

Bachelor Digital Business & Development
Communication et publicité digitale avancée

**MARKETING
DIGITAL - IMC**

2024-2025 Hubert Kratoff

Bachelor Digital Business & Development
Communication et publicité digitale avancée

MTG

ALL YOU NEED IS
DIGITAL IMC*

2024-2025 Hubert Kratoff

DIGITAL-IMC

- 1 New Marketing (IMC-UX)
 - décomposition taxinomie
- 2 New Economy
 - platform - plateformes
- 3 Stratégie - Secret Sauce
 - stratégies digitales
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence

2024-2025 Hubert Kratoff

BDBD
DIGITAL-IMC

**EP02
NEW
Economy**



**PREVIOUSLY
in 180 sec**

full stack ... LTV > CAC

marketer

Gary Vaynerchuk

DIGITAL MINDSET

UX

«Software is eating the world»
alliz Mark Andreessen

1 INTRO

UX => UE
user engagement

UX CX EX → UE

créer de la valeur pour l'écosystème, le client et l'entreprise

NUMÉRIQUE DIGITAL CYBER PROGRES MORAL

MODERN MARKETING MODEL 10 POINTS

3 PILIERS DU DIGITAL USER UX JOURNEY DATA

3 LOIS DU MARKETING

2% POSITIONNEMENT

ADVERTISING IS THE PRICE ...

THE TRUTH IS IN ...

MARKETING OPERATIONAL

Marketing Operational	26
UX	10
Trade / Retail Media	5
Digital M	5

workshop

hubertkratoff



4^{ème} révolution industrielle

Vapeur + moteur
Électricité
NTIC
NBIC

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gbu000001NxcvEAE/explore/summary>

Future of Economic Progress

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gbu000001NxcvEAE/explore/summary>

THE INDUSTRIAL REVOLUTION
JEREMY RIPPIN

THE MARGINAL COST SOCIETY
JEREMY RIPPIN

THE GREEN DEAL
JEREMY RIPPIN

THE HYDROGEN ECONOMY
JEREMY RIPPIN

3^{ème} révolution industrielle

Vapeur + moteur
Électricité
NBIC (inclus NTIC)

Michel SERRES

-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



RÉVOLUTIONS :
SOCIALE
ÉCONOMIQUE
TECHNOLOGIQUE

RÉVOLUTION AGRICOLE
INDUSTRIALISATION
TERTIARISATION
DIGITALISATION

Transformation Digitale
TRANSITION - PRODUIT
TRANSITION - MARKETING & PROCESS

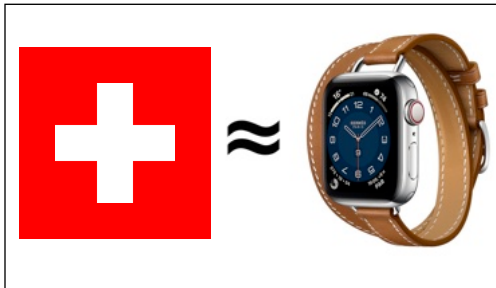
Transformation Digitale
PRODUCT
MARKETING & PROCESS

- TRANSITION Produit - Service - Offre**
Innovation - Numérique - R&D
Value Proposition
Product management - Fabrication
- Durabilité - Empreinte CO2**
Frugalité - Responsabilité
Ecosystème
RSE - CSRD
- UX - CX**
La voix du client - Expérience fluide
Marketing digital - Communication digitale
Omnicanalité
- TRANSITION Méthodes - Process**
Outils numériques & Agiles
Management - Travail - RH
Finance & Supply Chain

PLATFORM

servicisation
disruption
uberisation
tycoonisation
plateformisation

Nouveaux
Business
Modèles



TAMBOUR HORIZON LIGHT UP CONNECTED WATCH
Louis Vuitton Watches by Jean Arroust

tag heuer

LEDGER HUBLOT

ZENITH

Frederic Arroust is appointed CEO of LVMH Watches

Why we buy: Features vs Jobs

Even though people buy this...
...they really want this

STARLINK PREMIUM

SWARM

Thank you for your interest in joining SWARM!
Space is Premium and not available for sale. Please contact us for more information on our page.

