

VISIONARY BUSINESS CASES 2014-2020

VISIONARYMARKETING.COM

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A SELECTION OF BUSINESS CASES



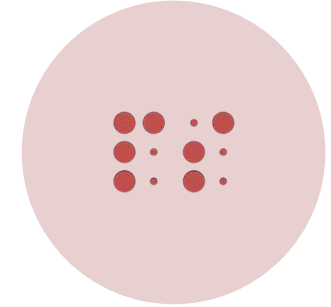
CONSULTING



CONTENT
STRATEGY



WORKSHOPS &
AUDITS



BENCHMARKS
& SEO

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

We are B2B marketing specialists, with engagements 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 six of our business case portfolio

OUR NEWS WEBSITE SINCE 1996

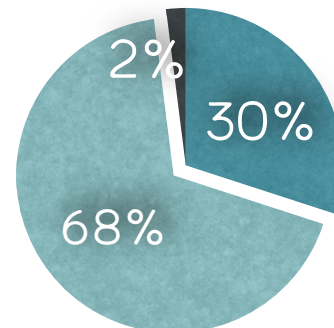
20,000 - 30,000
visitors / month
250 000 - 300 000
visitors p.a.

6,000
subscriber
weekly
newsletter

+100
podcast
s

200 videos
900
subscriber
s

2,000 articles
in French
700 in English



■ mobile
■ desktop
■ tablette

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

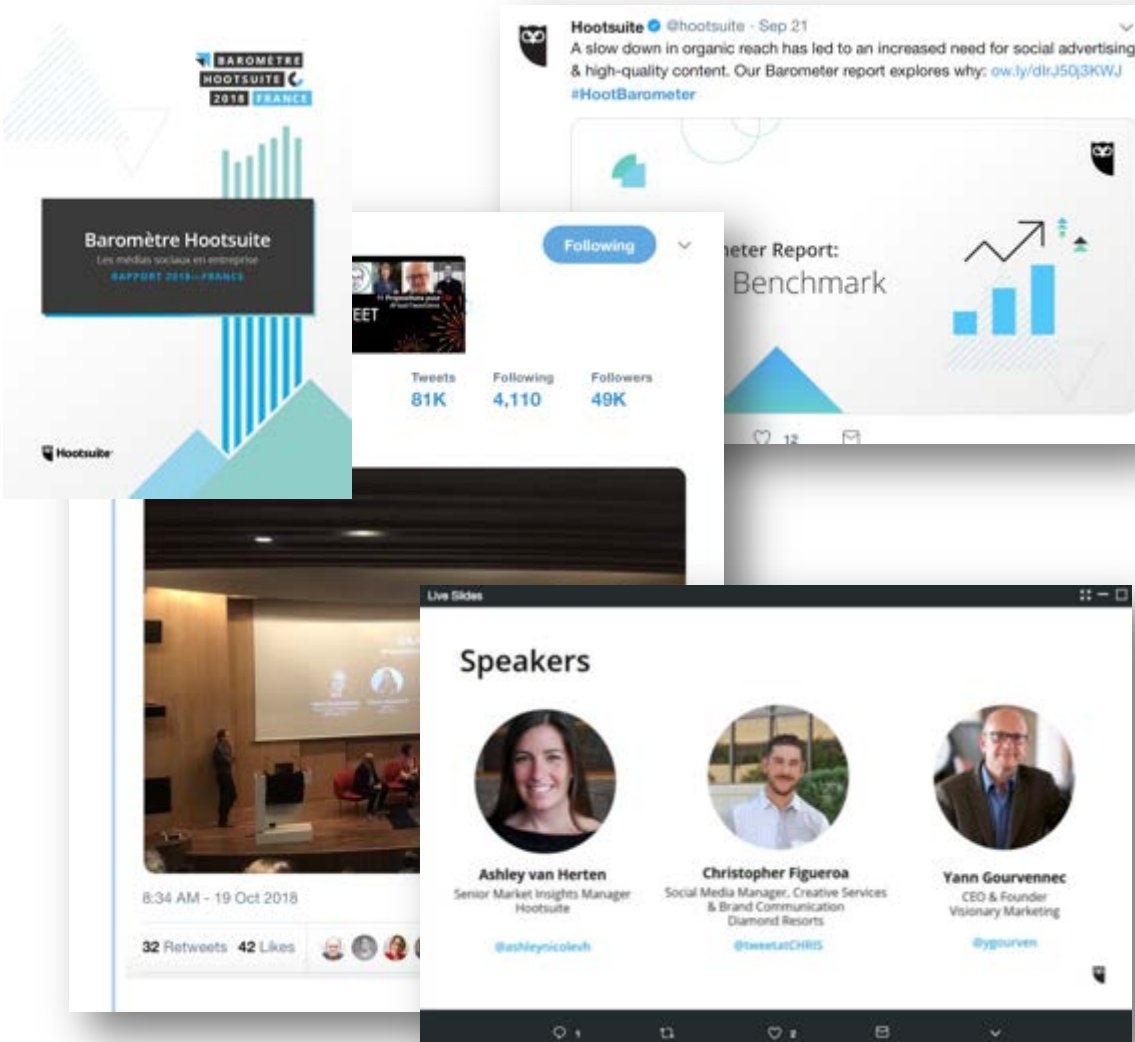
DISTINCTIONS

- social media
- influence
- SEO

1CONSULTING

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





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 report was so successful that we delivered 2 more in 2016 and 2018. A brand-new international report is in the works for 2020

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

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.

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





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



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.



