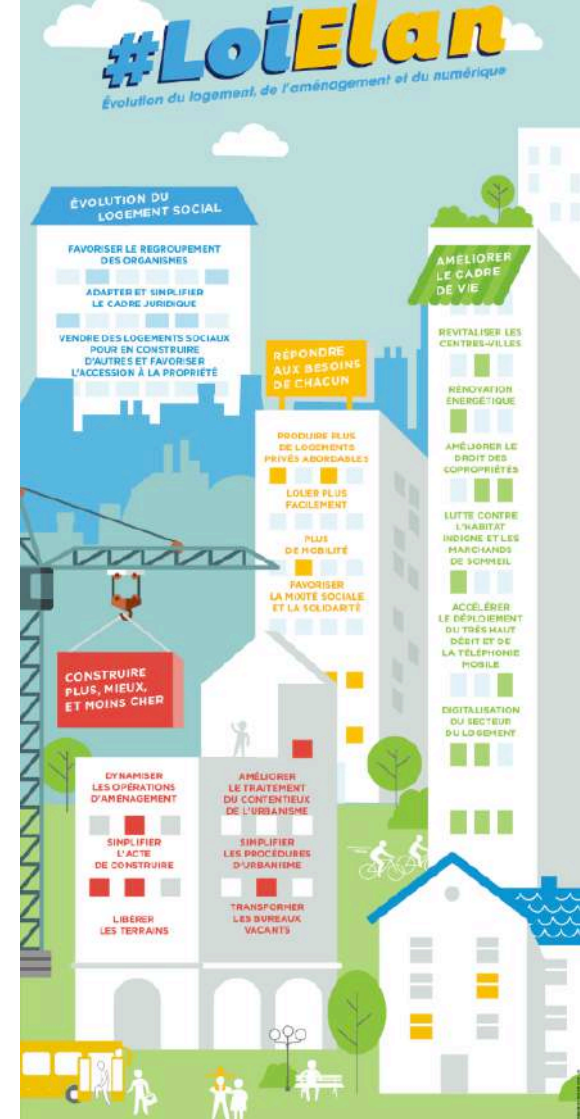


Les Atouts du digital





NO LIMIT
VUCA



AGILITÉ
CULTURE



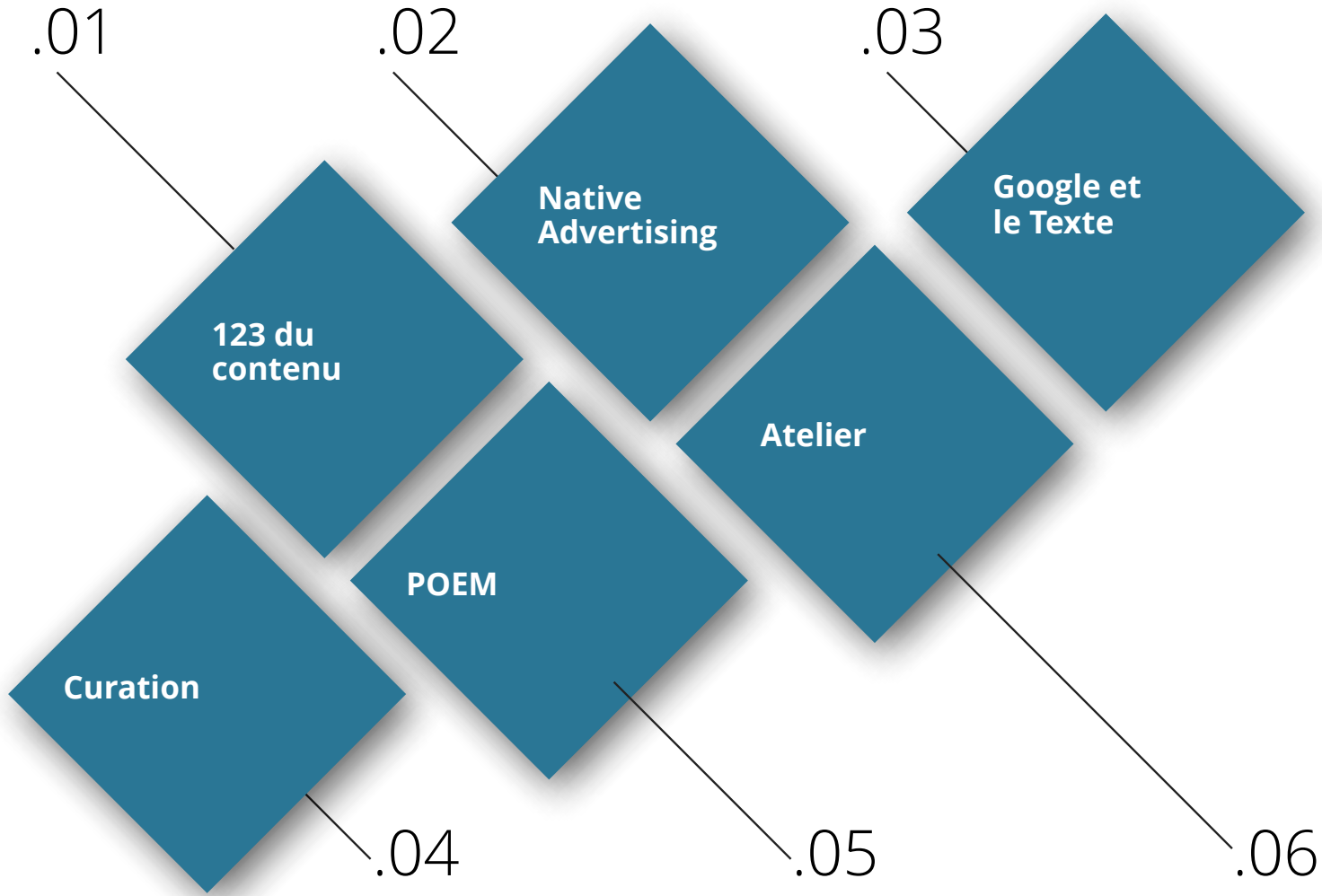
MARKETING
CONTENU



PARCOURS
CLIENT UX



3-Contenu



CONTENT

//

FOMO

G

1

FOMO

Infobésité
Info-Snacking
10 heures
Hyper Choix
Digital Detox
NoMoPhobie

2

BRAND CONTENT

StoryTelling
Native ad
Gamification
Curation
Vidéo
RTM / SEO

POEM

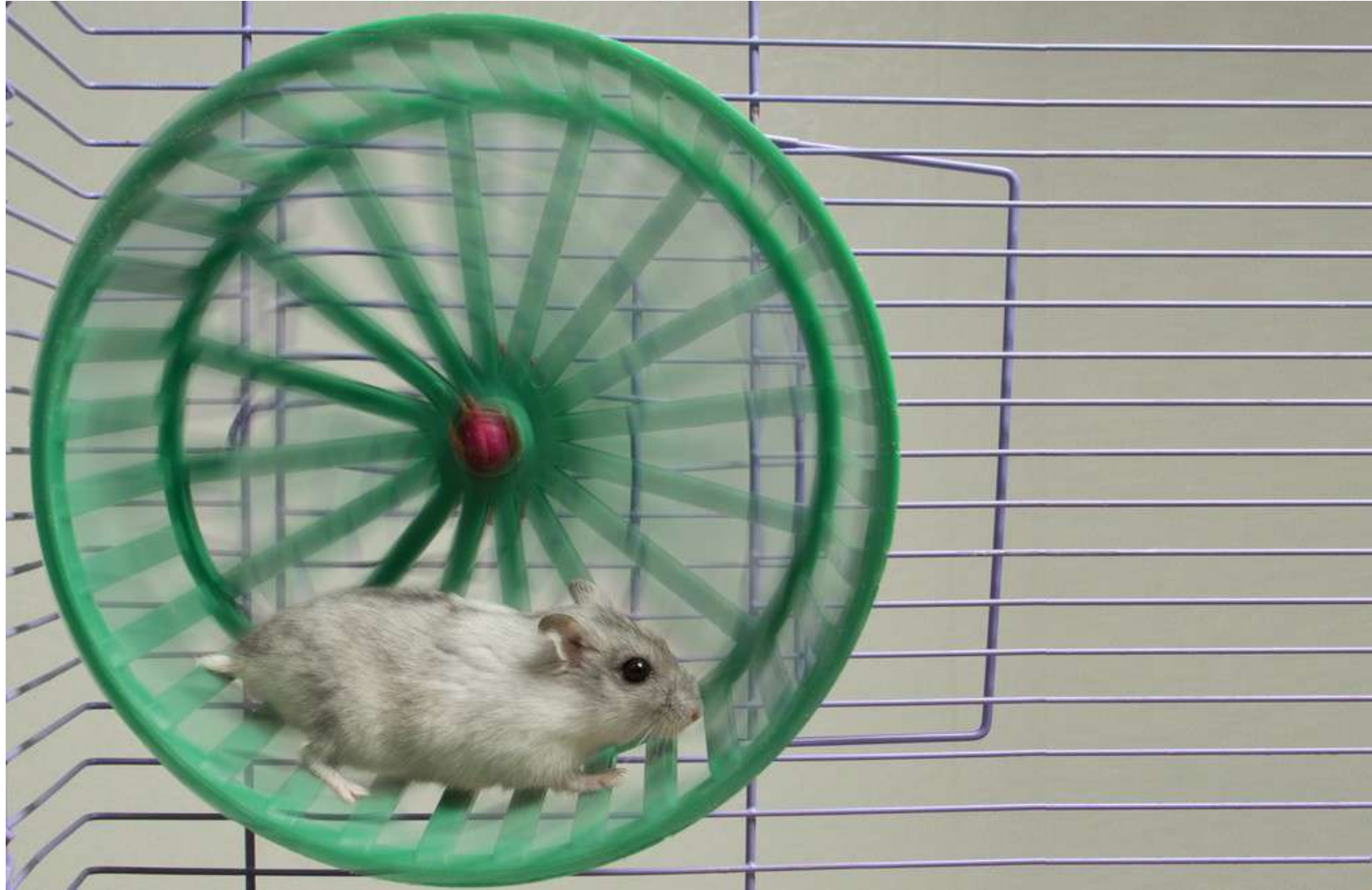
3

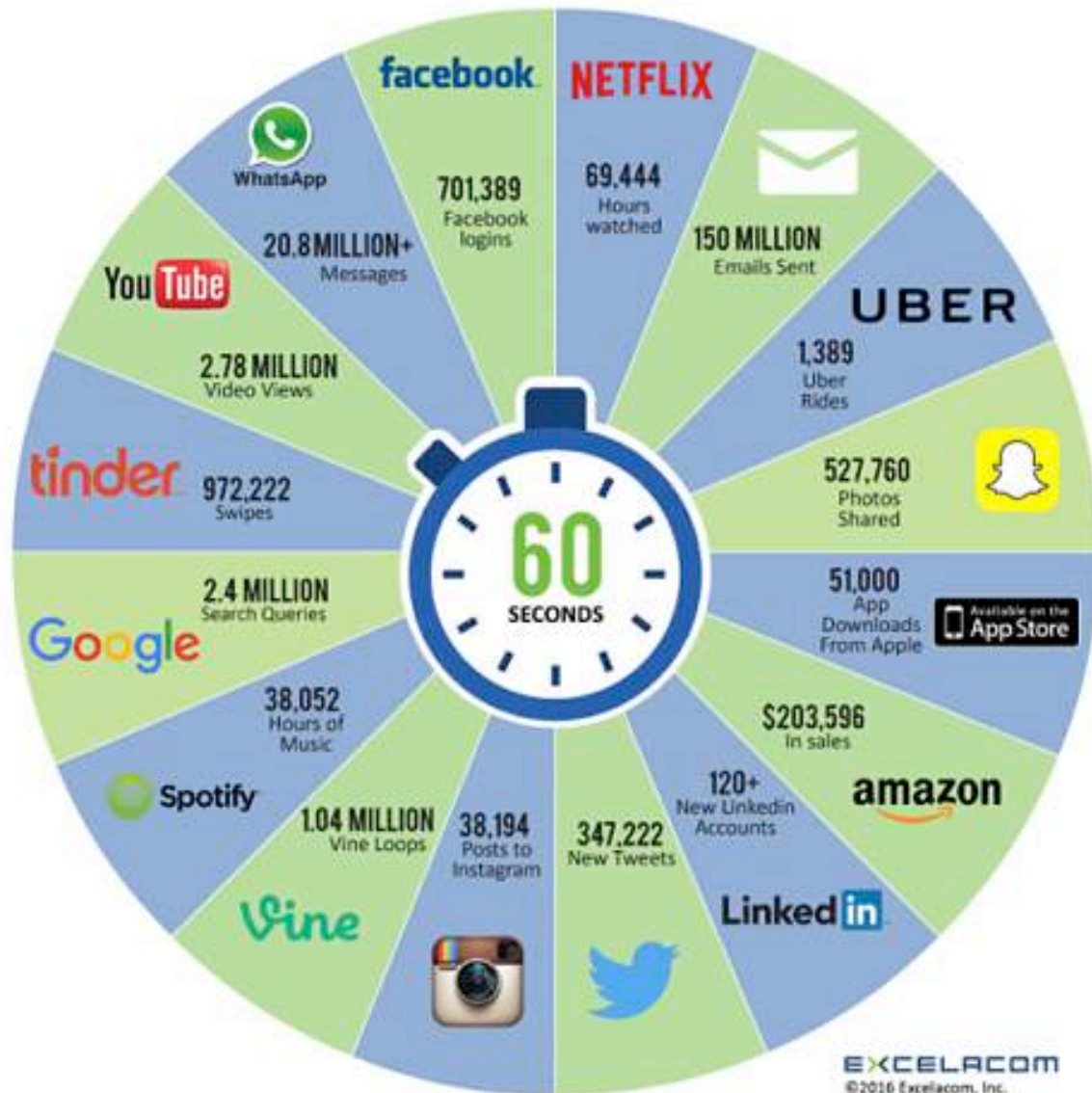
LOVEMARKS

Respect du lecteur
Respect du client
Fidèle au-delà du
raisonnable



Syndrome du Hamster





Infobésité

L'hyper choix de l'utilisateur

Info snacking

ou

Digital Détox

ou

Séduction / Émotion / Premium = BC



