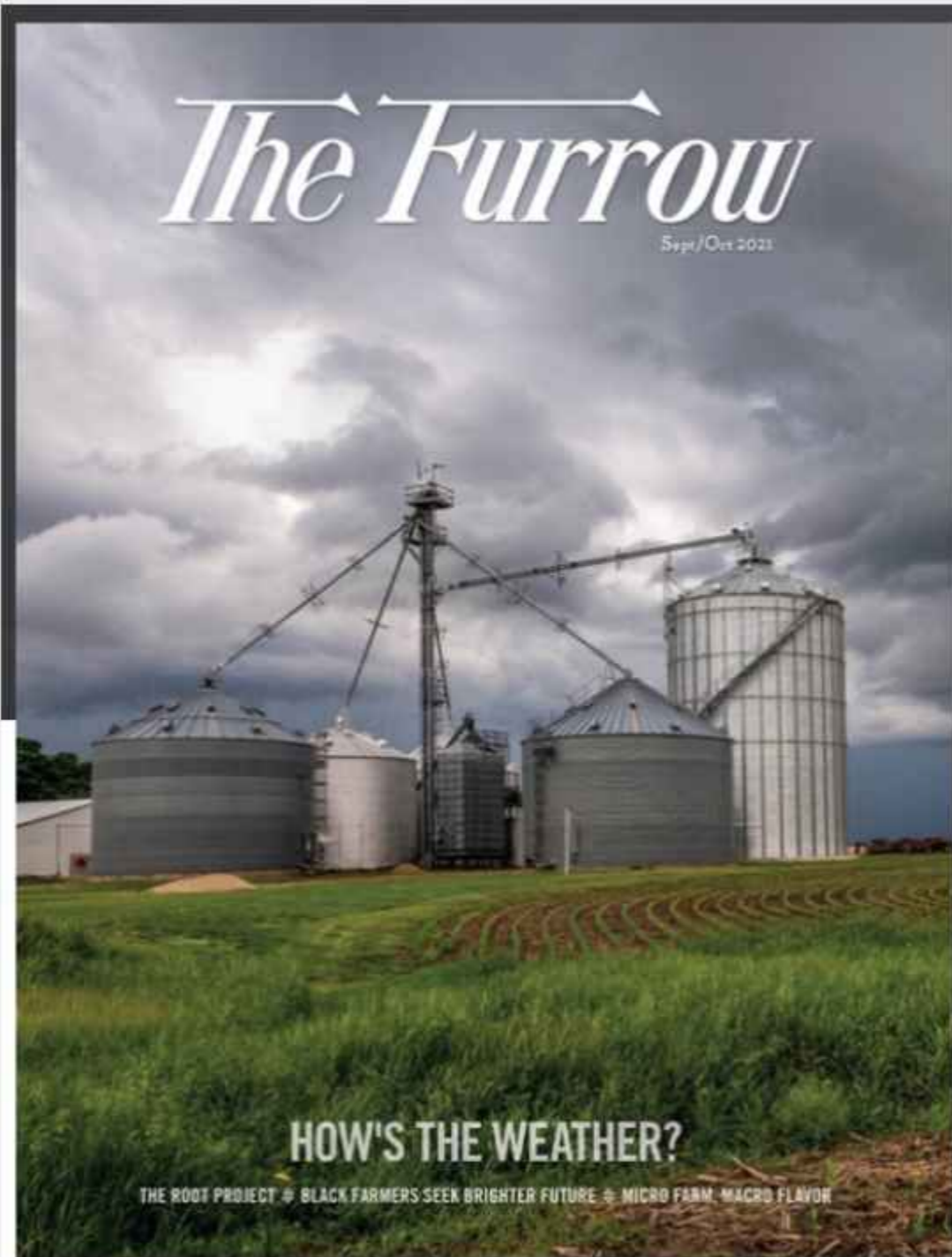
for the spring trade of 1897 is complete in every department. It is a satisfaction to be able to offer our patrons the VERY BEST in these lines. We have some LEADERS which it will pay you to examine early, and we believe we can suit you in quality and price. It is well to remember that PRICE DEPENDS UPON QUALITY. If you expect to invest anything in farm machinery, vehicles or building material this spring it will be to your interest to examine our stock, as it is generally conceded that the man or firm who sells the

### John Deere Plows

has the best in their class, and it is reasonably safe to assume that other lines will be kept up to the standard of these goods. You will make a great mistake if you do not

SEE OUR GOODS AND GET OUR PRICES BEFORE BUYING

the furrow  
John Deere  
1897

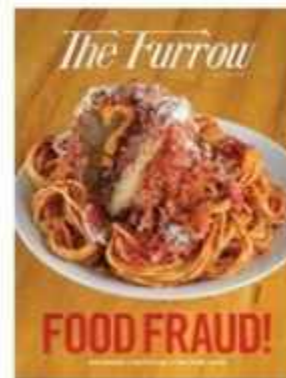


## About The Furrow

*The Furrow* was first established by John Deere Company in 1895 as "A Journal for the American Farmer." The goal of the magazine remains the same - to tell stories that people enjoy reading and provide them with knowledge that they can apply in their operations.