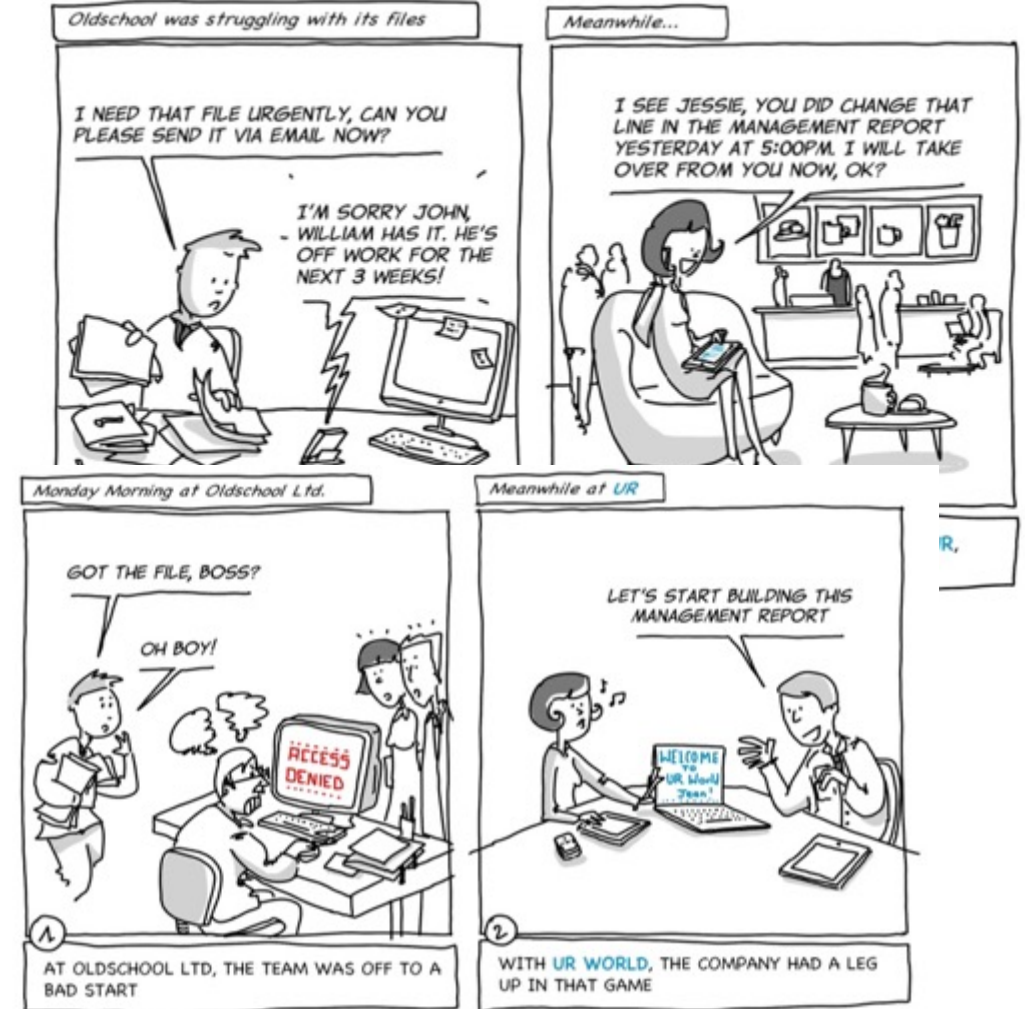


UNIBAIL-RODAMCO-WESTFIELD

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 is available in English and French since 2016. It is serving as the basis for the turnover of the company and the launch of its new UCaaS strategy

Youstice is a Czech start-up backed by Slovak Telecom and set to become a leading European service dedicated to the handling of customer complaints

