

**AGIR CHAQUE JOUR
DANS VOTRE
INTÉRÊT**



**ET CELUI DE LA
SOCIÉTÉ**



DIGITAL MINDSET
18 mars 2021
CASRA



cycle
DM
#digitalmindset

@kratiroff | © 2021

technology evangelist



hubert@kratiroff.com

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



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

UX

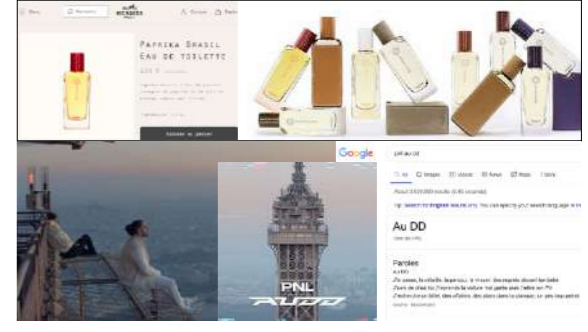


**UX
CX
EX**

SX

k ∞ Ql x t x At

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**expérience
phygitale
N°1**




les nouveaux marketing .com/ digitalmindset

premier site sur recherche Google (SEO) :



GEM digital mindset ou digital mindset conference




UX

lesnouveaux marketing.com/ digitalmindset


ou Google : GEM digital mindset OU digital mindset conference

Michel Houellebecq
La carte et le territoire

PRIX GONCOURT 2010

Flammarion




XUE



La définition du mot "Crise" en chinois

危机

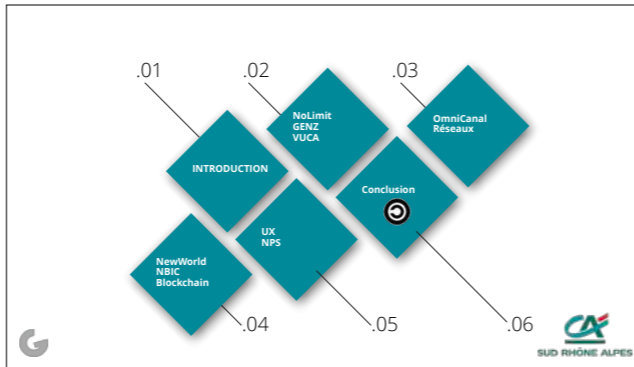
DANGER OPPORTUNITE

Le mot CRISE est composé de deux caractères. Le premier caractère « danger » représente un homme au bord d'un précipice. Le second, souvent associé au vocabulaire des machines, signifie opportunité / chance lorsqu'il est associé à :

La sémantique chinoise est dans ce cas plus positive en évoquant le caractère favorable que peut représenter une crise pour une organisation.

#neWWorld





EP01

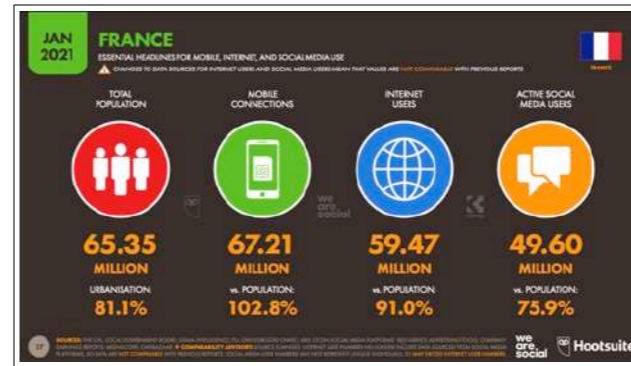
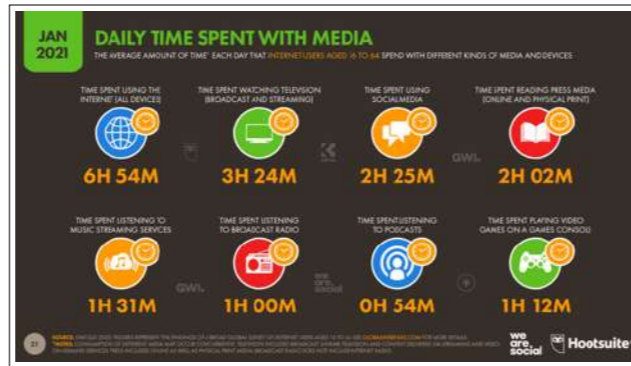
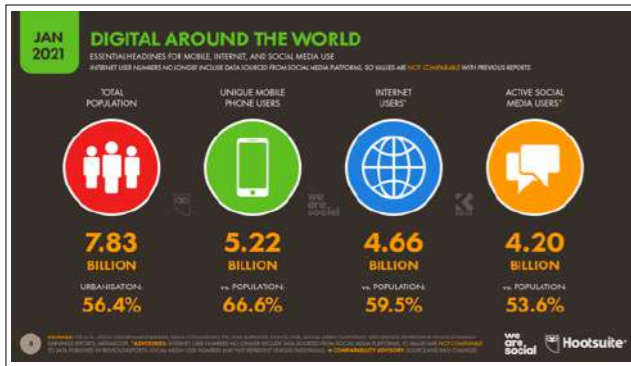


EP01



Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	395
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
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	Sberbank	84
17	UnionBank	50
18	Barclays	47



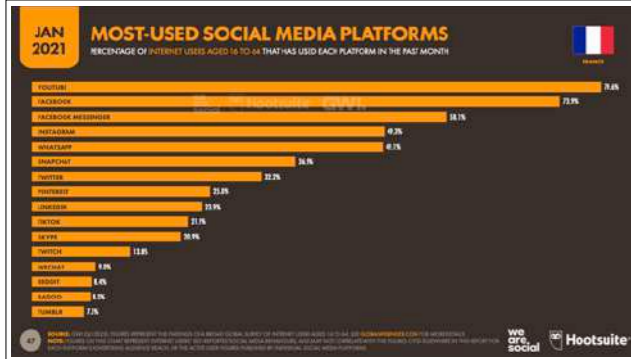


JAN 2021 TOP WEBSITES BY TRAFFIC (SEMRUSH)

