

# BUSINESS CASES

VISIONARY MARKETING - 2014-2024

**Visi--nary**  
MARKETING & INNOVATION

# OUR BUSINESS CASES



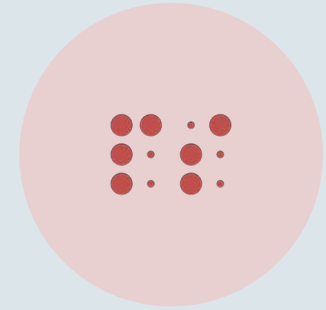
## CONSULTING



## CONTENT STRATEGY



## WORKSHOPS & AUDITS



## DIGITAL MARKETING

**SINCE 2014, WE HAVE WORKED WITH MANY B2B CLIENTS, LARGE AND SMALL, IN AREAS RANGING FROM CONSULTING TO SOCIAL MEDIA AND INFLUENCE. HERE IS A SELECTION OF ENGAGEMENTS OVER THIS 8-YEAR PERIOD, WITH DESCRIPTIONS OF OUR WORK AND RESULTS**

We are B2B marketing specialists, with a track-record in verticals such as IT, Cloud computing and Big Data, Telecoms, Utilities, Banking, Healthcare and Insurance. We work with all sorts of businesses, be they start-ups or large multinationals. We are a mix of seasoned experts, copywriters and highly-skilled young professionals.

This selection of clients and engagements is making up chapter nine of our business case portfolio

# OUR NEWS WEBSITE SINCE 1996

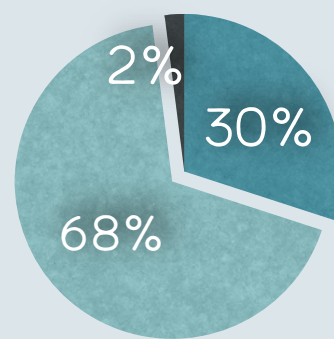
20,000 - 30,000  
visitors / month  
250 000 - 300 000  
visitors p.a.

6,000  
subscribers  
weekly  
newsletter

200 videos  
900  
subscribers

+ 300  
podcasts  
100 daily  
listens  
Approx.  
35,000 p.a.

2,000 articles in  
French  
700 in English



mobile  
desktop  
tablette

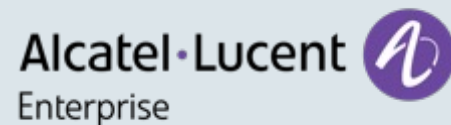
22,400 Twitter  
24,500 LinkedIn  
4,000 Facebook

## DISTINCTIONS

- social media
- influence
- SEO

# 1 - CONSULTING

DIGITAL TRANSFORMATION, STRATEGIC CONSULTING,  
BENCHMARKING, AUDITING AND POSITIONING,  
STRATEGIC PITCHES AND DIGITAL INNOVATION





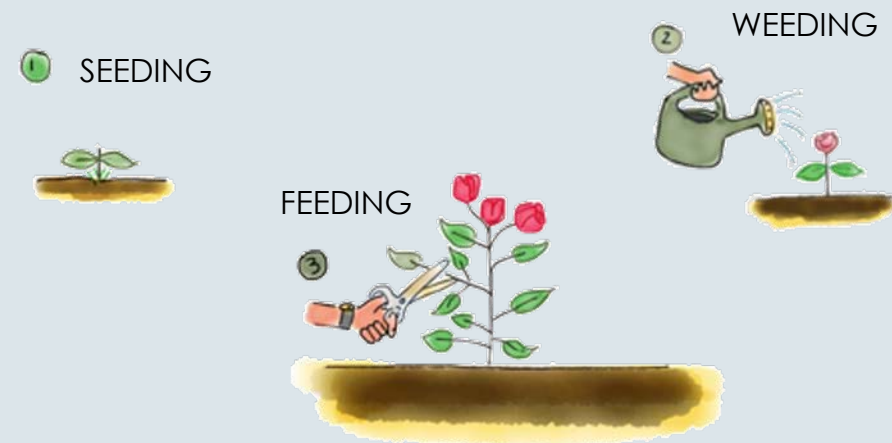
# CROWDFUNDING



More than 45,000 € were raised for the online journal L'Essor to fund various online and offline projects for the benefit of the community

L'ESSOR IS AN INDEPENDENT NEWSMEDIA AND PUBLISHING COMPANY. IT IS ACKNOWLEDGED AS THE MAIN INDEPENDENT ONLINE AND OFFLINE MEDIUM OF THE GENDARMERIE COMMUNITY IN FRANCE WITH OVER 300,000 READERS

Starting from scratch, Visionary Marketing has put together a successful crowdfunding campaign based on our favourite Community Marketing methodology: the gardener's touch






The Hootsuite social media barometer is a global reference quoted by Statista

## HOOTSUITE IS THE WORLD LEADER IN SOCIAL MEDIA MANAGEMENT PLATFORMS FOR BUSINESSES, TEAMS AND AMBASSADOR PROGRAMS

In 2015, Visionary marketing created the social media barometer on behalf of Hootsuite as a joint project aimed at delivering maximum visibility for the Canadian brand in France.

The effort culminated in 2018 with the 55-page in-depth analysis of the French report for Hootsuite and the participation of Visionary Marketing in the international report and the international webinar launch with 1,000+ registered users worldwide

The report was so successful that we delivered 3 more in 2016, 2018 and 2021

Some of the results of the Hootsuite barometer were featured by **statista** 

## CONSULTING



**EVOLENA IS A BOUTIQUE CONSULTING AGENCY DEDICATED TO START-UPS AND SCALE-UPS OF THE IT INDUSTRY**

Visionary Marketing supported Evolena with its internal evaluation process. We carried out a dozen in-depth customer interviews providing Exec summary and recommendations, full transcriptions and in-depth analysis. We have also designed a strategic Whitepaper to help with the positioning of the consulting agency



**THE ENGAGEMENT LED TO THE ENHANCEMENT OF THE SERVICE OFFERING OF THE CONSULTING AGENCY**



**L'ESSOR DE LA GENDARMERIE NATIONALE IS THE GO-TO INDEPENDENT NEWS WEBSITE FOR GENDARMES AND ALL PEOPLE WITH A STRONG INTEREST IN NATIONAL SECURITY**

Visionary Marketing is advising and supporting L'Essor in its endeavours to monetise its online audience. We have been involved at all stages of the monetisation process, including website overhaul, contribution mechanism, newsletter onboarding and optimisation, audience profiling, etc.

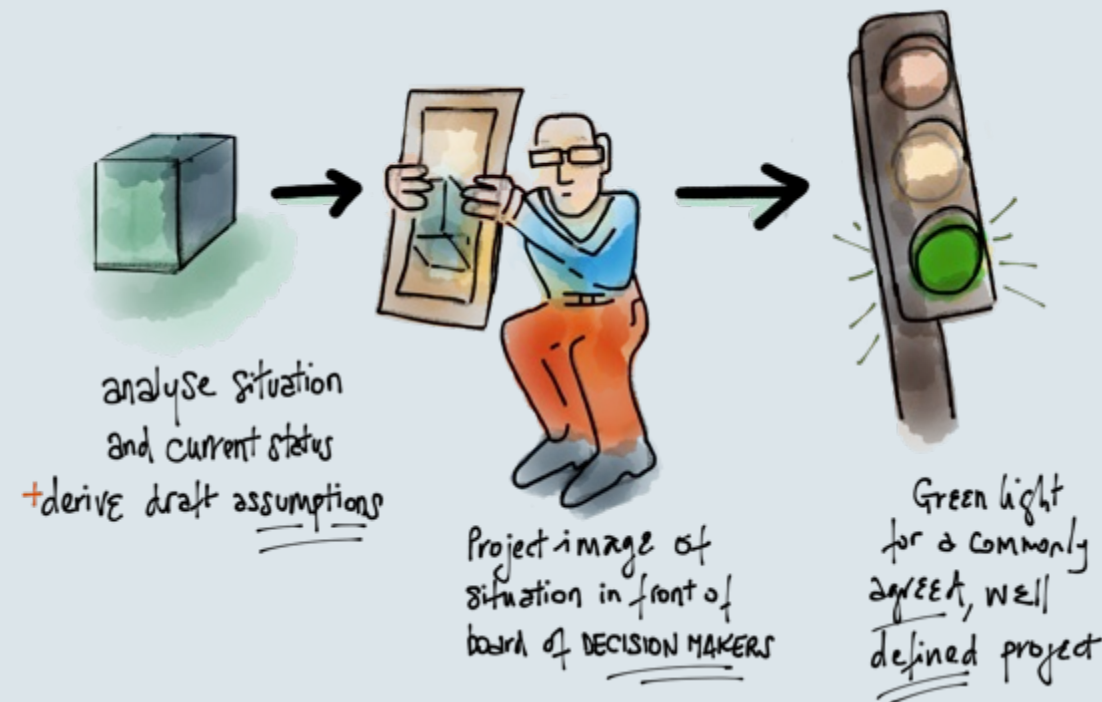


**WITH OUR HELP, L'ESSOR HAS HAD A MUCH CLEARER VIEW OF ITS AUDIENCE AND MONETISATION OPTIONS**



AVANADE IS AN INNOVATIVE DIGITAL SERVICES COMPANY DEDICATED TO THE MICROSOFT ECOSYSTEM. IT IS A JOINT VENTURE BETWEEN MICROSOFT AND ACCENTURE.

Visionary Marketing supported Avanade with its strategic positioning in France through a Man From Mars Report. We advised the company both in terms of strategy and the supporting Web assets so as to provide recommendations and help the business focus on the right tactics and approaches. The analysis and report were completed in a matter of days and delivered during an intensive one-day workshop with the top management team.