[Meet The Furrow Team](#)

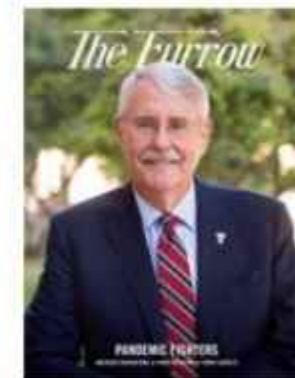
### Back Issues | [See All >](#)



Summer 2021 Issue



Spring 2021 Issue



March 2021 Issue



February 2021 Issue



APRIL, MAY, JUNE, 1897.

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AUTOMNE 2021

# LE SILLON

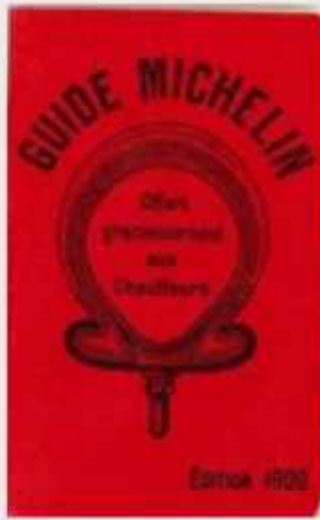
LE MAGAZINE DE  
JOHN DEERE



## Sur la piste du bas-carbone

Alléger son empreinte climatique  
et valoriser la séquestration  
du CO<sub>2</sub>









# Créateur de :

contenus

événements

compétition

documentaires

redbull.fr = site média

galerie photo 12 rue du Mail

*géré sur 160 pays par 3000 personnes media 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





Information

Direction  
Hours

Action  
Decision

Purchase  
Promotion  
Sales-Saving

**I-want-to-know**  
moments:

A1:  
A2:  
A3:  
A4:  
A5:

Information

**I-want-to-go**  
moments:

B1:  
B2:  
B3:  
B4:  
B5:

Direction  
Hours

**I-want-to-do**  
moments:

C1:  
C2:  
C3:  
C4:  
C5:

Action  
Decision

**I-want-to-buy**  
moments:

D1:  
D2:  
D3:  
D4:  
D5:

Purchase  
Promotion  
Sales-Saving



I-want-to-**know**  
moments:

A1:  
A2:  
A3:  
A4:  
A5:

Information

I-want-to-**go**  
moments:

B1:  
B2:  
B3:  
B4:  
B5:

Direction  
Hours

I-want-to-**do**  
moments:

C1:  
C2:  
C3:  
C4:  
C5:

Action  
Decision

I-want-to-**buy**  
moments:

D1:  
D2:  
D3:  
D4:  
D5:

Purchase  
Promotion  
Sales-Saving

I-want-  
to-**???**  
moments:

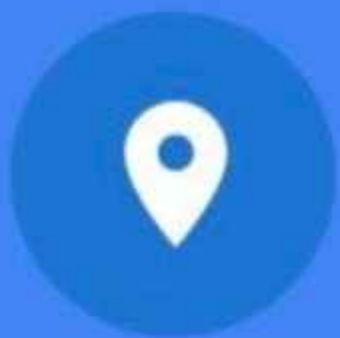
E1:  
E2:  
E3:  
E4:  
E5:

???



### I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



### I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



### I-want-to-do moments:

When someone wants help completing a task or trying something new.



### I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.





## I-want-to-know moments

---

65%

of online consumers look up more information online now versus a few years ago.<sup>2</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>3</sup>



## I-want-to-go moments

---

2X

increase in "near me" search interest in the past year.<sup>4</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>5</sup>



## I-want-to-do moments

---

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>6</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>7</sup>



## I-want-to-buy moments

---

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>8</sup>

29%

increase in mobile conversion rates in the past year.<sup>9</sup>

# CONTENT DISTRIBUTION





**POEM**

...