Infobésité

Qualité

Lovemark



Avant / Après

PUB : faire passer un message

**BrandContent :
partager une expérience**



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



« production de contenus
nouveaux par les
marques »

Hubert Kratiroff
(Les fonctions du marketing)



**Content is
king**



“Content is King”

Bill Gates, 1996



Context
is god

G

hk

Création de **contenu** :

UGC user generated content

experts (indépendant,
marque, consultant)

artistes (ponctuel, récurrent)

influenceurs (...)



la marque est média

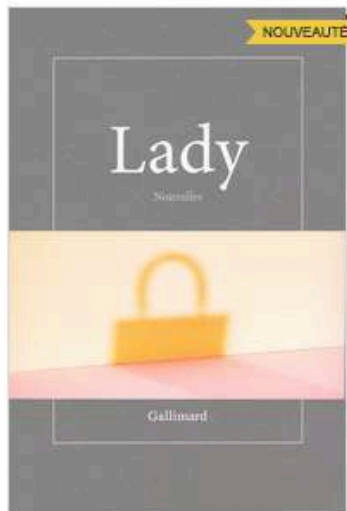
prévision 2016



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

HK, prévision 2017





> TÉLÉCHARGER LA COUVERTURE

> FEUILLETER LE LIVRE



Tweeter

Like 30

COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, **Cécile Guilbert**, Nelly Kaprièlan, **Camille Laurens**, Alexander Maksik, Anthony Marra, **Éric Reinhardt** et de Colombe Schneck

Les textes d'Adam Gopnik, Alexander Maksik et Anthony Marra ont été traduits de l'anglais par Carine Chichereau

Hors série Littérature, Gallimard

Parution : 02-02-2017

Les Éditions Gallimard ont proposé à cinq auteurs français et trois auteurs américains d'écrire librement une nouvelle autour du sac comme objet littéraire. Centré sur le sac Lady Dior, objet de mode devenu icône, chaque texte offre au lecteur une vision singulière où les mots jouent habilement avec cet objet de désir.

Cécile Guilbert offre une drolatique et brillante petite phénoménologie du Lady Dior. Adam Gopnik décrit l'obsession de sa femme américaine pour un objet qui symbolise le luxe français. Camille Laurens invente une tendre histoire d'amour dont le sac se révèle être le magicien. Alexander Maksik dresse un somptueux portrait de Paris. Anthony Marra propose une fable sociale autour de la possession d'un objet de rêve. Éric Reinhardt retrace la fabrication d'une commande spéciale dans les usines de Florence. Colombe Schneck a trouvé au Lady Dior une étrange fonction, un abri pour un homme qui ne sait pas encore aimer. Nelly Kaprièlian ose décrire les femmes de...