VISIONARY MARKETING USED ITS OWN "PROJECTIVE SURVEY" METHODOLOGY IN ORDER TO ELICIT AVANADE'S STRATEGY AND REACH CONSENSUS ON THE TOPIC OF DIGITAL TRANSFORMATION



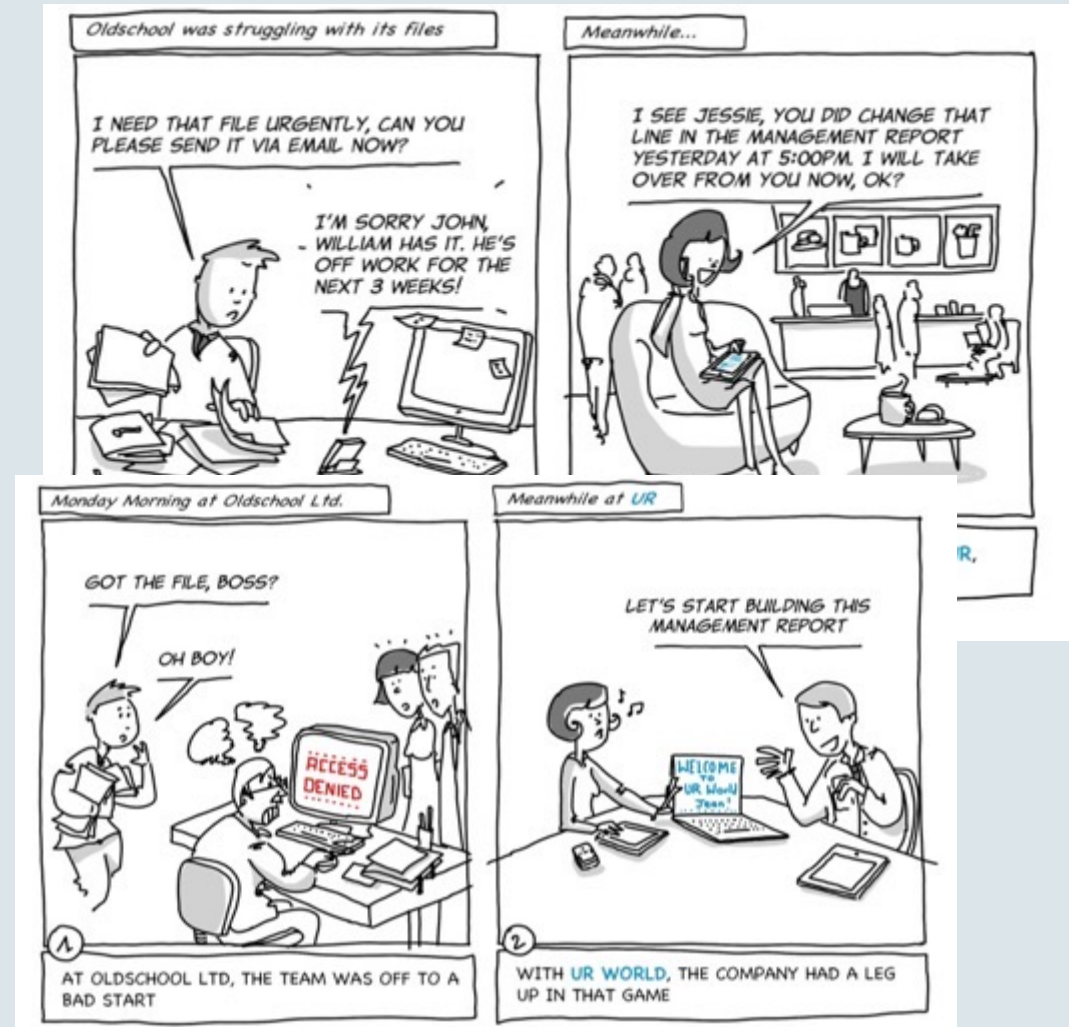


UNIBAIL-RODAMCO-WESTFIELD

**WESTFIELD OWNS, DEVELOPS AND MANAGES PREMIER RETAIL ASSETS IN EUROPE AND THE US AND PRESTIGIOUS OFFICE BUILDINGS AND VENUES IN THE PARIS REGION**

Westfield wanted to promote its UR World collaborative work project by showing simple situations depicting what it was to work with or without collaboration tools and how efficiency could be increased with online collaboration. The idea was to propose a series of made to measure cartoons depicting before and after collaborative work situations. Left, a fictitious company named "Oldschool Ltd" was compared to UR on the right-hand side. All situations were scripted by Visionary Marketing and drawn specifically for Westfield by a professional draughtsman

**B2B REAL ESTATE**



**VISIONARY MARKETING HELPED UNIBAIL RODAMCO DESCRIBE ITS VISION ABOUT COLLABORATIVE WORK THROUGH A SERIES OF SCRIPTED CARTOONS**



ALCATEL LUCENT ENTERPRISE IS A LEADING AND INNOVATIVE UNIFIED COMMUNICATIONS PROVIDER PRIMARILY BASED IN USA, UK AND FRANCE. THEY SERVE MORE THAN 500,000 CLIENTS WORLDWIDE

We have worked directly with the EVP and GM of the ALE Communications Business Division in order to structure the main strategic pitch around 3 main phases:

1) why change 2) what we aim at 3) how to deliver

This had led to a strategic document (with 3 supporting podcasts) which serves as the basis for the strategic change at ALE.



THIS DOCUMENT IS STRATEGIC AND CONFIDENTIAL. IT WAS MADE AVAILABLE IN ENGLISH AND FRENCH. IT SERVED AS THE BASIS FOR THE TURNOVER OF THE COMPANY AND THE LAUNCH OF ITS NEW UCAAS STRATEGY

YOUSTICE WAS A CZECH LEGALTECH START-UP BACKED BY SLOVAK TELECOM AND SET TO BECOME A LEADING EUROPEAN SERVICE DEDICATED TO THE HANDLING OF ONLINE DISPUTE RESOLUTION (ODR)

We have worked with Youstice on a number of subjects, in English and French including the selection and recruitment of a business developer for the French marketing through the selection of seasoned individuals with strong business acumen in that area. We also improved Youstice's brand awareness to selected targeted legal and business audiences locally and internationally through strategic content publications in English and French

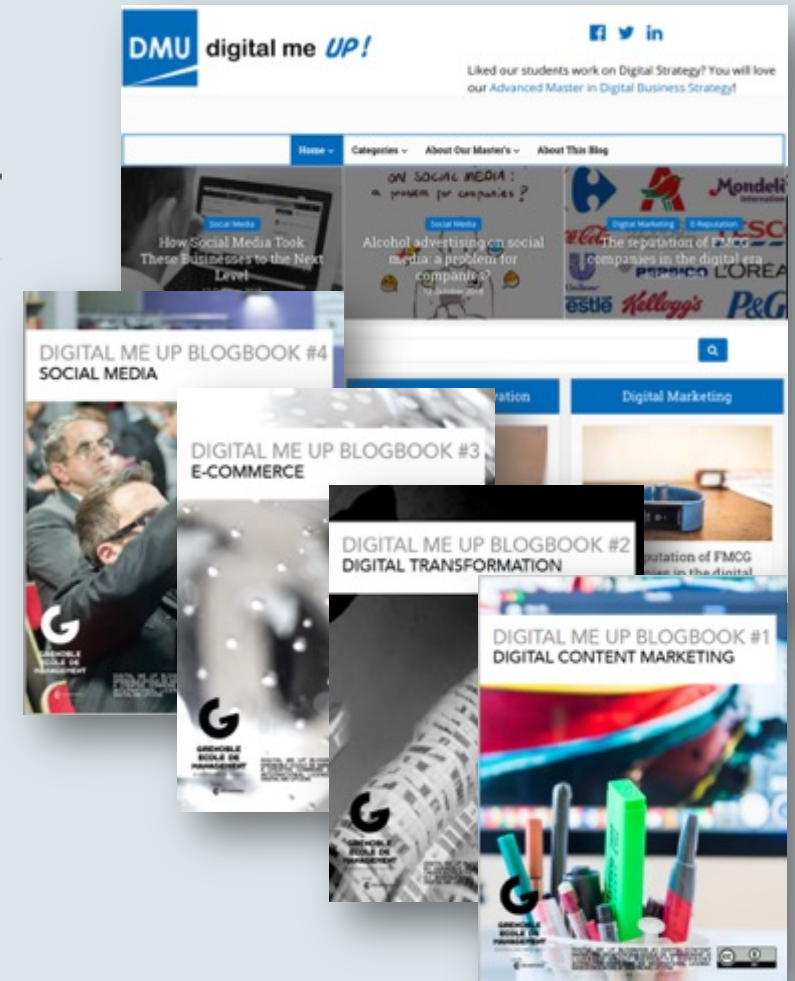


VISIONARY MARKETING HELPED YOUSTICE FIND THE RELEVANT PARTNER IN FRANCE FOR ITS BUSINESS DEVELOPMENT



GEM IS ONE OF EUROPE'S LEADING BUSINESS SCHOOLS. ITS MASTERS IN DIGITAL BUSINESS STRATEGY IS UNIQUE IN EUROPE

We supported GEM with its marketing automation project for the Master's in Digital Business Strategy, delivering advice, guidance and content for the project. We created, hosted and maintained the students' blog delivering maximum visibility. Webinars were regularly organized and delivered with top international influencers. This project was rolled out in 2018-2019 and helped boost the recruitment for the master' for the 2020 schoolyear period.



**DIGITAL ME UP USED TO ATTRACT TWICE AS MANY VISITORS AS THE STANDARD 'PRODUCT' MASTER'S PAGE ON GEM'S WEBSITE OVER ITS FOUR-YEAR EXISTENCE**





## FINANCE



PRAMEX INTERNATIONAL IS A BPCE SUBSIDIARY IN CHARGE OF SUPPORTING SMBS INTERNATIONALLY

Visionary Marketing provided Pramex international with strategic and operational support and guidance in order to better meet its core business objectives and prepare for growth in the future.



**Visionary Marketing has helped Pramex international elicit its strategy in order to face future challenges and growth and shape the digital department**

## UTILITIES



FLUKSAQUA, A SPIN-OFF OF VEOLIA, BECAME THE FORUM FOR WATER TECHNOLOGY PROFESSIONALS

We have supported Fluksaqua at all stages of their development, from the ideation phase to its day-to-day operations and international deployment. This consulting project was conducted in 3 phases: Consulting and support (setting goals, methods, initial content and collaboration techniques) as well as initial study and workshops

Launch and community set up and facilitation and growth hacking (all in a very niche B2B and technical environment)

Continuous Marketing effort and guidance

**Starting from scratch, we helped Fluksaqua grow. It has attracted 15,000+ professionals, a majority of whom are from outside of Veolia.**



## UTILITIES



GRTgaz is a leading French utility dedicated to Gas distribution with €624 billion in investment, 2,959 employees and 130 shipping customers

We have supported GRTgaz with the definition of the new roadmap for its new Intranet and paved the way for a vision of collaboration across all parts of the organisation and its various teams. We have conducted workshops, facilitated creativity and ideation sessions, and issued recommendations for the company to develop internal collaboration successfully.

