



Bachelor Digital Business & Development
Communication et publicité digitale avancée

MARKETING
DIGITAL - IMC

Bachelor Digital Business & Development
Communication et publicité digitale avancée



MKTG

ALL YOU NEED IS
DIGITAL IMC*



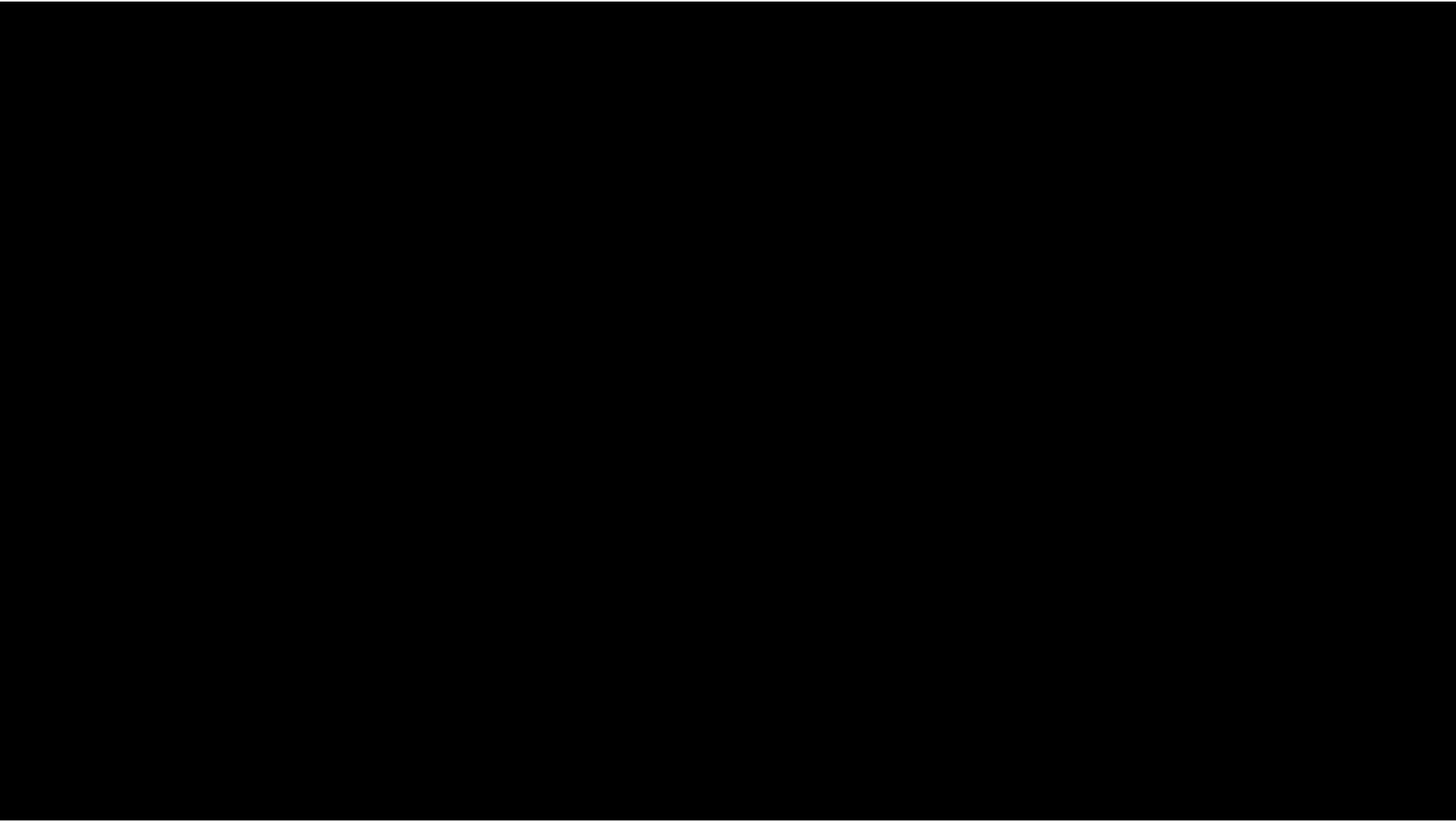


- 1 New Marketing (IMC-UX)
 - *décomposition taxinomie*
- 2 New Economy
 - *platform - plateformisation*
- 3 Stratégie - Secret Sauce
 - *stratégies digitales*
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence

EP02

NEW

Economy





PREVIOUSLY

in 180 sec

full stack

...

marketer



LTV > CAC

UX



Gary Vaynerchuk

DIGITAL MINDSET



«Software is eating the world»

a16z

Mark Andreessen

1

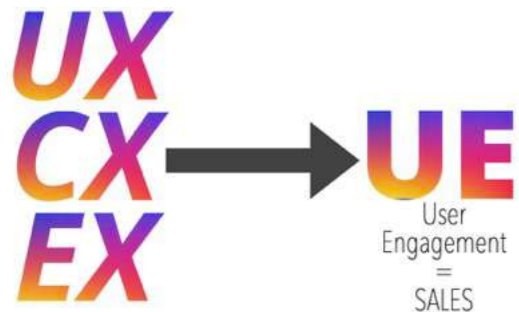
INTRO



UX => UE

user engagement

DIGITAL
mindset



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

VUCA

THE TRUTH IS IN ...

NUMÉRIQUE
DIGITAL
CYBER
PROGRÈS MORAL

2%

POSITIONNEMENT

MMM

MODERN MARKETING MODEL

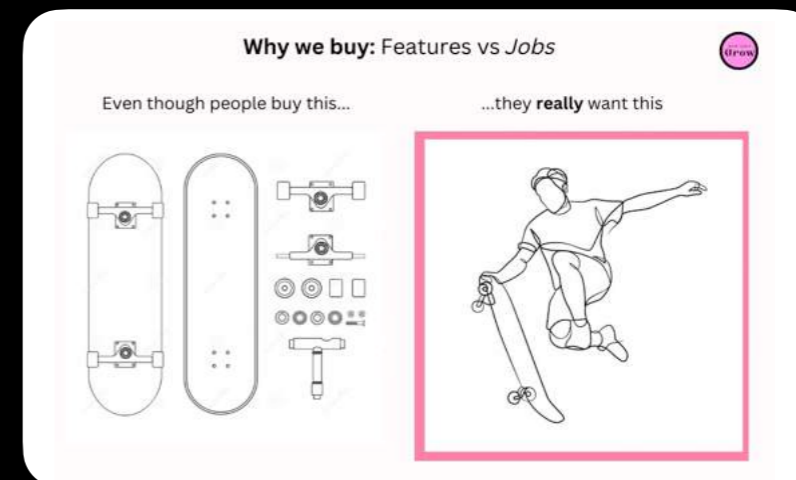
10 POINTS

ADVERTISING IS THE PRICE ...



