

## PROJET 1&2 MARKETING DIGITAL

MARQUE (au choix) : Amazon

PAID MEDIA		
	Oui : O Non : X	Liens, type de contenus, remarques...
SEA (publicité sur les réseaux sociaux)		Instagram, Twitter, Facebook <u>Snapchat</u> etc.....
Annonce sur moteur de recherche (Google)		<a href="https://www.google.com/search?q=Amazon&amp;oq=ama&amp;q=chrome.2.69i59l3j46i20i131i199i263i433i465i512j69i57j69i60l3.4550j0j4&amp;sourceid=chrome&amp;ie=UTF-8">https://www.google.com/search?q=Amazon&amp;oq=ama&amp;q=chrome.2.69i59l3j46i20i131i199i263i433i465i512j69i57j69i60l3.4550j0j4&amp;sourceid=chrome&amp;ie=UTF-8</a>
Display (Affiche, pub dans magazine...)		Affiche,
Article sponsorisé (blog)		<a href="https://blog.hubspot.fr/marketing/annonce-amazon">https://blog.hubspot.fr/marketing/annonce-amazon</a>
OWNED MEDIA		
Site Internet de la marque		Lien : <a href="https://www.amazon.fr/s/?ie=UTF8&amp;keywords=aamzon&amp;index=aps&amp;tag=hydragooglech-21&amp;ref=pd_sl_96n66ioa3b_b&amp;adgrpid=133143385117&amp;hvpone=&amp;hvptwo=&amp;hvadid=581108072307&amp;hvpos=&amp;hvnetw=g&amp;hvrnd=10188143900850671091&amp;hvqmt=b&amp;hvdev=c&amp;hvdvcmdl=&amp;hvlocint=&amp;hvlocphy=9070075&amp;hvtargid=kwd-29089790&amp;hydadcr=1461_1753632&amp;gclid=CjwKCAjwh-CVBhB8EiwAjFEPGQaCI688dWXOHI9LyWOtHzRaPqtZeSgC-OoA2zrB7gqKerKL13f_Choc_74QAvD_BwE">https://www.amazon.fr/s/?ie=UTF8&amp;keywords=aamzon&amp;index=aps&amp;tag=hydragooglech-21&amp;ref=pd_sl_96n66ioa3b_b&amp;adgrpid=133143385117&amp;hvpone=&amp;hvptwo=&amp;hvadid=581108072307&amp;hvpos=&amp;hvnetw=g&amp;hvrnd=10188143900850671091&amp;hvqmt=b&amp;hvdev=c&amp;hvdvcmdl=&amp;hvlocint=&amp;hvlocphy=9070075&amp;hvtargid=kwd-29089790&amp;hydadcr=1461_1753632&amp;gclid=CjwKCAjwh-CVBhB8EiwAjFEPGQaCI688dWXOHI9LyWOtHzRaPqtZeSgC-OoA2zrB7gqKerKL13f_Choc_74QAvD_BwE</a>

Blog de la marque		Lien : <a href="https://aws.amazon.com/blogs/?awsf.blog-master-category=*all&amp;awsf.blog-master-learning-levels=*all&amp;awsf.blog-master-industry=*all&amp;awsf.blog-master-analytics-products=*all&amp;awsf.blog-master-artificial-intelligence=*all&amp;awsf.blog-master-aws-cloud-financial-management=*all&amp;awsf.blog-master-blockchain=*all&amp;awsf.blog-master-business-applications=*all&amp;awsf.blog-master-compute=*all&amp;awsf.blog-master-customer-enablement=*all&amp;awsf.blog-master-customer-engagement=*all&amp;awsf.blog-master-database=*all&amp;awsf.blog-master-developer-tools=*all&amp;awsf.blog-master-devops=*all&amp;awsf.blog-master-end-user-computing=*all&amp;awsf.blog-master-mobile=*all&amp;awsf.blog-master-iot=*all&amp;awsf.blog-master-management-governance=*all&amp;awsf.blog-master-media-services=*all&amp;awsf.blog-master-migration-transfer=*all&amp;awsf.blog-master-migration-solutions=*all&amp;awsf.blog-master-networking-content-delivery=*all&amp;awsf.blog-master-programming-language=*all&amp;awsf.blog-master-sector=*all&amp;awsf.blog-master-security=*all&amp;awsf.blog-master-storage=*all">https://aws.amazon.com/blogs/?awsf.blog-master-category=*all&amp;awsf.blog-master-learning-levels=*all&amp;awsf.blog-master-industry=*all&amp;awsf.blog-master-analytics-products=*all&amp;awsf.blog-master-artificial-intelligence=*all&amp;awsf.blog-master-aws-cloud-financial-management=*all&amp;awsf.blog-master-blockchain=*all&amp;awsf.blog-master-business-applications=*all&amp;awsf.blog-master-compute=*all&amp;awsf.blog-master-customer-enablement=*all&amp;awsf.blog-master-customer-engagement=*all&amp;awsf.blog-master-database=*all&amp;awsf.blog-master-developer-tools=*all&amp;awsf.blog-master-devops=*all&amp;awsf.blog-master-end-user-computing=*all&amp;awsf.blog-master-mobile=*all&amp;awsf.blog-master-iot=*all&amp;awsf.blog-master-management-governance=*all&amp;awsf.blog-master-media-services=*all&amp;awsf.blog-master-migration-transfer=*all&amp;awsf.blog-master-migration-solutions=*all&amp;awsf.blog-master-networking-content-delivery=*all&amp;awsf.blog-master-programming-language=*all&amp;awsf.blog-master-sector=*all&amp;awsf.blog-master-security=*all&amp;awsf.blog-master-storage=*all</a>
Réseaux sociaux (préciser lesquels)		<ul style="list-style-type: none"> <li>- Prime vidéo : passe des vidéos sur Amazon</li> <li>- LinkedIn : Amazon recherche les internautes dans leur communauté</li> </ul>
Newsletter/emailing		<a href="mailto:amazon-ir@amazon.com">amazon-ir@amazon.com</a>
Vidéo		Lien : <a href="https://www.primevideo.com/region/eu/">https://www.primevideo.com/region/eu/</a>
<b>EARNED MEDIA</b>		
Influenceurs		<b>Nom + lien : Yasmine Zeroc +</b> <a href="https://www.instagram.com/yasmine.zeroc/channel/?hl=fr">https://www.instagram.com/yasmine.zeroc/channel/?hl=fr</a>
Mention sur les réseaux sociaux		Réseau : 287k Followers, 602 Following, 1938 Posts
Lien ou mention sur un blog		Lien : <a href="https://yasminezeroc.fr">yasminezeroc.fr</a>
Avis de consommateurs		Liens : <a href="https://fr.igraal.com/avis/Amazon#:~:text=Je%20recommande%20!&amp;text=Depuis%20des%20ann%C3%A9es%20je%20suis,livreurs%20toujours%20aimables%20et%20respectueux">https://fr.igraal.com/avis/Amazon#:~:text=Je%20recommande%20!&amp;text=Depuis%20des%20ann%C3%A9es%20je%20suis,livreurs%20toujours%20aimables%20et%20respectueux</a>
Article de presse		Liens : <a href="https://www.lemonde.fr/amazon/">https://www.lemonde.fr/amazon/</a>

