

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

SEASON 04 EPISODE 02



REAL WORLD CONTENT SOCIAL MEDIA

#1 Content Strategy Microsites (P2P) Creative Micro-moments History	#2 Cooperating Organic Content Pages Content Social Publishing	#3 Content Calendar Partners Content Mix
#4 Social Media Influencer Marketing	#5 Collaboration	#6 Digital Plan User Content Campaigns



Stop

Paid media
Hot Media
Stupid influence

Hot and Cool Media by Marshall McLuhan Don't + justice / cool + qualified... "The medium is the message"

GO

Earned Media
Shared Media
Engaging Media
Client-Vendor RM



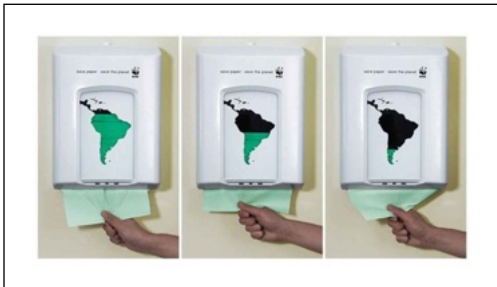
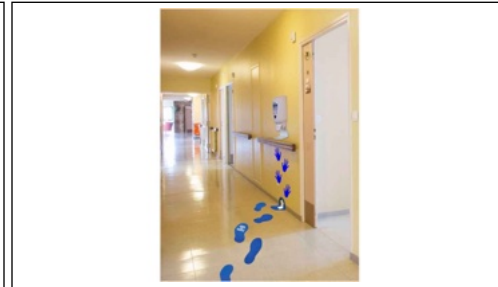
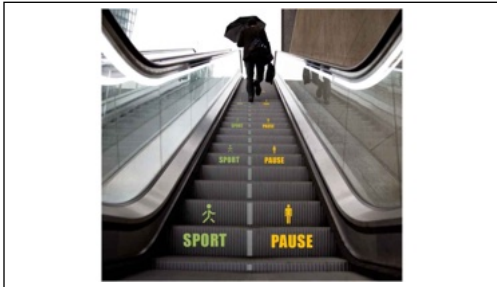
bva Nudge Consulting

Who we are | What we do | Knowledge & Learning Resources | News | Contact us

BVA Nudge Consulting is a global consultancy that applies the best of Behavioral Science to help organizations and humans to...

Be healthy 	Be happy 	Be green
WELLBEING	HAPPINESS	RENEWABLE





Daniel Kahneman
2002 Decision making under uncertainty

Richard Thaler
Nobel 2017 pour Nudge

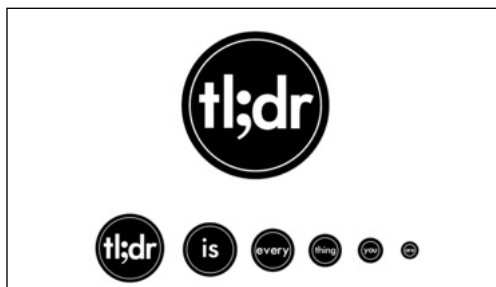
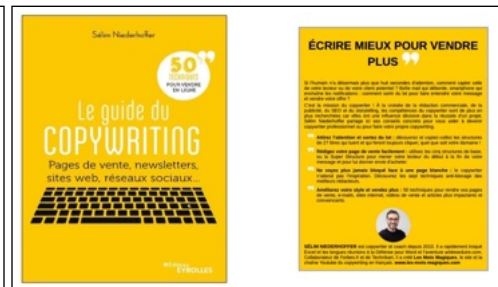
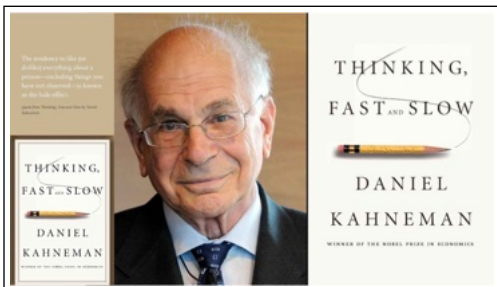
The book cover for 'Nudge' by Richard Thaler and Cass R. Sunstein. It features a yellow background with a black elephant and the word 'Nudge' in a cursive font. A small graph is visible in the top right corner.