Marketing Opérationnel	26
M Mix	10
Trade / Retail Media	8
Digital M	8

3 PILIERS DU
DIGITAL
USER
UX JOURNEY
DATA



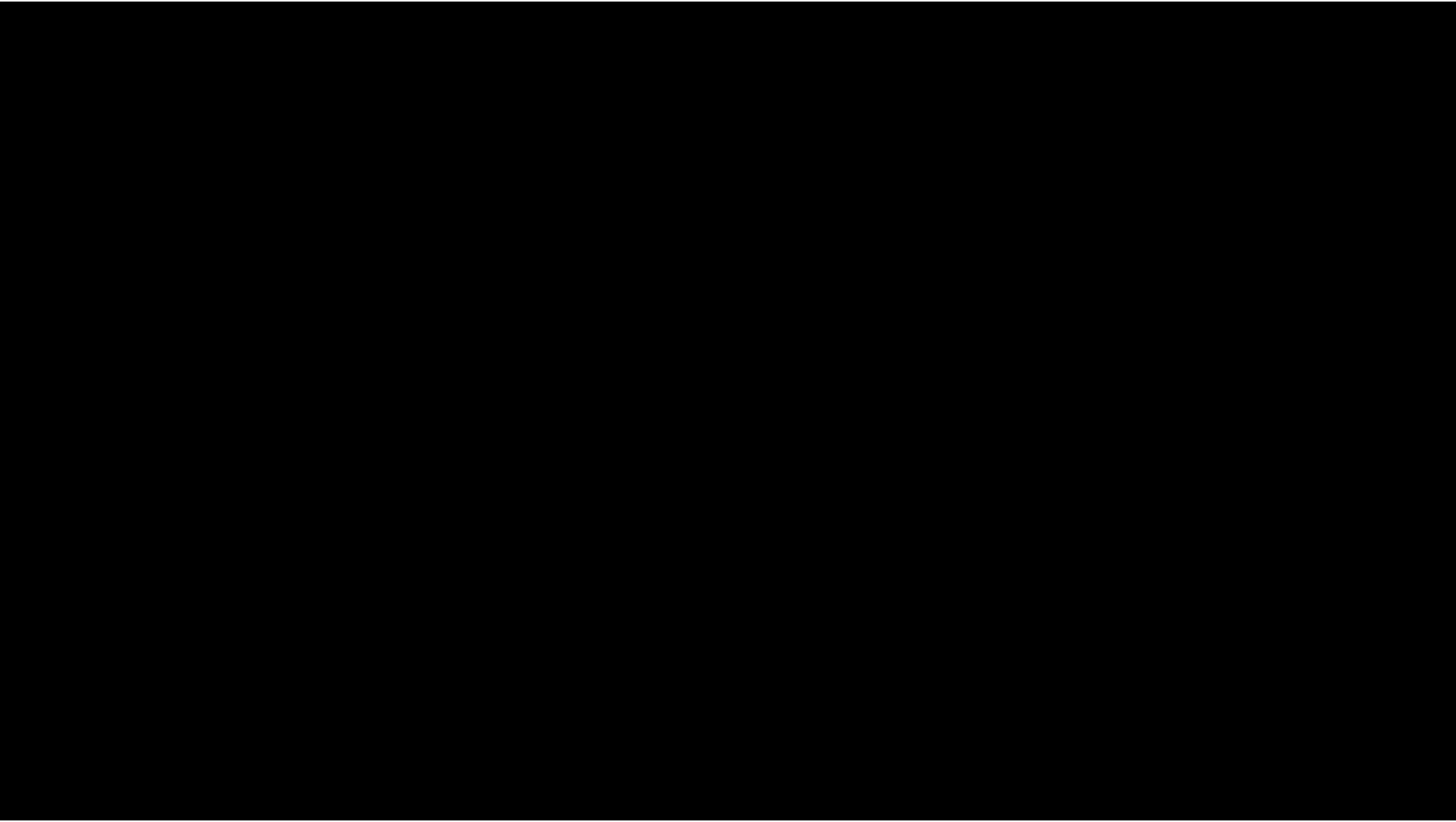
3 LOIS
DU
MARKETING

workshop

hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff



4^{ème} révolution industrielle

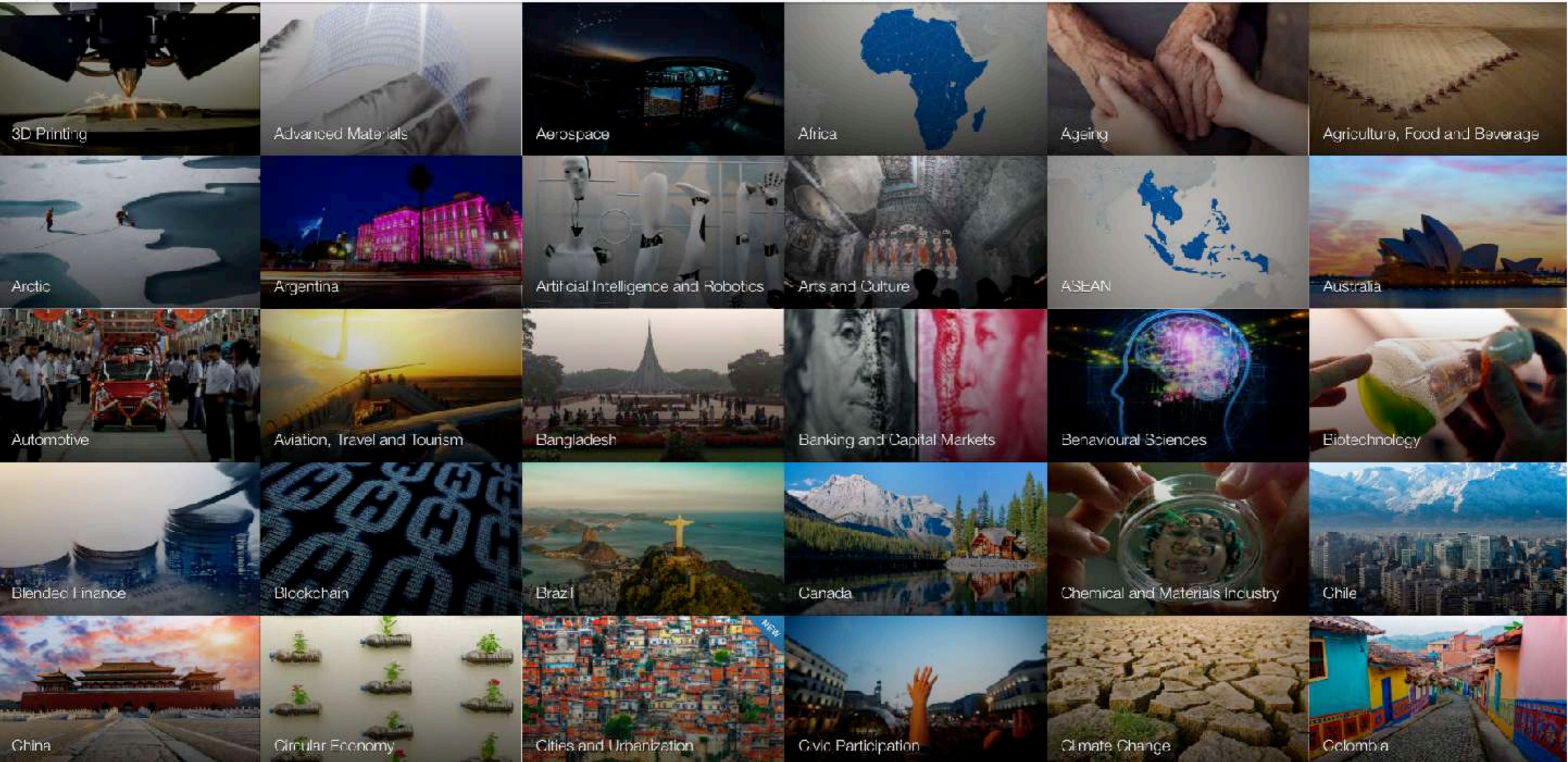
Vapeur + moteur

Électricité

NTIC

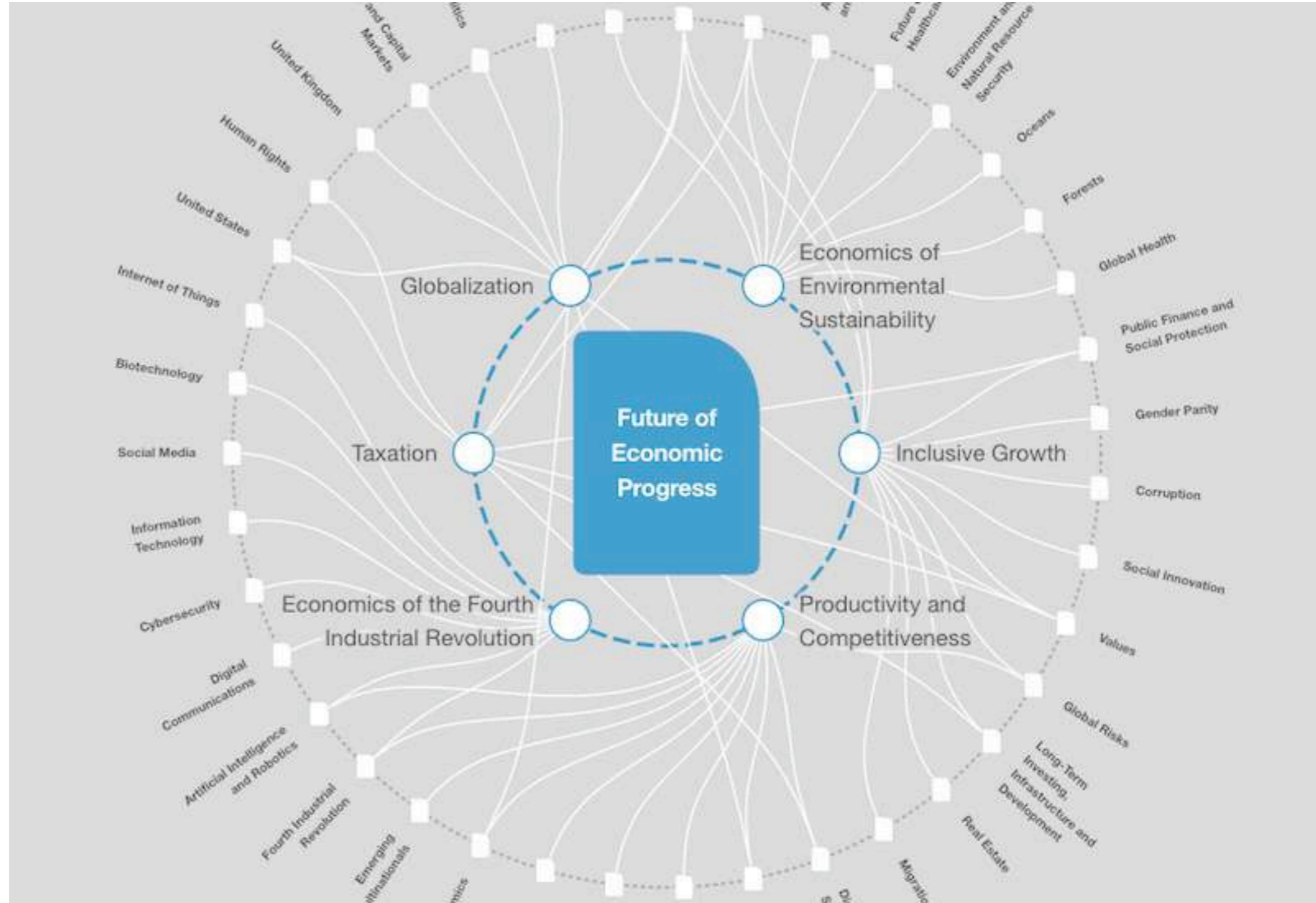
NBIC





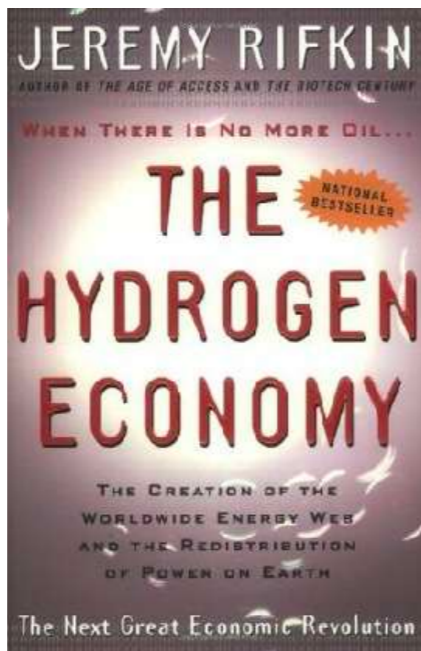
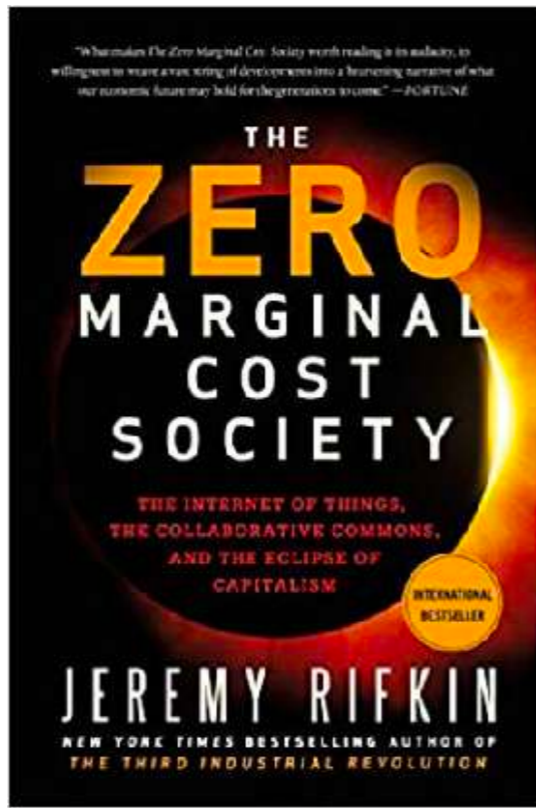
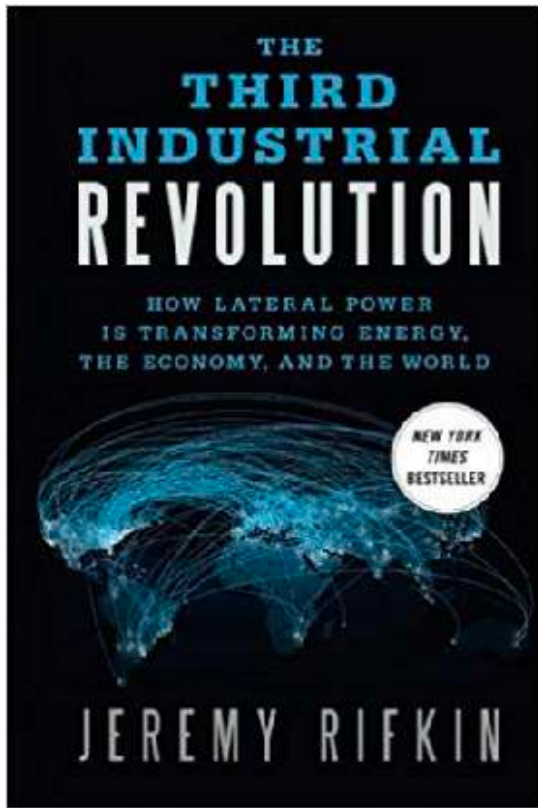
<https://toplink.weforum.org/knowledge/explore/all>

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>



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

<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>





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

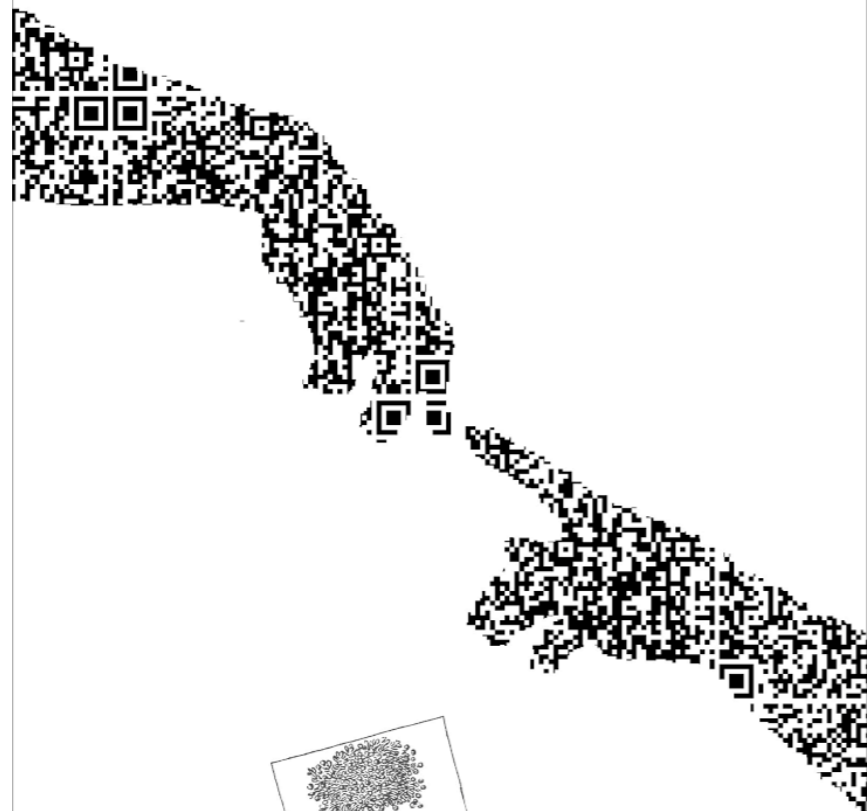


petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

micHEL serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...



[MANIFESTES LE POMMIER !]

