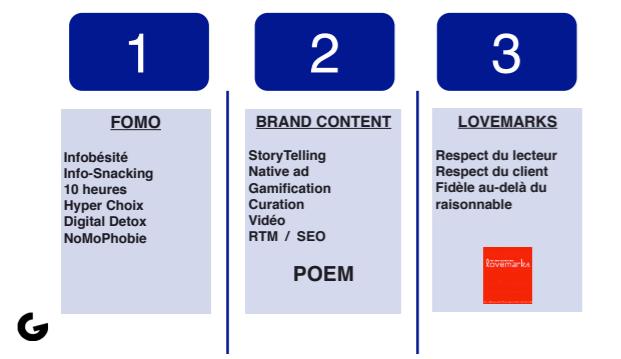


Les Atouts du digital

OPH LA FÉDÉRATION

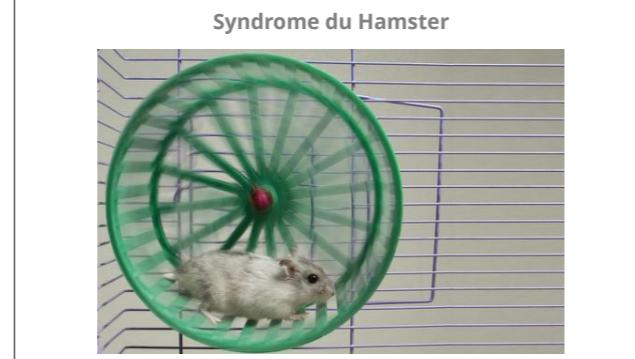
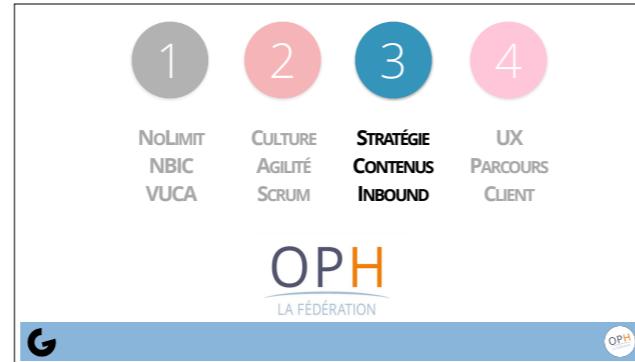


Infobésité
L'hyper choix de l'utilisateur

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

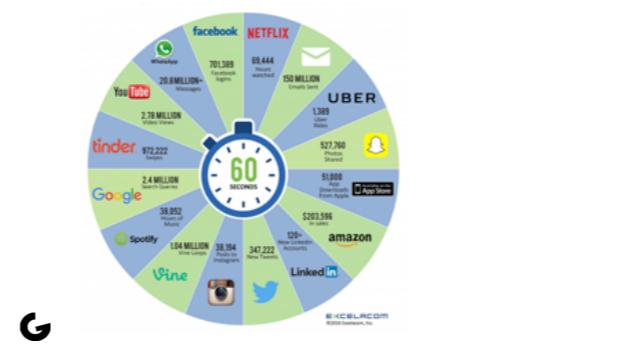
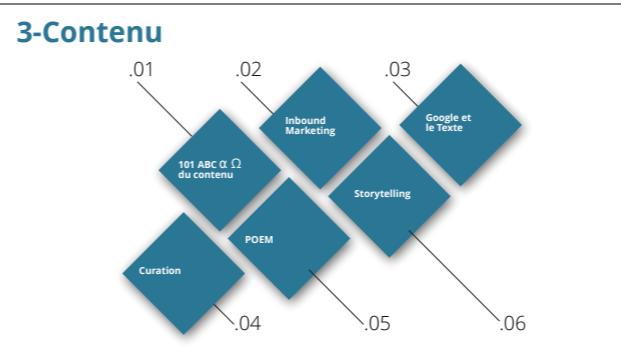
« production de contenus nouveaux par les marques »

Hubert Kratiroff
(Les fonctions du marketing)