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 book cover for 'Nudge' by Richard Thaler and Cass R. Sunstein. It features a yellow background with a black elephant and the word 'Nudge' in a cursive font.



ÉCOLE NATIONALE DE L'H-MOÛR	
Description du cours	
Accueil	Ce cours vise à apprendre aux étudiants à reconnaître et à maîtriser les divers éléments qui composent la structure d'un sketch humoristique destiné à la télévision ou au web.
À propos	la structure générale, l'entrée en matière, le conflit, les dialogues, les personnages, le chute. L'étudiant sera ainsi en mesure de constater l'apport d'une structure bien comprise au potentiel humoristique d'un sketch.
Programmes et cours	
Services aux entreprises	
Journées	
Fonds Été-North	
Evénements	
Newsletters	
Séminaires / EMI	
L'ÉMI dévoile les programmes 2023 de Fonds Été-North	

ÉCOLE NATIONALE DE L'AVIATION

(objectifs pédagogiques)

- Initier l'étudiant aux principes de base de l'écriture de scénarios de fiction
- Développer sa capacité à créer un univers et une prémisse de départ ayant un bon potentiel dramatique, propres à la comédie
- Développer sa capacité à créer des personnages engageants, riches et...détachés
- Familiariser l'étudiant aux principes fondamentaux de la construction d'une histoire
- Développer sa capacité à faire émerger un propos dominant dans son histoire
- Initier l'étudiant à l'écriture de deux documents indispensables dans le processus d'écriture de scénarios : le synopsis et le scénario à scène
- Développer la capacité de l'étudiant à écrire une scène solide - incluant act et mouvement - ainsi qu'à développer une oratoire pour le dialogue

(méthodologie)

- Cours magistral
- Discussions
- Visionnements d'épisodes de comédies télé et d'extraits de films
- Devoirs réalisés à l'extérieur des cours, exercices réalisés en classe
- Lectures de textes choisis

Accueil
À propos
Programmes et cours
Services aux entreprises
Admission
Fonds ENH-Hestia
Événements
Actualités
Liens
L'ENH dévoile ses recommandations pour le Fonds ENH-Hestia

YouTube
YouTube : vous pouvez désormais générer des revenus dès 100 abonnés

Famaplan
Se reconverter comme data engineer pour valoriser les données des entreprises

Publiscat
10 méthodes marketing à connaître

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

Famaplan
5 dispositifs pour financer sa reconversion dans le digital

DIE

by

PowerPoint

bullet

StoryTelling

NoStory : NoBusiness



L'INTUITION

←..... ET SI→

ON L'ÉCOUTAIT VRAIMENT ?

Advertising principles *[self source]*

Since 1923 when *The Psychology of Selling and Advertising* by **Edward R. String, Jr.** was published, it became commonplace to attribute the authorship of the AIDA model to **Lewis**. According to **String**, **Lewis** formulated the slogan **attract attention, maintain interest, create desire in 1936**, adding later the fourth term **per action** [1].

The following table summarizes **Lewis'** evolving ideas concerning the principal functions of advertising:

Year	Model	Source
1899	to catch the eye of the reader, to inform him, to make a customer of him	<i>The Western Druggist</i> , 21 (February), p. 66
1903	attract a reader, interest him, convince him	<i>The Book-Keeper</i> , 19 (February), p. 124
1906	attract attention, awaken the interest, create the conviction	<i>Financial Advertising</i> , Indianapolis: Lewis Bros. & Co.
1909	attract attention, awaken the interest, persuade / convince	<i>The Bankers' Magazine</i> , 19 (April), pp. 710-711

The earliest, supplementary discussion of advertising principles appeared in a column which **Lewis** wrote for *The Inland Printer* under the pen name "Magnum". In the August 1907 issue he stated:

Situation-Impact-Resolution (SIR) storytelling format

gartner.com

Gartner

TED *ideas worth spreading*

Playlist (20 talks)

20 MOST POPULAR

The most popular talks of all time

Are schools killing creativity? What makes a great leader? How can I find happiness? These 20 talks are the ones that your loved ones TED fans just can't stop watching.