**Visionary Marketing has supported GRTgaz with its vision of collaboration in the workplace in joint IT and user workshop sessions**



## HEALTH INSURANCE SECTOR

- Mutuelle Générale is a leading French health insurance company with 1.5 million clients

We have supported Mutuelle Générale with consulting and support services in the area of innovation and ideation, thereby consulting and supporting on innovation processes, which included identifying and defining the adapted tools and methods for an effective technological watch.



**Our methodology for joint innovation has been described in a white paper entitled "Bringing Ideas to Reality"**



## 2 - CONTENT & INFLUENCE


VISIONARY MARKETING PROVIDES STRATEGIC CONTENT IN ORDER TO POSITION BRANDS AS EXPERTS IN THEIR FIELD. OUR 24-YEAR INTERNATIONAL EXPERIENCE IN THAT AREA MAKES IT POSSIBLE FOR US TO SUPPORT EVEN THE LARGEST INTERNATIONAL BRANDS



**Business  
Services**

**FORTINET®**



Alcatel·Lucent   
Enterprise





**FORTINET OFFERS THE MOST COMPREHENSIVE SOLUTIONS TO HELP INDUSTRIES ACCELERATE SECURITY, MAXIMISE PRODUCTIVITY, PRESERVE USER EXPERIENCE, AND LOWER TOTAL COST OF OWNERSHIP**

In 2021 Visionary Marketing carried out a survey of over 120 IT professionals to fathom the impact of Work from Home policies on cyber security threats in French businesses.

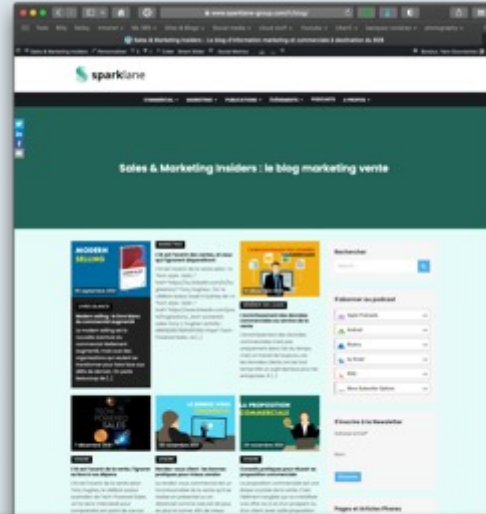
The results of our study were combined in a short 14-page report with details on the following topics: 1) security issues in the context of widespread WFH policy 2) remote server security 3) perception of IT threats and data security breaches.

A webinar was organised with Fortinet to provide further insights on the report and additional analysis by a Fortinet IT security expert as well as Visionary Marketing.

IMPACT OF WFH POLICIES ON IT SECURITY - SURVEY OF 122 CIOs, IT MANAGERS AND IT PROFESSIONALS WORKING FOR LARGE BUSINESSES OF OVER 1,000 EMPLOYEES IN FRANCE (2021)



# B2B SALESMANSHIP



THE MODERN SELLING 60-PAGE WHITEPAPER WAS  
DOWNLOADED MORE THAN 1,500 TIMES AND GENERATED  
MANY LEADS FOR SPARKLANE

## SPARKLANE IS AN INNOVATIVE BIG DATA COMPANY WHOSE CORE BUSINESS IS TECHNOLOGIES FOR SALES

In 2021 Visionary Marketing worked on producing high quality content on the topics of salesmanship, sales tech and sales methodologies for hard-to-sell products and services.

Additionally, Visionary Marketing produced the Modern Selling whitepaper, an in-depth view of the future of sales in the wake of the 2019-2020 pandemic.

Both the blog content and white paper were enhanced by a full-fledged podcast channel published on all major podcasting platforms.





YEXT OFFERS A MODERN, AI-POWERED ANSWERS PLATFORM THAT UNDERSTANDS NATURAL LANGUAGE SO THAT WHEN PEOPLE ASK QUESTIONS ABOUT A BUSINESS ONLINE THEY GET DIRECT ANSWERS - NOT LINKS.

In 2021, Visionary Marketing delivered a 360-degree confluence engagement on behalf of Yext UK and France covering:

- 1) a survey of 300 senior marketers
- 2) 2 survey reports
- 3) a virtual roundtable with 6 leading CX UK and France influencers and experts
- 4) an extensive social media outreach project in both countries with the help of our panel of influencers

2.6 MILLION SOCIAL MEDIA ACCOUNTS REACHED, APPROX.  
250,000 VIEWS, 200 ONLINE ROUNDTABLE REGISTRATIONS,  
HUNDREDS OF DOWNLOADS, COMMENTS, LIKES AND SHARES



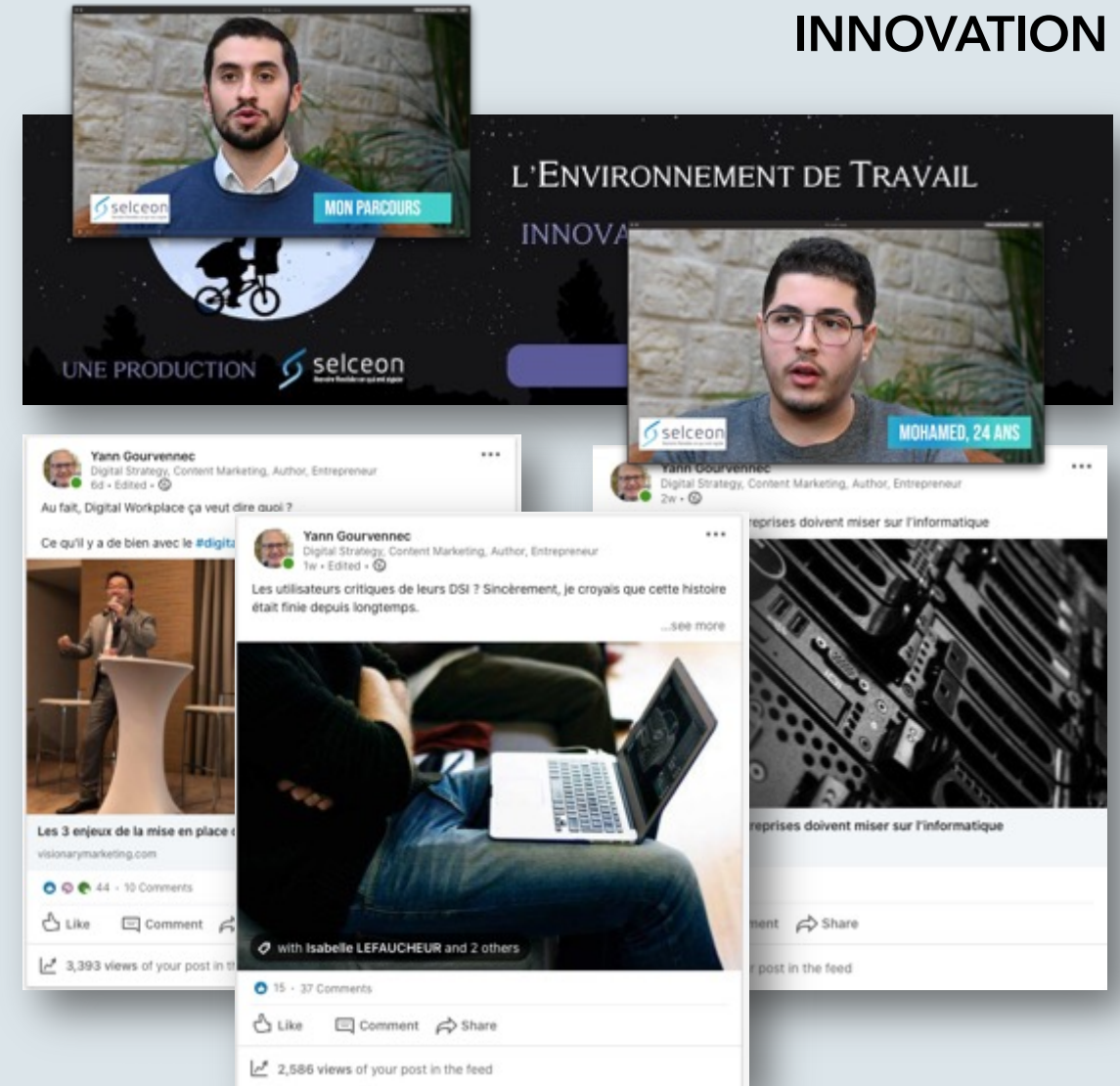


**SELCEON IS AN INNOVATIVE START-UP DEDICATED TO VIRTUALIZED DESKTOP INFRASTRUCTURE IN PARTNERSHIP WITH VMWARE**

Visionary Marketing is supporting Selceon with its online marketing in various ways: to begin with, we spruced up and supplemented their product-orientated website, added videos and podcasts, populated their LinkedIn business profile, created a full-fledged suite of reports on the Visionary Marketing information websites therefore generating thousands of views online and on social media. We also worked with influencers in order to spread the word about the work carried out by the start-up.

**A CONCEPT AROUND E.T. (FRENCH FOR WORKPLACE) WITH THOUSANDS OF VIEWS ON BLOGS AND SOCIAL MEDIA AND HUNDREDS OF DOWNLOADS**

## IT & INNOVATION





**ALTERBUZZ IS A BOUTIQUE AGENCY DEDICATED TO E-REPUTATION THAT WAS FOUNDED IN 2006, A PIONEER IN ITS FIELD ON THE FRENCH MARKET**

Nearly 250 professionals were surveyed by Visionary Marketing (approximately 50% in B2B and 50 % in B2C).

Our survey was aimed at measuring our respondents' understanding of the definition and perception of the significance of e-reputation, as well as the impact of e-reputation on businesses and, lastly, how they managed their own e-reputation, whenever it was applicable.

