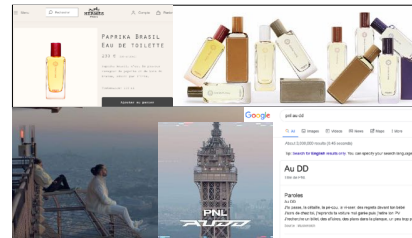
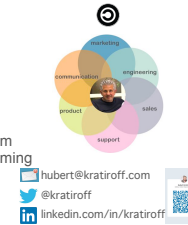


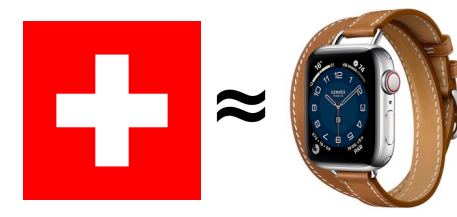
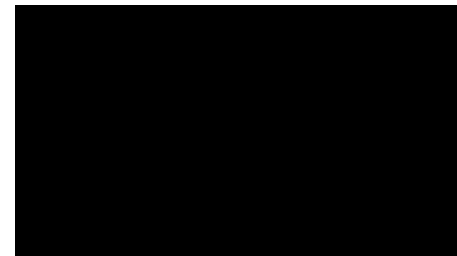


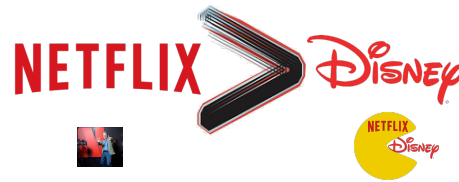
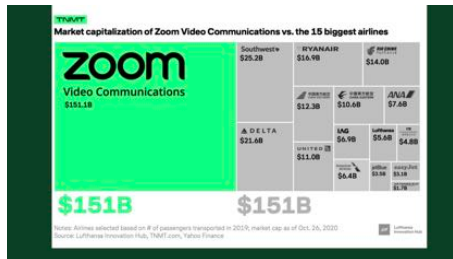
technology evangelist

full stack marketer
CDDO: chief digital/data officer
DPO: Data Protection Officer
professeur d'économie numérique
expert learn marketing, CMI, marcom
everyday writing, coding & programming



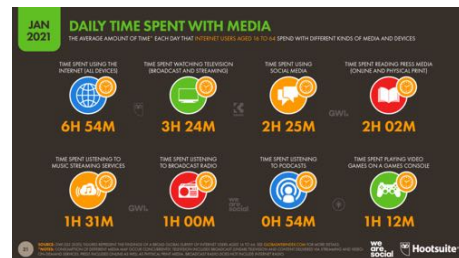
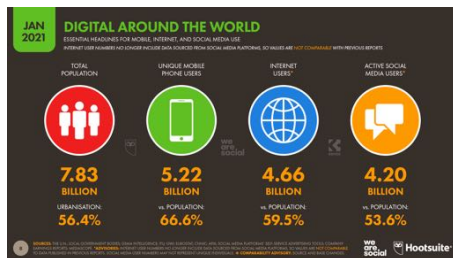
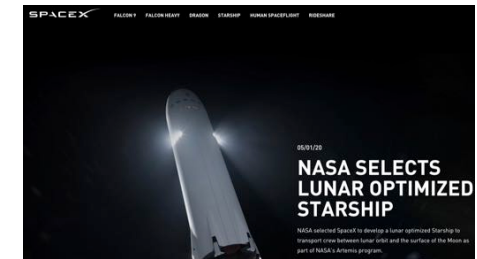
expérience
phygitale
N°1





蚂蚁金服
ANT FINANCIAL

Ranking	Ranking Group	Market Capitalization (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	276
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	195
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Shinhan	84
17	Unicredit	50
18	Barclays	47



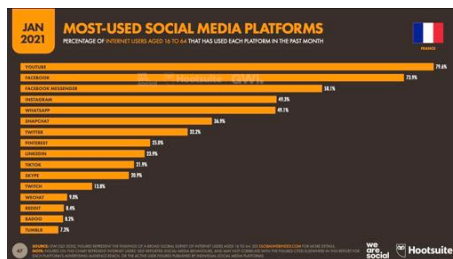
JAN 2021

TOP WEBSITES BY TRAFFIC (SEMRUSH)

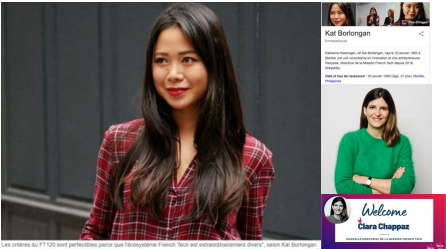
RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN NOVEMBER 2020, ACCORDING TO SEMRUSH