**POES M**

**G**

# POES m

**Paid  
Owned  
Earned  
Shared**

**Média & Marketing**





# PAID

**Achat d'espace**

**Displays**

**Liens sponsorisés**

**Programmatisation & RTB**



# OWNED

**propriété de l'annonceur**

**website**

**catalogue**

**print**

**newsletter**

**emailing**



# EARNED

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



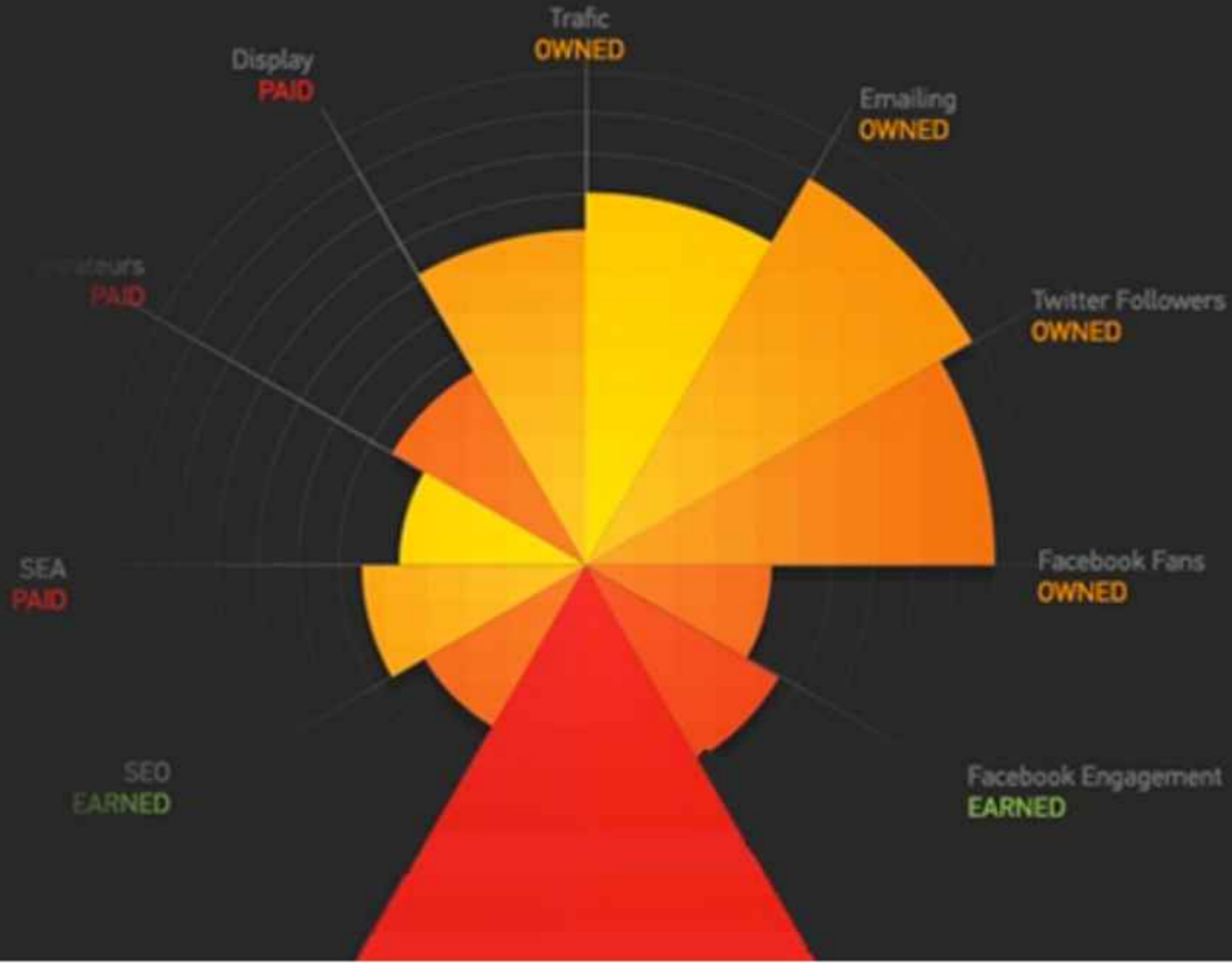


# SHARED

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



# Empreinte digitale



# CONTENT STRATEGY



## PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



## OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



## EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers





# Loi de Metcalfe et viral loop

## Loi de Metcalfe

La **Loi de Metcalfe** est une loi théorique et empirique énoncée par [Robert Metcalfe](#) (fondateur de la société [3Com](#) et à l'origine du protocole [Ethernet](#)).