The 60-page report was enhanced by the testimonials of 13 influencers, entrepreneurs and business experts who took part in three high profile focus groups.

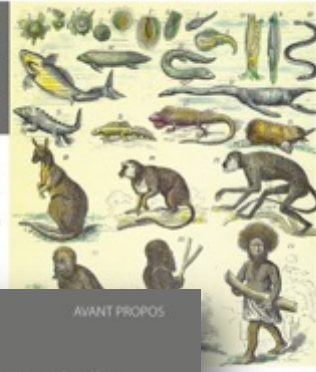
Hundred of marketers reached and dozens of high profile influencers and entrepreneurs involved





## NOTES IMPORTANTES

L'illustration principale de ce livre est une planche sur la lignée ancestrale de l'homme, reconstituée par le jury sur la base des travaux du naturaliste Ernst Haeckel. Elle fut publiée dans la revue Scientific American en 1876. Il s'agit d'une des premières tentatives de représentation de l'évolution des espèces. Bien que ce tableau contienne certaines erreurs et fasse apparaître des êtres fictifs, il est considéré par la communauté scientifique comme relativement juste, compte tenu de la rareté des informations disponibles à l'époque sur ce sujet.



Nous tenons à préciser également que ce tableau, pas plus que la théorie de Darwin, ne montrent que l'homme descend du singe. Ces deux derniers sont dans l'état actuel des connaissances scientifiques, cousins d'une même souche de l'évolution. Ce tableau et les différentes planches qui en sont issues, sont utilisés ici à titre illustratif, sans volonté éducatrice ni de représentation des faits. Cette œuvre est déconseillée dans le domaine public du fait de sa publication (ou enregistrement au bureau du copyright américain) avant le 1er janvier 1923. Largement utilisée dans la littérature, elle est aussi disponible en ligne via une contribution de Peter Backman dans la base Wikimédia Commons.



La force morale d'un commercial se mesure tant à sa capacité de réfléchir sur ses actions passées et ce qui les a motivées, qu'à sa capacité à en approuver certaines et en réprover d'autres.

Extrait inspiré de  
Charles Darwin

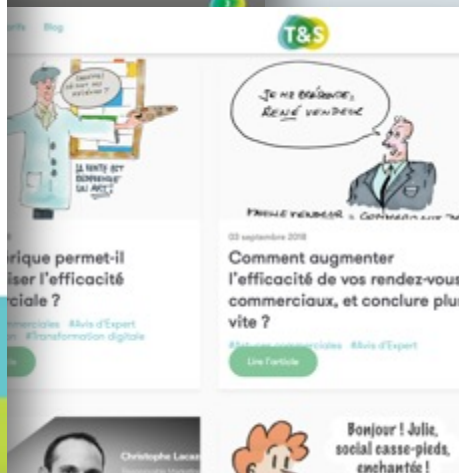
### MÉTHODES ET OUTILS DU COMMERCIAL À TRAVERS LES ÂGES

Dans le présent ouvrage, nous nous concentrerons sur l'Homme commercial, sur ses méthodes et ses outils. Nous tracerons son évolution, du commercial paléolithique au commercial futuriste, et ceci à chaque étape de la vente : de la prospection à la conclusion (démarche « closing » en langage primitif), en passant par la rencontre avec l'Homme clientèle, espèce fortement exigeante.



## DU VRP DES CAVERNES AU COMMERCIAL DU FUTUR

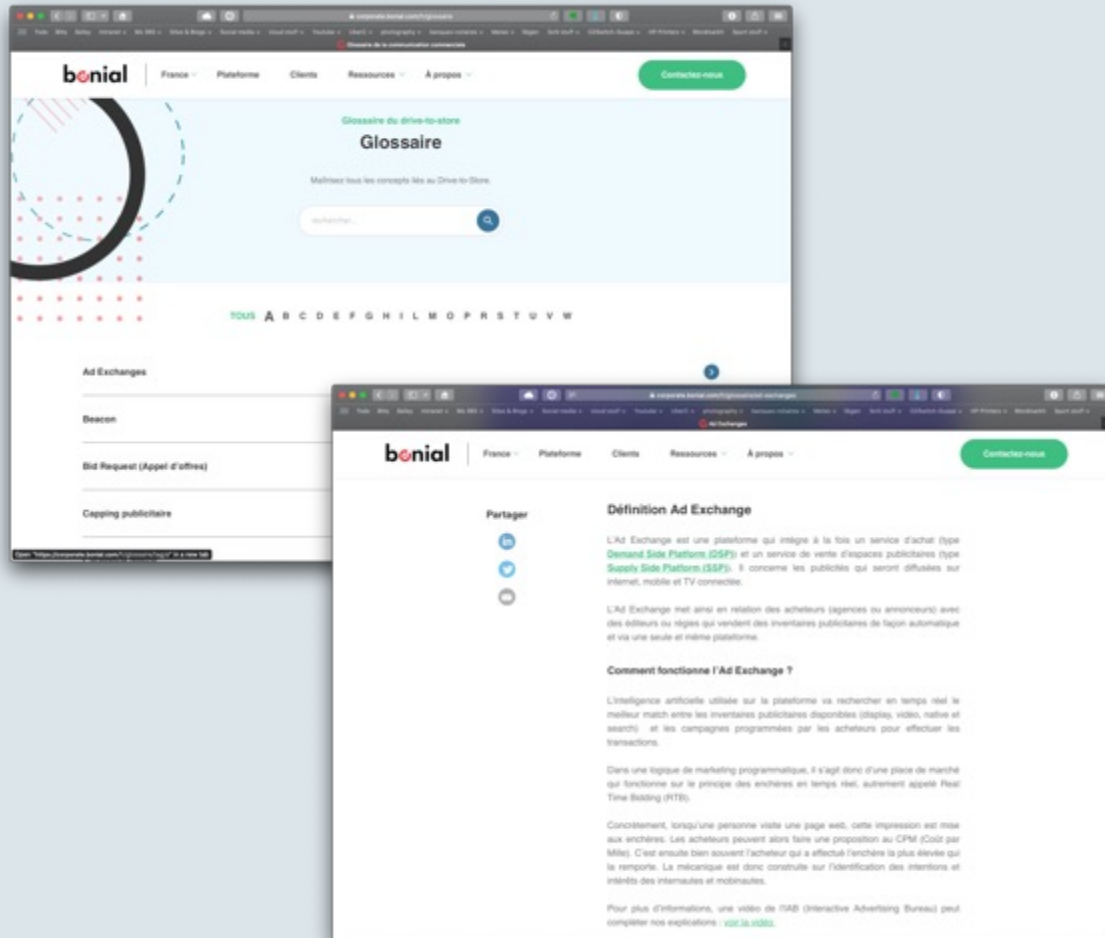
Essai sur l'évolution des espèces commerciales



## AUDIENCE: SALES AND BUSINESS DEVELOPMENT MANAGERS/DIRECTORS

Angle: the evolution of business, from the prehistoric travelling salesman to the sales rep of the future. We used a Darwinian metaphor to depict the evolution of sales, before, with and after the computer age. 4 top sales experts were interviewed. This engagement was complemented by a series of blog posts in French and English on the topic of sales and the sales visit.

Touch & Sell is a software vendor dedicated to building sales applications for businesses



BONIAL IS AN AXEL SPRINGER COMPANY OPERATING IN GERMANY AND FRANCE. BONIAL HAS BEEN OFFERING INDIVIDUAL MARKETING SOLUTIONS FOR 1,500 WELL-KNOWN RETAILERS FOR MORE THAN 10 YEARS AND IS A LEADING PLAYER IN DRIVE-TO-STORE TECHNOLOGIES.

Visionary Marketing supported Bonial with the creation of its glossary of drive-to store, following many previous confluence engagements with the European retail tech leader.

40 glossary entries were written on behalf of Bonial at the beginning of 2020



## THIS ENGAGEMENT WAS CARRIED OUT WITH THE B2B ARM OF WEBER

To position Weber's B2B marketing business gifts line, we chose to include the business gift topic inside a broader topic "customer acquisition or retention". This general topic is of interest to all marketers and besides, many marketers responded to Weber's survey themselves. Most of the CMOs from all major local brands came to visit Weber after the publication of this white paper.

323 RESPONDENTS  
(ALL MARKETING PROFESSIONALS)

## B2B MARKETING





## ALCATEL LUCENT ENTERPRISE: WORLDWIDE CONFLUENCE IN ENGLISH AND FRENCH

Audience: professionals (IT or others) involved in collaboration and unified communications projects

Angle: do away with « unified communication » lingo while delivering in-depth angled analysis

In-depth content: including bi-lingual longform blogging and a white paper based on a B2B survey of marketing professionals (300+) describing real-life UC usage

International footprint: USA, UK, Malaysia, Australia, France...

Dual concept: 1) UC 2) WOMM\*

Similar engagement on Healthcare with a human body metaphor

## INTERNATIONAL CONFLUENCE (CONTENT + INFLUENCE) ENGAGEMENT



\*WOMM : word of mouth marketing

\*\* Influencer pictures above shows a selection of the experts involved in this project





## INTERNATIONAL WHITE PAPER

Audience: Marketers + Web marketers

Angle: vision of marketing, data-driven marketing and ethics in sync with the design of Mapp's DMP platform

In-depth content and interviews.  
Originally written in English and adapted to French and Italian

Dual concept : 1) marketing vision 2) WOMM\*  
White paper launched in all parts of the world.  
Over 200 leads generated in France only

MAPP DIGITAL - WHITE PAPER IN ENGLISH  
(AND ITALIAN AND FRENCH) ON THE NEXT  
GENERATION OF MARKETING TECHNOLOGY

\*WOMM : Word of Mouth Marketing

# SECURITY



## Fiche pratique : protégez votre magasin en période d'affluence

### Rappel

Le vol à l'étalage est la première cause de démarque inconnue : il en représente 44%.

### Check-list

- ☐ Évitez les livraisons en pleine période d'affluence au cours de la journée.
- ☐ Attention aux effets de distraction : redoublez de vigilance au moindre événement anormal.
- ☐ Pratiquez le zoning : divisez le magasin en plusieurs zones et désignez chaque personne à un poste, avec un roulement.
- ☐ Instaurez des procédures claires pour la manipulation des articles : ne pas enlever les antivols, compter le nombre d'articles emmenés en cabine d'essayage, etc.