Infobésité **Qualité** **Lovemark**

Content is king



Avant / Après

PUB : faire passer un message

BrandContent : partager une expérience



CONTENT

„ FOMO vs. JOMO
fear vs. joy



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

Olivier Altmann

Context is god

hk

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														
Task	Creation Effort	Budget	January	February	March	April	May	June	July	August	September	October	November	December
Assessments/Purposes Normal Track	Light Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
1 Twitter / Social Push (Linked-in)	Light Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
2 LinkedIn / Social Push (Facebook)	Light Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
3 YouTube / Video (Facebook)	Medium Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
4 White Paper / Research (LinkedIn)	Heavy Intensity	\$	5,000.00	-	-	-	-	-	-	-	-	-	-	
5 Email Blast / Newsletter (Email)	Light Intensity	\$	2,500.00	-	-	-	-	-	-	-	-	-	-	
6 Nurture Weak Track	Medium Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
7 Email / Target Special	Light Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
8 Email / Target Product	Medium Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
9 Sales Track	Medium Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
10 TCFU (Threads) - Likes, Interest, Value	Heavy Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
11 SEO Overview	Heavy Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
12 SEM Overview	Heavy Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
13 White Paper / Value	Heavy Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	
14 MVR (Referrals - Explore, Decide, Ready)	Medium Intensity	\$	-	-	-	-	-	-	-	-	-	-	-	

CONTENT DISTRIBUTION



205

OWNED

propriété de l'annonceur

website
catalogue
print
newsletter
emailing



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

POEM
...
POES M

EARNED

Ensemble des retombées générées gratuitement par une marque



Stop
Paid media
Media passif
Client passif

POES m

Paid
Owned
Earned
Shared

Média & Marketing



SHARED

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

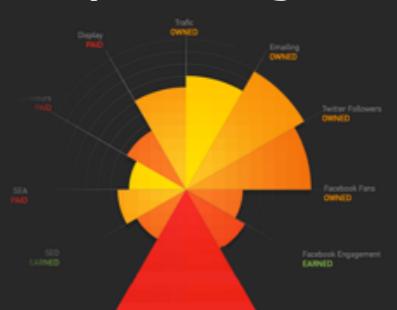


GO

Earned media
Media participatif
Client VRM



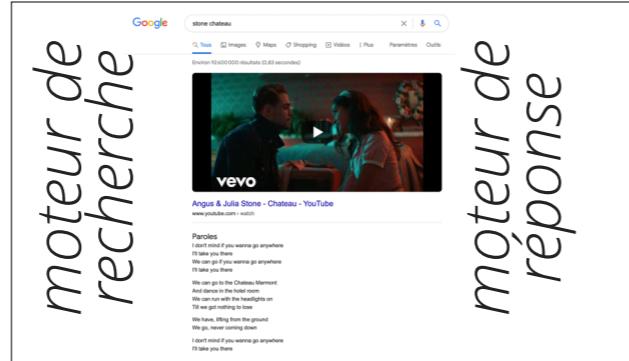
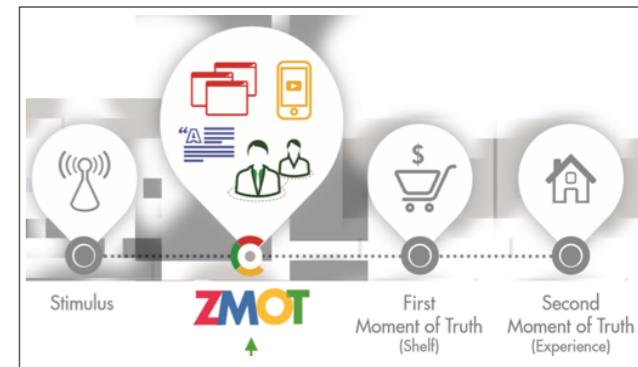
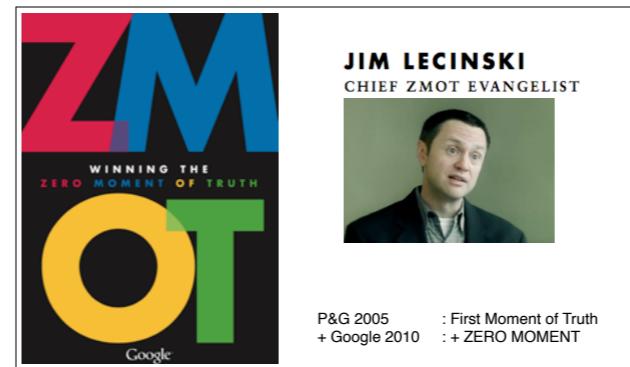
Empreinte digitale