L'utilité d'un réseau est proportionnelle au carré du nombre de ses utilisateurs.

### Sommaire [masquer]

- 1 Explications
- 2 Applications
- 3 Voir aussi
  - 3.1 Articles connexes
  - 3.2 Liens externes
  - 3.3 Bibliographie
  - 3.4 Notes et références

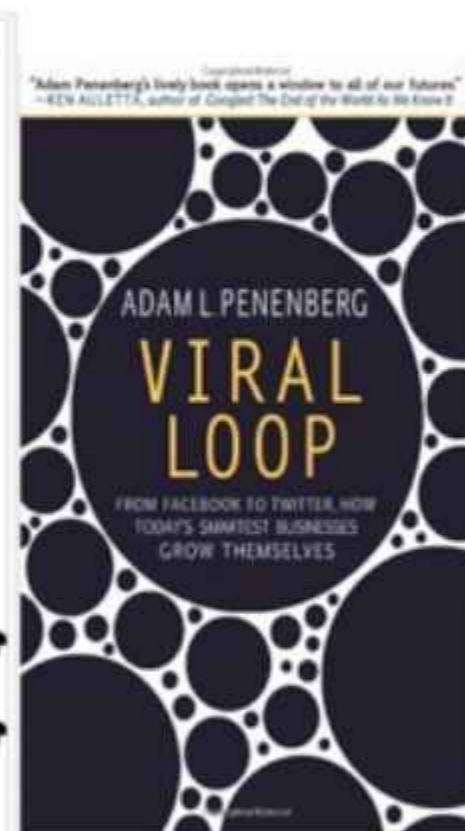
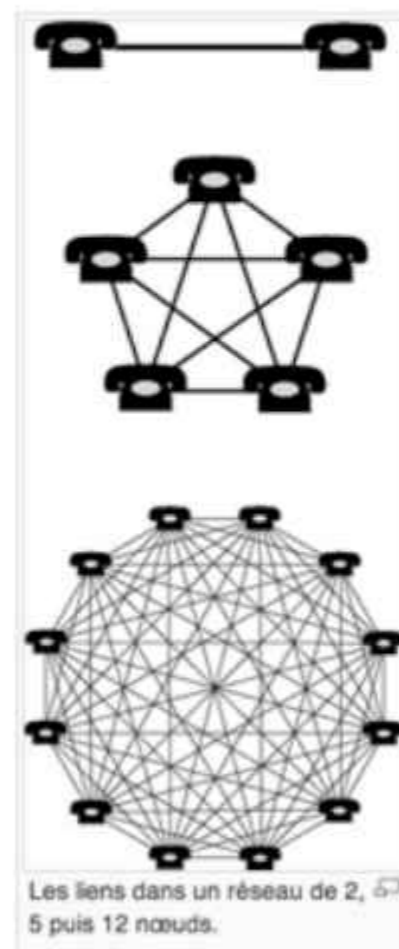
## Explications [modifier | modifier le code]

La loi de Metcalfe explique les effets de réseau liées aux [technologies de l'information](#), applicable à des réseaux comme [Internet](#), les systèmes de [réseautage social](#) et le [World Wide Web](#). Elle s'explique par le fait que le nombre de liens potentiels dans un réseau avec  $n$  nœuds est  $n(n - 1)/2$ , fonction équivalente à  $n^2/2$  pour  $n$  tendant vers l'infini.

## Applications [modifier | modifier le code]

La *Loi de Metcalfe* dit simplement que plus il y a d'utilisateurs dans un réseau, plus ce réseau aura de la valeur.

- Elle trouve à s'appliquer dans n'importe quel réseau social (de type [Facebook](#) par exemple). Si vous vous trouvez seul inscrit vous n'y trouvez aucune utilité mais si toutes vos connaissances font également partie du réseau alors les fonctions de partage et d'échange commencent à prendre du sens.
- Elle explique aussi que le contenu d'outils [collaboratifs](#) ([Wikipédia](#) par exemple) s'enrichit et devient plus efficace, de manière encore plus rapide que la vitesse de croissance du nombre des contributeurs.
- Elle est en rapport avec la 3eme colonne du [Triangle de Pascal](#) 1, 3, 6, 10, 15, 21, ..., soit 1 pour 2 noeuds, 10 pour 5 noeuds, et 66 pour 12 noeuds.