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

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2,118	95,441	244.443	4.83
02	YOUTUBE.COM	1,904	43,741	306.403	3.22
03	FACEBOOK.COM	877M	43,254	234.233	4.31
04	WIKIPEDIA.ORG	852M	10,194	84.163	1.92
05	AMAZON.FR	442M	72,774	129.305	4.99
06	GOOGLE.FR	428M	42,774	199.142	2.09
07	LEMONDE.FR	346M	43,334	184.315	4.00
08	COMPTON.FR	243M	24,774	128.413	4.13
09	FORNEXAL.COM	147M	14,204	124.395	4.97
10	PROGRAMME.FR	146M	13,204	124.395	2.44
11	LECOM	144M	14,814	84.125	4.11
12	CELEBRITY.COM	141M	41,814	84.485	4.97
13	QUEST.FRANCE.FR	130M	31,814	84.065	2.19
14	UNIGAR.FR	128M	39,774	114.185	2.18
15	WHDOL.FR	127M	21,314	124.315	2.93
16	FRANCISCOM.FR	117M	29,314	44.305	1.87
17	CREDIT-AGRICOLE.FR	110M	15,814	84.233	2.54
18	COMPTON.FR	108M	20,774	249.085	2.22
19	AMANTON.COM	107M	22,314	84.485	2.04
20	BEYONCE.COM	104M	22,314	174.295	2.29

WE ARE SOCIAL | HOOTSUITE

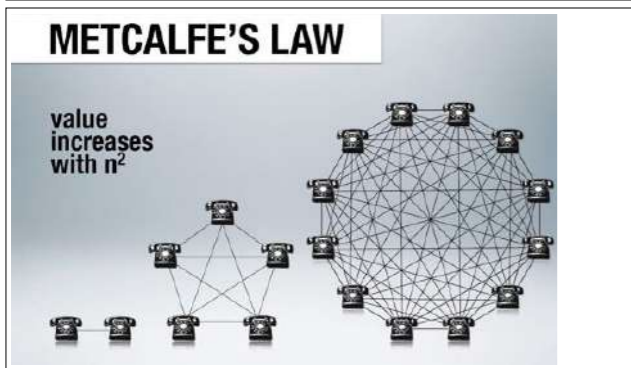


thingonomics (IOT) economics expectation GIG
 blue sha | ring new
 micro macro
 offre **economy** neuro
 platform nudge gift
 barter collaborative market
 attention comportementale

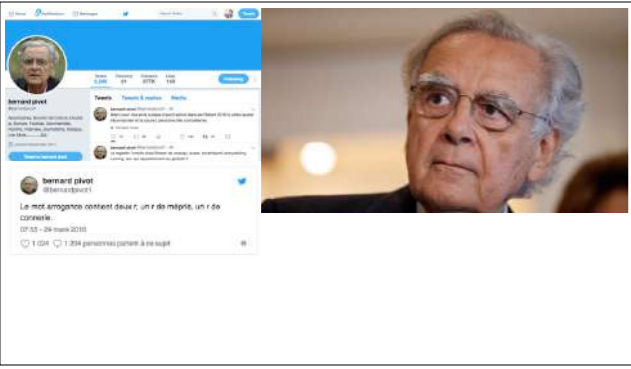
GAFA

GAFA MSH
 Google Amazon Facebook Apple Microsoft Salesforce Huawei
 NATU BEY
 Netflix Airbnb Tesla Uber Booking Expedia Yandex
 BATX BDH
 Baidu Alibaba Tencent Xiaomi ByteDance DJI Hikvision

Qui disruipte les BATXBDH ?

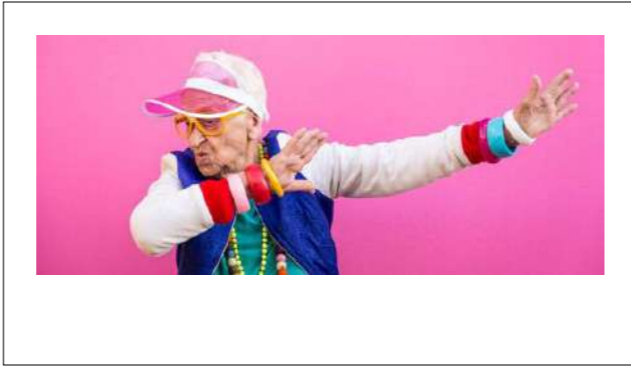


Lost ... Greatest ... Silent **GEN XYZ +**
 BabyBoomer (1940 - 1965 +/- 6 ans)
 GenX (1955 1985 +/- 6 ans)
 GenY = Millennials (1979 1999 +/- 5 ans)
 GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)
 alphaGen = 2008 - 2020 ?
 SingularityGeneration = 2018 - 2030 ?
MARS Gen = ?



GenX 1995 : web et internet
 GenY 2010 : mobile
 GenZ 2015 : living services

source : Google, Accenture



1995 : information
 2000 : e-commerce
 2005 : relation
 2010 : mobile / smartphone
 2015 : services
 2020 : blockchain (use case NFT)

source : Google, Accenture



If you're not on Google,
 You don't exist

#GenX

Nouvelles
 Attentes
 Pourquoi se contenter du
 minimum ?

Si vous n'êtes pas dans Google,
 vous n'existez pas !

