



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)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Content marketing
- 5 Search & Tech
- 6 ADTech & Innovation
- 7 Social Media & Influence
- 8 U-commerce
- 9 Plan digital
- 10 Examen Final



EP07

influencemarketing &**SMM**



PREVIOUSLY

in 180 sec

S

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SMM

SOCIAL
MEDIA
MANAGER

CM + = +
community
manager + = +



WE ARE SOCIAL INFLUENCE

Nous pensons que les idées créatives sont les traits d'union entre le territoire de la marque et celui de l'influenceur. Nous asseyons à la même table influenceurs et créatifs pour tirer le meilleur de chacun et enclencher une démarche de co-création. Des campagnes sur-mesure, construites sur la compréhension des communautés et en phase avec notre politique de transparence.

[Voir plus →](#)



WE ARE SOCIAL'S MONDAY MASHUP #679

TikTok introduces new AI avatars and translation tools, Instagram launches "Close Friends on Live", TikTok adds new UGC options to its 'Out of Phone' ads and more social media news.

[Read More](#)

Nouvel Algorithme

social
graph

nb
publication

nb follower

frequency

authority

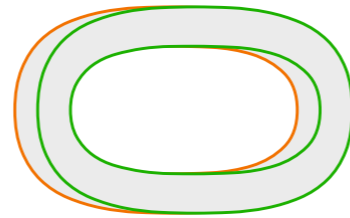
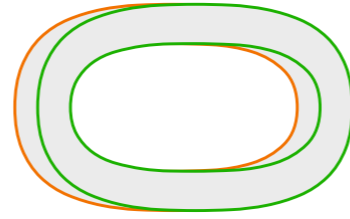
interest
graph

tiktokisation

dwell time

15%

new = old



~~TIME
=
MONEY~~

“ATTENTION
=
MONEY”

attn:

STORIES WORTH YOUR ATTENTION

atttn/

The word 'atttn/' is rendered in a light blue, rounded, lowercase font. The two 't' characters are filled with a photograph of a woman with dark hair pulled back, wearing white-rimmed sunglasses. The rest of the letters 'a', 'n', and the slash '/' are solid light blue.

TOUT EST DANS L'ATTENTION



DWELL-TIME

Taux d'engagement

Taux de conversion

Taux de rebond (Bounce Rate)

Temps moyen par session

GARY VAYNERCHUK

#1 NEW YORK TIMES BESTSELLING AUTHOR

DAY TRADING ATTENTION

HOW TO ACTUALLY BUILD BRAND AND
SALES IN THE NEW SOCIAL MEDIA WORLD

"One thing I've learned being around Gary for the last decade is that when he sees new consumer trends or new best practices in marketing, people should listen and act on them."

—MICHAEL RUBIN, CEO OF FANATICS



"Day Trading Attention" de Gary Vaynerchuk explore comment les entreprises peuvent capter et utiliser l'attention des consommateurs dans le paysage numérique actuel. Vaynerchuk souligne l'importance de comprendre et d'exploiter les canaux d'attention sous-évalués, notamment via les réseaux sociaux. Il compare l'attention en ligne à la volatilité du marché boursier, où les marques doivent agir rapidement pour rester pertinentes. Le livre met en lumière la nécessité de l'agilité, expliquant comment les entreprises doivent s'adapter aux tendances émergentes et aux algorithmes changeants des plateformes comme TikTok, Instagram et LinkedIn. Vaynerchuk insiste sur le storytelling, la création de contenus authentiques et engageants, et l'importance de la marque personnelle. Il offre des conseils pratiques et des exemples concrets pour construire une marque et augmenter les ventes, mettant l'accent sur la compréhension des consommateurs modernes, plus informés et exigeants. Il prône l'utilisation de diverses plateformes pour diversifier le contenu, tout en soulignant l'importance des données et de l'analyse pour affiner les stratégies marketing. "Day Trading Attention" est un guide pour naviguer dans le monde rapide du marketing digital, où l'attention est la nouvelle monnaie.

APR
2023

TIME SPENT USING SOCIAL APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 OCTOBER AND 31 DECEMBER 2022



Gutenberg



Zuckerberg Sandberg







OFFICIAL SELECTION 2020

sundance

film festival

/the social dilemma



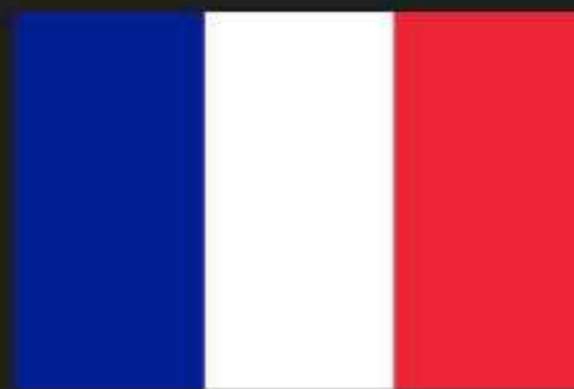
arte



DIGITAL 2025

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



DIGITAL 2025

FRANCE

THE ESSENTIAL GUIDE TO DIGITAL TRENDS

we
are
social

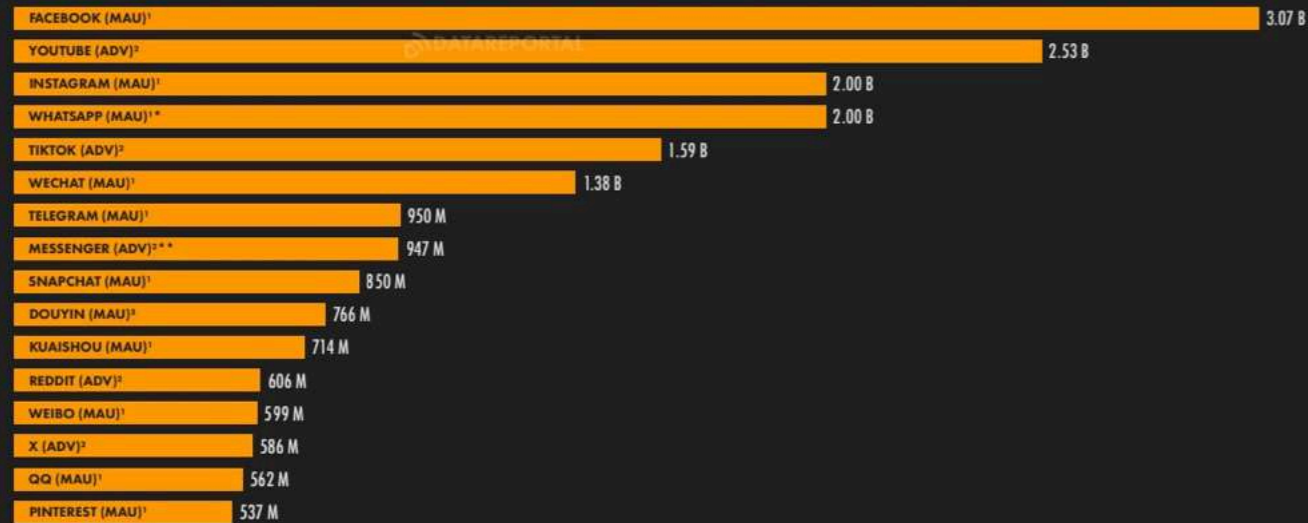
 Meltwater

<https://wearesocial.com/fr/blog/2025/02/digital-2025/>

FEB 2025

PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



375

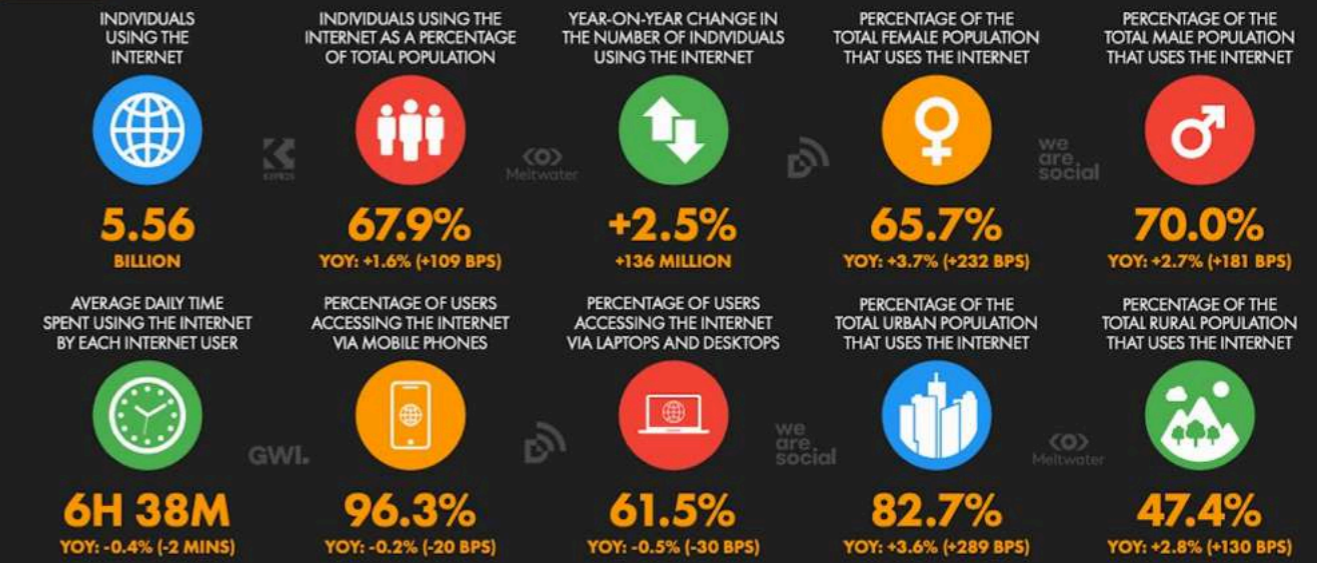
SOURCES: KEROS ANALYSIS OF (1) COMPANY STATEMENTS; (2) COMPANY ADVERTISING RESOURCES; (3) DATA FROM IIMEDIA. **NOTES:** A CONSISTENT METRIC IS NOT AVAILABLE FOR ALL PLATFORMS. "ADV" INDICATES POTENTIAL AD REACH, MEASURED IN MONTHLY ACTIVE ACCOUNTS. "MAU" INDICATES MONTHLY ACTIVE USERS. **ADVISORY:** VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND ARE NOT DIRECTLY COMPARABLE DUE TO DIFFERING METRICS. ¹ WHATSAPP HAS NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS. ^{**} SOME AD FORMATS ARE UNAVAILABLE IN SOME COUNTRIES, SO VALUE SHOWN HERE MAY UNDER-REPRESENT MESSENGER USE. **COMPARABILITY:** METRIC AND SOURCE CHANGES. SEE [NOTES ON DATA](#).



FEB 2025

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



46

SOURCES: KEROS ANALYSIS (TU), GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CNNIC, KANTAR & JAMAL, GOVERNMENT RESOURCES, UNITED NATIONS, TIME SPENT AND MOBILE SHARE DATA FROM OWI (Q3 2024). **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).



FEB 2025

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



10

SOURCES: KEROS ANALYSIS, UNITED NATIONS, GOVERNMENT RESOURCES, GSMA INTELLIGENCE (TU), EUROSTAT, CNNIC, KANTAR & JAMAL, PLATFORM RESOURCES, COMPANY EARNINGS REPORTS, OCW, BETA RESEARCH CENTER. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** BASE REVISIONS, SOURCE CHANGES. SEE [NOTES ON DATA](#).



We Are Social



#1 News App

AppStore | 08 August 2024

- | | | | | |
|------------------------|--------------------|------------|-----------------|--------------------------|
| united-states | cambodia | guatemala | montenegro | south africa |
| united-kingdom | cameroon | guyana | montserrat | south korea |
| france | cape-verde | honduras | morocco | sri lanka |
| italy | cayman-islands | hongkong | mozambique | st kitts & nevis |
| spain | chad | iceland | myanmar | st lucia |
| afghanistan | chile | india | namibia | st vincent & grenadines |
| algeria | colombia | indonesia | nepal | suriname |
| angola | congo | iraq | nicaragua | taiwan |
| anguilla | costa-rica | jordan | niger | tajikistan |
| antigua-and-barbuda | côte-d'ivoire | kenya | nigeria | tanzania |
| argentina | cyprus | kosovo | oman | thailand |
| azerbaijan | dominica | kuwait | pakistan | tonga |
| bahamas | dominican-republic | laos | palau | trinidad & tobago |
| bahrain | dr-congo | liberia | panama | tunisia |
| barbados | ecuador | libya | peru | turkey |
| belarus | egypt | macao | philippines | turkmenistan |
| belgium | el-salvador | madagascar | poland | turks-and-caicos-islands |
| belize | eswatini | malawi | portugal | uganda |
| benin | micronesia | malaysia | qatar | united arab emirates |
| bermuda | fiji | maldives | russia | uruguay |
| bhutan | gabon | mali | rwanda | uzbekistan |
| bolivia | gambia | malta | saudi arabia | venezuela |
| bosnia-and-herzegovina | georgia | mauritania | senegal | vietnam |
| botswana | ghana | mauritius | sierra leone | yemen |
| brazil | greece | mexico | singapore | zambia |
| british-virgin-islands | grenada | moldova | solomon islands | zimbabwe |
| brunei | | mongolia | | |
| burkina-faso | | | | |



Threads, an Instagram app 12+

Share ideas & trends with text

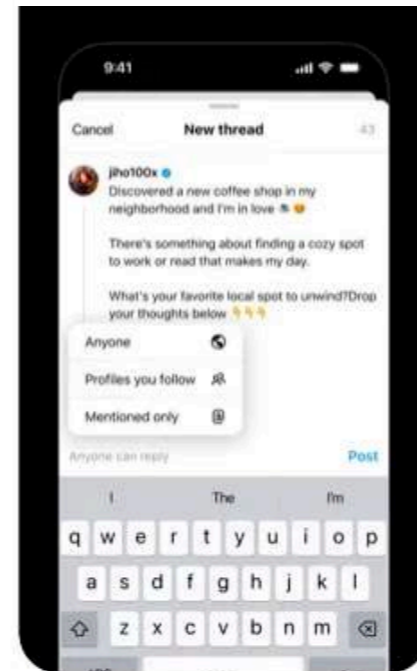
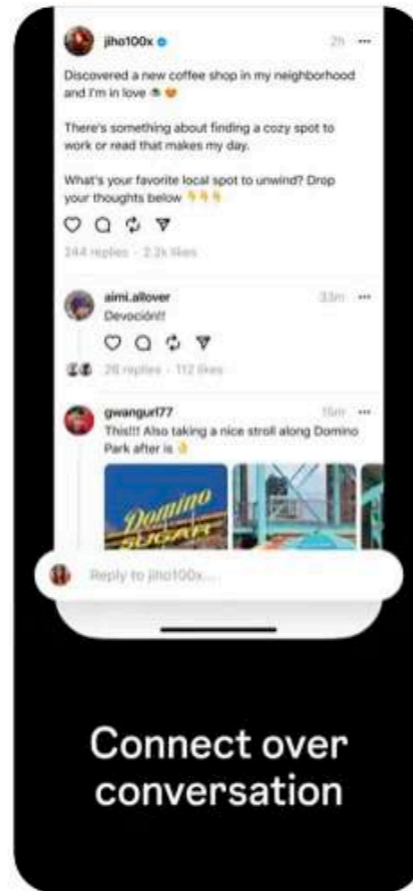
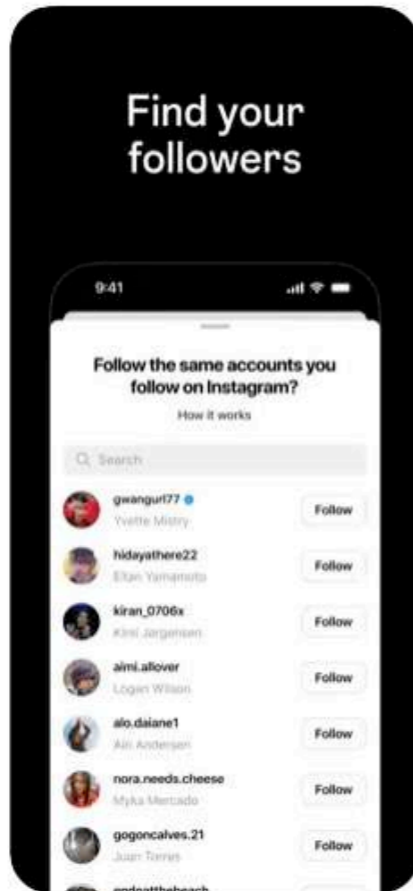
[Instagram, Inc.](#)

#3 in Social Networking

★★★★★ 3.7 • 24.3K Ratings

Free

iPhone Screenshots



4.5 milliards de users
3h / jour
15 milliards de CA
ROI = pub x 10

7 days 14 days 30 days 90 days

26 Mar – 23 Jun

Reach ⓘ

3,515

Accounts reached

Followers 108

Non-followers 3,407

By content type

All Followers Non-followers

Posts 194

Stories 85

Followers Non-followers

Top content based on reach

See all



Engagement ⓘ

252

Accounts engaged

Followers 44

Non-followers 208

By content interactions

Posts 258

Live 0

Reels 0

Emilie Marquois @emiliemarquois · 12h

- Articles : 1 fois / mois
- Sondages : 1 à 2 fois / mois
- Lives : 4 à 5 fois / mois
- Newsletter : 1 fois / semaine
- Commentaires : 4 à 17 fois par jour
- DM : répondre à chaque sollicitation non commerciale

Deux conseils. ↓

#SocialMedia #LinkedIn

1 97

Emilie Marquois @emiliemarquois · 12h

1 Si on a prévu plusieurs posts dans une même journée, les espacer d'au moins 6h.

2 Et bien sûr, on ne poste pas pour poster ; la qualité prime sur la quantité.

#SocialMedia #LinkedIn

#InfoLinkedInDuJour Selon @neilpatel, sur la base de l'analyse de 6000 comptes, voici la fréquence de publication optimale sur LinkedIn :

- Vidéos : 3 à 5 fois / semaine
- Images : 1 à 4 fois / semaine
- Carrousels : 4 à 5 fois / mois

La suite. ↓

mosseri

Following

Message



1,175 posts

2.9M followers

1,646 following

Adam Mosseri

mosseri

Father of three boys, married to an amazing woman, supporter of Threads and head of Instagram

help.instagram.com/313829416281232

Followed by techcrunch, chamellow and 46 more



AMA



#dadlife



#bts



#instafam



POSTS

REELS

TAGGED





Welcome to the *social internet.*



Bluesky is **social media as it should be.**
Find your community among millions of users, unleash your creativity, and **have some fun again.**

Log In or Sign Up

Or find us on the [App Store](#) and [Google Play Store](#)



BlueSky // BSKY



Home

Search

Notifications

Chat

Feeds

Lists

Profile

Settings

New Post



Starter Kit Numérique & Digital

by @jptimsit.bsky.social

Follow all



Si vous voulez vous tenir au courant de l'actualité dans le digital, voici une liste de comptes à suivre.
Elle vous est proposée par Jean-Philippe Timsit et Jonathan Chan.

People Posts



Jean-Philippe Timsit

@jptimsit.bsky.social

✓ Following

Follows You

Le marketing stratégique digital, c'est l'art de péter les règles imposées par les monopoleurs / Auteur & Conférencier / Dernier livre: urlr.me/VnzakW / Contact: www.jeanphilippetimsit.com / J'adore Mass Effect



Jonathan Chan 💡

@chanperco.bsky.social

✓ Following

Follows You

I create cool content for you
B2B Creator Content at La Brigade Du Web



Fadouce

@fadouce.bsky.social

✓ Following

Social networking, numérique & médias et business. Welcome here 🤗



oliviersauvage.bsky.social

@oliviersauvage.bsky.social

✓ Following



Renaud Joly

@renaudjoly.com

✓ Following

E-commerce, ux, seo, ia, data, photographie, musique... « L'intuition, l'expérience, 2 sous de gamberge ». Humour second degré pratiquant 📍 Lille



Flef

@flefgraph.bsky.social

✓ Following

Social Data Analyst
Discord : discord.gg/BHqgMManvS
Tipee : fr.tipeee.com/flefgraph...