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



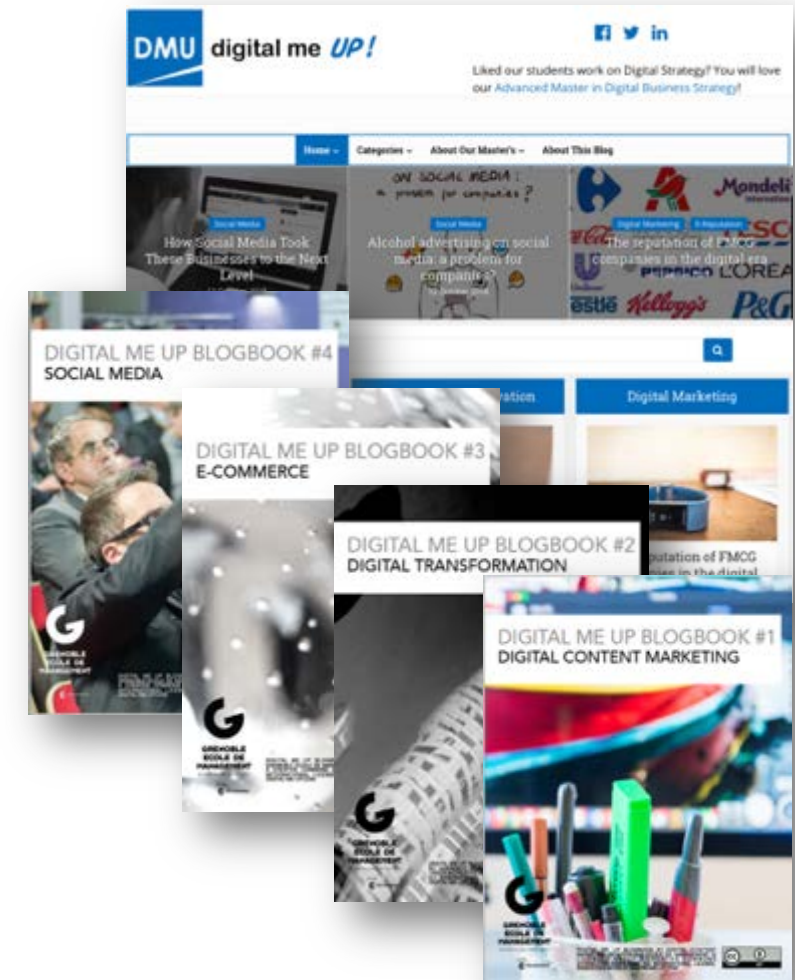
**GRENOBLE
ECOLE DE
MANAGEMENT**
BUSINESS LAB FOR SOCIETY



EDUCATION

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



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



praxedo



**Business
Services**

BRIDGE



Alcatel·Lucent
Enterprise



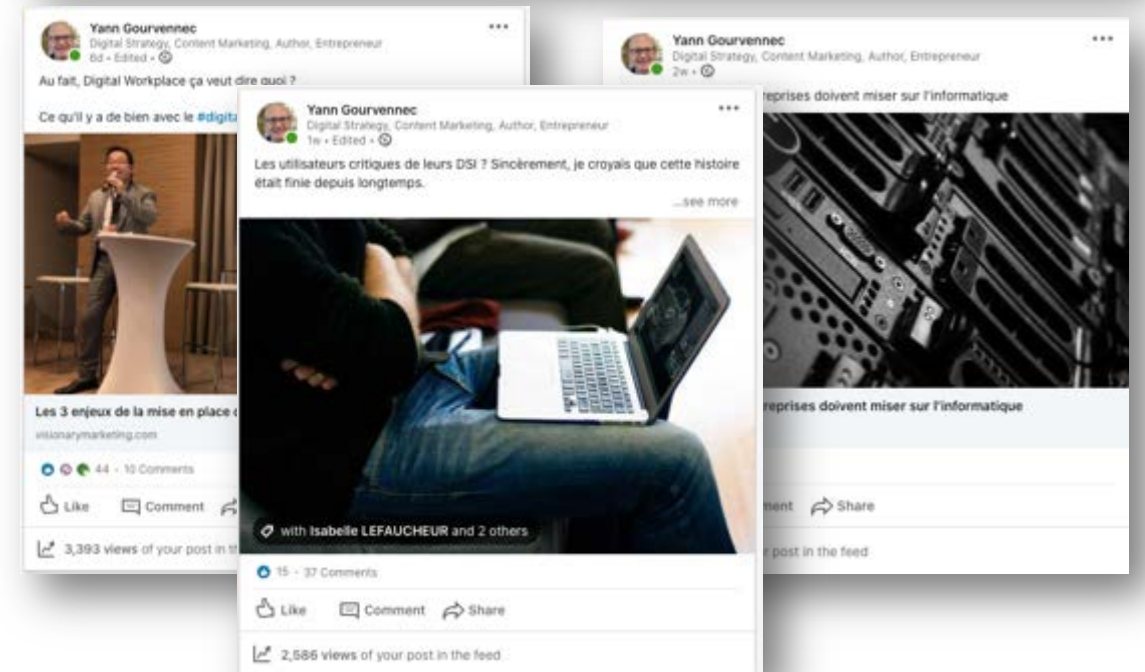
Business & Decision
Group

mapp

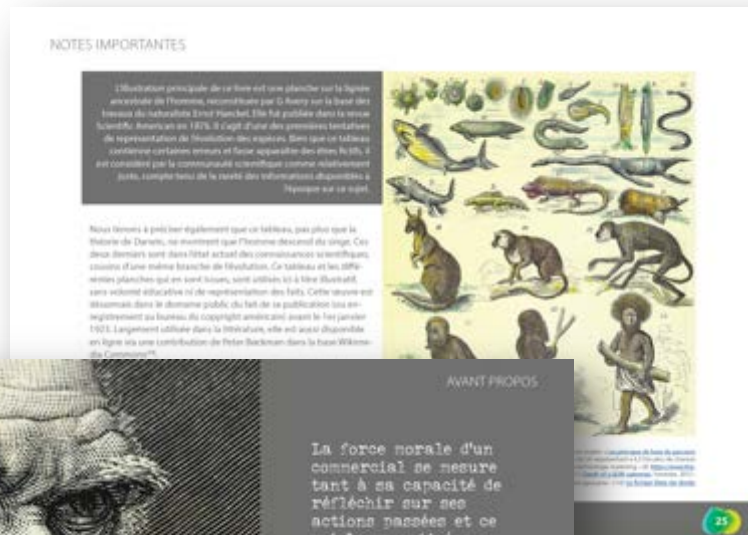


Selceon is an innovative start-up dedicated to virtualized desktop infrastructure in partnership with VMware.

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.



Un concept autour de E.T. (pour Environnement de Travail) qui génère des milliers de visites sur Visionary Marketing et les médias sociaux



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.

(White paper adapted in English from the French)





Audience: Marketing professionals

Angle: 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 marketing directors from all major local brands came to visit Weber after the publication of this white paper.