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	5,126,804,000	89,400,000	0.83	1.0
02	YOUTUBE.COM	899,000,000	83,000,000	0.82	1.0
03	FACEBOOK.COM	477,000,000	83,000,000	0.81	1.0
04	WIKIMEDIA.ORG	353,000,000	10,000,000	1.92	1.0
05	AMAZON.FR	443,000,000	71,700,000	0.89	1.0
06	GOOGLE.FR	408,000,000	43,700,000	0.89	1.0
07	UNICOM.FR	34,000,000	40,000,000	0.80	1.0
08	ORANGE.FR	30,000,000	34,700,000	0.81	1.0
09	FORUMS.COM	18,700,000	30,000,000	0.87	1.0
10	PROGRAMME TV.FR	14,000,000	13,000,000	0.84	1.0
11	WWE.COM	10,000,000	10,000,000	0.81	1.0
12	COMPTON.COM	10,000,000	10,000,000	0.81	1.0
13	QUEST.FRANCE.FR	10,000,000	10,000,000	0.81	1.0
14	LEFIGARO.FR	10,000,000	10,000,000	0.81	1.0
15	WIKIMEDIA.ORG	10,000,000	10,000,000	0.81	1.0
16	FRANCEINTERVIEW.FR	10,000,000	10,000,000	0.81	1.0
17	QUEST.FRANCE.FR	10,000,000	10,000,000	0.81	1.0
18	ORANGE.FR	10,000,000	10,000,000	0.81	1.0
19	WIKIMEDIA.ORG	10,000,000	10,000,000	0.81	1.0
20	WIKIMEDIA.ORG	10,000,000	10,000,000	0.81	1.0

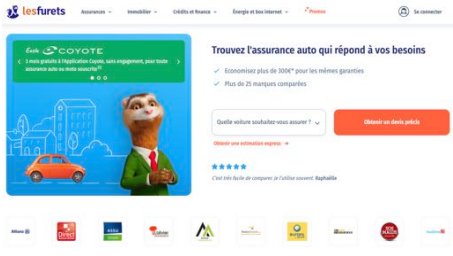
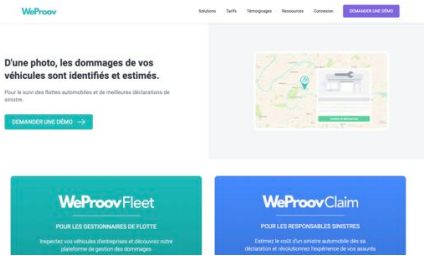
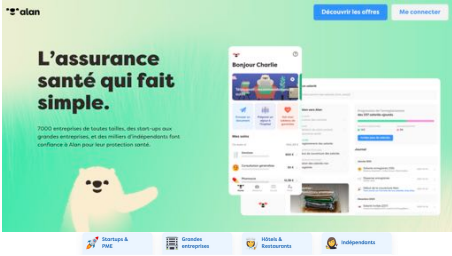
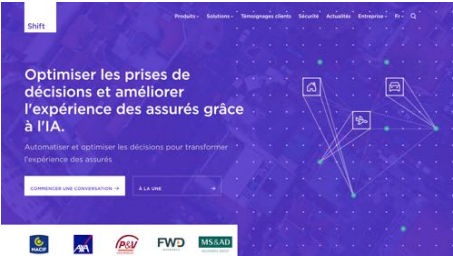
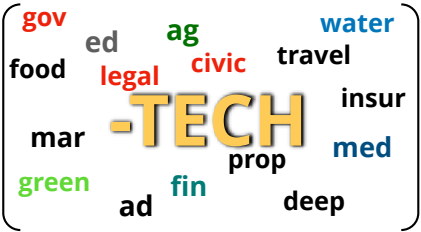
WE ARE SOCIAL | HOOTSUITE



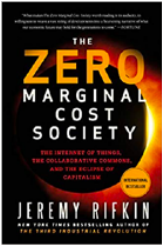
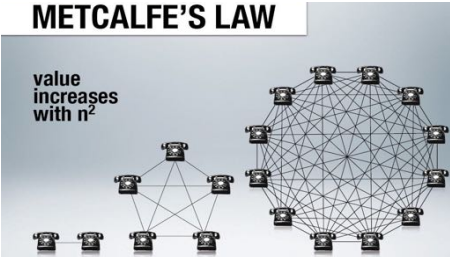
Qui disrump
les BATXBDH ?



DNVB



Vin Cerf
Tim Berners-Lee
Metcalf
Moore
Rifkin



DEF

Numérique
 invention, technologie, recherche, technique,
 scientifique, code, brevet...

Digital
 innovation, utilisation, usage, assistance,
 commande, clic, relation homme-machine...