TikTok, deuxième plateforme la plus populaire



18M

d'utilisateurs uniques en France

482 millions

D'utilisateurs actifs dans le monde

21 M

d'utilisateurs uniques en France

1,2 milliards

D'utilisateurs actifs dans le monde

40 M

d'utilisateurs uniques mensuels en France

2,4 milliards

D'utilisateurs actifs dans le monde

TikTok, un moteur de recherche !

* 2 Américains sur 5 utilisent TikTok comme moteur de recherche

* 1/10 membre GenZ utilisent TikTok plutôt que Google

Une plateforme très forte sur la Gen Z

You Tube

Engagement élevé

Les utilisateurs passent en moyenne **30 minutes par jour** à consommer du contenu vidéo sur la plateforme

Variété des sujets

De nombreuses opportunités s'offrent aux marques : tutos, témoignages, revus produits, storytelling...

TikTok

Audience Gen Z

En France 72% des utilisateurs de la plateforme ont moins de 24 ans.

Créativité virale

Les contenus TikTok ont la capacité de devenir viraux très vite si ceux-ci répondent aux codes créatifs de la plateforme.



Focus conversion

L'intégration de votre flux catalogue permet la création de milliers d'épingles orientées shopping.

Trafic incrémental

Les utilisateurs ne sont qu'à 2 clics de votre site web. Ce qui permet d'augmenter votre part de trafic de façon significative !

Une plateforme avec un algorithme : schéma



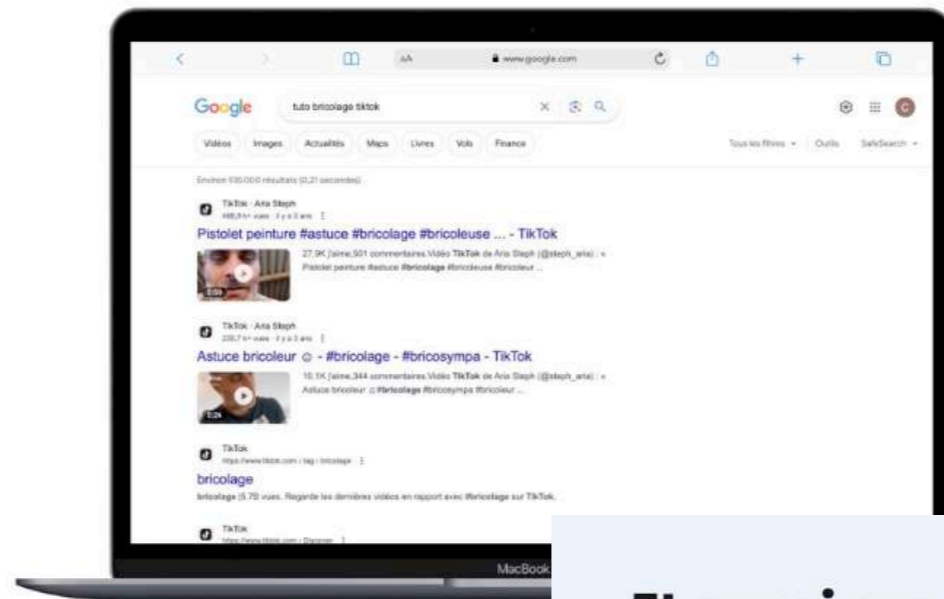
L'algorithme de TikTok fonctionne par **analyse d'affinités** selon vos **centres d'intérêts**.

En analysant ce que les **profils similaires** au vôtre aime également, TikTok vous proposera des **contenus similaires** susceptibles de vous plaire.

Les vidéos TikTok sont référencées sur la SERP

Depuis quelques temps, **les vidéos TikTok sont présentes dans les pages de résultats en France.**

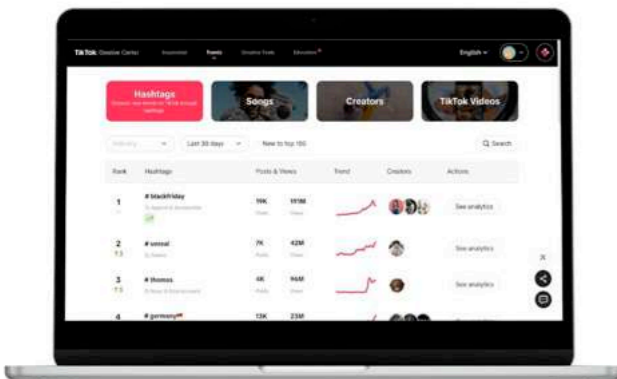
C'est déjà le cas aux États-Unis depuis un moment et c'est une volonté de la part de Google d'augmenter le nombre de vidéos courtes dans les **résultats de recherches.**



Et aussi sur Google SGE !

Vous doutez encore sur le fait que TikTok soit un moteur de recherche ?

Google semble ne plus avoir de doutes. TikTok répond à de nombreuses requêtes, et devient donc une belle source d'informations pour les utilisateurs. Au point de faire apparaître les contenus TikTok dans Google SGE.



TikTok Creative Center

Cet outil mis à disposition par TikTok vous permet d'analyser les hashtags, musiques, créateurs ou vidéos les plus populaires du moment.

C'est un atout idéal pour analyser les catégories de contenus qui pourraient correspondre à votre secteur d'activité.

→ Analysez les hashtags et musiques les plus pertinents afin d'optimiser votre contenu.

Generative AI is experimental. Learn more

Yes, cows like donuts and will gain weight and condition from eating them. However, stale donuts and bread are not recommended for humans.

ces.ncsu.edu

Converting Waste Products to Quality Beef | NC State...

Jan 20, 2023 — We'd feed them to our beef cattle. I made a lot of pet cows...

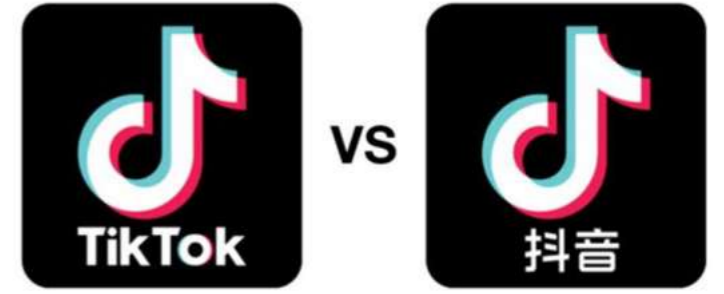




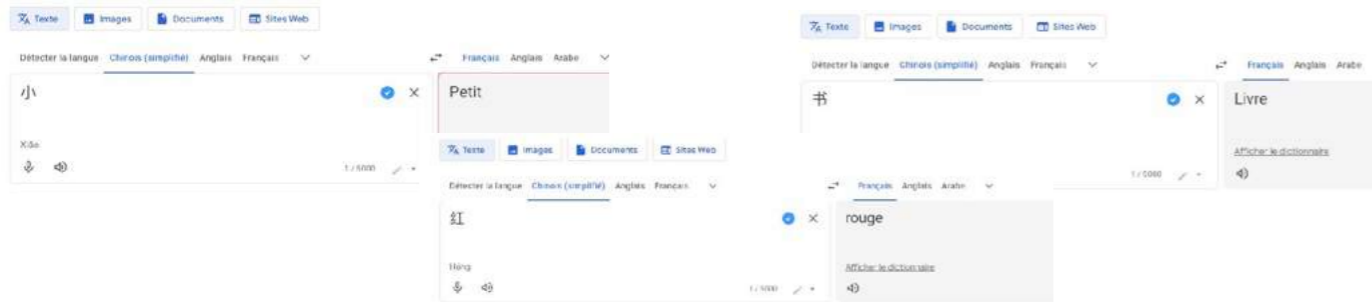
little red book
Xiao hong shu
小红书



Weixin
wechat



tiktok
Douyin





goodreads













Top Apps Across iOS and Google Play

Q2 2024

< France >

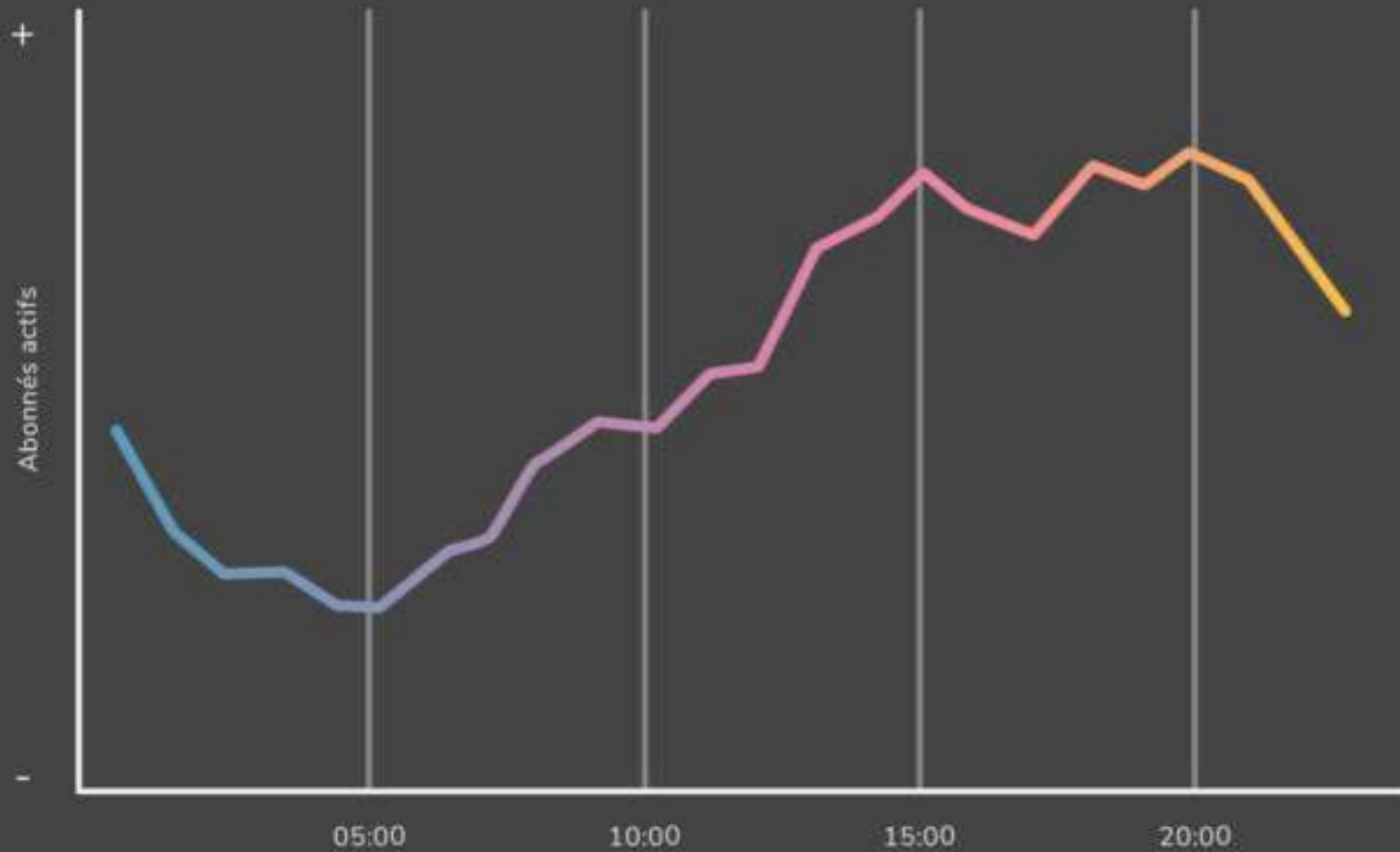
CONSUMER SPEND

Rank	Change	App Name
1	▲ 1	 TikTok
2	▼ 1	 Deezer
3	=	 Disney+
4	=	 Tinder
5	=	 Google One
6	▲ 6	 Amazon Prime Video
7	▼ 1	 YouTube
8	▼ 1	 LinkedIn
9	▼ 1	 Crunchyroll
10	▲ 151	 Amazon Shopping

DOWNLOADS

Rank	Change	App Name
1	=	 Temu
2	▲ 6	 TikTok
3	▲ 1	 ChatGPT
4	▲ 10	 France Identité
5	▼ 2	 SHEIN
6	▲ 1	 Telegram
7	▼ 2	 WhatsApp Messenger
8	▲ 1	 CapCut
9	▲ 23	 Google Chrome
10	▼ 4	 Facebook

Meilleures heures selon le nombre d'abonnés actifs



Réseaux sociaux en 2025

10 chiffres à retenir

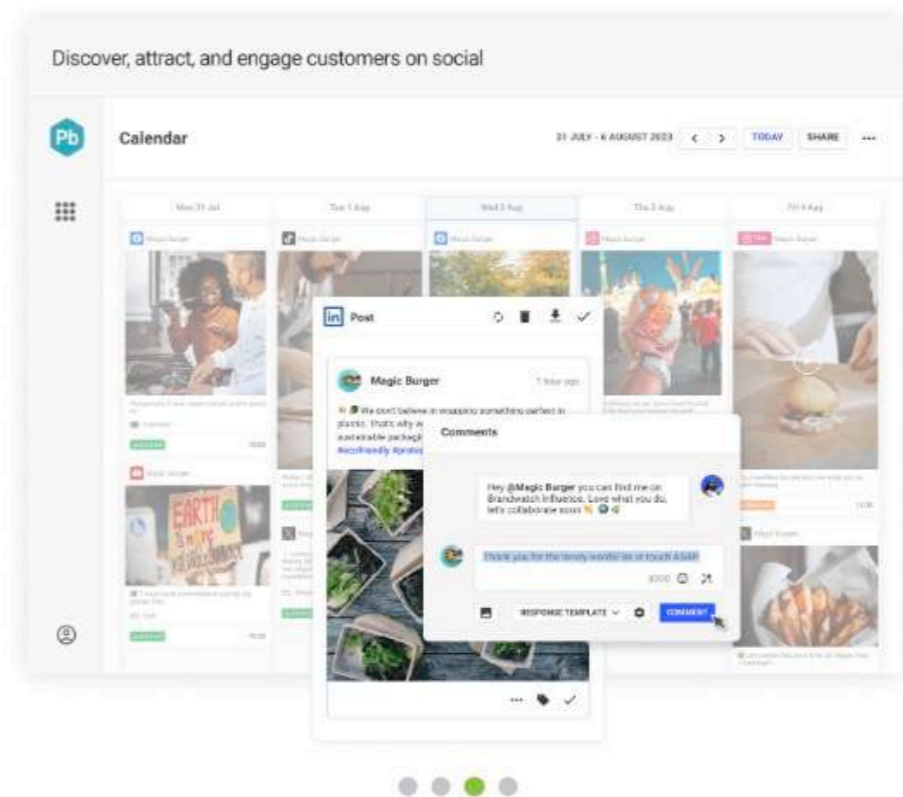
- 5,24 milliards de profils sont actifs sur les réseaux sociaux en 2025, marquant une hausse de 4,1 % en un an
- Un utilisateur se connecte en moyenne à plus de 6 plateformes sociales tous les mois
- En moyenne, un utilisateur passe 2h21 par jour sur les réseaux sociaux. C'est 2 minutes de moins qu'en 2024
- 54,6 % des profils appartiennent à des hommes, contre 45,4 % à des femmes
- 63,9 % de la population mondiale est présente sur les réseaux sociaux
- L'Europe du Nord est la région la plus active, avec 78,7 % de sa population inscrite sur les réseaux sociaux
- Pour justifier leur utilisation, les utilisateurs citent principalement le désir de rester connecté avec leurs proches (50,8 %)
- 16,6 % des utilisateurs désignent Instagram comme étant leur plateforme préférée, contre 16 % pour WhatsApp (2e) et 13,1 % pour Facebook (3e)
- TikTok est la plateforme où le temps passé est le plus élevé, avec une moyenne de 34h56 par mois pour un utilisateur actif
- WhatsApp est l'application la plus utilisée au quotidien, avec un taux d'ouverture de 84,1 % chaque jour

Google : 83 milliards de visites par mois en moyenne,
YouTube : 28,5 milliards de visites par mois en moyenne,
Facebook : 12,3 milliards de visites par mois en moyenne,
Instagram : 5,88 milliards de visites par mois en moyenne,
WhatsApp : 4,55 milliards de visites par mois en moyenne,
X : 4,44 milliards de visites par mois en moyenne,
Wikipédia : 3,93 milliards de visites par mois en moyenne,
ChatGPT : 3,53 milliards de visites par mois en moyenne,
Reddit : 3,5 milliards de visites par mois en moyenne,
Yahoo : 3,45 milliards de visites par mois en moyenne.

motifs d'utilisation peuvent varier selon l'âge, certaines motivations
Trouver de l'information (62,8 %),
Rester en contact avec ses proches (60,2 %),
Suivre l'actualité (55 %),
Regarder des vidéos, des séries ou des films (54,7 %),
Rechercher des tutoriels (51,1 %)
S'inspirer ou trouver des idées (46,9 %),
Écouter de la musique (46,7 %),
Tuer le temps (45,2 %),
Rechercher des produits ou des marques (45,2 %),
Trouver des destinations de voyage (38,9 %).

Pilotez mieux vos réseaux sociaux : outils de gestion, social listening et influence

2/3 des 100 marques les plus puissantes selon Forbes font confiance à Brandwatch, la suite social media conçue pour notre monde en constante évolution.

[Démarez →](#)[Explorer notre suite](#)

Audience Research: The Complete Guide for Marketers

This guide covers what is audience research, why we need it, how it's different from market research, the state of it, how to future-proof, and most importantly, how to do it...

12 Ways to Do Effective Audience Research

Social listening

Social Media
Discovery

Competitor Analysis

Community and
Focus Groups

Surveys and Polls

Customer and
Prospect Interviews

Website and Content
Data Analysis

Search Intent
Analysis

Cross-Platform
Tracking

First-Party Data

Third-Party Research

AI and Predictive
Analytics

Social Data

What is Audience Research?

Audience research is the process of gathering and analyzing information about the people you want to reach with your marketing. It's understanding your target audience's motivations, pain points, and behaviors. Everything you learn will inform your marketing strategies, messaging, and campaigns. Done well, your efforts will resonate with your audience. Audience research is people-centric, market research is landscape-centric.

Des récits directement façonnés par les consommateurs
L'étude souligne que sur les réseaux sociaux, les comptes détenus par des marques ne sont responsables que de 1,11% des conversations qui les concernent. Un chiffre en baisse par rapport à l'année précédente (1,51%) et qui pointe la difficulté pour les entreprises à se faire entendre. Cela signifie que ce sont avant tout les consommateurs qui façonnent véritablement le récit de marque. Par conséquent, il est essentiel de les écouter activement et d'interagir avec eux

Social Data

How to Do Effective Audience Research (12 Different Ways!)

To do effective audience research, you need to gather qualitative and quantitative insights into your target audience’s behaviors, preferences, and pain points. Here are some key methods — and ideally, you’ll do at least a few of these, and combine your insights:

1. Social Listening and Online Monitoring

Use tools like Google Alerts, Talkwalker, Mention, Brandwatch, Sprout Social, or Meltwater to track conversations about your brand, competitors, and industry trends.

Monitor social networks to see what your followers and your competitors or similar brands’ followers are discussing.

Pros: Easily scalable and there are already a lot of well-known tools to help you do this.

Cons: You/your brand need to have at least some traction in order for alerts to, er, well... alert you.

2. Social Media Discovery

Use LinkedIn Saved Searches, create “finsta” Instagram accounts, and create lists on Twitter/X and Bluesky to curate feeds that represent your audience.

To create your LinkedIn Saved Search, start by entering a name into your search bar to get to an initial search results page where you can access the filters. (See image below.)