[Lire la suite](#)

128 pages, 140 x 205 mm
Achévé d'imprimer : 01-12-2016

Genre : Nouvelles et récits Catégorie > Sous-catégorie : Littérature française > Nouvelles et récits

Époque : XX^e-XXI^e siècle

ISBN : 9782070178964 - Gencode : 9782070178964 - Code distributeur : A17896

StoryTelling

NoStory : NoBusiness

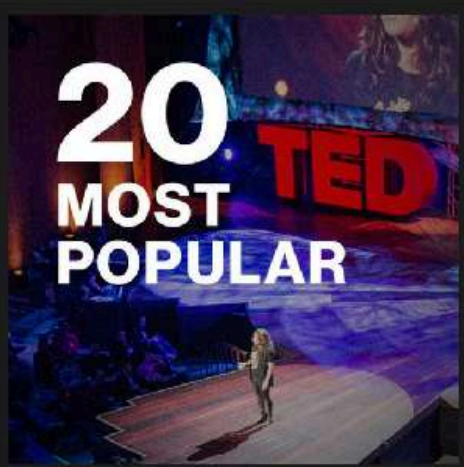




Best StoryTelling ever
veni vedi vici

second StoryTelling
asteroide B612





Playlist (20 talks)

The most popular talks of all time

Are schools killing creativity? What makes a great leader? How can I find happiness? These 20 talks are the ones that you and your fellow TED fans just can't stop sharing.



Watch now



Add to list



Favorite

Share this playlist



TED Talks are free thanks to support from



Playlist (20 talks): The most popular talks of all time



Ken Robinson
Do schools kill creativity?

Sir Ken Robinson makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.

TED Talks are free thanks to our partners & advertisers

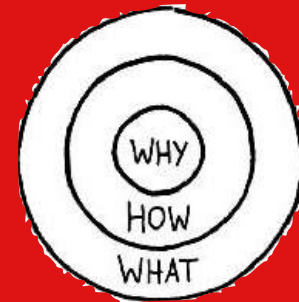
Let's write the future with buildings that care.

