



SOCIAL MEDIA STRATEGY AND PERFORMANCE



WHO AM I?

- Full professor EM Normandie
- Academic Director M2 SDI French Track
- MBA and Ph.D in information systems management (Canada)
- Teaching classes in digital marketing, business model in the Web, e-business strategy
- Wrote four books
 - Consulting and conferences
 - 15 years working with SMEs, government and international companies
 - Conferences on social media, Web mobile and performance on social networks
 - www.vincentdutot.com



WHAT THE COURSE WILL BE ABOUT

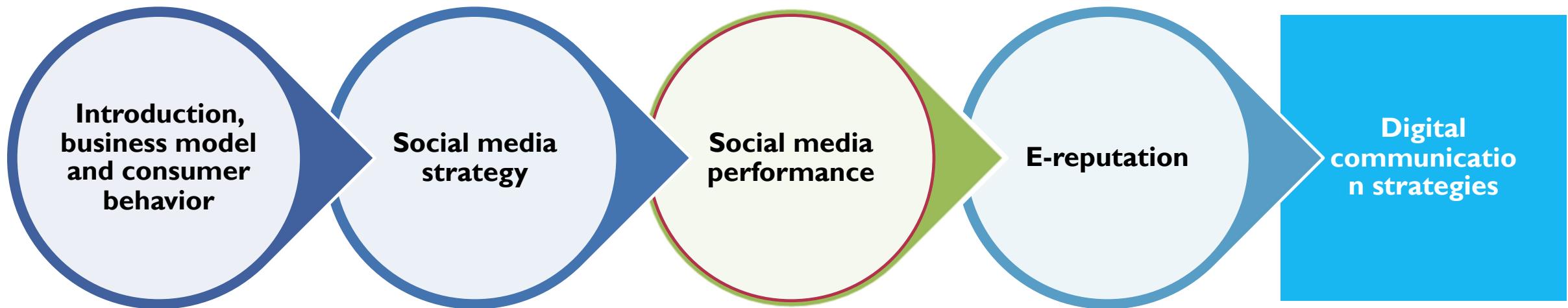
- 21h split in two
 - 10h – Business model and Strategy
 - 11h – Social media strategy and performance
- Assessments
 - 40% continuous assessment
 - Blog – Your view of Social media
 - 60% final exam
 - Real Study Case

MY RULES

- Be on time
 - 5 mn or no show
- Use your laptop
 - For my slides but NOT social media
- Answer the questions
 - Don't worry I won't hurt you



WHAT I WILL BE TALKING ABOUT



LET'S TALK ABOUT YOU – LET'S DO SOME SQUATS!

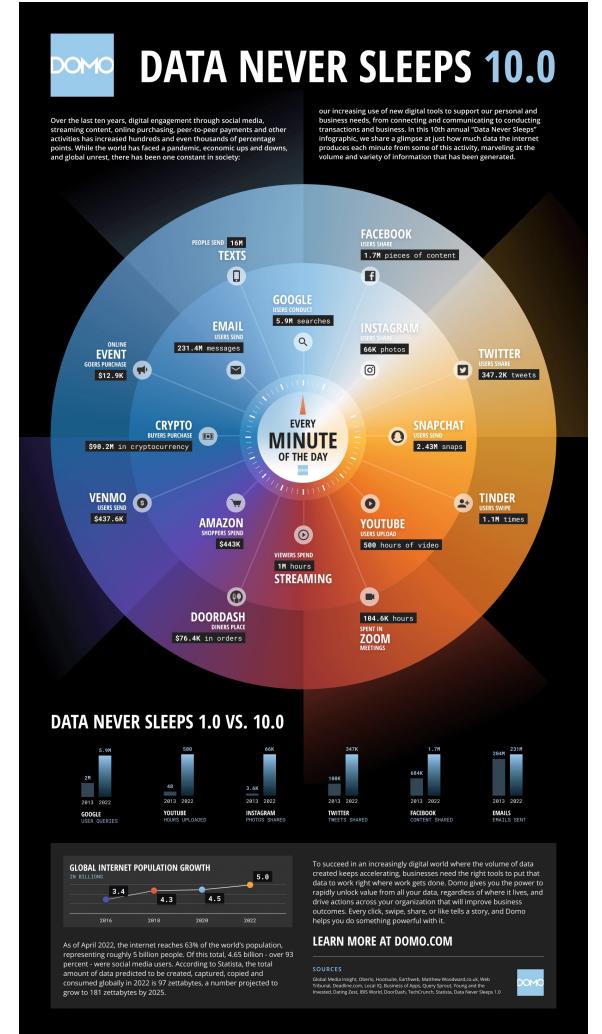




GENERAL CONCEPTS TO START THE COURSE

DEFINITIONS AND EXAMPLES

PETIT RAPPEL RAPIDE



#1: INTERNET USERS DON'T HAVE ANY SOCIAL INTERACTION



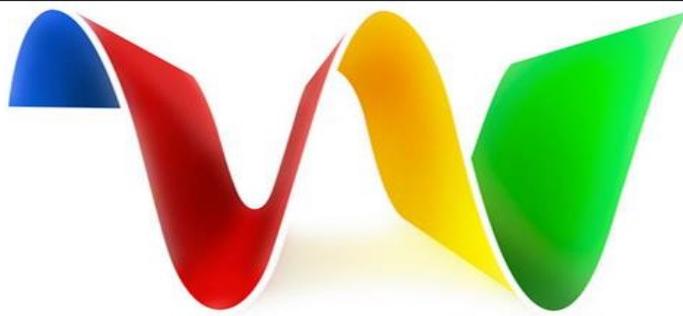
#2: DIGITAL IS ONLY FOR YOUNG PEOPLE



#3: INTERNET IS ONLY A MATTER OF VIRTUAL



#4: DIGITAL INVESTMENT MEANS SUCCESS



Google wave

BARNES
&
NOBLE

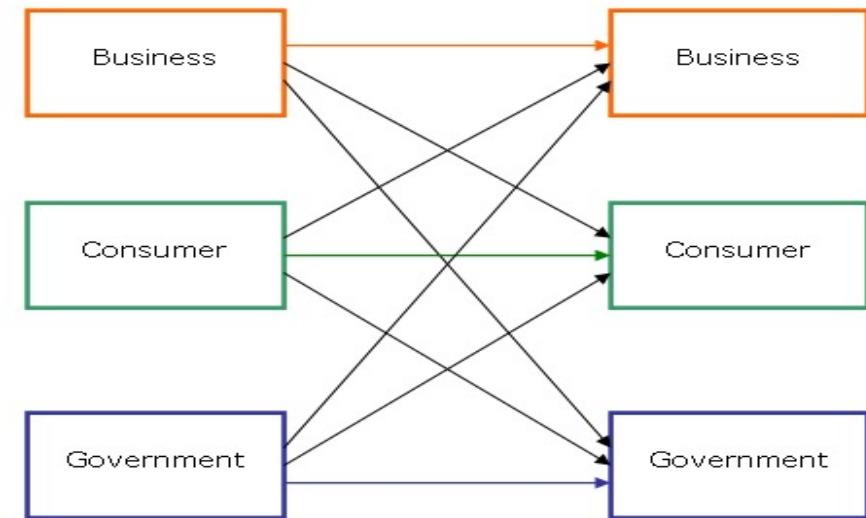


#5: DIGITAL MEANS RADICAL TRANSFORMATION



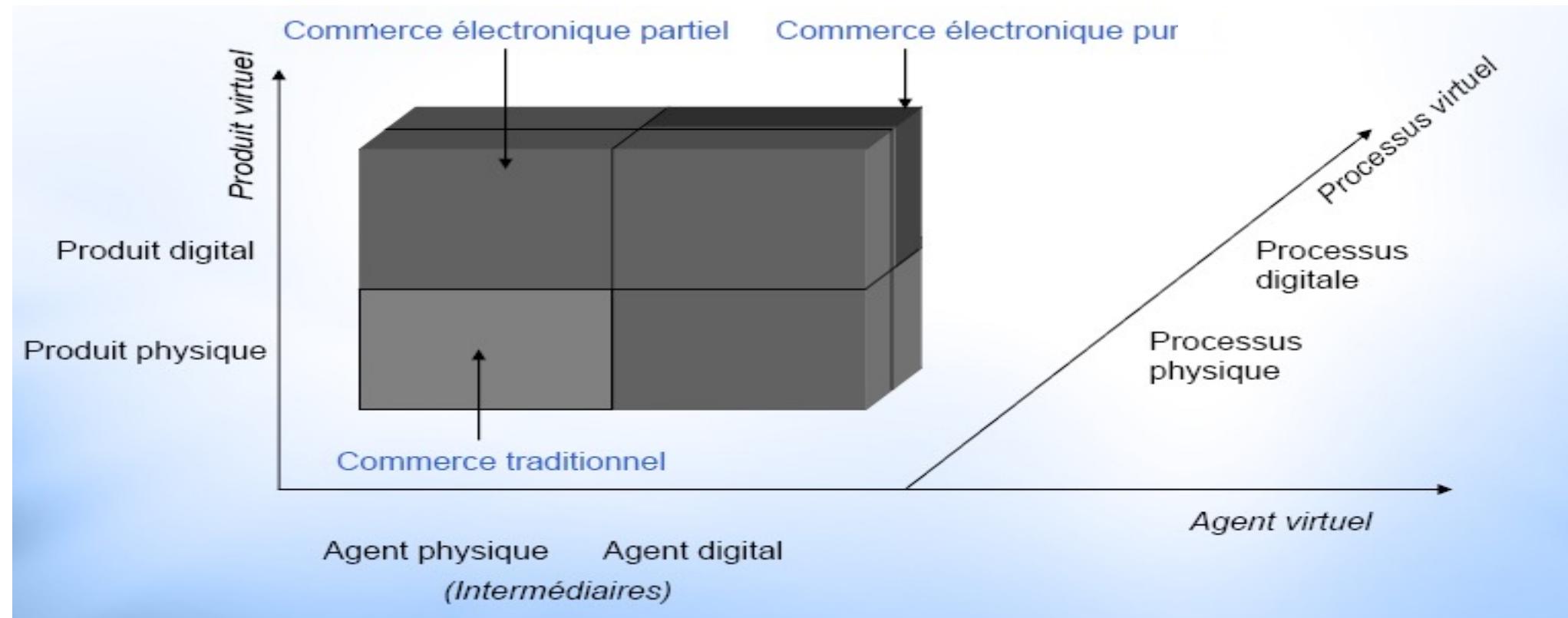
DEFINITION: E-COMMERCE

- E-commerce: All electronically mediated transactions between organizations and customers
- E-business : E-commerce + service, and partners



-> Neuf binômes = neuf marchés :

E-COMMERCE



SOME BUSINESS MODELS

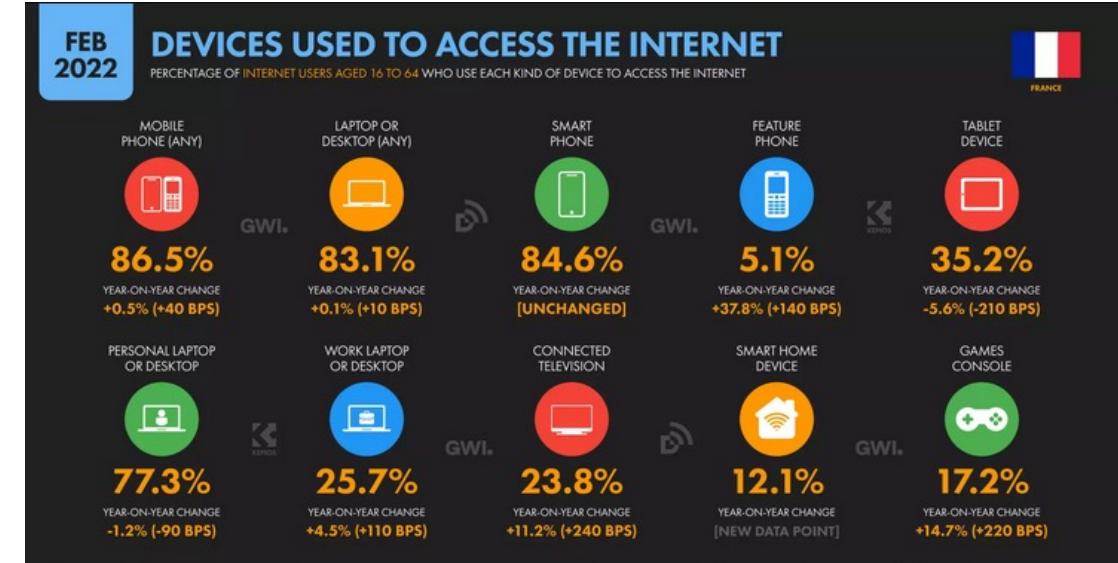
- Online sales
- Auctions
- Viral marketing
- Marketplaces
- Virtual communities
- Group
- Exchange
- Social networks
- B2B, B2C, C2C, G2C, G2B, etc.
- M-commerce



IN DETAIL



SOME MORE



E-COMMERCE FRANCE

- Market : 150 billion euros (2023, +15% vs 2020), 100 billion in 2019, (+11.6% vs 2018)
- Increase in the number of Internet users (55 million) and buyers (45 million).
 - Average expenditure per buyer per year online (1780 euros in 2015)
 - Average basket: 59.50 (2021) - 59 euros (2019) - 68 euros (2017) - 73 euros (2016) - 90 euros (2011)
 - Average number of purchases per quarter: 14.5 (2021), 13.8 (2020), 10.5 (2019), 9 in 2017 against 7 in 2015
 - 85.7% penetration rate (87% US, 46% China, 90% UK)
- 70% of Internet users say they trust online shopping.
- BUT only 87% of companies have a website (54% in 2008)
 - Number of merchant sites in France: 200 650 (2020, T1), vs 206,800 (2017, T1). 27 000 new websites created each year !
 - E-commerce = 13.4% of total commerce in France in 2021 (vs 9.8 in 2019)

LET'S TALK BUSINESS

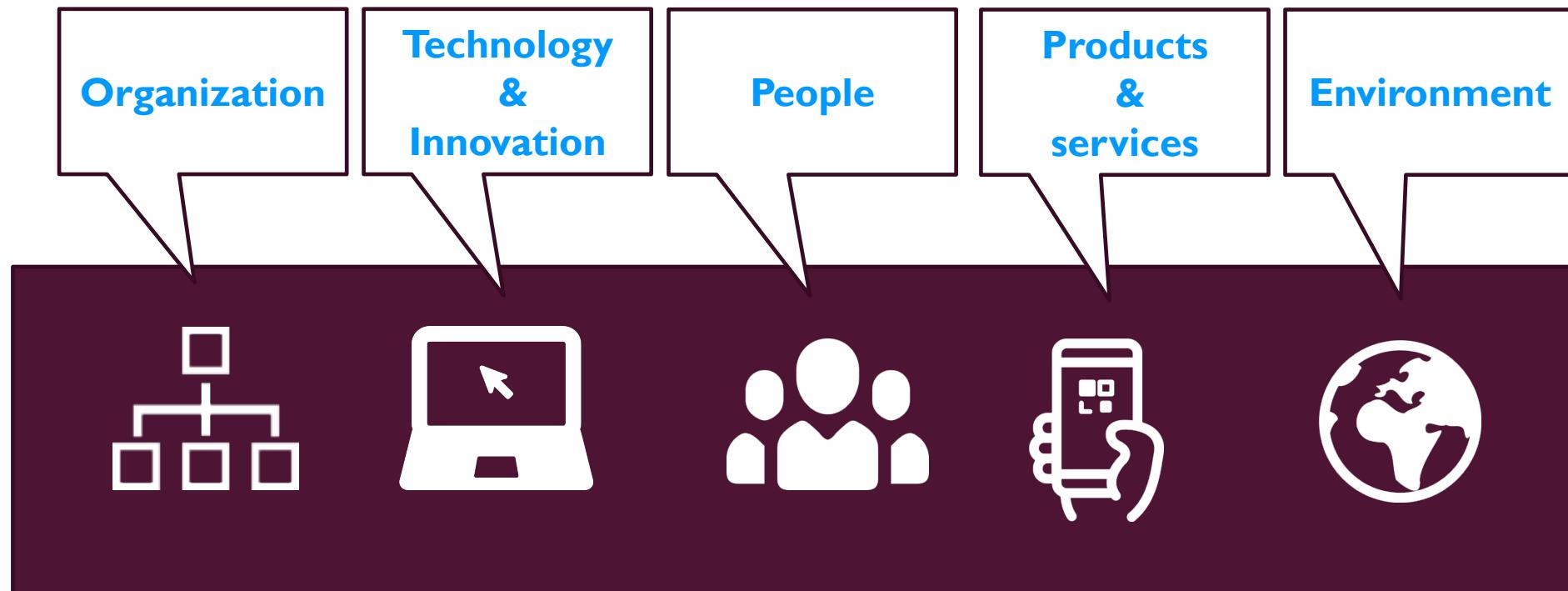


KEY SUCCESS FACTORS

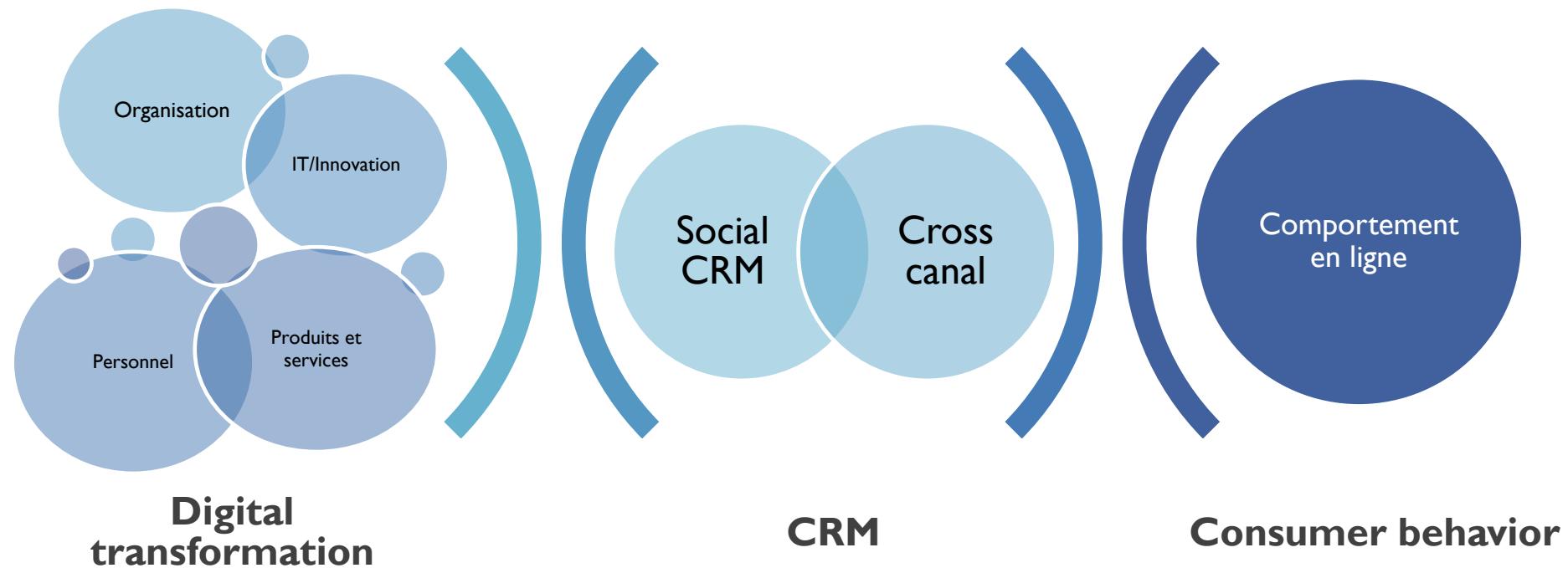
- The 3 main FCS for B2C are:
 - Effective management of marketing;
 - Attractive website;
 - Strong link with consumers (CRM).

- The 3 main FCS for B2B are:
 - Readability of business partners;
 - Integration of information within the company and the value chain;
 - Perfection of the application.

DEFINITION: DIGITAL TRANSFORMATION

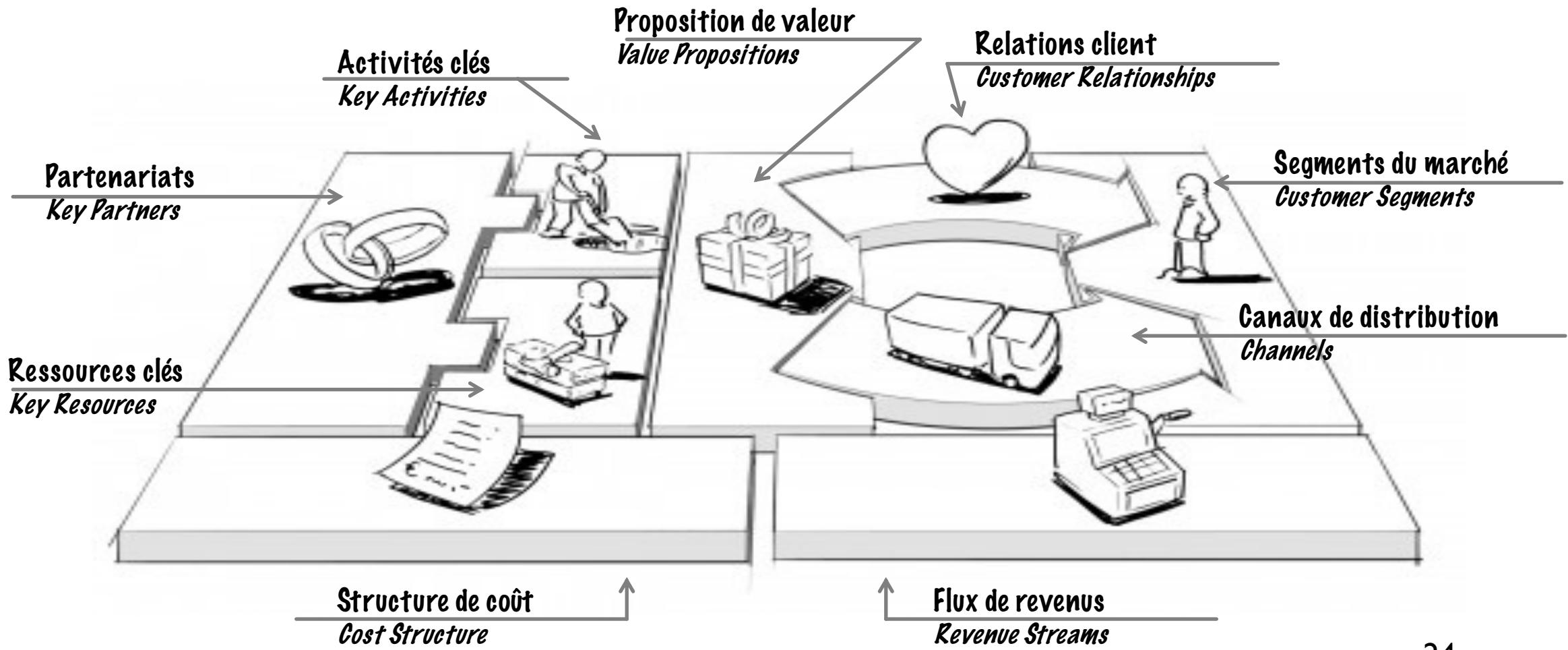


DIGITAL TRANSFORMATION AND ORGANIZATION



What about the business model?