# 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, Bundlr, Stumbleupon et Pearltrees

Source : Medium, TheConversation





## modern marketing

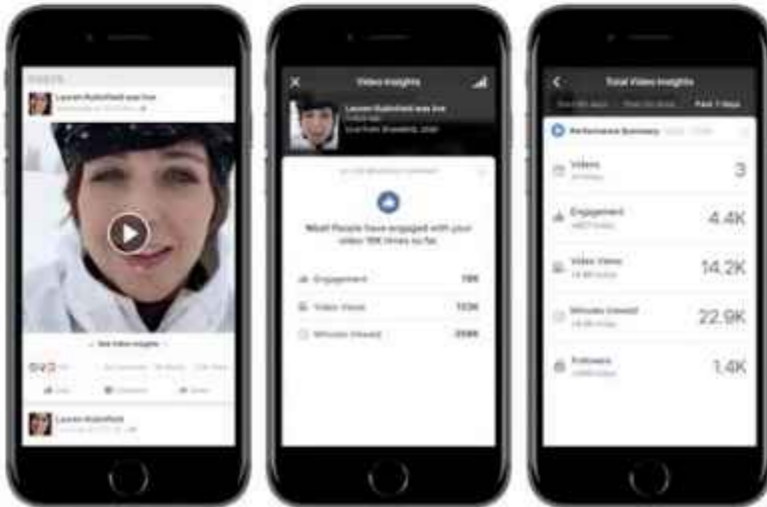
Curated by *kratiroff*

Paste a link to create a new scoop >>  
Scoop without link | Upload your own document | Get suggestions ?



Scooped by *kratiroff*

### Live Desktop Broadcasts, Mid-Roll Video Ads & More: 7 Facebook Changes You May Have Missed



Scooped by *kratiroff*

### Le monde en 2022 selon IBM



From [www.ladn.eu](http://www.ladn.eu) - January 16, 3:37 PM

" A la lecture des tendances d'IBM pour 2022 on frissonne. Autant d'excitation que de peur. L'entreprise prévoit que dans 5 ans, grâce aux avancées technologiques, une grande partie de l'invisible sera visible."



Scooped by *kratiroff*

### 'We're the Uber of X!'



From [www.entrepreneur.com](http://www.entrepreneur.com) - January 5, 10:28 AM

" A snapshot of the startup that are trying to become 'the Uber' of





# MODERN MARKETING BY KRATIROFF

le meilleur des articles, cours et cas

Suivre ...