323 respondents
(all marketing professionals)



International confluence (content + influence) engagement

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

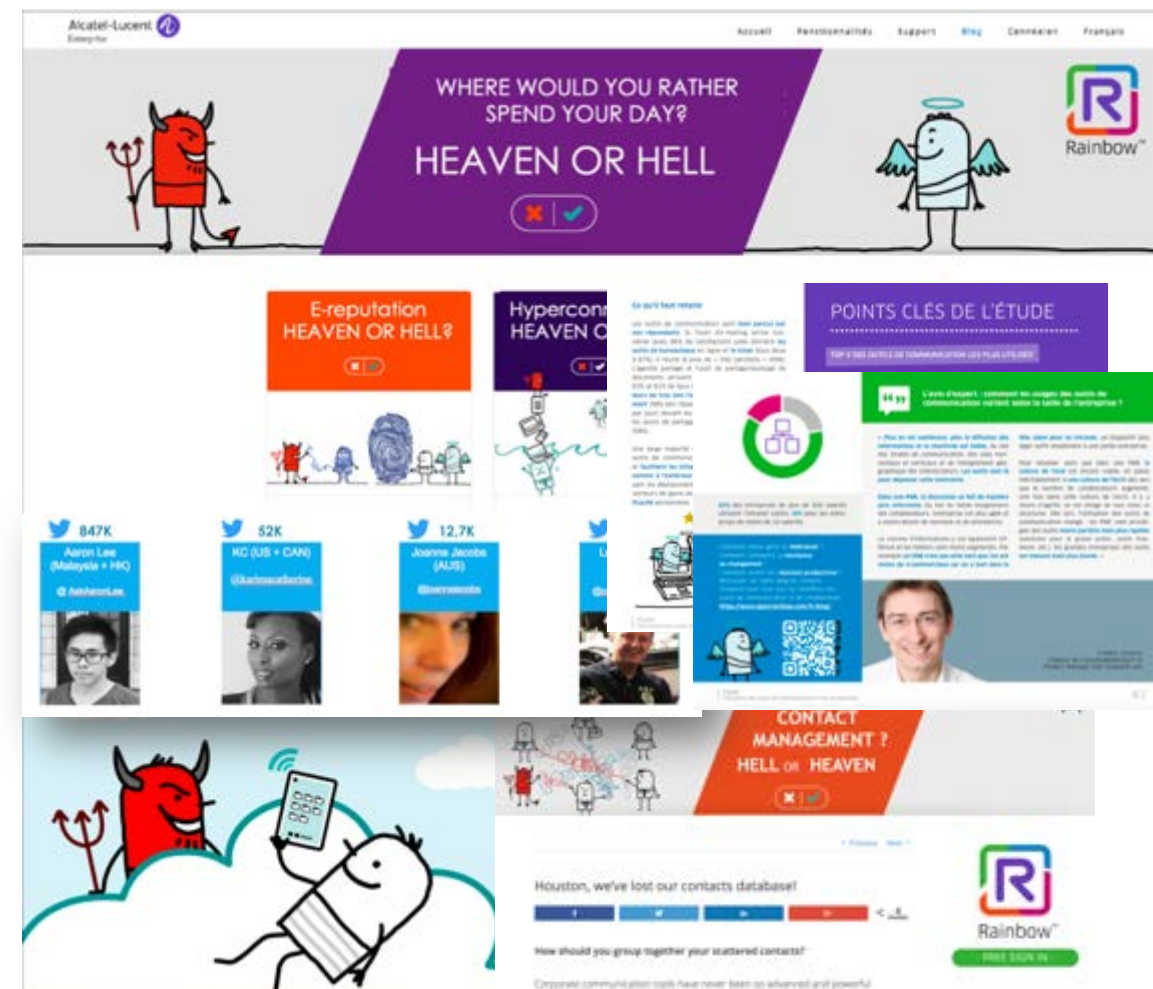
International footprint: USA, UK, Malaysia, Australia, France...

Dual concept: 1) UC 2) WOMM*

Similar engagement on Healthcare with a human body metaphor

*WOMM : word of mouth marketing

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



Alcatel Lucent Enterprise: worldwide confluence in English and French





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*

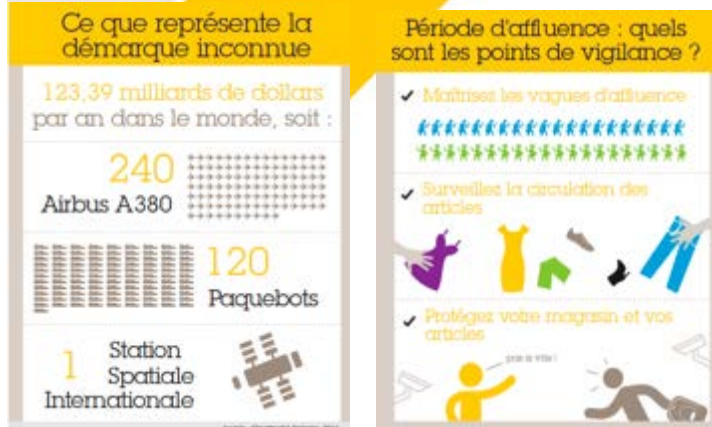
White paper launched in all parts of the world. Over 200 leads generated in France only

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.

Le compatible
est
SP ou CRM ?

Question #3

75%

Des entreprises
ayant plus de
50 techniciens
utiliseraient une
solution de gestion
d'interventions⁴

Les à 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 ?

