

• ● 30 AVRIL 2016 ● ●

# Automatiser pour plus d'efficacité : Joomla!, un outil marketing performant

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**AUTOMATISER POUR PLUS  
D'EFFICACITÉ : JOOMLA!, UN  
OUTIL MARKETING  
PERFORMANT**

# MARKETING AUTOMATION : TARTE À LA CRÈME DU MARKETING 2016 ?



A photograph of two young children sitting on a white surface, possibly a bed. Both children have numerous colorful tattoos on their arms and chests. The child on the left has a heart tattoo with wings and the word 'LOVE'. The child on the right has a 'LEGO' logo tattoo. The background shows a window with white panes.

**NATIVE  
ADVERTISING  
=  
PUBLIRÉDACTIONNEL**



BRAND  
AMBASSADOR  
=  
FAN

A man with long hair and a beard, wearing a dark fur cloak, is shown from the chest up. He is holding a sword with both hands, looking down at it. The background is a blurred green field. Overlaid on the image is the text 'COMMUNITY MANAGER = MODÉRATEUR' in white, bold, sans-serif font.

**COMMUNITY  
MANAGER**

**=**

**MODÉRATEUR**

A photograph of a coach in an orange jacket shouting into a microphone, talking to a football player in a blue and orange uniform. The player's helmet and jersey both feature the number 19. The background is a blurred stadium.

**CALL TO  
ACTION**

**=**

**GROS  
BOUTON**

**MARKETING  
AUTOMATION**

**=**

**MARKETING  
PERSONNALISÉ**



# WEBMARKETING LA RECETTE CLASSIQUE

# ACQUISITION

A large herd of black cattle is scattered across a vast, open field of dry, yellowish-brown grass. The cattle are mostly black, with some brown and white speckled individuals. They are grazing and moving across the field. In the background, there are rolling hills under a cloudy, overcast sky. The word "ACQUISITION" is overlaid in large, white, sans-serif capital letters across the center of the image.



# ACQUISITION

# TRANSFORMATION



# TRANSFORMATION

A photograph of a red metal livestock trailer filled with dark-colored calves. The trailer is positioned in a farm setting, with a building visible on the left and other farm structures in the background. The word "TRANSFORMATION" is overlaid in large, white, sans-serif capital letters across the center of the image. The overall scene is dimly lit, suggesting an overcast day or a shaded area.

# FIDÉLISATION

A photograph of four dark brown cows standing behind a barbed wire fence in a field. The cows are positioned across the frame, with the word 'FIDÉLISATION' overlaid in large white letters across the center. The background is a hazy, open landscape under a clear sky. The cows have yellow identification tags on their ears. The overall tone is warm and professional.