Par Kratiroff



# CURATION

**Curation = 1/3 brand content**

**Easy, fast, reliable, trust**



# CURATION

**Influence marketing**

**Follow the right persons, account**

**Copy, cite, quote, steal, plagiarism**



# NUDGE

marketing







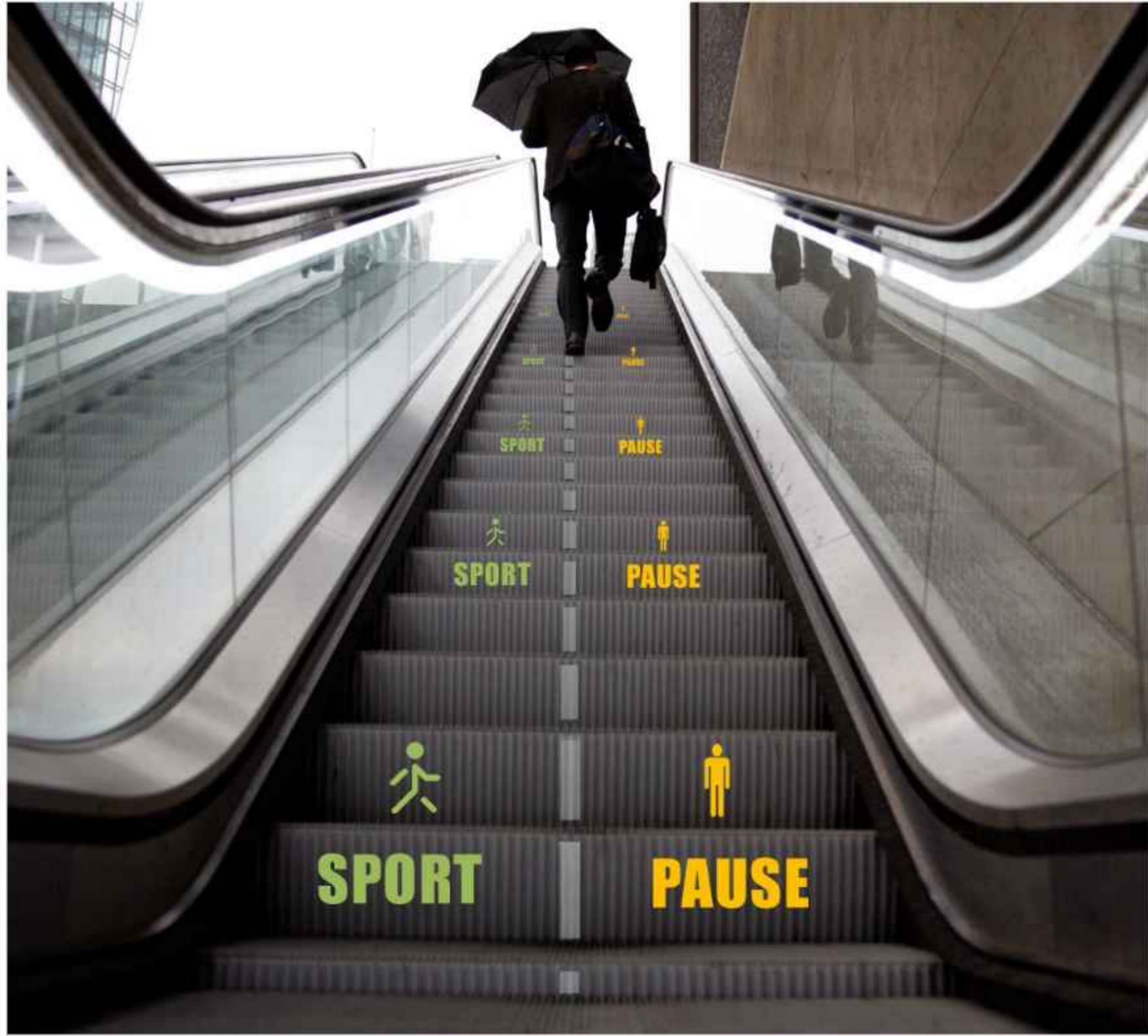
1785 «Les Sablons» avec LouisXVI et Antoine Parmentier