Watch now

ABB

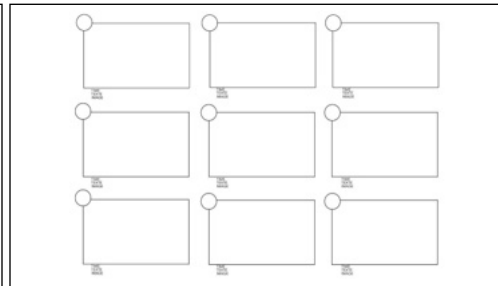
Playlist (20 talks): The most popular talks of all time

Are schools killing creativity?
 Are schools still essential?
 What makes a great leader?
 How can I find happiness?
 How can I find happiness?
 How can I find happiness?

Simon Sinek

WHY

WHY



OOO

Thank you for your email! I'll be out of the office for the holiday break, spending time with my family back home in Canada; the weather looks to be fantastic!

Wed Dec 23
 Cloudy, a little rain
 -3° to -12°

Thu Dec 24
 A little more rain
 -7° to -13°

Fri Dec 25
 Cloudy, freezing
 -11° to -15°

Sat Dec 26
 Sunny with a few clouds
 -7° to -10°

Sun Dec 27
 Cold with a frost
 -4° to -10°

Know that I would probably rather be responding to your email, instead I'll be reliving my childhood "character building" experiences of shoveling the driveway 2-3 times a day (that's me in the final photo).

If you can't wait for my return, at least feel sorry for me. I'll get back to your email on the 28th, or after I've thawed out.

Regards, Steven

GE

the message

THE MESSAGE

Subscribe on iTunes

podcast theater

Episode 1

THE MESSAGE

Episode 1

THE MESSAGE

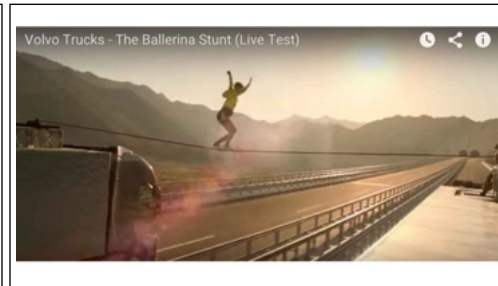
The NSA has tasked the Cypher Group with decoding a verified alien message that has plagued cryptanalysts for decades. In this episode, Wicky introduces the members of the Cypher Group and "The Message" to the world in her podcast Cyphercast.

Episode 2

Now details about The Message are revealed in the group archives, but how many will decode it? How will they do it? What does it tell about the alien world? In this episode, Wicky introduces the members of the Cypher Group and "The Message" to the world in her podcast Cyphercast.

Episode 3

The group creates a plan that will help them find an answer, but they'll meet resistance in the process. In this episode, Wicky introduces the members of the Cypher Group and "The Message" to the world in her podcast Cyphercast.



Data Storytelling

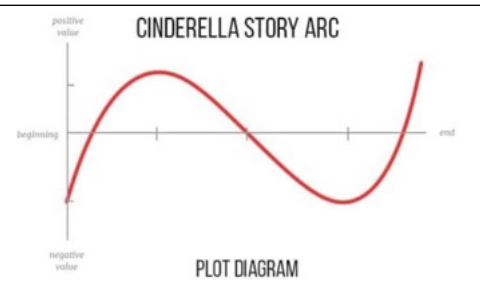
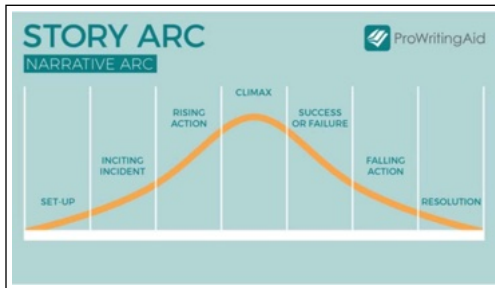
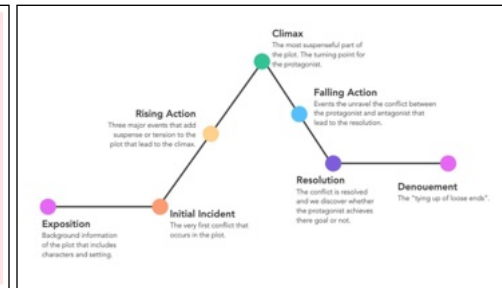
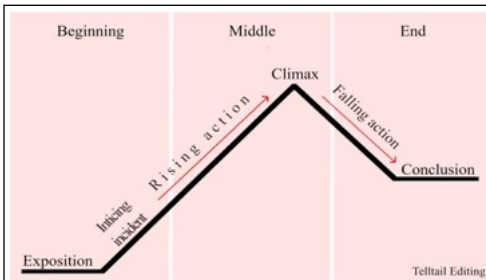
Conference & Awards