**FIDÉLISATION**



**GRILLÉ À POINT**

**MARKETING AUTOMATION :  
ARME DE SÉDUCTION MASSIVE**



# LEAD SCORING

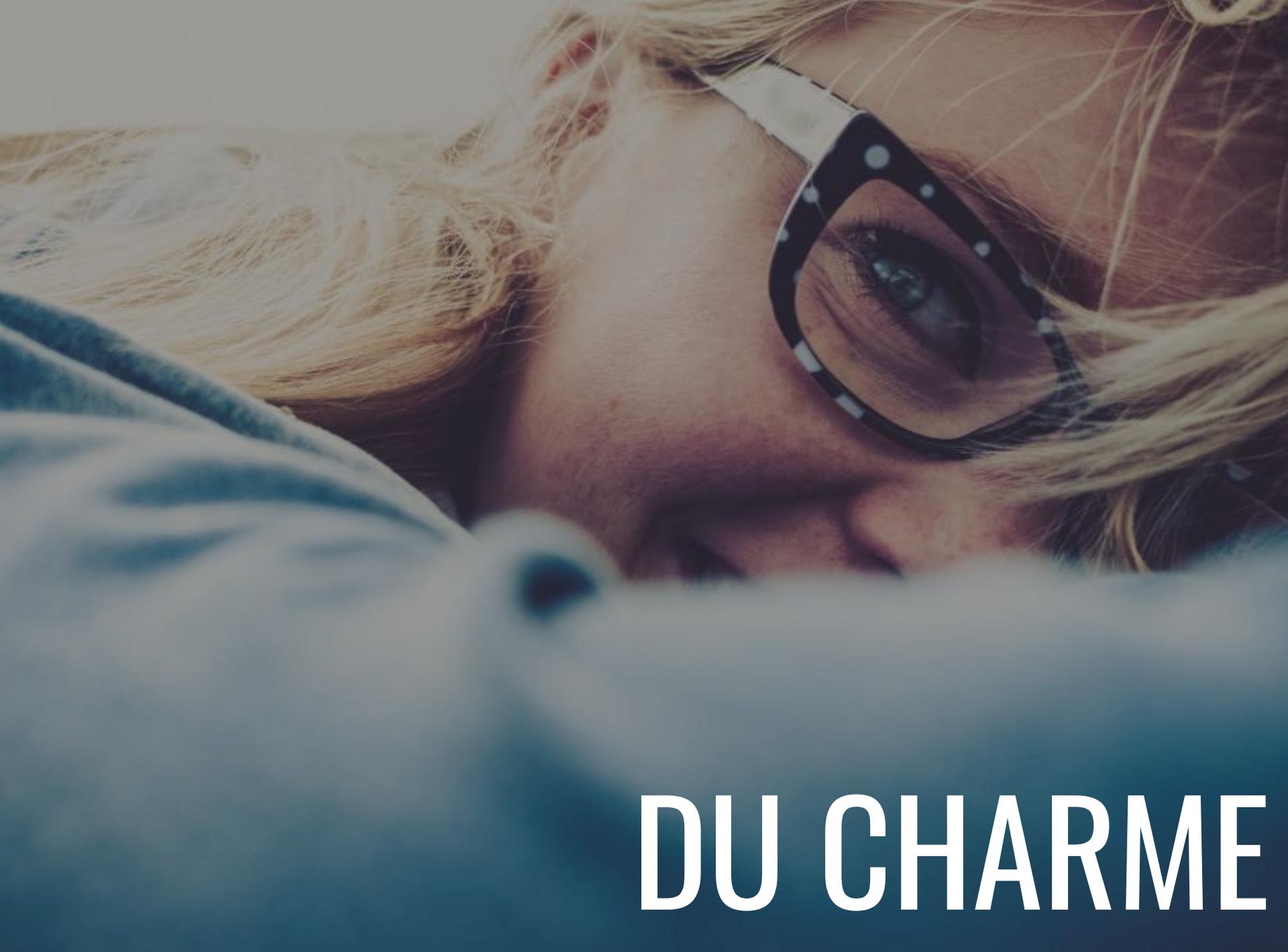


**PROGRESSIVE  
PROFILING**

A close-up photograph of a woman with blonde hair and dark eye makeup, holding a large, multi-layered burger with both hands. She has a pained or disgusted expression on her face, with her eyes squinted and her mouth slightly open. The burger is overflowing with ingredients, including a thick beef patty, melted cheese, lettuce, tomato, and a generous amount of red sauce. The background is a solid teal color. The text 'MARKETING NUTURING' is overlaid in the center of the image in a bold, white, sans-serif font.