STARLINK

STARLINK DIRECT TO CELL

Seamless access to text, voice, and data for LTE phones across the globe

A CELLPHONE TOWER IN SPACE

SWARM

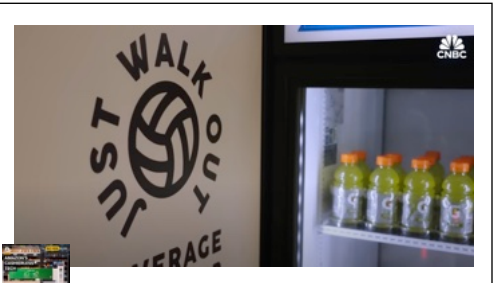
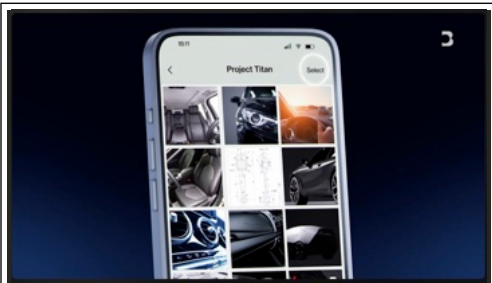
<https://direct.starlink.com/>

Direct 2 Cell

STARLINK PREMIUM

SWARM OS 4 IOT

Thank you for your interest in joining SWARM!
Space is Premium and not available for sale. Please contact us for more information on our page.



amazon For \$9/month, Prime members get access to:

24/7 on-demand care with Prime

For \$9/month, Prime members get access to:

PillPack by amazon pharmacy

amazon pharmacy Prefer your meds in bottles?

PillPack Prefer your meds in packets?

This is the queue for your GP if your local pharmacy closes.

You'll get the meds you need every month

Pharmacy support Automatic refills Free delivery

world



Market capitalization of Zoom Video Communications vs. the 15 biggest airlines

zoom Video Communications \$151.1B	Southwest \$25.2B	RYANAIR \$14.9B	jetBlue \$14.0B
	delta \$21.6B	UNITED \$11.0B	ANA \$7.6B
\$151B	ALASKA \$6.4B	ING \$6.9B	LOTHARIE \$5.4B
	ALLEGiant \$4.8B	jetstar \$3.9B	air Canada \$3.1B
	air France \$2.9B	air New Zealand \$1.9B	air Transat \$1.7B

Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020
Sources: Lufthansa Innovation Hub, TMGT.com, Yahoo Finance

NETFLIX > DISNEY

11/11/2022
100 milliards \$?
2023 : divisé en 6

WeChat

Hubert Kratiroff
France

Scan the QR code to add me on WeChat

WeChat TenCent

1998
O-IQ → QQ
+ 2011 WeChat
+ 2015 WeChat Pay
Mini Microprogram
Open Source SDK

Gaming Music
Riot Game LOL
Supercell, UbiSoft
e-Sport
TME Tencent Music
Entertainment
Karaoke
Video

Tencent
Pony Ma
11e ste mondiale
5% Tesla

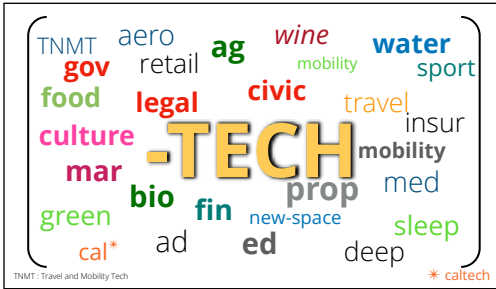
XXX AAS

APP SOFT USER ADV TRUST DATA

PaaS
platform as a service



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



Magnificent 7
Magnificent Seven tech companies
Apple, Microsoft, Google, Amazon, Nvidia Corp, Tesla and Meta
= 60% NASDAQ