12 Stages Of The Hero's Journey - Christopher Vogler

HERO'S JOURNEY

The 6 Primary Story Arcs

Rags to Riches (rise) All stories move, but some stories only have one movement. ...
 Riches to Rags (fall) ...
 Man in a Hole (fall then rise) ...
 Icarus / Freytag's Pyramid (rise then fall) ...
 Cinderella (rise then fall then rise) ...
 Oedipus (fall then rise then fall)



What is native advertising?

any material in an online publication which look like the publication's editorial content but is paid for by an advertiser and intended to promote his product/ brand

Native advertising is a form of paid advertising in which the ads match the look, feel and function of the media format where they appear.
NA fit "natively" and seamlessly on the web page or SM feeds.
 Unlike banner, sponsored post or display ads, NA doesn't really look like ads, so it don't disrupt the user's interaction with the page.

FEDERAL TRADE COMMISSION

Home / Business Guidance / Business Guidance Resources

Native Advertising: A Guide for Businesses

Tags: Advertising and Marketing | Endorsements, Influencers, and Reviews | Online Advertising and Marketing | Advertising and Marketing Basics

Marketers and publishers are using innovative methods to create, format, and deliver digital advertising. One form is "native advertising," content that bears a similarity to the news, feature articles, product reviews, entertainment, and other material that surrounds it online. But as native advertising evolves, are consumers able to differentiate advertising from other content?

https://www.iab.com/wp-content/uploads/2015/02/IAB-Native-Advertising-Playbook-2.0-Final.pdf

iab. NATIVE ADVERTISING PLAYBOOK 2.0

TODAY'S NATIVE AD TYPES AND CRITERIA FOR HOW TO EVALUATE

- Content-based: Content-based native advertising includes articles, images or other branded/native content e.g. publisher content and sponsored content on Facebook and Twitter.
- Product-based: Product-based native advertising includes product placement, sponsored content e.g. sponsored tweets and sponsored posts on Facebook, YouTube, and other.
- Brand-based: Brand-based native advertising includes content, images, videos, images and audio.
- Native advertising: Includes native advertising and managing open such as Facebook, Instagram, and Twitter.

Adyoulike

Adyoulike est le leader Européen de Native Advertising. Cette nouvelle forme de publicité permet l'intégration du contenu de marque au cœur du contenu éditorial et de l'expérience utilisateur.

Les formats natifs sont beaucoup plus engageants que les formats classiques de publicités et sont mieux perçus par les utilisateurs car ils sont non intrusifs et racontent une histoire en parfaite affinité avec le site média qui les accueille.

CHIFFRES CLES
 Création en avril 2011 : 12 salariés
 21 806 000 VU/ mois*
 20 000 000 de vidéos vues/mois
 Plus de 100 campagnes réalisées

GARANTIES
 Formats 100% Native Advertising
 60 Sites Ultra Premium
 Mode d'achat sur mesure : CPV, CPM, CPC
 Performance : CTR > 5%, garantie vidéo vue à 100%
 Web Mobile Tablette

ArtText / UX writing

Un texte si beau qu'il est conservé

BrandContent

CLICKBAIT

LEARN MARKETING

TENDANCE EN PLEIN ESSOR
 BEST IN CLASS
 CONTENT MARKETING

IDRISS ABERKANE

Économie de la connaissance

Primer Google

That is, we had to reach them when they had tiny pockets of downtime—like when they were waiting for a meeting to start or standing in line for coffee. And what were people doing in those moments? Looking at their phones.

HubSpot Academy

Bienvenue sur notre tableau de bord Google pour les Pros !

Félicitations ! Vous avez réussi ce cours. Êtes-vous prêt pour le prochain cours ?