**90%** des visiteurs  
ont laissé leur  
**table propre**









HBR  
HBS

HBR.ORG

# Harvard Business Review

96 Strategy  
Four Paths to Business Model Innovation  
Karan Girotra and Serguei Netessine

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

42 The Big Ideas  
The Crisis in Retirement Planning  
Robert C. Merton

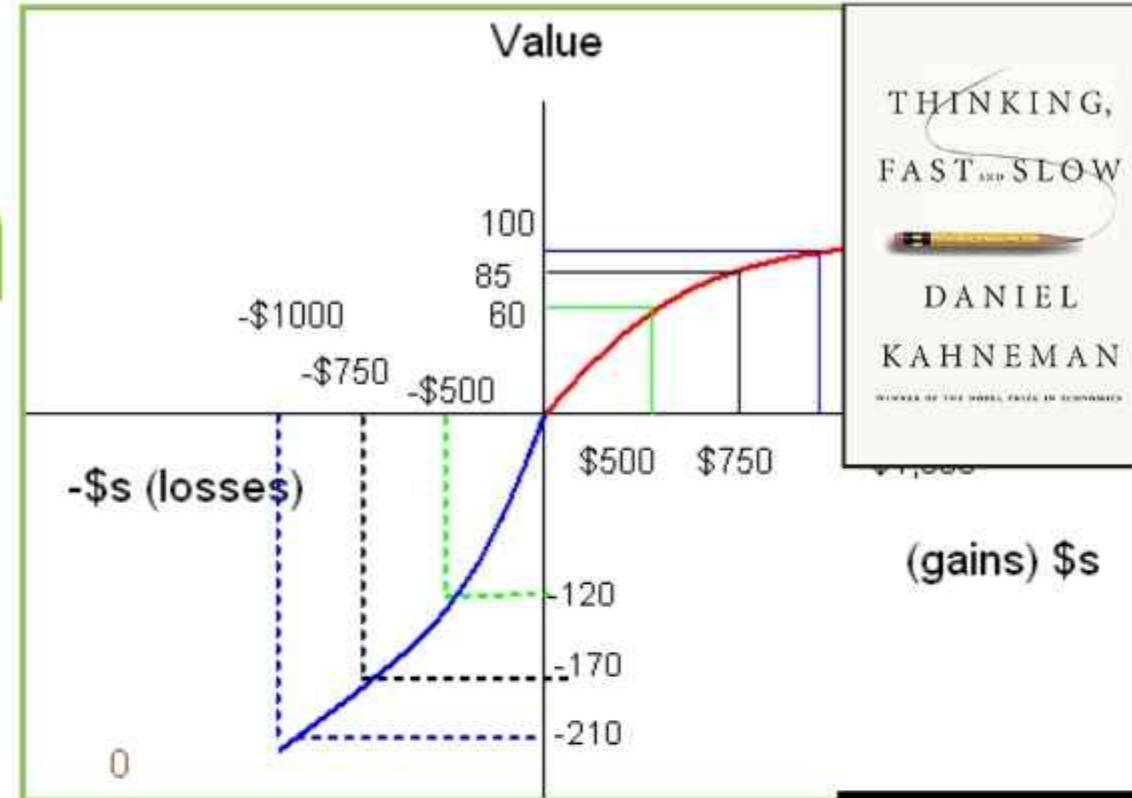
THINK FEEL DO

The New Basics of  
**MARKETING**



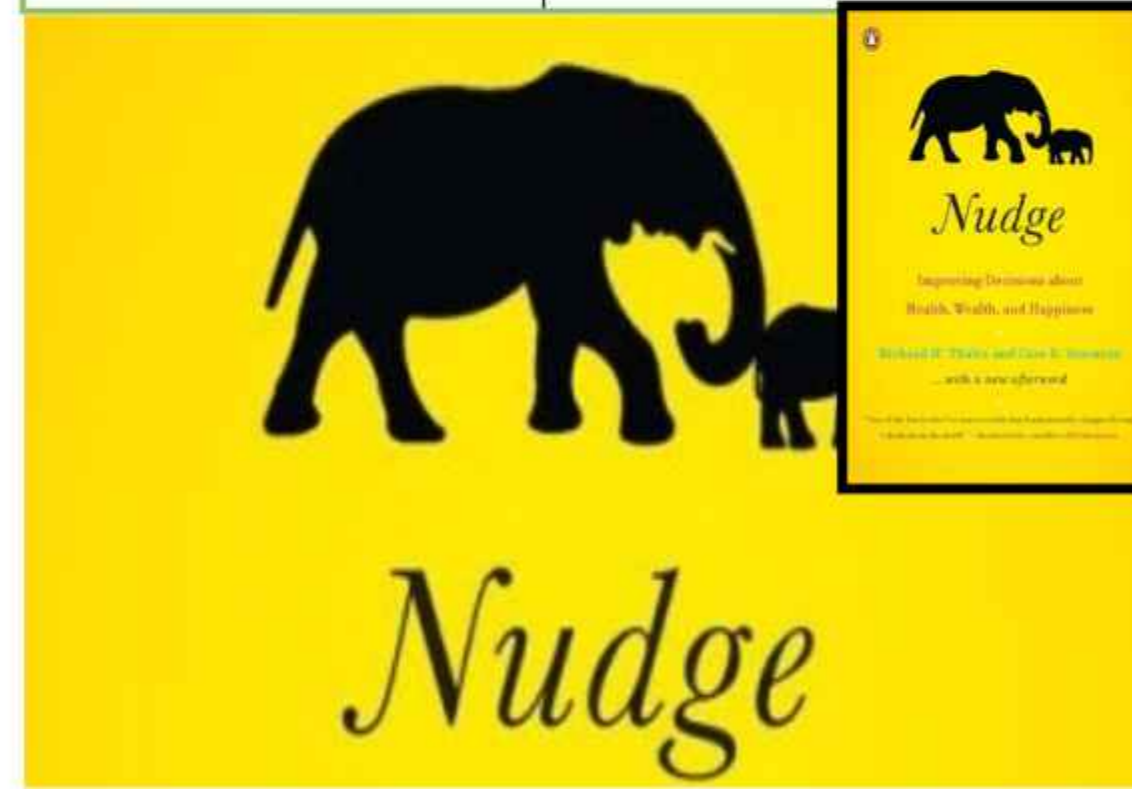
# Daniel Kahneman

## 2002 Decision making under uncertainty



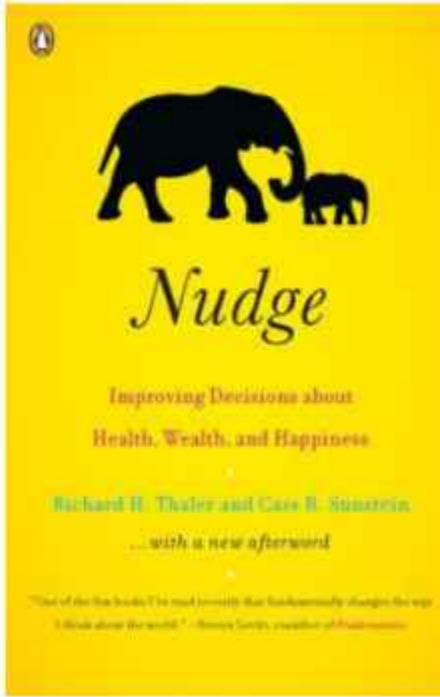
# Richard Thaler

## 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



The tendency to like (or dislike) everything about a person—including things you have not observed—is known as the halo effect.