TECHNOLOGIE & MÉDIAS | 9

#GenX



LS
 Living Services

#GenZ

THE DIGITISATION
 OF EVERYTHING
 +
 LIQUID EXPECTATIONS

OUR HOMES
 OUR BODIES
 OUR FAMILIES
 OUR EDUCATION
 OUR WORK
 OUR TRANSPORT
 OUR FINANCES
 OUR SHOPPING





Un client ça ose tout

Les lois de Michel Audiard



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


VU EN COURS

Harvard Business Review



The New Basics of **MARKETING**

~~4P~~



AGIR CHAQUE JOUR DANS VOTRE INTÉRÊT ET CELUI DE LA SOCIÉTÉ



carvif


Je Me Déconnecte Pour La Planète

Aujourd'hui, pas de Black Friday, on déconnecte!

Pour la 3^{ème} année, Carnif se déconnecte pour la planète ! Un boycott pour cause d'urgence climatique. Une façon d'être totalement aligné avec nos valeurs pour préserver notre planète.

Mais pour nous, déconnecter n'est pas une action. Alors, aujourd'hui, on vous propose de ne pas acheter et de faire un geste bon pour vous et la planète.


RENDEZ-VOUS SUR LE SITE : POUVONS-NOUS ?



marketing

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

Smiley face with a globe as a face = €



~~SWOT~~



VUCA

~~SWOT~~ Volatilité
Incertitude
Complexité
Ambiguïté

VUCA

HBR 2014

Nathan Bennett et James Lemoine
"What VUCA Really Means for You," Harvard Business Review, 01/2014.

<p>complexity</p> <p>Characteristics: The situation has many interconnected parts and conditions. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.</p> <p>Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.</p> <p>Approach: Restructure, integrate or develop specialists, and build up resources adequate to address the complexity.</p>	<p>volatility</p> <p>Characteristics: The challenge is unexpected or unstable and has local or systemic duration, but it's not necessarily hard to understand; knowledge about it is often available.</p> <p>Example: From Hurricane after a natural disaster takes a supplier off line.</p> <p>Approach: Build in slack and devote resources to preparation for historic, stochastic or cyclical events. These risks are typically repetitive, your investment should match the risk.</p>
<p>ambiguity</p> <p>Characteristics: Cause-and-effect relationships are completely unclear. No precedents exist, you face "unknown unknowns."</p> <p>Example: You decide to enter into innovative or emerging markets or to launch products outside your core competencies.</p> <p>Approach: Experiment, understand the cause and effect, manage generating expectations or of being them. Develop your capabilities so that a future success can be readily applied.</p>	<p>uncertainty</p> <p>Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not given.</p> <p>Example: A competitor is pushing product launch earlier than planned for your business and the market.</p> <p>Approach: Invest in information—collect, interpret, and share it. This is based on connections with structural changes, such as adding information, making networks, that can reduce ongoing uncertainty.</p>



VUCA

VOLATILITY
Events, trends and customer behavior are changing, but the lack of stability and predictability.


UNCERTAINTY
The customer changes in an unpredictable way, the potential upside is substantial, but the downside is significant. The customer is not always what you expect.

COMPLEXITY
In understanding these interconnected parts, the customer is both in the eye of the storm and the storm. The customer is not always what you expect.


AMBIGUITY
The customer is changing, but the cause is unclear. It's the best of all worlds.



Bob Dylan



Kendrick Lamar



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





EPO2



EPO2

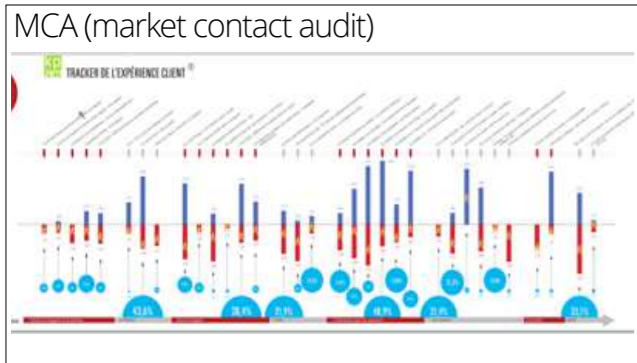
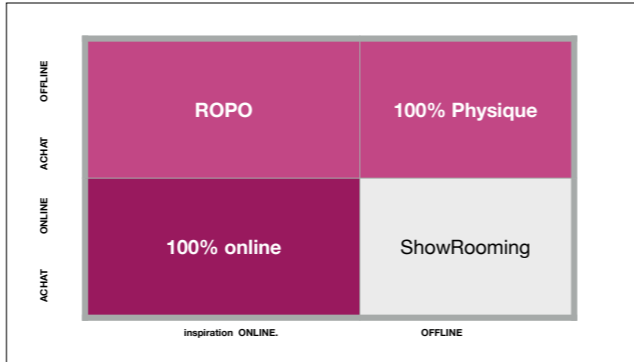


OMNI CANAL

MonoCanal
MultiCanal
CrossCanal
OMNICANAL

multi
cross
omni

« MULTI » « CROSS » « OMNI »



Le SCM (supply chain management) est l'élément critique de toute stratégie omnicanal :