Le prochain cours de votre programme est : Le développement des sites Web

TOUS LES COURS 1 BARRIÈRE

Bienvenue à la Twitter Flight School

Up-to-date: Master the Twitter Ads language with 10 expert product tutorials and carefully selected content.

Personalized: Select your specific learning topic customized to your specific learning needs.

On-the-go: Access an expert-curated content to keep you ahead of the digital curve.

Bon choix!

Vous avez terminé le cours Twitter Amplify

PARF CITY

Share: Le succès dépend de l'effort. Partagez votre succès et inspirez les autres.

facebook blueprint

The tools you need to learn how Facebook can help grow your business

Build Something Great

Welcome to Blueprint, Facebook's global training and certification program, designed to help businesses reach their own goals their own way. From online learning to live events to certification opportunities, Blueprint is here to help your business see its best results.

HubSpot Academy

What do you want to learn today?

Get certified: Earn a certificate for your skills.

Watch our training videos: Learn at your own pace.

Live Hands-on Projects: Apply your skills to real-world scenarios.

Changez de vie : apprenez à coder

La Wagon apporte un savoir-faire technique aux esprits créatifs

Codez la startup way

Obtenir une certification: Valable dans le monde entier.

Comprendre la technique: Apprenez à parler comme un "Software Engineer".

Adapté à leur workflow: Écrivez une bonne Page de résultat sur un projet réel.

HACK REACTOR

Don't just Learn to Code: Think Like a Software Engineer

Reinvent Your Career in 12 weeks

Here's Why We've Been Called the Leading Bootcamp in the Country

creator economy

utiliser la notoriété d'expert, influenceur, ambassadeur, KOL pour diffuser le contenu de la marque

The Creator Economy Market Map

Content creation: Riverside.fm, SPEX, LOUKEY, etc.

Subscriptions: Substack, Roll, etc.

Blockchain: C.A.S.A., etc.

Financing: Juice Spatter, Farmart, etc.

Fan interactions: etc.

Merchandise: etc.

Administrative tools: etc.

Community management: etc.

Ad platforms: etc.

Threads, an Instagram app

4.5 milliards de users

3h / jour

15 milliards de CA

ROI = pub x 10

iPhone Screenshots: Find your followers, Connect over conversation.

Sommaire

#1 #2 #3 #4 #5

1. L'importance des réseaux sociaux

2. La personnalisation des contenus

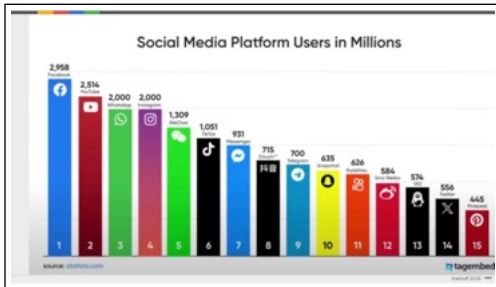
3. La qualité des relations

4. La personnalisation des parcours

5. L'influenceur responsable

Quelques chiffres extraits de l'étude

- 43 % des 18-24 ans indiquent suivre des créateurs de contenu sur les réseaux sociaux
- En adhérant à ces créateurs de contenu, 51% des sondés cherchent à s'informer et 47 % le font pour s'occuper
- Seuls 31% suivent des stars issues de la télé-réalité, contre 61% qui suivent des créateurs de contenu dont c'est le métier
- 1 Français sur 4 accorde sa confiance à l'avis d'un créateur de contenu au moment d'acheter un produit.
- 40% des répondants estiment que seule une minorité de créateurs de contenu méritent d'être payés.



nano : moins de 10k (niche)

micro : 10 à 100k

macro : 100 à 500k

mega : plus de 500k (célébrité)

types d'influenceurs



accord avec la marque

affinité avec la cible

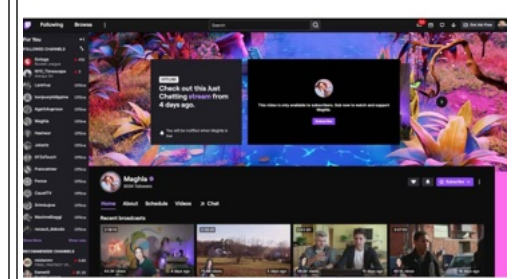
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engagement

(KPI : impression clic like commentaire action code promo, lien...)