### Les bonnes questions à se poser

- ✓ Avez-vous une bonne visibilité sur toute la boutique et sur les articles ? En termes d'éclairage, de visibilité...
- ✓ Y a-t-il un coin laissé à l'abandon ? Un angle mort sur lequel vous ne pouvez agir ?
- ✓ Vos produits les plus sensibles sont-ils bien protégés et mis à l'abri des tentations ?
- ✓ Le soir, lors de la fermeture : tout le monde est-il bien sorti du magasin ?
- ✓ Le matin à l'ouverture : le matériel de vidéosurveillance est-il en bon état et opérationnel ?
- ✓ Le magasin est-il rangé ? Y a-t-il des antivols manquants ?
- ✓ Certaines choses ont-elles changé de place ? Remarquez-vous quelque chose d'anormal ?

## HOW-TO GUIDE FOR SHOPKEEPERS AND CRAFTSPEOPLE

Angle: down-to-earth simple advice for the successful implementation of tele surveillance projects. 50 leads generated in just one outbound campaign linked to the white paper

AXIS COMMUNICATIONS - HOW-TO GUIDE IN FRENCH FOR LEAD GENERATION



GUIDE PRATIQUE

praxedo

# CHOISIR UNE SOLUTION DE GESTION D'INTERVENTIONS : LES 10 QUESTIONS À SE POSER

10

Pourquoi recourir à une solution de **gestion d'interventions** ? Comment augmenter ainsi votre **productivité** ? Faut-il choisir une solution « installée » ou une solution « cloud » par abonnement ? Quel **budget** êtes-vous prêt à investir ? Quels sont les **points essentiels** à vérifier auprès de votre fournisseur ? Que risquez-vous à ne pas utiliser ce genre de solution ?

Voici quelques-unes des questions que vous devriez vous poser avant de démarrer votre projet de « Field Service Management ».

Ce guide pratique présente 10 conseils essentiels pour vous aider à faire le bon choix de solution pour gérer les interventions de vos techniciens.

Est compatible  
le RP ou CRM ?

Question #3

75%

Des entreprises  
ayant plus de  
50 techniciens  
utiliseraient une  
solution de gestion  
d'interventions\*

Les a priori pour reporter une décision d'acquisition sont nombreux : « ça va coûter cher », « je n'ai pas le temps, on verra l'an prochain »...

Si l'inaction du décideur peut être une option envisageable, elle peut également parfois coûter cher à l'entreprise.

En effet, le retard d'une société dans la digitalisation et l'automatisation de sa gestion d'interventions peut avoir plusieurs conséquences :

- Un manque à gagner, dû à un processus de traitement des interventions obsolète et chronophage ;
- Les tarifs à la baisse exigés par les clients et donneurs d'ordres imposent une maîtrise constante des coûts. L'absence de solution de gestion d'interventions pourrait de ce fait provoquer une perte de rentabilité ;
- Une perte de parts de marché face à la concurrence qui a déjà adopté ce type de solutions ;
- Dans le cas des sous-traitants, la perte de nouveaux marchés, certains donneurs d'ordres exigeant un processus d'intervention digitalisé de la part de leurs prestataires.

L'inaction peut donc rapidement s'avérer dommageable pour la pérennité de l'entreprise. Sachez qu'avec les solutions SaaS, disponibles directement sur internet sur simple abonnement, il est désormais possible de tester gratuitement une solution pendant une durée déterminée et d'évaluer sa pertinence pour vos process.

**LE CONSEIL DE L'EXPERT :**  
Mieux vaut agir pas-à-pas plutôt que de ne rien faire

« Mobiliser du temps et des ressources au sein d'une PME n'est pas facile, et la dématérialisation de la gestion d'interventions est souvent perçue comme une tâche ardue et chronophage. C'est ce qui explique que certains décideurs repoussent leur décision. La meilleure solution est de procéder à un essai sur une équipe restreinte. Une solution SaaS permet de tester rapidement et collecter les premiers retours sans pour autant déployer un projet sur l'intégralité de l'entreprise. Les premiers retours collectés, on peut ensuite corriger les points bloquants et élargir progressivement la solution aux autres techniciens. »

Jean de Broissia, fondateur de Praxedo

Ne pas mettre en place un outil de gestion d'interventions pourrait-il...

- ❑ Provoquer un manque à gagner, du fait de la non-optimisation des processus ?
- ❑ Détériorer votre rentabilité, à cause des prix bas pratiqués par la concurrence ?
- ❑ Vous faire perdre des parts de marché face à des concurrents mieux équipés ?
- ❑ Empêcher l'acquisition de nouveaux marchés, vos donneurs d'ordres exigeant une traçabilité temps réel des interventions sous-traitées ?

Quels terminaux mobiles  
choisir pour équiper vos  
techniciens ?

Infographic showing mobile device usage statistics for technicians. The chart indicates that 85% of technicians use smartphones and 15% use tablets. Below the chart, a list of factors to consider when choosing mobile devices is provided:

- L'impact de l'ergonomie pour l'usage du terrain (mobilité, confort, etc.)
- Les conditions d'usage des techniciens (environnement, luminosité, etc.)
- L'applicabilité mobile de votre solution (compatibilité avec les versions d'exploitation des terminaux mobiles, etc.)
- La solution de votre fournisseur est-elle mobile compatible avec les smartphones les plus répandus (Android et iOS, WindowsPhone, etc.)

praxedo

Guide pratique : 10 questions pour choisir  
sa solution de gestion d'interventions

11

## How-to guide: benchmarking one's field services solution

Audience: field service dept managers and directors of SMEs with services personnel in the field

Angle: down-to-earth step by step guide for the successful benchmarking of a field service solution.

Praxedo is a software vendor designing specialist field service solutions for small and medium sized businesses

## PRAXEDO - how-to guide on how to benchmark one's field service solution (in French)



# SOFTWARE



IT – Software industry

Audience: Digital and marketing professionals interested in CMS implementation

Angle: The white paper is built around expert advice regarding projects dedicated to the implementation of content management systems. All project phases are broken down and shown as a project journey towards success. Each project phase is illustrated with expert testimonials by eZSystems' customers.

(White paper in French)





# CLOUD COMPUTING



Business  
Services

## Le cloud computing en 5 randoris



orange  
Business  
Services

2

### Le cloud computing en 5 randoris

Teddy Riner - Bonjour à tous ! Pour bien comprendre les atouts et les enjeux du cloud computing, je vous propose 5 randori-vous. Chaque randori-vous est mis en scène sous la forme d'un randori (combat de judo) entre 2 experts qui s'affrontent. Ça va nous permettre de voir du 1. À vous de le découvrir !

#### Table des matières

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Randori 1 : Informatique bimodale	4
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#### Randori 1 : Informatique bimodale

Teddy Riner - Le combat auquel nous allons assister voit s'affronter sur le cloud deux philosophies de l'informatique, la Tradition et la Transformation, dans un seul but : faire progresser le business de l'entreprise.

##### Deux philosophies de l'informatique s'affrontent

Dans le coin gauche du tatami, le premier judoka, **Tradition**, est issu de l'école ancienne de l'informatique, celle de l'entreprise d'État qui domine aujourd'hui encore toutes les écoles par ses doctrines de préséance. C'est l'école du "on premier" de l'investissement dans l'infrastructure, du data center avec ses couches matérielles, et du contrôle interne par la direction informatique. Une école qui a su évoluer en confortant son enseignement à des performances inférieures, qui conserve le contrôle de ses investissements dans son matériel et ses licences. **Tradition** s'est aussi déclinée sur le usage sous la forme du cloud privé. Une informatique qui a depuis longtemps fait ses preuves et qui consomme la majorité du budget IT des organisations.

Face à lui, le judoka **Transformation** représente la nouvelle génération de l'informatique qui a choisi de quitter le drapeau de l'école "on premier" pour lui opposer l'enseignement traditionnel et développer sa propre vision. **Transformation** considère l'infrastructure comme un service, se voit ses modèles de financement pour prédire

#### De 2016 à 2020

Dans le total du budget infrastructure des entreprises :

- Les budgets - on premier - en cloud privé vont passer de 55 % à 36 %.
- Les budgets cloud vont passer de 45 % (7 % PaaS, 10 % IaaS, 28 % SaaS) à 61 % (17 % PaaS, 14 % IaaS, 31 % SaaS).

Source : SOG 2016

IT - Software industry

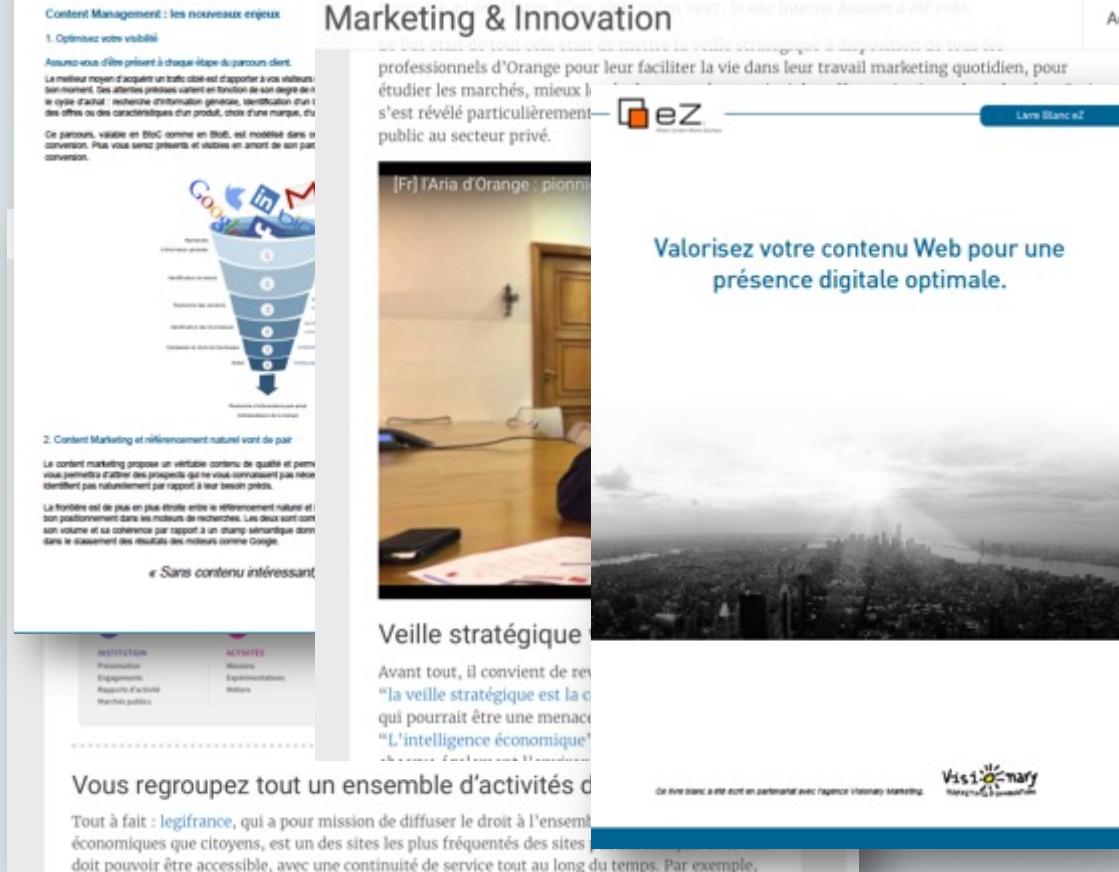
Audience: IT professionals, CIOs, CTOs

Angle: Both a professional angle and a WOMM angle using World judo champion Teddy Riner. The cloud computing angle covered most of the topics pertinent to cloud implementation such as bimodal IT, IaaS, PaaS, WSaaS cloud-first strategies and ITSM. A mini dictionary of cloud computing terminology was also added to this White Paper.

White paper for the French market



## SOFTWARE



WITH THIS CAMPAIGN, EZ SYSTEMS FRANCE WAS ABLE TO CLOSE A LARGE DEAL

eZ Systems is a leading Worldwide software vendor founded in 1999 in Norway which supports 500+ enterprise customers in 25+ countries

Visionary Marketing has worked with eZ Systems in order to share stories about innovative Websites and Website factories all created upon the eZ platform. 10 blog pieces were written and posted with their companion podcasts and videos and shared broadly on the Visionary Marketing network of influence. In addition, a whitepaper was written on how to maximise one's presence on the Web..

Main language: French



○ Profil Technology were created in 1989 by an innovative group of French engineers. They were taken over by Bitdefender. IT security solutions: Visionary marketing worked on a strategic content marketing solution with Profil Technology to better position its Egedian brand around IT admin and security solutions for the workplace.

We built and executed a content strategy that was adapted to the market and its needs by crafting highly targeted content and working on influence through the positioning of this unique content.

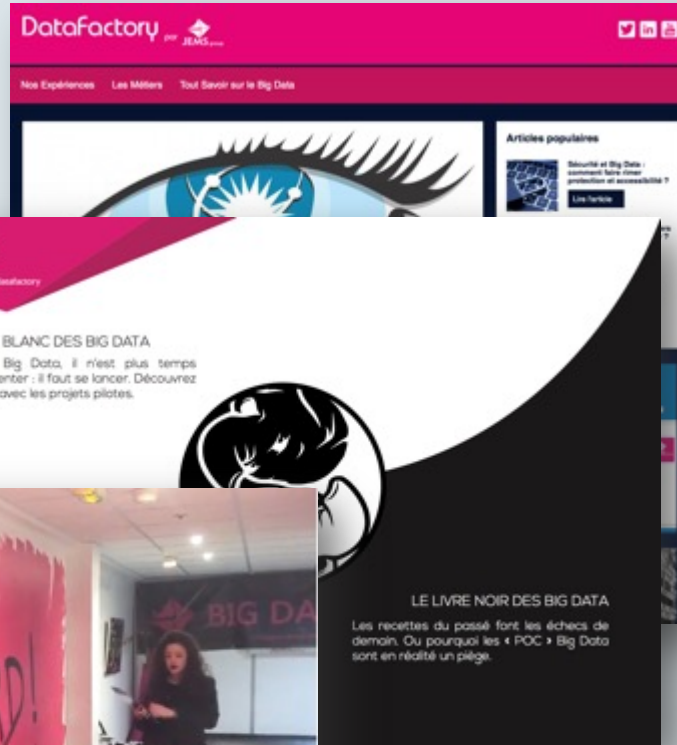
Such a strategy led to immediate results by way of lead generation in a matter of weeks.



With this highly segmented expert IT portal, Profil Technology was able to generate leads in a matter of weeks



# BIG DATA



Visionary Marketing has produced and publicised various strategic pieces of content with a Word of Mouth Marketing approach

## Big Data

### The little black book of big data

Visionary Marketing has produced and publicised various strategic pieces of content with a Word of Mouth Marketing approach

Jem's little black book of Big Data was downloaded 400 times in just one morning (strictly through earned media) and brought immediate leads to Jems






- Bridge (now part of Solocal) captures local internet traffic and converts it into physical sales. More than 220 brands and retailers use Bridge around the World
- From 2015 until 2017, Visionary Marketing supported Bridge with its content strategy by providing strategic texts both for their own digital assets and other resources. Visionary Marketing is namely involved in building all of Bridge's personas and business cases such as the Ducati business case on the right-hand side.

We have worked with Bridge in English, Spanish and French. Visionary Marketing was also involved in the enhancement of the product catalogue.

## Business Case



**Ducati,**

Ducati, marque mythique de motos sportives et haut de gamme, basée à Bologne en Italie, est présente dans près de 90 pays à travers le monde, par des réseaux de franchises. En France, ce sont 60 concessionnaires qui sont représentés, à travers des magasins exclusifs ou non.

**BRIDGE**

1/2 le nombre des visiteurs des pages des concessions se rend ensuite dans une concession Ducati.

Business Case - Ducati - Automobile

## RETAIL SOFTWARE

### La Solution


En utilisant BRIDGE depuis 2010, Ducati peut mettre à jour les informations locales des 60 concessions avec des informations spécifiques à chacune, mais à la charte de la marque. La présence de Ducati est ainsi harmonisée et les informations des concessions toujours à jour sur le web.

La plupart des concessions Ducati apparaissent en haut des résultats des moteurs de recherche sur des requêtes incluant une localité. Les pages locales du store locator BRIDGE sont optimisées pour le SEO local, boostant ainsi la visibilité de chaque concessionnaire sur le web.

BRIDGE permet également de générer des leads pour les concessionnaires Ducati en intégrant des modules de conversion sur leurs pages locales, tels que le formulaire de contact et l'envoi des coordonnées de la concession par email ou sms.

### Candice Robert

Directrice Marketing & Communication France et Bénélux - Ducati



“ Avec BRIDGE nous avons amélioré la qualité de parcours d'achat cross canal depuis internet et observons une forte progression de trafic dans le réseau physique.”