Filter by Post, Latest, Past Week (or 24 Hours, whatever you want), and then enter and select the LinkedIn accounts you want to keep up with.

I learned this pro tip from our friend, growth marketer Chantelle Marcelle but I can’t find her original post detailing this. Giving credit where it’s due!

Study hashtags and keywords. Analyze popular content formats, and monitor content engagement patterns.

Pros: This can be easily done no matter how early or how far along you/your brand are. It’s also free (i.e. the cost is your time and effort).

Cons: You already need to have a sense of who your audience is and the social networks they use. If you’re starting from scratch, you might not know which social accounts to monitor.

Here’s a screenshot of my LinkedIn Saved Search.

3. Competitor Analysis

Identify your competitors, analyze their digital presences, analyze their customer sentiment, and then compare. Your competitors will likely fall into these categories:

Direct competitors: Those who offer a similar product or service as you.

Audience competitors: Those who share the same audience as you but might not be in direct competition with you. You also (likely) share similar customers.

(Think: Mid-market webinar platform and CRM; or eco-friendly hair product and makeup.)

Aspirational competitors: Those you aspire to be. Many of us still want to be like HubSpot one day.

To understand their digital presences, consider auditing their website and SEO strategy; social media presence and engagement; advertising and paid strategy; product and pricing; and customer sentiment.

Use SEMrush, Ahrefs, Similarweb, or BuzzSumo to analyze competitors’ website traffic, keyword strategies, and top-performing content.

Understand customer sentiment through reviews on G2, Capterra, and Trustpilot.

Track which publications cover them.

Pros: You will learn a ton. And everything you learn will inform every aspect of your marketing strategy.

Cons: It’s a lot to learn. You will need a very clear criteria for your ideal customer so you can ensure you identify the correct competitors.

4. Community and Focus Groups

Lurk in forums like Subreddits where your audience is likely to congregate over topics most relevant to your brand. Participate if you feel compelled, but make sure you’re not being self-promotional or you’ll get downvoted or worse, banned.

Host a private Slack group, Facebook group, or LinkedIn community to engage your audience in discussions.

Conduct virtual or in-person focus groups or run ads on Meta/Google/YouTube to test messaging, branding, or product positioning. Focus groups can be useful

for hearing how your audience discusses a topic or pain point, which can then inform your messaging or positioning. Digital ads, however, will give you

immediate feedback on what type of ad/creative/copy is most effective.

Pros: Especially in public or semi-public forums, you’re likely to find candid discussions.

Cons: Hosting a private community is very labor intensive and takes a long time to build. Focus groups require specific expertise to run, so you may need to

invest in training your team or hiring a consultant.

5. Surveys and Polls

Use Google Forms, Typeform, SurveyMonkey, or Qualtrics (especially for enterprise) to create short surveys for your audience. Consider asking your customers

first, or put some spend behind marketing this survey to ensure you get a decent sample size. A good sample size will vary across industry and goals, but as a baseline, at least 100 respondents is usually a good start.

Conduct in-platform polls on LinkedIn, Instagram Stories, or Twitter/X to gauge opinions quickly. This might be more effective for gauging content topics or

either/or questions that are easy for people to answer on the fly.

Incentivize participation with discounts, free content, or giveaways.

Pros: When you effectively reach your target audience, this can be a great way to learn about them at scale.

Cons: Susceptible to bias. There’s a difference between what people say they do and what they actually do. They might misunderstand a question or two, or in the case of multiple choice, their true answer might not be represented.

6. Customer and Prospect Interviews

Interview current customers to understand their pain points, motivations, and decision-making process. Ideally, you’ll include Jobs To Be Done (JTBD) questions.

Conduct user research calls with prospects who match your ideal customer profile.

Ask open-ended questions about their biggest challenges, preferred content, and buying triggers.

And finally, this pro tip from our friend Asia Orangio, Founder of DemandMaven: “You can conduct interviews with audience members using sites like

Respondent.io and UserInterviews.com. It’s one of the fastest, easiest, and most cost-effective ways to get qualified audiences to talk to you. You just have to be savvy with the screener surveys to ensure you’re getting the right-fit people. We’ve conducted hundreds of interviews from both of these platforms and you can literally source just about anyone — from doctors to CMOs to PhD students to construction workers. They have everyone.”

Pros: You get to hear directly from your customers! Not only is this great for relationship-building, but you get the opportunity to learn how they describe their problems, and you get to hear their tone.

Cons: Again, the bias problem and disconnect between what people say they do and what they actually do.

7. Search Intent Analysis

Gather keywords to analyze; categorize keywords by intent (Google’s classifications are informational, navigational, commercial, and transactional); and analyze SERP features to confirm user intent. Here’s a little more insight into Google’s search intent classifications:

Informational: user is looking for knowledge

Navigational: user is looking for a specific brand or website

Commercial: users is interested in a product or service

Transactional: user is ready to buy

Use tools like Google Search Console, Ahrefs, or SEMrush

Study autocomplete suggestions, analyze “People Also Ask” sections, and review related searches.

Use the findings to inform your content creation. Match your content to user intent and structure your content based on Google’s preferred format.

Track all this information in a spreadsheet to learn trends over time.

Pros: There are tools that are easily available. Plus, there’s a good chance you’re already using Google Search Console, so might not have to worry about adding new tool to the mix.

Cons: Search intent can be ambiguous. A user might be searching for “best customer listening tool” but what they’re actually looking for is a ticketing system to organize requests. It also doesn’t capture the full buyer journey. This likely only helps a classic content team.

8. Website and Content Data Analysis

Understand how your content is performing and how users are navigating your website.

Use Google Analytics, Google Search Console, Cloudflare Web Analytics, Domain Overview, Hotjar, Zipy, Site Audit, or more to track site user behavior, such as time on page, bounce rates, and conversions.

Identify high-performing blog posts and content topics to see what resonates.

Use Hotjar or Crazy Egg for heatmaps and session recordings to understand user engagement.

Pros: You’ll likely identify some UX and SEO fixes to improve aspects of the user experience. You might also get inspiration for creating new content, and ideas for pruning old or unhelpful content.

Cons: There could be too many metrics to track, and you’ll get lost in the data. For instance, Google Search Console and heatmaps might show conflicting

insights, making it unclear what to prioritize.

9. Cross-Platform Tracking

Use tools like Amplitude, Segment, Mixpanel, Heap, Woopra, Adobe Analytics, Matomo, Click, or more to follow audience movement between platforms

Study content sharing patterns, track how information flows, and monitor multi-channel engagement.

Get a more holistic view of your customer journey.

Pros: The learnings can benefit the whole marketing team. Getting the full overview can give the content team ideas, and can help performance marketers better understand how to allocate spend.

Cons: Can be difficult and expensive to set up and to train team members. (I once worked at a company where we spent months putting the data together and onboarding the team with the platform.)

10. First-Party Data

Leverage the data your company has collected directly from your audience, whether customers, site visitors, or social media followers.

Use tools like your customer relationship management (CRM) such as HubSpot or Salesforce to segment your audience by demographics, behaviors, and purchase history.

Use email marketing data (open rates, click-through rates, and which subscribers engage most/east with your emails) to gauge interest in specific topics.

Analyze chat transcripts from customer support and sales calls to identify common pain points.

Pros: You’ll be using the data and tools you already have. You’ll also get a deep sense of your current benchmarks.

Cons: While this gives you a great sense of your audience right now, you might not gain a ton of insight into what to do next. And if you’re an emerging brand, you won’t have much data to dig into.

11. Third-Party Research

Lean on extensive research from reputable think tanks and research companies like Pew Research, Nielsen, CB Insights, eMarketer, and others.

Learn about public opinion and cultural shifts, as well as how people consume news and information.

Get data on consumer behavior and demographics, even if they are likely to be broader than your target audience.

Pros: Credibility. Citing these sources tend to be effective when you’re presenting to your executive team and when you use them in audience-facing content, like your blog posts.

Cons: These firms describe people at scale, so you’re unlikely to uncover niche insights for your audience specifically.

12. AI and Predictive Analytics

Finally, we would be remiss in not mentioning AI-powered insights.

Consider using tools like People.ai or Gong to analyze sales or customer interactions and buyer intent. You’ll even get guidance on next steps.

Leverage predictive analytics in marketing automation platforms (Marketo, HubSpot) to forecast trends in audience behavior.

Social Data

The screenshot shows the Datas website homepage. The header includes the Datas logo (A Semrush Company) and navigation links for Products, Solutions, For Data Partners, Blog, About Us, and Contact. The main headline reads "Empower Your Decisions With Clickstream Data". Below this, a sub-headline states: "Unlock globally-scaled, domain-agnostic insights from consolidated privacy-secured consumer behaviors. Tens of millions of panelists." A red "Learn More" button is positioned below the sub-headline. A horizontal menu of service categories is displayed, including Market Research, Retail Analytics, Data Science & AI, Institutional Finance, Video & Search Analytics, Management Consulting, and Consumer Brands. At the bottom, a call to action says "Gain a competitive advantage through deep market insights and trend analysis" next to a laptop icon.

Datos
A Semrush Company

Products Solutions For Data Partners Blog About Us Co

Empower Your Decisions With Clickstream Data

Unlock globally-scaled, domain-agnostic insights from consolidated privacy-secured consumer behaviors. Tens of millions of panelists.

[Learn More](#)

- Market Research
- Retail Analytics
- Data Science & AI
- Institutional Finance
- Video & Search Analytics
- Management Consulting
- Consumer Brands

Gain a competitive advantage through deep market insights and trend analysis

The screenshot shows the MarketMuse website homepage. The header includes the MarketMuse logo (by Siteimprove) and navigation links for Product, About, Pricing, and Learn. There are also links for Login and Start my free trial. The main headline is "Content plan" followed by "Get a personalized roadmap showing what to create or update — in minutes". Below this, a paragraph explains: "MarketMuse's patented AI automatically analyzes your entire content inventory, then pinpoints high-value topic clusters and finds quick wins based on your existing authority." A green button labeled "See an example content plan" is located below the paragraph. On the right side, there is a large graphic showing a user interface with a blue robot character. A callout box points to the interface with the text: "Here are 12 content ideas. Choose 7 to create." and "Update these 2 articles." Below the callout, the interface shows "ANALYSIS" and "PLANNING" tabs.

MarketMuse
by Siteimprove

Product About Pricing Learn

Login [Start my free trial](#)

Content plan

Get a personalized roadmap showing what to create or update — in minutes

MarketMuse's patented AI automatically analyzes your entire content inventory, then pinpoints high-value topic clusters and finds quick wins based on your existing authority.

[See an example content plan](#)

Here are 12 content ideas. Choose 7 to create.

Update these 2 articles.

ANALYSIS PLANNING

Social Data (ex SparkToro)

Research the audience that searches for the keyword

62 Queries Run [Start Tour](#)

Overview

SparkToro estimates **76-105K** people search for **data science** each month. This audience...

[Export All Data](#)

Visits these websites:

Website	Affinity
Kaggle.com	77/100
Codecademy.com	69/100
Pypi.org	59/100
Analyticsvidhya.com	55/100
Edx.org	55/100
Datacamp.com	55/100

Searches for these keywords:

Keyword	Affinity	Volume
data science course	75/100	5,400
data scientist course	73/100	5,400
data sciences courses	70/100	5,400
data science career	69/100	1,600
data scientist classes	65/100	5,400

Gender demographics:

Gender	Percentage
Male	67.6%
Female	15.3%
N/A	14.7%
Nonbinary/Other	2.4%

Social Networks

These social networks are used more/less than the global average by searchers for **data science**: [Export .csv](#)

<input type="checkbox"/> Select All	^ Audience Rank	↕ Global Rank	↕ Rank Change
<input type="checkbox"/> Youtube.com Share your videos with friends, family, and the world.	#1	#1	0
<input type="checkbox"/> Facebook.com Facebook to share and connect with your friends, family, and people you know.	#2	#2	0
<input type="checkbox"/> LinkedIn.com 750 million+ members Manage your professional identity. Build and engage with your profe...	#3	#8	+5
<input type="checkbox"/> Instagram.com Instagram - A simple, fun & creative way to capture, edit & share photos, videos & message...	#4	#3	-1
<input type="checkbox"/> Reddit.com Reddit is a network of communities where people can dive into their interests, hobbies and...	#5	#7	+2
<input type="checkbox"/> Twitter.com From breaking news and entertainment to sports and politics, get the full story with all t...	#6	#4	-2
<input type="checkbox"/> Quora.com Quora is a place to gain and share knowledge. It's a platform to ask questions and connect...	#7	#12	+5
<input type="checkbox"/> GitHub.com GitHub is where over 100 million developers shape the future of software, together. Contri...	#8	#13	+5

Exemple de recherche sur le mot-clé (mots-clés au pluriel) : «data science»

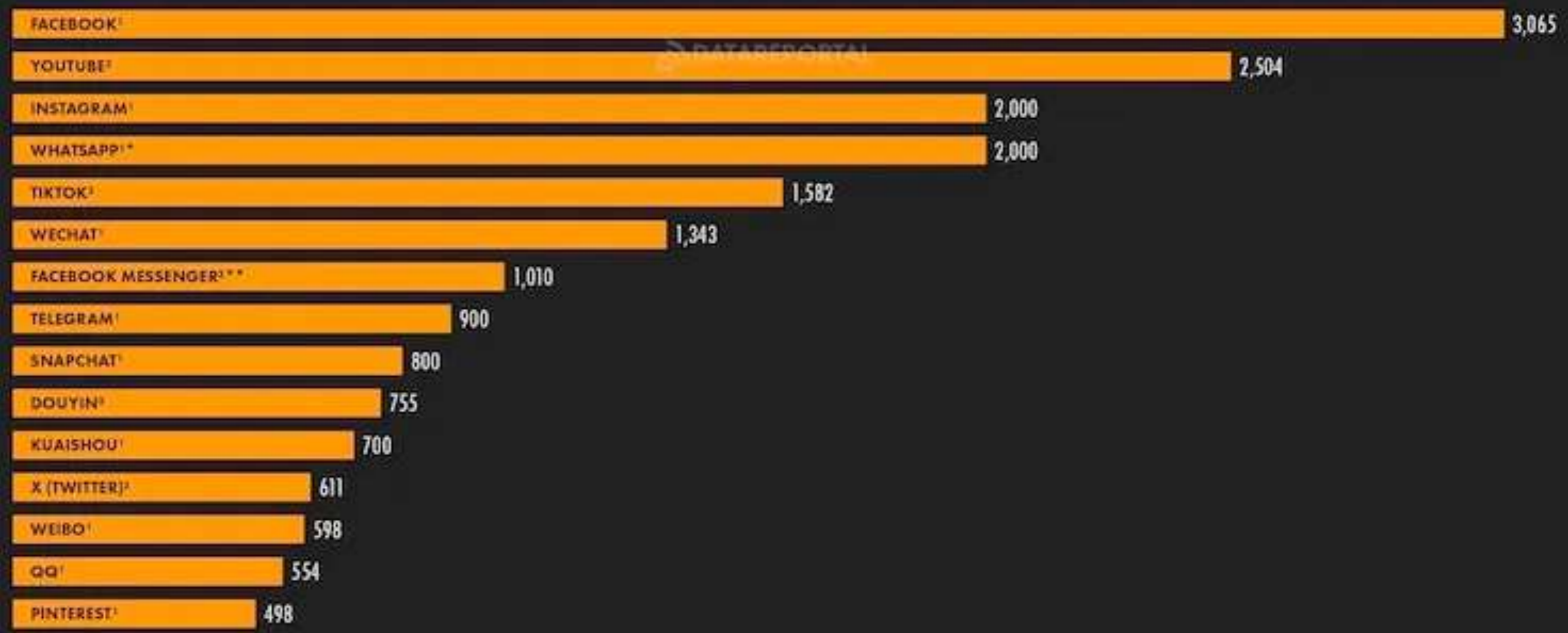
APR 2024

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



DATAREPORTAL

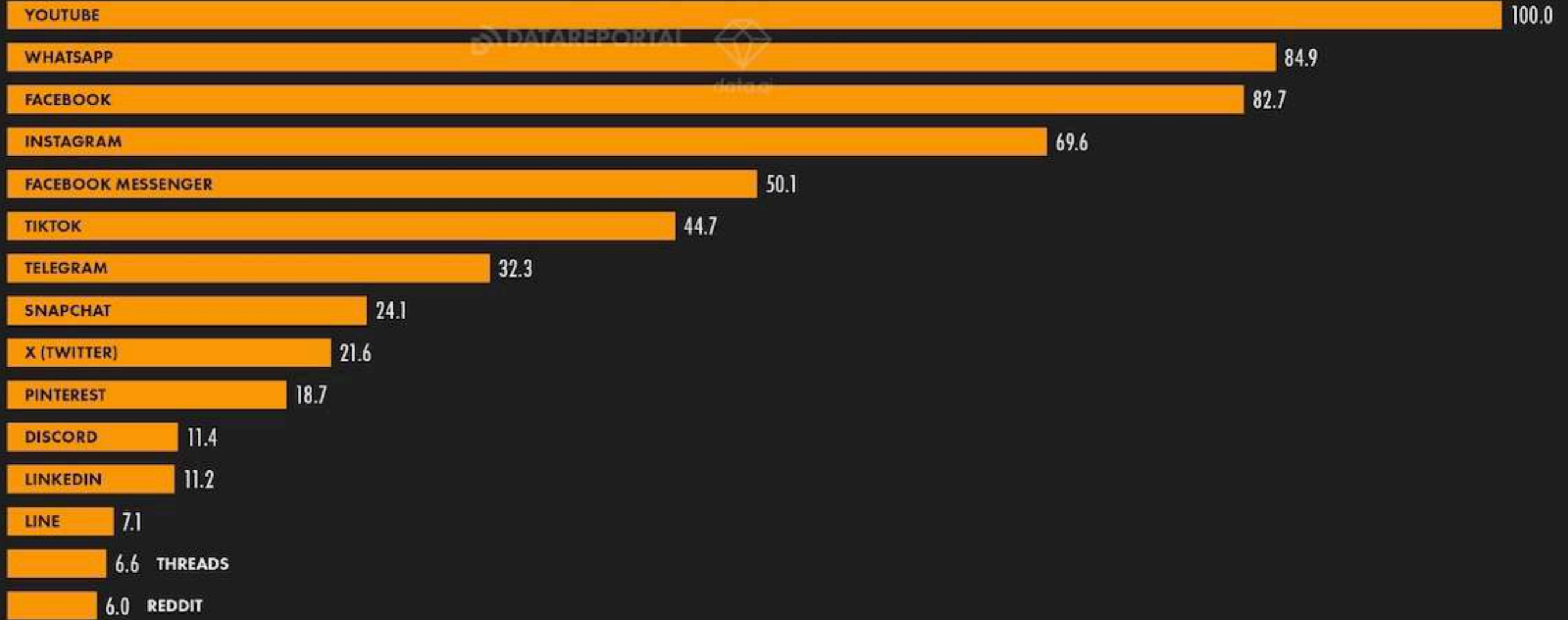


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JUL
2024

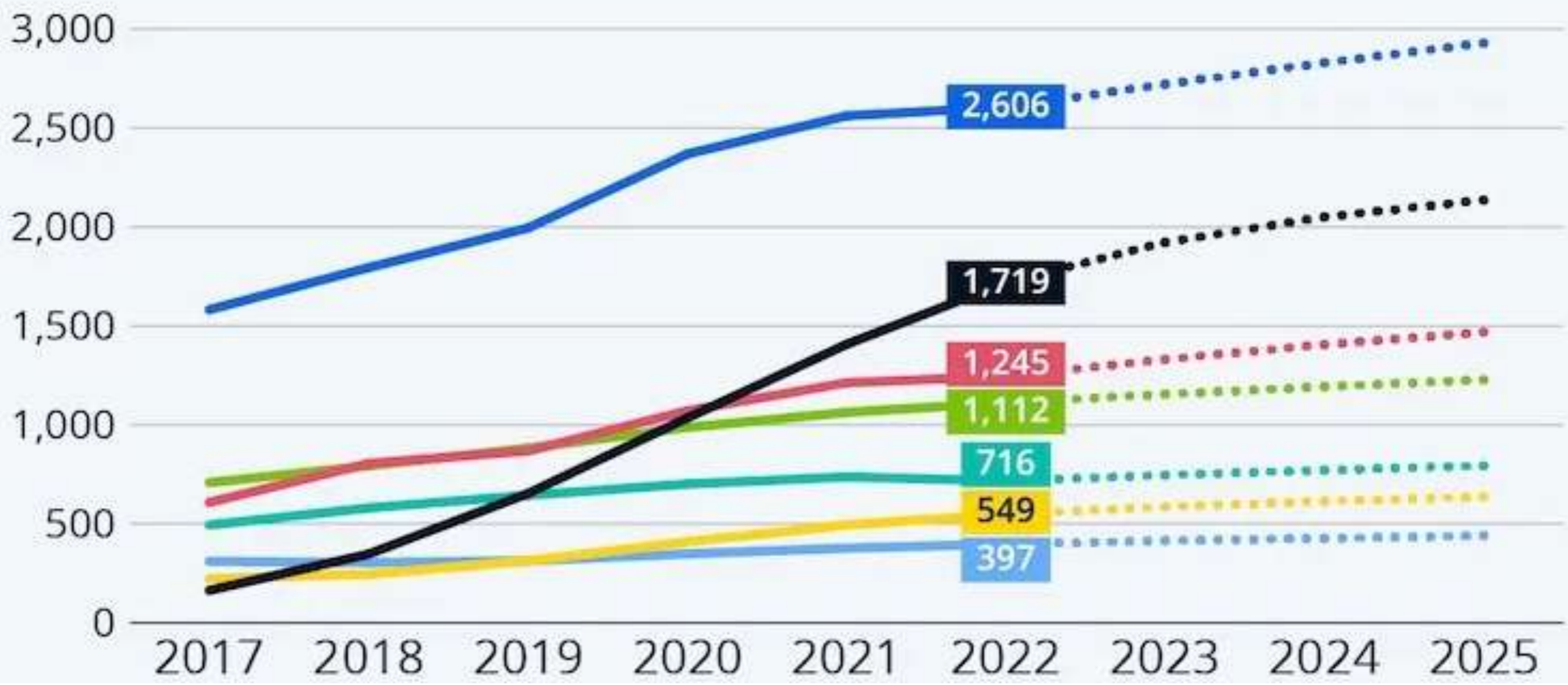
SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP BETWEEN 01 MARCH 2024 AND 31 MAY 2024