Luc
Ferry

LA
RÉVOLUTION
TRANSHUMANISTE

Comment la technomédecine et l'uberisation
du monde vont bouleverser nos vies



PLON

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 - NBIC

Value Proposition

Product management - Fabrication



Durabilité - Empreinte CO2

Frugalité - Responsabilité

Écosystème

RSE - CSRD



UX - CX

La voix du client - Expérience fluide

Marketing digital - Communication digitale

Omnicanalité

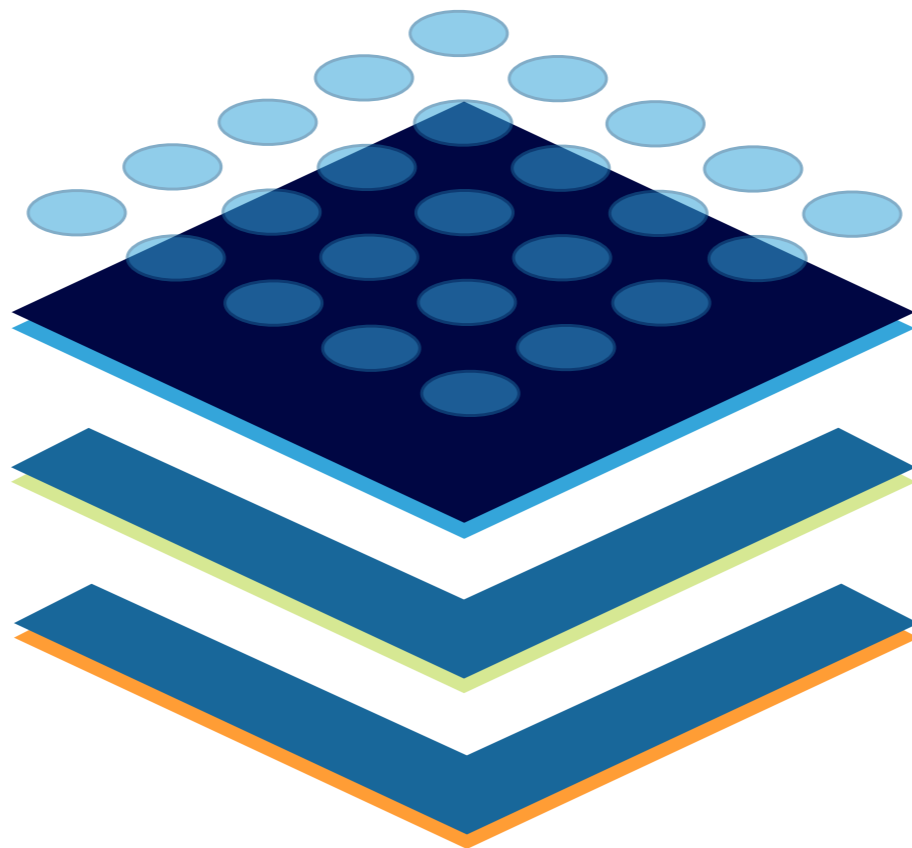


TRANSITION Méthodes - Process

Outils numériques & Agilité

Management - Travail - RH

Finance & Supply Chain



PLATFORM

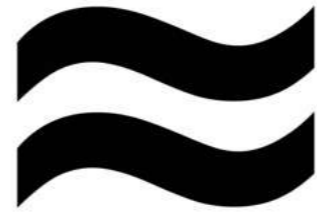
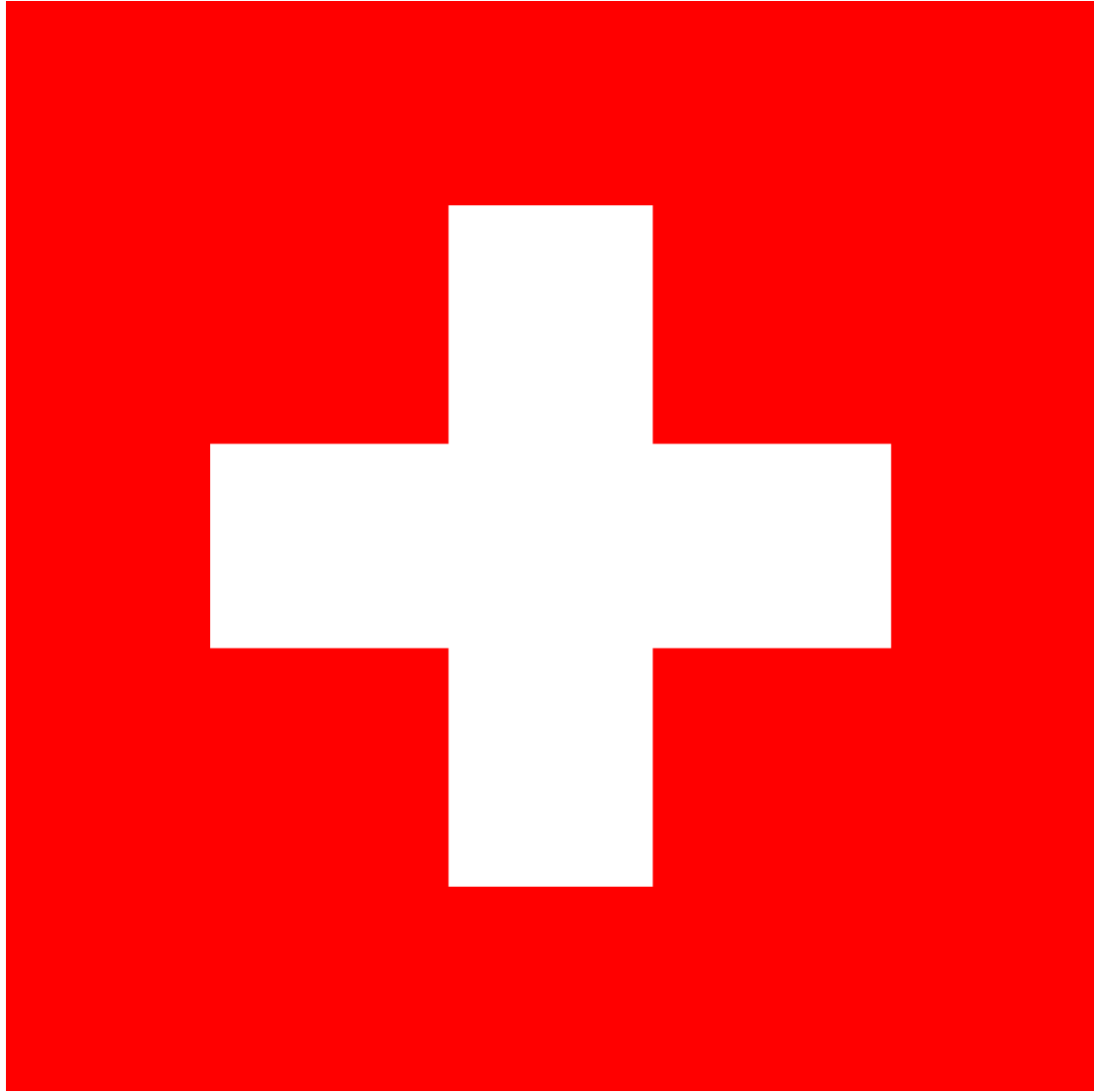
servicisation
disruption
uberisation
tycoonisation
platformisation

Nouveaux Business Modèles



ROLEX







TAMBOUR HORIZON LIGHT UP CONNECTED WATCH



TAMBOUR HORIZON LIGHT UP CONNECTED WATCH



TAMBOUR HORIZON LIGHT UP CONNECTED WATCH

TAMBOUR HORIZON LIGHT UP CONNECTED WATCH

Louis Vuitton Watches by Jean Arnaud

TAG HEUER CONNECTED GOLF EDITION

An elegant and versatile watch to take with you to greens worldwide.

- White Golf pattern strap with green stitching
- Black rubber strap
- 18 HOLES BEZEL INDICATORS
- SAPPHIRE GLASS
- HEART RATE MONITOR
- GPS



tag heuer



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Black Rubber Strap



TAG HEUER CONNECTED CALIBRE E3
Titanium Case - Lime Green Rubber Strap



LEDGER HUBLOT

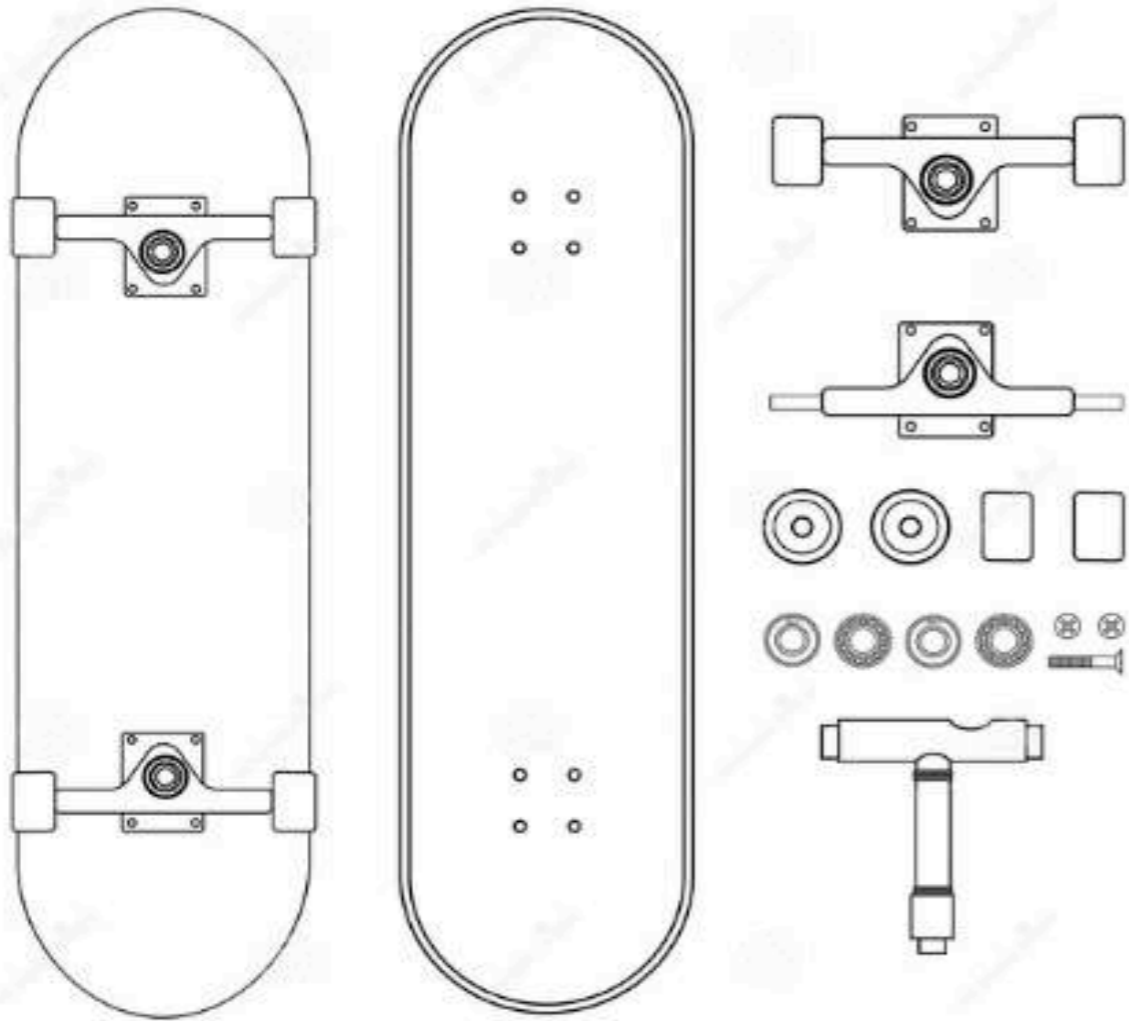


ZENITH

Frédéric Arnault is appointed CEO of LVMH Watches

Why we buy: Features vs *Jobs*

Even though people buy this...