Cyber
 sécurité, protection, hacker, virus, espionnage,
 militaire, défense, bureau des légendes





Numérique

Digital

Cyber

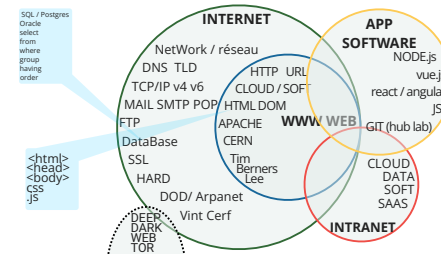
1

2

3







Digital
Numérique
Cybernétique
Éthique

=
 =
 =

DATA
 contrôle
INDIVIDUEL
 personnalisation
Politique
 moral

Méfiez-vous des recettes des années 60

4P de Jerome McCarthy (1960)
 Produit - Prix - Promotion - Place
 5B de Charles Kepner (1955): **BON** -
 produit prix endroit moment quantité
 SWOT de Humphrey (1970)
 CAP Caractéristique Avantage Preuve
 cognitif / conatif / affectif
 SONCAS / AIDA



Harvard Business Review



The New Basics of
MARKETING









marketing

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



The best marketing strategy ever :

« **CARE** »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

“**MARKETING**
IS NO LONGER ABOUT
the stuff you make
BUT ABOUT THE
STORIES,
you tell.”

— Seth Godin

your
happiness
is my
business



FKLG.
 bref, j'fais des cours

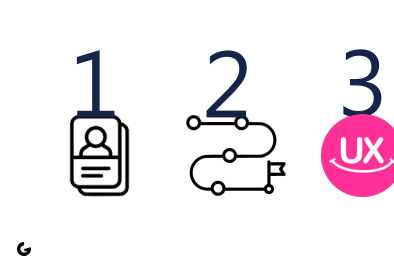
1/
marketing de
l'offre

Offre initiale (solution)
Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

Persona
Carte empathie
Problèmes réels
Value proposition
Offre
(solution qui résout le problème)
Distribution

2/
marketing de la
demande





- 1** customer obsession
user centric
besoin utilisateur
pain point / problème
collaborateur
manager / équipe
cible / segment
GEN BXYZ
proposition de valeur
- 2** parcours
journey
point de contact
touchpoint
publicité / SAV
téléphone
conversation
- 3** expérience
sans couture
sans défaut
sans friction
différentiation
offre
pain killer
candy
vitamine

- 1** Le WEB sans cookie,
nous oblige à reconnaître nos
utilisateurs
- 2** ...
- 3** ou à les perdre !

UX > CX
nombre
plus de user que de client

CX > UX
qualité
plus de contact avec les
clients

- 1** Un utilisateur (a des attentes b2b b2c interne)
- 2** rencontre Samsung (points de contact)
- 3** dans un parcours enchanté (pas de friction, pas de couture, pas de défaut)



~~SWOT~~

VUCA

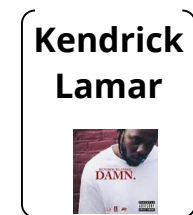
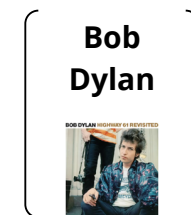
~~SWOT~~ Volatilité
Incertitude
Complexité
Ambiguïté

VUCA

HBR 2014

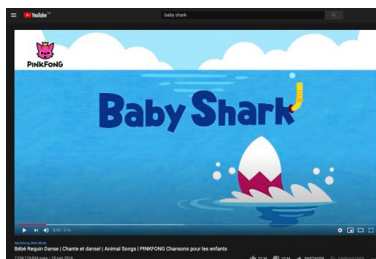
complexity Characteristics: The situation has many interconnected parts and variables. Some information is available, but it is not necessarily practical. The situation is often off to the side, and it can be overwhelming to process. Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values. Approach: Restructure, bring on or dismiss specialists, and build up resources adequate to address the complexity.	volatility Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it is not necessarily avoidable. The challenge often is often avoidable. Example: Your business after a natural disaster takes a supplier off-line. Approach: Build in slack and reserve resources to prepare for the future. Develop a contingency plan for the future.
ambiguity Characteristics: Critical relationships are completely unclear. No precedents exist, and the future is uncertain. Example: You decide to enter into a new market or emerging market, but you have no clear path forward. Approach: Experiment. Understand the market and the future. Build up resources to test the market, and then it. This works best in a market where the future is uncertain.	uncertainty Characteristics: Despite a lack of other information, the event's cause and effect are known. Change is predictable and not a given. Example: A competitor is pending product launch that may change the future of the business and the market. Approach: Invest in information-gathering, and then it. This works best in a market where the future is uncertain.

HOW MUCH DO YOU KNOW ABOUT THE FUTURE?



PSY 4 milliards de vues
YouTube : 6M€ de droit +





Entrepreneur du
mieux-vivre

**Tout est possible,
très vite, très fort**

Il nous faut une nouvelle réflexion pour aborder
avec succès ce nouveau monde et intégrer pour
le bien de tous le progrès.
No.Limit

   Entrepreneur du
mieux-vivre