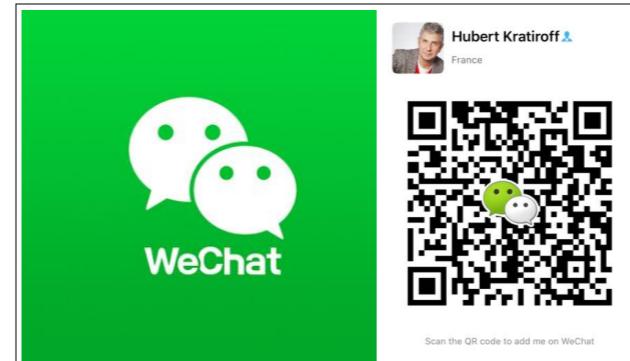
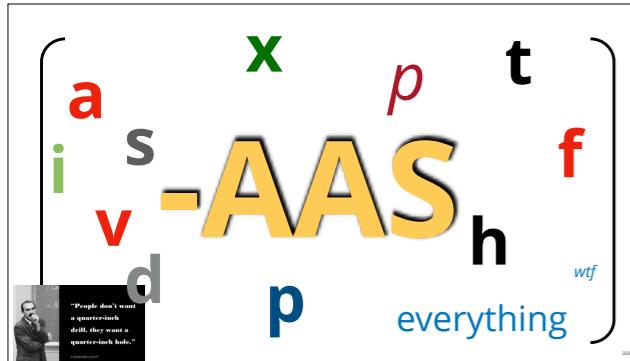
Key TakeAways

ce qu'il faut retenir





disruption
servicisation
uberisation
plateformisation

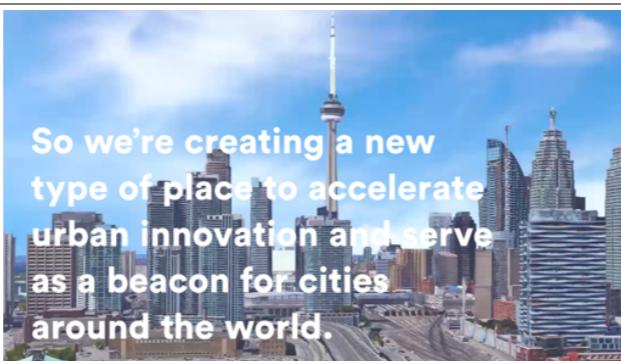
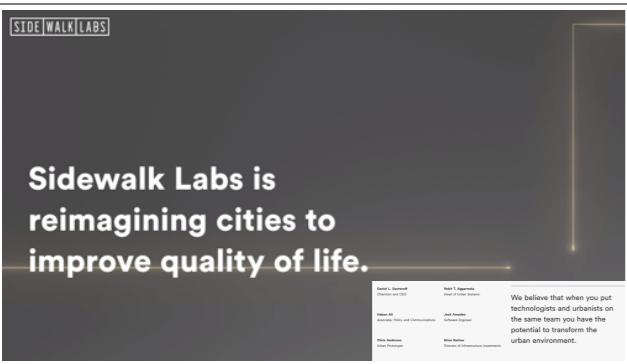


SaaS
IaaS
PaaS
Abonnement
Location
Servicisation

Si les produits deviennent des services... que deviennent les services ?

Dans la ruée vers l'or ceux qui se sont enrichis





SIDEWALK LABS

HOME TORONTO 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.

CITYBLOCK

COORD