SOURCE: DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** BASED ON A SELECTION OF APPS ONLY. DATA IS NOT AVAILABLE FOR APPLE IMESSAGE. FIGURES BASED ON MONTHLY AVERAGE NUMBER OF IPHONE AND ANDROID PHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED BETWEEN 01 MARCH 2024 AND 31 MAY 2024. VALUES ARE AN INDEX OF EACH PLATFORM'S AVERAGE MONTHLY ACTIVE USERS FOR THE STATED PERIOD COMPARED WITH USERS OF THE TOP APP DURING THE SAME PERIOD. DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

Facebook TikTok Instagram WeChat
LinkedIn Snapchat Twitter

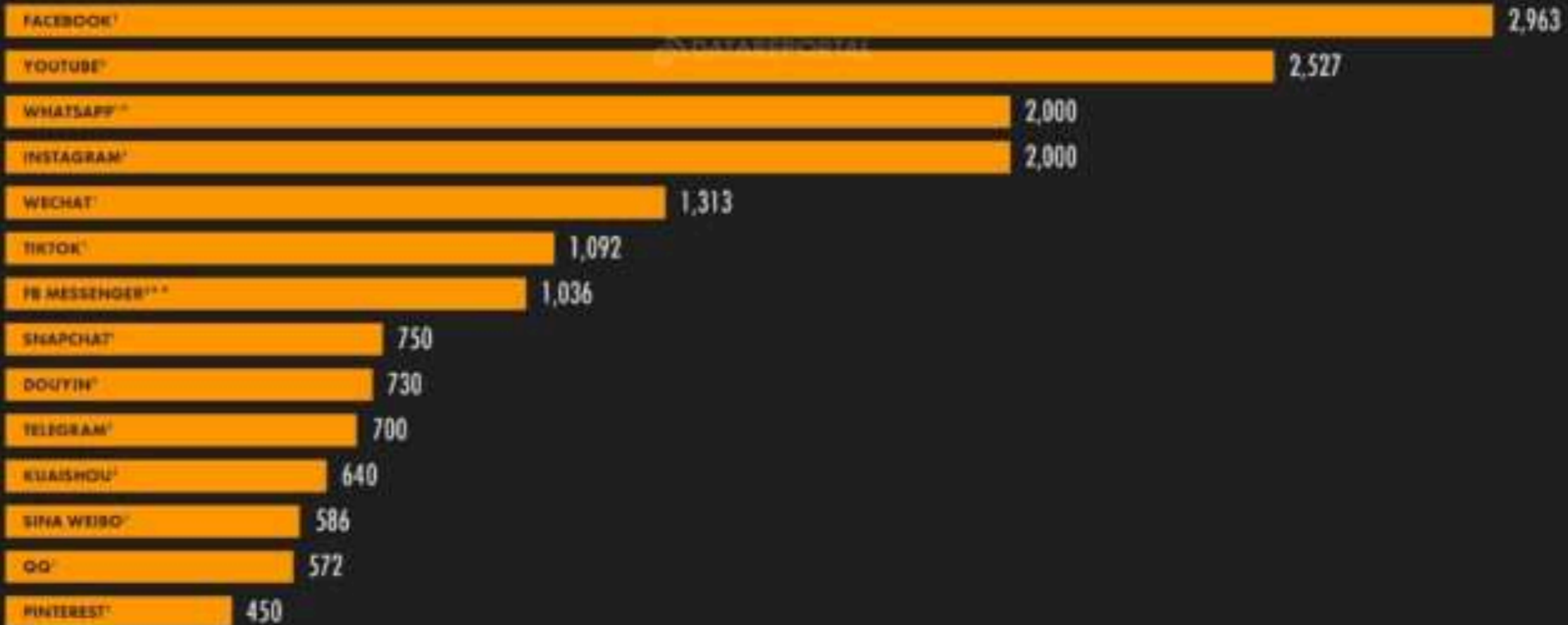


APR
2023

THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: DATA WAS PROVIDED BY THE COMPANIES PUBLISHED BY TWITTER'S DATA AS OF Q3 2022 AND MAY BE DIFFERENT FROM THE COMPANY'S OWN REPORTING. THIS DATA MAY DIFFER FROM OTHER SOURCES.



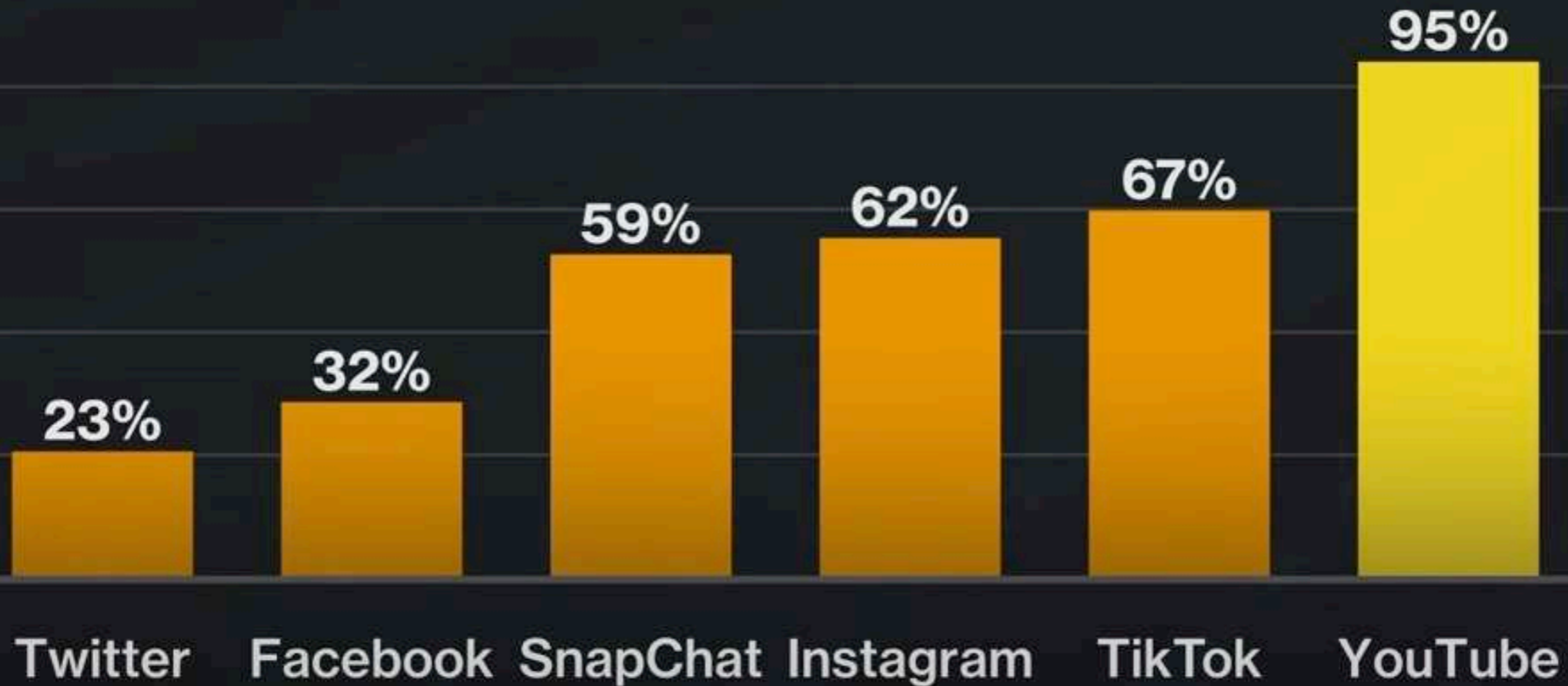
Les chiffres d'Instagram en France en 2023

- La France compte 23,7 millions d'utilisateurs d'Instagram en janvier 2023,
- 58,6 % des usagers d'internet âgés de 16 à 64 ans utilisent l'application au moins une fois par mois,
- 19,4 % des Français qui utilisent les réseaux sociaux font d'Instagram leur plateforme favorite,
- Les Français passent en moyenne 8h36 par mois sur l'application,
- L'application mobile se classe 5e en 2022 en termes d'utilisateurs mensuels actifs,
- C'est aussi la 5e application la plus téléchargée en 2022.

Sources : [étude We Are Social/Meltwater \(avril 2023\)](#), [étude We Are Social/Meltwater \(France 2023\)](#)

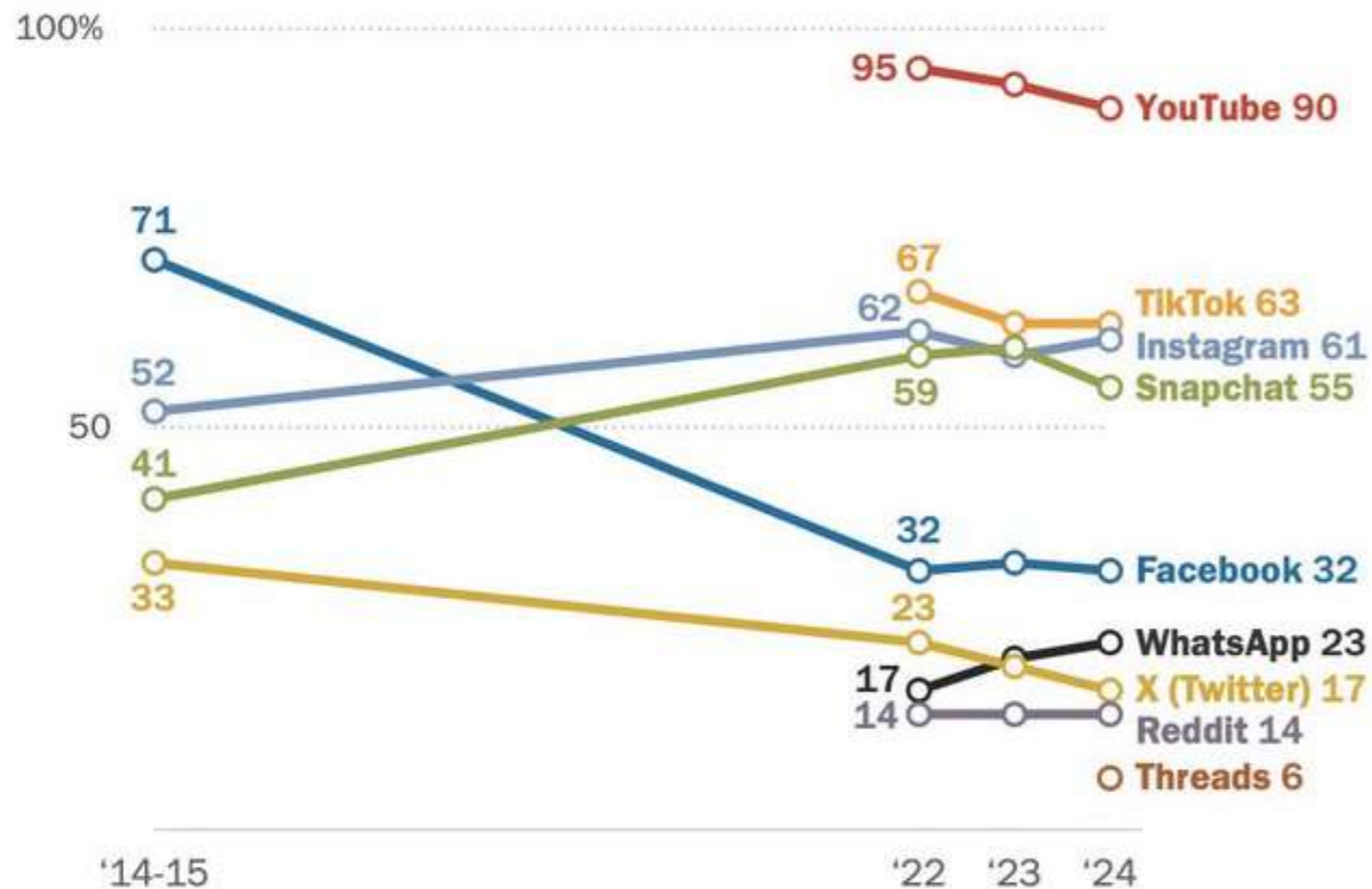
SOCIAL MEDIA WARS

% of teens using these apps or sites



YouTube, TikTok, Instagram and Snapchat top the list for teens

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Those who did not give an answer are not shown.

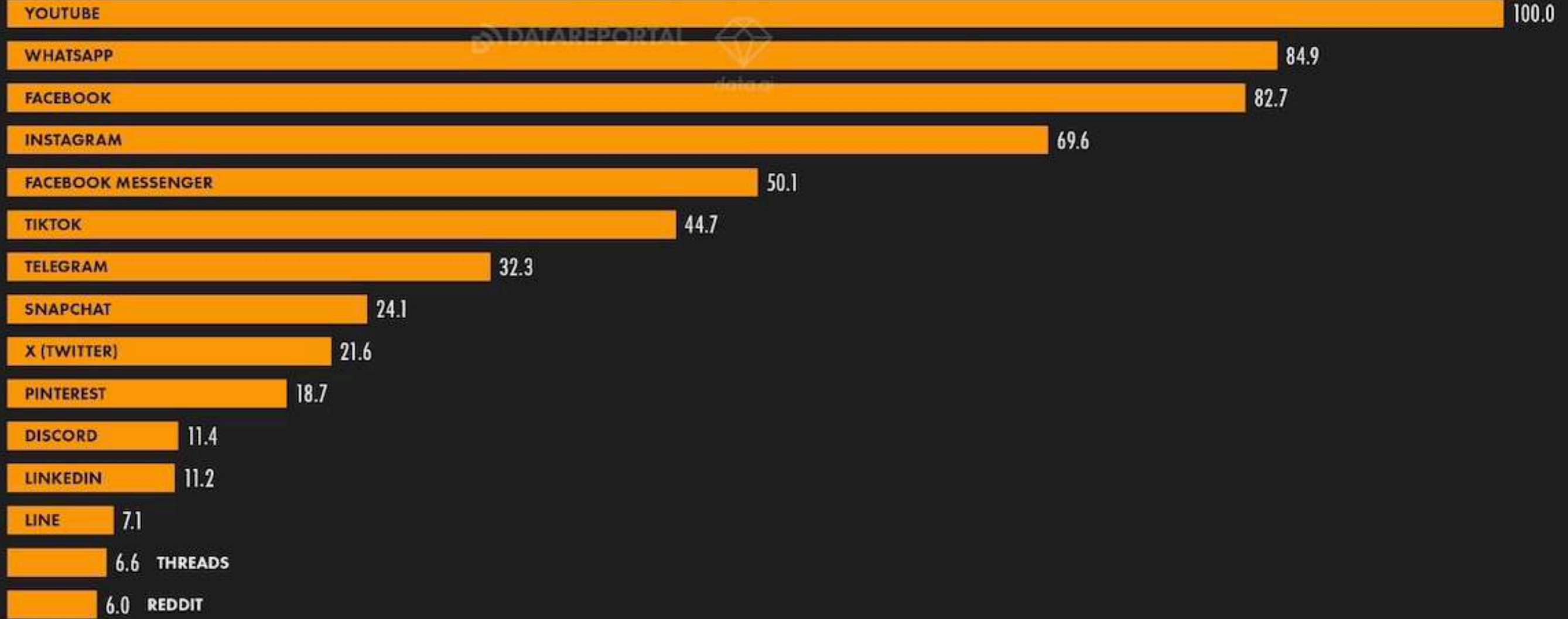
Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.

"Teens, Social Media and Technology 2024"

JUL
2024

SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP BETWEEN 01 MARCH 2024 AND 31 MAY 2024













SOURCE: DATA AI (A SENSOR TOWER COMPANY). **NOTES:** BASED ON A SELECTION OF APPS ONLY. DATA IS NOT AVAILABLE FOR APPLE IMESSAGE. FIGURES BASED ON MONTHLY AVERAGE NUMBER OF IPHONE AND ANDROID PHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED BETWEEN 01 MARCH 2024 AND 31 MAY 2024. VALUES ARE AN INDEX OF EACH PLATFORM'S AVERAGE MONTHLY ACTIVE USERS FOR THE STATED PERIOD COMPARED WITH USERS OF THE TOP APP DURING THE SAME PERIOD. DOES NOT INCLUDE DATA FOR CHINA. **COMPARABILITY:** VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACTIVE USER ACCOUNTS. NOTE THAT SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE USER ACCOUNTS.

Top Apps Across iOS and Google Play

Q2 2024

< France >

CONSUMER SPEND

Rank	Change	App Name
1	▲ 1	 TikTok
2	▼ 1	 Deezer
3	=	 Disney+
4	=	 Tinder
5	=	 Google One
6	▲ 6	 Amazon Prime Video
7	▼ 1	 YouTube
8	▼ 1	 LinkedIn
9	▼ 1	 Crunchyroll
10	▲ 151	 Amazon Shopping

DOWNLOADS

Rank	Change	App Name
1	=	 Temu
2	▲ 6	 TikTok
3	▲ 1	 ChatGPT
4	▲ 10	 France Identité
5	▼ 2	 SHEIN
6	▲ 1	 Telegram
7	▼ 2	 WhatsApp Messenger
8	▲ 1	 CapCut
9	▲ 23	 Google Chrome
10	▼ 4	 Facebook

Le Bootcamp SEO 2024 ouvre ses portes. [Inscrivez-vous ici](#) ❄️

Amazon Ads : le guide pour créer vos publicités Amazon

Vous souhaitez bénéficier de l'importante visibilité de la marketplace Amazon ? Découvrez comment lancer votre première campagne Amazon Ads et ainsi booster vos ventes.