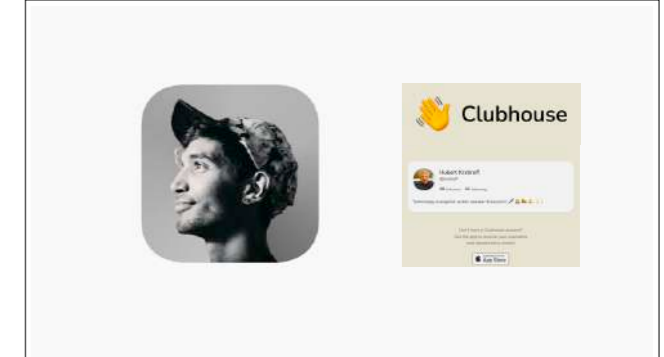
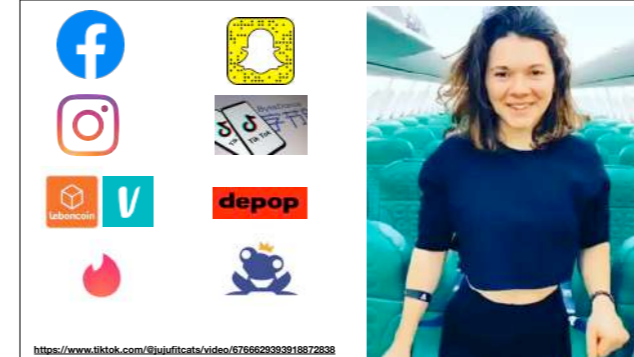
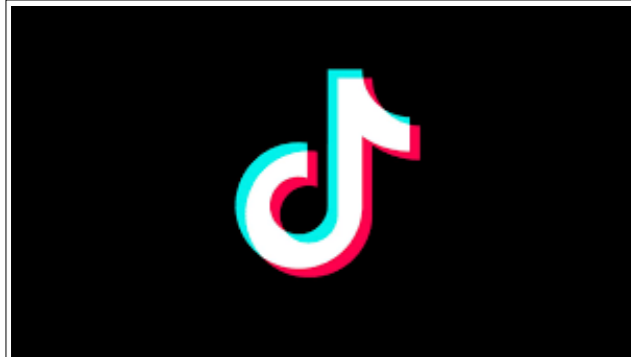
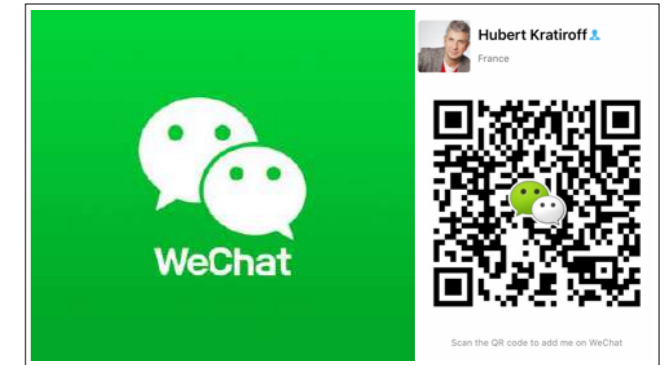
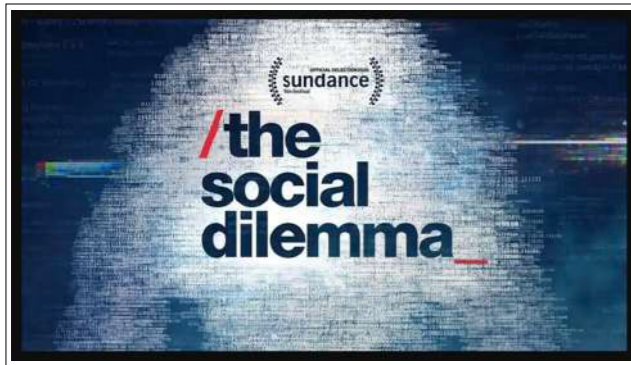
- service ★★★★★
- produit sur mesure ★★★★★
- produit standard ★★★★★
- produit complexe ou coûteux ★★★★★



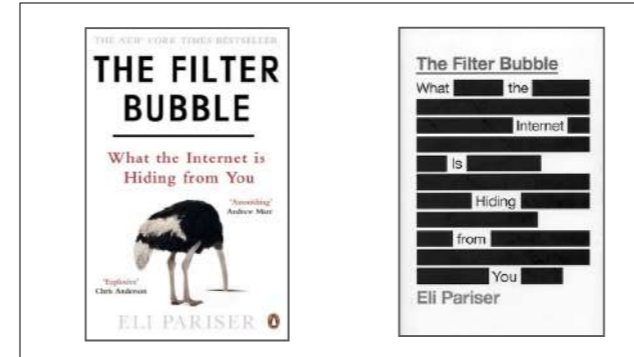
Ucommerce

Le retail est mort,
vive le néo-retail !