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



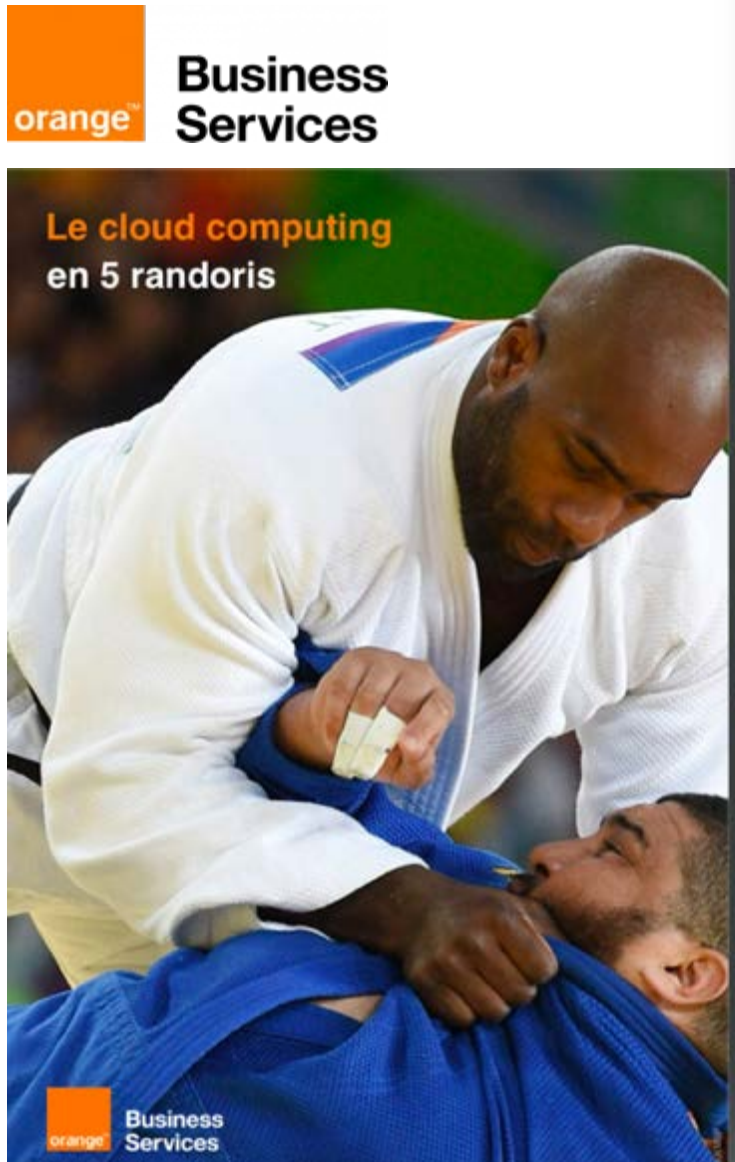
Audience: Digital and marketing professionals interested in CMS implementation

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



Le cloud computing en 5 randoris

Teddy Riner : « Chaque à leur tour, nous allons essayer de nous affranchir du cloud dans les domaines de l'entreprise, la Tradition et la Transformation, dans un seul but : faire progresser le business de l'entreprise. »

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Randori 1 : Informatique bimodale

Teddy Riner : « Le combat auquel nous allons essayer de nous affranchir sur le cloud dans les domaines de l'entreprise, 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 actions par ses décisions de puissance. C'est l'école du "on passe tout" ou 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 garder son confort son enseignement à des professeurs infatigables, qui conservent le contrôle de son investissement dans son matériel et ses licences. **Tradition** veut aussi se défaire sur le usage sous la forme du cloud privé. Une informatique qui a déployé longtemps ses services et qui construisent la majeure partie 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 passe tout" pour l'engagement individuel et décentralisé de chaque métier. **Transformation** considère l'infrastructure comme un service, se voit ses résultats de financement pour prédire

De 2016 à 2020

Chaque le futur du budget informatique des entreprises :

- Les budgets - on passe - et cloud privé vont passer de 15 % à 30 %.
- Les budgets cloud vont passer de 45 % (7 % PaaS, 10 % SaaS, 28 % IaaS) à 61 % (17 % PaaS, 14 % SaaS, 31 % IaaS).