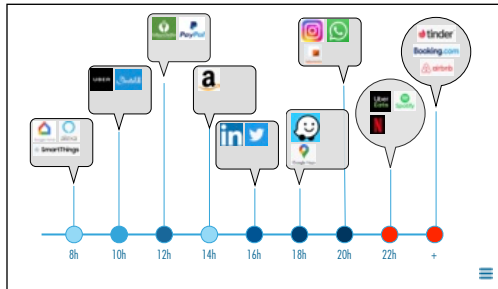
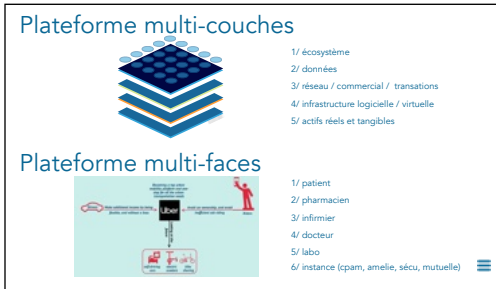
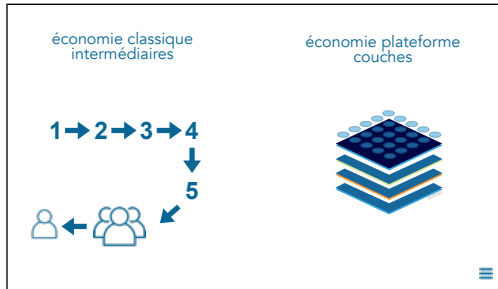
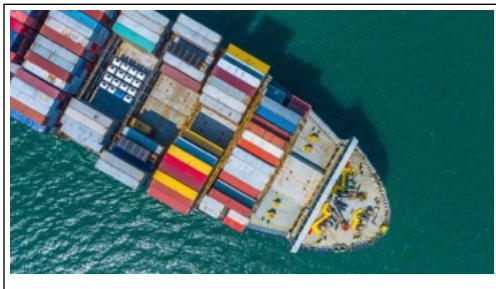
GAFAM **MSNT**
NATU **BEY**
BATX **BDH**

GAFAM **MSNT**
Google* Amazon Facebook** Apple Microsoft Salesforce NVIDIA Twitter***
NATU **BEY**
Netflix Airbnb Tesla Uber Booking Expedia Yandex****
BATX **BDHB**
Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision BYD

*Alphabet **Meta = Meta ***X, ****Huawei / Cisco / Oracle / Naver

DISRUPTION

servicisation
disruption
uberisation
tycoonisation
platformisation



soit on invite
l'écosystème sur
notre plateforme ©
soit on se retrouve sur
une plateforme tiers

transformation
DIGITALE

Transformation Digitale
TRANSITION - PRODUIT
TRANSITION - MARKETING & PROCESS

Transformation Digitale
PROCES
MARKETING & PROCESS

- TRANSITION Produit_Service_Offre**
Innovation - Numérique - NBIC
Value Proposition
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Frugalité - Responsabilité
Ecosystème
RSE - CSR
- UX_CX**
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- TRANSITION Méthodes - Process**
Outils numériques & Agilité
Management - Travail - RH
Finance & Supply Chain

1	2	3
MARKETER	COMMUNIQUER	VENDRE
MARKETING INTERNE INFILTRER LA CULTURE ANALYSE DE MARCHÉ BUSINESS INTELLIGENCE VALUE PROPOSITION CRÉATION DE L'UX-CX	CHOIX DES CANAUX CHOIX DES MESSAGES MESURE DE LA DIFFUSION MQL	BOTTOM FUNNEL SQL LEAD NURTURING CLOSING

toutsurlemarketing.com/MTI

1 **marketer.**
2 **communiquer**
3 **vendre**

l'innovation

1
2
3

MARKETER L'INNOVATION
COMMUNIQUER
VENDRE

1

MARKETER
L'INNOVATION

2

COMMUNIQUER
L'INNOVATION

3

VENDRE
& RENTABILISER
L'INNOVATION

Qui disrulte
les
BATXBDH ?

#oldWORLD

BLOCK
CHAIN

La FRENCH TECH
NEXT40

La FRENCH TECH
FT120

DNVB

wearable

Smart Glasses
Smart Bracelet
Smart Watch
Smart Finger
Smart Shirt
Smart Ring
Smart Belt
Smart Pants
Smart Socks
Smart Shoes

GPS/GPRS Body Control
Bluetooth Key Tracker

VO2MAX

Cargo Cult

https://fr.wikipedia.org/wiki/Cargo_cult

WHAT TO READ NEXT

L'école en quelques chiffres.

8 Implantations internationales.

06 **25** **50** **8000** **33000**

143 **125** **4000**

46% **500** **50**

2

3000

1000

Act Think Impact

17 rue Pierre Semard - 38000 Grenoble
183 avenue Jean Lurien - 63000 Clermont