...they **really** want this





PREMIUM



STARLINK PREMIUM



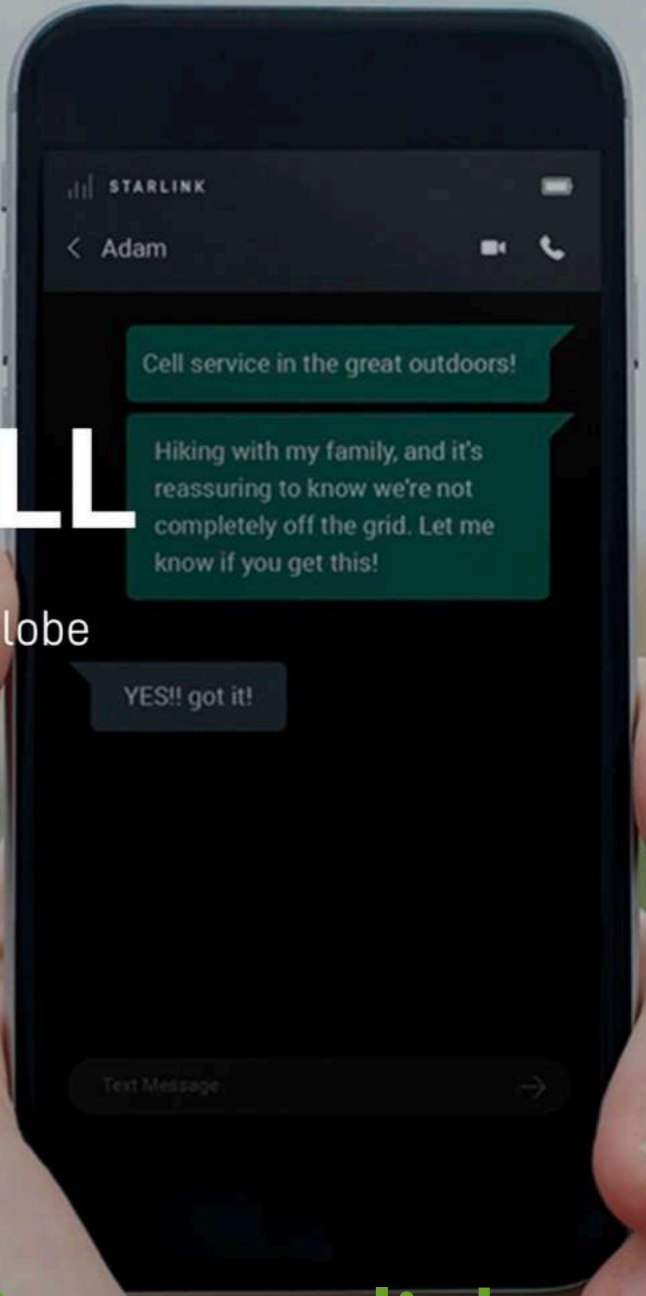
SWARM

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

STARLINK DIRECT TO CELL

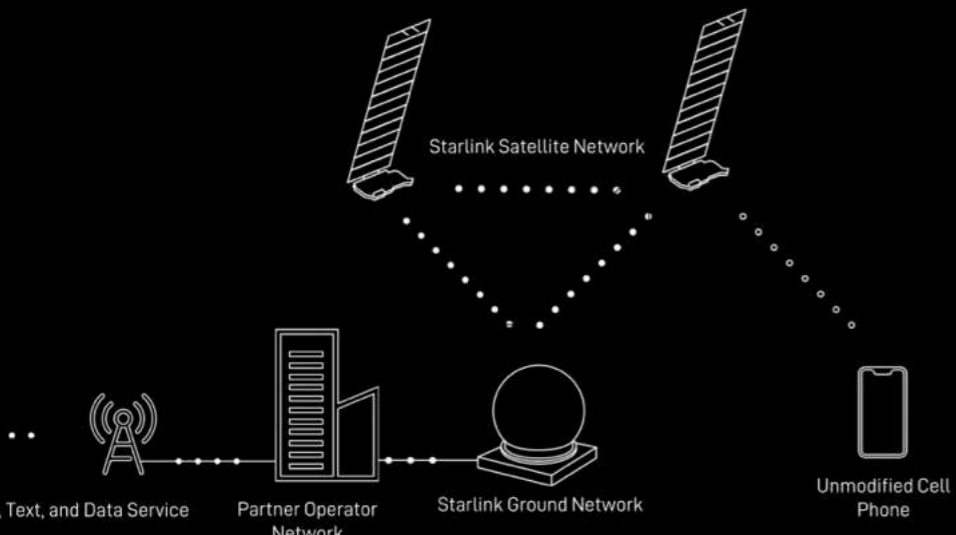
Seamless access to text, voice, and data for LTE phones across the globe



GET IN TOUCH

SWARM

A CELLPHONE TOWER IN SPACE



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



PREMIUM



STARLINK PREMIUM

Direct 2 Cell



SWÄRM


OS 4 IOT

THANK YOU FOR YOUR INTEREST IN ORDERING STARLINK!

Starlink Premium is not yet available in your area. Please check back for future availability in your area.

TESLA MODEL S MODEL 3 MODEL X MODEL Y POWERWALL

Model S



2,5 s
De 0 à 100 km/h

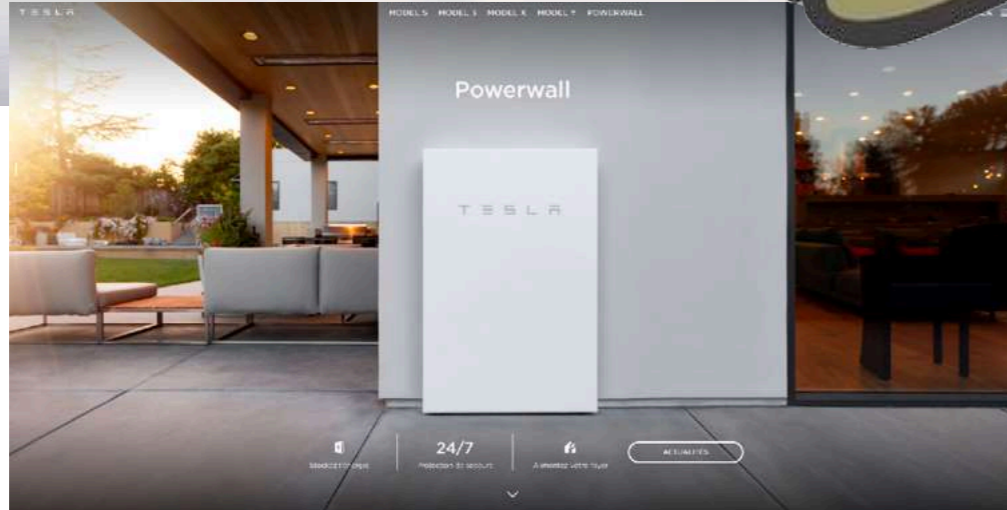
804 litres
Capacité de chargement

652 km
Autonomie (WLTP)