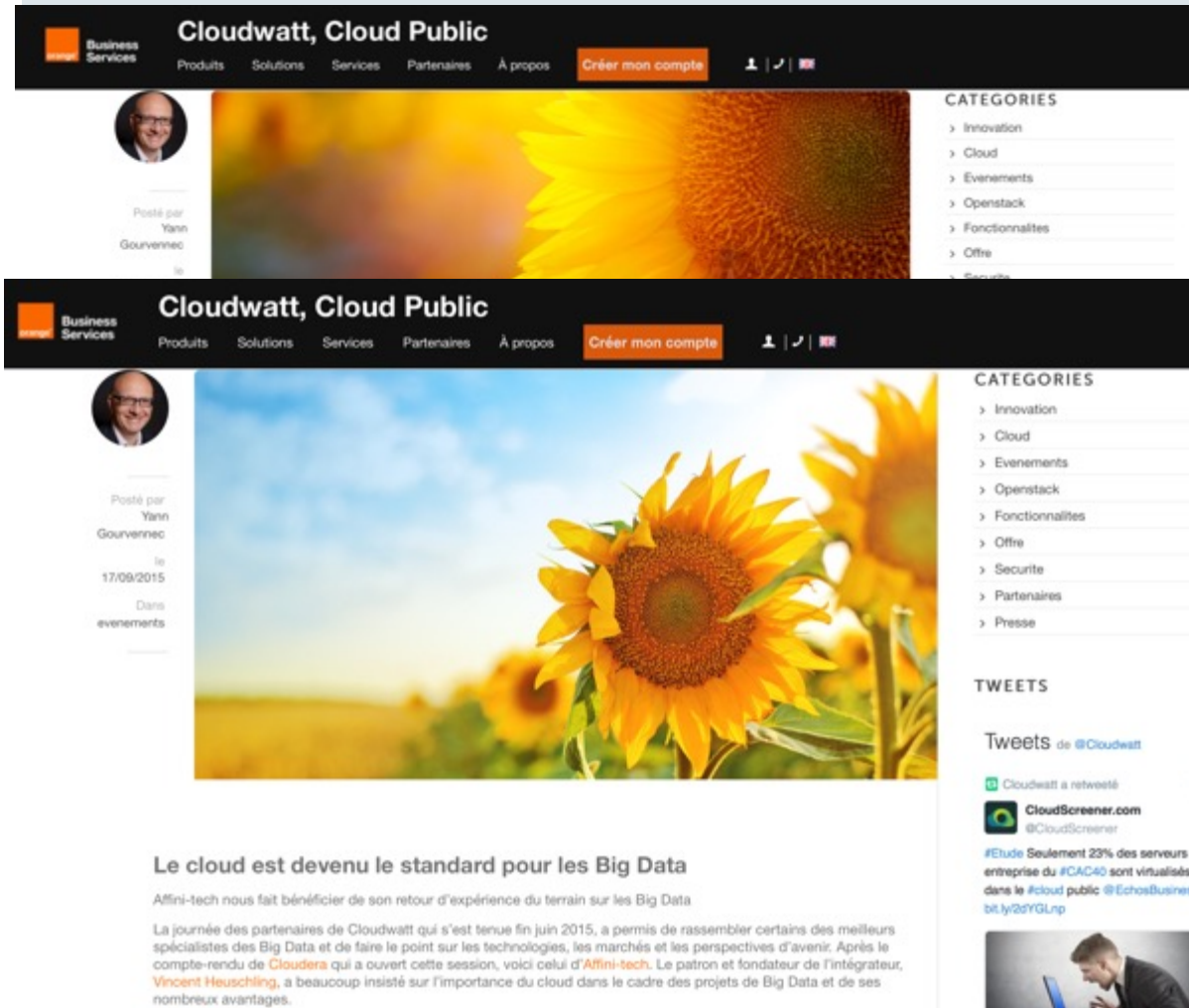
★★★★★

- Quels sont les objectifs de la marque Ducati ?  
Accompagner et accélérer la transformation digitale de nos franchisés via des outils qui leur permettent de conquérir et de fidéliser leur clientèle.
- Comment la solution BRIDGE s'inscrit-elle dans votre stratégie ?  
Avec le store locator et les pages locales BRIDGE nous développons de nouveaux canaux de communication directe entre le franchisé et ses clients.
- L'adoption de la solution par les franchisés est-elle facile ?  
Il faut du temps... Mais lorsqu'ils voient le nombre de visiteurs augmenter dans leurs concessions, ils sont vite convaincus !
- Quelles sont les prochaines étapes dans votre stratégie web to store ?  
Probablement la prise de rendez vous sur les pages locales pour des essais de moto en concession et l'affichage sur les pages des modèles d'occasion disponibles.
- Est-ce que vous recommandez BRIDGE ?  
Oui certainement, nous utilisons BRIDGE depuis 6 ans et sommes ravis des fonctionnalités de la solution qui évoluent avec nos besoins.

From Online to Offline **BRIDGE**

Product-related content

# BIG DATA



Cloudwatt was a Worldwide Cloud computing pioneer. They were merged into Orange Business Services

Adaptation of Cloudwatt's legal contracts and Service level agreements into English. Work on various pieces of content and Webinars on various subjects in the field of Big Data, PaaS and IaaS (Cloud computing). Coverage of various events including the main Cloudwatt 2015 VAR event. Training of staff on the impact of Big Data on marketing. Cloudwatt is now part of Orange Business Services.

Hundreds of readers were exposed to Cloudwatt's content regarding its expertise in IaaS and PaaS for cloud computing and Big Data





**Business  
Services**

○ Orange Business Services is a global IT and communications services and cloud provider. Since early 2014, Visionary Marketing has worked on a retainer with Orange Business Services in order to provide services on all kinds of subjects, from highly strategic to deeply technical, on various matters (IT, Big Data, Telecoms).

We have supported Orange with all sorts of tasks: content strategy, blog posts, personas and business cases, targeted emailing campaigns, marketing automation, White papers, Website content, SEO, video, events, webinars, influence and social media.

○ CLOUD COMPUTING

**WEBINATHON #11**  
// Spécial Recrutement

**WEBINATHON #10**  
// Sécurité Cloud

**orange™ Business Services**

**VOIR LE REPLAY**

Mar. 11 Oct. à 17H15  
**SaaS en entreprise : opportunités ou risques de sécurité ?**  
de Webinathon Big Data & Cloud Computing  
63 Inscrits  
Voir la rediffusion

de Webinathon Big Data & Cloud Computing  
56 Inscrits  
Voir la rediffusion

de Webinathon Big Data & Cloud Computing  
85 Inscrits  
Voir la rediffusion

Mar. 11 Oct. à 14H15 30mn  
**Secure Cloud : la réponse française au Patriot Act ?**  
de Webinathon Big Data & Cloud Computing

Jeu. 7 Juil. à 17H00 15mn  
**Sécurité informatique : adoptez les bonnes pratiques pour vous prémunir des nouvelles menaces**  
de Webinathon Big Data & Cloud

Jeu. 7 Juil. à 16H45 15mn  
**Des objets géo-localisés aux objets connectés (IoT) : nouvelles opportunités de développement grâce au Big Data**  
de Webinathon Big Data & Cloud

100 Webinars over a 3-year period, dozens of blog posts 1,000s of professionals reached on social media marketing automation, video, white papers...





# BIG DATA



SPARKLANE IS AN INNOVATIVE BIG DATA COMPANY  
WHOSE CORE BUSINESS IS TECHNOLOGIES FOR SALES

In 2015-2017 Visionary Marketing worked on producing high quality content on the topics of big data and – as early as 2016 – Artificial intelligence, machine learning.

Visionary Marketing also wrote a series of popular blog posts which are still shared today, therefore positioning Sparklane as visionaries in their field.





# BIG DATA



BUSINESS & DECISION IS A GLOBAL MANAGEMENT, STRATEGY CONSULTING AND SYSTEMS INTEGRATION GROUP SOLVING BUSINESS PROBLEMS THROUGH DIGITAL TRANSFORMATION, AS A LEADER IN DIGITAL CUSTOMER EXPERIENCE AND DATA & ANALYTICS.

In 2014-2015 Visionary Marketing supported Business & Decision with their expert blogging initiative. We not only helped the service company build the first wireframe for the blog, we set everything up, but from a content and social media point of view as well as from a change management point of view. This has made it possible for B&D to kickstart its blogging initiative in America and France in no time and reap the benefits of a new positioning around Big Data and digital transformation.

With this B2B digital marketing project, B&D was able to attract 500 visitors per day on its blog after only 2 months. The Big data white paper was downloaded 4,000 times in just 2 months



Promise consulting is a Paris-based expert consultancy dedicated to the luxury market with extensive international exposure

We are continuously supporting Promise consulting with their influence marketing as well as influence event management and social media promotion. We also support them with specialist marketing content creation (mostly on blogs with video interviews)

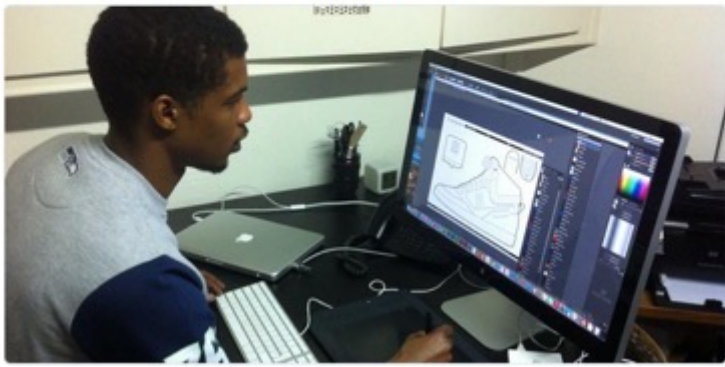


- Adobe is a leading international software
  - solutions provider. Adobe Marketing cloud is
  - the entity dedicated to all sales and marketing solutions at Adobe.
- Visionary Marketing has supported Adobe Marketing Cloud in France with various pieces of content dedicated to CRM, DMP, Marketing automation and omni-channel.

Some of our blog pieces have been written for the Adobe Marketing blog while others, at their request, have been published on our Marketing & Innovation blog in order to ensure optimal visibility and sharing.

We are regularly included in Adobe's panel of influencers in order to support them with content provision on their target subjects.

## FASHION & INFLUENCE



Visionary marketing organized a blogger session for SFD Atelier, France's NYY the local brand owner

Based on predefined patterns pinned to the wall, all 18 influencers were allowed to personalise their own pair of sneakers with the brand's designers.







Dassault Systèmes' 3DEXPERIENCE Platform leverages its world-leading 3D software applications to transform the way products are designed, produced, and supported.

Visionary Marketing supported 3DS with the organisation of its international ambassador program meeting in order to kick start a project regarding the sharing of content and establish thought leadership.



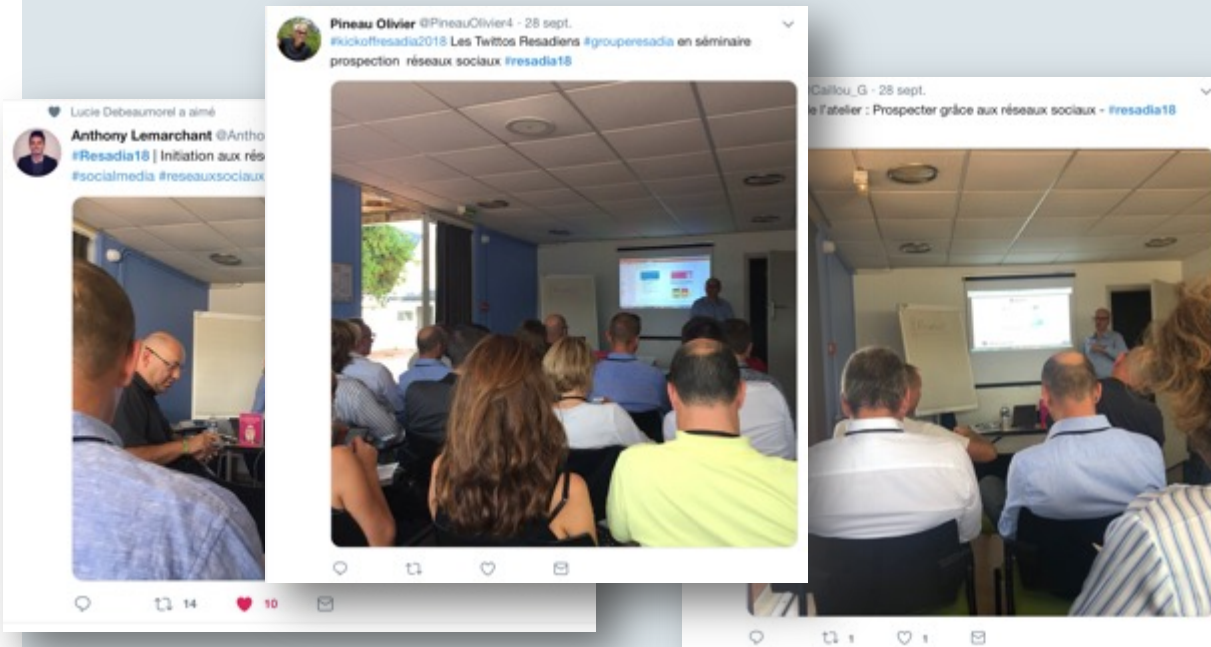
### 3 - WORKSHOPS & AUDITS

VISIONARY MARKETING DESIGNS, ORGANISES AND FACILITATES WORKSHOPS DEDICATED TO DIGITAL INNOVATION, TRAINING AND DIGITAL STRATEGY



## Resadia is the leading group of independent IT and Telecom vendors and experts based in France.

Visionary Marketing organised two interactive training sessions on the usage of social media for IT professionals with hands-on exercises and live feedback and discussions.



