

MANAGEMENT STRATEGY DIGITAL
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2024

SEASON 04 EPISODE 03

REAL WORLD CONTENT SOCIAL MEDIA

#1 Content Strategy Attention Map Pillar (Pillar) Content Microstatements History	#2 Coordinating Narrative for Multi Topic / Content Silo	#3 Content Calendar Persona Content Silo Content Filter Publishing
#4 Social Media Influencer Marketing	#5 Collaboration	#6 Digital Plan Editor Calendar Conclusion

REAL WORLD CONTENT MARKETING

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REAL WORLD CONTENT SOCIAL MEDIA

MONEY TIME

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

REAL WORLD CONTENT SOCIAL MEDIA

LOVEMARK

Kevin Roberts
former CEO

the future beyond brands

lovemarks

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

LOVE

RESPECT

THE LOVEMARKER

RESPECT

PERFORMANCE	1	2	3	4	5	6	7	8	9	10
Brand	●	●	●	●	●	●	●	●	●	●
Quality	●	●	●	●	●	●	●	●	●	●
Value	●	●	●	●	●	●	●	●	●	●
Trust	●	●	●	●	●	●	●	●	●	●

How to use the Lovemarker
Score 2 points for the 1 point for Brand and Quality for the other

No Respect, no Lovemark. You must score at least 10 Respect points to be considered for Lovemark status.

What your grade means
10-15 points - Candidate
16-20 - Brand
21+ - Lovemark

LOVE

BRAND	1	2	3	4	5	6	7	8	9	10
Brand Strength	●	●	●	●	●	●	●	●	●	●
Past Present Future	●	●	●	●	●	●	●	●	●	●
Value and Love	●	●	●	●	●	●	●	●	●	●
Innovation	●	●	●	●	●	●	●	●	●	●

hubertkratiroff

#1 : Content Calendar 🙌

Content Strategy

ROB IT TO GET IT

Conférence de rédaction

CONTENT MIX

Marketing Mix
MMM
Modern Marketing Model
Marketing Mix Modeling

Paid
Owned
Earned
Shared
Managed

POESM

Empreinte Digitale

1/3 curation
1/3 recyclage
1/3 nouveau content

PERSONA
20 max

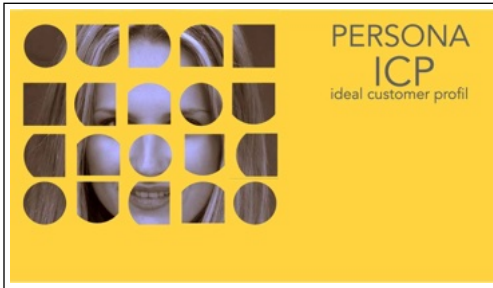
Evolution of a 15-year old B2B content strategy

A summary of Océ's marketing history

PERSONA

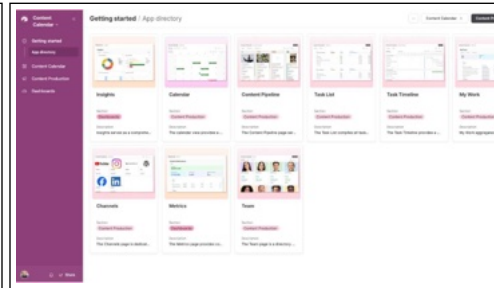
Sumon
Age
Sex
We are
Enter
JOB
Education
CV
Passions

Empreinte map is besoin pour mieux comprendre la personne



Sample - Content Marketing Plan

Channel/Category	Content Type	Topic	Format	Frequency	Start Date	End Date	Status
Content Pillar	Blog Post	Lead Generation	Text	Weekly	2023-01-01	2023-12-31	Active
	Video	Brand Awareness	Video	Bi-weekly	2023-01-01	2023-12-31	Active
	Infographic	Thought Leadership	Image	Monthly	2023-01-01	2023-12-31	Active
	Podcast	Customer Education	Audio	Weekly	2023-01-01	2023-12-31	Active
Social Media	LinkedIn	Industry News	Text	Daily	2023-01-01	2023-12-31	Active
	Facebook	Community Engagement	Image/Video	Daily	2023-01-01	2023-12-31	Active
	Twitter	Thought Leadership	Text	Daily	2023-01-01	2023-12-31	Active
	Instagram	Brand Awareness	Image/Video	Daily	2023-01-01	2023-12-31	Active



What are Topic Clusters?

Dessine moi un cocon sémantique
Tu veux pas plutôt un mouton... ?

A topic cluster (or content cluster or semantic cocoon) is a group of interconnected, thematically related pages on a website.

Each cluster includes one pillar page, which is the main page that provides a broad overview of a particular topic. And multiple cluster pages, which cover associated subtopics.

The 6 Primary Story Arcs + 12 CV stages

All stories move, but some stories only have one movement

- 1/ Rags to Riches (rise) ... education & work (or chance but without education 2)
- 2/ Riches to Rags (fall) ... heritage fortune then nothing
- 3/ Man in a Hole (fall then rise) ... strenght
- 4/ Icarus / Freytag's Pyramid (rise then fall) ... self-confidence & arrogance lead to fail
- 5/ Cinderella (rise then fall then rise) ... emotional
- 6/ Oedipus (fall then rise then fall) ... hazard

12 stages of Hero's Journey by Christopher VOGLER
... youtube video: <https://www.youtube.com/watch?v=oNNaMuBOxy4>

#1 : Lean Canvas Model

Inspired by BMC Alex Osterwalder

The Lean Canvas Model

Designed For: Designed By: Version:

- 1 Problem
- 2 Solution
- 3 Unique Value Proposition
- 4 unfair Advantage
- 5 Customer Segments
- 6 Key Metrics
- 7 Channels
- 8 Cost Structures
- 9 Revenue Streams

LEAN CANVAS

PROBLEMS, SOLUTIONS, PROPRIÉTÉS DE VUE, AVANTAGES CONCURRENTIELS, SEGMENTS CLIENTS, SOLUTIONS ALTERNATIVES, INDICATEURS CLÉS, CANAL, STRUCTURE DE COÛTS, SOURCES DE REVENUS

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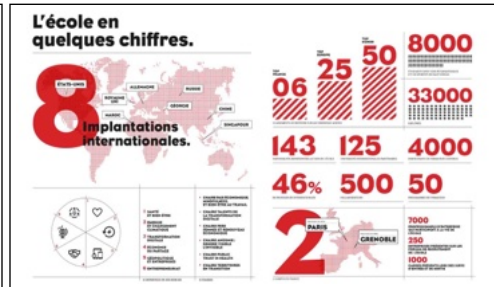
THE 1-PAGE MARKETING PLAN

GET NEW CUSTOMERS, MAKE MORE MONEY, AND STAND OUT FROM THE CROWD

ALLAN DIB

1-PAGE MARKETING PLAN

- 1 My Target Market
- 2 My Message To My Target Market
- 3 The Media I Will Use To Reach My Target Market
- 4 My Lead Capture System
- 5 My Lead Nurturing System
- 6 My Sales Conversion Strategy
- 7 How I Deliver a World Class Experience
- 8 How I Increase Customer Lifetime Value
- 9 How I Optimize And Stimulate Referrals



Act Think Impact