DEFINITION: BUSINESS MODEL CANVAS



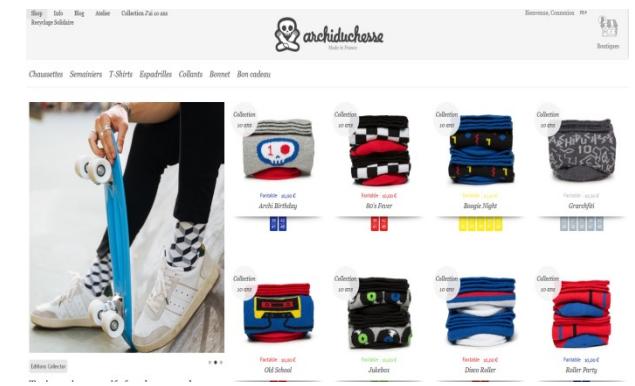
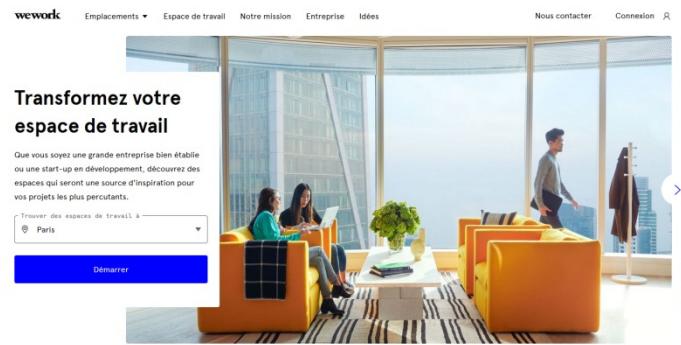
BUSINESS MODELS

Model	Description	Example
Broker	Auction, marketplace, research engine	E-bay, Paypal
Ads	Portal, behavioral marketing, intromercials, ultramercial generated by content (Google)	Yahoo, Google
Dealer	Virtual, catalog, click et mortar, brick and mortar	Apple, Amazon
Manufacturer	Buy, rent, license	Dell
Affiliation	pay-per-click, revenue	Amazon
Community	Open source, open content, diffusion, social network	Facebook Wikipédia
Subscription	Provider internet, content	Le Monde Meetic
Utility	On demand payment	Skype
Infomediairy	Advertising, incentive, audience measurement	Facebook, Google
Crowdfunding	Money vs incentives	Kickstarter, Ulule

Year founded	Company/site	Innovation / business model
1994	Amazon	Retailer
1995	Yahoo	Directory and portal
1995	eBay	Online auction
1995	Altavista	Search engine
1996	Hotmail	Web-based email, viral marketing
1998	Google	Search engine
1999	Blogger	Blog publishing platform (google)
1999	Alibaba	B2B marketplace (1,7\$ billion)
1999	MySpace	Social Network
2001	Wikipedia	Open encyclopedia
2002	Last.fm	Internet radio
2003	Skype	Peer-to-peer internet telephony
2003	Secondlife	Immersive virtual world
2004	Facebook	Social network applications
2005	Youtube	Video sharing (google)
2009	Foursquare	Location-based social media
2009	Whatsapp	Messaging app
2011	Snapchat	Photo messaging application

YOUR TURN – 30MN!

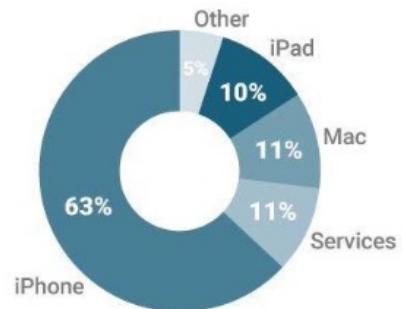
- Real case analysis
- Business model canvas
- Pick one of the following firms
 - 1 proposition of improvement
- Team of 4
- Use of <https://gladiateur.com/business-model-canvas/>



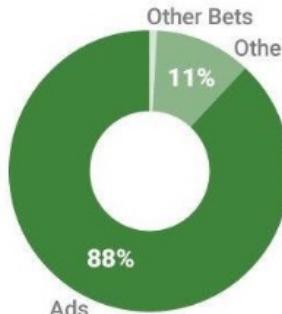
POUR FINIR, LES GAFAM

REVENUE STREAMS OF THE BIG 5 TECH COMPANIES

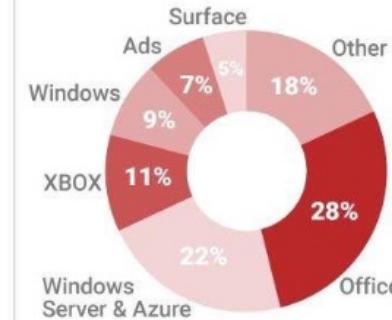
APPLE



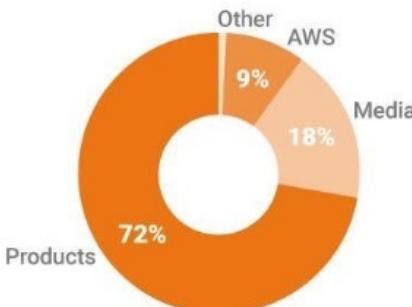
ALPHABET



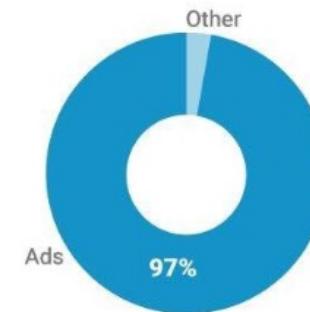
MICROSOFT



AMAZON



FACEBOOK



SOURCE: Company annual reports. Figures FY2016



Visual Capitalist

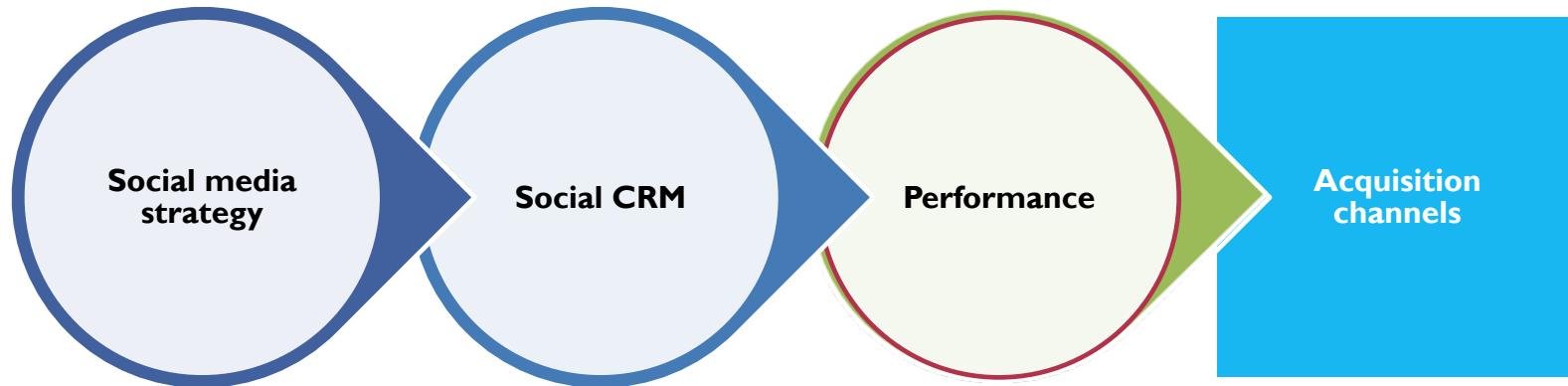
BUSINESS INSIDER



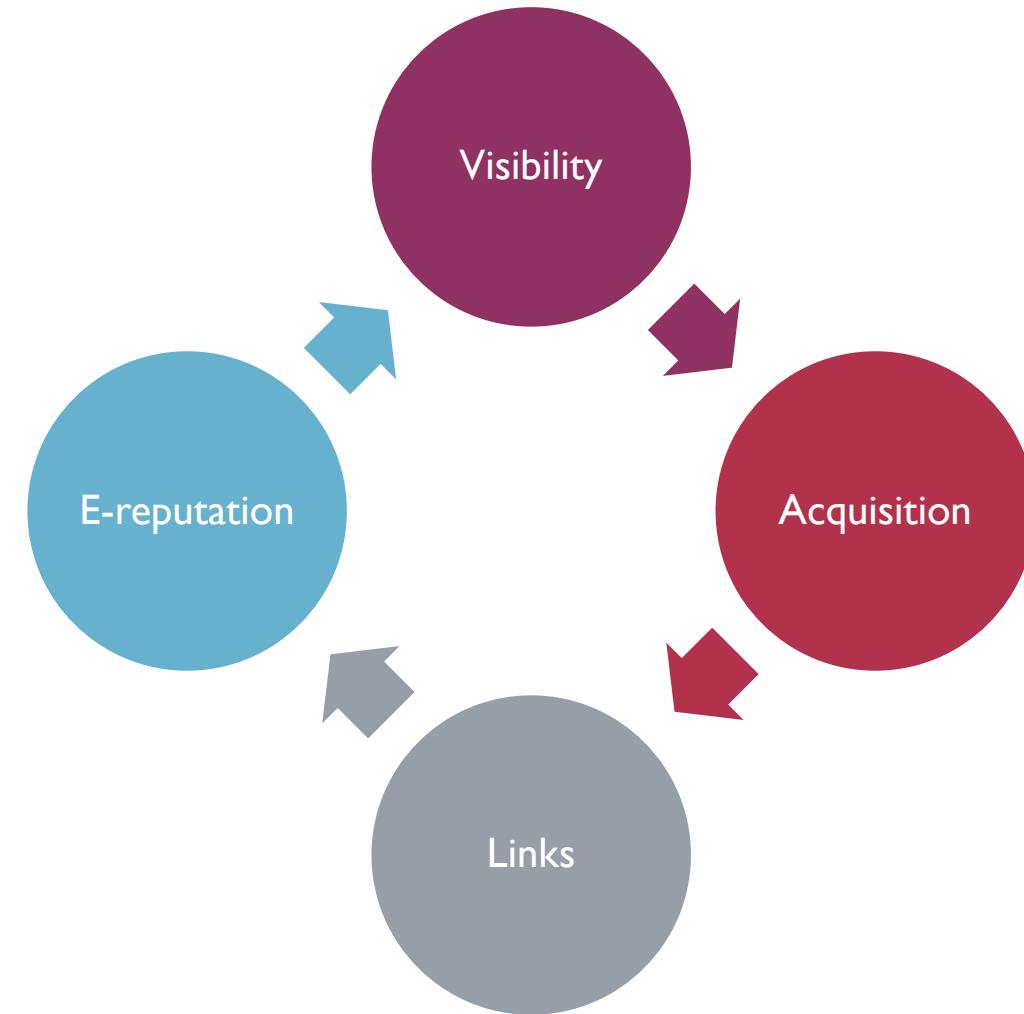
FROM STRATEGY TO SOCIAL MEDIA STRATEGY



DIGITAL COMMUNICATION FOCUS



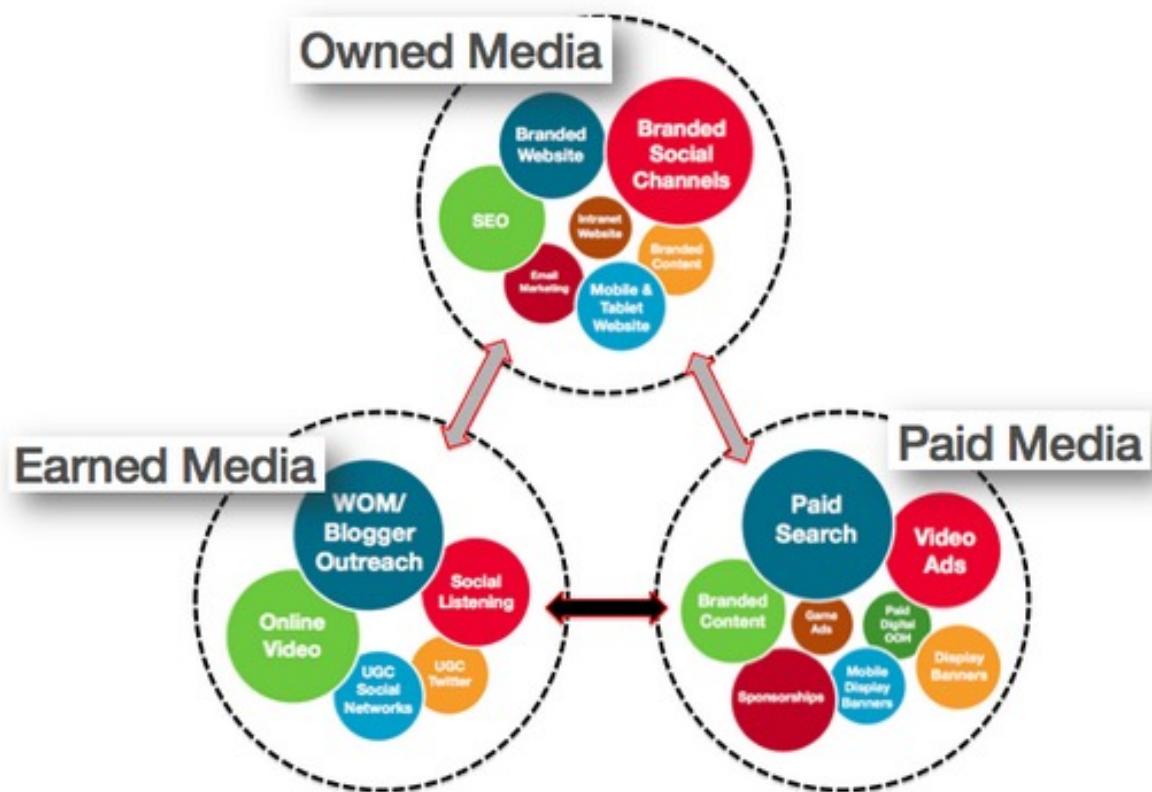
WHY SHOULD A FIRM TALK ABOUT DIGITAL STRATEGY ?



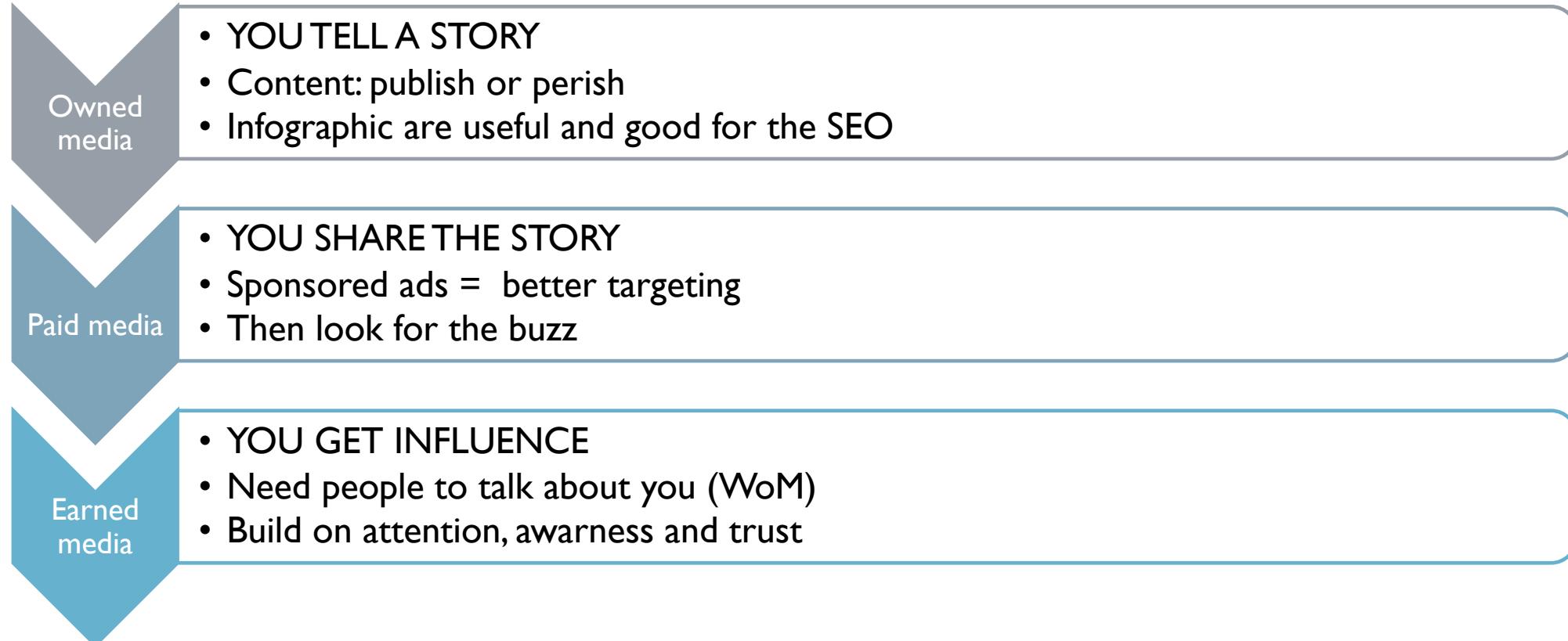
WHICH DIGITAL STRATEGY?

- 3 main strategies
 - Acquisition
 - Transformation
 - Loyalty
- How each one serves your strategy (and value proposition)?

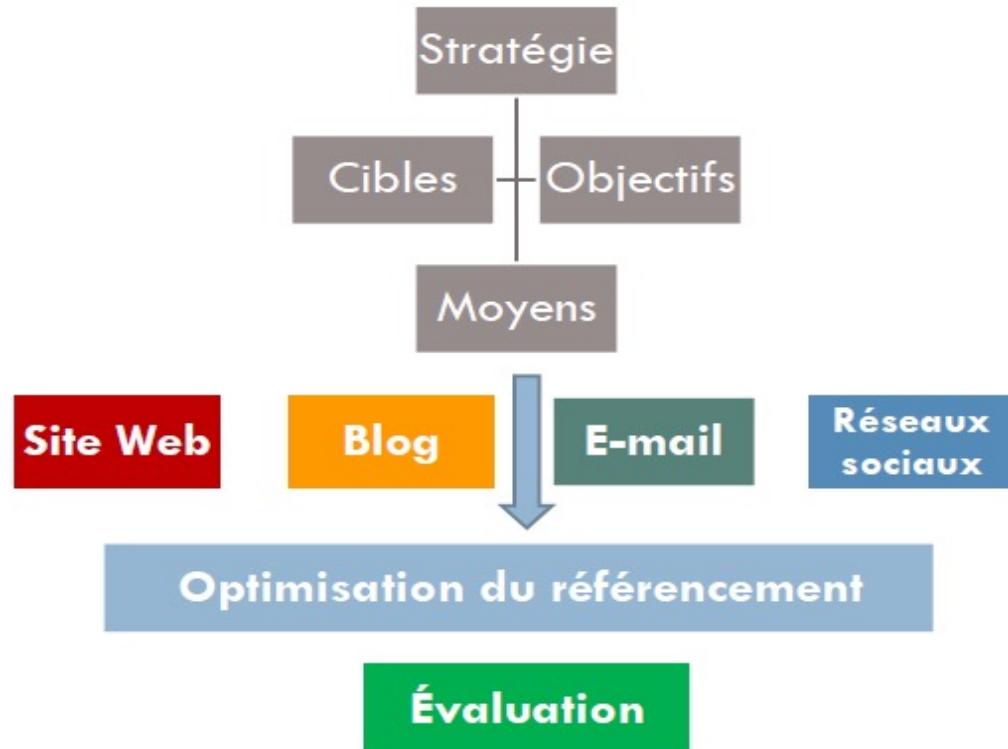
DEFINE YOUR POEM



GENERAL PROCESS



SO YOU DEFINE YOUR STRATEGY





SOCIAL MEDIA MARKETING



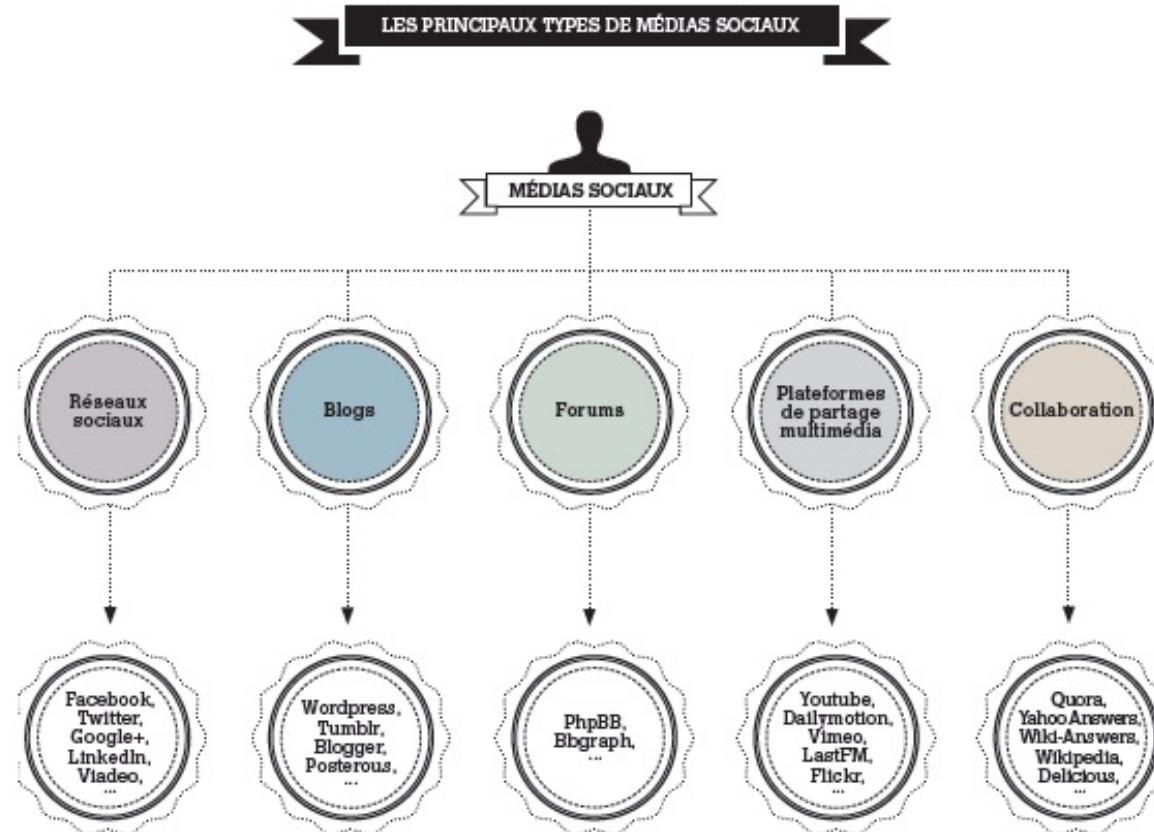
YOUR TURN

■ What difference do you make between

- Social media
- Social network

THE ANSWER

Social networks:
Focus on the relationship
between an individual and his
contacts



2012



800 MM+ monthly active users



800MM+ monthly users visit site



232MM+ monthly active users



230MM+ users



135MM+ users



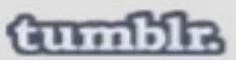
115MM+ subscribers



62MM+ users



51MM+ users



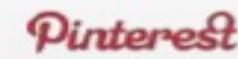
20MM+ blogs



15MM+ users



15MM+ users



6MM+ users



2MM+ users



2MM+ users



2MM+ users



1.5MM+ users



500K+ users



100K+ users

More people on more social networks than ever before

2013



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

♂ 32% MALE
68% FEMALE ♂

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS

150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

**BUSINESS
ORIENTED**
SOCIAL NETWORKING SITE

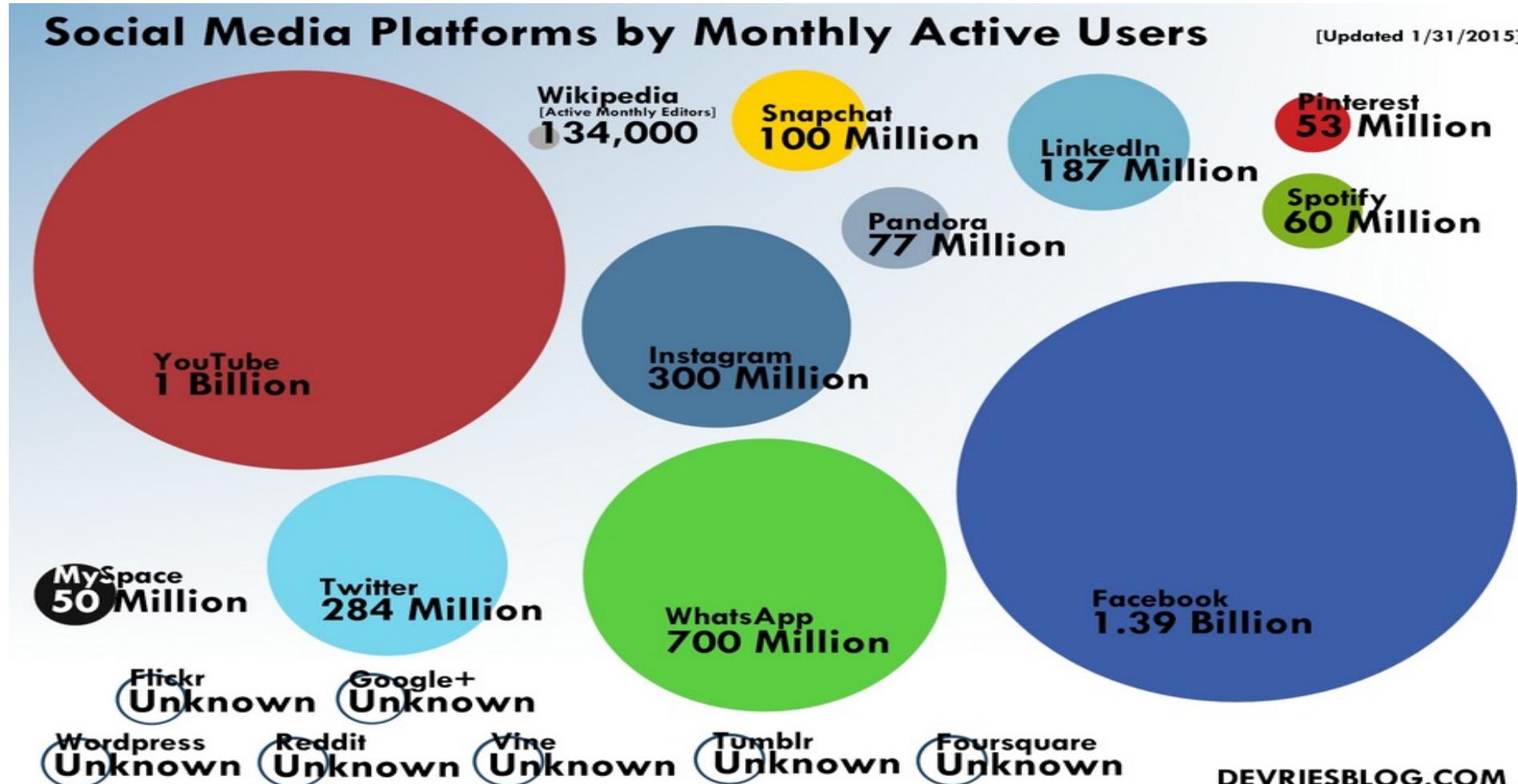
BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE
BRANDS**
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& CONNECT



79% OF USERS
 ARE **35**
OR OLDER

240
MILLION
ACTIVE USERS

2015



2016

BRIDGE INSIGHT : LES RÉSEAUX SOCIAUX QUI COMPTENT EN 2016



RÉSEAUX SOCIAUX

3,025 MILLIARDS
D'INTERNAUTES
2,060 MILLIARDS
ACTIFS SUR LES RÉSEAUX

68%
DES INTERNAUTES
28%
DE LA POPULATION
MONDIALE

TEMPS PASSÉ
1H30
PAR JOUR
EN FRANCE
2 HEURES
PAR JOUR
DANS LE MONDE

PÉNÉTRATION DES
RÉSEAUX SOCIAUX
DANS LE MONDE



FACEBOOK

RÉSEAU SOCIAL
DANS 128 PAYS,
SUR 137 ÉTUDIÉS

1.493 MDS
D'UTILISATEURS
38 MDS DE MESSAGES
ENVOYÉS PAR JOUR
4,5 MDS DE LIKES
PAR JOUR
1,4 MDS DE LIKES
PAR MINUTE
4,75 MDS DE PARTAGES
PAR JOUR

TEMPS PASSÉ
SUR FACEBOOK
6H45
PAR MOIS

AU RÉVEIL 48%
DES 18-34 ANS
SE CONNECTENT

AGE MOYEN : 22 ANS
NOMBRE DE PAGES : 50 M.
INACTIVES : 70% DES PAGES
LIEN : 89 PAR COMPTE (MOY.)