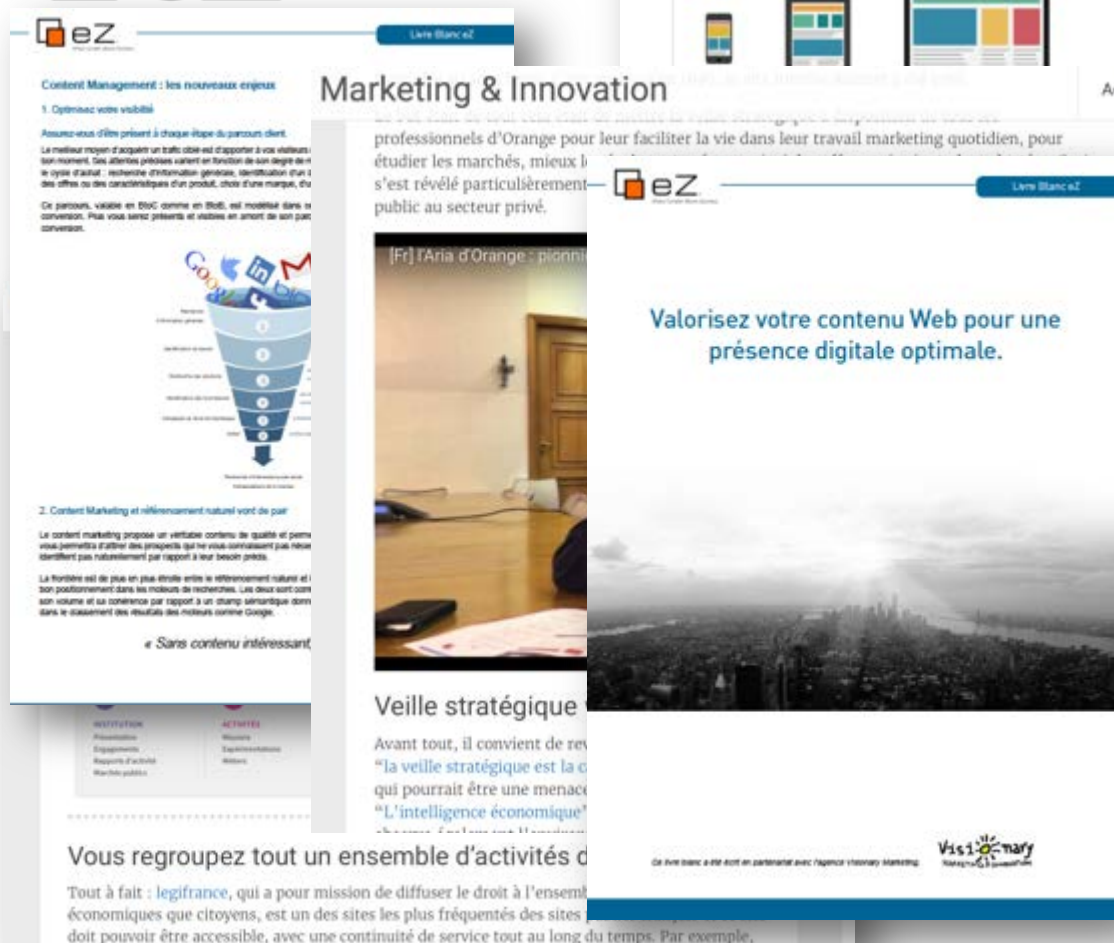
Source : SOG 2016

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.

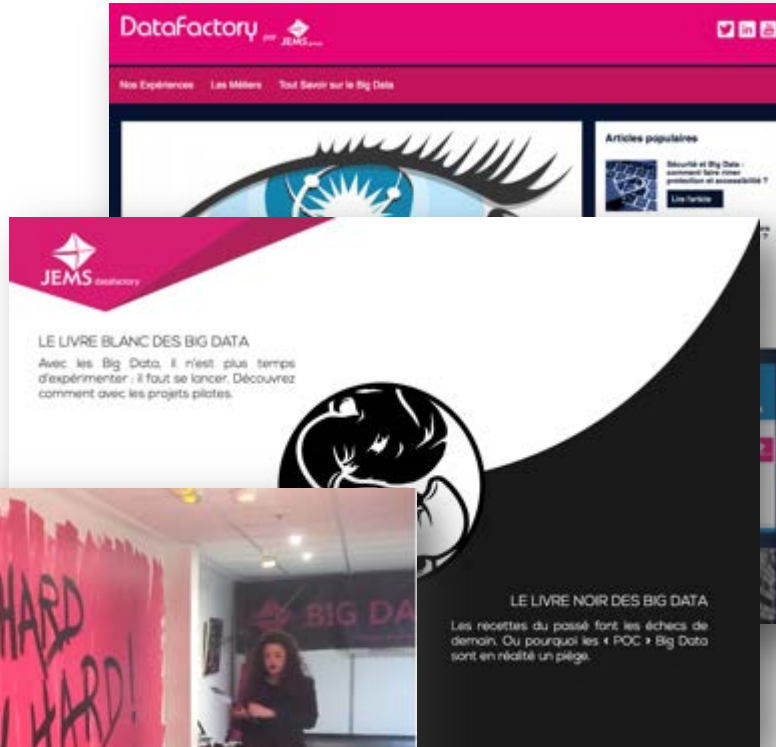
We built and executed a content strategy that was adapted to the market and its needs by crafting highly targeted content and working on influence through the positioning of this unique content.