- Visionary Marketing has delivered several keynotes for Norway-based international software vendor eZ Systems over the past few years  
Over the past 5 years, we delivered 3 in Germany and France on the topic of content management systems, content marketing and content and influence. Interactive keynotes with online polling and real-time results display and live comments



- UNGE is the national survey association of France Property. Surveyors are resorting more and more often to Web marketing tactics to make their profession known to the public.



### Twitter Battle #ungeidf critères du classement

- > 1<sup>er</sup> prix : 1 ex de la communication expliquée à mon boss > **Plus de RT**
- > 2<sup>ème</sup> prix : 1 livre blanc sur la transformation digitale > **Plus de Mentions**
- > 3<sup>ème</sup> prix : 2 stylos Visionary Marketing > **Plus de Tweets**



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Mars 2016

POURQUOI ETES-VOUS  
VENU(E)  
AUJOURD'HUI ?

[bit.ly/whyunge](http://bit.ly/whyunge)

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Oct. 2016

14



- Longchamp is a French luxury leather goods company. The company's real breakthrough came with the use of nylon. This innovation led the company to design a women's handbag known throughout the world: Le Pliage

Visionary Marketing prepared and facilitated the entire international "Paris Premier" Launch Campaign meeting in Paris on behalf of Longchamp with representatives from China, Singapore and Malaysia, Belgium and Spain. The topic was worldwide digital innovation in the various Longchamp subsidiaries. Faced with an Internet connection issue, Visionary Marketing proposed that red/green voting signs be handed to all participants. The result was very interactive and highly successful.





○ Novartis is a global healthcare company based in Basel, Switzerland, with roots dating back more than 150 years. Visionary Marketing organised an interactive training one-day session on behalf of the pharmaceutical company in order to better get to grips with the impact of digital within the business, and the relationship with partners, clients and patients. This involved teambuilding exercises and Twitter battles and group work (10 groups of 5 participants each).



# EDUCATION



GEM'S ADVANCED MASTERS IN DIGITAL BUSINESS STRATEGY IS A LEADING TRAINING PROGRAM FOR STUDENTS AND EXEC STUDENTS AIMING TO BECOME DIGITAL MANAGERS/DIRECTORS. WE RECRUITED A HUNDRED STUDENTS IN 4 ½ YEARS

GEM is one of Europe's leading business schools. Its Paris-based Masters in Digital Business Strategy is unique in Europe

Visionary Marketing managed GEM's master's degree from A to Z, implementing innovation and flipped teaching. A Student's blog was created, which served as a basis for flipped teaching and learning content marketing techniques, as well as the recruitment of new students. We also were in charge of course content, follow-up and promotion of the master's with proven results regarding the growth and visibility of the master's.



## EDUCATION



Founded in 1974, Paris School of Business is a European elite management school combining academic excellence, international awareness and professional experience.

We have been teaching at PSB (Masters and MBA classes) since 2007 about different digital topics like digital marketing, content marketing, social media marketing, word of mouth marketing and Enterprise Social Networks (ESN). We introduced new methods of teaching such as Web-based lectures as early as 2007.



## SPACE INDUSTRY

- Workshop on content marketing and the use of email in the workplace

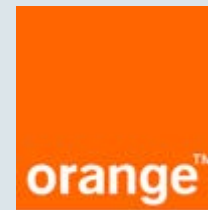
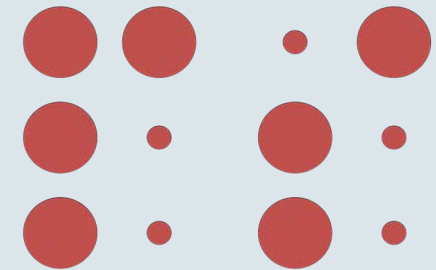


Similar engagements for other organisations (Axema, CNRS,...)



# 4 - DIGITAL MARKETING

## DIGITAL MARKETING SERVICES WITH A VISION



## B2B FINANCIAL SERVICES



PRAMEX INTERNATIONAL IS A BPCE SUBSIDIARY IN CHARGE OF SUPPORTING SMBS INTERNATIONALLY

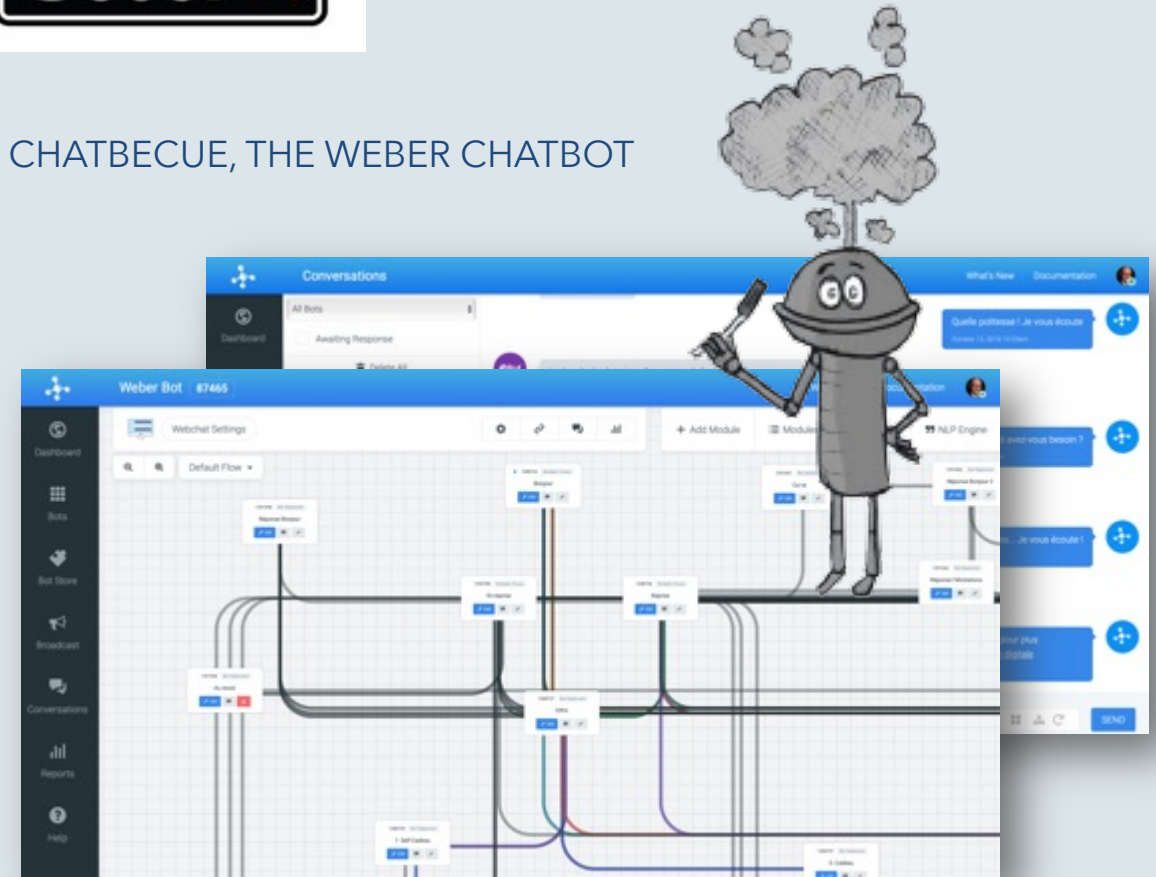
Following the strategic consulting deal described in part 1, we have audited the Web assets of Pramex in order to help them select a more adaptive platform, we have advised Pramex on the choice of this platform, migrated the website, created a blog, and populated the new site with content. The on-going site maintenance is also managed by Visionary Marketing.

**Visionary Marketing has helped Pramex international elicit its strategy in order to face future challenges and growth and shape the digital department**



## B2B MARKETING

CHATBECUE, THE WEBER CHATBOT



**Visionary Marketing designed, developed and delivered a chatbot to Weber to support the product-selection process in a B2B environment**





KEYYO IS AN ALTERNATIVE B2B COMMUNICATIONS PROVIDER. IT DELIVERS SERVICES TO 8,000+ B2B CLIENTS WITH 200,000+ END USERS

Visionary Marketing supported Keyyo with its new Website by auditing its SEO. The engagement involved supporting the team on location and remotely.



Visionary Marketing supported Orange Belgium with its content marketing strategy through a Man From Mars Report. We helped the B2B arm of Orange reorganise entirely its Web assets and refocus its content strategy on the right target and topics.

Our recommendations were all implemented within two weeks.



**ORANGE BELGIUM, IS A LEADING B2B MOBILE PROVIDER IN BENELUX**



## Some of our clients

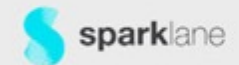
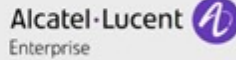
Here are some of the engagements carried out with B2B and B2C clients:

Digital assessments and training sessions for banks, healthcare companies, high tech businesses and various international training organisations.

Client support in change management in the field of digital marketing. Expert blog creation and content marketing for businesses in Telecoms, IT, private banking, utilities and Big Data. We have also worked for businesses dealing with consumers, have trained top managers, communications experts, and various staffers in all sorts of companies. We have led induction seminars, crash courses, in-depth sessions and strategic sessions.

We have also led social media and word of mouth marketing campaigns, optimised websites (SEO, SEM, content optimisation), created white papers dedicated to Web matters and developed personas for businesses mostly in IT, cloud computing and Telecoms.

some of our clients



## ABOUT VISIONARY MARKETING

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STAND OUT FROM THE CROWD WITH YOUR DIGITAL MARKETING

### Digital transformation

Second to none digitally-fulled business strategies



### Content marketing

Stand out from the crowd with your digital content strategy



### Communities & Social media

We help you create & nurture your communities



### B2B Digital Marketing

Team up with our seasoned B2B digital marketing experts