FIND OUT MORE



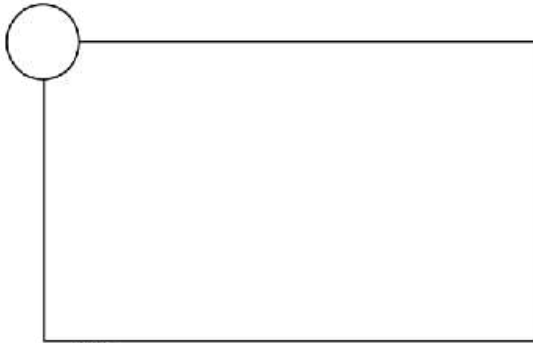
Simon Sinek

WHY

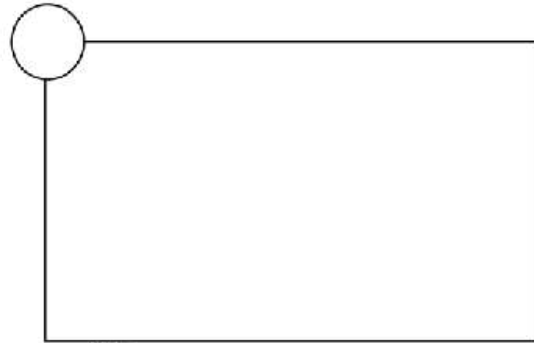




TIME
TEXTE
IMAGE



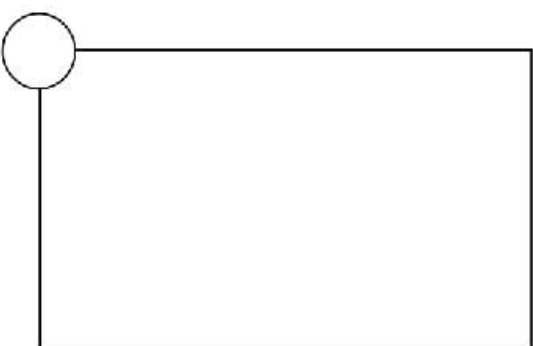
TIME
TEXTE
IMAGE



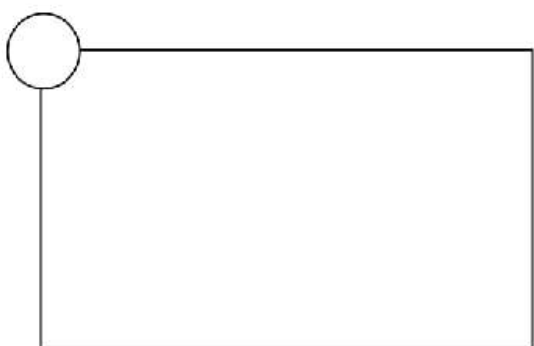
TIME
TEXTE
IMAGE



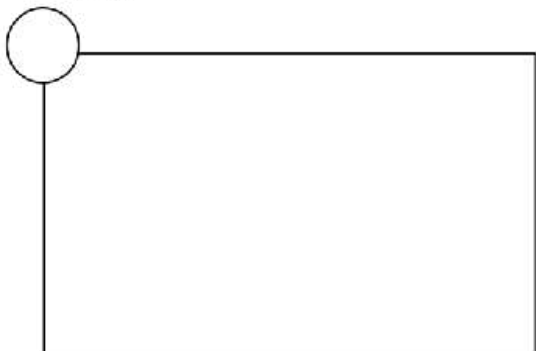
TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE



TIME
TEXTE
IMAGE





Podcasts

Data  **Storytelling**
Conference & Awards

A group of cyclists in various team jerseys (blue, black, white, green) are racing on a road bike. They are wearing helmets and sunglasses, and are leaning forward in a racing posture. The background is slightly blurred, suggesting motion.

native advertising 101

TSLM KRATIROFF



LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

LE MEILLEUR

BRAND-CONTENT



A man with dark hair, wearing a black t-shirt, is shown from the chest up. He is holding a black microphone in his right hand and pointing his left index finger towards the right. He has a watch on his left wrist and rings on his fingers. The background is plain white.

IDRISS ABERKANE

**Économie
de la
connaissance**

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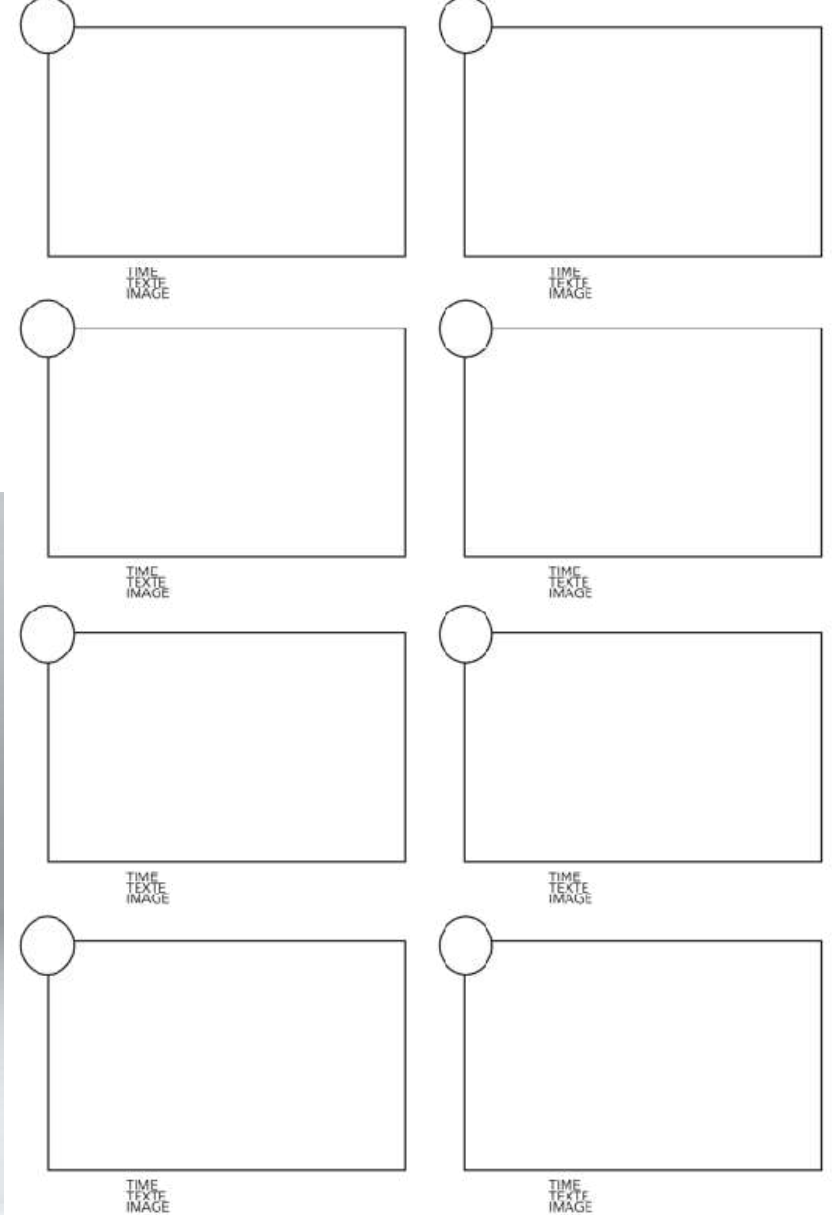
GAMIFICATION