Nous contacter →



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APPROFONDIR

DÉMARRER

OPTIMISER

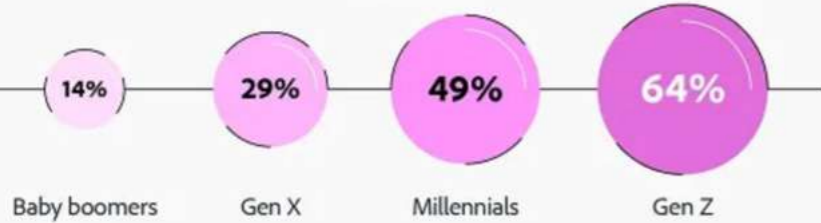
<https://www.eskimoz.fr/amazon-ads/>

TikTok: The New Google

Have consumers ever used TikTok as a search engine?



By Generation

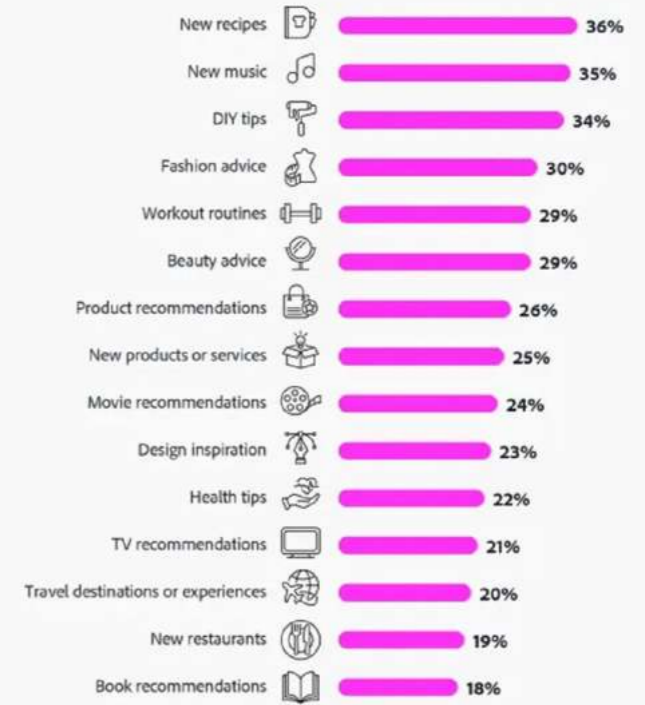


Nearly 1 in 10 Gen Zers said they were more likely to rely on TikTok than Google as a search engine.

Which platforms did consumers find most helpful when searching for information?



What have consumers looked for when using TikTok as a search engine?

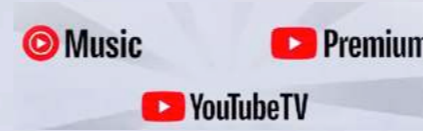


BEST TIMES TO POST

TIME #1: FROM 10:00AM-11:30AM

TIME #2: FROM 3:00PM-5:00PM

youtube in living room



A VOD

advertising-based video on demand



S VOD

subscription-based video on demand



Membership

monthly sub to one channel
exclusive content, chat, poll

70B paid to creator > Netflix

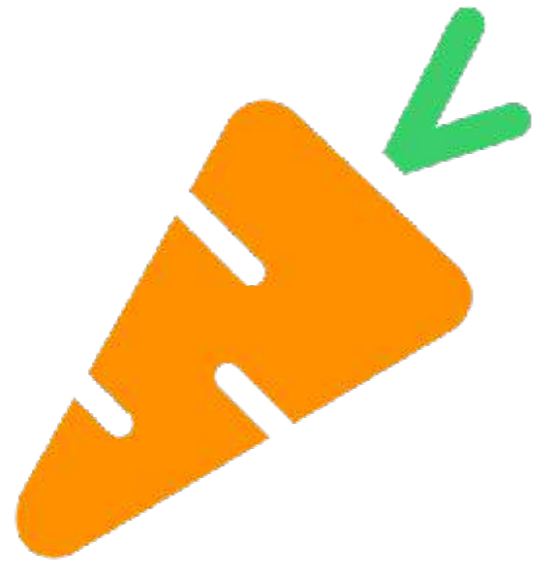


A L'ère de la convergence
AVOD, CTV, TV segmentée... La publicité TV a plus d'un visage désormais.
Aux côtés des broadcasters, qui veulent devenir géants du streaming, des géants du streaming qui veulent, eux, devenir géants de la TV.

Ce sont près de 300 personnes du secteur, agences, annonceurs et prestataires réunis pour un moment d'échanges et de networking le 06 juin prochain au Comet Bourse.
Au programme, des panels, keynotes et interviews qui nous permettront d'évoquer des sujets comme /

La convergence des broadcasters et des grandes plateformes d'AVOD
Le sujet de la monnaie d'achat et de la mesure unifiée
L'entrée de la TV segmentée dans sa phase de maturité
Le développement de la shoppable TV
Le raz de marée Prime Video Ads ?
L'explosion du retail media en TV

Cet événement est réalisé en partenariat avec/ Canal + Brand Solutions, Captify, France Télévisions Publicité, Making Science, Orange Advertising, Realytics, Stamp, Teads, TF1 Pub.



Yuka



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





Pinduoduo

App store screenshots

UISOURCES



Pinduoduo. 300M people are fighting: Shopping app. Newcomer exclusive: 888 yuan red envelope

Discount area: nine nine special sale

Time limited flash sales: 1 yuan

New in winter



精彩活动

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PINDUODUO E-COMMERCE PLATFORM



精选专题

查看更多>



热门 手机 食品 电器 女装 母婴 水果



【掉落包赔】卫生间置物架壁挂浴室卧室厕所墙上置物架免

退货包运费 极速退款 满35返2

¥2.5 已拼8.2万件

入选收纳架畅销榜



彩漂剂【杀菌消毒】彩色白色衣物彩漂粉去渍去黄家用去污



usb小风扇迷你手持学生可充电静音便携式桌面

KEBINSI官方旗舰店

大牌5.2元起

退货包运费 极速退款

¥5.9 已拼10万+件





Social Selling



iamstormisteele CANVAS BEAUTY BRAND

Follow

Message



292 Following 475.1K Followers 7.8M Likes

BODY GLAZE Creator. BIG RESTOCK HAPPENING SOON 🤪

www.canvasbeautybrand.com

📺 Videos

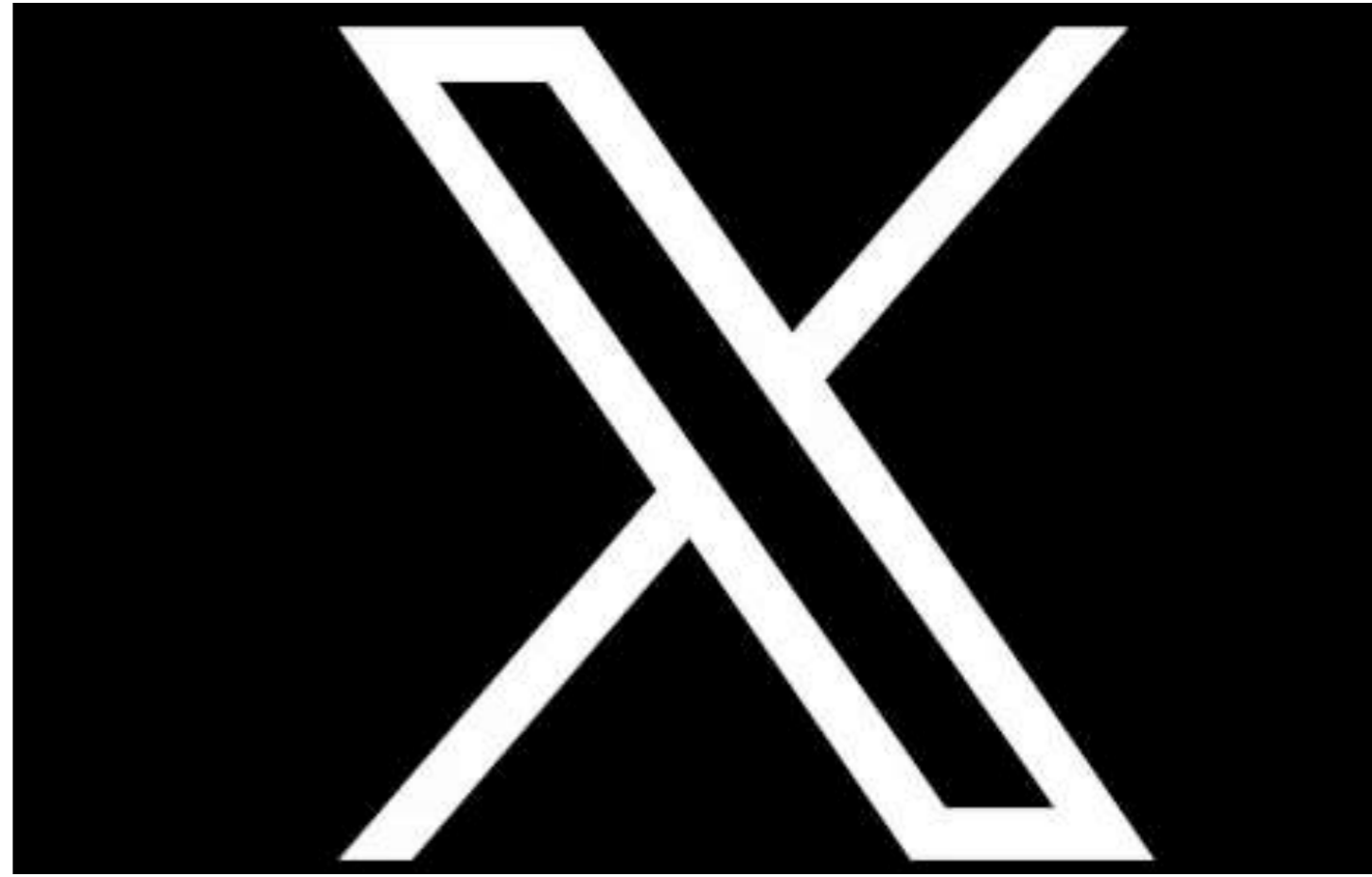
↕️ Reposts

📁 Liked



Everything

APP





WeChat



Hubert Kratiroff 

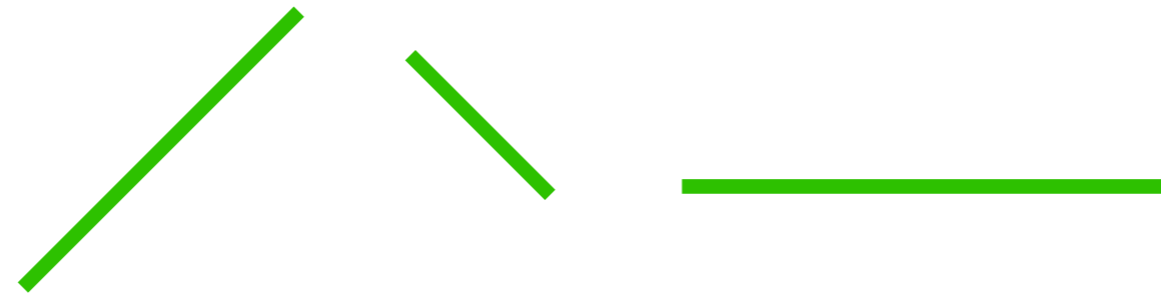
France



Scan the QR code to add me on WeChat

The Harvard Business Review defines a super app as “a single application, accessible by mobile device or web browser, that offers multiple diversified services for everyday personal or commercial life, relies on a common financial transaction platform, leverages intra-app data to tailor offerings, and is widely adopted.”

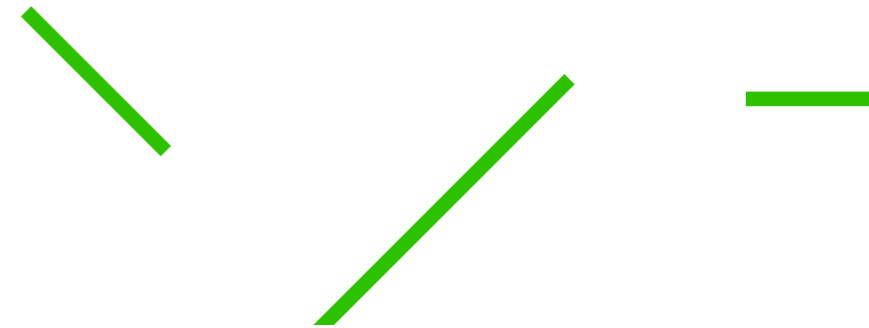
The term became more popular due to the rise of **WeChat** and **Alipay** in China — services with **1.2 billion** and **711 million users**, respectively, that have become embedded in the population’s daily life. Beyond messaging, people use WeChat for various tasks like video conferencing, video games and mobile payment, among other applications. Alipay, on the other hand, is an all-in-one financial app that supports debit, credit and transfer payments, while also offering services such as wealth management and loans.



DISRU



JPTION



DISRUPTION



Disruption

O-ICQ → QQ
+ 2011 WeChat
+2015 WeChat Pay
Mini MicroProgram
Open Source SDK

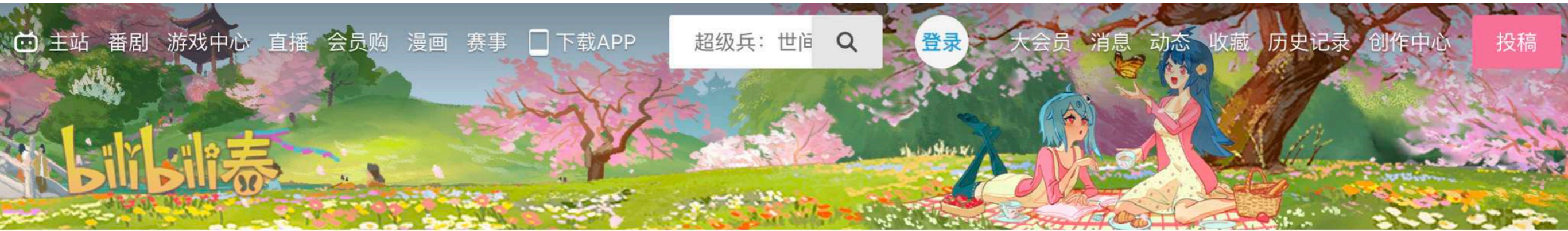
Uberisation

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

Taycoonisation

Pony Ma
11e ste mondiale
5% Tesla





动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19
番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多

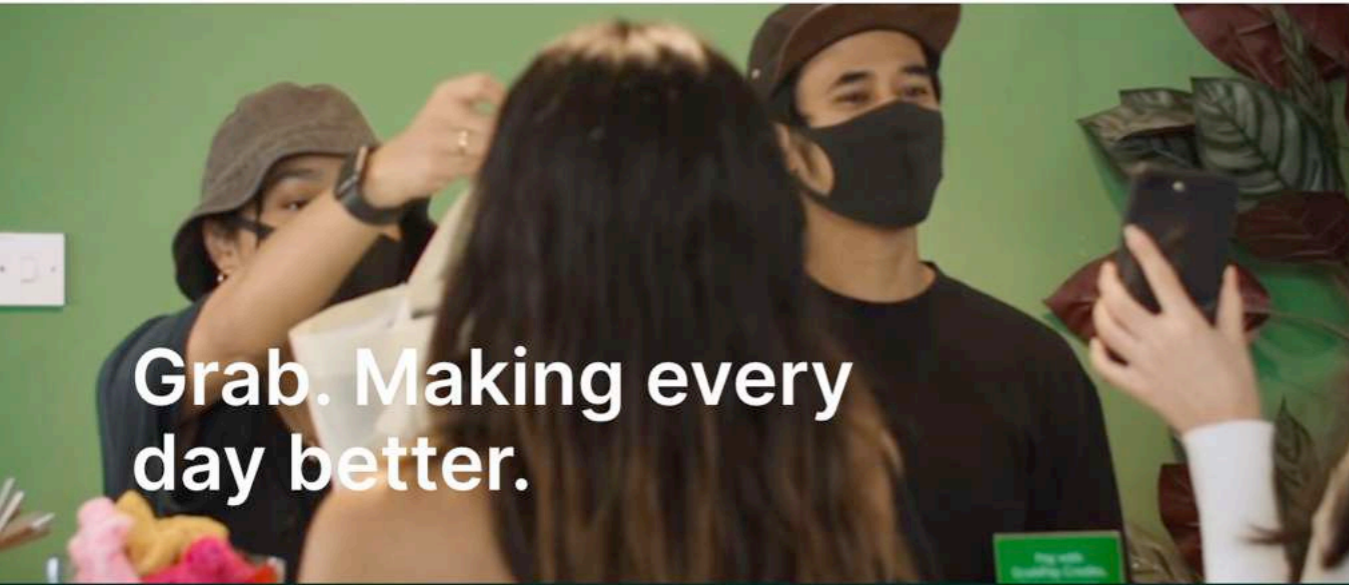
专栏 活动 小黑屋
直播 课堂 音乐PLUS

联系客服



直
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- Life
- Business
- Shopping
- Entertainment
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Communication

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Communication

We all have our own Story

#brunchstory #contents #kakaostory

Communication

Chat with your voice in Open Chat,...

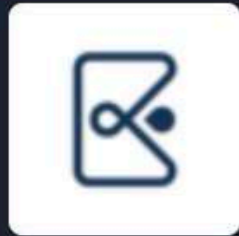
#openchat #voiceroom



marketing d'influence

Marketing d'influence

Les meilleurs outils pour trouver des influenceurs



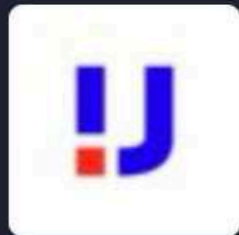
Kolsquare

Marketing d'influence



Stellar

Marketing d'influence



Upfluence

Marketing d'influence



HypeAuditor

Marketing d'influence



06:04



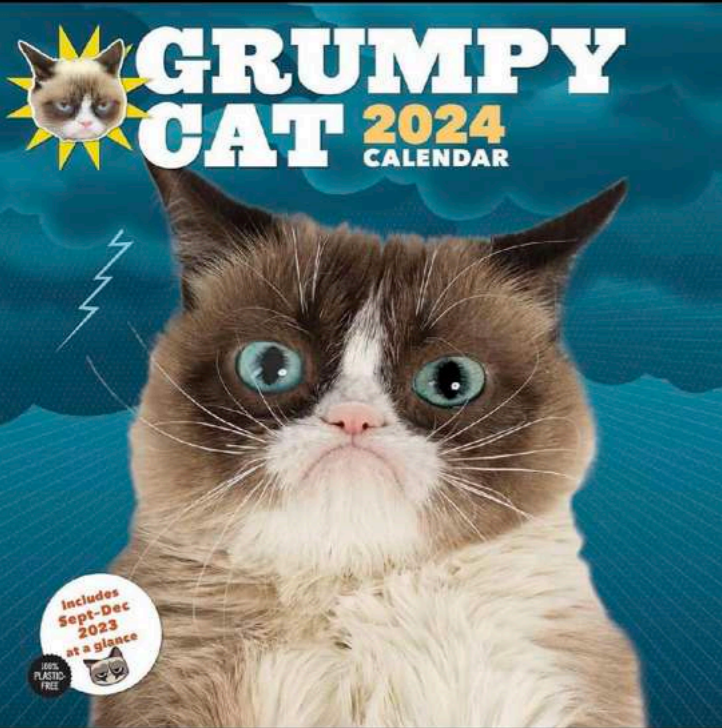
100

REALGRUMPYCAT
Posts

Follow



realgrumpycat



2573 likes

realgrumpycat Give the gift that keeps being terrible all year long... more


View all 24 comments

6 days ago



realgrumpycat



A man with short, dark, spiky hair and a beard, wearing a white long-sleeved shirt, is looking back over his right shoulder towards the camera. He is standing against a plain, light-colored background. The text is overlaid on the image, partially obscuring the man's face and shirt.