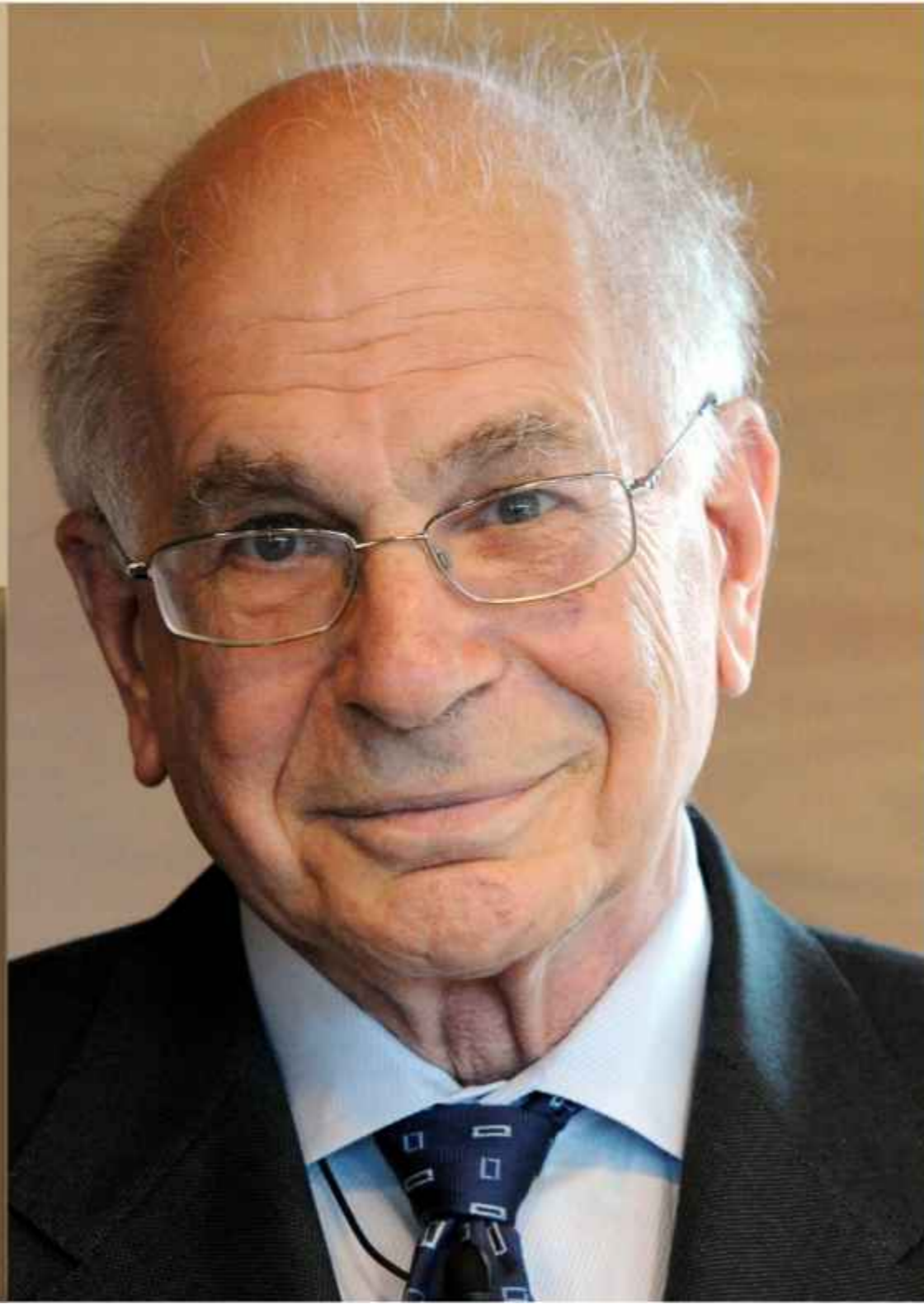
*Quote from Thinking, Fast and Slow by Daniel Kahneman*

THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS



THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS