







### HELLO!

### Derek

Webmarketeur

Master I : E-marketing















- **★** Partager de l'information
- **\*** Rapidement
- **\*** Partout et tout le temps











D'internautes

### 2 MILLIARDS

D'actifs sur les réseaux sociaux

42%

Des français



















#### Quel réseau?

- **x** La cible
- **\*** Intégration
  - o Réseaux
  - o Site
  - o Print

#### Objectif

- **★** Le message
  - o Promotion
  - o Image
  - Évènement

#### Contenu

- **\*** Texte
- \* Vidéo
- **\*** Infographie
- \* Catégorie
- **\*** Tag
  - Ton





## LE SECRET

Un planning







	Annua			
ORKSHEELI	Annia		ABC	
	- L L L L C C - I	10	Val III va	10

Blog: \_\_\_\_\_ Year: \_\_\_\_

Consider the cycles of content you might need to cover this year, such as advertising campaigns, events holidays, and product launches.

JAN	FEB	MAR	APRIL
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC



#### Annual Calendar

#### Coschedule

2013

Consider the cycles of content you might need to cover this year, such as advertising campaigns, events holidays, and product launches.

New Year's

BLOG SERIES:

ecsolve to change your writing habits

valentine's Day

SOUAL what do you MEDIA love about blass

EBOOK: Make readers love your blog

Start of Spring

BLUG SERAES:

Refreshing your old blog

INFO value of GEAPHIC content marking

EBOOK: Beginner's great

BLOG SERIES: Dekating writer's block

VIDEO: Interview bloggers

pre-launch SOCIAL push

How to launch your ATT

Launch of Coschedule

VIDEO: product domo

Halloween

4 month of treats , no thicks Thanksgiving

VIDEO: Thanking our customers

SOCIAL. THANK you contest MEDIA

Christmas

BLOG SERIES: Give your reader What they want



WORKSHEET 3 Monthly Calendar		Monthly (	Calendar
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2		Mansh
-1		Wionen:

Your monthly editorial calendar is your go-to workhorse that you'll use daily. It tells you who is writing what, and when.

KEY	MON	TUES	WED	THUR	FRI	IDEAS



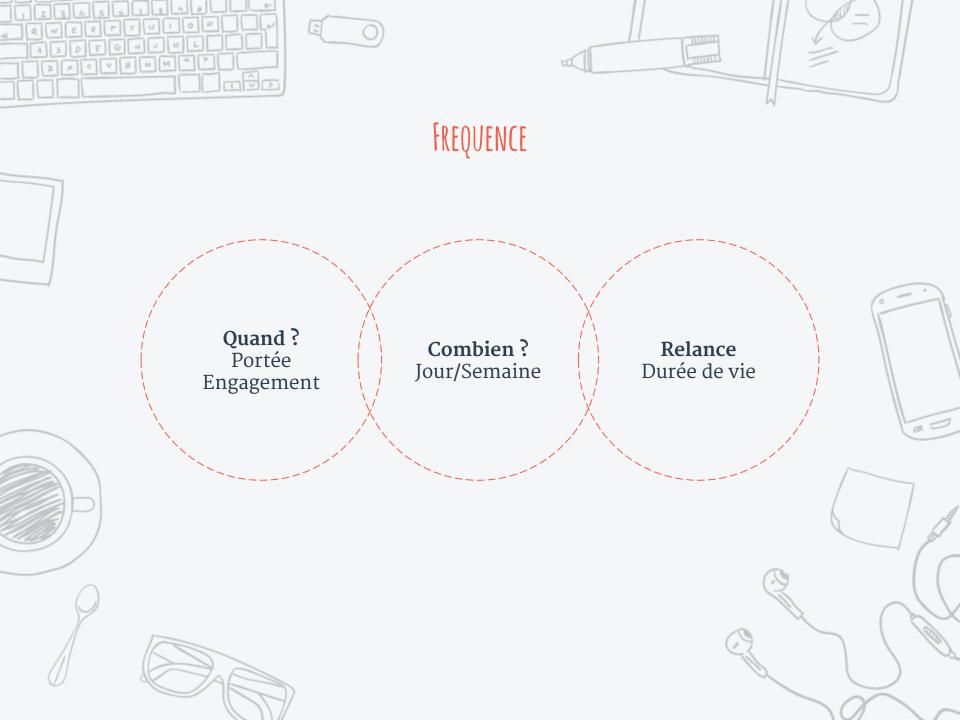


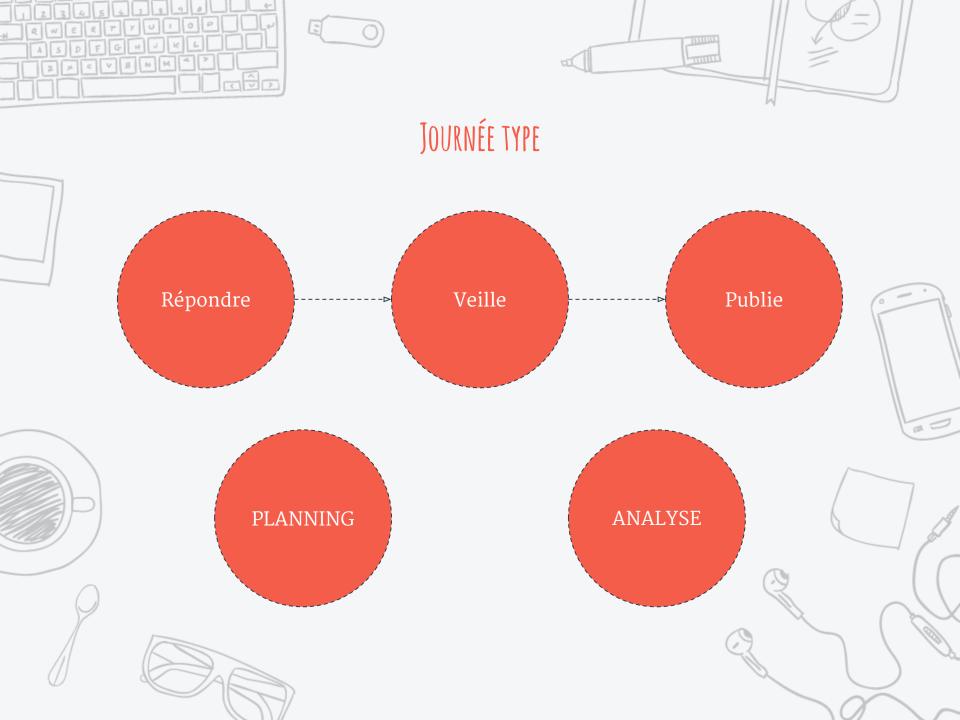
- **\*** Directe
- **\*** Concise
- **\*** Percutante
- \* Personalisée
- **X** Ciblée





















### Marc: Fleuriste

Petite boutique familiale

Produits de qualité, sympathie

Promotion de son commerce













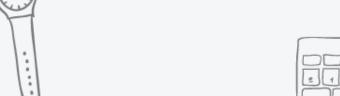


### **Elodie: Etudiante**

Recherche une alternance

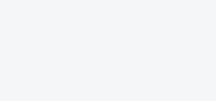
Promotion personnelle











### HELLO!

### Thomas: Rédacteur

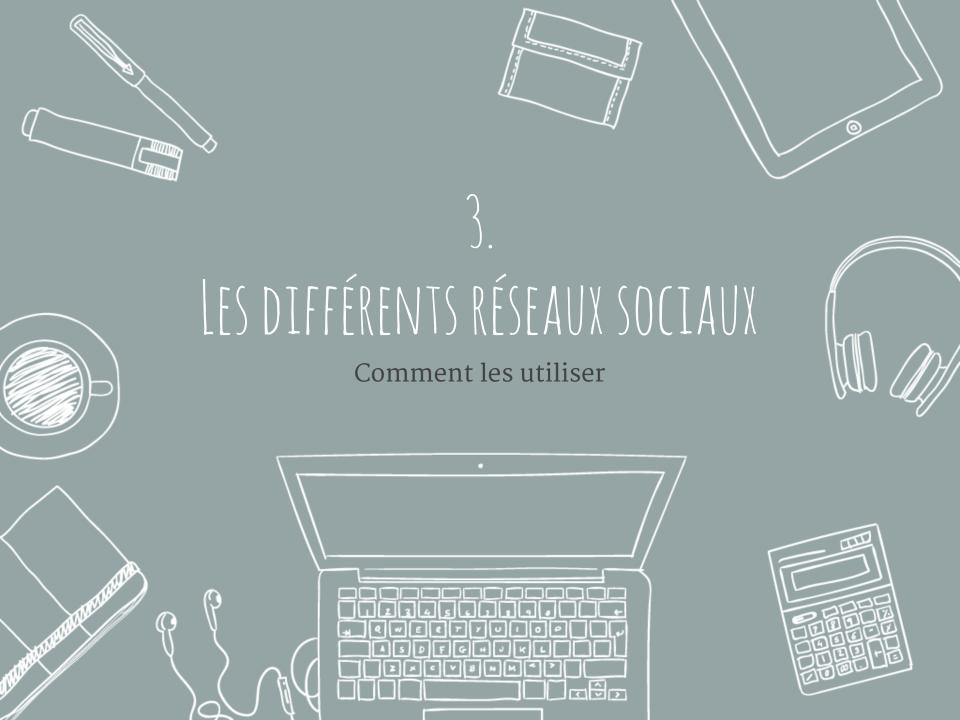
Lance son blog

Promotion personnelle













## LES LEADERS

Facebook - Twitter - Linkedin











YouTube - Vimeo - Vine











## BLOG

Tumblr - Medium









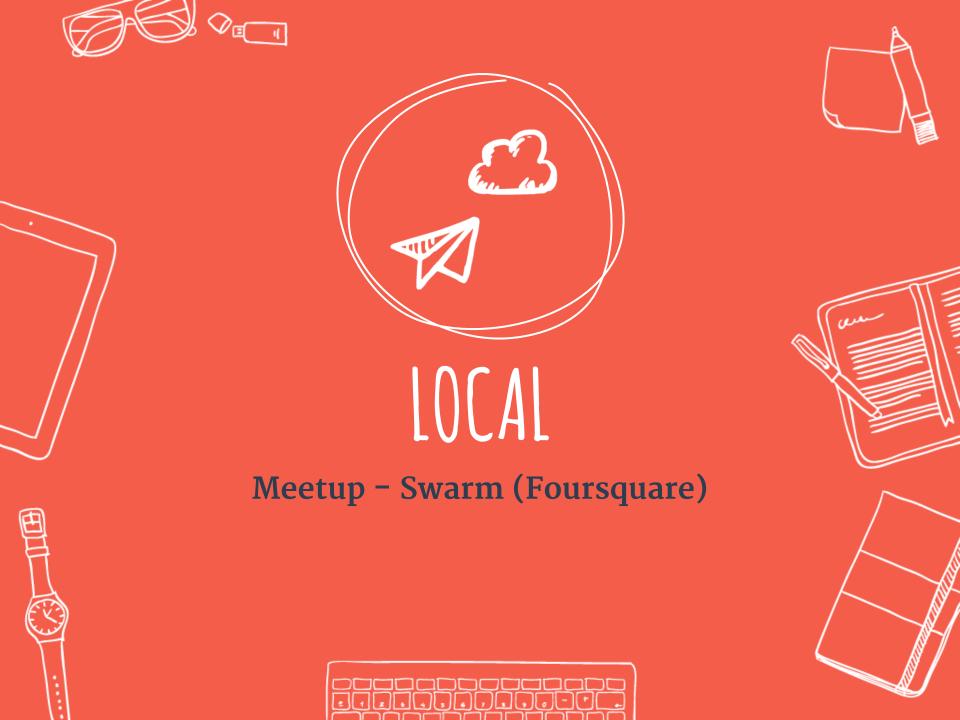


## REFERENCEMENT

Google+













## VISUEL

Instagram - Pinterest











## MOBILE

Snapchat - WhatsApp















### CONCLUSION

- \* Des opportunités importantes
- **\*** Gratuit **mais** chronophage
- **\*** Organisation
- \* Régulier









# MERCI! Des Questions?

Vous pouvez suivre Strasweb