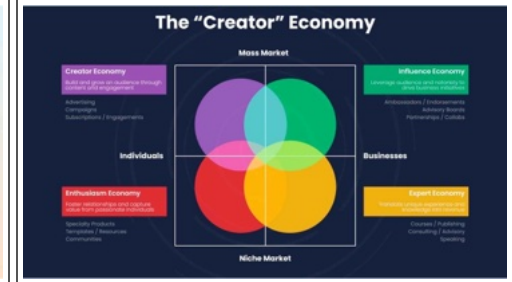
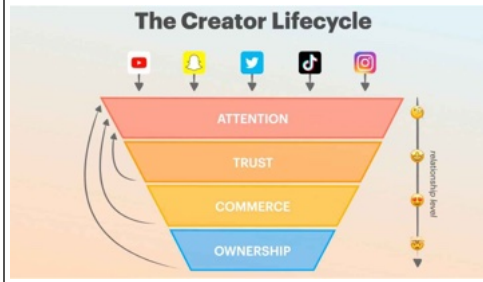
Creator Economy : 1/ Podcast

Podcast = 2004 iPod+Broadcast*
Natif / Replay / Livre audio
Paris Podcast Festival

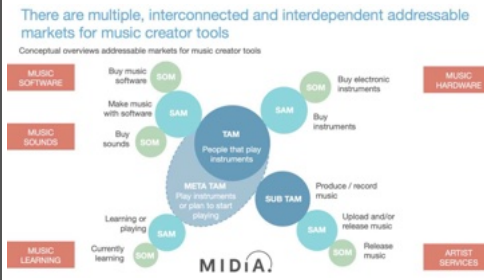
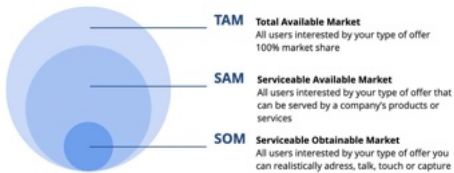


<https://substack.com/>

The subscription network for independent writers and creators

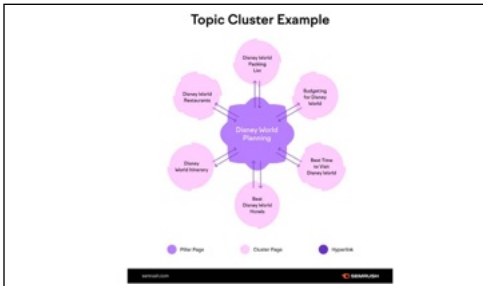


Markets : TAM - SAM - SOM



What are Topic Clusters?
A topic cluster (or content cluster or semantic cocoon) is a group of interconnected, thematically related pages on a website.
Dessine moi un cocon sémantique
Tu veux pas plutôt un mouton... ?

What are Topic Clusters?
Origines du cocon sémantique
20 - 60 pages per Keywords
sujet ≠ keywords



Definition du cocon sémantique
01-2. étudier la concurrence
01-3. définir la stratégie



Content Pillars

Persona

North Star

what is your mission?

Content strategy how you use content to generate leads, convert visitors, delight current customers, grow your brand, provide sales support, or even align your internal communication

EEAT

Experience
Expertise
Authority
Trust

E-E-A-T: Making experience and expertise your content advantage

E-E-A-T, YMYL, and other factors to consider when creating a content strategy to beat your SEO competitors and satisfy your audience.

Google Search Quality Evaluator Guidelines (2017 Update) emphasizes the importance and trustworthiness of E-E-A-T, which is a key ranking factor that is important, according to Google, to help content creators at the Search & Knowledge.

Launched recently, emphasizing your content delivers E-E-A-T to a high standard can supercharge your SEO site exposure.

Here's how you can use experience and expertise to your content advantage, as presented by Paul at SEO Unleashed.

Experience is a priority

Designated as a top priority in December 2022 to add an extra "E", which stands for experience and expertise, to the E-E-A-T acronym when it comes to their content strategy. Not required.