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

PROFILS

D'influenceurs



MEGA - INFLUENCEURS

AUDIENCE : +1 million

ACCESSIBILITÉ : Coût très élevé et profils très sollicités par les marques

VISIBILITÉ ★★★★★

ENGAGEMENT ★☆☆☆☆

CONVERSION ★☆☆☆☆

MACRO - INFLUENCEURS

AUDIENCE : 100 000 à 1 million

ACCESSIBILITÉ : Coût élevé et rares disponibilités

VISIBILITÉ ★★★★★

ENGAGEMENT ★★★★★

CONVERSION ★☆☆☆☆



MICRO - INFLUENCEURS

AUDIENCE : 10 000 à 100 000

ACCESSIBILITÉ : Coût réduit (mais en hausse) et disponibilité élevée (mais en baisse)

VISIBILITÉ ★★★★★

ENGAGEMENT ★★★★★

CONVERSION ★★★★★

NANO - INFLUENCEURS

AUDIENCE : - de 10 000

ACCESSIBILITÉ : Coût bas à gratuits et disponibilité élevée, souvent volontaire

VISIBILITÉ ★☆☆☆☆

ENGAGEMENT ★★★★★

CONVERSION ★★★★★



— COLLABORER AVEC LES MEILLEURS PROFILS SELON LES ENJEUX



Technology
Screentime

YouTube Star MrBeast Is Raising Money at a \$5 Billion Valuation

- YouTube star aims to raise a couple hundred million dollars
- He lost 'tens of millions' of dollars on Amazon reality show



MrBeast Photographer: Vivien Killilea/Getty Images

By [Lucas Shaw](#)

27 February 2025 at 03:24 CET



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Save

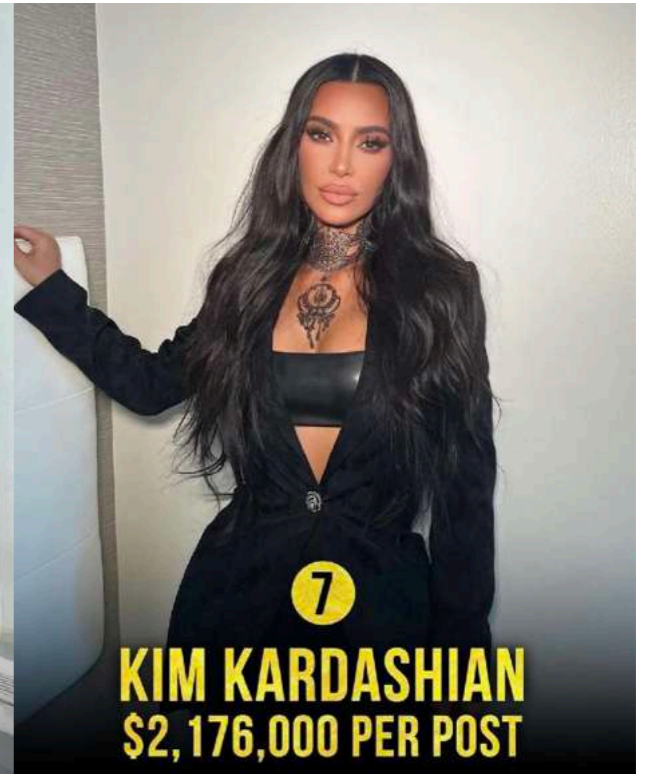
Translate



CRISTIANO RONALDO
\$3,234,000 PER POST



SELENA GOMEZ
\$2,558,000 PER POST



KIM KARDASHIAN
\$2,176,000 PER POST

改善

Kaizen

[kai - zen] • Japon

Déf. (n) : En tant que philosophie, le kaizen promeut un état d'esprit où de tout petits changements progressifs créent un impact au fil du temps.

UN DOCUMENTAIRE ■
INOXTAG, BASILE MONNOT, S

KAIZEN: 1 an pour gravir l'Everest !



Inoxtag ●
8,22 M d'abonnés

Rejoindre



Abonné ▼

9 647 961 vues il y a 17 heures #1 des Tendances

Devenir alpiniste et gravir l'Everest en 1 an, jour pour jour ? C'es

Pendant 1 an, vous allez me suivre dans ce documentaire pour



Brut.



▶ ⏪ 🔊 19:40 / 20:32

⏸ ⏴ ⚙️ 📺 📱 🔍

3 jours dans les coulisses du ZEvent 2024

Networking

Publishing

Sharing

tinder Hinge Grindr HER CoffeeMeetsBagel RAYA
 match LOVOO Plenty of Fish bumble
 eharmony happn care2 'etoro' UNTAPPD
 okcupid Badoo nextdoor AS SMALL WORLD
 azar hoop VERO snack MeWe spacehey
 eventbrite Linktree* bio.fm feedlink
 meetup evite TAGGED
 ancestry SLOWLY classmates

Medium SQUARESPEACE Blogger WIX
 Typepad open diary Svbtle
 LIVEJOURNAL ghost

Apple Podcasts PodBean PODCASTICS
 Pocket Casts Castbox buzzsprout majelan
 Infoplease Fandom Citizendium SCHOLARPEDIA
 WIKIPEDIA
 mastodon Mirror AKASHA DeSo
 FIZZ Cortex sigle BitClout

NING hivebrite diaspora* BETTERM CODE Blinq Hi Hello SPOTIO Dex
 lumapps unily nifty ClickUp VALENCE LNK elpha viadeo
 monday Confluence kissflow
 Notion SIMPLR Microsoft Viva zoom
 GoTo Meet webex
 chatter talkspirit Jamespot Whaller
 threads spike Google
 Loop Chime Chat twist SYMPHONY
 Google Microsoft 365
 Workspace ONLYOFFICE SharePoint
 Simplenote Dropbox Paper todoist box
 Evernote OneNote notejoy NOTES
 Visio OmniGraffle smartdraw creately
 mind gliffy Lucidchart cacao



tumblr. BeReal. DISPO LEMON8
 Locket Widget LiveStatus Firework SHOPS SHOPS
 Clips TRILLER Kwai SPILL yubo Be.Live W
 Marco Polo Drakula Likee younow LiveMe LiveIn
 DAILYMOTION Spotify SOUND CLOUD tenor COUB
 vimeo odysee Playeur STATIONHEAD imgur flickr
 rumble caffeine D.tube DEEZER starmaker GIPHY 500PX
 Behance Dribbble primitives WALL Superlocal couchsurfing yelp
 DEVIANT we♥it goodreads Bookstr Life360
 ART houzz MIX pixiv anobii Riffle LibraryThing ShowMe
 Tripadvisor

Trello kantree Planner SANDBOX
 Decentraland CRYPTOVOXELS
 Jira mural nulab miro Bitmoji SOMNIUM SPACE
 ZEPETO LIFE SECOND ROOM
 Basecamp Airtable READY PLAYER ME
 jive wrike Quip coda VR CHAT
 teamwork workfront Spatial
 asana Podio smartsheet HABBU
 avakin life sinespace teamspeak
 HIBERWORLD SANSAR Yalla

Discord reddit F3 LAINCHAN Soyjak.party
 Hello clubhouse listen DISCUS
 riffer Discourse GraphComment
 Circle kialo
 CuriousCat
 Google Groups Quora
 askfm GitHub StackExchange

Gmail Outlook Proton Mail
 yahoo!mail Tuta //POSTEO
 StartMail plato Airchat groupme
 Mailfence TamTam icq Skred Skype
 mailbox whisper Signal Viber
 SLOWLY friended

Collaborating

Discussing

Messaging

#ForYouClass

TikTok: For Business

TikTok: For Business

**#FOR
#YOU** SUMMIT

#ForMusicCreator

#ForAds

TikTok
Model
Biface
TriFace

Caroline Mignaux

Form Zero to Hero

Prologue

Introduction

Chapitre 1

Le *personal branding*, c'est quoi ?

Les 5 bienfaits du *personal branding*

Le *personal branding*, un vrai film d'erreurs !

Qu'est-ce qui vous empêche de sauter le pas ?

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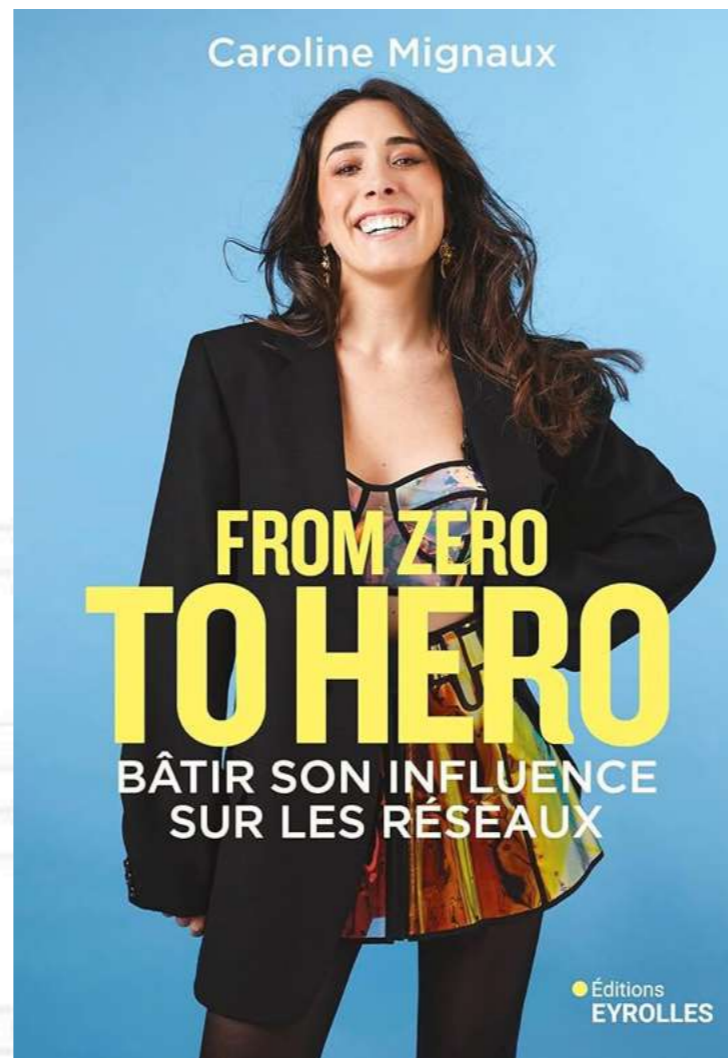
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Influencer Marketing

Social Media Management

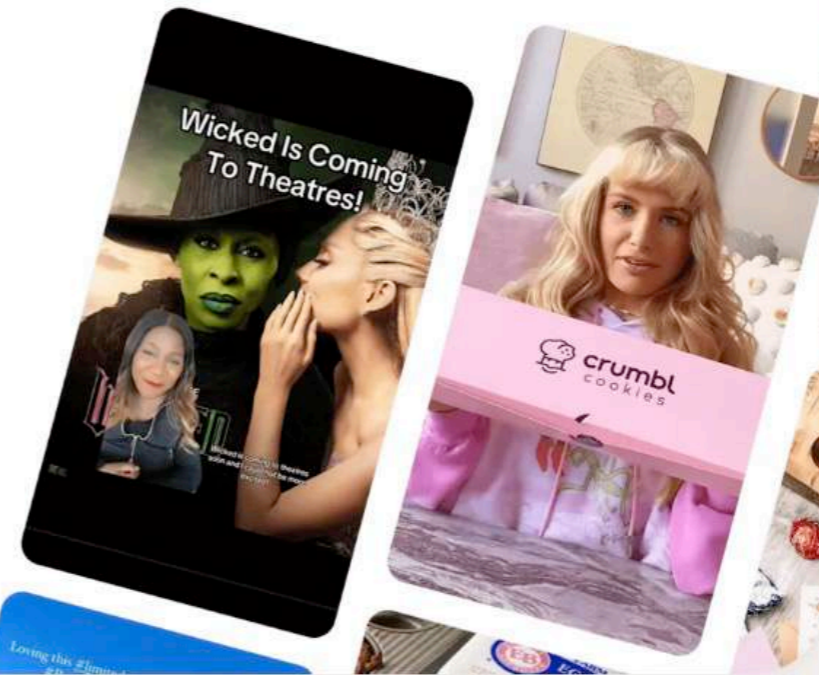
Services

The #1 influencer marketing platform

Discover, recruit and vet creators. Streamline communication, collaboration and payment. Drive predictable full-funnel results.

Book a demo >

Learn more >




Ad Details

✓ Active

Library ID: 597125799312974

Started running on Nov 13, 2024

Platforms    

This ad has multiple versions 



Debeaulieu

Sponsored



Library ID: 597125799312974

Fleurissez votre quotidien. À commander sur Debeaulieu-paris.com

ABONNEMENT FLORAL
FLEURISSEZ VOTRE QUOTIDIEN



Age 

18-65+ years old

Advertisers can choose a minimum and maximum age of who will be shown an ad.

Gender 

All


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EU ad delivery

Reach

4,134

The number of [Accounts Center accounts](#) in the EU that saw this ad at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Center accounts. This metric is [estimated](#).

Reach by location, age and gender 

The demographic breakdown of [Accounts Center accounts](#) in the EU that saw this ad.

Location ↑	Age Range ↑↓	Gender ↑↓	Reach ↑↓
France	25-34	Unknown	22

Ad Library

Search all the ads currently running across Meta technologies, as well as:

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- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.

[See what's new](#)




Search ads

Set your location and choose an ad category to start your search. [View search tips.](#)

France ▼

Ad category ▼

🔍 Choose an ad category

 Saved searches

“GIF Kuaishou” was launched for users to create and share animated images known as GIFs, in essence the earliest form of short videos.

Kuaishou launched short video social platform.

Kuaishou Flagship became the world's largest single live streaming platform by revenue from virtual gifting in the fourth quarter of 2017.

- Kuaishou Express was launched in August 2019.
- Kuaishou became world's second largest live streaming e-commerce platform by GMV.

Kuaishou has listed on the Main Board of The Stock Exchange of Hong Kong Limited on February 5, 2021, stock code 1024.HK.

- Kuaishou total revenue for the year was 113.47 billion yuan, and its adjusted net profit exceeded 10 billion yuan for the first time, reaching 10.27 billion yuan.
- The average monthly active users in Q4 increased by 9.4% year-on-year to 700 million, and the average daily active users increased by 4.5% year-on-year to 383 million.
- Annual e-commerce GMV exceeded one trillion for the first time, reaching 1.18 trillion yuan.
- By the end of 2023, the total employment driven by the Kuaishou will reach 40.22 million.

2011

2012

2013

2016

2017

2018

2019

2020

2021

2022

2023

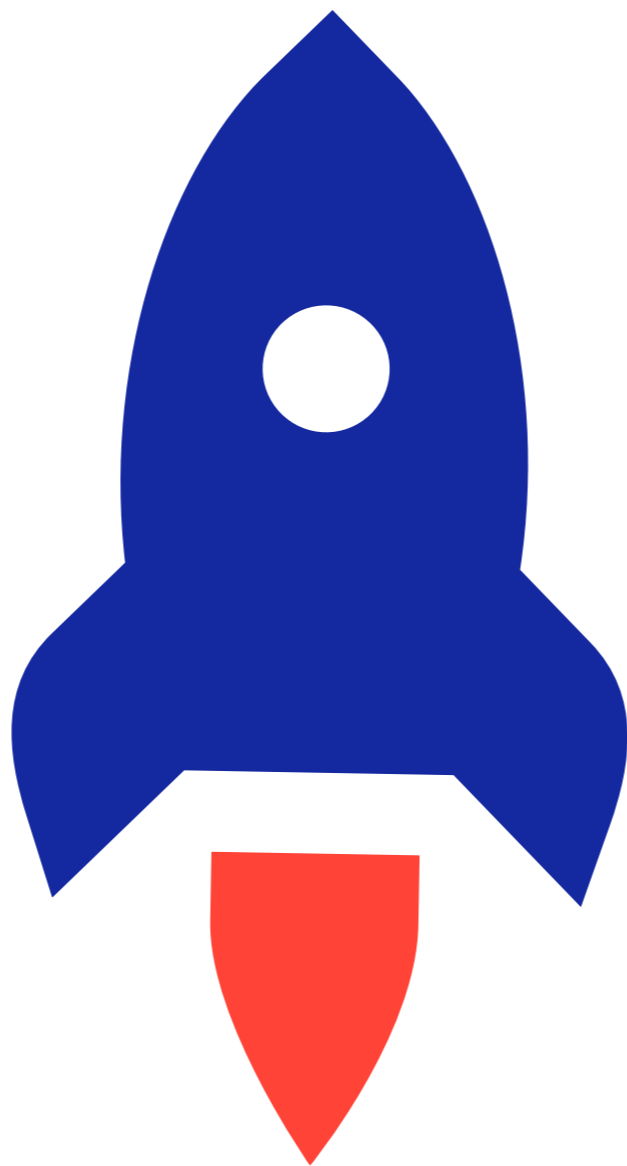
Kuaishou became the first mover in China's short video industry that enabled users to create, upload and view short videos on mobile devices.

Kuaishou launched live streaming as a natural extension to our platform.

- Kuaishou Flagship's average DAUs exceeded 100 million in January 2018.
- Kuaishou commenced its e-commerce business.

- The average DAUs of Kuaishou's apps and mini programs in China exceeded 300 million in the first half of 2020.
- Kuaishou Express's average DAUs exceeded 100 million in August 2020.