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



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

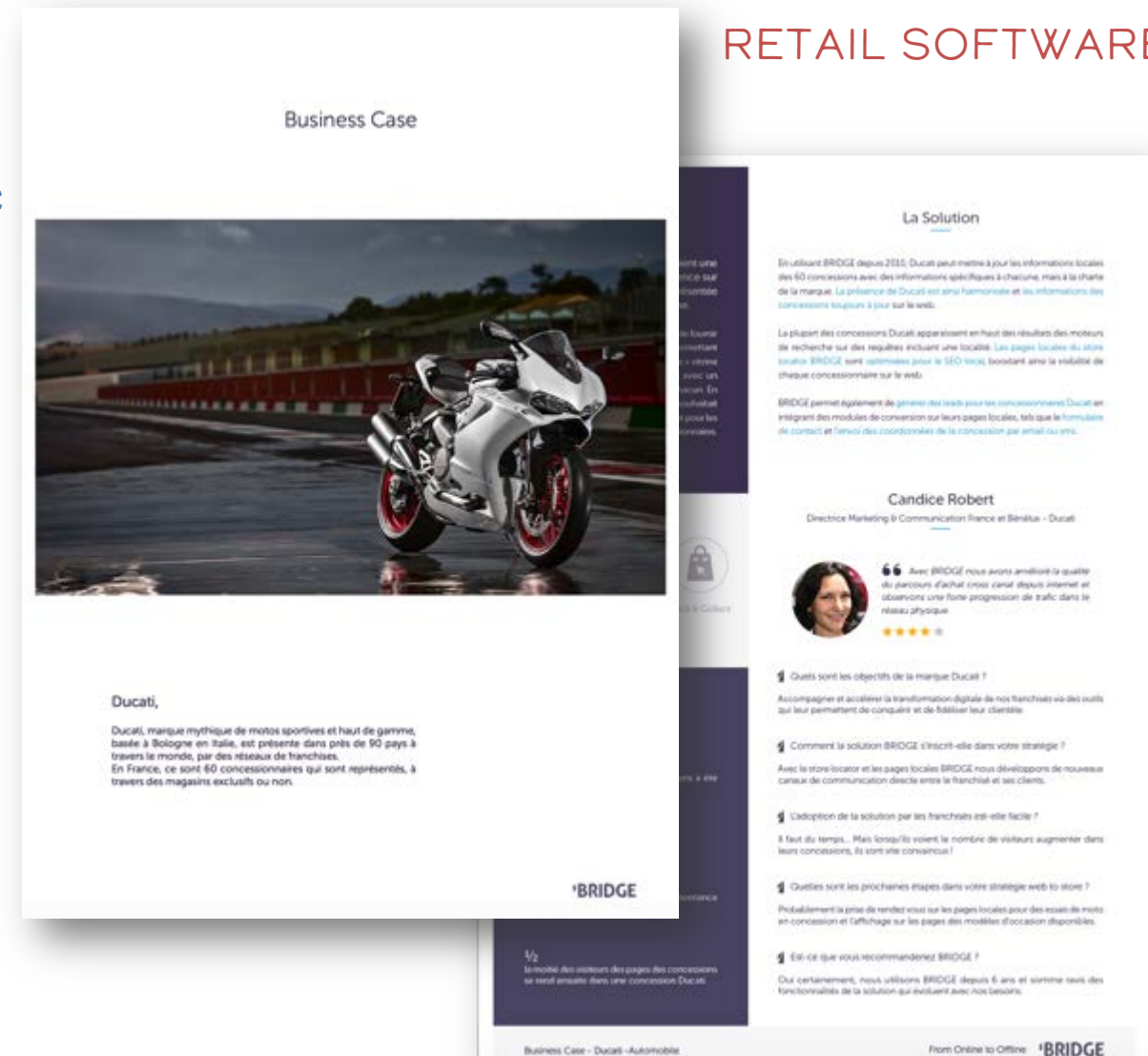
Visionary Marketing has produced and publicised various strategic pieces of content with a Word of Mouth Marketing approach



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.



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.

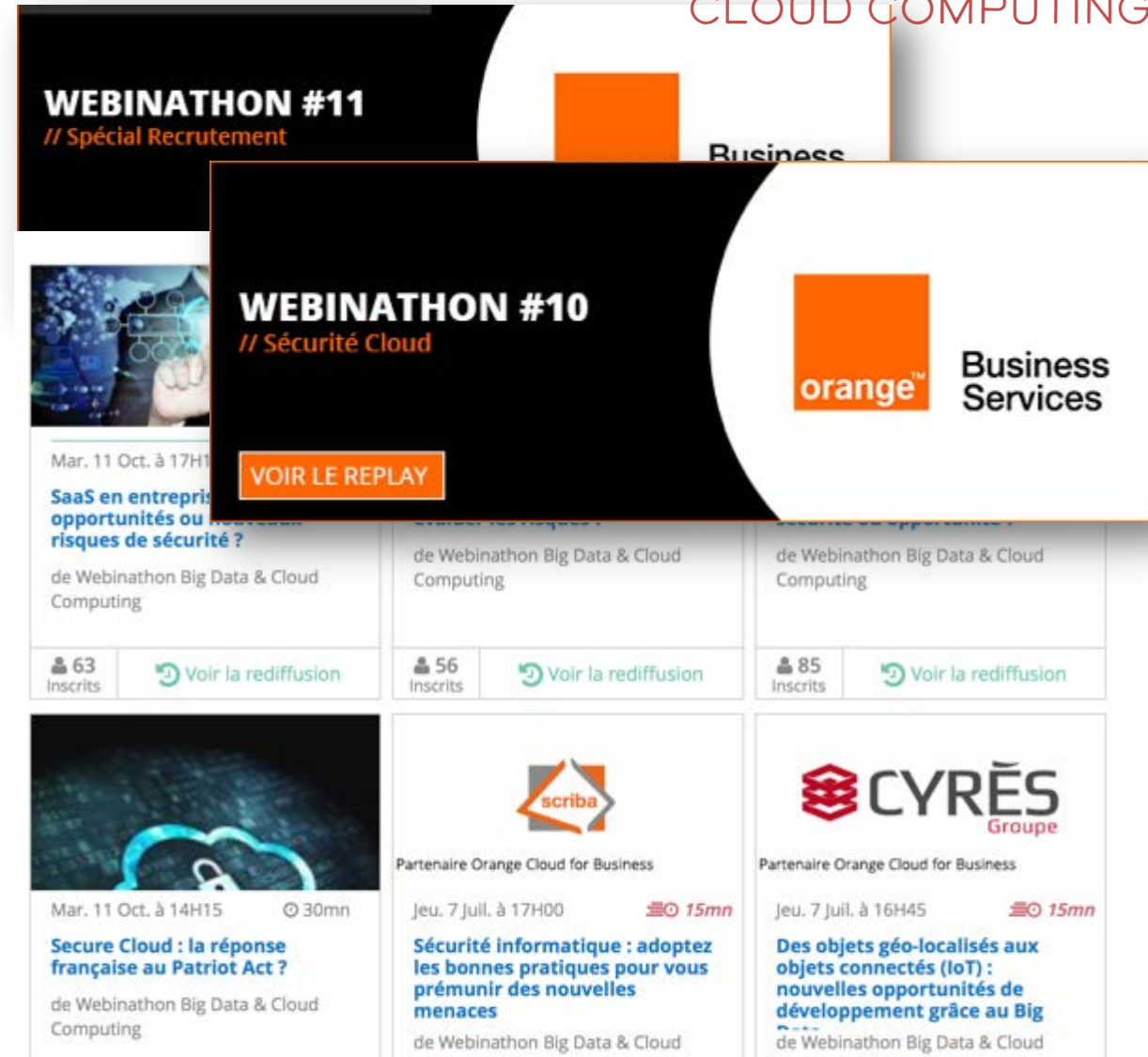
Hundreds of readers were exposed to Cloudwatt's content regarding its expertise in IaaS and PaaS for cloud computing and Big Data



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.