TWITTER

307 MILLIONS
D'ACTIFS MENSUELS
2,3 MILLIONS
EN FRANCE
80%
SUR MOBILE

44%
DES INTERNAUTES
ONT JAMAIS TWEETÉ
61%
35 ANS
19%
CADRES SUP'

LES TWEETS
AVEC UNE PHOTO
2x + DE
PARTAGE

TEMPS PASSÉ
SUR TWITTER
170 MIN
PAR MOIS



GOOGLE+

TEMPS PASSÉ
SUR GOOGLE
6:47 MIN
PAR MOIS

359 MILLIONS
D'ACTIFS MENSUELS
540 MILLIONS
AVEC LES CONNEXIONS
VIA G-MAIL
1,5 MDS
PHOTOS UPLOAD / JOUR

1 MILLION
DE SITES
INTEGRÉS DANS
UNE GOOGLE MAP

15 MILLIONS
DE SITES TRACKÉS
SUR ANALYTICS

TEMPS PASSÉ
SUR ANALYTICS
170 MIN
PAR MOIS



INSTAGRAM

300 MILLIONS
D'ACTIFS MENSUELS
85 MILLIONS
POUR INSTA-DIRECT

30%
D'UTILISATEURS AUX USA

30 MDS DE PHOTOS
PARTAGÉES
2,5 MDS DE « J'AIME »
CHACUJOUR
20 MDS DE PHOTOS PARTAGÉES
CHACUJOUR

1 UTILISATEUR SUIT EN MOYENNE
134 PERSONNES

46%
DES UTILISATEURS
SUVENT DES MARQUES
70%
DES MEMBRES FRANÇAIS
SE CONNECTENT 1 FOIS
PAR JOUR



PINTEREST

85%
DES USAGERS
SONT DES FEMMES

30%
DES ACTIFS
ONT ENTRE
25 ET 34 ANS

100 MILLIONS
DE MEMBRES

TEMPS PASSÉ
SUR PINTEREST
16 MIN
PAR MOIS

POPULARITÉ DES PINS
EN FONCTION DES JOURS
DE LA SEMAINE

LUNDI : VILLE
MARDI : HISTOIRE
MERCREDI : CUISINE
JEUDI : VENDREDI : SAMEDI : DIMANCHE
MOIS : BLAGUES : VOYAGE
TOUT



LINKEDIN

380 MILLIONS
DE MEMBRES
10 MILLIONS
DE MEMBRES EN FRANCE

34%
DES MEMBRES AUX USA

DEUX NOUVEAUX
MEMBRES CHAQUE
SECONDE

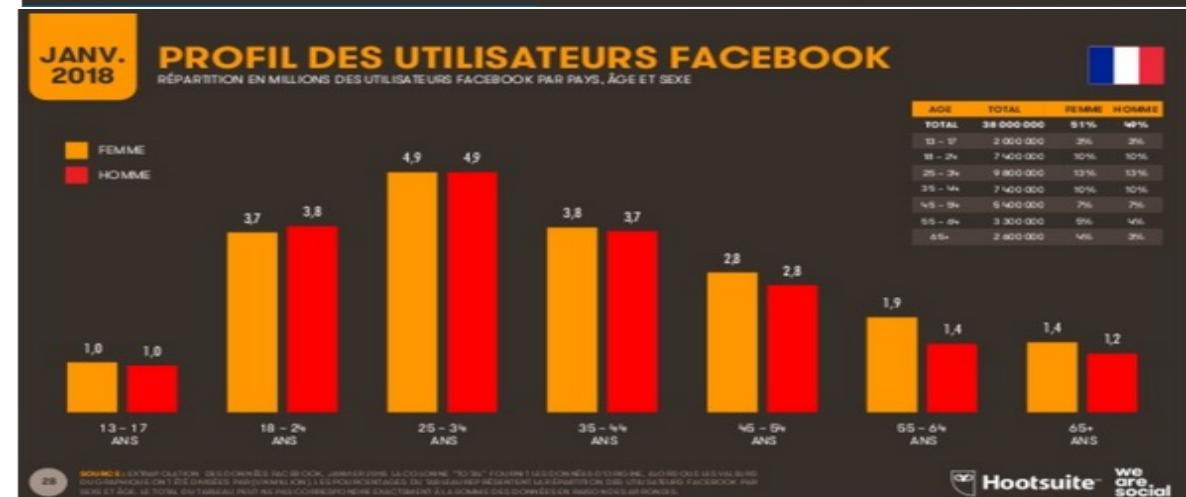
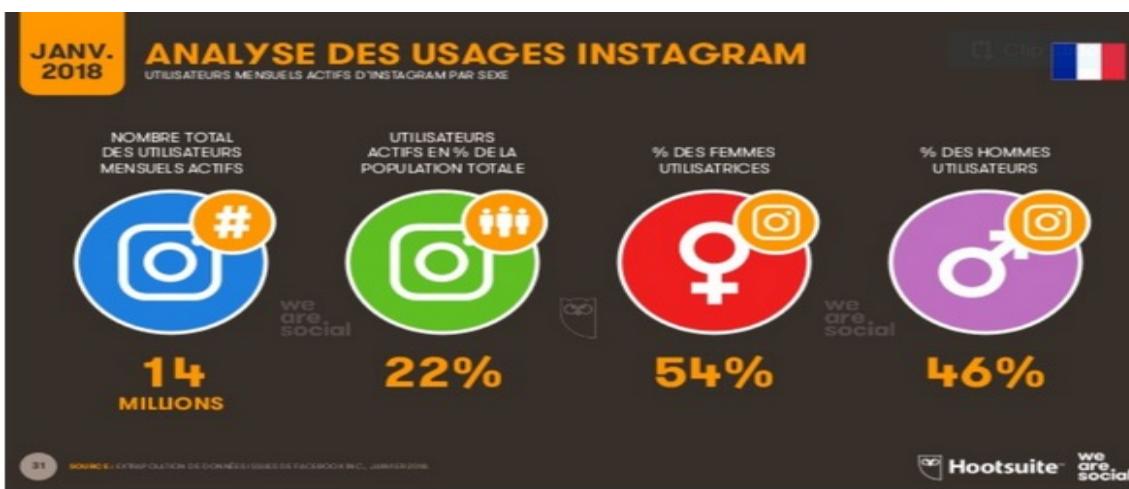
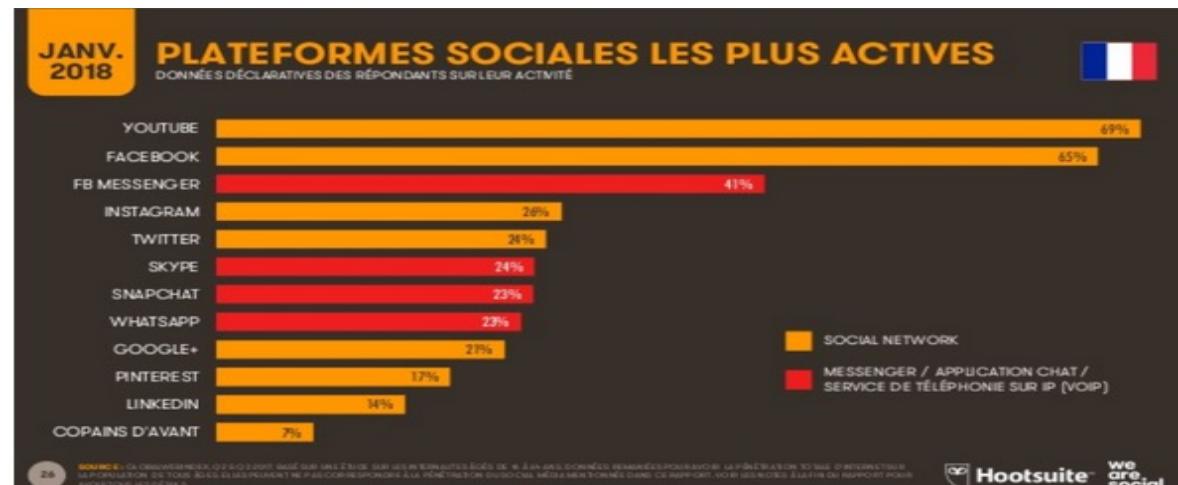
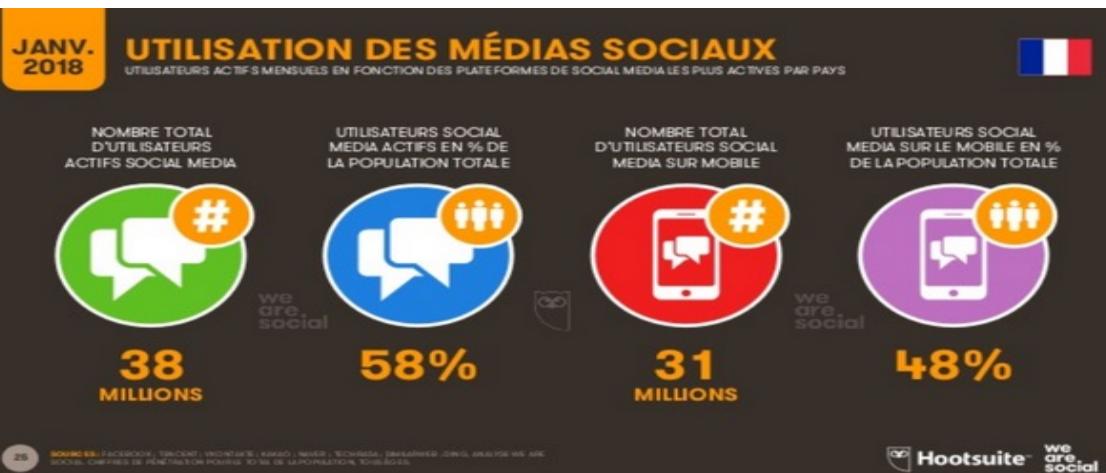
TEMPS PASSÉ
SUR LINKEDIN
17 MIN
PAR MOIS

79%
+34 ANS
AGE MOYEN

27%
DES VISITES VIA MOBILE

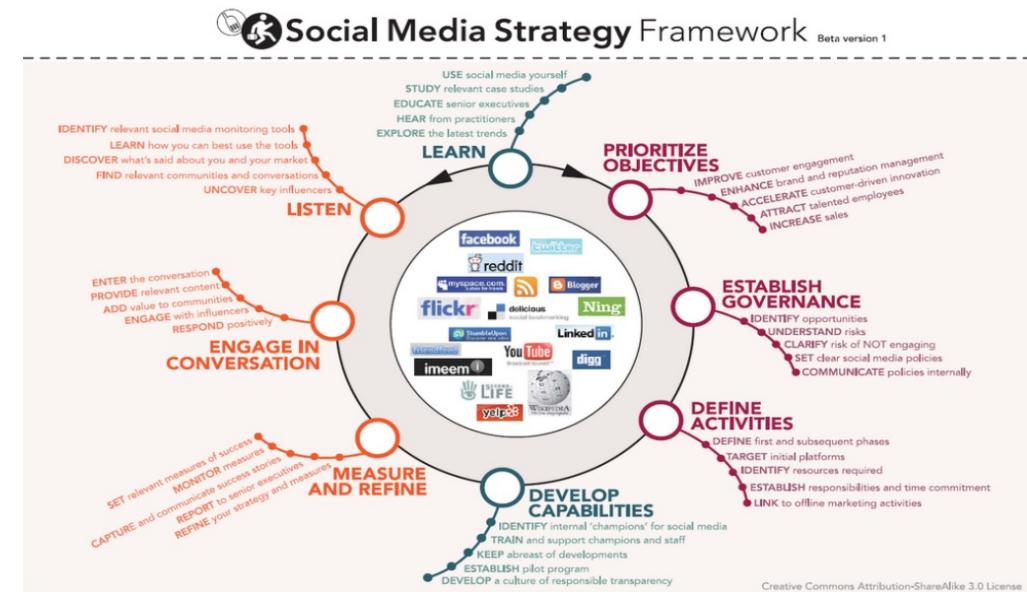
© 2016 Bridge

2018



SOCIAL MEDIA PLANNING

1. Pre-planning
2. Listen the conversation
3. Creation of a persona
4. Design specific goals
5. Join the conversation
6. Measure (ROI)



I. PRE-PLANNING

- How the information drives the industry?
- Where is information created and shared?
- How consumers interact with the industry?
- What networks do they belong to?
- What is influencing my customers?



2. LISTEN TO THE CONVERSATION

- Securing the brand presence on social networks
 - Community manager
- Create platforms for “monitoring”
 - Google Alerts (<https://www.google.fr/alerts>)
 - Let's start yours
 - Socialmention.com
 - Twittersearch



MAIN TOOLS

- Free
 - Google Alerts
 - **Hootsuite**
 - **Netvibes**
 - Trackur
 - Backtypes / Backtweet
 - BoardTracker
 - SocialMention
 - Friendfeed
 - Username Check
 - Keotag
 - Watchthatpage

- Paid
 - Visible Technologies
 - SM2 Techrigy
 - Radian 6
 - Biz360
 - Trackur
 - ScoutLabs
 - AMI Opinion Tracker
 - Digimind
 - Linkfluence
 - Synthesio

3. CREATE A PERSONA

- Men 24-50 years old
 - \$350 billion in revenues
 - 16-19h on line per week
 - 96% on social network
- 78% trust recommandations of their friends
- Attendance
 - Twitter : 31%
 - Facebook : 33%
 - LinkedIn : 39%





HOW TO GET IN TOUCH WITH YOUR PROSPECTS?



YOUR CUSTOMERS

Eyes:

PERSONALIZATION

40% of consumers buy more from retailers who personalize the shopping experience across channels.

73% of consumers surveyed said they prefer to do business with retailers who use personal information to make their shopping experience more relevant.



40%

73%

Mouth: SHARING

70% of Millennials say it is their responsibility to share feedback with companies after a good or bad brand experience.

42% of consumers believe brands should respond to their questions or concerns within an hour on any given day, including weekends.

Ears:

LISTENING

90% of consumers say their purchase decisions are influenced by online reviews.

74% rely on social networks to guide purchase decisions.

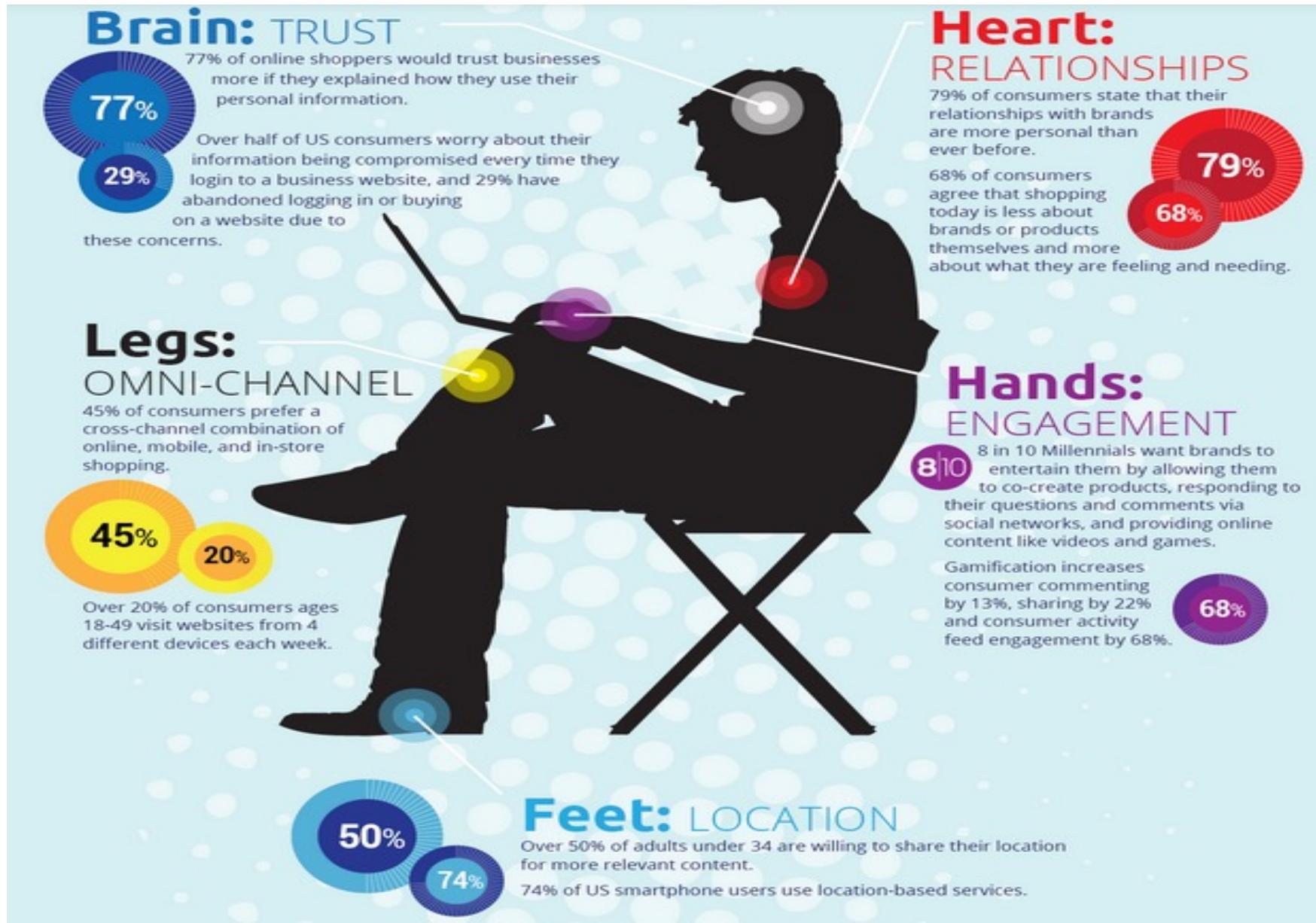
90%

74%

70%

42%

Gigya – SAP - 2017



WHAT IS A PERSONA

- Identification of the "perfect" consumer
- The work of creating personas makes it possible to establish behavioral "prototypes" of targets
 - Profile
 - Consumption habits
 - Browsing habits
- Answer the questions: what do these targets need, how (in what context) do they need it?
- Definition of an acquisition and retention strategy
- Loyalty policy



PERSONA / ANTI PERSONA - EXAMPLES



Identité	
Prénom nom :	Laurent Brun
Age :	43 ans
Profession :	Cadre
Situation familiale :	marié
Niveau en informatique :	usage courant au travail mais limité aux logiciels de bureautique.
Caractéristiques	
<ul style="list-style-type: none">• Leader• A l'habitude de donner des ordres dans son travail• Souhaite faire gagner du temps à son équipe• Souhaite réduire les coûts administratifs• N'aime pas gaspiller son temps	
Objectifs	
<ul style="list-style-type: none">• Economiser sur les frais administratifs• Simplifier la gestion des contrats et des factures	
Scénarios	
<ol style="list-style-type: none">1. Chercher sur internet un outil ou prestataire pour simplifier certaines tâches2. Trouver le site de l'outil3. Utiliser la version gratuite pour vérifier si ça correspond à ses besoins et si c'est simple à apprêhender et à utiliser au quotidien4. Vérifier les prix et calculer le budget pour un tel outil5. Adopter l'outil et créer un compte pour chaque membre de l'équipe	

- Main goal
- Secondary goals
- Main issues
- How to help?

Julien le Novice

Informations personnelles

25 ans
Célibataire
Urbain
Jeune diplômé d'une école de commerce

Informations professionnelles

A effectué quelques stages en entreprise
Sans véritable expérience professionnelle

Objectif

Souhaite décrocher un emploi qui correspond à ses aspirations et affinités

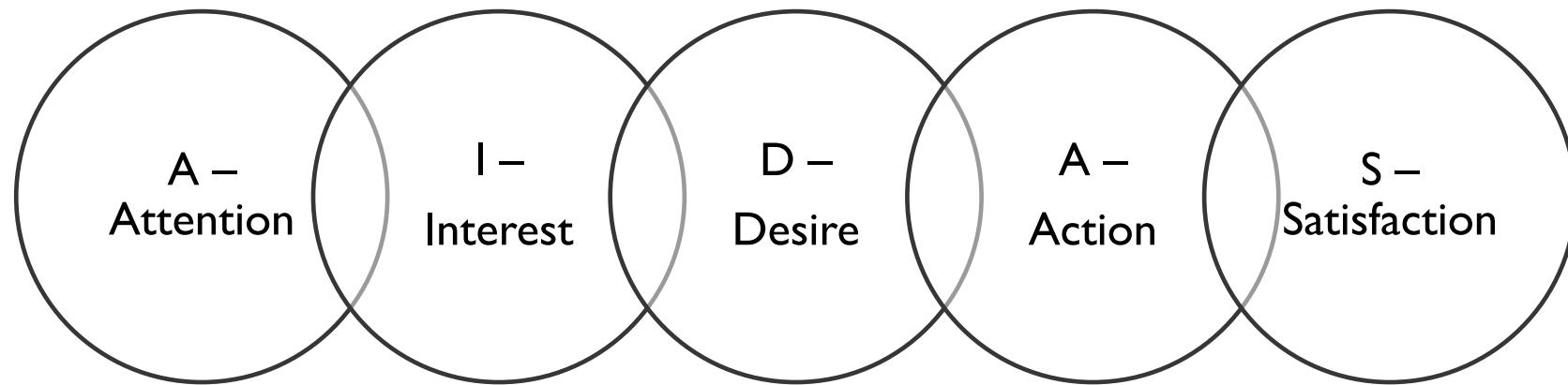
Problèmes et défis

Ne se voit proposer que des emplois en-deçà de ses compétences

Comment l'aider ?

