

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

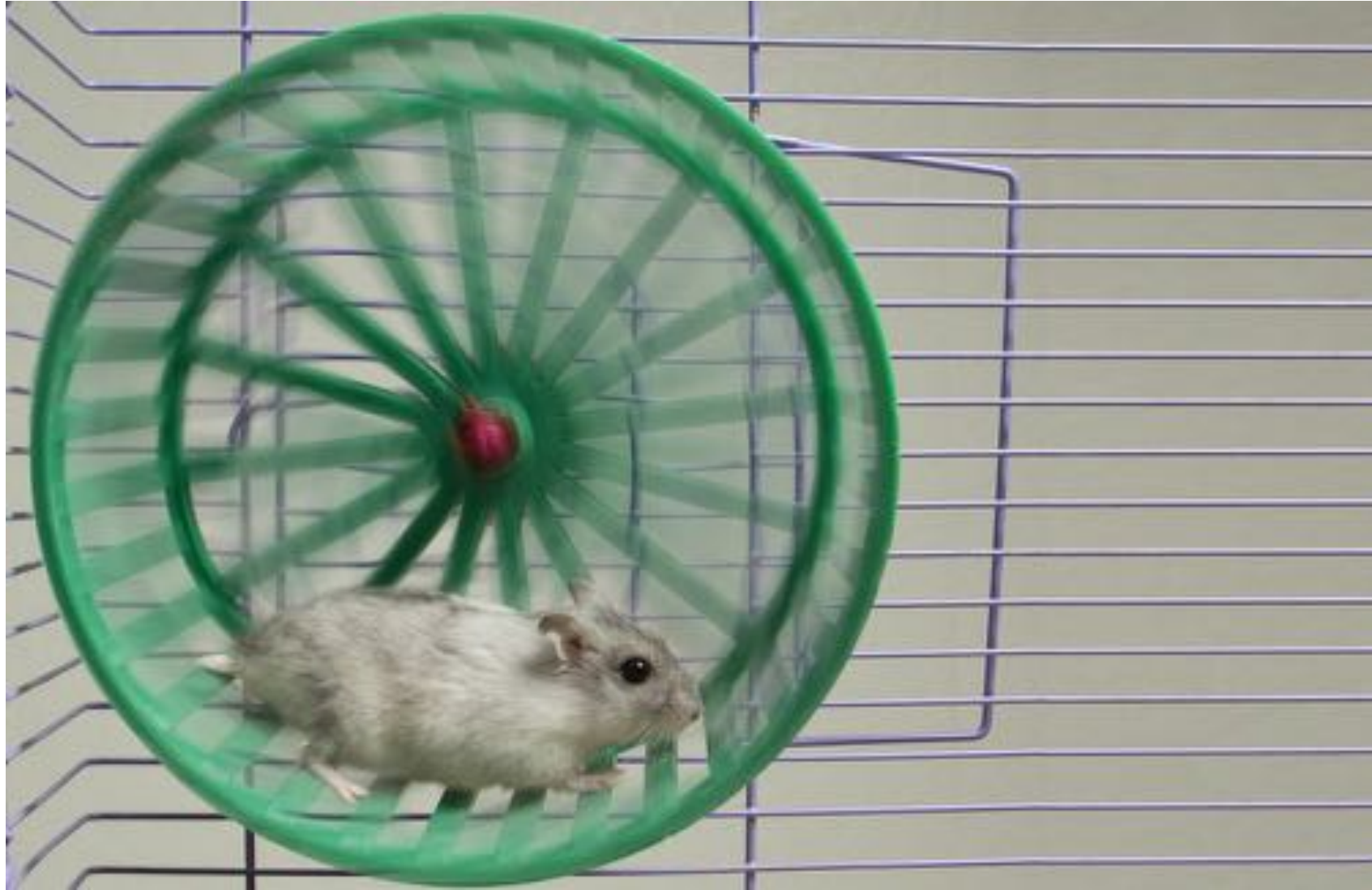
3

LOVEMARKS

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



Syndrome du Hamster





EXCELROOM
©2014 Excelroom, Inc.

G



**Quand le téléphone
était attaché
avec un fil,
les humains étaient
libres...**

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 good

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 3

COLLECTIF

Lady

Ouvrage collectif d'Adam Gopnik, Cécile Guilbert, Nelly Kapriélian, 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 Kapriélian 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

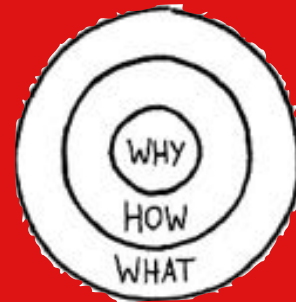
Let's write the future with buildings that care.

[FIND OUT MORE](#)



Simon Sinek

WHY





TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE



TIME
TEXT
IMAGE

G



Podcasts



LEARN MARKETING

TENDANCE EN

PLEIN ESSOR

LE MEILLEUR

BRAND-CONTENT





The tools you need to learn how Facebook can help grow your business

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GAMIFICATION



Vidéo Verticale



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 | 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 | | | | |
| 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 | | | | |
| 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 | | | | P | | | | | | | |
| Webinar | Heavy Internal | \$ 10,000.00 | | | W | | | | | | | | | | | | | | | | | | | | | | | | | | | | W | | | | | | | | | | | | W | | | | | | | | | |
| Email Blast | Light Internal | \$ 2,500.00 | | E | | | | | | | | | | | | | | | E | | | | | | | | E | | | | E | | | | | | | | E | | | | E | | | | | | | | | | | |
| Nurture Weak Track | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Email Blast | | | | | | | | | | | | | | | E | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Survey - Targeting interest and budget | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | | | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | 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 | | | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | U | 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



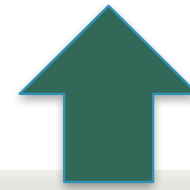
PAID

- 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.

The Coord logo consists of the word "COORD" in a white, sans-serif font, followed by a white icon of a hand with fingers spread, pointing towards the right. The entire logo is set against a dark blue background.

COORD

BREAK