- The total revenue for the year was 94.2 billion yuan, an increase of 16.2% year-on-year in 2021.
- By the end of December 2022, the cumulative number of mutual users of Kuaishou applications reached 26.7 billion pairs, a significant increase of 63.4% year-on-year.
- More than 5 million live events were held in the year.



creator economy

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

accord avec la marque

affinité avec la cible

=

engagement

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

The Creator Economy Market Map

Content creation



Financing



Administrative tools

Analytics & operations



Off-platform monetization tools

Subscriptions



Fan interactions



Community management



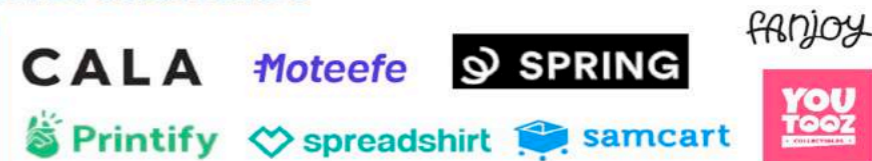
Blockchain



Courses



Merchandise



Ad platforms



Sommaire



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L'utilisation des réseaux sociaux

PAGE 6

2

La perception des créateurs de contenu

PAGE 10

3

Le rôle des créateurs de contenu

PAGE 17

4

La perception des partenariats

PAGE 25

5

L'influence responsable

PAGE 31

Quelques chiffres extraits de l'étude

- **63 %** 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 mène trop de campagnes



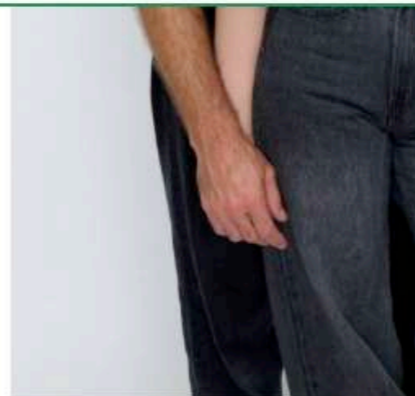
LE PRATIQUE

16,90 €



LE PRUDENT

59,90 €



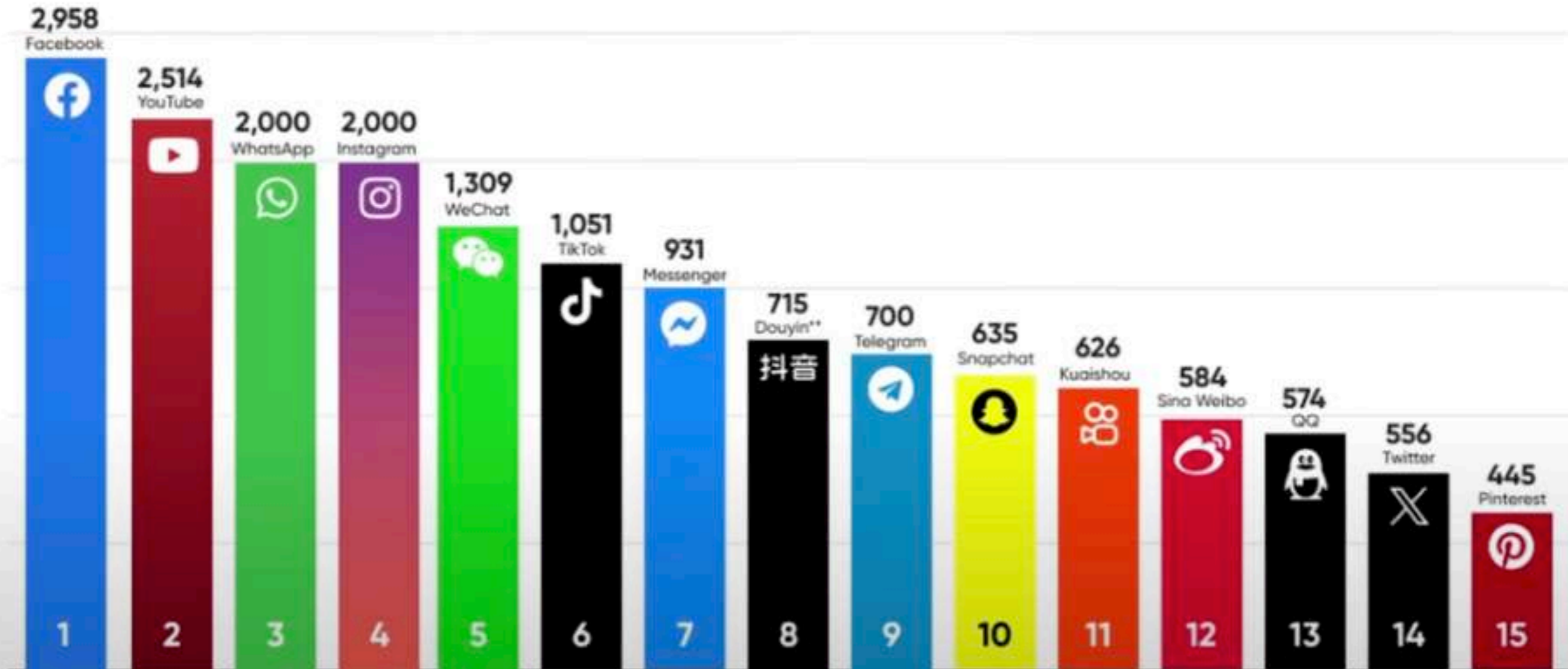
LE DÉPUTÉ



e-prudent/



Social Media Platform Users in Millions



source: [statista.com](https://www.statista.com)

tagembed

nano : moins de 10k (niche)

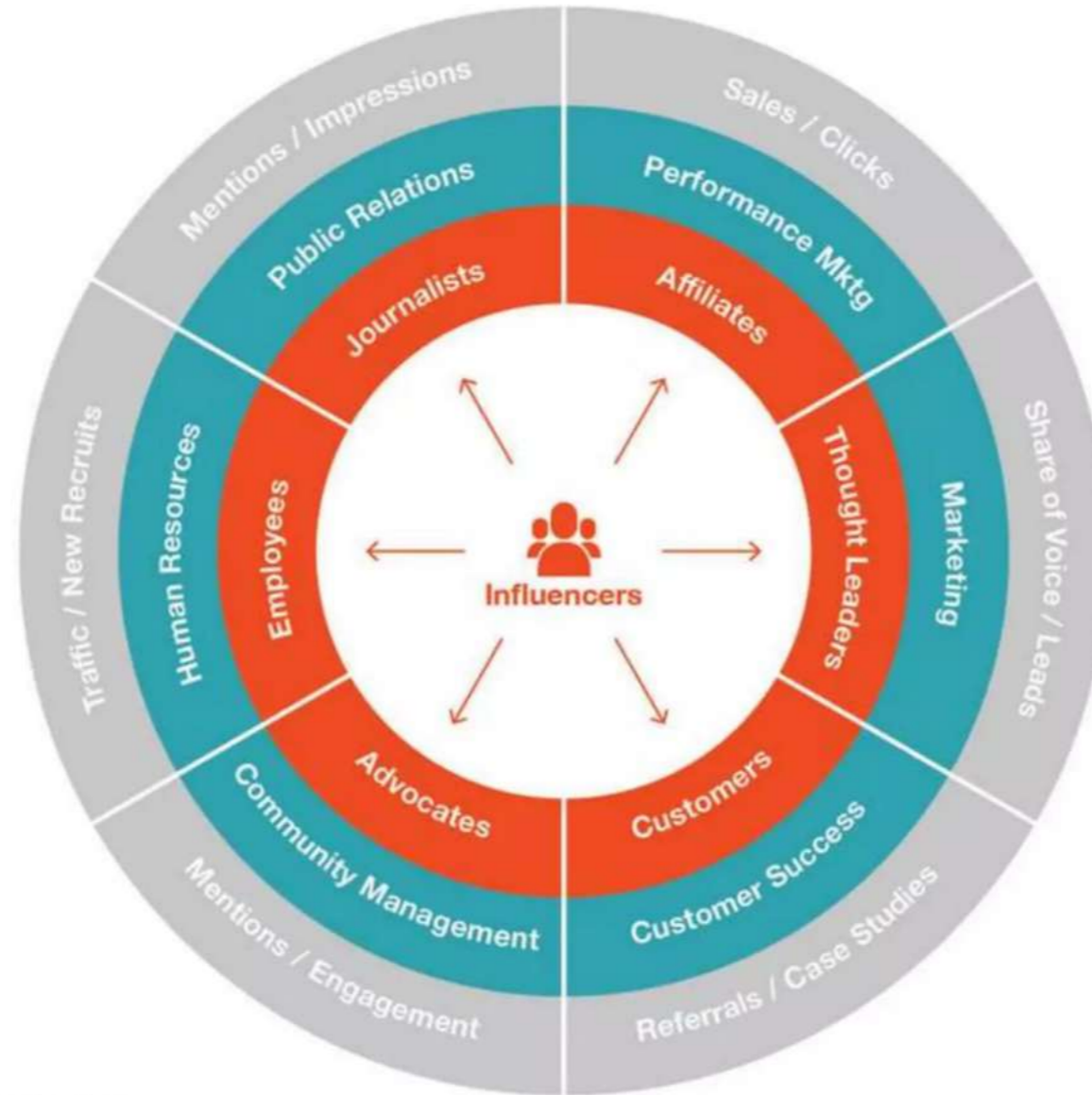
micro : 10 à 100k

macro : 100 à 500k

mega : plus de 500k (célébrité)

types d'influenceurs

Le nouveau programme cross-fonctionnel



- Influencer Type
- Org Department
- Success Measures

Creator Economy / 1/ Podcast

Podcast = 2004 iPod+Broadcast*

Natif / Replay / Livre audio

Paris Podcast Festival

* Ben Hammersley



Rester à l'écoute

13-14.10.2023
à la Gaîté Lyrique

Rencontres, découvertes, ateliers, journée professionnelle, débats, masterclasses, et la compétition officielle : le Paris Podcast Festival revient pour sa 6e édition !

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NEWS AND ANALYSIS ON THE BIGGEST EVENTS IN AUDIO



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Corporate

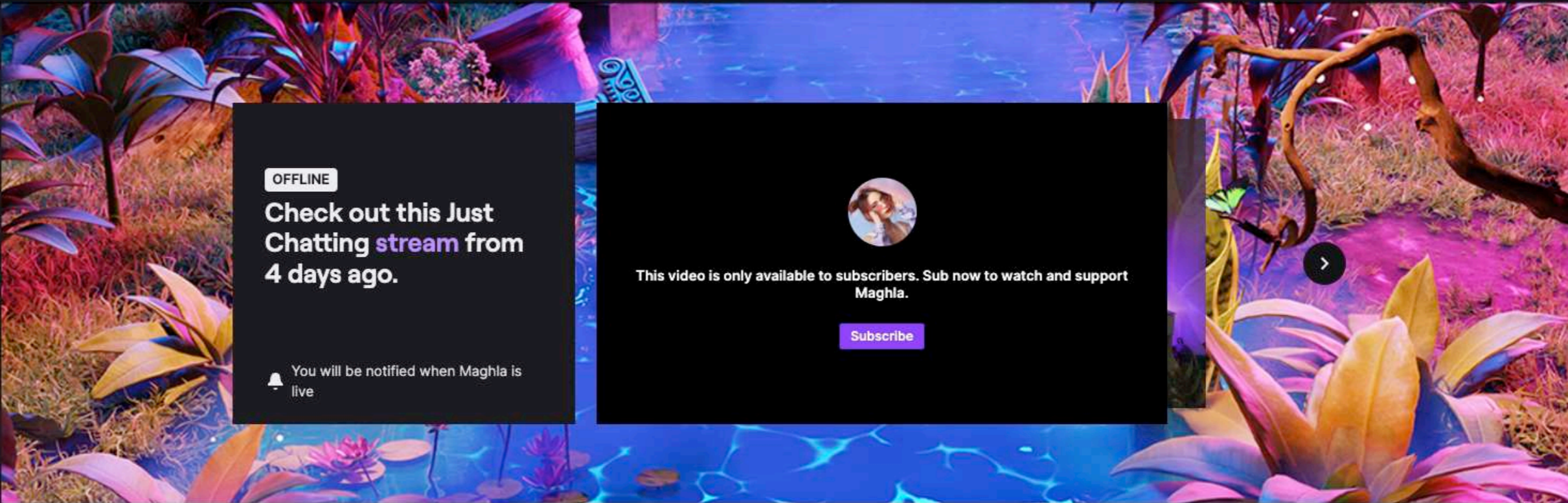
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 - Maghla Offline
 - Hasheur Offline
 - Jokariz Offline
 - bYZeTouch Offline
 - FrancelInter Offline
 - Ponce Offline
 - CauetTV Offline
 - Grimkujow Offline
 - MaximeBiaggi Offline
 - renaud_dekode Offline
- Show More Show Less



OFFLINE

Check out this Just Chatting stream from 4 days ago.

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This video is only available to subscribers. Sub now to watch and support Maghla.

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Maghla ✓
900K followers

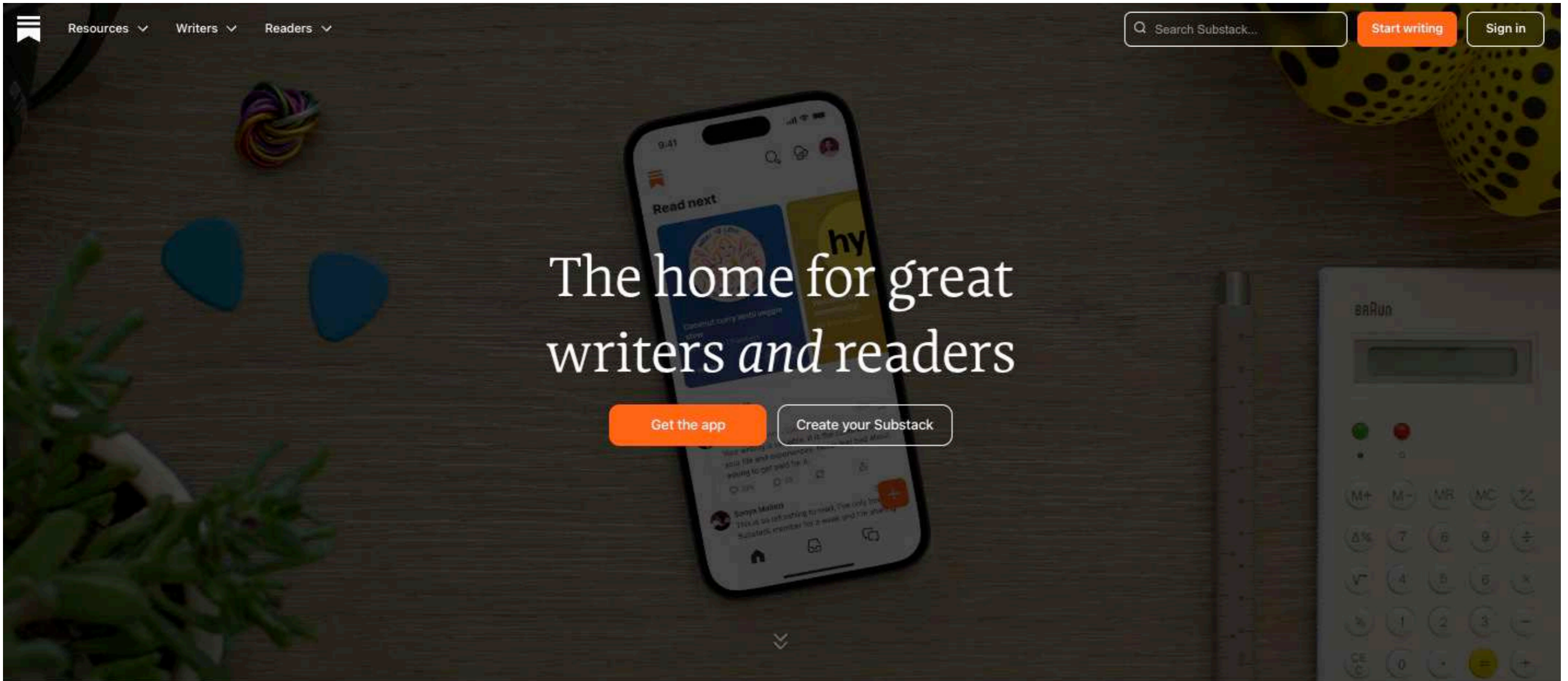
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|--|--|---|---|
| <p>2:19:10</p> <p>64.3K views 4 days ago</p> | <p>2:29:20</p> <p>70.6K views 5 days ago</p> | <p>2:42:40</p> <p>68.5K views 15 days ago</p> | <p>3:07:50</p> <p>65.1K views 16 days ago</p> |
|--|--|---|---|

- RECOMMENDED CHANNELS
- misterv FINAL FANTASY VII... 5.8K
 - Kamet0 Rocket League 61.2K