En le mettant en relation avec des employeurs intéressants
En lui fournissant des informations qui l'aideront à se vendre

BEHAVIORAL PROCESS



- What is the role of IT for each step?

ATTENTION

- Gathering attention with a clear message

The screenshot shows the homepage of ameli.fr. At the top, there's a navigation bar with links to Presse, Qui sommes-nous ?, Statistiques et publications, Documentation technique, Marchés publics, and Recrutement. The main header features the logo "l'Assurance Maladie" and the URL "ameli.fr". Below the header, there's a search bar labeled "Rechercher". A sidebar on the left lists services for assured users, including "Mon compte", "ameli-direct : choisir un médecin, un hôpital...", "Formulaires", and "ameli-santé". There are also links for "www.ameli-sante.fr" and "ameli-direct.fr". A large central section features a woman smiling and is divided into three main segments: "CIBLE PRIORITAIRE" (targeted at assured users), "2 CIBLES SECONDAIRES" (targeted at healthcare professionals and employers/entrepreneurs), and "ACCÈS PRO" (targeted at professionals). Each segment has a red "Entrée..." button.

INTEREST

- Structuration of the content as a key factor of navigation

The screenshot shows the Harmonie mutuelle website's navigation bar at the top, featuring links for 'Professionnels indépendants et TPE', 'CHOISISSEZ', 'RECHERCHER', 'CARTE', 'CONTACT', and 'CONNEXION'. Below the navigation, a main title 'Remboursements du régime obligatoire' is displayed, followed by a descriptive text about the regime. To the right, there are four main categories: 'Prise en charge de vos frais de santé', 'Arrêt de travail', 'Invalidité', and 'Prestations en cas de maternité'. Each category includes a small image, a title, a brief description, and a 'En savoir plus' link. A green callout box on the right side highlights the structured information under the heading 'Information structurée par grands thèmes'.

PAGE « GESTION DU RSI »

RUBRIQUE « Remboursement du régime obligatoire »

Information structurée par grands thèmes

Un visuel par thème

DESIRE

- Highlight the products' range, flash sales or special offers

The screenshot shows the Amazon.fr homepage with a dark header. The main navigation bar includes links for 'amazon.fr Premium', 'Toutes nos boutiques', 'Parcourir les boutiques', 'Chez vous', 'Ventes Flash', 'Chèques-cadeaux', 'Vendre', 'Aide', 'Identifiez-vous', 'Nouveau client ? Commencer ici.', 'Testez Premium', 'Panier', and 'Vos'. Below the header, a search bar and a promotional banner for 'Promotions et Ventes Flash' are visible. The main content area displays four product offers under the heading 'OFFRE DU JOUR':

- A laptop (Lenovo Miix 700) with a price of 749,00 €.
- A black external SSD (Elgato Game Capture 1080p) with a price of 127,90 €.
- A SanDisk Extreme PRO SSD with a price of 99,90 € - 299,90 €.
- A man wearing a light-colored long-sleeved shirt.

On the left side, there is a sidebar with a 'Boutique' section containing a list of categories such as Animaleerie, Appareils photo et Caméscopes, Audio & Vidéo portable, Auto et Moto, Bagages, Bébés et Puériculture, Bijoux, Boutique Kindle, Bricolage, Chaussettes et Accessoires, Commerce, Industrie et Science, Cuisine et Maison, DVD & Blu-ray, Epicerie, and Fournitures scolaires & de bureau. At the bottom right, there is some small text about the products being sold by Amazon.fr.

ACTION

- Optimize the payment's systems or lead generation
 - Viewing progress



Le tunnel d'achat informe l'utilisateur de son avancée dans le processus d'achat

ACTORS DURING THE PROCESS

- Initiator: first to suggest the purchase of a product;
- Vector of influence: brings counsel, or has a significant weight in the decision to purchase;
- Decider: made the final selection of the purchase;
- Buyer: Makes purchase;
- User: consumes the product purchased
- For you: Who is the more important? How to join him?

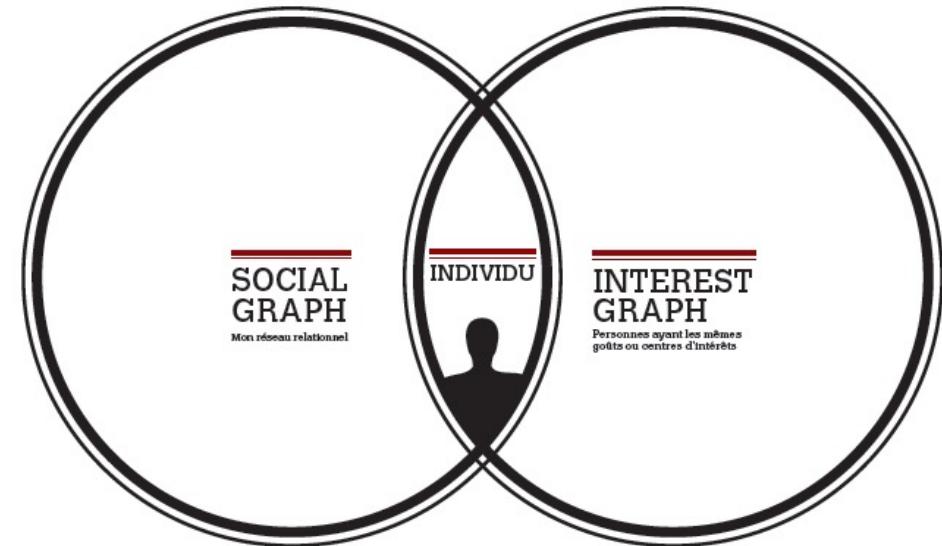
4. SPECIFIC GOALS

- Brand management
- Improve traffic
- Business relations
- SEO
- Improving CRM
- Enhance incomes

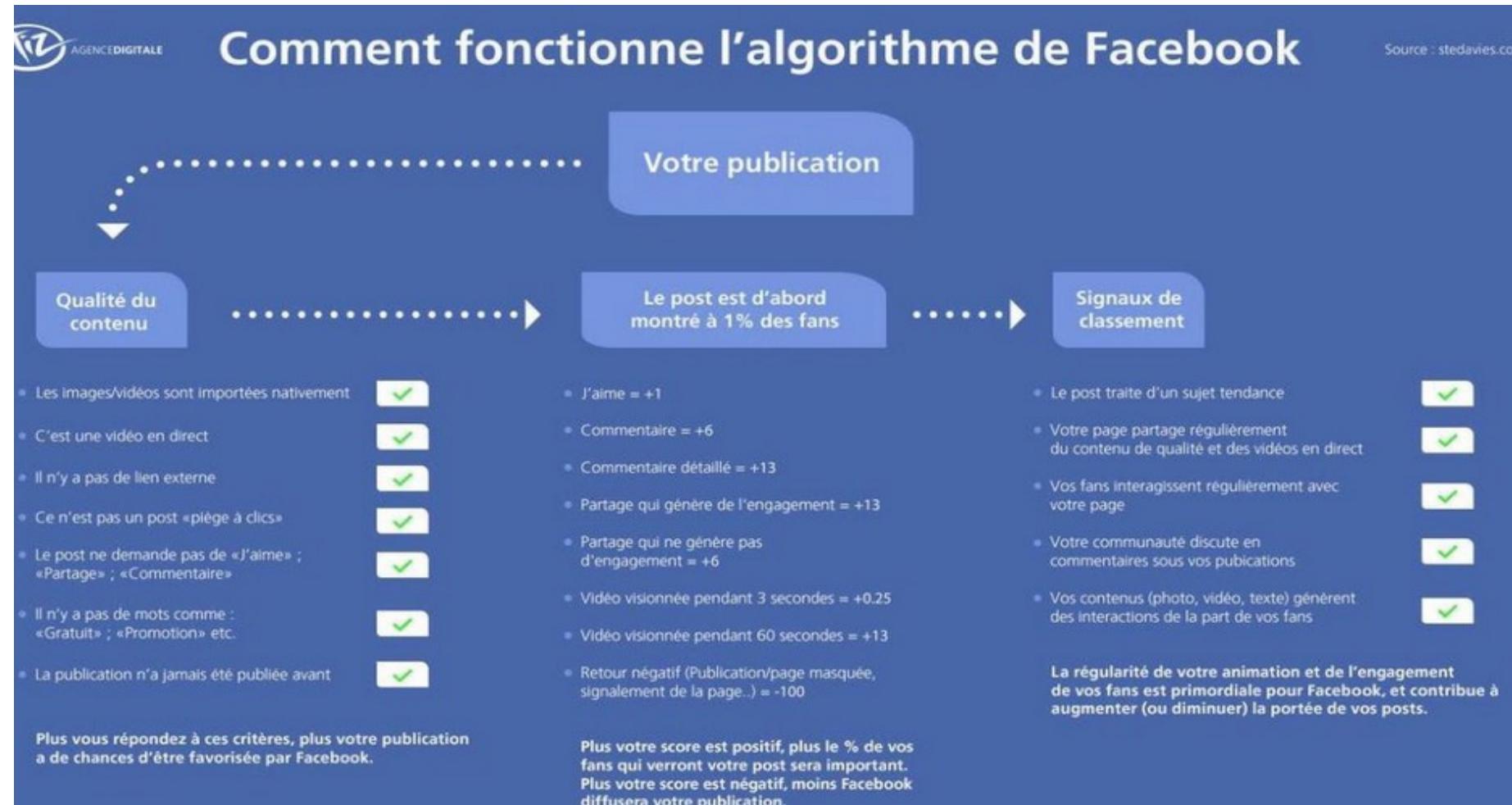


5. JOIN THE CONVERSATION

- Establish a clear timetable of publications
- Consistency
- Rules of communication and response
 - Management of negative comments
 - Level of response
- Be transparent and authentic
- Think conversation, not campaign



FACEBOOK



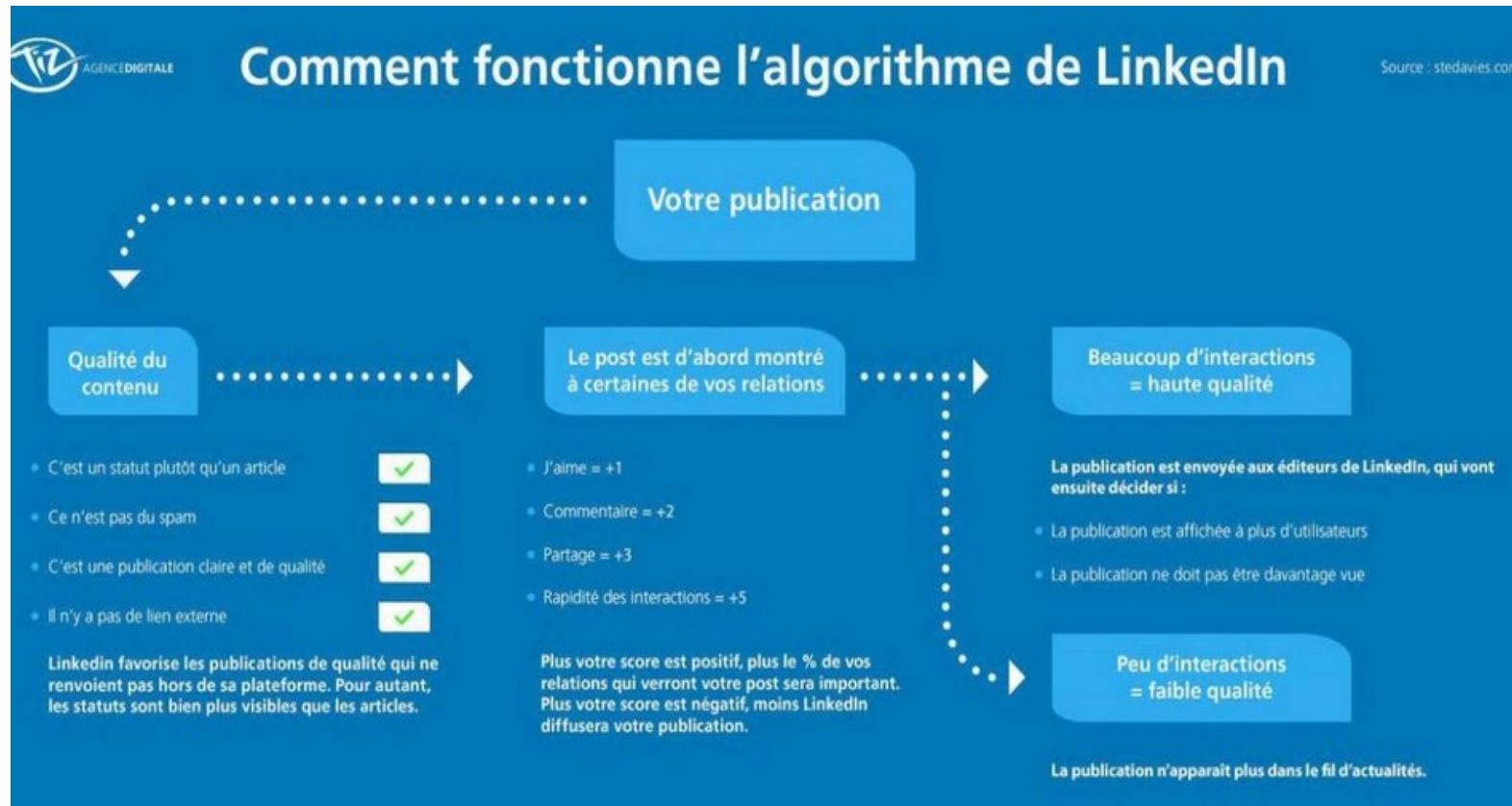
INSTAGRAM



YOUTUBE



LINKEDIN



WHEN DO YOU NEED TO PUBLISH?

Facebook



Les meilleurs moments

9H	10H	11H	12H	13H	14H	15H
----	-----	-----	-----	-----	-----	-----



Les internautes sont plus heureux le vendredi, donc partager un contenu positif ou drôle.



En postant à 15 heures vous aurez plus de clics alors qu'à 13 heures, vous aurez plus de partages.



Petit conseil

Utilisez les statistiques de votre page Facebook pour savoir quand votre communauté est en ligne.

Julien Bréal

Instagram



Les meilleurs jours

FAIBLE ENGAGEMENT

Les meilleurs moments

2H	4H	6H	8H-9H	11H	13H	15H	17H
----	----	----	-------	-----	-----	-----	-----



Le meilleur moment est de publier entre 8h et 9h. Oubliez entre 15h-16h.



Publier une vidéo à 9H a 34% d'engagement en plus.



Petit conseil

Poster votre contenu en dehors des horaires de travail.

Julien Bréal

LinkedIn



Les meilleurs jours

FAIBLE ENGAGEMENT

FAIBLE ENGAGEMENT

Les meilleurs moments

5H-6H	7H-8H	9H-10H	12H	13H-14H	15H-16H	17H-18H
-------	-------	--------	-----	---------	---------	---------



Le meilleur moment est de publier le mardi, mercredi et jeudi entre 17h-18h.



Les utilisateurs de LinkedIn préfèrent lire les actualités le matin.

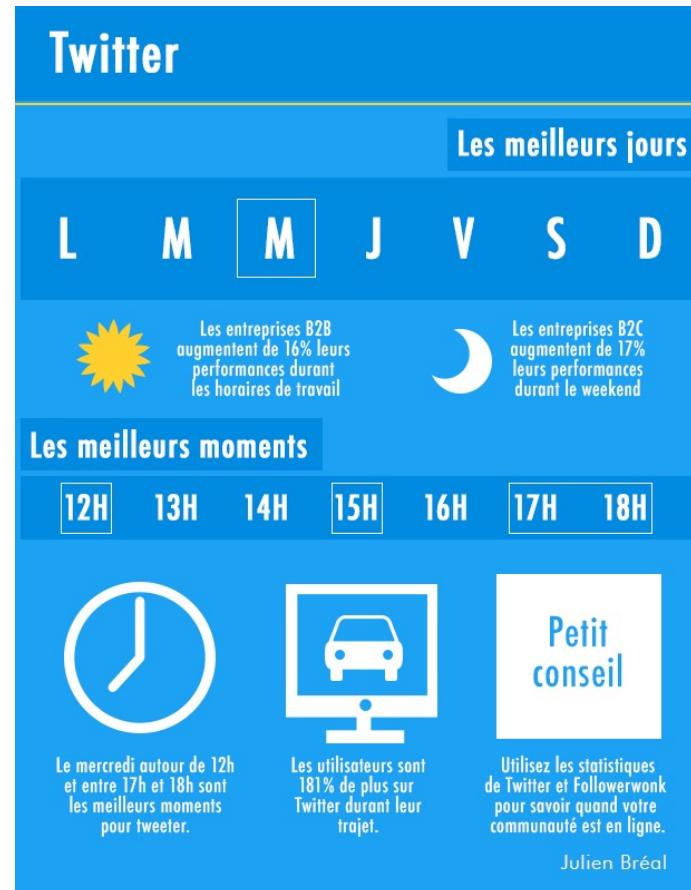


Petit conseil

Poster votre contenu avant ou après Les horaires de travail.

Julien Bréal

WHEN DO YOU NEED TO PUBLISH? (2)



UPDATE 2022



The Best Times to Post on TikTok Globally

In Eastern Standard Time (EST)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	2:00 AM					
6:00 AM	4:00 AM	7:00 AM		5:00 AM		7:00 AM
10:00 AM	9:00 AM	8:00 AM	9:00 AM		11:00 AM	8:00 AM
			12:00 PM	1:00 PM		
				3:00 PM	7:00 PM	4:00 PM
			7:00 PM		8:00 PM	
10:00 PM		11:00 PM				

Oberlo

UPDATE 2022



MEASUREMENT (ROI)

- Qualitatively
 - Are they talking about you?
 - Consumer perception
 - Creation of improved relationships
 - Dialogue rather than monologue
- Quantitatively
 - Analytics
 - SEO ranking
 - Hits
 - Subscriptions to the newsletter
 - loyalty

ROO : return on objective

ROA : return on attention

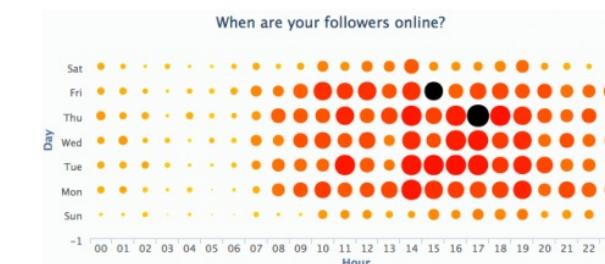
ROI : return on investment

3 KEY FACTORS

IMPORTANCE OF LISTENING TO THE SOCIAL WEB

- Assessment of the activity carried out
- Quantitative measure: outside and inside the community (engagement, attrition rate, maximum exposure)
- Qualitative measure: engagement may be positive or negative in nature

Type	Targeting	Reach	Engagement
Facebook Post	Everyone	1K	17 11
Facebook Post	Everyone	5.1K	372 236
Facebook Post	Everyone	1.8K	18 25
Facebook Post	Everyone	676	10 0



IMPORTANCE OF LISTENING TO THE SOCIAL WEB (2)

- Analysis of community and market expectations
- Surveys
- Advice on specialized sites
- Discussion forum
- Competitive benchmark
- E-reputation

Pavillon France asked a question.
July 2

Parmi ces espèces, quelles sont celles que vous préferez cuisiner ?

<input type="radio"/> La lotte	+24
<input type="radio"/> La cardine	+1
<input type="radio"/> La limande	+13
<input type="radio"/> Le rouget	+15

Like · Comment · Share 13 1

Devis de déménagement, comment choisir sa société?

Bonjour à toutes,

J'aide ma cousine à déménager. Elle part vivre du côté de Mons et je l'aide à organiser son déménagement. Elle a demandé plusieurs devis de déménagement, à différentes sociétés.

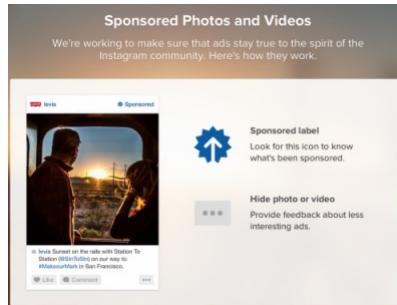
Mais les devis varient tellement: les prix sont différents, les formats, les descriptions, les précisions...
Comment choisir parmi tout cela? Y a-t-il certaines choses ou informations qu'il faut absolument retrouver dans un devis et qui témoignent du sérieux des sociétés?

d'avance, merci de vos précisions!



(RE) DEFINE THE ACTIONS OF COMMUNICATION

- Taking into account new developments (adaptation of advertising campaigns - Customs Audience on Facebook, Instagram or Vine)
- Diversify your presence spaces: reach, edge rank, google +
- Individualization of content (google+ hangouts, live chat, snapchat)



CONSIDERATION OF MOBILE USES

- Instagram: hot content, videos, exclusives
- E-reputation
- Detect mobile ambassadors
- Propose a website adapted to mobile



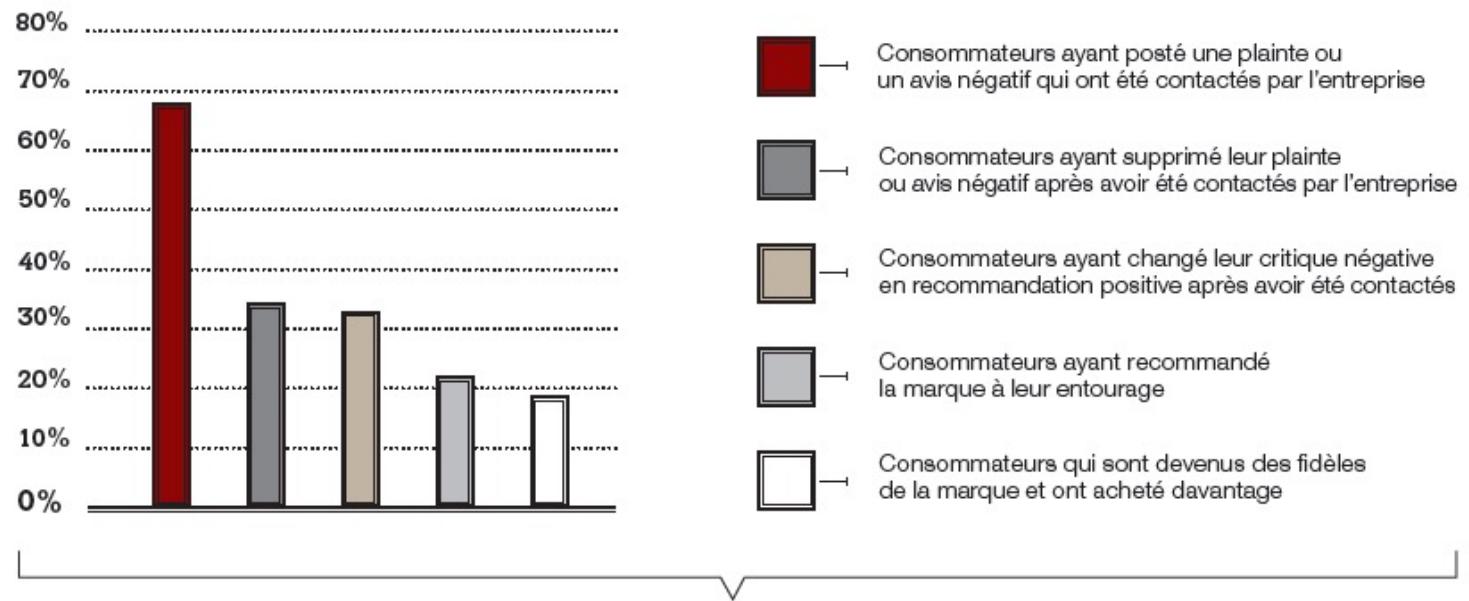
27 J'aime
sarah_elie Promo de fou ! #arnaque #kiabi
loow_ Ça c'est de la promo!

SOCIAL CRM

EXAMPLE

EXEMPLE DE TRAITEMENT DES INSATISFACTIONS CLIENT SUR LES MÉDIAS SOCIAUX (Twitter, Facebook, Yelp, Citysearch,...)

USA - Période des fêtes (du 31 octobre 2010 au 1er Janvier 2011)
The Retail Consumer Report 2011 - RightNow



WHAT IS AT STAKE?