Vidéo Verticale



Prompter



CURATION

Verbe : curer !

Curation de contenus

Sélection + Agrégation +
Éditorialisation + Contextualisation +
Enrichissement + Partage

=

Curation



1/3 curation
1/3 recyclage
1/3 nouveau
content



Conférence de rédaction



Sample - Content Marketing Plan

Line Budget	January	February	March	April	May	June	July	August	September	October	November	December
Tactic	Creation Effort	Budget	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Awareness/Nurture Normal Track												
Twitter / Social Push (Linked-in)	Light Internal	\$ -	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T	T T T T T T T T
Blog Article	Light Internal	\$ -	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B	B B B B B B B B
Survey	Light Internal	\$ 200.00			S				S			
Infographic	Heavy Outside	\$ 5,000.00	I				I			I		I
White Paper	Heavy Internal	\$ 6,000.00	P				P		P		P	
Webinar	Heavy Internal	\$ 10,000.00		W					W		W	
Email Blast	Light Internal	\$ 2,500.00		E			E		E		E	
Nurture Weak Track												
Email Blast	Light Internal				E					E		
Survey - Targeting interest and budget	Light Internal							S				
Nurture Aggressive Track												
Email Blast - Target Special	Light Internal											
Email Blast - Special VIP Invite TS	Heavy Internal				E	V	E		E	V	E	
Survey - Target Product	Light Internal		S									
Sales Track												
TOFU (Toolbox) - Listen, Interest, Value	Heavy Outside		U	U	U	U	U	U	U	U	U	U
Video Overview	Heavy Outside											
DEMO	Heavy Internal											
White Paper - Value	Heavy Internal											
MOFU (Toolbox) - Explore, Decide, Ability	Heavy Outside		U	U	U	U	U	U	U	U	U	U



CONTENT DISTRIBUTION

POEM

...