- The experience aspect is really great because anyone can learn to write about any topic - but only someone with experience can provide the insights people need to make a decision that could impact their life, whether that be health or financial or even just what they're going to wear to dinner.
- "Do you have content demonstrating it was produced with some degree of experience, such as actual use of a product?" (Is the writer actually vested in what they're discussing?)

4 Steps to Getting Your Content Strategy Off the Ground

- Define**
What do you want to create?
Why is this important?
Who is it for?
What results do you want?
How will it be measured?
- Map**
What channels will you use?
What formats are best?
How often will you publish?
Who's going to create it?
Who can you connect with?
- Launch**
Act — Perfection is nothing compared to practiced production.
What performs "best"?
What's the ROI?
What do we need to change?
Are these the right tools?
- Measure and Revise**

Types of Tangible Content Assets

Includes anything written, visual, or downloadable you use in your content marketing

- Blogs
- Case Studies
- White Papers
- Ebooks
- Infographics
- Templates
- Checklists
- Guides
- Videos
- Podcasts
- Social Media
- Webinars
- Memes
- Newsletters
- Articles
- Reports
- Emails
- ... and more

Here's 25 different content formats to shake up your strategy

- Visual**
 - Webinars (Live and On Demand)
 - Videos (Traditional & Interactive)
 - Memes
 - Infographics
 - Virtual Reality
 - Display Banners, GIFS
 - Animations
 - Social Images
 - Lookbook
 - Slidebars
- Audio**
 - Podcasts
 - Voice App
 - Digital Radio
 - Audio Books
- Written**
 - Analyst Report
 - How-to Guide
 - eBook
 - Workbook
 - Checklists
 - Business Case
 - Case Studies
 - Vendor Guides
 - Reviews
 - Interactive PDFs
 - eNewsletter

Ceci n'est pas un chapeau.

Ceci n'est pas une pipe.

Ceci n'est pas un cours !
Subtilité du contenu

GATED CONTENT

Gated content is any type of content that prospects can only access after they've shared their contact information and other details (like their name, job title, and company). Usually through a lead capture form.

Usually, users arrive at your website and use a CTA or pop-up that offers them access to a piece of content in exchange for this information. This could be their email address in exchange for a content offer, for example.

It's important to note that gated content for inbound marketing is free and not hidden behind a paywall. Users just need to submit their information to access the content.

Now, you might be wondering, "Why would I hide my content from my audience?"

Typically, the goal of gated content is to generate leads. Marketers will create targeted content for their audience and use it to attract leads. Gated content isn't used for brand awareness or visibility.

When gated content is a strategy for lead generation, gated content is meant to improve SEO and reduce bounce rates. On the other hand, gated content could be white papers, ebooks, or webinars.

#1 : Content Calendar

Content Strategy

ROB IT TO GET IT

Conférence de rédaction

REWRITE REORDER REJOICE

1/3 curation 1/3 recyclage 1/3 nouveau contenu

Jean-Luc

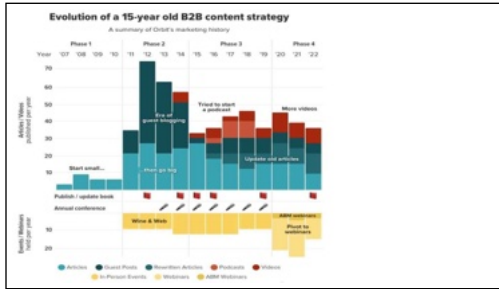
Num: Jean-Luc
Age: 38
Ad: Paris
Avec: Patricia
Sans enfant

Education: Supérieurs (Ingénieur école promo...)
CV: pilote entreprise 1
Pilote entreprise 2
Passionné de aviation et de modèle réduits
Passionné de ruses de chasse et de voyages en Asie

Revenus: [Bar chart]
Ville: [Bar chart]
Fréquences: [Bar chart]
Usage mobile: [Bar chart]
Know How: [Bar chart]

EPIC / USER STORY / PAIN POINT / PROBLÈME
Quel est le problème de Jean-Luc ?
Quelle est la frustration de Jean-Luc ?
Quels sont les besoins et attentes de Jean-Luc ?
Pourquoi n'est-il pas satisfait des solutions existantes ?