- The right way to handle dissatisfaction
- Loyalty programs
- Extending the customer experience
- Sales effectiveness

L'avis du pro : prolonger l'expérience client dans les réseaux sociaux



« Salesforce a travaillé avec Disney pour mettre à leur disposition une architecture leur permettant de stocker dans le cloud des applications Facebook, que les fans de Disney peuvent installer sur la page Disneyland. Salesforce ne développe pas ces applications. Elle fournit l'infrastructure à des agences média qui s'occupent de l'exploitation. C'est toujours un émerveillement pour nous de voir la créativité de nos clients ! Dans le cas de Disney, les fans peuvent par exemple préparer leur visite dans un parc à partir d'une application, partager leur album de photos souvenir, etc. Le but est de créer une relation au sens propre avec la marque, une expérience ».

Alexandre Dayon, Directeur exécutif CRM, Salesforce

L'avis du pro : le F-banking, un nouveau moyen de fidélisation pour les banques

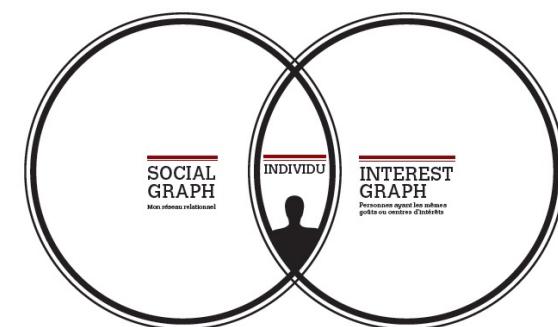
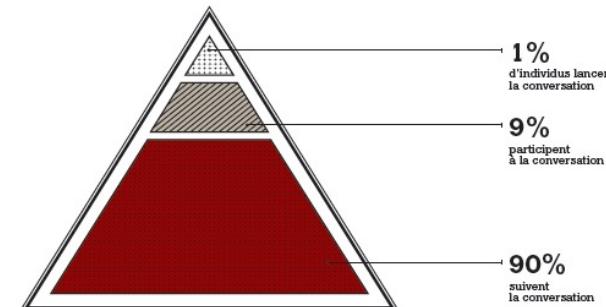


« Facebook a déjà dépassé l'e-mail en tant qu'outil de communication. Nécessairement, il devient pour les banques un canal important dans toute la communication traditionnelle avec les clients. Qui plus est, c'est un espace de collaboration plus humaine et plus personnelle. Aux États-Unis, dès que les enfants partent, la famille devient plus fragmentée. Rien n'oblige les membres de la famille qui sont partis à rester avec la même banque. D'où la nécessité de créer cet espace «banque de la famille» pour entretenir une relation privilégiée. C'est donc un canal qui permet une relation différente en ce sens qu'il est beaucoup plus ciblé que les canaux traditionnels ».

Alexandre Dayon, Directeur exécutif CRM, Salesforce

REVOLUTIONS DUE TO SOCIAL CRM

- Customer knowledge
 - Beware of information ownership policies: dedicated spaces to collect information
 - Almost inexhaustible volume of information, complex exploitation
- Listening to customers
- Social graphs
- Their segmentation



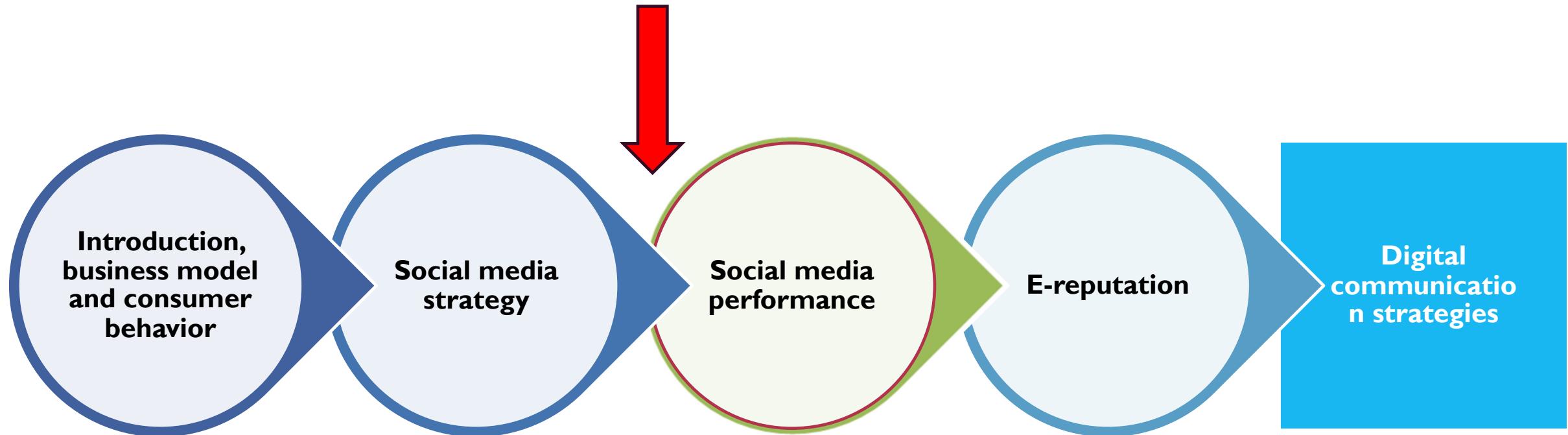


SESSION 2

BACK FOR 2 DAYS!

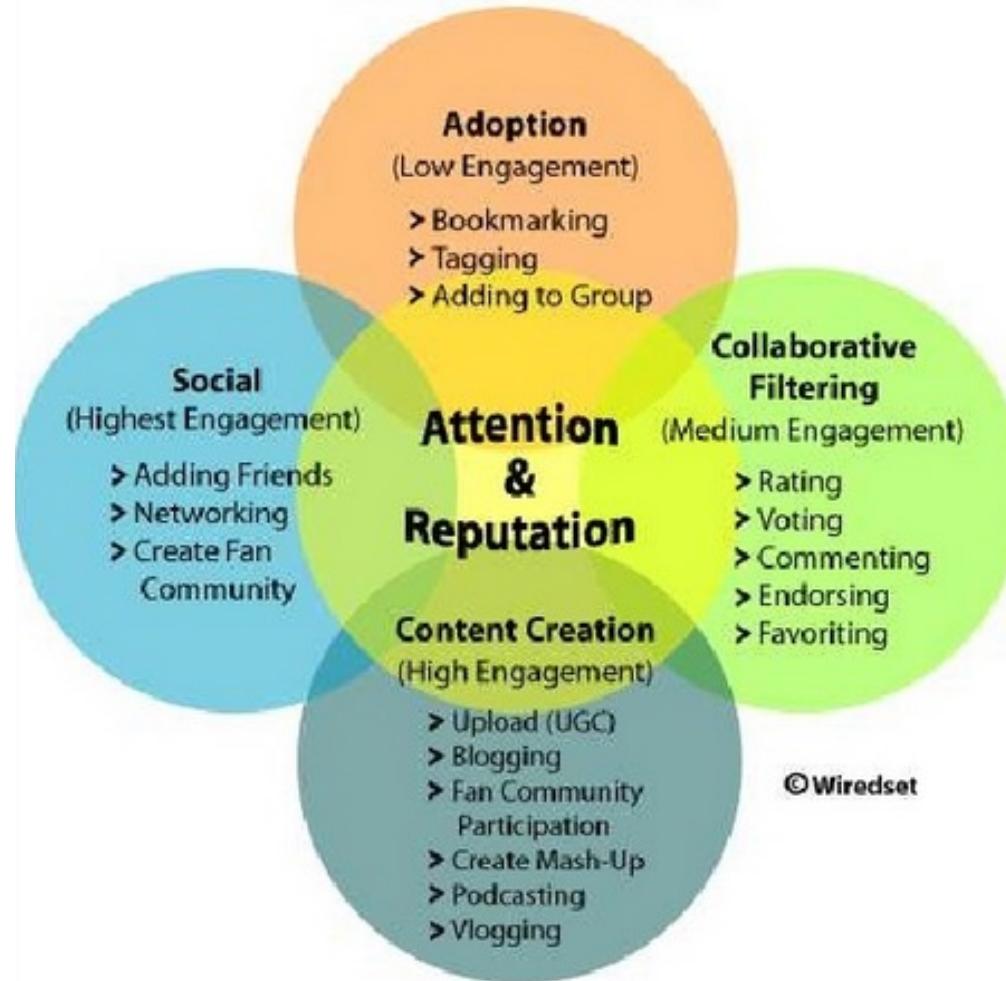


WHAT I WILL BE TALKING ABOUT

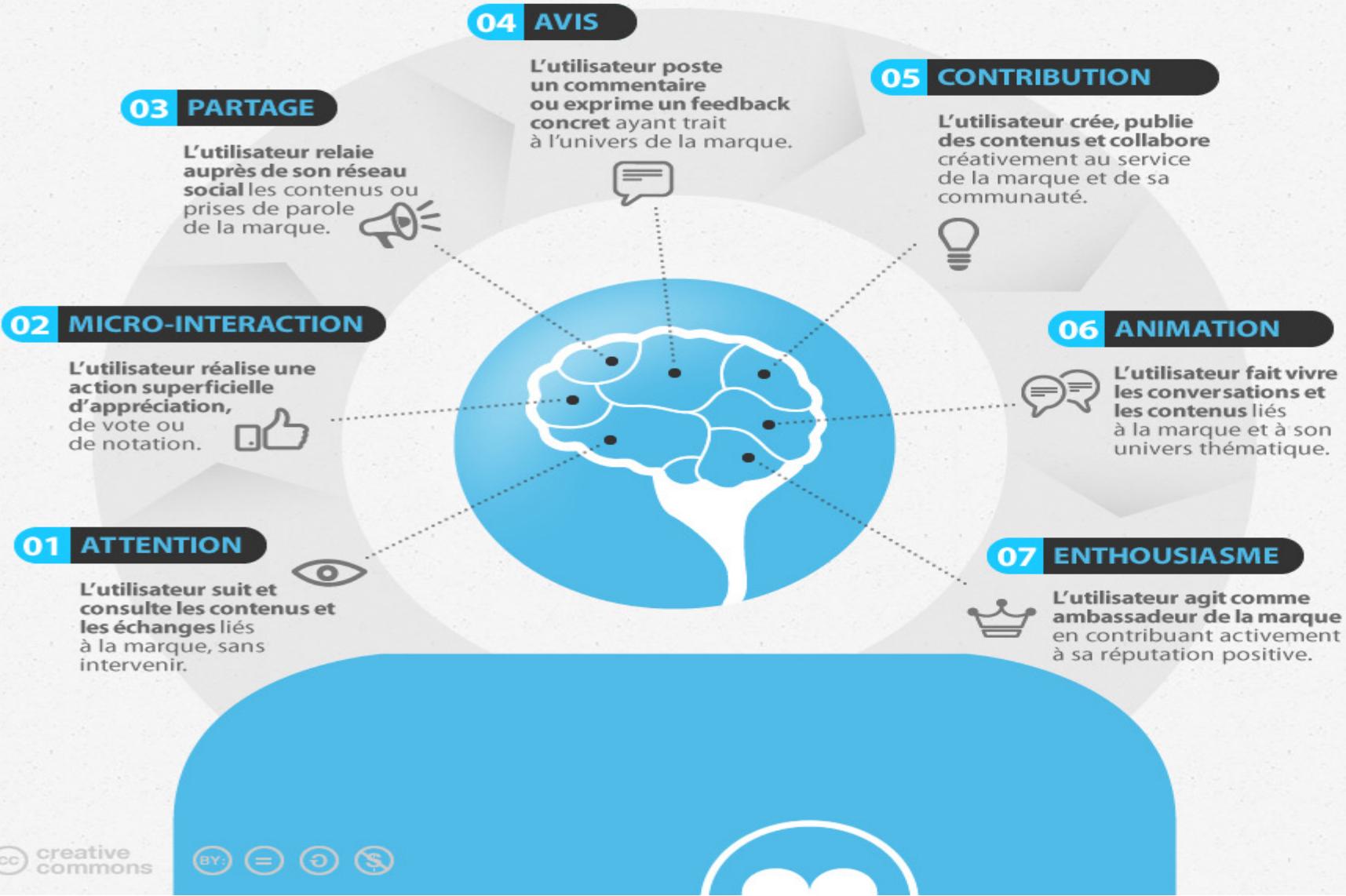


TIPS ON SOCIAL PLATFORMS

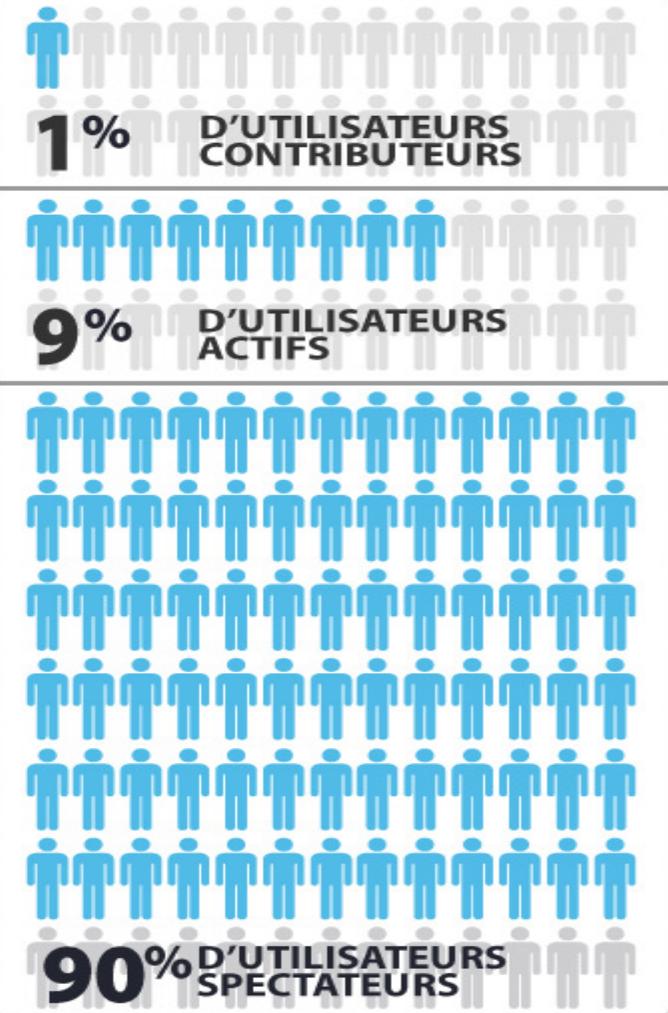
TYPES OF ENGAGEMENT



LES 7 ETAPES DE L'ENGAGEMENT



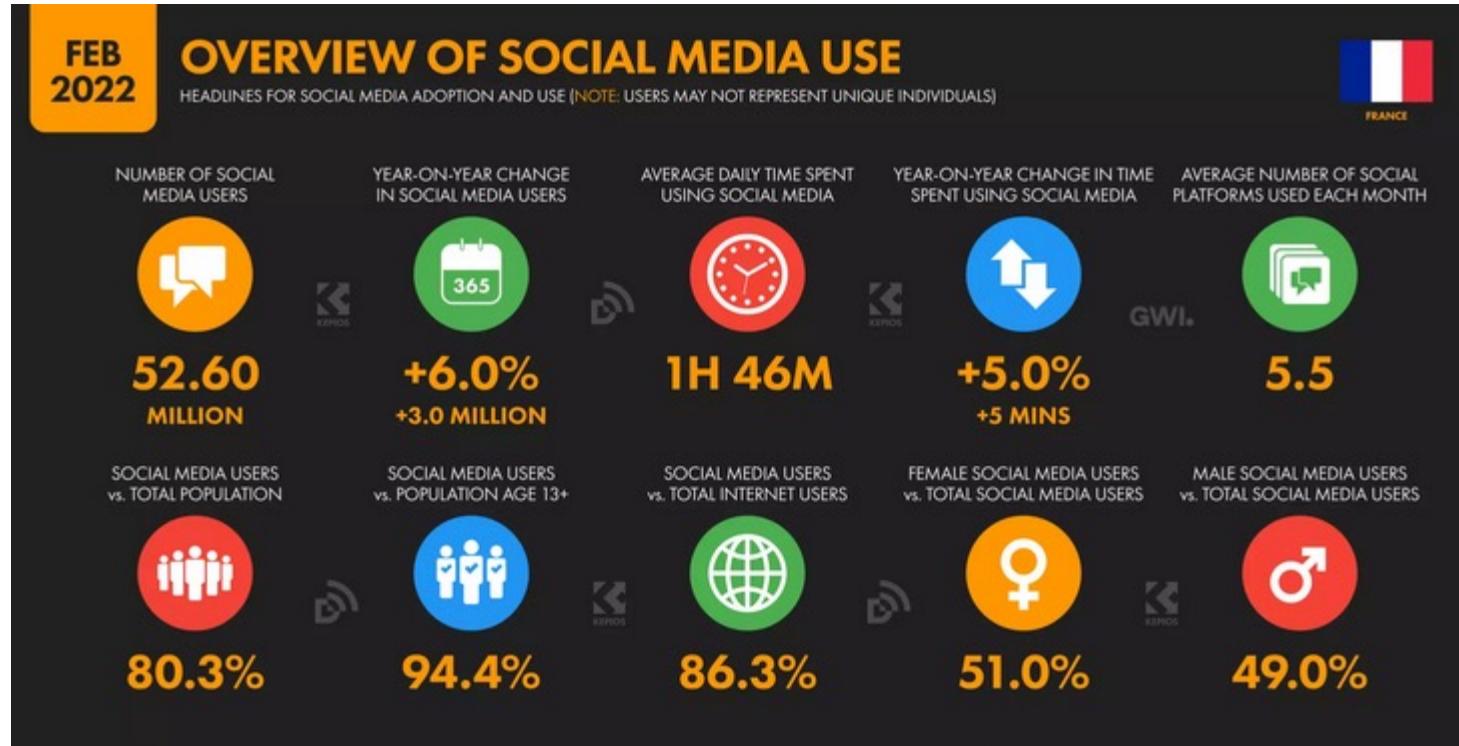
% Pourcentage moyen d'utilisateurs en fonction de leur engagement au sein d'une audience ou d'une communauté sur le Web.
Inspiré de la [Règle des 1%](#).