COMMANDER

TESLA MODEL S MODEL 3 MODEL X MODEL Y POWERWALL

Powerwall



24/7
Production de secours

A installer chez vous

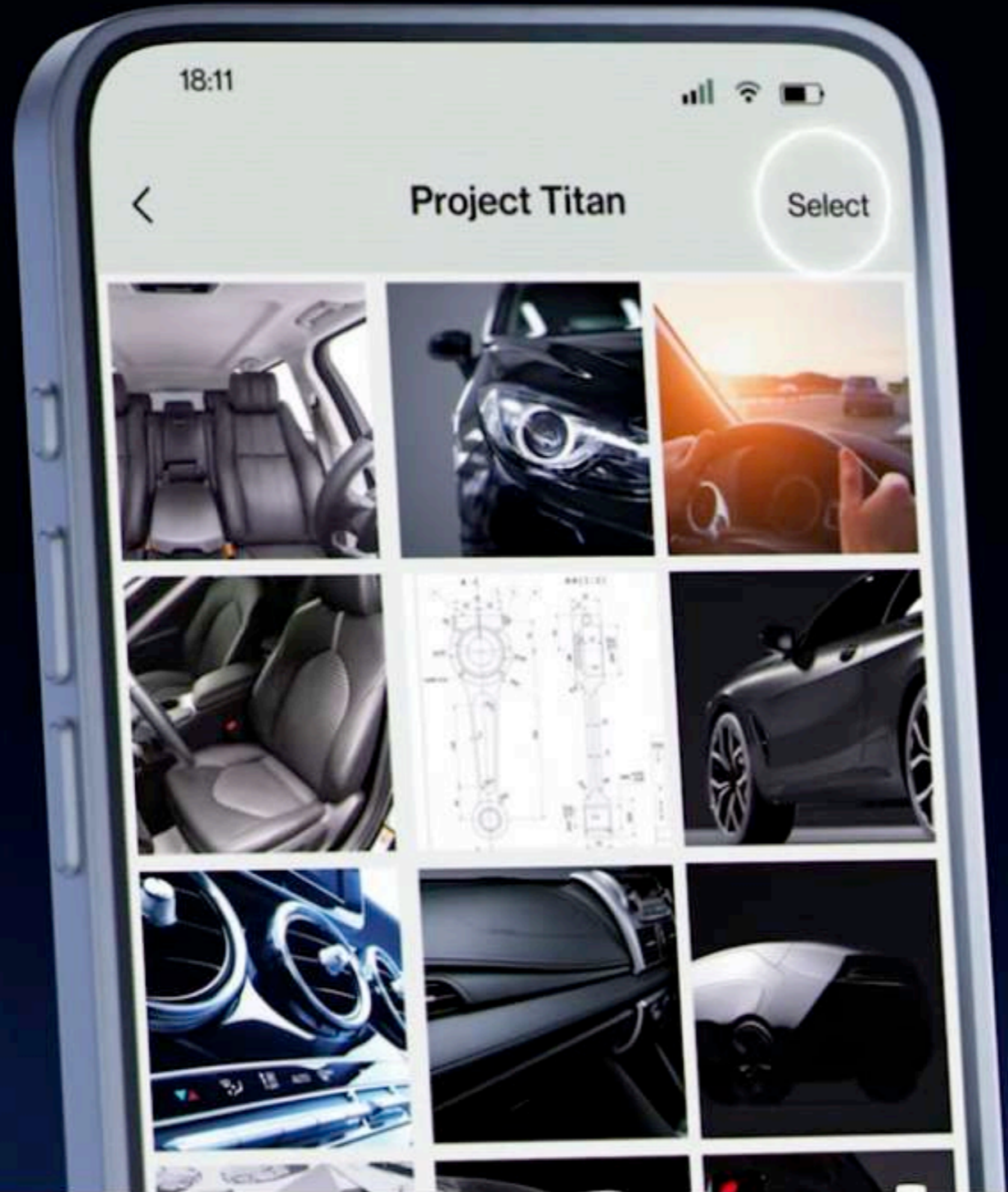
RESERVER

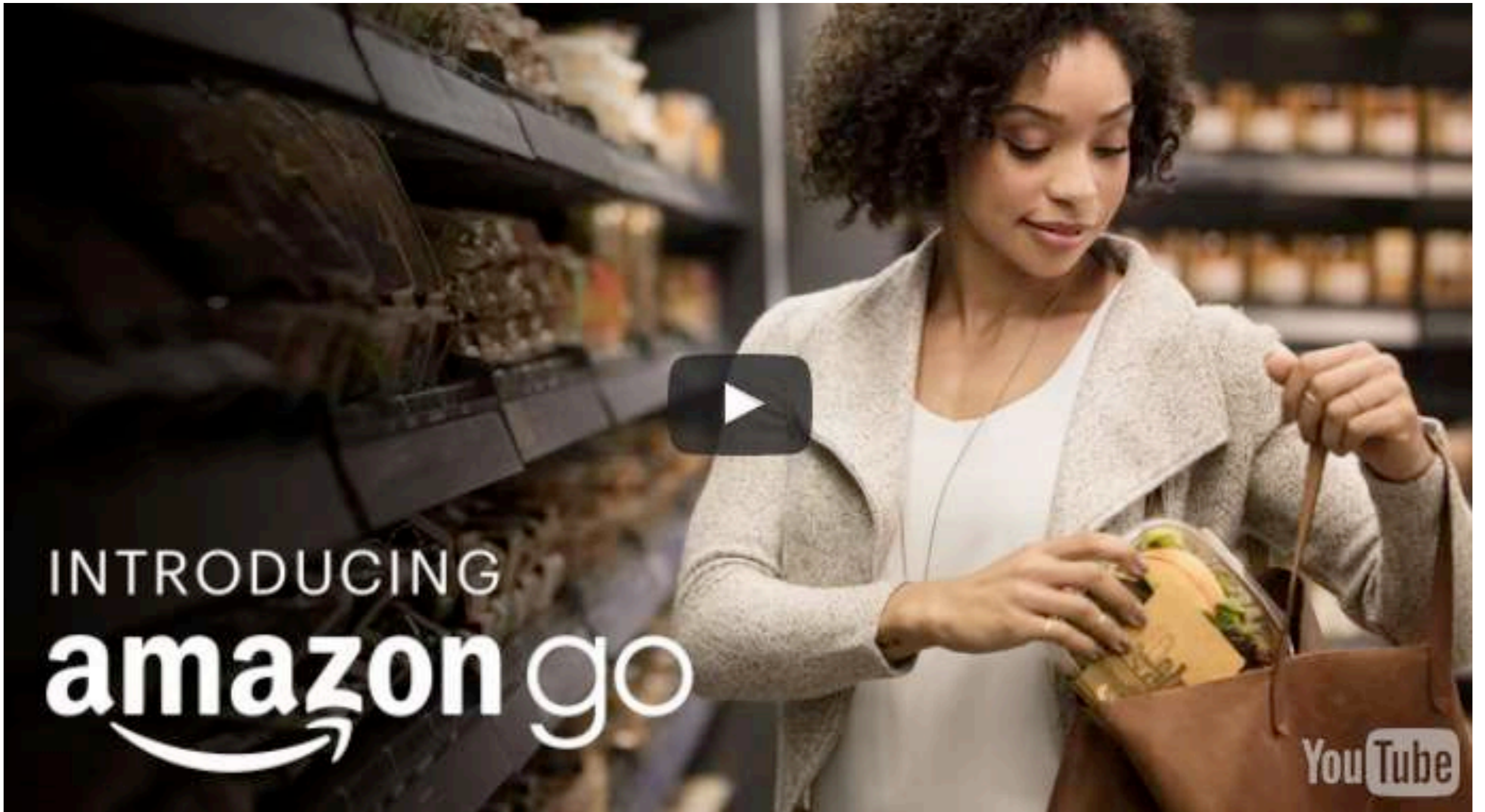




CyberCab / RoboVan / Optimus

TESLA LIVE





INTRODUCING
amazon go

*AI + **amazon** = amazon go = SHOP OS (operating system)*

WALK
OUT
JUST
WALK
OUT
BEVERAGE



CNBC SERIES THE BUY NOW BOOM

AMAZON'S CASHIERLESS TECH

Enter with



Just Walk Out



24/7 on-demand care with Prime

i This membership benefit is exclusive for Prime members.

Start your 30-day free Prime membership trial

Members can easily book appointments within the app. Appointments are billed to you or your insurance.

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



24/7 on-demand care via VideoChat or Treat Me Now



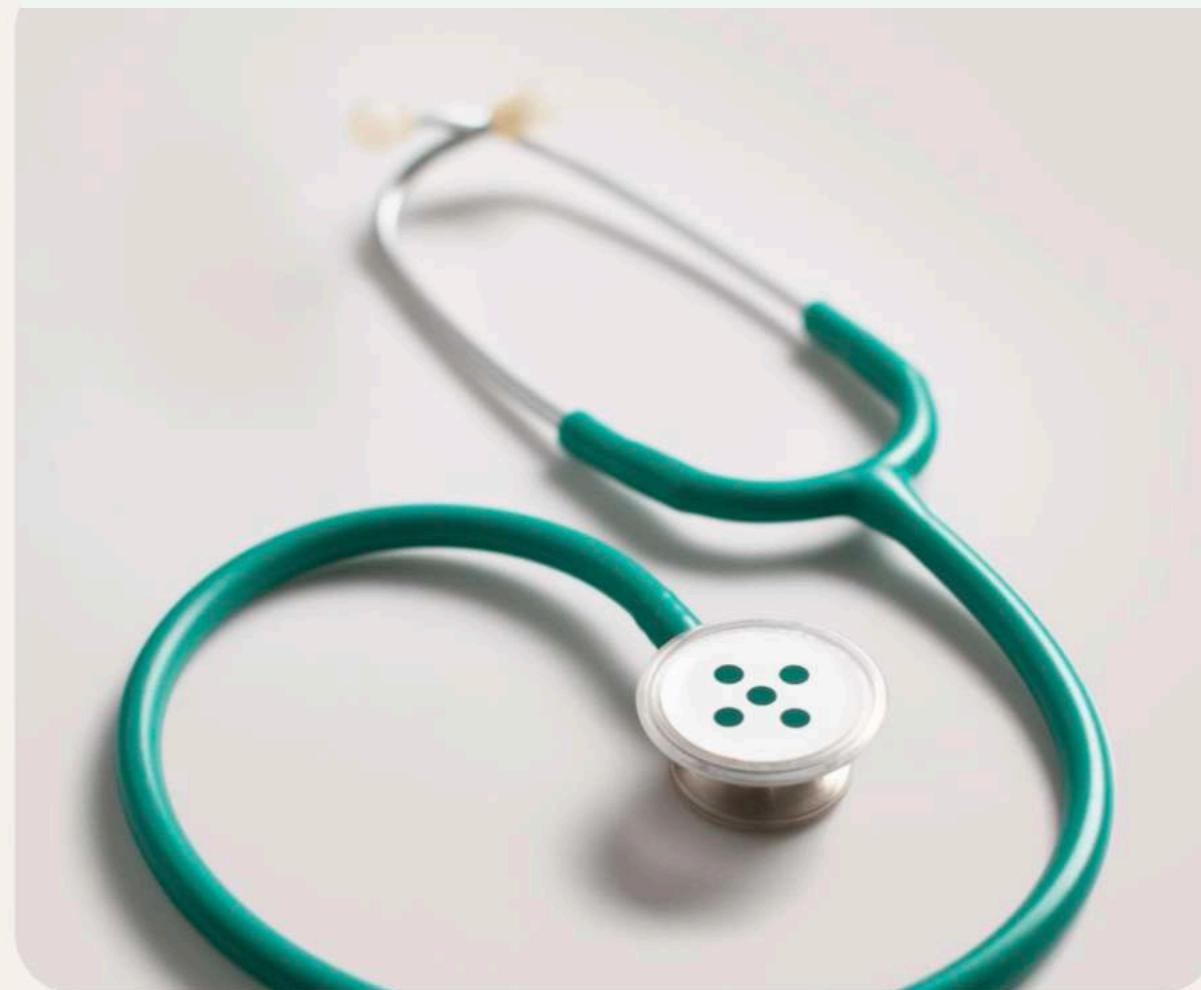
Secure messaging with a provider



In-app health records and care plans



Convenient prescription refill and renewal requests



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



amazon pharmacy

Prefer your meds
in bottles?



PillPack
by amazon pharmacy

Prefer your meds
in packets?



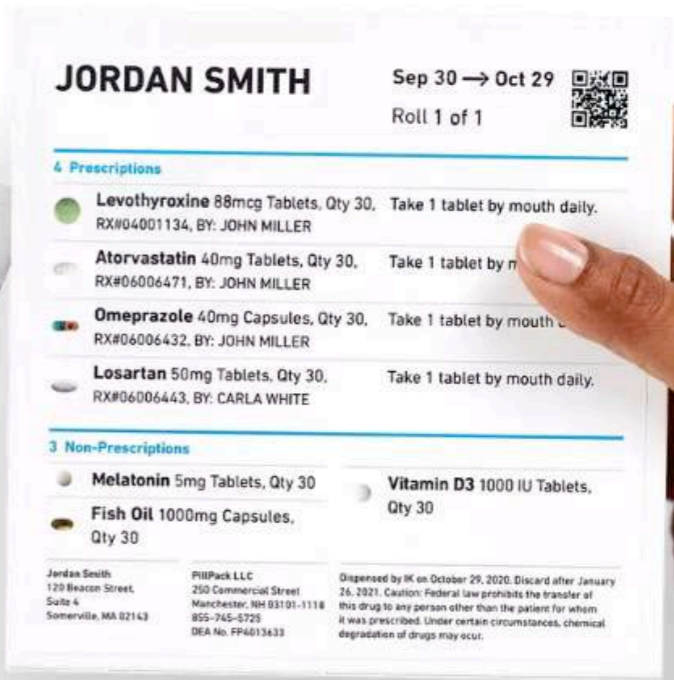
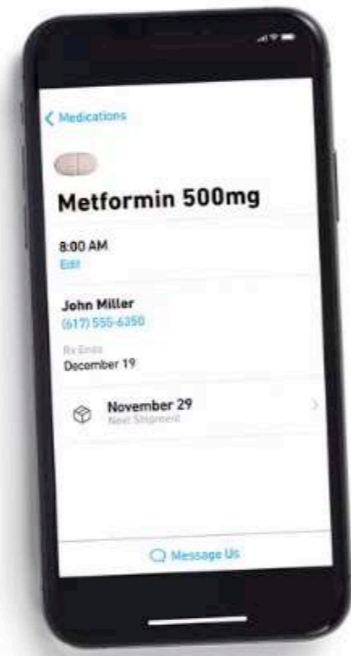


You'll get the meds you need every month

Pharmacy support
day or night

Automatic refills
before you need them

Free delivery
right to your door



JORDAN SMITH

Sep 30 → Oct 29

Roll 1 of 1



4 Prescriptions

- Levothyroxine** 88mcg Tablets, Qty 30, Take 1 tablet by mouth daily.
RX#04001134, BY: JOHN MILLER
- Atorvastatin** 40mg Tablets, Qty 30, Take 1 tablet by mouth daily.
RX#06006471, BY: JOHN MILLER
- Omeprazole** 40mg Capsules, Qty 30, Take 1 tablet by mouth daily.
RX#06006432, BY: JOHN MILLER
- Losartan** 50mg Tablets, Qty 30, Take 1 tablet by mouth daily.
RX#06006443, BY: CARLA WHITE

3 Non-Prescriptions

- Melatonin** 5mg Tablets, Qty 30
- Vitamin D3** 1000 IU Tablets, Qty 30
- Fish Oil** 1000mg Capsules, Qty 30

Jordan Smith
120 Beacon Street,
Suite 4
Somerville, MA 02143

PillPack LLC
250 Commercial Street
Manchester, NH 03101-1118
855-745-5725
DEA No. FP4013433

Dispensed by PK on October 29, 2020. Discard after January 26, 2021. Caution: Federal law prohibits the transfer of this drug to any person other than the patient for whom it was prescribed. Under certain circumstances, chemical degradation of drugs may occur.

 world





Prime Air



N1997A

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



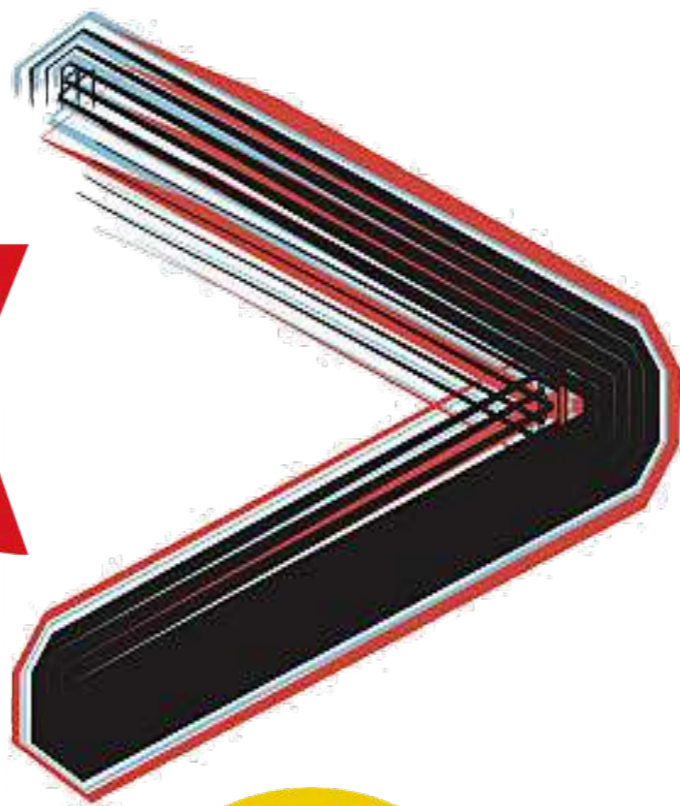
\$151B

\$151B

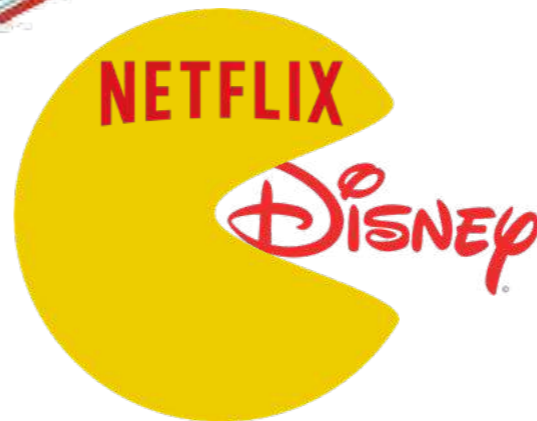
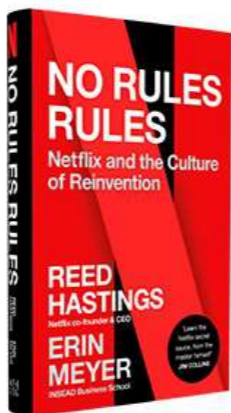
Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020