<https://substack.com/>

The subscription network for independent
writers and creators

1. CREATE CONTENT

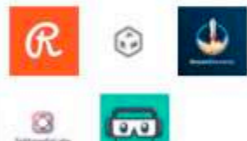
Videos



Photos



Livestream



Highlights



Audio

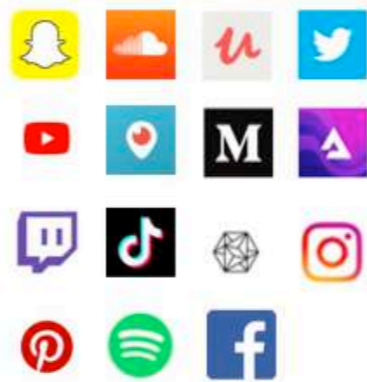


Games



2. GROW

Media platforms



3. OWN YOUR AUDIENCE

Community



Livestream



Email



Crypto

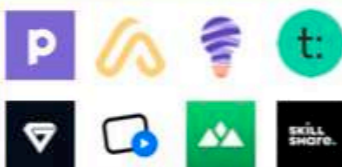


4. MONETIZE YOUR AUDIENCE ONLINE

Memberships



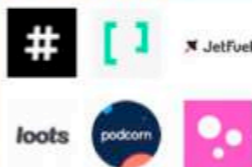
Courses



Digital Downloads



Brand Deals



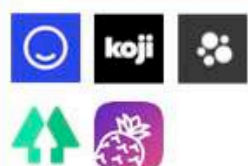
Donations



Events



Link in Bio

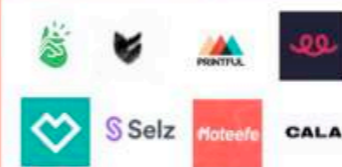


Fan Interactions



5. OFFLINE

Merchandising



Others



6. MANAGE YOUR BIZ

Business-in-a-box



FinTech



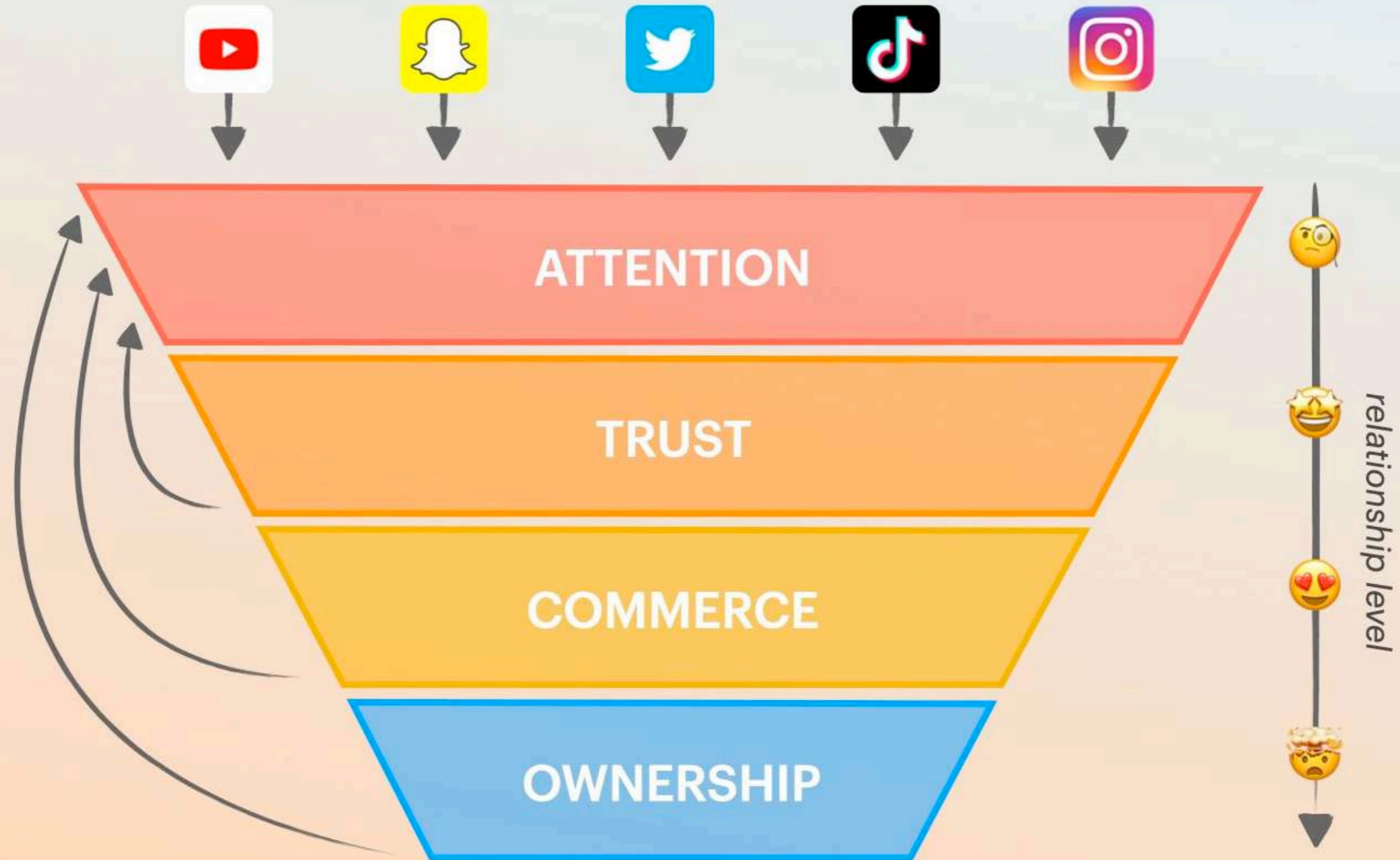
Analytics



Project mgmt



The Creator Lifecycle



The "Creator" Economy

Mass Market

Creator Economy

Build and grow an audience through content and engagement

Advertising
Campaigns
Subscriptions / Engagements

Influence Economy

Leverage audience and notoriety to drive business initiatives

Ambassadors / Endorsements
Advisory Boards
Partnerships / Collabs

Individuals

Enthusiasm Economy

Foster relationships and capture value from passionate individuals

Specialty Products
Templates / Resources
Communities

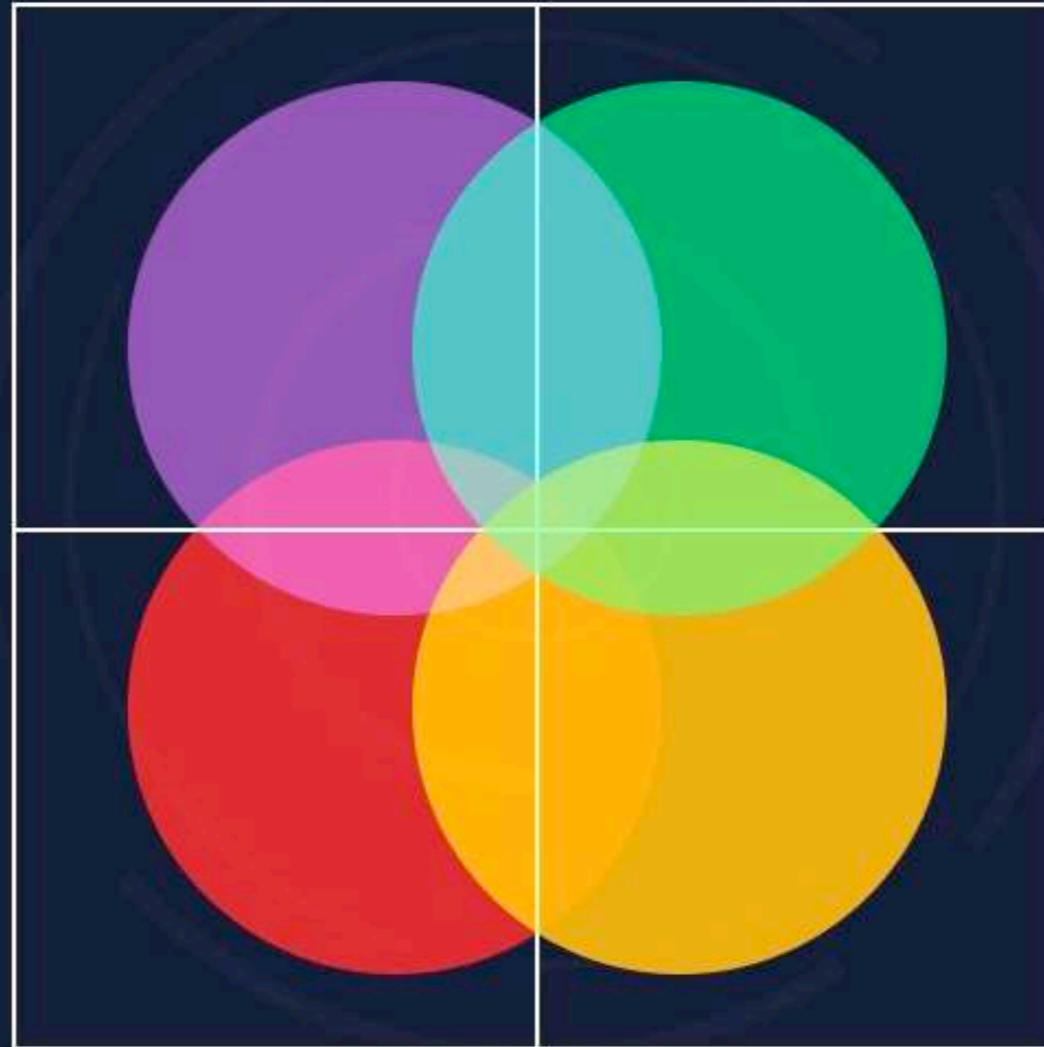
Businesses

Expert Economy

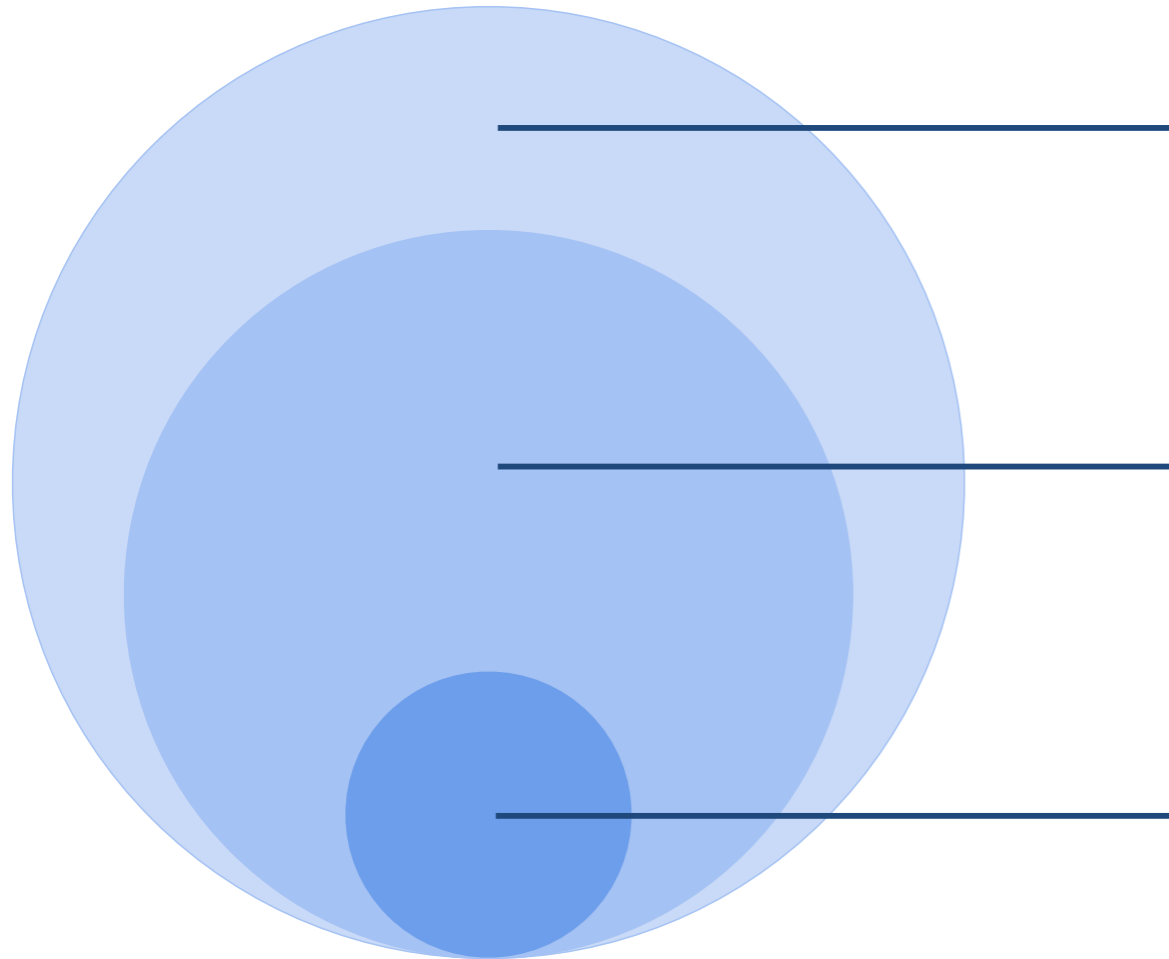
Translate unique experience and knowledge into revenue

Courses / Publishing
Consulting / Advisory
Speaking

Niche Market



Markets / TAM - SAM - SOM



TAM

Total Available Market

All users interested by your type of offer
100% market share

SAM

Serviceable Available Market

All users interested by your type of offer that
can be served by a company's products or
services

SOM

Serviceable Obtainable Market

All users interested by your type of offer you
can realistically adress, talk, touch or capture

There are multiple, interconnected and interdependent addressable markets for music creator tools

Conceptual overviews addressable markets for music creator tools

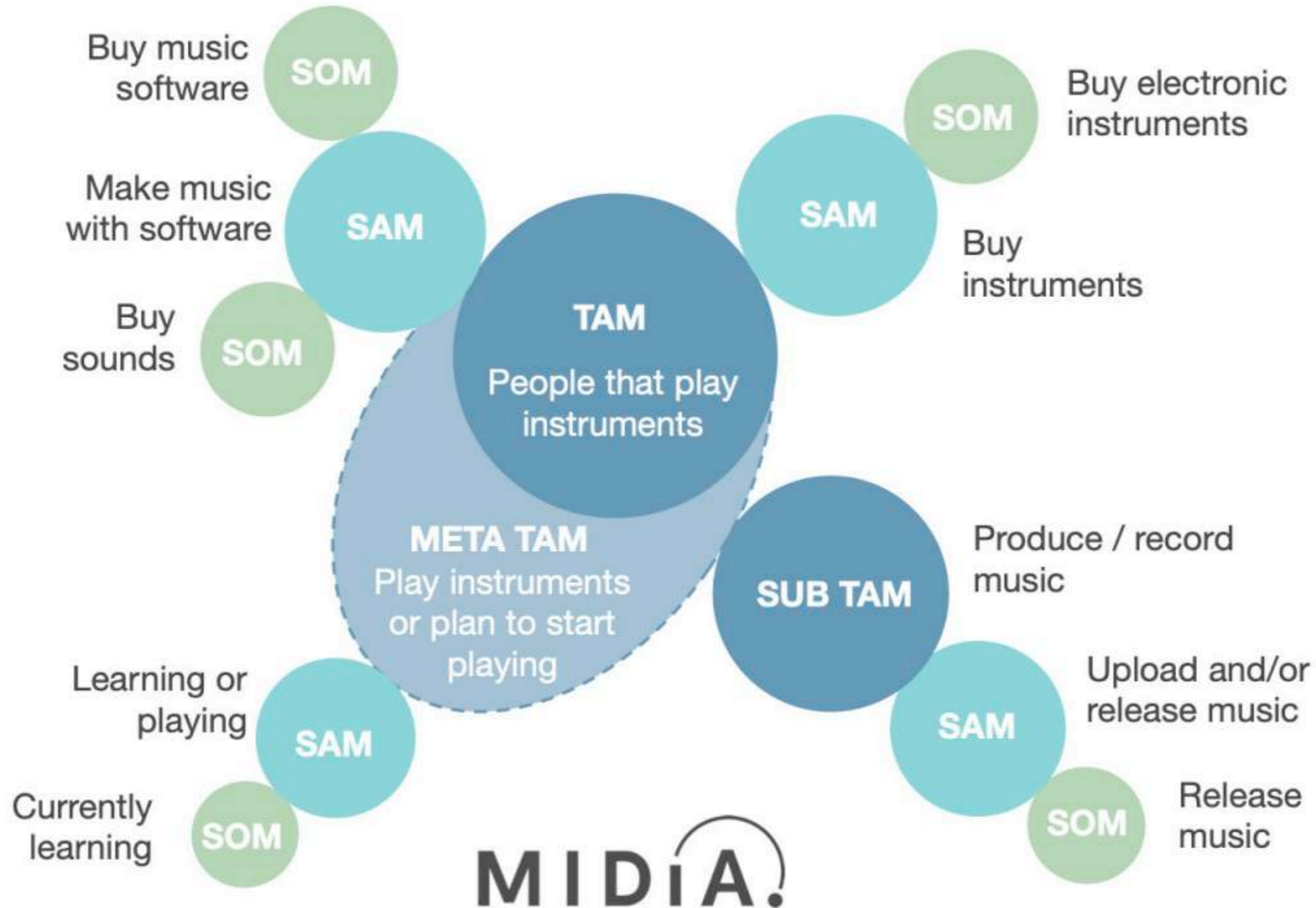
MUSIC SOFTWARE

MUSIC SOUNDS

MUSIC LEARNING

MUSIC HARDWARE

ARTIST SERVICES



The New Creator Economy



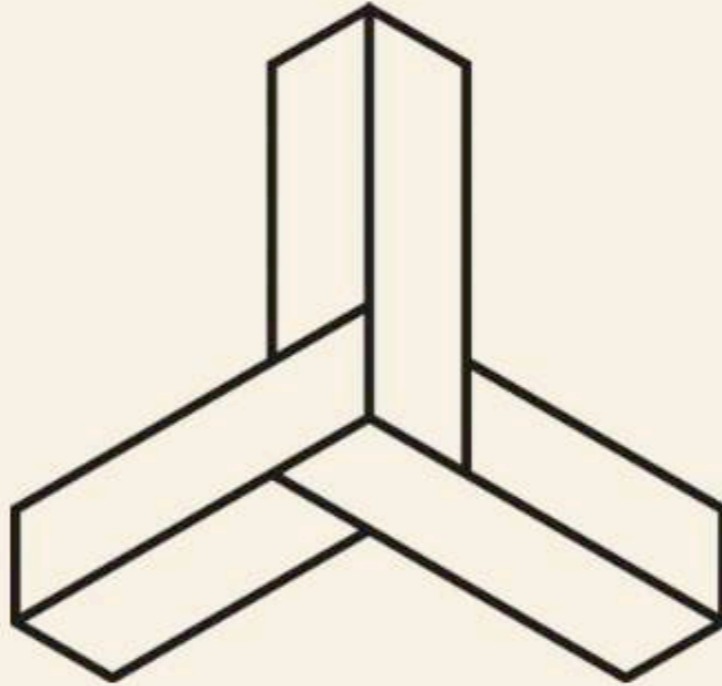
Ownership

Blockchains enable creators to truly own their digital content.



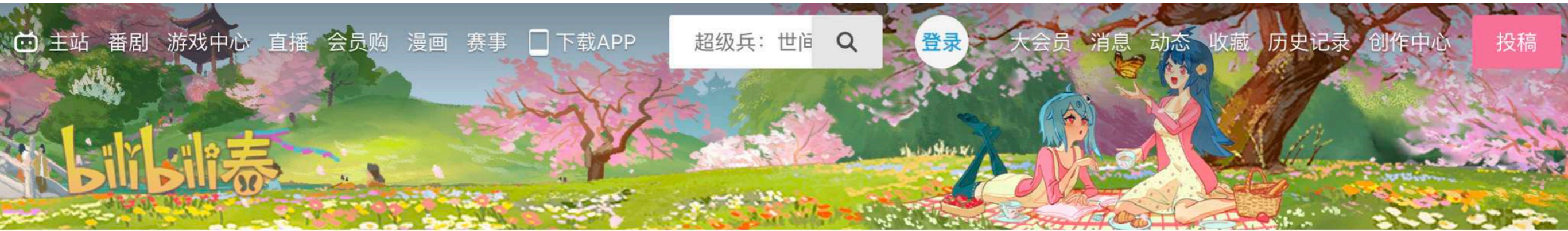
Monetization

Web3 enables creators to earn their fair share.



Community

Fans are rewarded for their community participation.



动画 957 音乐 999+ 舞蹈 214 知识 887 生活 999+ 时尚 255 娱乐 999+ 放映厅 19
番剧 28 国创 60 游戏 999+ 数码 195 鬼畜 40 资讯 9 影视 999+ 更多

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游
知
识



快手



Pinduoduo

App store screenshots

UISOURCES



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Discount area: nine nine special sale

Time limited flash sales: 1 yuan

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PINDUODUO E-COMMERCE PLATFORM



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¥5.9 已拼10万+件

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GEN#Zendaya





Consumer journey stage	SEE	THINK		DO	CARE
Priority	4	2		1	3
Audience segment	(Anyone that could buy from you) Example: People that will own a car at some point in their life	(Anyone starting to consider buying from your industry) Example: People starting to consider buying a new car	(Anyone starting to consider buying from your industry) Example: People starting to consider buying a used car	(Anyone looking to buy from you now) Example: People comparing car insurance options	(Your existing customers)
Message(s)	[INSERT TOP-LEVEL MESSAGE]	[INSERT MESSAGING THAT MAKES THE USP'S TANGIBLE...]	[INSERT MESSAGING THAT MAKES THE USP'S TANGIBLE...]	[INSERT URGENCY-TO-ACT MESSAGE]	[INSERT RETENTION/UPSELL MESSAGE]
What we want people to think in this phase	e.g. Understand that Bank X exists and that it provides car insurance	e.g. Understand that there is no fee the first year when buying a new car	e.g. Understand that you have the lowest deductible in the market	e.g. Understand that if you order within 34h you get 3 free car washes	e.g. Understand that Bank X has been voted best car insurance by users for 3rd year in a row
KPI(s)	Awareness	Branded searches and direct traffic to site		Sales	Retention/Churn
Digital targeting & ad formats	TBD by channel (targeting often so-called "similar audiences")	TBD by channel (targeting often remarketing lists)	TBD by channel (targeting often remarketing lists)	TBD by channel (targeting often remarketing lists and direct search engine targeting)	TBD by channel (targeting often CRM systems)

K GEN = BTS + blackpink (lisa manaban





**TH1NK
FORWARD**

THE LIVEABLE WEB

**we
are
social**

A woman's face is shown in a circular frame with a jagged, pixelated purple border. The background is a solid yellow color with a large, faint, jagged purple shape on the left side.

PRIMAL

RENAISSANCE

After years of cultural sanitisation and emotional suppression, 2024 saw a return to rawness, gore, sleaze and hedonism; the social landscape is embracing messiness again.

we
are
social



LOW

STAKES

SOCIAL

With digital and IRL worlds alike beginning to overwhelm, audiences want brands to provide lighter online culture – a refuge from the emotional labour of day-to-day.

we
are
social



INTENTIONAL CONSUMERISM

As culture becomes more critical of consumerism,
people want brands to help them find more sustainable
ways to derive joy from their spending habits.

we
are
social



MODERN

MYTHMAKING

Move over, traditional media; creator-led content now leads the way in responding to (and shaping) popular culture. The result? An Easter egg web in which audiences are digging deeper into entertainment than ever before.

we
are
social

NEW

INTIMACIES

Social platforms once existed to connect us. Now they prioritise keeping us entertained. In an increasingly segregated world, audiences are craving togetherness – and pushing for a new internet that bonds us again.

**we
are
social**

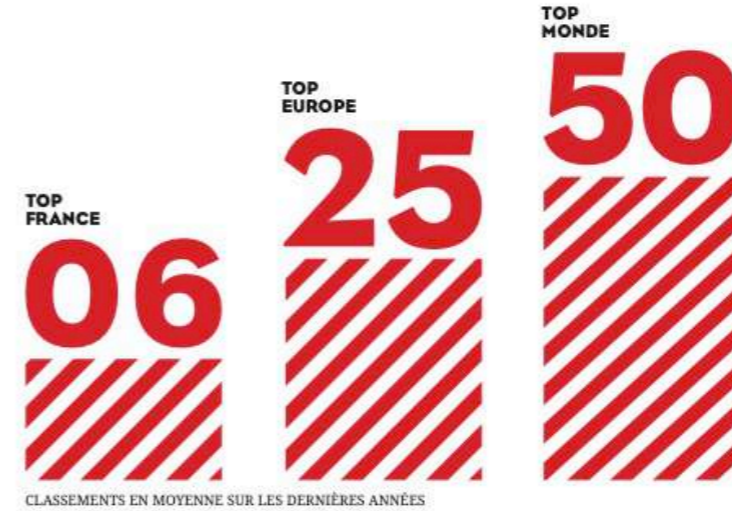




**Act
Think
Impact**



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





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Act
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