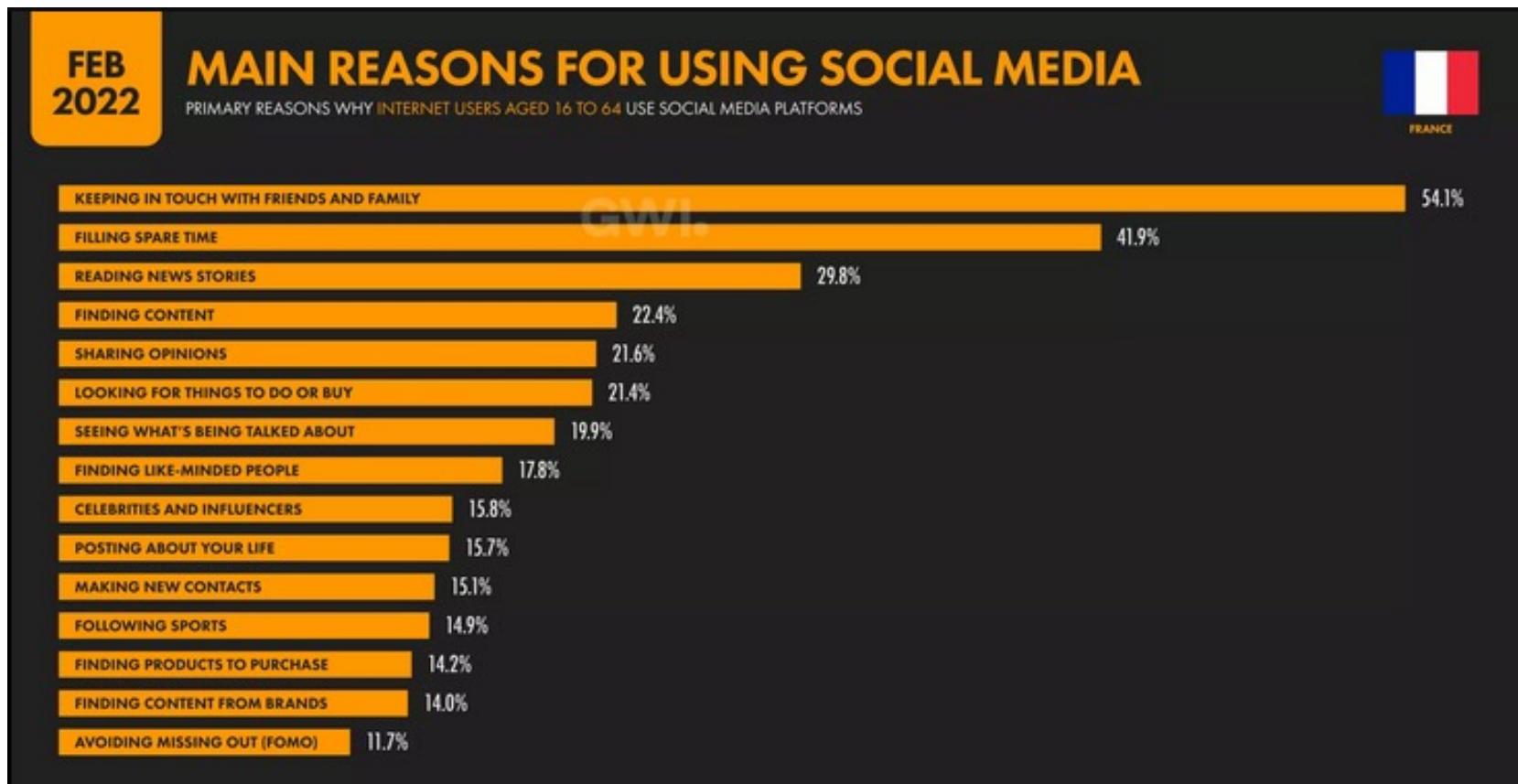
ENGAGEMENT IN FRANCE



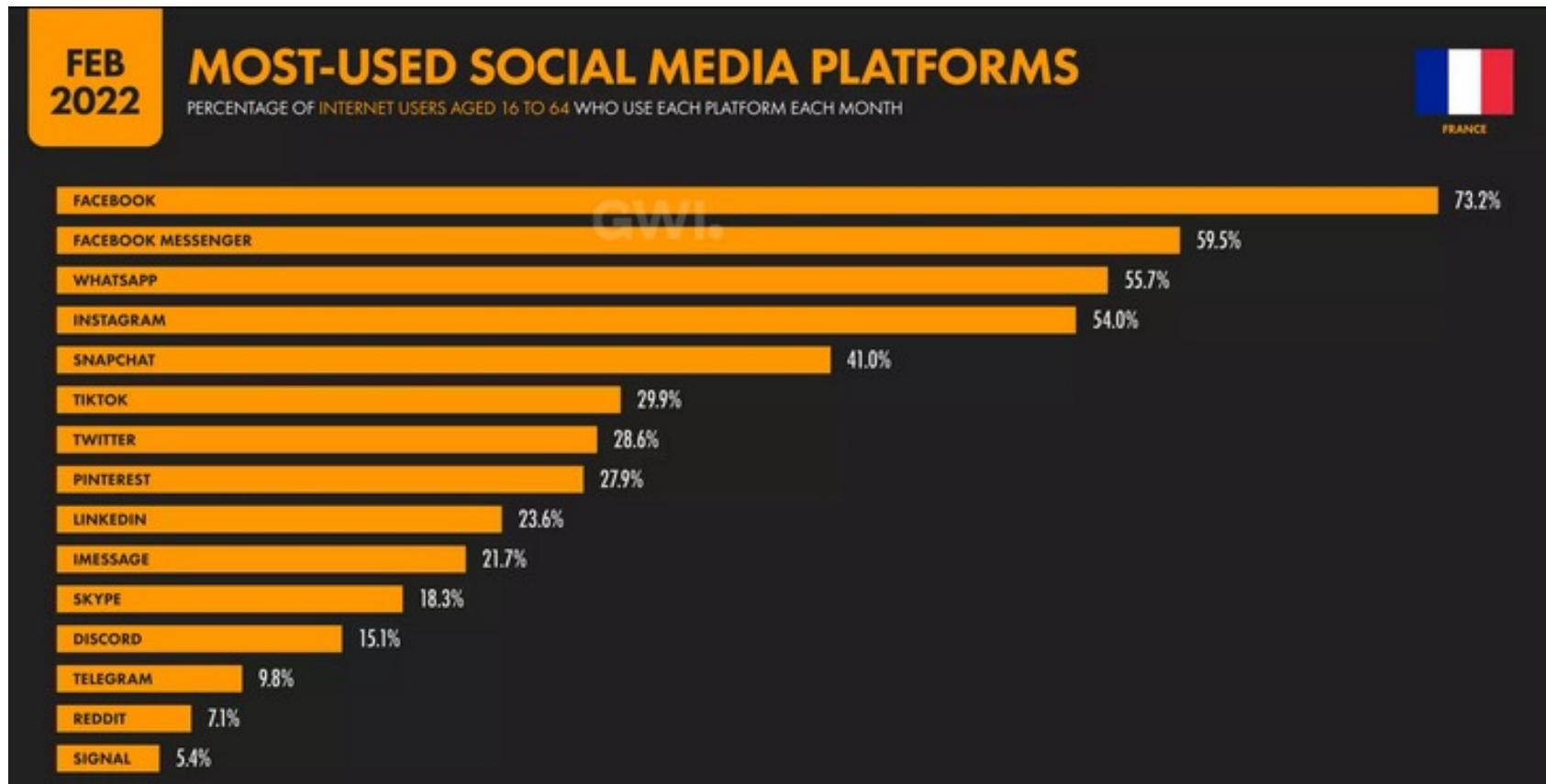
SOCIAL MEDIA USE



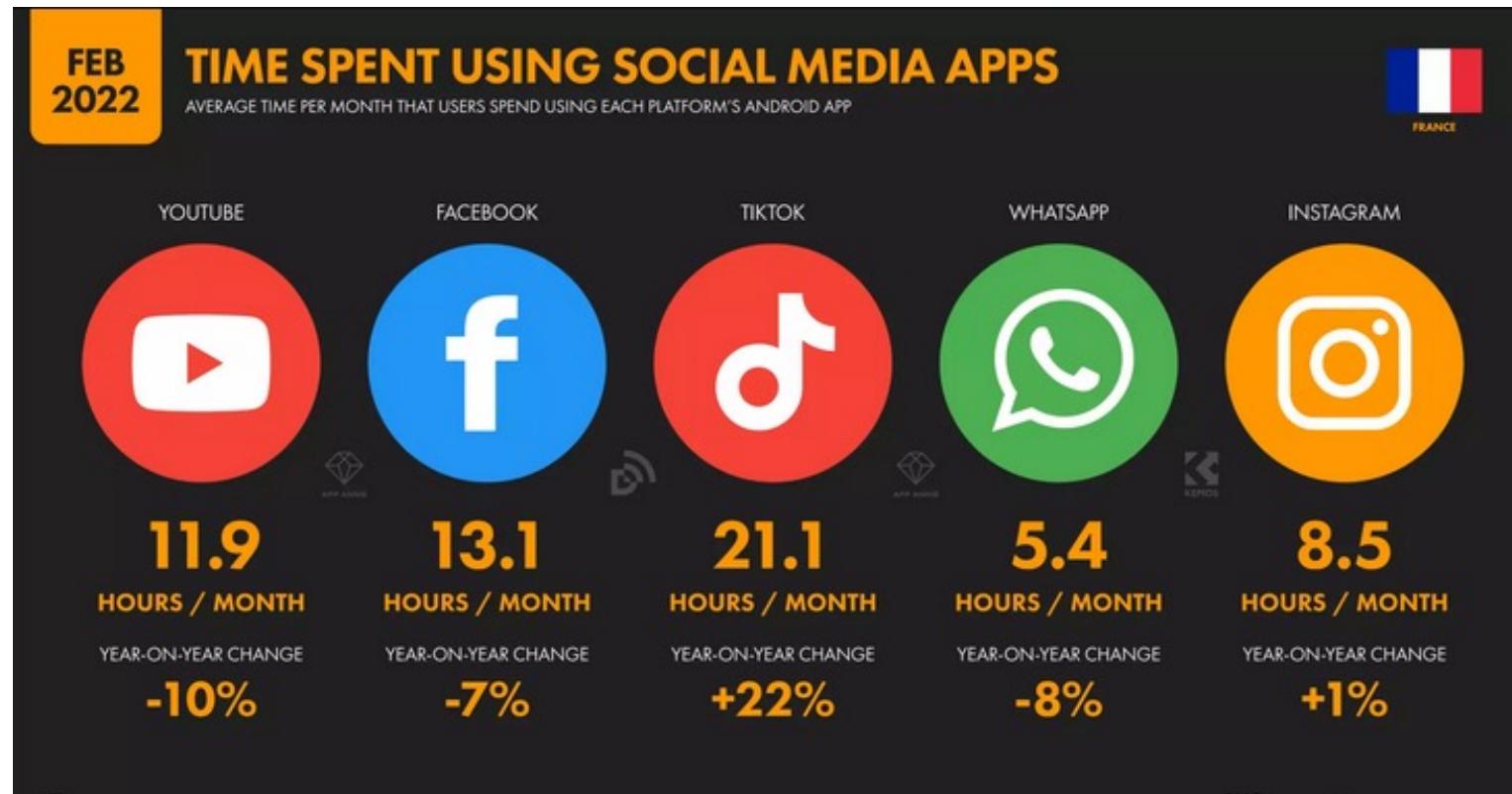
WHY USING SOCIAL MEDIA?



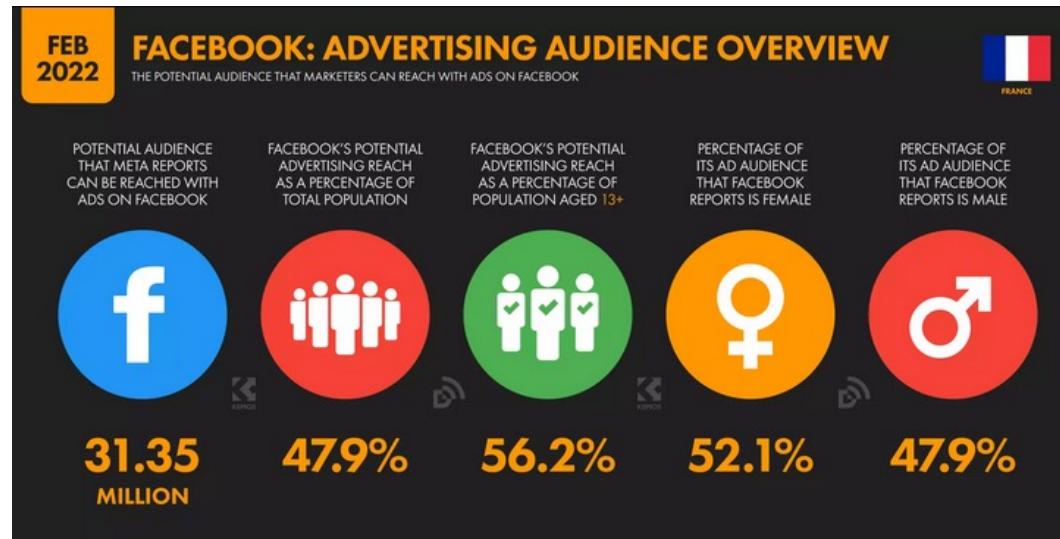
SOCIAL MEDIA PLATFORMS



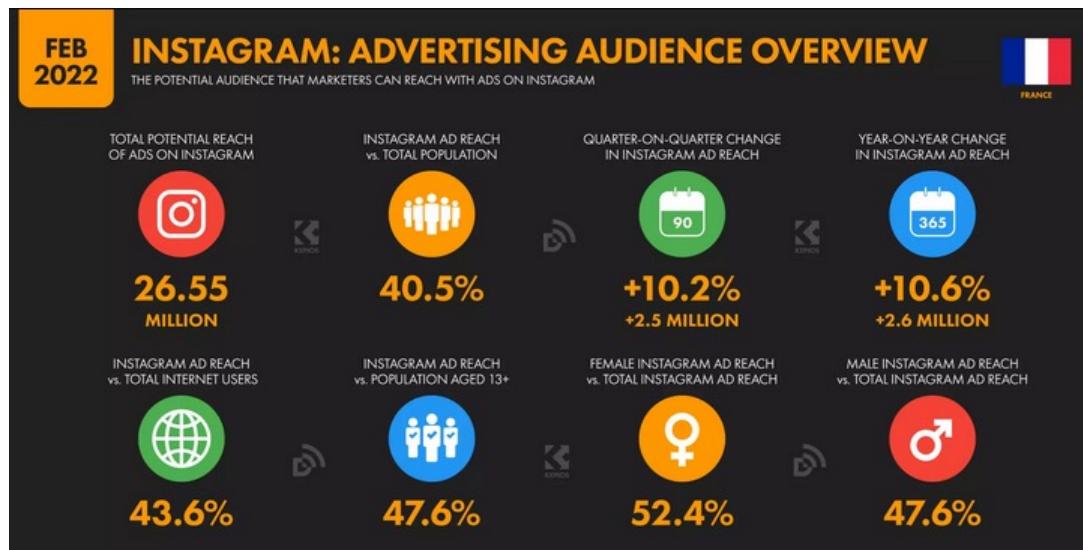
TIME SPENT



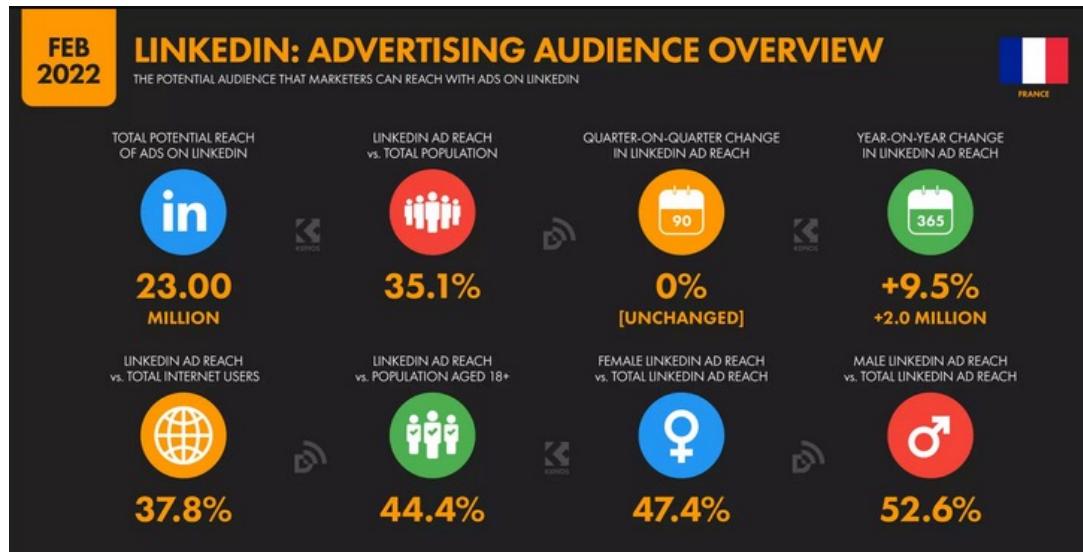
SOME NUMBERS ABOUT FB IN FRANCE



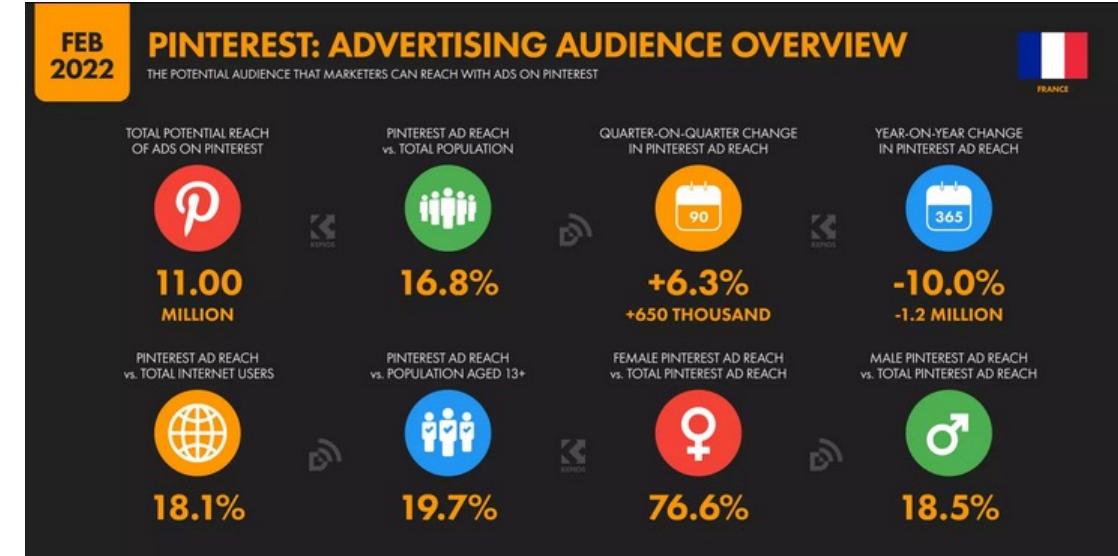
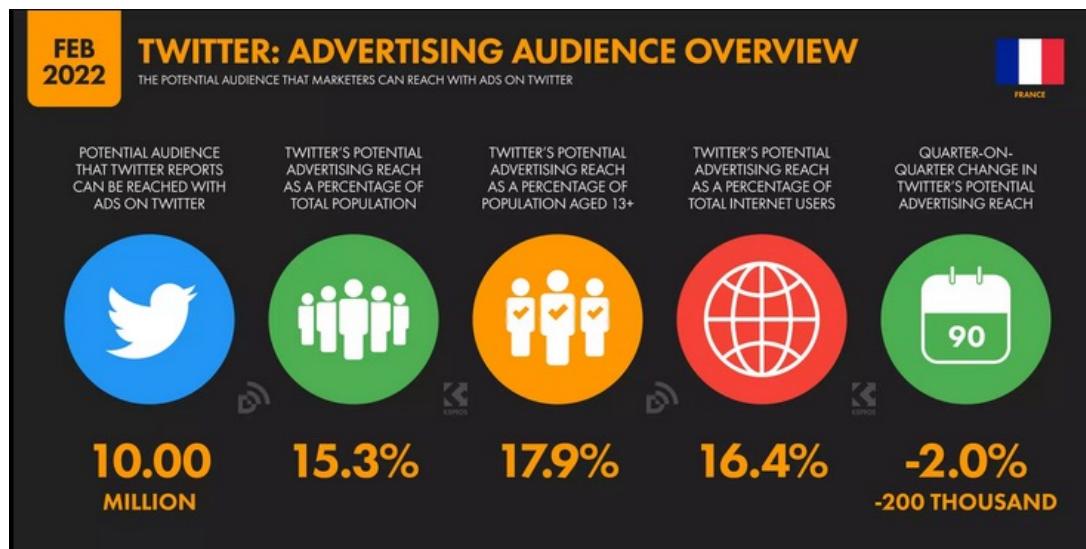
OTHER PLATFORMS



OTHER PLATFORMS



OTHER PLATFORMS





FACEBOOK



WHAT ARE THE GOALS OF YOUR FB PAGE?

- Recruiting ?
- Find prospects and partners
 - <https://www.facebook.com/business/>
- Keep a lookout (and spy on your competitors)
 - [https://www.facebook.com/business/pages/manage
#page_insights](https://www.facebook.com/business/pages/manage#page_insights)
- Advertising
- Exchange with its customers or prospects.

JAN
2019

INDICATEURS DU REACH FACEBOOK

CROISSANCE MENSUELLE MOYENNE DES LIKES (FANS), REACH MOYEN DES POSTS D'UNE PAGE, ET CONTRIBUTION DU PAID MEDIA



ÉVOLUTION MENSUELLE
MOYENNE DES LIKES



+0,14%

REACH MOYEN DES
POSTS vs. LES
LIKES DES PAGES



9,2%

REACH MOYEN
ORGANIQUE vs. LES
LIKES DES PAGES



7,8%

% DE PAGES
AYANT RECOURS
AU PAID MEDIA



27%

REACH MOYEN
QUAND PAID MEDIA
vs. REACH TOTAL



28%

JAN
2019

INDICATEURS D'ENGAGEMENT FACEBOOK

NOMBRE DE PERSONNES QUI INTERAGISSENT AVEC DES POSTS FACEBOOK D'UNE PAGE vs LE REACH DE LA PAGE



TAUX D'ENGAGEMENT
MOYEN DES POSTS
FACEBOOK (TOUS TYPES DE
POSTS ET PAGES*)



4,15%

TAUX D'ENGAGEMENT
MOYEN DES POSTS
VIDÉO FACEBOOK
(TOUS TYPES DE PAGES*)



6,48%

TAUX D'ENGAGEMENT
MOYEN DES POSTS
PHOTO FACEBOOK
(TOUS TYPES DE PAGES*)



5,40%

TAUX D'ENGAGEMENT
MOYEN DES POSTS
FACEBOOK AVEC UN LIEN
(TOUS TYPES DE PAGES*)



4,23%

TAUX D'ENGAGEMENT
MOYEN DES POSTS
DE STATUT FACEBOOK
(TOUS TYPES DE PAGES*)



2,61%

WHY USING ADS ON FB?

- Find and engage target markets;
- Discover niche markets;
- Test marketing messages;
- Find and attract paying customers
- Learning / Error: A/B Testing possible

■ Ads on Facebook

The collage illustrates five different types of Facebook ads:

- Carousel:** A mobile phone screen showing a vertical stack of three shoe-related images with descriptive text below each.
- Single Image:** A post from "Jasper's Market" featuring a large image of a Fig Tart with Almonds and some descriptive text.
- Single Video:** A post from "Jasper's Market" featuring a video thumbnail showing various fresh vegetables.
- Slideshow:** A post from "FB Slideshow Creative Examples" showing a sequence of four images of a modern kitchen.
- Canvas:** A complex, multi-panel interactive ad for Target featuring various holiday-themed scenes and products.

KEY PRINCIPLES ABOUT FACEBOOK ADS

- Formats: right column, sponsored, videos
- Short ads: titles do not exceed 25 characters in length.
- Advertising messages: <135 characters
- Payment: CPL, CPC or CPM mainly
- Targeting is crucial: age, sex, birthday, country of origin, city of origin, job, training, love situation, contacts sought, language used, etc.
- Event offer
- Advertising Manager

#1 PUBLICATION

- Simple and easy to read content
- Common and adapted vocabulary
- According to Facebook, a publication of 100 to 250 characters receives 60% more of likes, comments and shares than a longer publication.
- Reduced to 80/120 characters would be even more effective.

#2 USE VISUALS

- Visuals generate attention from your fans when they scanning their news feed.
- Photo albums, pictures and videos elicit more feedback – respectively 180%, 120% and 100% more engagement - than text or links.
- Photos = more likes and shares
- Text = start a conversation

- Advice: 403 px to 403 px

- Re-use the illustration of your article and put the link to the article in the description of the visual.
- Choose an inspiring visual, add the quote in the description

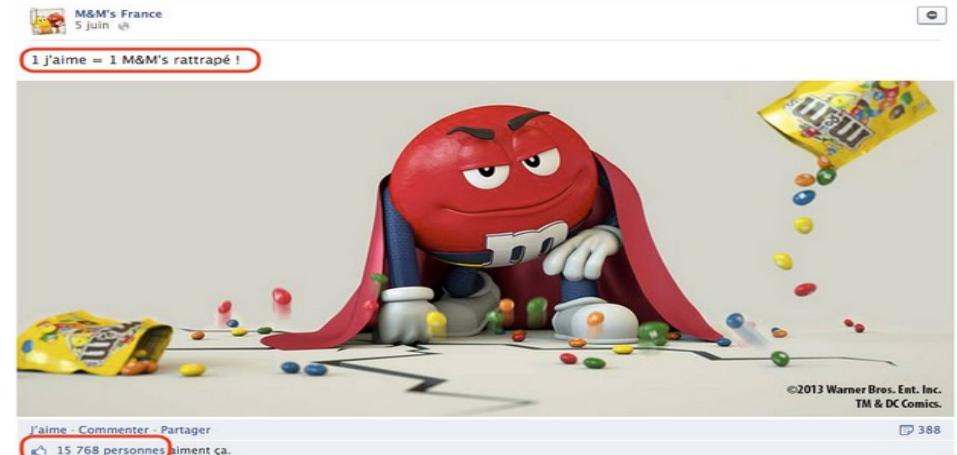


#3 START THE CONVERSATION WITH YOUR COMMUNITY

- Encouraging conversation: more than direct messages
 - Soften the tone of the exchange
- Analyze the customer journey: using live demos
- Be transparent in the jars (66% of Internet users consider transparency as the main quality of attraction towards a brand)
 - Linking more marketing and customer service

#4 USE CALL-TO-ACTION

- On Facebook, the publications where fans are invited to share, comment or love respectively generate 7 times, 3.3 times and 3 times more shares, comments and likes than other publications
- From time to time, tell your fans what you expect from them and be direct: "Click Like," "Comment," "Post" .



#5 ASK QUESTIONS

- Ask questions.
- Focus on closed questions: an easy choice of answers increases your fans' engagement.
- Tip: Position the question at the end of the status



#6 SOCIAL GAMING

- Increased use of video games during containment (+30% in 1 year)
- Provides access to new communities
 - Create new groups
- Social Listening to resume on FB



#7 PUBLICATION TIME

- The lifetime of a publication is relatively limited on Facebook, specifically the time it reaches the bottom of the newsfeed of your fans.
- Studies show that the publications posted before or after working hours have a higher rate of commitment (in the morning around 7 am and in the evening around 23h).
- 50% of engagement is generated in the first 30 minutes after a post.



#8 JOIN THE SOCIAL MOVEMENT

- 50% of Generation Z has lost their job or seen someone in their family lose their job since Covid-19.