Source: Lufthansa Innovation Hub, TNMT.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



QQ

Tencent 腾讯



1998

O-ICQ → 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
Vidéo

Tencent

Pony Ma
11e ste mondiale
5% Tesla

XXX

AAS

APP

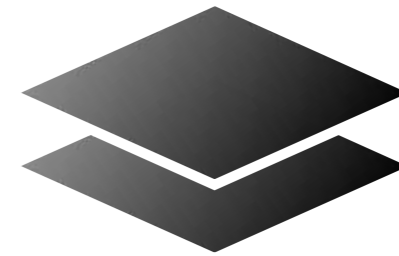
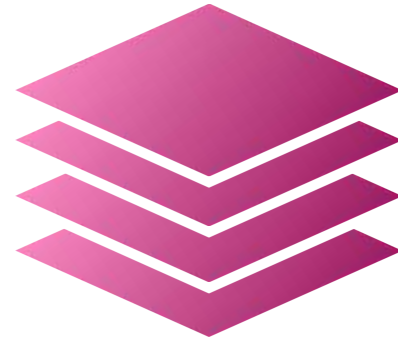
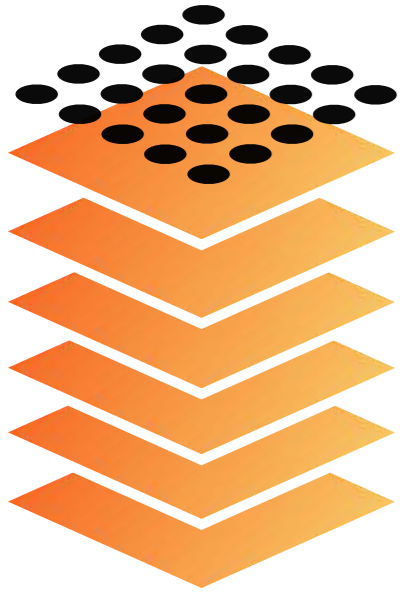
SOFT