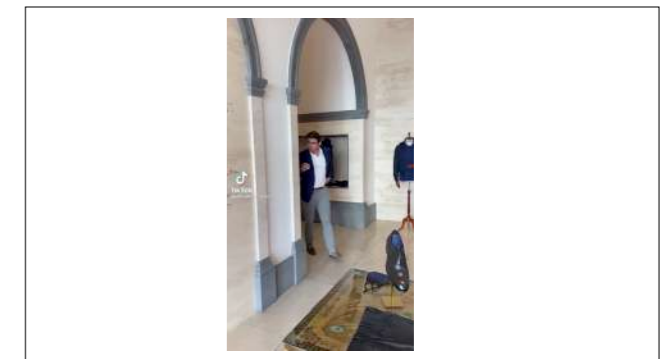
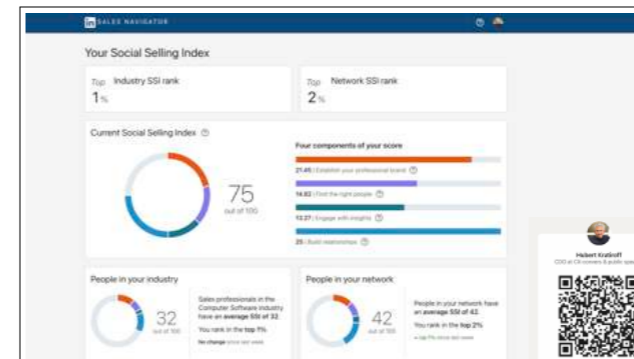
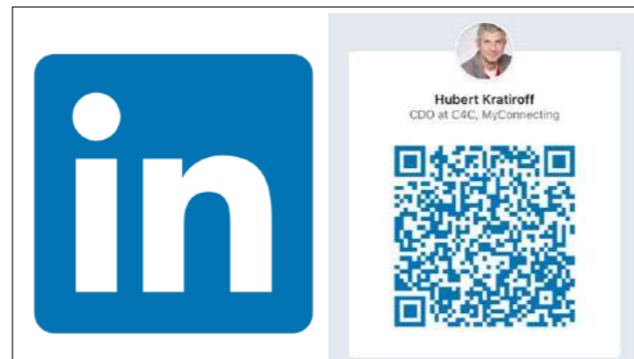
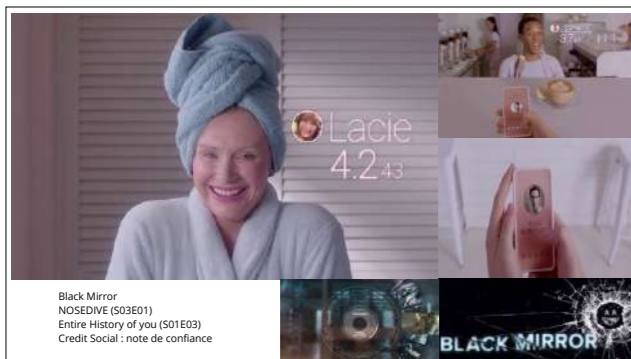
RETAILTAINMENT



filter bubble (n.) -
a situation in which an Internet user encounters only information and opinions that conform to and reinforce their own beliefs, caused by algorithms that personalize an individual's online experience.

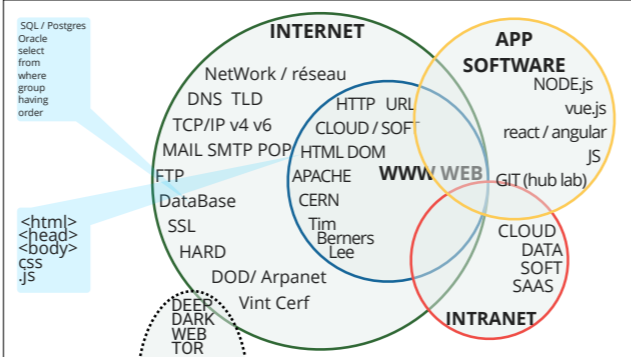
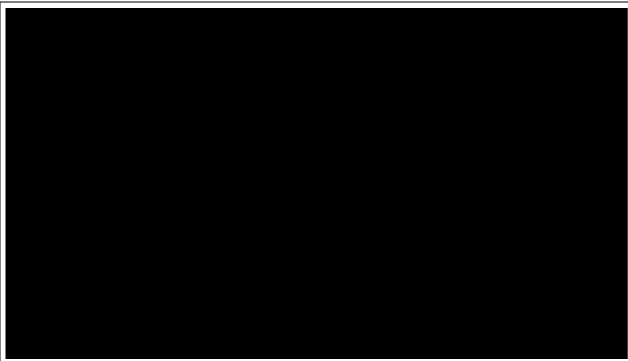


marketing
d'influence





EPO3



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

LE BUREAU DES LEGENDES

1 2 3

Numérique

Digital

Cyber

LE BUREAU DES LEGENDES

Numérique
Digital
Cybernétique
Moral

=

DATA
contrôle

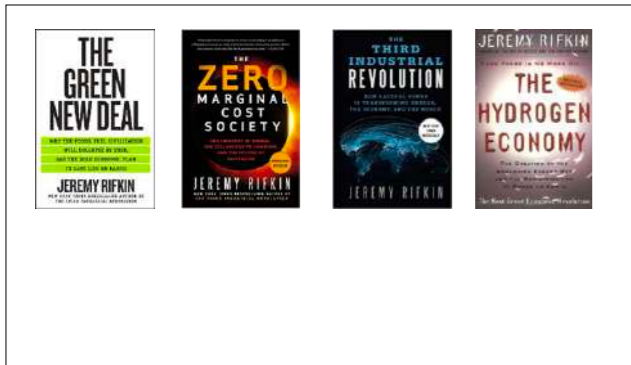
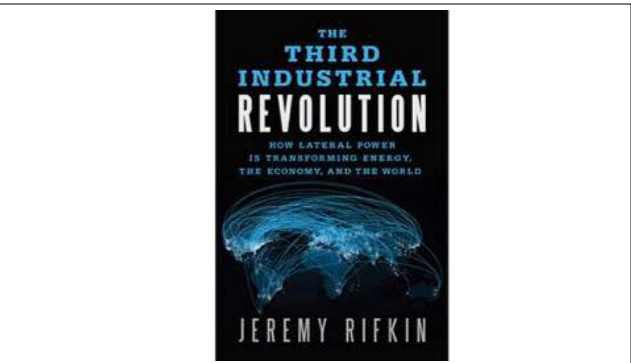
INDIVIDUEL
personalisation