- The issue of socially responsible communication
 - Mental Health
 - Inclusivity
 - Social Justice



#9 NEVER FORGET THE FANS' ROLE

- Keep your fans at the heart of the content.
- What about your super-fans?
- Limit commercial content
- How to keep them, how to make them come back?
- Create unique content



PERFORMANCE ON FB

- www.facebook.com/insights
- The first 3 KPI to measure
 - Number of new "likes" - the number of unsubscribes
- *Fans growth*
 - $(\text{Number of people involved} / \text{Number of affected people}) \times 100$
- *Engagement rate*
 - $(\text{Organic + viral reach}) / \text{Total Audience} \times 100$
- *Average reach*

PERFORMANCE ON TWITTER

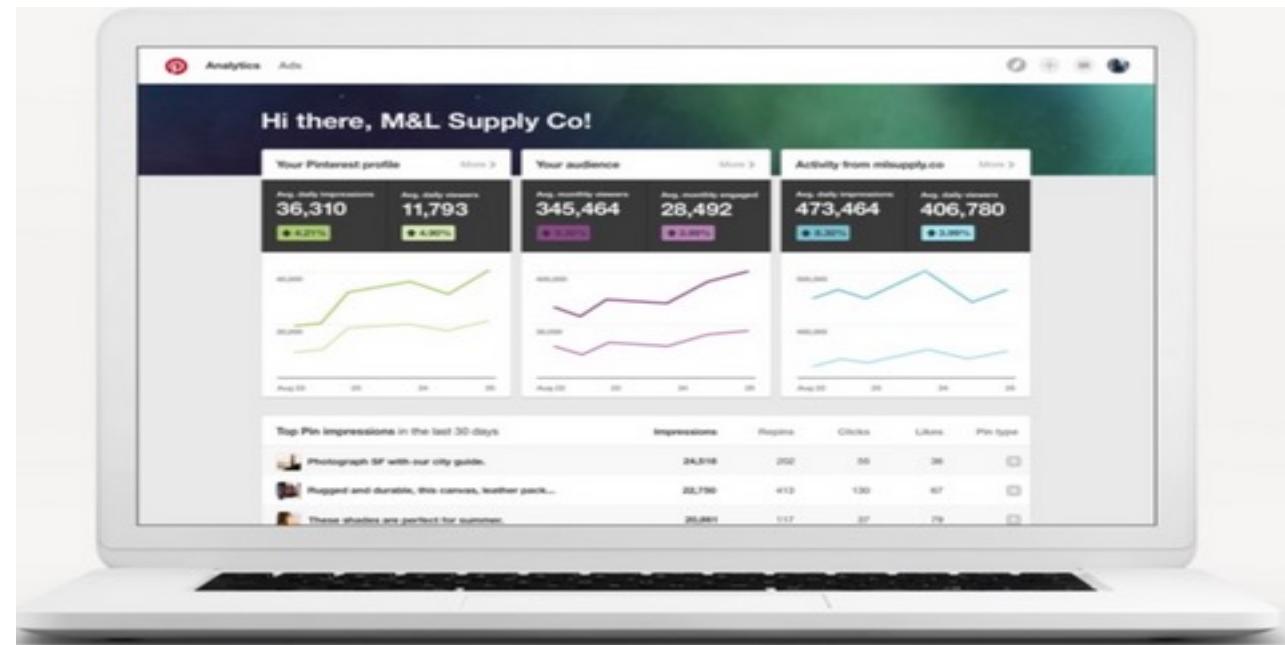
- <http://analytics.twitter.com>
- The first 3 KPI to measure
 - Number of new subscribers - the number of unsubscribes
 - Number of new subscribers / Total number of subscribers
 - Number of retweets of period P / number of tweets period P
- *Follower growth*
- *Evolution of subscribers*
- *Retweet growth*

PERFORMANCE ON PINTEREST

- Pinterest Analytics

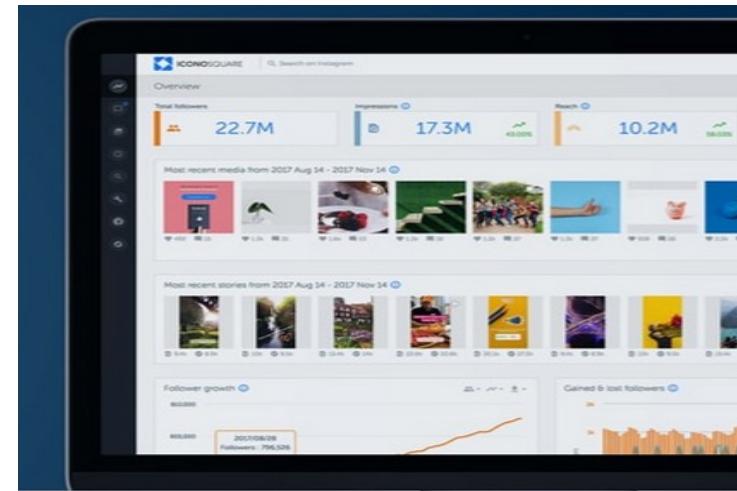
- Main KPIs

- Number of clicks
- Likes
- Repins
- Reach



PERFORMANCE ON INSTAGRAM

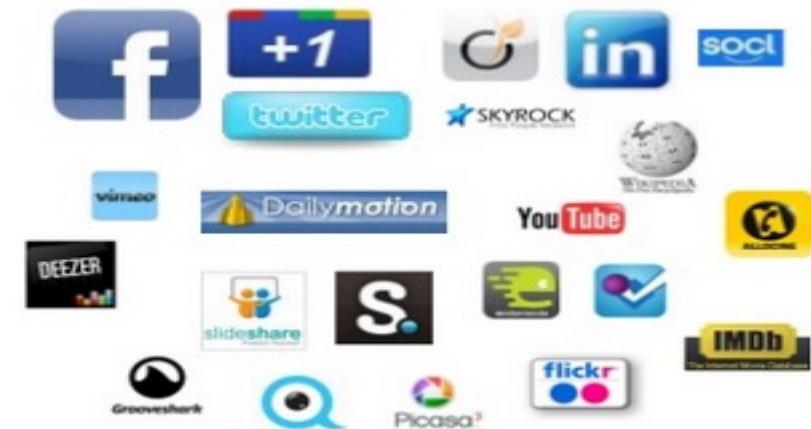
- Iconosquare
- Main KPIs
 - Followers
 - Likes received
 - Comments received
 - Virality



DIGITAL STRATEGY, KPI AND EXAMPLES

DEFINITION OF KPIS ACCORDING TO THE OBJECTIVES

- Notoriety
- Sales
- Customer satisfaction
- Web to store
- Viral marketing
- Recruitment
- Loyalty
- Brand image
- Crisis management
- Product design



NOTORIETY: DEGREE OF PRESENCE OF A BRAND IN THE MINDS OF INDIVIDUALS

- Actions to improve effectiveness:
 - Frequent and multi-channel communication
 - Facebook Ads or Twitter Ads
- Case study:
 - Eurostar campaign on Facebook and Twitter,
 - A campaign on several social networks
 - Advertising to increase visibility tenfold
- KPI :
 - Number of impressions of posts
 - Organic and paid reach on Facebook
 - Number of new subscribers to pages
 - Number of views or comments



SALE: MONETARY CONCRETIZATION OF THE CUSTOMER'S TRUST IN THE BRAND

- Actions to improve efficiency :
 - Propose new products on a regular basis
 - Propose promotional offers
- Case study:
 - Creation of a Twitter account for Dell Outlet,
 - Dedicated to promotions & special offers
 - Followed by nearly 1.5 million people
- KPI :
 - Number of shares of products on sale
 - Number of clicks on product links
 - Number of sales



CUSTOMER SATISFACTION: MORE AND MORE SOCIAL PAGES ARE AFTER SALES SERVICES

- Actions to improve efficiency:
 - SurveysQuick answers
 - Creation of FAQs
- Case study:
 - Creation of a Twitter account for BNP's after-sales service,
 - Less expensive than a call center
 - Adapting to the obligation to respond to Internet users on social networks
- KPI :
 - Response rate
 - Number of requests processed vs. not processed
 - Number of negative tweets from customers



TOOLS FOR CRM



WEB TO STORE

- Actions to improve efficiency:
 - QuizEvent
 - Promotional codes
 - Case study:
 - Distribution of promotional codes on Facebook,
 - Exclusive to Facebook
 - To know among future sales, how many are generated thanks to Facebook.
 - KPI :
 - Returns of promotional codes
 - Number of participants
 - Number of additional sales
- 

Berceaumagique
22 avril

Le code promo de la semaine c'est FBK432
Il vous offre la livraison dès 70€ d'achats !
Valable pour la livraison colissimo, en France métropolitaine.
(Hors produits volumineux et encombrants)
- <http://www.berceaumagique.com/>

VIRAL MARKETING: MESSAGE WITH A HIGH POTENTIAL OF DIFFUSION AMONG CIRCLES OF FRIENDS

- Actions to improve effectiveness:
 - Offer entertaining content
 - Focus on opinion leaders
- Case study:
 - Creation of TippEx Experience,
 - Interactive YouTube campaign
 - TippEx offers Internet users a crazy story in which it decides the ending.
- KPI :
 - Number of YouTube views
 - Number of sharesNumber of comments
 - Number of people talking about it
- OR
 - Virality rate (share of people reached who make a recommendation)



RECRUITMENT: HIRE AN EMPLOYEE WHO KNOWS THE BRAND OR COMPANY

- Actions to improve efficiency:
 - Make your professional network work
 - Develop your employer brand
- Case study:
 - Société Générale has opened a Twitter account
 - Dedicated to recruitment
 - To attract a maximum number of candidates, surround yourself with the best.
- KPI :
 - Number of clicks on links
 - Number of shares of ads
 - Number of visits to the ads
 - Number of resumes received



LOYALTY: BUILDING AN ENGAGED COMMUNITY OVER THE LONG TERM

- Actions to improve efficiency :
 - Reward your most loyal customers
 - Regularly soliciting their opinion
- Case study:
 - Cerise de Groupama
 - 3 years to build the brand on Facebook
 - Repositioning plus selling insurance policies now
- KPI :
 - Unsubscribe rate (new fans vs dislikes)
 - Engagement rate
 - Number of interactions
 - Average number of shares
 - Subscribed to rss feed or newsletter



BRAND IMAGE: DEGREE OF QUALITY THAT INTERNET USERS ATTRIBUTE TO THE BRAND

- Actions to improve efficiency
 - Focus on values shared by the audience
 - Communication about customers, not the brand



- KPI :
 - Number of content posts
 - Number of shares of posts
 - Quality of comments (+/- balance)
 - Number of positive articles about the brand
 - Number of subscribers to the pages

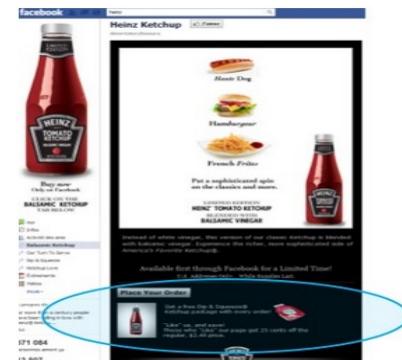


CONCEPTION OF A PRODUCT: BRAND STRATEGY

- Actions to improve efficiency:
 - Question the users to know their needs
 - Launch beta tests with a limited number of users

■ KPI

- Number of interactions with fans on topics
- Number of subscribers to the newsletter, to the beta test
- Number of fans/followers/subscribers
- Number of contributions on the discussion forums
- Number of views of tutorials





PUBLIC RELATIONS AND ON-LINE REPUTATION



YOUR TURN

- What is for you the difference between reputation and e-reputation?
- Give me 5 industries where e-reputation is crucial?
- How can we measure e-reputation?

FROM YOUR PROFESSOR – E-REPUTATION SCALE

- Dutot and Castellano (2015)

<i>Dimension</i>	<i>Items</i>
Brand characteristic	Perception of the brand, role of the community manager
Quality of website	Quality of images, internet users' opinion, design
Quality of service	e-commerce experience, quality of products, CRM, and after sales services, security
Social media	Activity of the community, influencers' opinion on the Web, buzz, attendance on social networks, number of fans/followers/tweets, number of views

WHY TALKING ABOUT PR?

- Over 50% of online PR is done by marketing or digital agencies
- Currently between digital marketing, SEO and PR
- Technology and jargon
- Lack of resources, support and training

immediate future.
Redefining PR



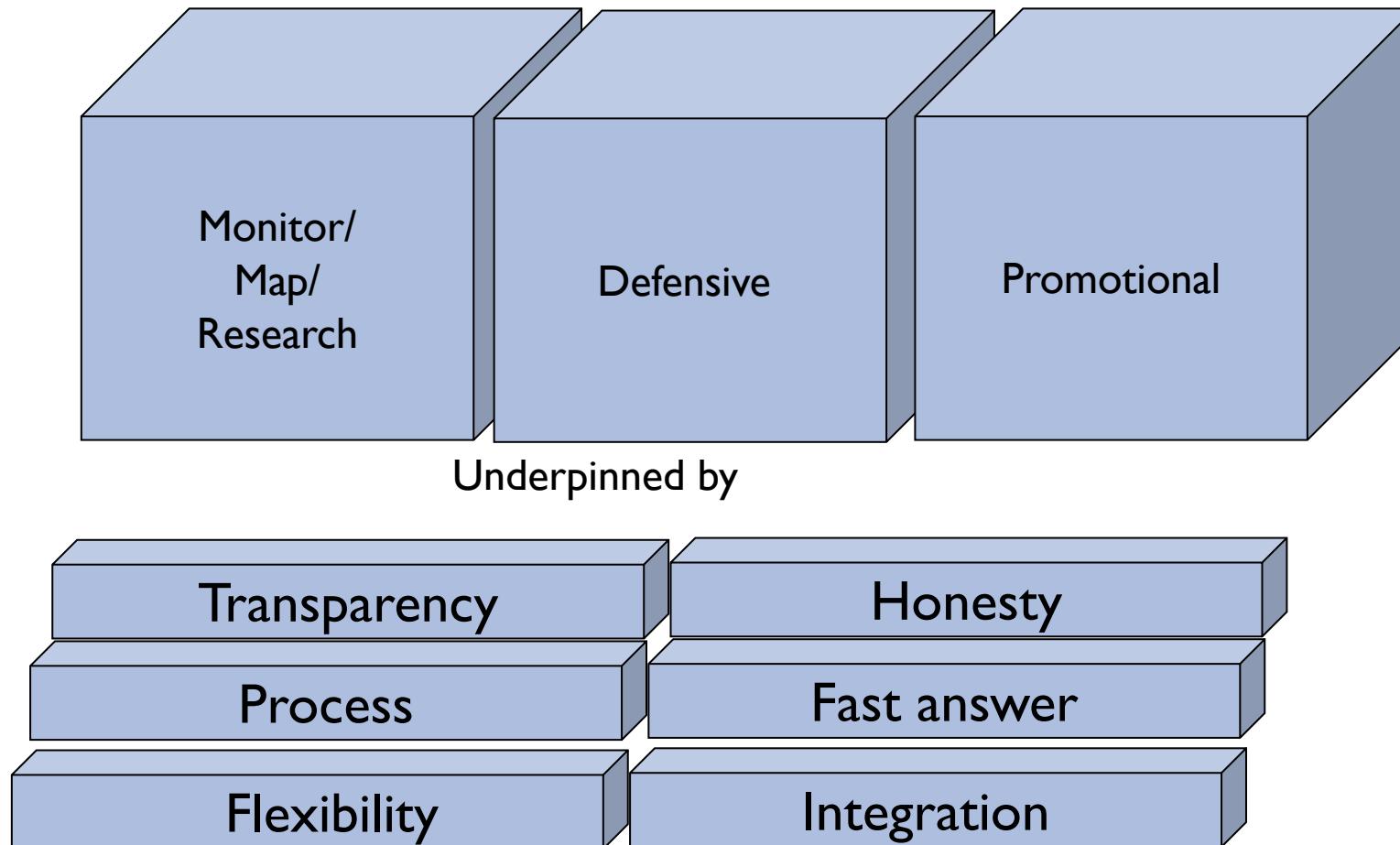
WHY?



WHY?



ONLINE REPUTATION – HOW IT WORKS



EXISTING TOOLS

talkwalkeralerts  **CRÉER**

CRÉER UNE ALERTE

RECHERCHE

RÉSULTATS

LANGUE

FRÉQUENCE

VOLUME

VOTRE EMAIL



Talkwalker Alertes - la meilleure alternative à Google Alertes, simple et gratuite

Surveillez votre e-réputation, celle d'une marque, d'un concurrent, d'un événement ou du dernier buzz qui a marqué le Web !

Talkwalker Alertes est un moyen simple et gratuit de surveiller n'importe quel sujet sur le web. Il vous permet de recevoir par email ou de lire via un lecteur de flux RSS, les derniers résultats publiés sur le web.

YAHOO! ALERTS

Search

Create an Alert **My Alerts**

Yahoo! Alerts

Select one of the alert types from the list below.



Do you have a blog or feed? Add a [Yahoo! Alerts button](#) to your site!

[Terms of Service](#) | [Copyright](#) | [Privacy](#)

Most Popular Alerts

Keyword News
Only the news you want, delivered!
Stocks Watch
Stay connected to the market with price quotes and more.
Weather
Get weather forecasts delivered to you.

Google

Alerts

Search query:

Result type:

How often:

How many:

Your email:

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

[Help - Send Feedback](#) · [Terms of Use](#) · [Privacy Policy](#) · [Google Home](#) · © 2013 Google

Mentions about relations publiques

Sort By: Results: Results 1 - 15 of 124 menti

  [NTT développe le moteur d'encodage logiciel offrant le plus haut taux de compression](#)

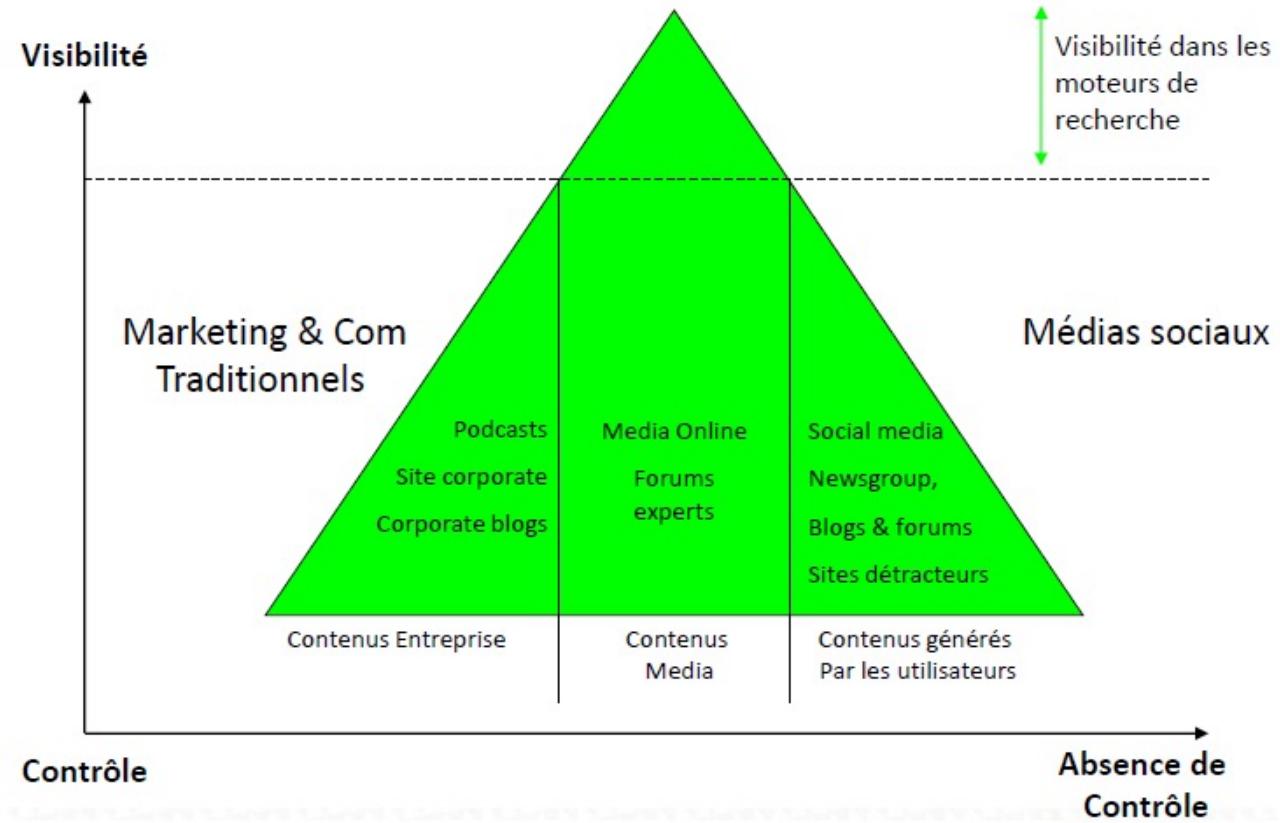
...
Gnom.es - Found 18 hours ago ... et PDG : Takashi Hanazawa Contact (au sujet du moteur d'encodage) : Katsumi Inaba Relations publiques NTT Service Intégratio...
[c.moreover.com/click/here.pl?z9591284051&z=1600249774](#)
6 hours ago - on [ask](#)

  [Stornoway Announces Appointment to Board of Directors](#)

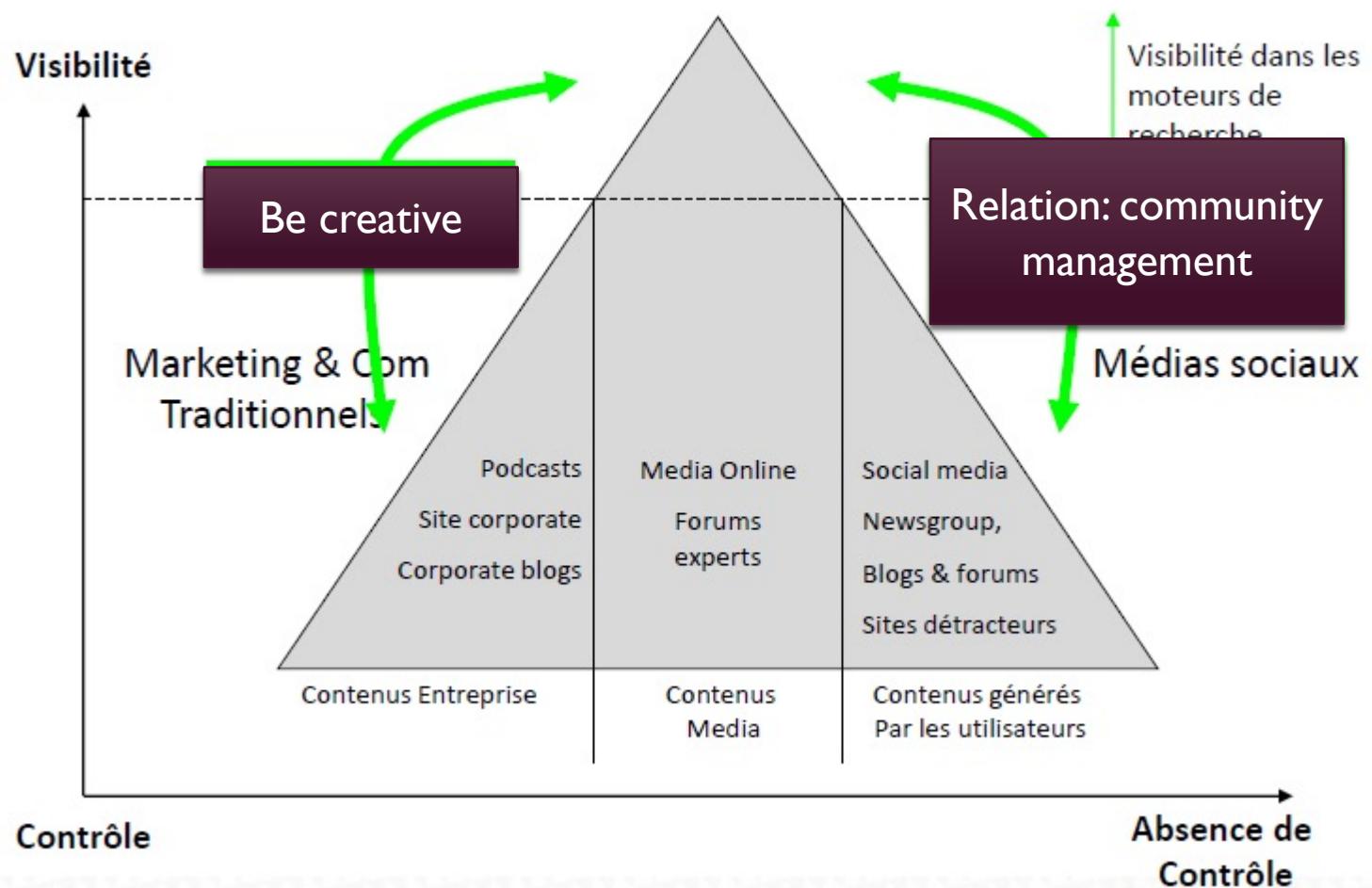
TMC Net - Found Aug. 15, 2013Diamond Corporation Orin Baranowsky Directeur Investor Relations 416 ... Corporation M. Ghislain Poirier Vice-président Affair...
[c.moreover.com/click/here.pl?z9562663096&z=1600249509](#)
6 days ago - on [ask](#)

  [Fin du relais de 1 000 km « Discover Tomorrow » direction Tokyo](#)

SOCIAL MEDIA AND E-REPUTATION



SOCIAL MEDIA AND E-REPUTATION



BRANDING ON THE WEB



EMPLOYEES' IMPACT



74%

Of employees THINK they can DESTROY
their company's reputation

REPUTATION – SOME EXAMPLES



EXAMPLE I: STARBUCK AND OXFAM



Starbucks Corp.'s response

Two days after Oxfam America posted its protest video on YouTube, Starbucks responded by posting its own video featuring Dub Hay, the company's head of coffee, answering questions about the company's position on the issue.

When I visited the [Starbucks corporate website](#) for this article, I noticed a prominent link on the homepage to [a letter](#) Hay wrote to the editor of the Seattle Post Intelligencer on the Ethiopia issue.

Starbucks also has a main section of its corporate website labeled [Rumor Response](#). This page includes links to the company's positions on breaking issues and rumors, including the Ethiopia trademark issue.

Here is the Starbucks video response to Oxfam America. YouTube says it has been viewed almost 24,000 times.

“Starbucks' response is unique in that the corporation managed Oxfam's unconventional assault in a very unconventional way, via YouTube. Regardless of the outcome of this particular incident, the move on Starbucks' part comes off as unmistakably in touch with today's communication modes and methods”

EXAMPLE 2: COCA-COLA

CokeFacts
The Truth About The Coca-Cola Company Around The Globe

HEADLINE STORIES



Photo Credit: AP News

The Coca-Cola Company Responds to TERI Assessment of India Operations

ATLANTA, January 14, 2008 – Today The Energy and Resources Institute (TERI), a Delhi-based NGO, published its assessment of water resource management practices at Coca-Cola facilities in India. The assessment was initiated in response to concerns raised by the students of the University of Michigan as well as other stakeholders.