USER

ADV

TRUST

DATA

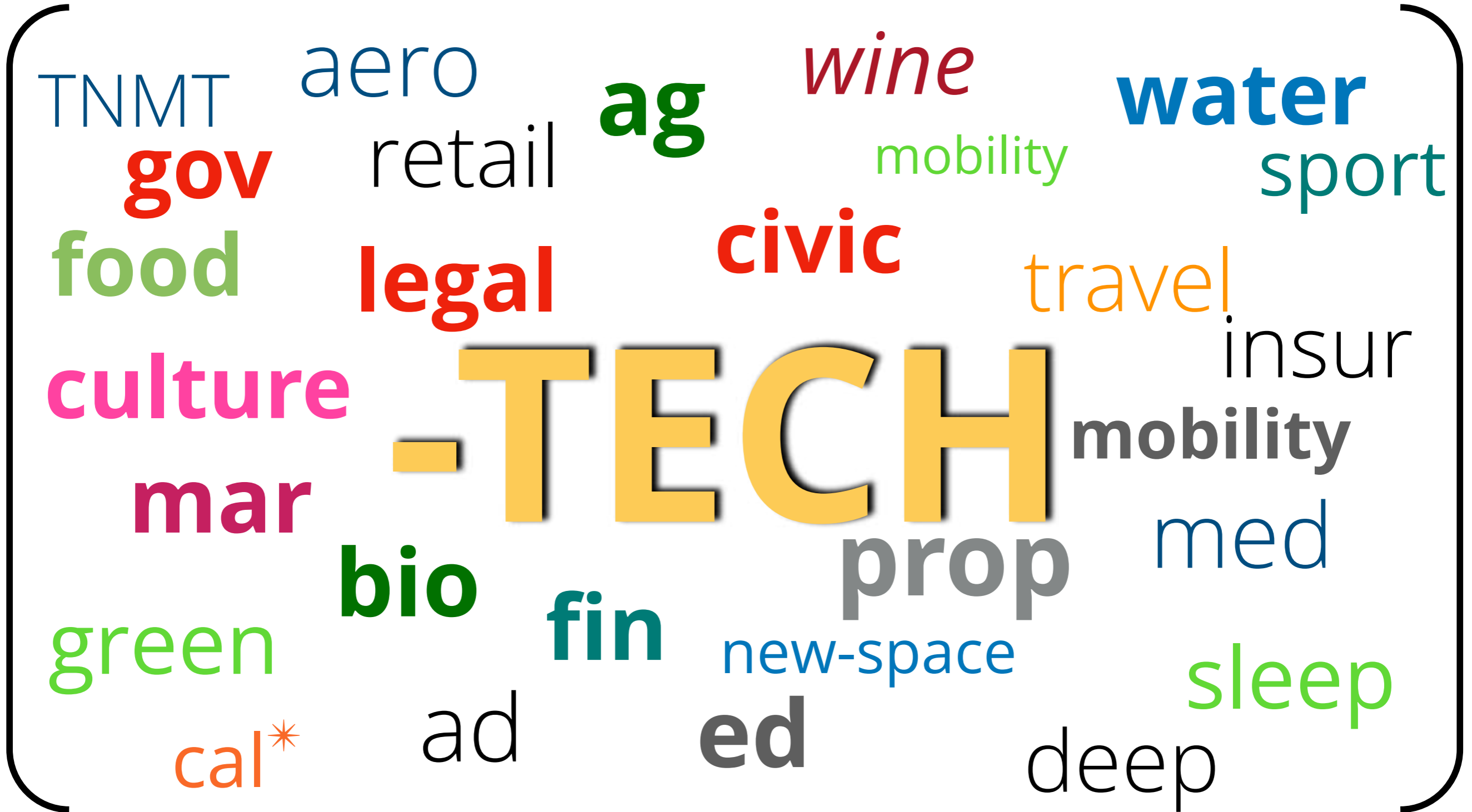


PaaS
platform as a service

PLATEFORME VOCALE



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



GAFFA
Big Tech
Magnificent 7

Magnificent 7

Magnificent Seven tech companies

Apple, Microsoft, Google, Amazon, Nvidia Corp, Tesla and Meta
= 60% NASDAQ



GAFKA

MSNT

NATU

BEY

BATX

BDH

G A F A

Google * Amazon Facebook ** Apple

M S N T

Microsoft Salesforce NVIDIA Twitter***

N A T U

Netflix Airbnb Tesla Uber

B E Y

Booking Expedia Yandex****

B A T X

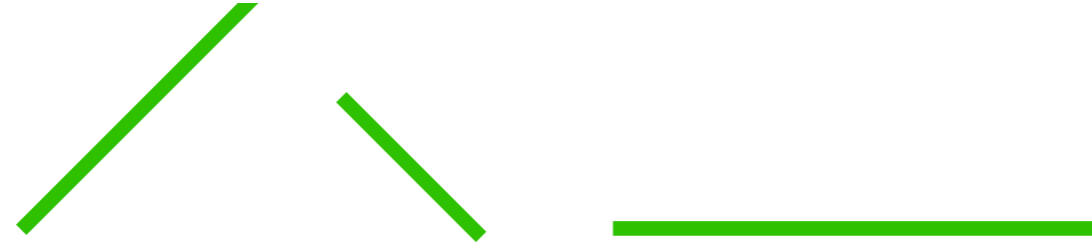
Baidu Alibaba Tencent Xiaomi

B D H B

Bytedance DJI Hikvision BYD

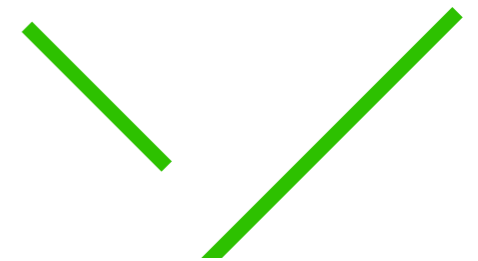
* Alphabet ** Meta = MAAA

*** X. **** Huawei / Cisco / Oracle Naver



DISRU

JPTION



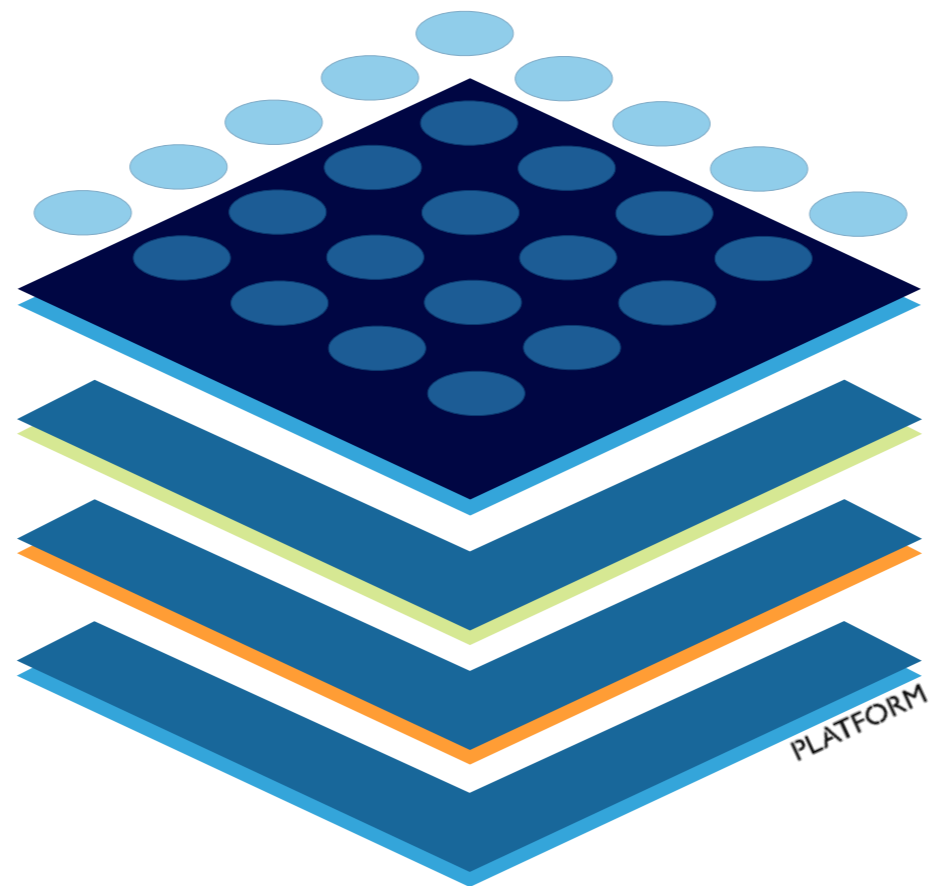
servicisation

disruption

uberisation

tycoonisation

platformisation

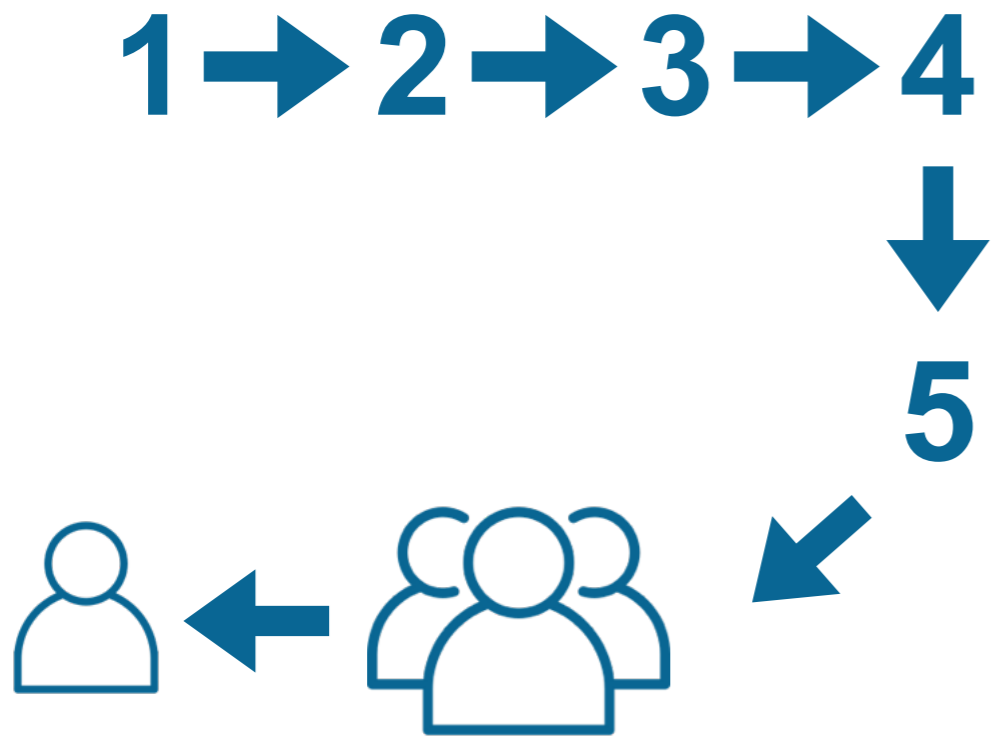


PLATEFORME
économie biface

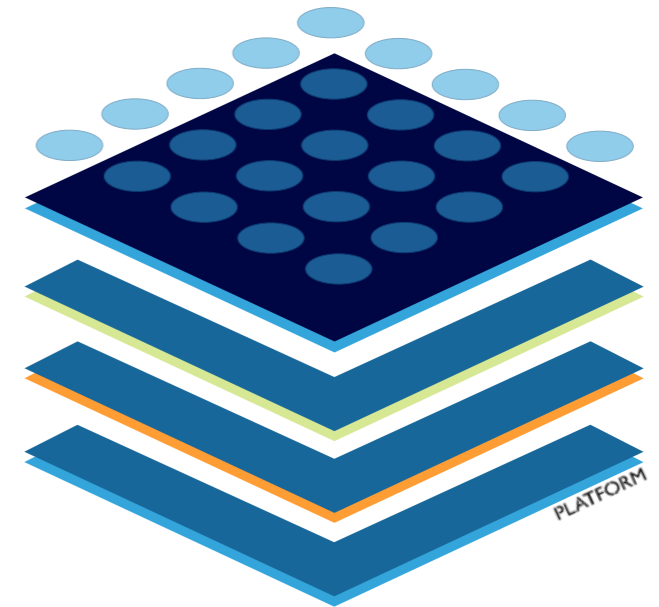


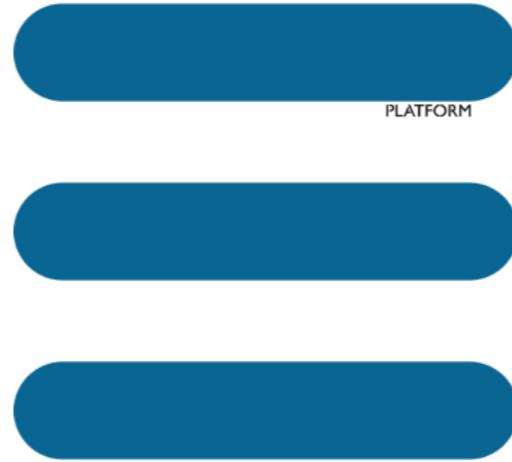


économie classique intermédiaires



économie plateforme couches

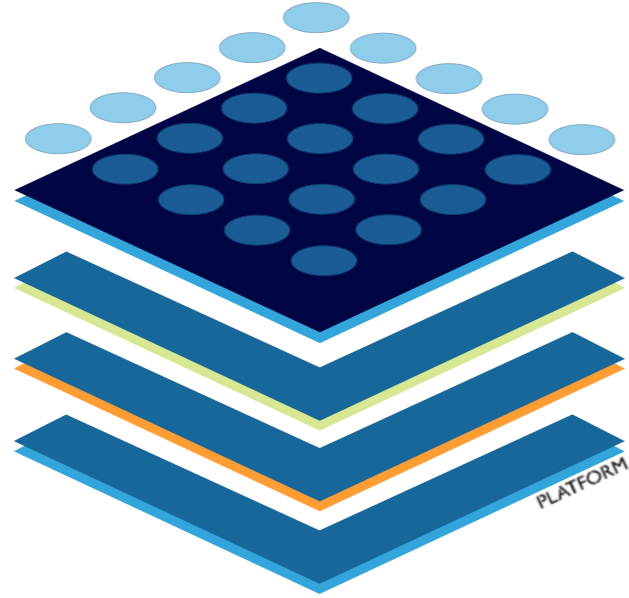




PLATEFORME économie biface

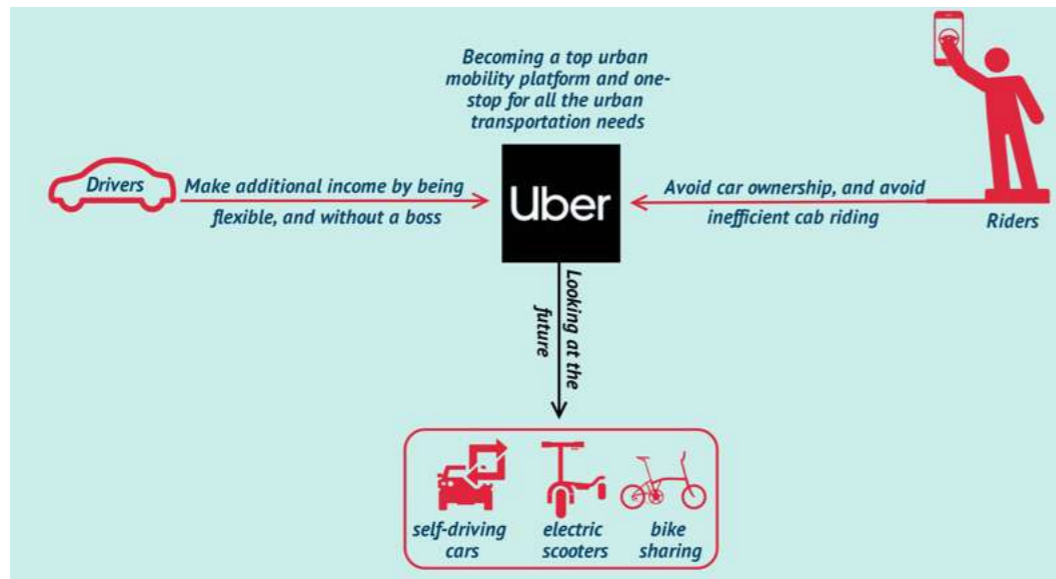


Plateforme multi-couches



- 1/ écosystème
- 2/ données
- 3/ réseau / commercial / transactions
- 4/ infrastructure logicielle / virtuelle
- 5/ actifs réels et tangibles