Éthique
politique

4ème révolution industrielle

Vapeur + moteur
Électricité
Informatique
IA

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcWEAE/explore/summary>



3ème révolution industrielle

Vapeur + moteur
Électricité
NBIC

Michel SERRES
-3000 écriture
1450 imprimerie/chiffre
2000 NBIC


Luc FERRY
1800 Vapeur
1900 Électricité
2000 NBIC

petite poucette michel serres


LA RÉVOLUTION TRANSHUMANISTE Luc Ferry

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

Gutenberg



Zuckerberg Sandberg





JEAN-LOUIS MISSIKA
PIERRE MUSSEAU


Des robots dans la ville

Tallandier

COMMENT LES VOITURES AUTONOMES VONT CHANGER NOS VIES

airbnb
la ville ubérisée






NBIC


NBIC

Nano (techno, matériaux)

Bio (techno, mimétisme)

Informatique (IOT, 3Dprint, Blockchain, Quantique, Algorithmique)

Cognitif (IA, ML, MOOC, edTech, apprentissage adaptif)





BLOCKCHAIN REVOLUTION: FINALLY! MUSICIANS WILL BE COMPENSATED FAIRLY FOR THE VALUE THEY CREATE!

KEYNOTE PRESENTATION

BLOCKCHAIN REVOLUTION

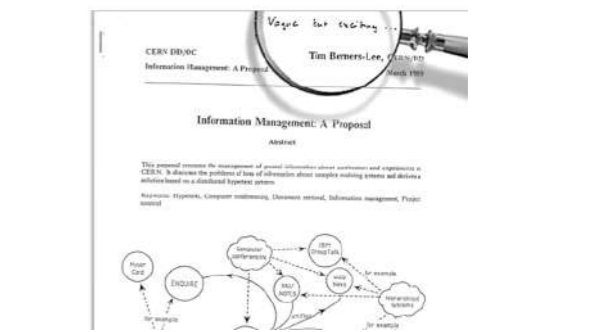
HOW THE TECHNOLOGY BEHIND BITCOIN IS CHANGING MONEY, BUSINESS, AND THE WORLD

DON TAPSCOTT
BESTSELLING AUTHOR OF VISIONWARE
and **ALEX TAPSCOTT**



Information Management: A Proposal

Abstract



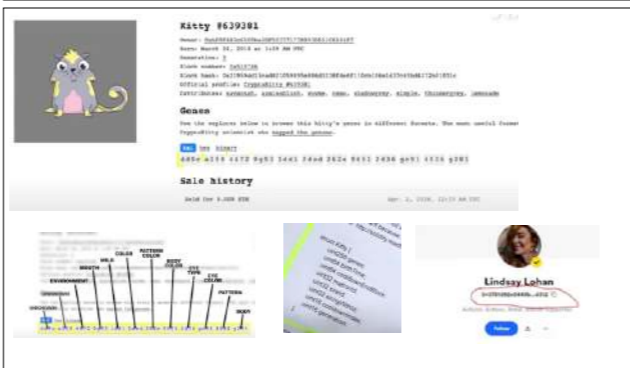

Perspectives après travaux supervisés par le cabinet d'architectes Groupe Franc de l'hôtel particulier Anna. Le premier immeuble vendu sur le blockchain en France. *Credits photo : Groupe Franc Architectures*

La vente de l'hôtel particulier Anna, situé à Boulogne-Billancourt, est la première en France à avoir été intégralement numérisée et dématérialisée. Et ainsi l'immobilier devient «liquide». Explications.

Kitty #639281


Genes

Sale history




Blockchain

M. R. avec AFP



Détail d'un collage de l'artiste américain Beeple, vendu pour 69,3 millions de dollars. - Capture d'écran - Christos



Beeple 69 millions
Blockchain
NFT non-fungible
tokens

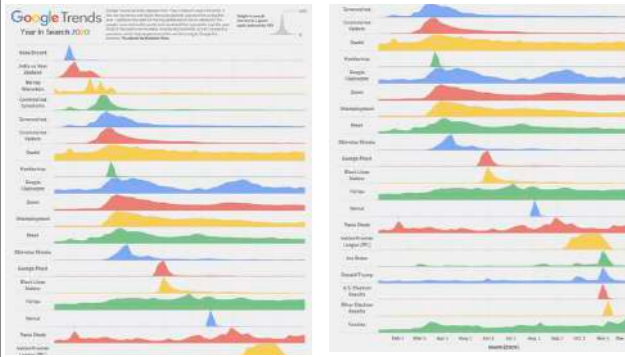
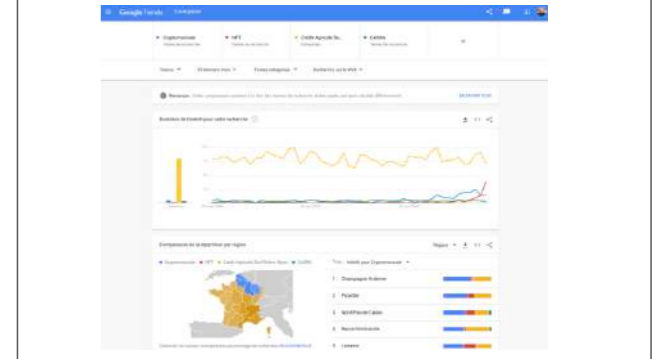
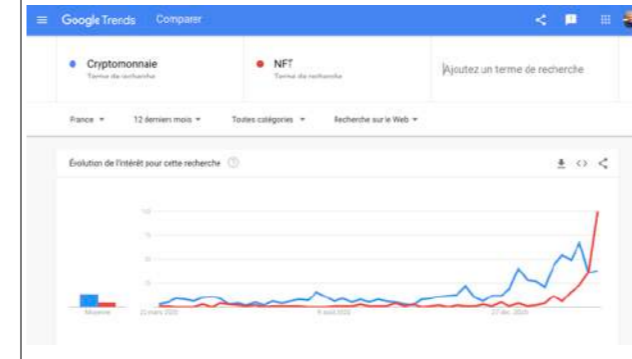
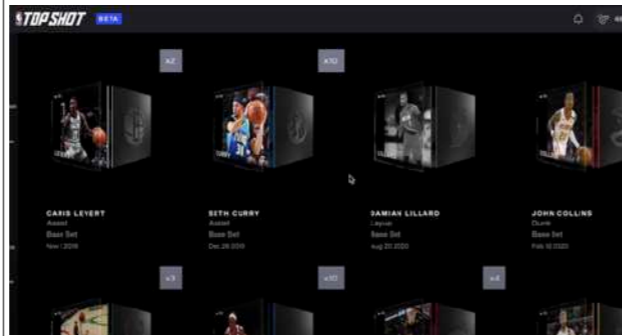
just setting up my twtr



