

Les Atouts du digital

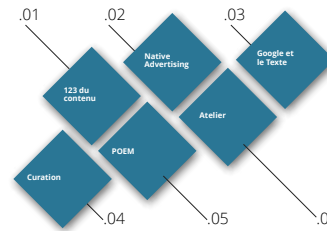


- 1
NoLIMIT
VUCA
- 2
AGILITÉ
CULTURE
- 3
MARKETING
CONTENU
- 4
PARCOURS
CLIENT UX

OPH
LA FÉDÉRATION




3-Contenu



CONTENT

\\
FOMO



1	2	3
<p>FOMO</p> <p>Infobésité Info-Snacking 10 heures Hyper Choix Digital Detox NoMoPhobie</p>	<p>BRAND CONTENT</p> <p>StoryTelling Native ad Gamification Curation Vidéo RTM / SEO</p> <p style="text-align: center;">POEM</p>	<p>LOVEMARKS</p> <p>Respect du lecteur Respect du client Fidèle au-delà du raisonnable</p> 



Infobésité
L'hyper choix de l'utilisateur

Info snacking
ou
Digital Détox
ou
Séduction/Émotion/Premium = BC

Avant / Après

PUB : faire passer un message

BrandContent : partager une expérience



« Le brand content c'est ce que devrait être la bonne publicité »

Olivier Altmann

« production de contenus nouveaux par les marques »

Hubert Kratiroff
(Les fonctions du marketing)

Content is king



Context is god



hk



Création de **contenu** :

- UGC user generated content
- experts (indépendant, marque, consultant)
- artistes (ponctuel, récurrent)
- influenceurs (...)

la marque est média

prévision 2016

...avant une
marque faisait des
pubs, aujourd'hui
elle fait des romans

HK, prévision 2017



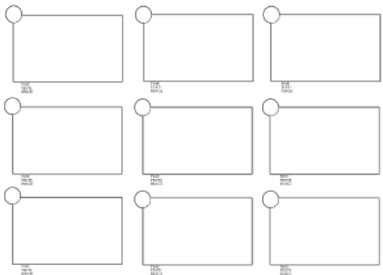
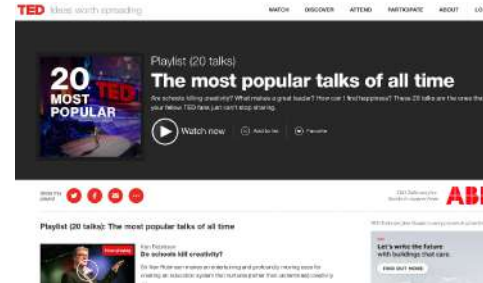
StoryTelling

NoStory : NoBusiness



Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612



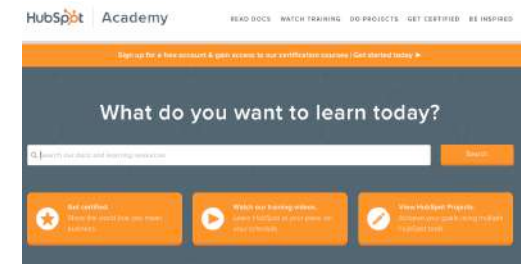
Podcasts

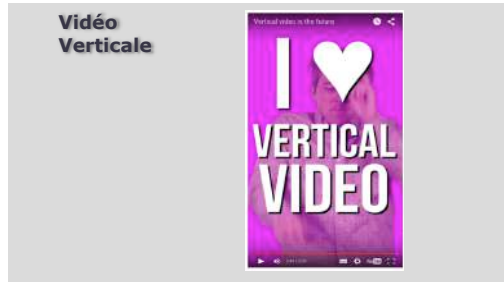
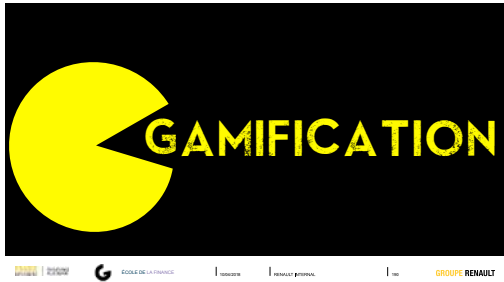


LEARN MARKETING
TENDANCE EN
PLEIN ESSOR
LE MEILLEUR
BRAND-CONTENT

IDRISS ABERKANE

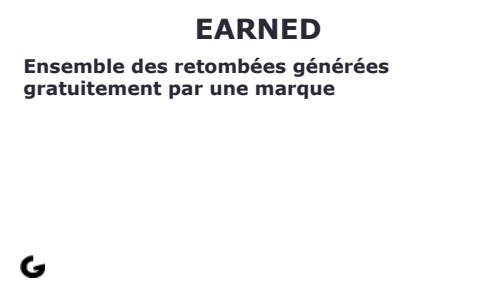
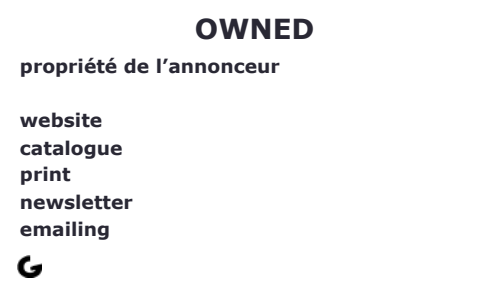
Économie
de la
connaissance



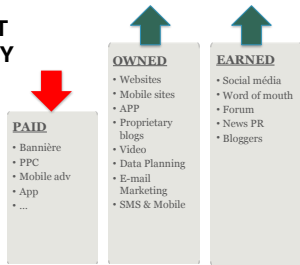


Curation de contenus

Sélection + Agrégation +
Éditorialisation + Contextualisation +
Enrichissement + Partage
=
Curation

CONTENT STRATEGY



Stop

Paid media
Media passif
Client passif

GO

Earned media
Media participatif
Client VRM

Key
TakeAways

ce qu'il faut retenir

Paid (-)
Owned (+)
Earned (++)

RWD

Responsive Web Design
Mobile First / Only
Web App

TECH for
GOOD

TECH WITH HUMANEERING IN MIND

SIDEWALK LABS

Sidewalk Labs is
reimagining cities to
improve quality of life.

So we're creating a new
type of place to accelerate
urban innovation and serve
as a beacon for cities
around the world.

SIDEWALK LABS

HOME TOURS BLOG

Investing in Innovation

We also invest in and incubate companies to develop tools that can support Sidewalk Toronto and scale to other cities around the world.

Investing in innovation

Cityblock is a leading commercial real estate technology platform in North America, and is a 2015 Entrepreneur Magazine Franchise 500 company. The New York Times named Cityblock as one of the most innovative real estate technology companies in the world.

CITYBLOCK

Investing in innovation

Coord is a leading commercial real estate technology platform in North America, and is a 2015 Entrepreneur Magazine Franchise 500 company.

COORD