**MARKETING  
NUTURING**

# LE MARKETING AUTOMATION EN 3 PHASES



**DU CHARME**



**DES PREUVES**



**DE L'ATTENTION**

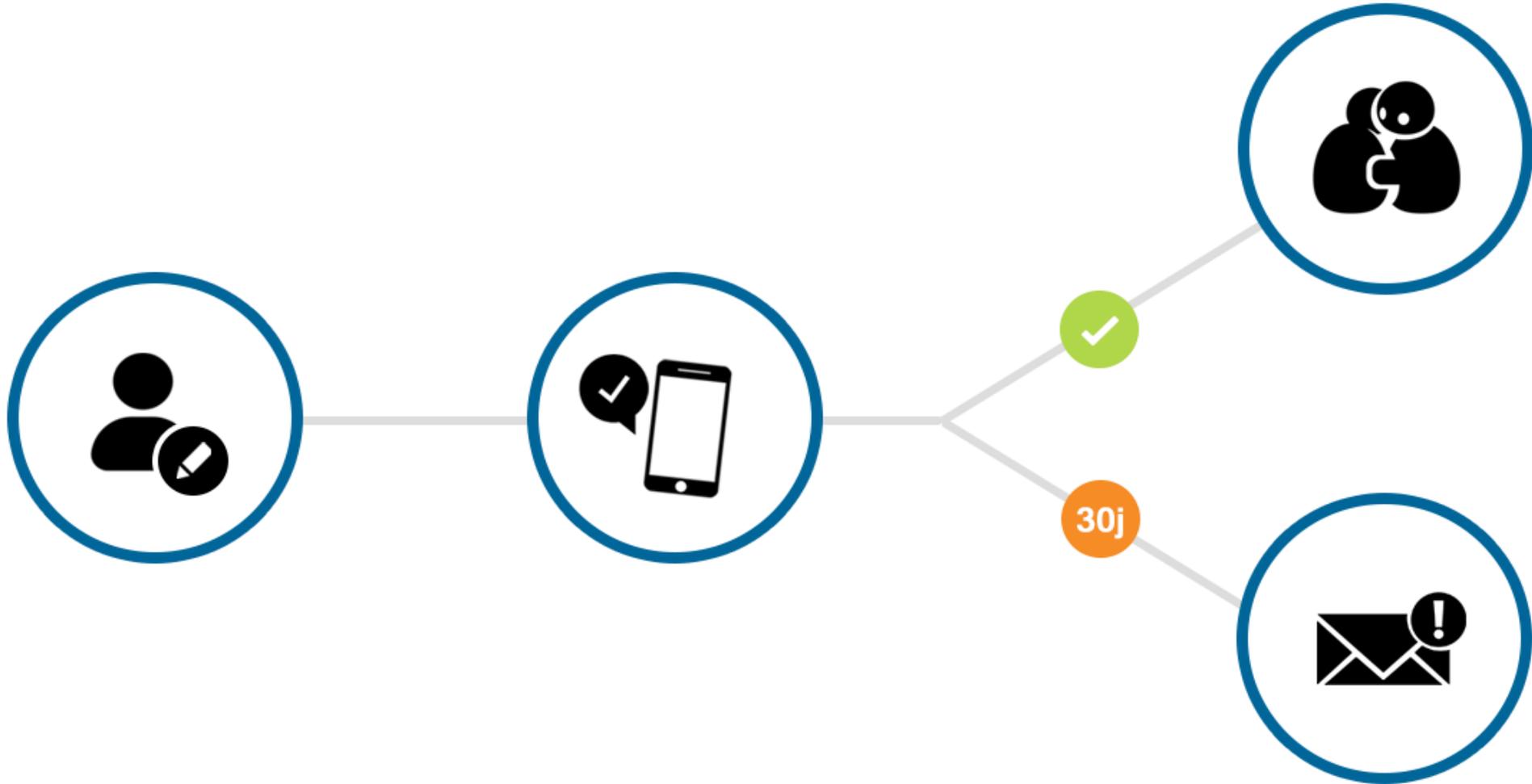


# LE MARKETING AUTOMATION Joomla!



# ONBOARDING

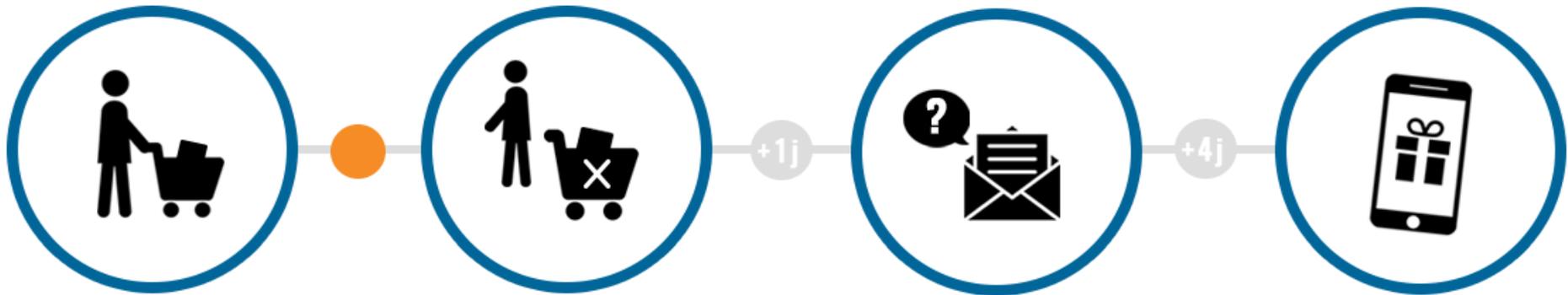
# ONBOARDING



A photograph of a basketball hoop with a red ball in the net, set against a clear blue sky. The hoop is mounted on a concrete base. The word "RELANCE" is overlaid in white, bold, sans-serif capital letters across the center of the image.