Empathie map si besoin pour mieux comprendre le persona



Sample - Content Marketing Plan

imgira

Category	Item	Start	End	Status
Content Marketing Strategy	Content Marketing Strategy	2023-01-01	2023-12-31	Active
	Content Marketing Strategy	2022-01-01	2022-12-31	Completed
	Content Marketing Strategy	2021-01-01	2021-12-31	Completed
	Content Marketing Strategy	2020-01-01	2020-12-31	Completed
Content Marketing Plan	Content Marketing Plan	2023-01-01	2023-12-31	Active
	Content Marketing Plan	2022-01-01	2022-12-31	Completed
	Content Marketing Plan	2021-01-01	2021-12-31	Completed
	Content Marketing Plan	2020-01-01	2020-12-31	Completed

Sample - Content Marketing Plan

imgira

Category	Item	Start	End	Status
Content Marketing Strategy	Content Marketing Strategy	2023-01-01	2023-12-31	Active
	Content Marketing Strategy	2022-01-01	2022-12-31	Completed
	Content Marketing Strategy	2021-01-01	2021-12-31	Completed
	Content Marketing Strategy	2020-01-01	2020-12-31	Completed
Content Marketing Plan	Content Marketing Plan	2023-01-01	2023-12-31	Active
	Content Marketing Plan	2022-01-01	2022-12-31	Completed
	Content Marketing Plan	2021-01-01	2021-12-31	Completed
	Content Marketing Plan	2020-01-01	2020-12-31	Completed

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Q1	10	15	20	25	30	35	40	45	50	55	60	65
Q2	65	70	75	80	85	90	95	100	105	110	115	120
Q3	125	130	135	140	145	150	155	160	165	170	175	180
Q4	185	190	195	200	205	210	215	220	225	230	235	240

PLANNING BRAND CONTENT

Brand	Content Type	Frequency	Channel	Start Date	End Date	Status
Brand A	Blog Post	Weekly	Website	2023-01-01	2023-12-31	Active
Brand B	Video	Monthly	YouTube	2023-01-01	2023-12-31	Active
Brand C	Podcast	Bi-weekly	Podcast	2023-01-01	2023-12-31	Active

PERSONA 20 max

PERSONA ICP

ideal customer profil

PERSONA

Sumen
Age
WIA
We are
Enter
JOB
Education
CV
Passions

Empathie map is besoin pour mieux comprendre le patiente

CONTENT MIX

Marketing Mix
MMM
Modern Marketing Model
Marketing Mix Modeling

Conclusion

2023

BRAND CONTENT

be informed
involved

LOVEMARK

Kevin Roberts
former CEO

lovemarks

the future beyond brands

Expanded Edition

KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI

BRANDS
Low Love
High Respect

LOVEMARKS
High Love
High Respect

PRODUCTS
Low Love
Low Respect

FADS
High Love
Low Respect

THE LOVEMARKER

The Lovemarker is a machine insight generator that measures the evolution of a Lovemark. It identifies behaviors and intensity.

How to use the Lovemarker
Rank 2 points for Red, 1 point for Green and 0 points for Yellow.

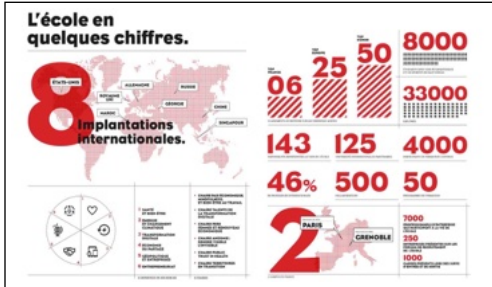
The Respect, no Lovemark. You must score at least 20 Respect points to be considered for Lovemark status.

What are your goals?
0 to 10 points - Community
10 to 20 - Brand
20+ - Lovemark

CONFIDENCE	TRUST	RESPECT	REVERENCE
1-5	1-5	1-5	1-5
6-10	6-10	6-10	6-10
11-15	11-15	11-15	11-15
16-20	16-20	16-20	16-20
21-25	21-25	21-25	21-25

WISDOM	STABILITY	WISDOM
1-5	1-5	1-5
6-10	6-10	6-10
11-15	11-15	11-15
16-20	16-20	16-20
21-25	21-25	21-25

That's all Folks!



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