Plateforme multi-faces

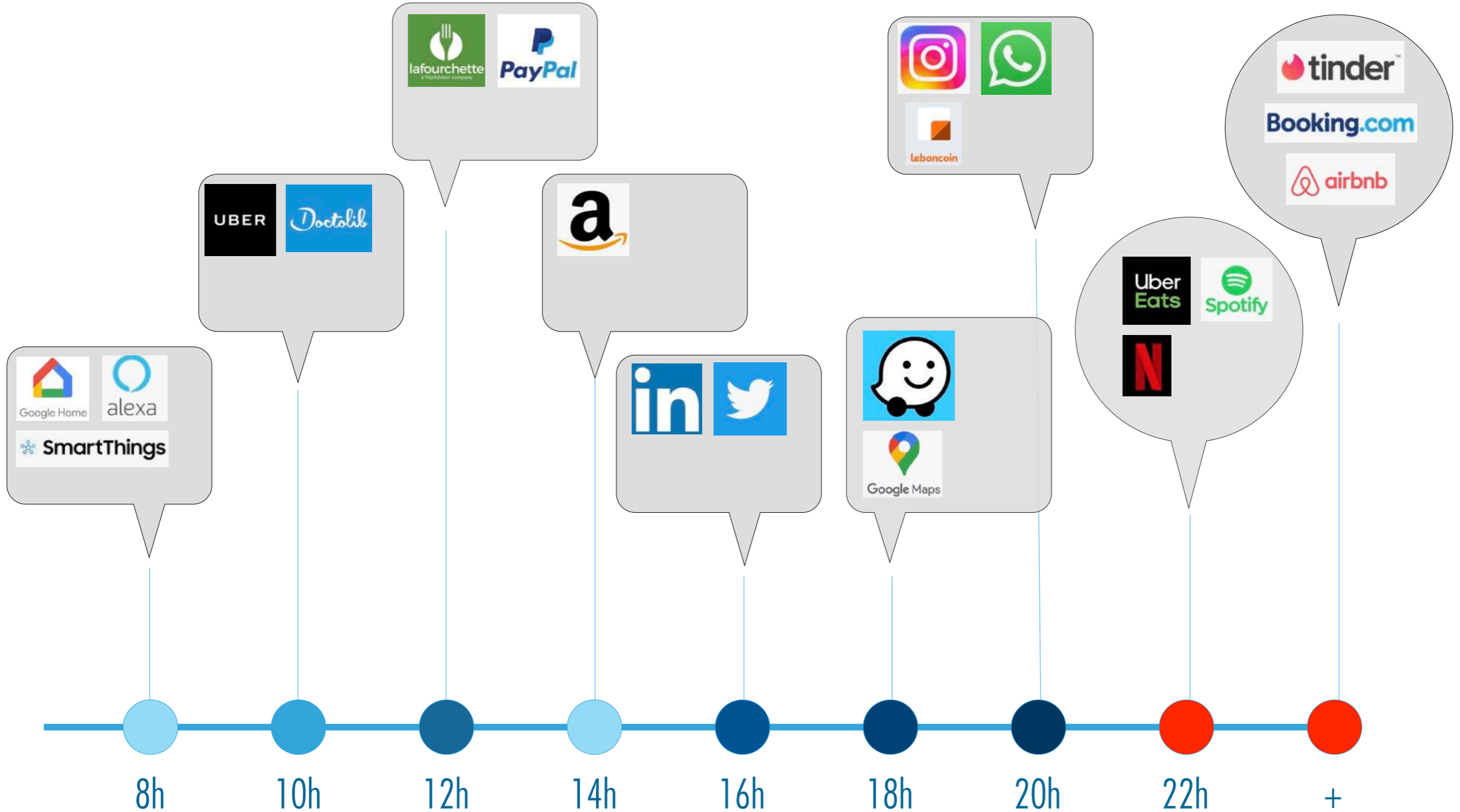


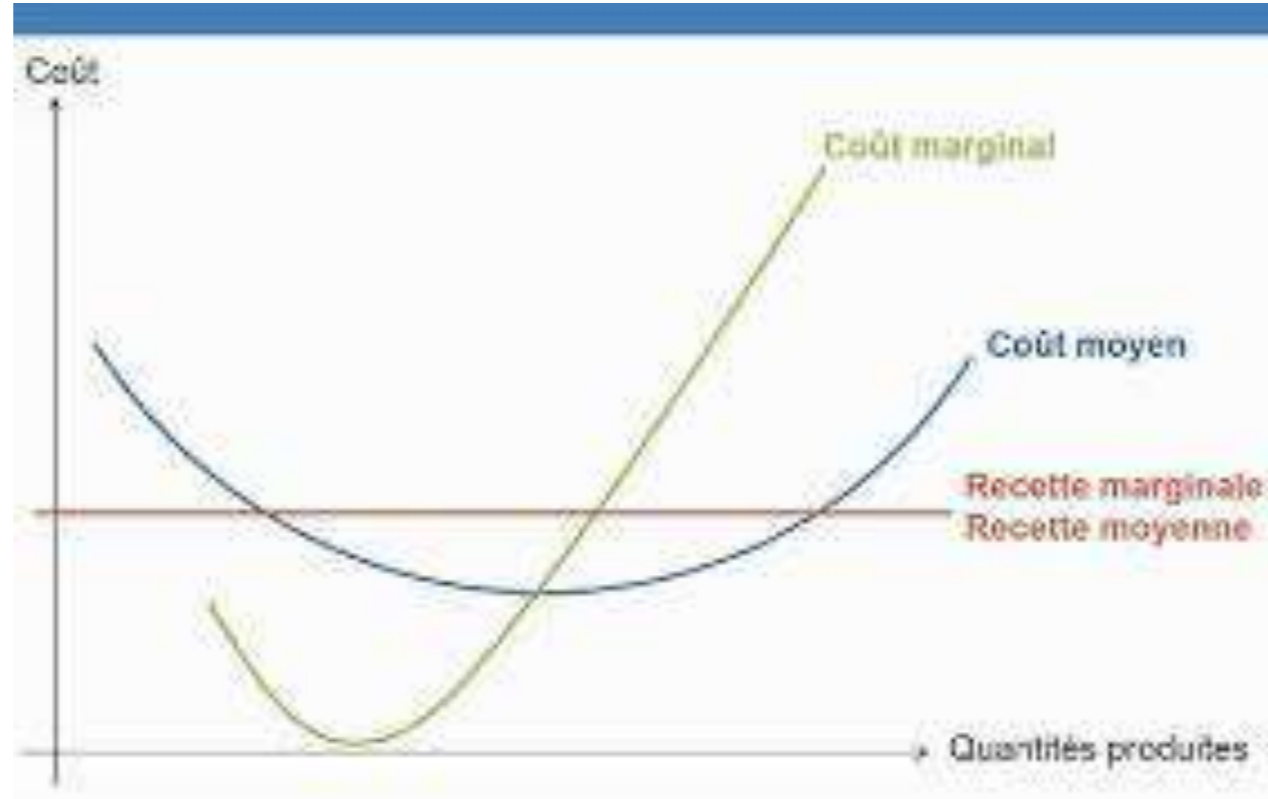
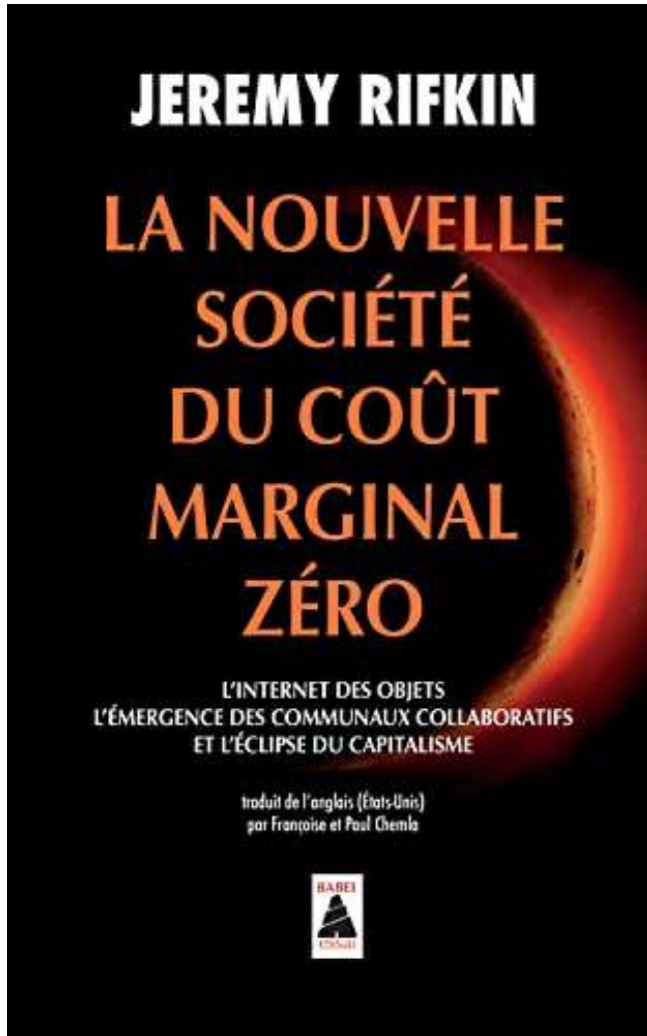
- 1/ patient
- 2/ pharmacien
- 3/ infirmier
- 4/ docteur
- 5/ labo
- 6/ instance (cpam, ameli, sécu, mutuelle)



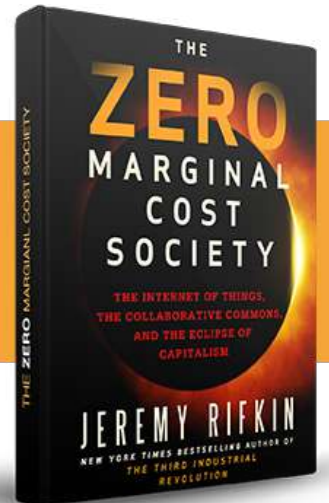


ROBLOX





BEST SELLING AUTHOR
JEREMY RIFKIN



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

PRODUCT
MARKETING & PROCESS



TRANSITION Produit - Service - Offre

Innovation - Numérique -NBIC

Value Proposition

Product management - Fabrication



Durabilité - Empreinte CO2

Frugalité - Responsabilité

Écosystème

RSE - CSRD



UX - CX

La voix du client - Expérience fluide

Marketing digital - Communication digitale

Omnicanalité



TRANSITION Méthodes - Process

Outils numériques & Agilité

Management - Travail - RH

Finance & Supply Chain



MARKETER

MARKETING INTERNE
INFILTRER LA CULTURE
ANALYSE DE MARCHÉ
BUSINESS INTELLIGENCE
VALUE PROPOSITION
CRÉATION DE L'UX-CX



COMMUNIQUER

CHOIX DES CANAUX
CHOIX DES MESSAGES
MESURE DE LA DIFFUSION
MQL



VENDRE

BOTTOM FUNNEL
SQL
LEAD NURTURING
CLOSING



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 disruptive

les

BATXBDH?

#OLDWORLD



A 3D rendering of a black metal chain, likely made of steel or a similar material, is shown against a solid black background. The chain is composed of several interlocking links, with the top link being the most prominent. The lighting is dramatic, highlighting the metallic texture and the sharp edges of the links. Overlaid on the chain is the text "BLOCK CHAIN" in a clean, white, sans-serif font. The word "BLOCK" is positioned on the top line, and "CHAIN" is on the bottom line, with the letters of "CHAIN" appearing to be integrated with or resting on the chain links.

**BLOCK
CHAIN**

La 
FRENCH TECH
NEXT40

La 
FRENCH TECH
FT120

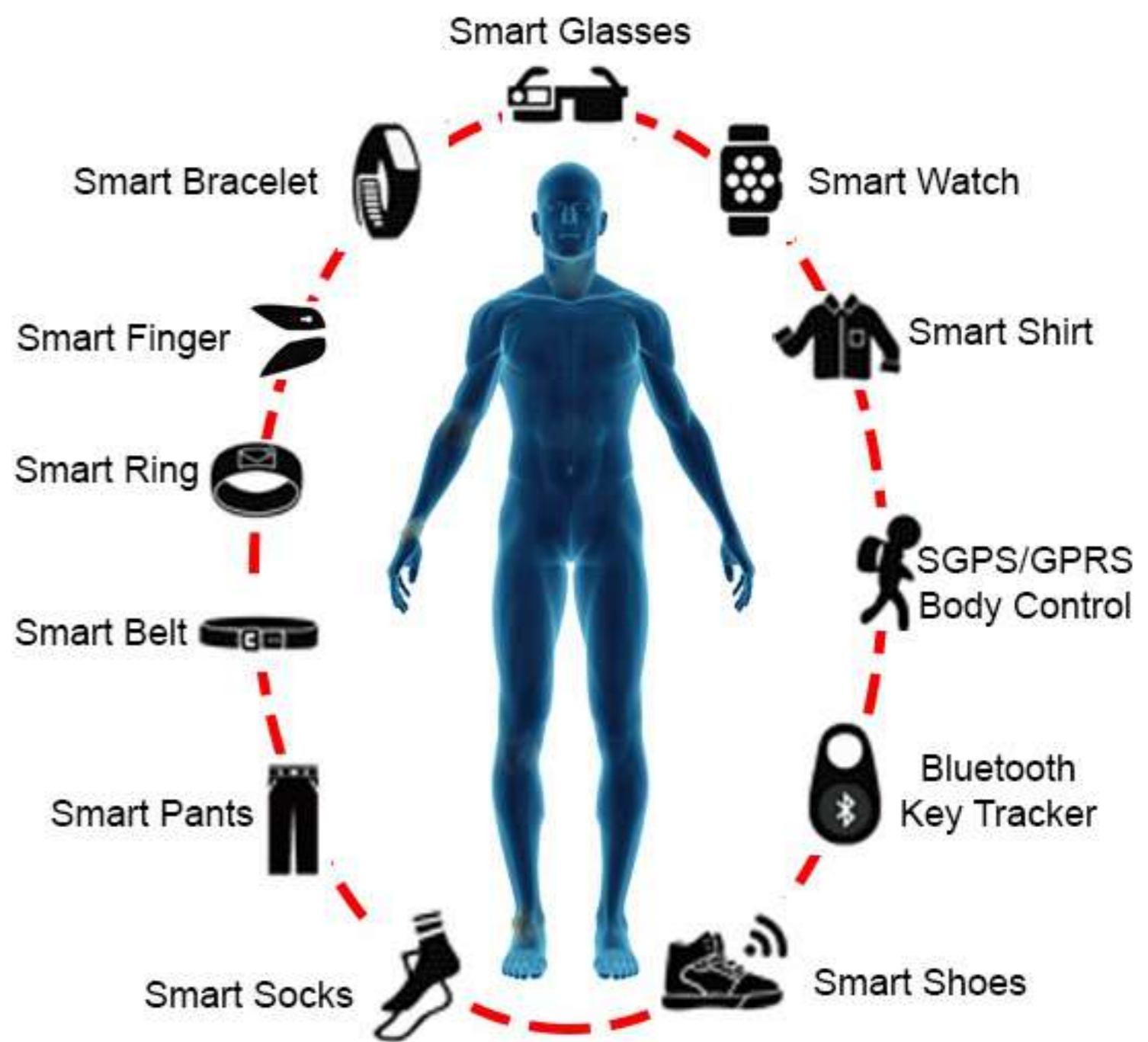
DNMB



wearable



VO2MAX



Cargo Cult

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

Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see Cargo cult (disambiguation).

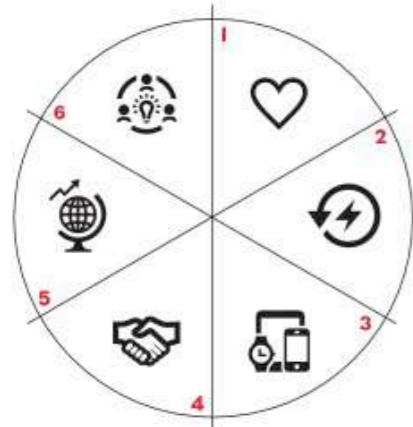
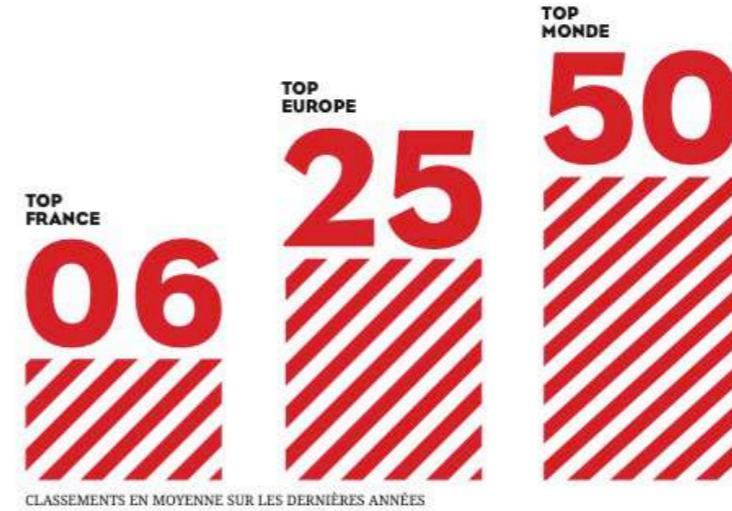
A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.



Ceremonial cross of John Frum cargo cult, Tanna island, New Hebrides (now Vanuatu), 1967



L'école en quelques chiffres.



- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERRE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

grenoble-em.com



12 rue Pierre Sépard - 38000 Grenoble

183 avenue Jean Lolive - 93500 Pantin

Act
Think
Impact