**RELANCE**

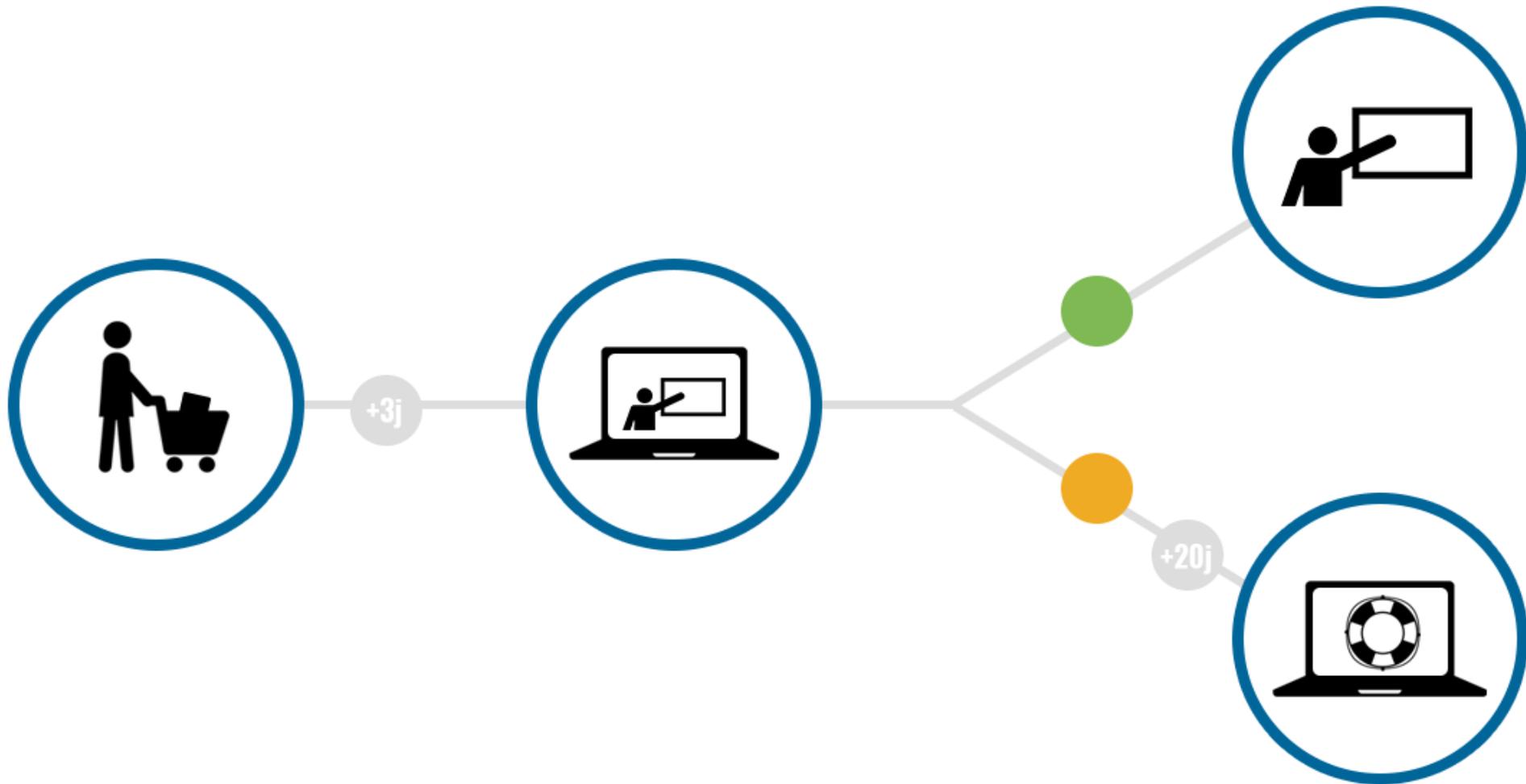
# RELANCE



A woman with dark hair and a surprised expression is the central focus. She is surrounded by several hands holding various types of donuts. The donuts include a chocolate-glazed one with white sprinkles, a cinnamon roll with white icing, a plain powdered sugar donut, and others with different toppings. The background is a plain, light color.

**VENTE  
ADDITIONNELLE**

# VENTE ADDITIONNELLE





**FIDÉLISATION**

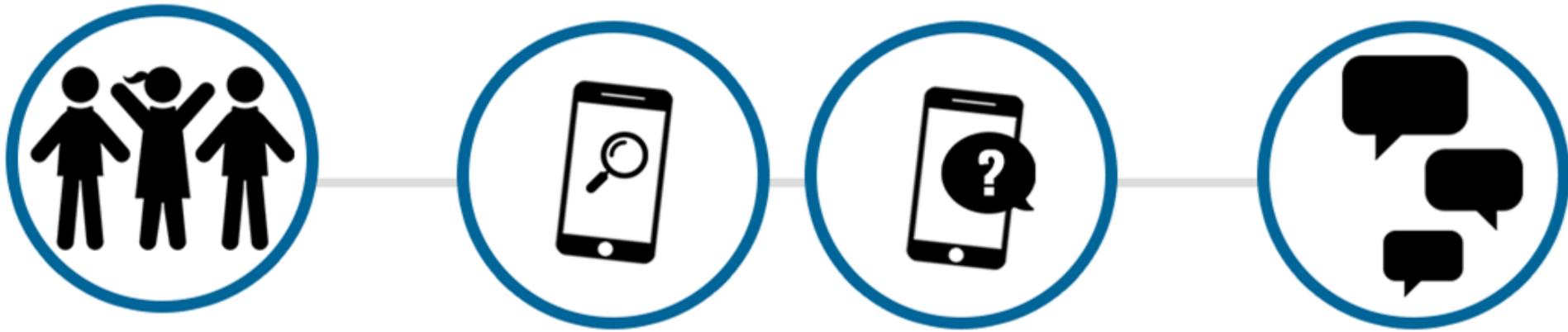
# FIDÉLISATION



A vibrant, high-angle photograph of a large crowd of people in a swimming pool at an outdoor festival. The water is a clear, bright blue-green. In the foreground, a woman with blonde hair and sunglasses, wearing a red bikini, is smiling broadly and holding a clear plastic cup with a green straw. She has her arms raised. To her left, another woman with long dark hair and sunglasses is also smiling. In the background, many other people are in the pool, some with their arms raised, some holding drinks. The pool is surrounded by a concrete deck where more people are standing. There are trees and buildings in the background under a clear blue sky. The word 'ÉVÉNEMENTS' is overlaid in large, white, sans-serif capital letters across the center of the image.

# ÉVÉNEMENTS

# ÉVÉNEMENT



# LE COMBO MARKETING AUTOMATION SUR JOOMLA!



acyMailing  
EMAIL MARKETING



acySMS  
SMS MARKETING



JEvents



HikaShop  
e-commerce



TOUS NOS  
CONSEILS  
DANS LE  
CINNK  
MAGAZINE  
ÉDITION  
SPÉCIALE

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JOMMLDA  
UAMLAADY  
PARISIAN  
PRISIAN

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**À VOUS DE PRENDRE  
LE MIC**

**MERCI DE VOTRE  
ATTENTION**