CryptoPunks



nyan cat



Banksy

Predefined Values:

Click the Satoshi value below to use that value above.

- 1 Satoshi = 0.00000001 ₿
- 10 Satoshis = 0.00000010 ₿
- 100 Satoshis = 0.00000100 ₿ = 1 Bit / µBTC (you-bit)
- 1,000 Satoshis = 0.00001000 ₿
- 10,000 Satoshis = 0.00010000 ₿
- 100,000 Satoshis = 0.00100000 ₿ = 1 mBTC (am-bit)
- 1,000,000 Satoshis = 0.01000000 ₿ = 1 cBTC (bitcent)
- 10,000,000 Satoshis = 0.10000000 ₿
- 100,000,000 Satoshis = 1.00000000 ₿

≈ diem

Native Currency

Economic Incentive System
'Monetary Policies' vary widely



- Bitcoin - BTC
 - Created through Coinbase Transaction in each block
 - 'Monetary Policy' preset in Bitcoin Core
 - Creation originally 50 Bitcoin per block
 - Reward halves (1/2s) every 210,000 blocks
 - Currently 12.5 BTCs created per block – thus 'inflation' 4.1%
 - Currently 17.3 million BTC; capping at 21 million BTC in 2040
 - Market based transaction fee mechanism also provided for in Bitcoin Core
- Ethereum
 - Currently 3 ETH per block – thus 'inflation' 7.4%

EP04

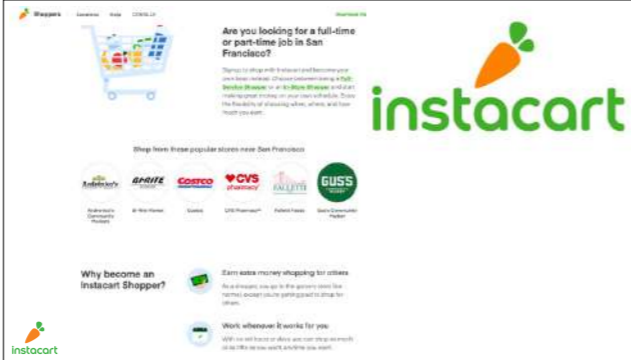
EP04

PREVIOUSLY in 180 sec

UX User eXperience User ENGAGEMENT



CONVERSATION MARKETING

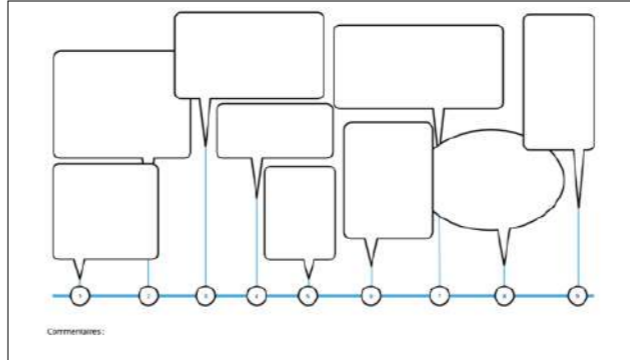
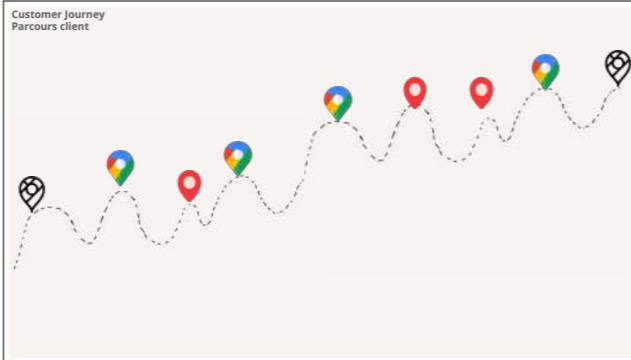


PLAN DIGITAL

Person 1 (Père utilisateur fiscal du produit ou service dans lequel le PERSONA 2 travaille)

Age	
Sexe	
État civil	
Enfant(s)	
Éducation	
Diplôme	
Première entreprise	
Occupations	
USER STORY / PAIN POINTS / PROBLÈMES	

Commentaires :