[Read More»](#)

COLOMBIA | INDIA | AROUND THE WORLD | PRESS CENTER

QUICK LINKS

- [Coca-Cola in Colombia: The Facts](#)
- [Coca-Cola in Colombia: Employee Safety](#)
- [Coca-Cola in Colombia: News](#)
- [Coca-Cola in India: The Facts](#)
- [Coca-Cola in India: Environmental Efforts](#)
- [Coca-Cola in India: News](#)

SPECIAL VIDEO FEATURE 



View a glimpse on the ground of our business around the globe.
[view >>](#)

SPREAD THE WORD

Enter a friend's email address here to share information.

FAST FACTS

More than a third of the total water used in Coca-Cola operations in India is renewed and returned to groundwater systems.

[Read More»](#)



CONCLUSION



58%

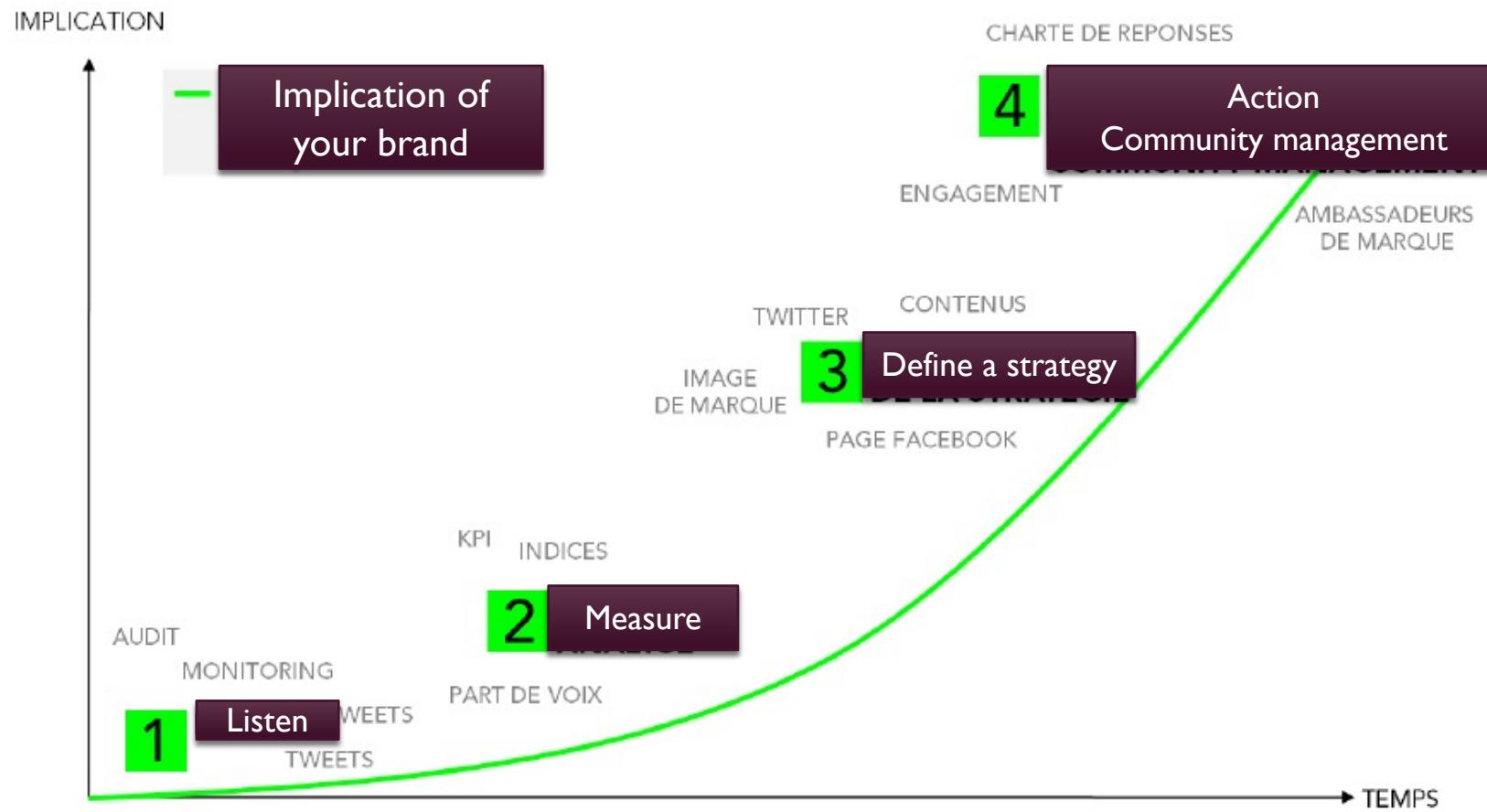
Of board members AGREE that e-reputation should be
an important concern within their firm

CONCLUSION



But only 15% are acting

CONCLUSION





PERSONAL BRANDING





Percentage of recruiters who use the Web for candidate information

85%

IT MEANS

- You have to know what people say about you at all time
- You have to be part of the discussion



E-REPUTATION



PERSONAL BRANDING

PERSONAL BRANDING WHAT IS IT?



The practice of an individual promoting his or her own image and skills through marketing and advertising techniques commonly used to promote a brand.



In this approach, the individual aims to become a recognized brand himself



For an entrepreneur, it means humanizing the company

PERSONAL BRANDING = 4 POWERS

Power 1

- Work on your personal image to get known
- A publication on a personal SR generates 560% more reach than one on a professional SR (and 8 times more engagement).

Power 2

- Establish a trusting relationship with the consumer
- Recommendation and trust in 1 person is more important than in a company (88%)

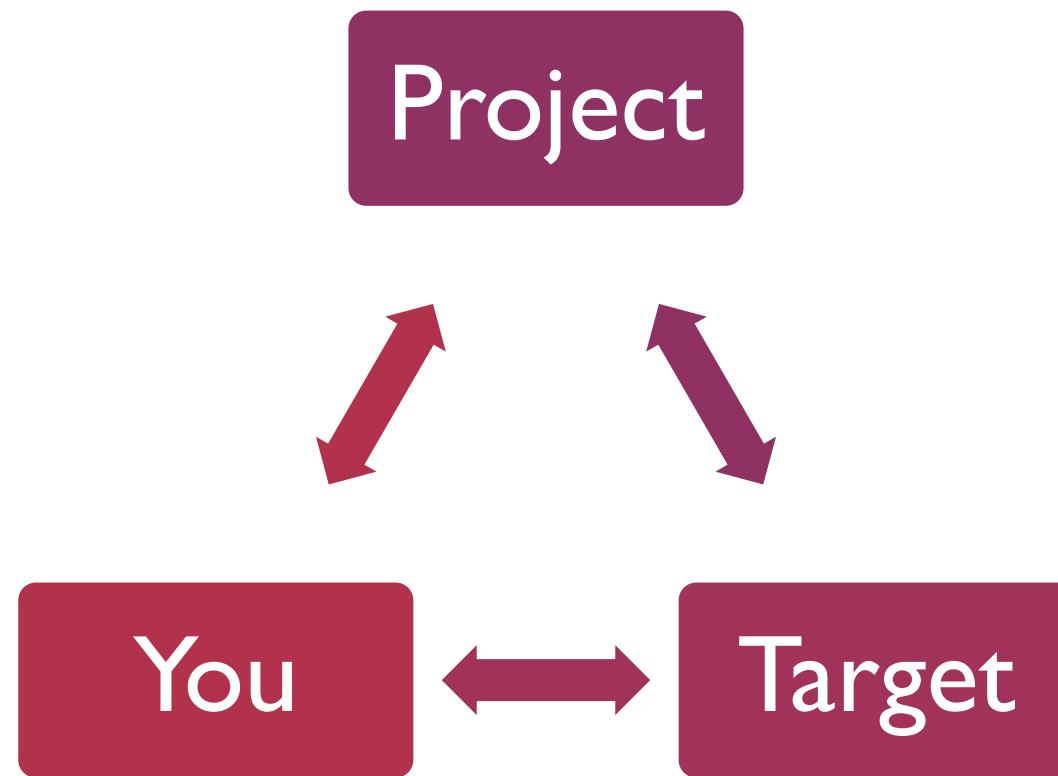
Power 3

- Trust = loyalty
- Higher volatility to a company vs. individual

Power 4

- Personal branding is a competitive advantage
- The role of the individual is essential in the success of a communication

TO BE SUCCESSFUL, YOU NEED



YOU

- Your talents / strengths
 - Assets, skills
 - Know-how, expertise
 - Know-how, interpersonal skills
 - Your difference
 - Your background
 - Your style, universe
 - Your values, passions
 - Your interests

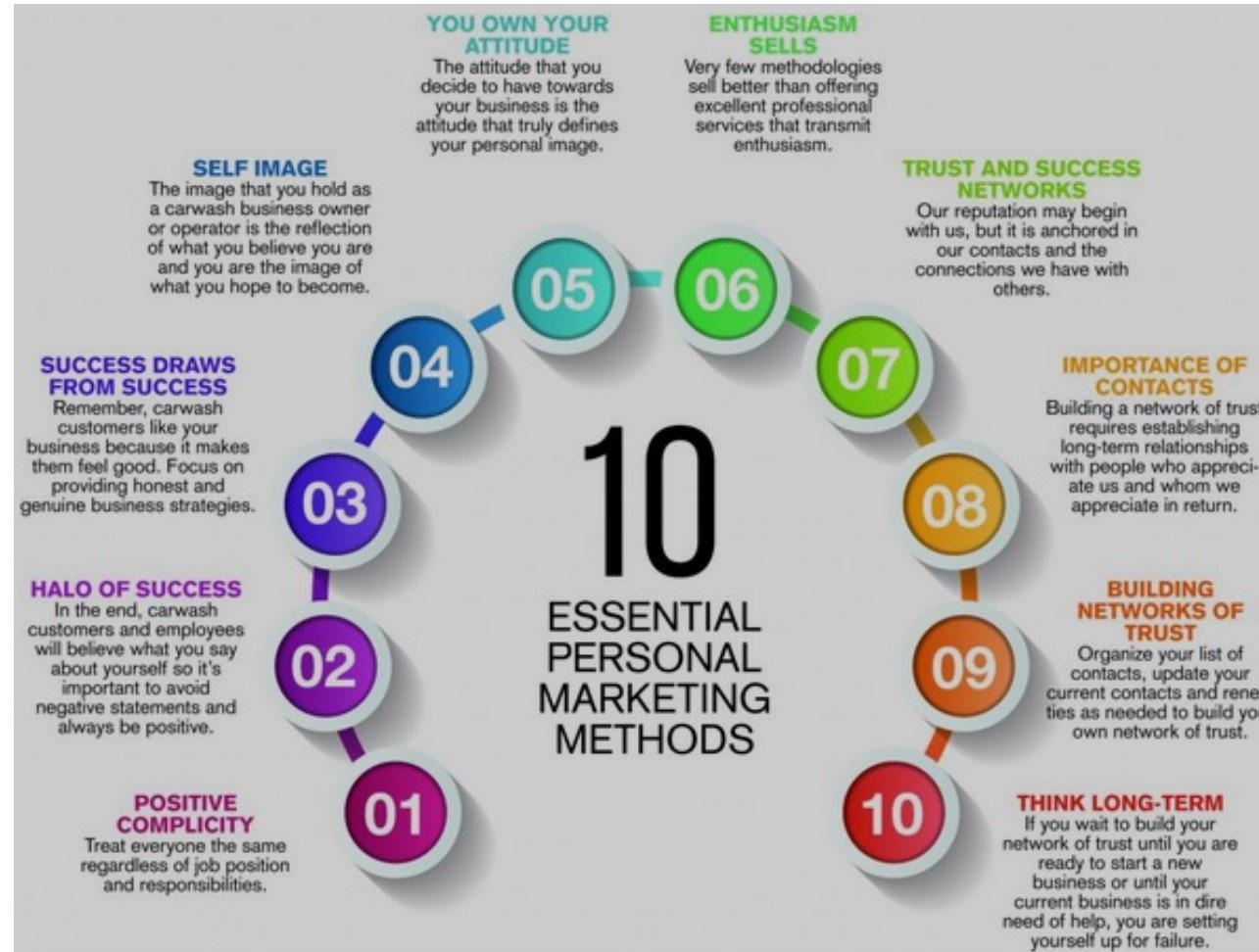
PROJECT

- What vision?
- What mission or contribution?
- What ambitions?

TARGETS

- Industry
- Market
- Networks and contacts
 - Relationship
 - Prospects
 - Prescribers

10 KEY POINTS



THE TOP 3 MISTAKES

- Creating a false identity
 - Staying true to yourself is the basis of PB
- PB = logo
 - The logo is a part of your PB
- Stay on the same PB for the long term
 - The evolution of the entrepreneur (and the company) will make the PB evolve. It is essential to make a regular assessment



Looks good

The screenshot shows a Google search results page with a dark theme. The search query 'vincent dutot' is entered in the search bar. The results section displays several entries:

- Vincent Dutot - IPAG Business School**
About 82,300 results (0.25 seconds)
Tip: Search for English results only. You can specify your search language in Preferences
<https://www.ipag.edu> › vincent-dutot · Translate this page
Vincent Dutot. Professor of Management of Information Systems. Contact. Email: v.dutot@ipag.fr. Phone: +33 1 5363 3600. Campus: Paris Éducation.

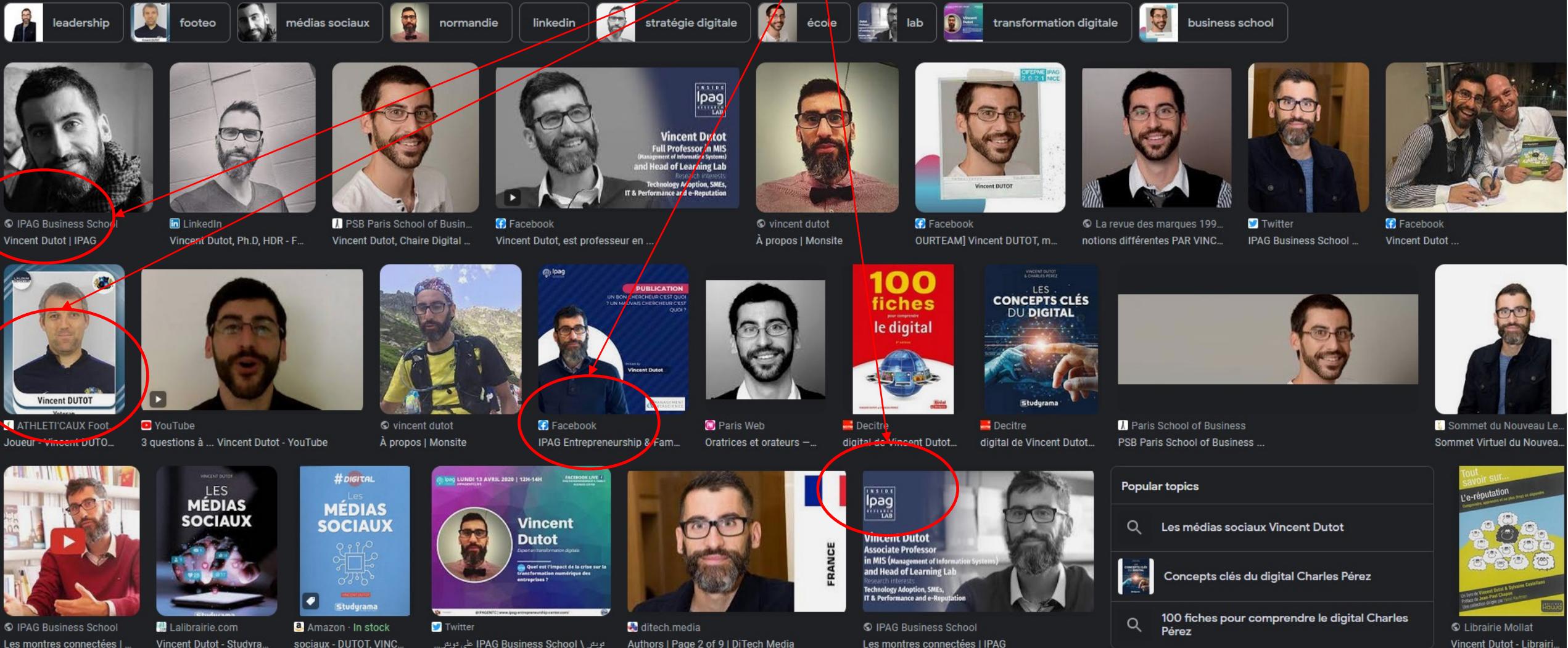
- Vincent Dutot, Ph.D, HDR - EM Normandie Business School**
I am currently a full professor in MIS at EM Normandie. I hold a HDR (IAE Poitiers) and a Ph.D from Laval University (Quebec, Canada) in Information Systems ...
<https://fr.linkedin.com> › vincentdutot · Translate this page
- vincent dutot**
Mes domaines de recherche et d'intervention sont sur la transformation numérique des entreprises, l'adoption technologique et la réputation.
<https://www.vincentdutot.com> · Translate this page
- Vincent Dutot - Google Scholar**
Professor of Information Systems, EM Normandie - Cited by 1249 - IT Capabilities - Alignment - Social Media - E-reputation - Technology ...
<https://scholar.google.com> › citations · Translate this page
- Vincent Dutot - CEREGE - Université de Poitiers**
Vincent Dutot est Professeur HDR en systèmes d'information et responsable du Learning à l'IPAG Business School. Titulaire d'un PhD de l'Université Laval (Canada) ...
You've visited this page 2 times. Last visit: 9/2/21
<https://cerege.iae.univ-poitiers.fr> › vi... · Translate this page
- Vincent Dutot - Tous les livres - Librairie Eyrolles**
<https://www.eyrolles.com> › Auteur · Translate this page

A red arrow points from the text "Looks good" to the top of the search results page. A red oval highlights the search count "About 82,300 results (0.25 seconds)". Red arrows also point from the "Looks good" text towards the first two search results.

Q All Images News Maps Videos More

Tools

Collections SafeSearch





TOOLS TO KNOW



THE “MUST KNOW”

- Google Alerts
- Social mention
- Talkwalker



A screenshot of the Google Alerts interface. At the top, there is a search bar with the URL https://www.google.com/alerts. Below the search bar, there is a section titled "Alertes" with the sub-instruction "Recevez des alertes lorsque du contenu susceptible de vous intéresser est publié sur le Web". A search input field contains the placeholder "Créer une alerte à propos de...". Below this, a section titled "Mes alertes (1)" shows a single alert entry for "Vincent Dutot".

A LITTLE BIT MORE PROFESSIONAL (BUT STILL KNOWN)

- Mention
 - Free with few mentions a day
- Alerti
 - Complete monitoring in French
 - Paid
- More efficient
- Real time analysis
- Hootsuite
 - Social media management

MORE SPECIFIC TOOLS

■ SEMrush or SimilarWeb

■ Owler

■ Sectorial monitoring

■ Awario

- Brandmonitoring (30\$ per month for 3 projets), sentiment analysis, keyword detection

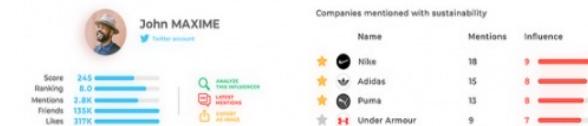
The screenshot shows the Awario platform's brand monitoring feature for timberland.com. The search term 'Leather boots' is entered in the search bar. The results list several posts from YouTube and other sources, each with a snippet of text and a 'Block' button. On the left, there's a sidebar with navigation links like 'Project name', 'Alerts', 'Resons', 'Dove', 'Know', and 'Lemon'. A circular callout highlights the 'Block' button on one of the search results.

The screenshot shows the Owler platform's company profile for Microsoft. It displays financial information (Revenue \$55M, Employees 100+), competitive intelligence (Competitors like Google, LinkedIn, and Facebook), and news feed items. One item mentions Microsoft telling manufacturers to stop selling Windows 7 Pro PCs. Another item discusses Microsoft's Cortana coming to iPhone in beta.

PROFESSIONALS TOOLS FOR E-REPUTATION

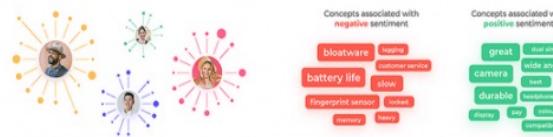
■ Digimind

- Strategic monitoring (100 euros / month). Big firms

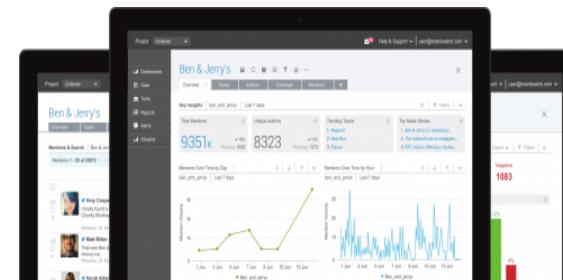


■ Brandwatch

- Very efficient but quite expensive



■ Talkwalker



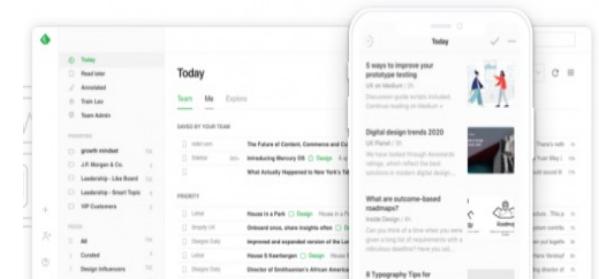
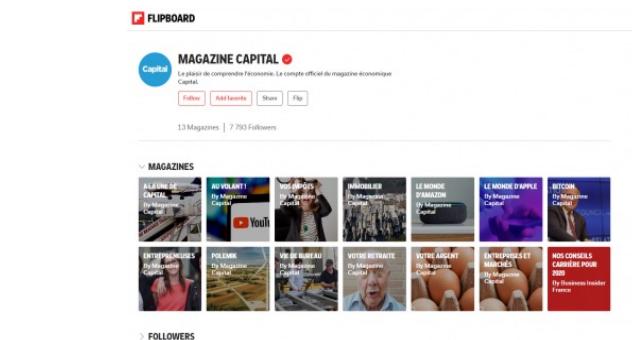
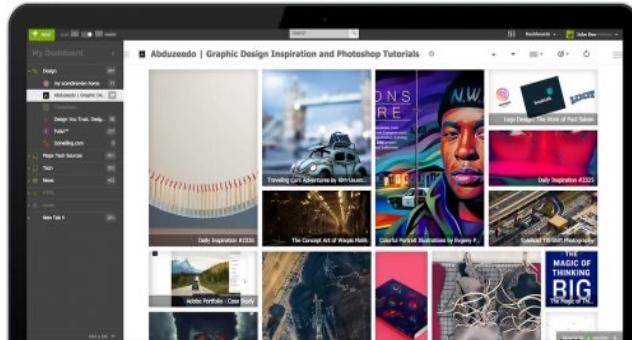
■ Eloquant

- Monitoring and customer requests



SECTORIAL MONITORING

- Netvibes
 - RSS
- Feedly
 - Agrégateur de flux RSS
- Flipboard
 - Agrégateur d'actualités
- Flint
 - Veille sur les médias sociaux, basée sur l'IA



LAST ONES

- Buzzsumo
 - Influencers' identification
- Meltwater
- Cision (work with Brandwatch)
- Yext

The screenshot shows the Buzzsumo platform's influencer identification feature. The interface includes a sidebar for filtering by type (e.g., brands, influencers, companies, publications, regular people) and location (set to 'US'). The main content area displays a list of influencers with their names, profiles, and engagement metrics. The columns include PAGE AUTHORITY ID, DOMAIN AUTHORITY ID, FOLLOWERS ID, RETWEET RATE ID, DAILY RATE ID, and AVERAGE RETWEETS ID. The influencers listed are:

Influencer Name	Page Authority ID	Domain Authority ID	Followers ID	Retweet Rate ID	Daily Rate ID	Average Retweets ID
Joe Pulizzi (@josephpulizzi)	68	66	127.3K	3%	60%	7.4
Content Marketing Institute (@contentmarketinginstitute)	74	66	225.9K	3%	37%	5.6
Brian Clark (@brianclark)	53	44	185.2K	40%	28%	3.2
Ann Handley (@annahandley)	64	60	400.6K	8%	35%	N/A

5 TIPS TO FINISH

- Always monitor your presence online
- Make sure to separate professional and personal communications
- Don't overestimate your time
- Choose the right platform for the right purpose
- Don't lie



LET'S WORK ON YOUR PB

- LinkedIn profile!

TOMORROW

- Study case
- Group of 4 maximum
- 4h (you manage your time as you want)
- Oral presentation of your work – 1 slide and 6mn