POES M

G

POES m

Paid

Owned

Earned

Shared

Média & Marketing



PAID

Achat d'espace

Displays

Liens sponsorisés

Programmation & RTB



OWNED

propriété de l'annonceur

website

catalogue

print

newsletter

emailing



EARNED

**Ensemble des retombées générées
gratuitement par une marque**

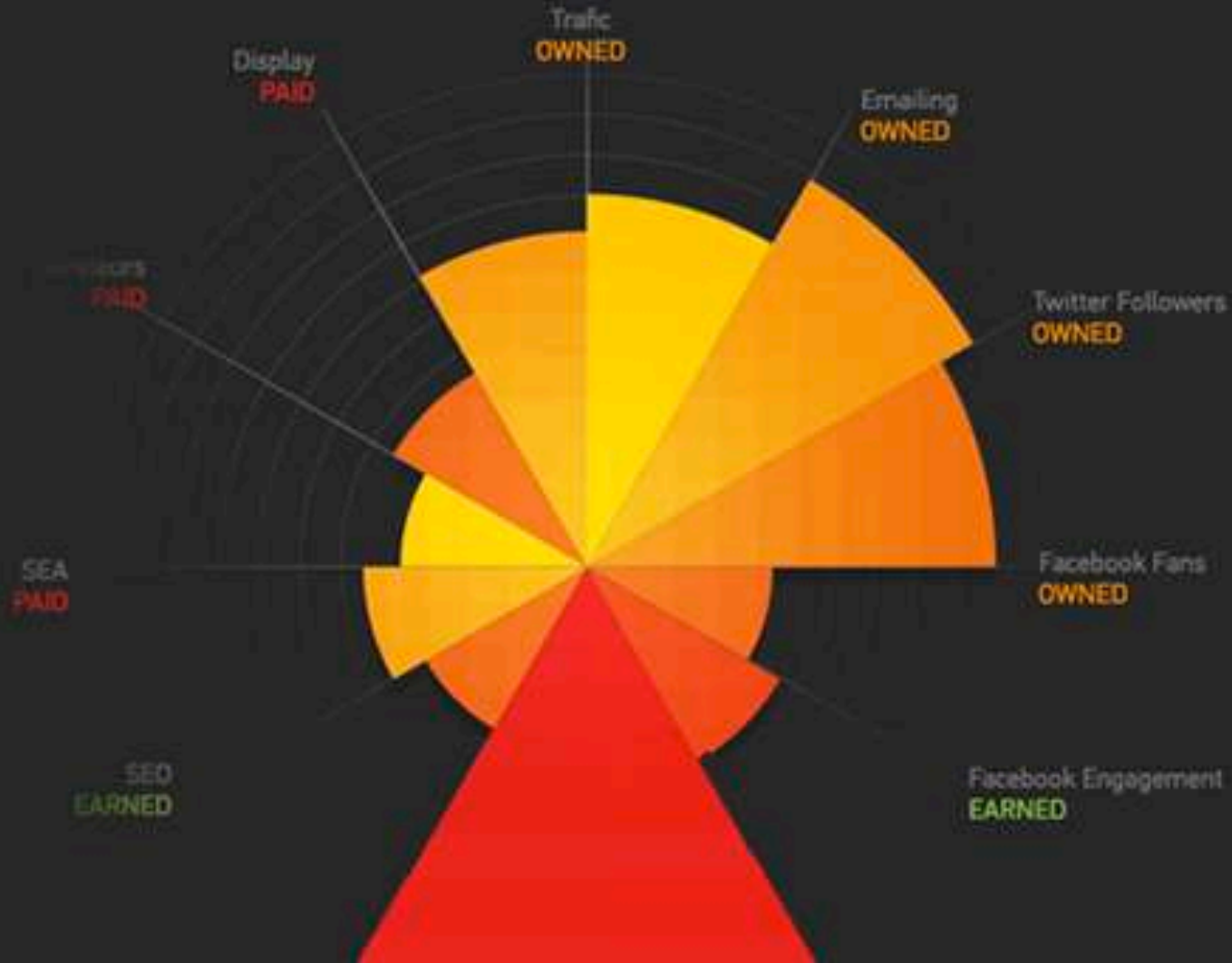


SHARED

**Earned via les partages de réseaux sociaux
(retweet, like ...)**



Empreinte digitale



CONTENT STRATEGY



PAID

- Bannière
- PPC
- Mobile adv
- App
- ...



OWNED

- Websites
- Mobile sites
- APP
- Proprietary blogs
- Video
- Data Planning
- E-mail Marketing
- SMS & Mobile



EARNED

- Social média
- Word of mouth
- Forum
- News PR
- Bloggers



Stop

Paid media

Media passif

Client passif

G

GO

Earned media

Media participatif

Client VRM

G

Key TakeAways

ce qu'il faut retenir



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



RWD

Responsive Web Design
Mobile First / Only
Web App





TECH for
GOOD

TECH WITH HUMANKIND IN MIND

Sidewalk Labs is reimagining cities to improve quality of life.

Daniel L. Doctoroff
Chairman and CEO

Rohit T. Aggarwala
Head of Urban Systems

Habon Ali
Associate, Policy and Communications

Jack Amadeo
Software Engineer

Chris Anderson
Urban Prototyper

Brian Barlow
Director of Infrastructure Investments

We believe that when you put technologists and urbanists on the same team you have the potential to transform the urban environment.

An aerial view of a city skyline, featuring the CN Tower prominently in the center. The sky is blue with scattered white clouds. The text is overlaid on the left side of the image.

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

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.

COMPANY PROFILE

Cityblock is building a personalized health system that serves qualifying Medicaid or Medicare members who live in city neighborhoods that have traditionally gone without good health services. We believe health happens locally, so we put individuals and their communities at the center of what we do.



COMPANY PROFILE

Coord helps mobility companies delight their users, streamline their operations, and become better partners to cities.