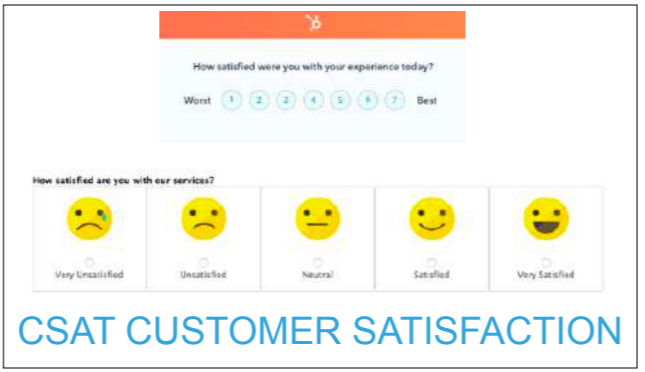
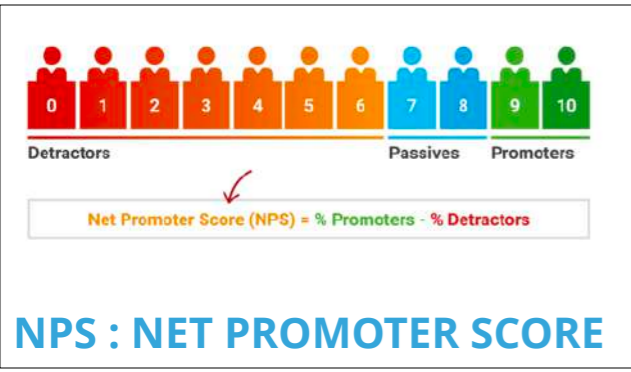


Nombre de messages	1	2	3	4	5	6	7	8	9
Type de canal									
Type de contenu									
Interaction									
Feedback									
Autre / commentaires									

KYC Know Your Customer



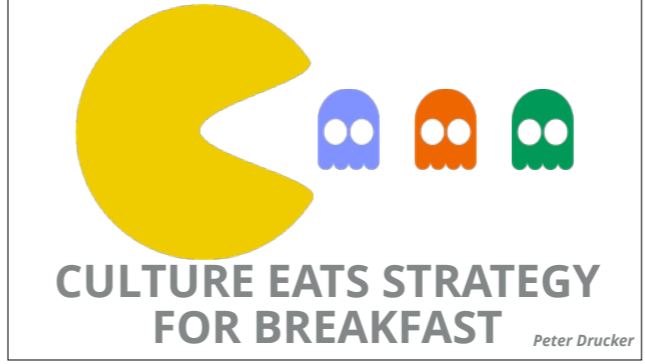
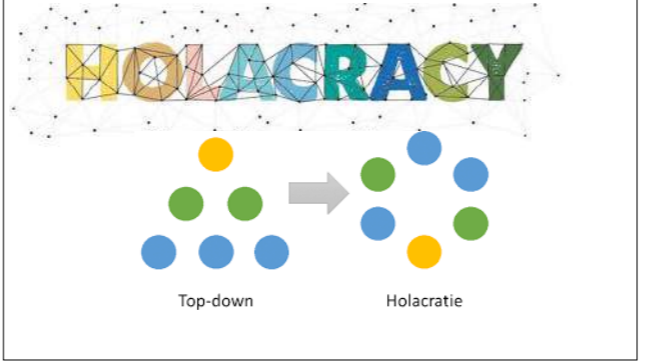
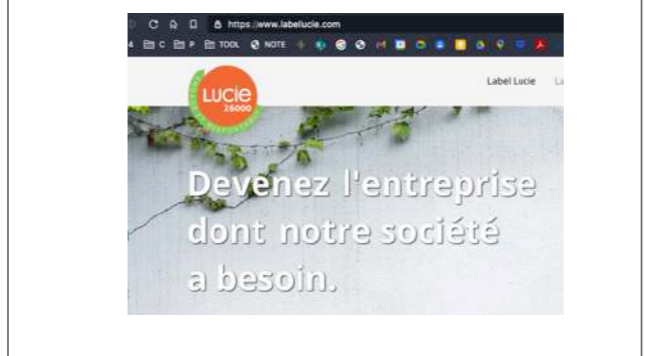
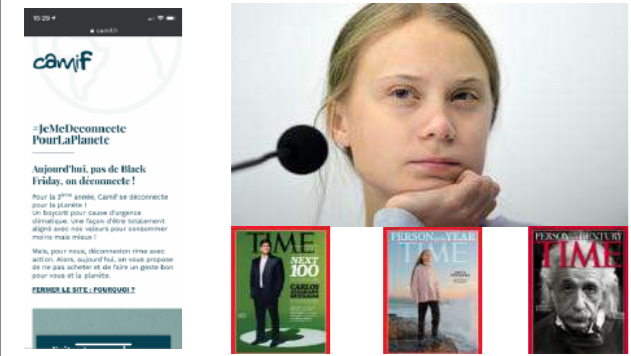
NPS Net Promoter Score



Mettre l'IA au service de l'efficacité énergétique des bâtiments

Neutre en carbone depuis 2007. Objectif zéro carbone d'ici 2030.

<https://sustainability.google/intl/fr/commitments-europe/>



UX => UE
user engagement

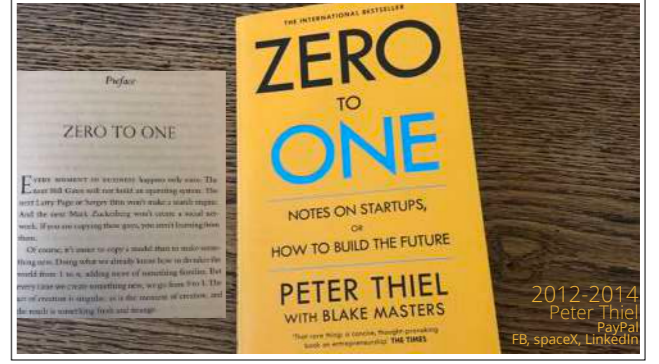
DIGITAL mindset

UX > CX

En nombre : plus de user que de client

CX > UX

En qualité : plus de contact avec les client



Les **3** étapes de toute
Innovation / rupture / révolution

1 Utopiste / étrange / ridicule

2 Impossible / dangereux

3 Évident / simple

Thiel / Aberkane

Ridicule (délai)
Dangereux (délai)
Évident (délai)



FIN

hubertkratiroff

06 80 43 29 05

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