WEBINATHON #11
// Spécial Recrutement

WEBINATHON #10
// Sécurité Cloud

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 Computing

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 Computing

orange Business Services

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 hugely popular blog posts which are still shared today, therefore positioning Sparklane as visionaries in their field.

BIG DATA



With this B2B Marketing campaign, 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

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.





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.

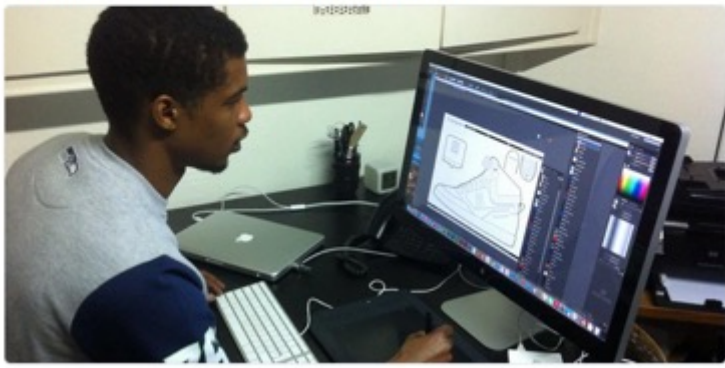


Visionary Marketing has supported Adobe Marketing Cloud in France with various pieces of content dedicated to CRM, DMP, Marketing automation and omni-channel.

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.





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.





3DEXPERIENCE

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.

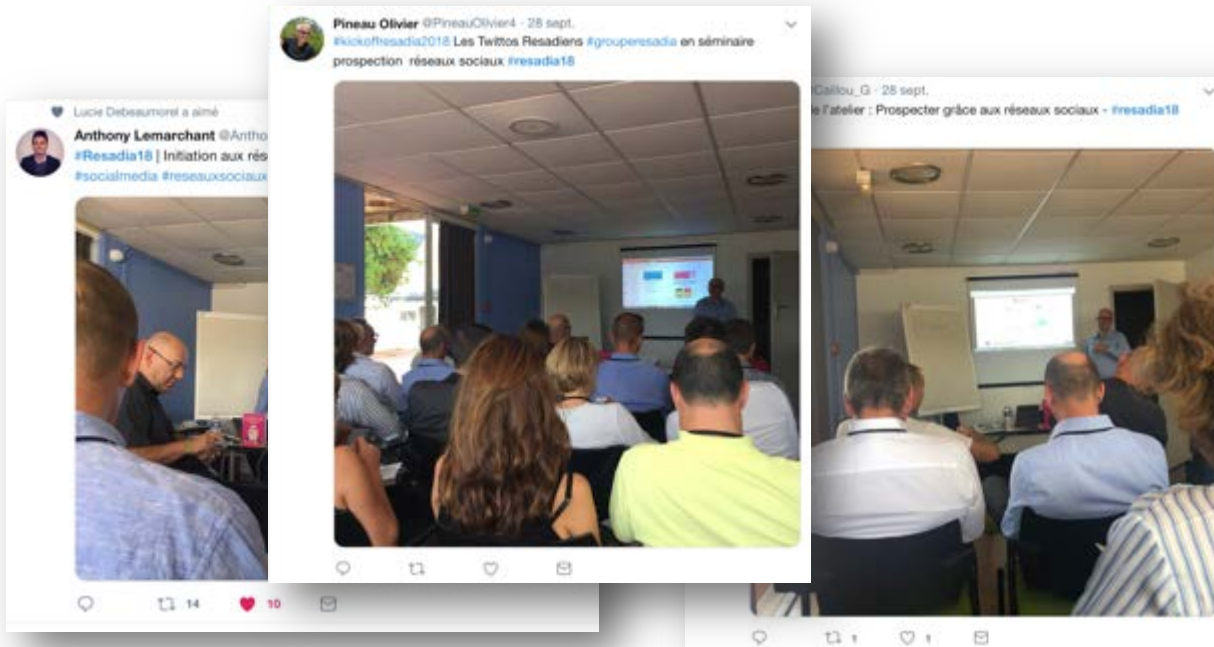
3 WORKSHOPS & AUDITS

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



Trade Association



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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 pharma 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).

HEALTHCARE



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.



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.

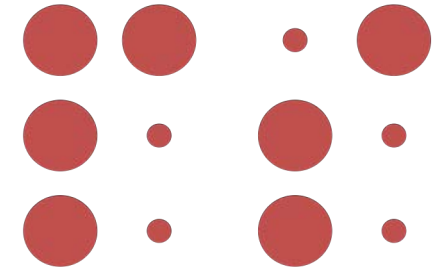
Workshop on content marketing and the use of email in the workplace



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

4 WORKSHOPS & AUDITS

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

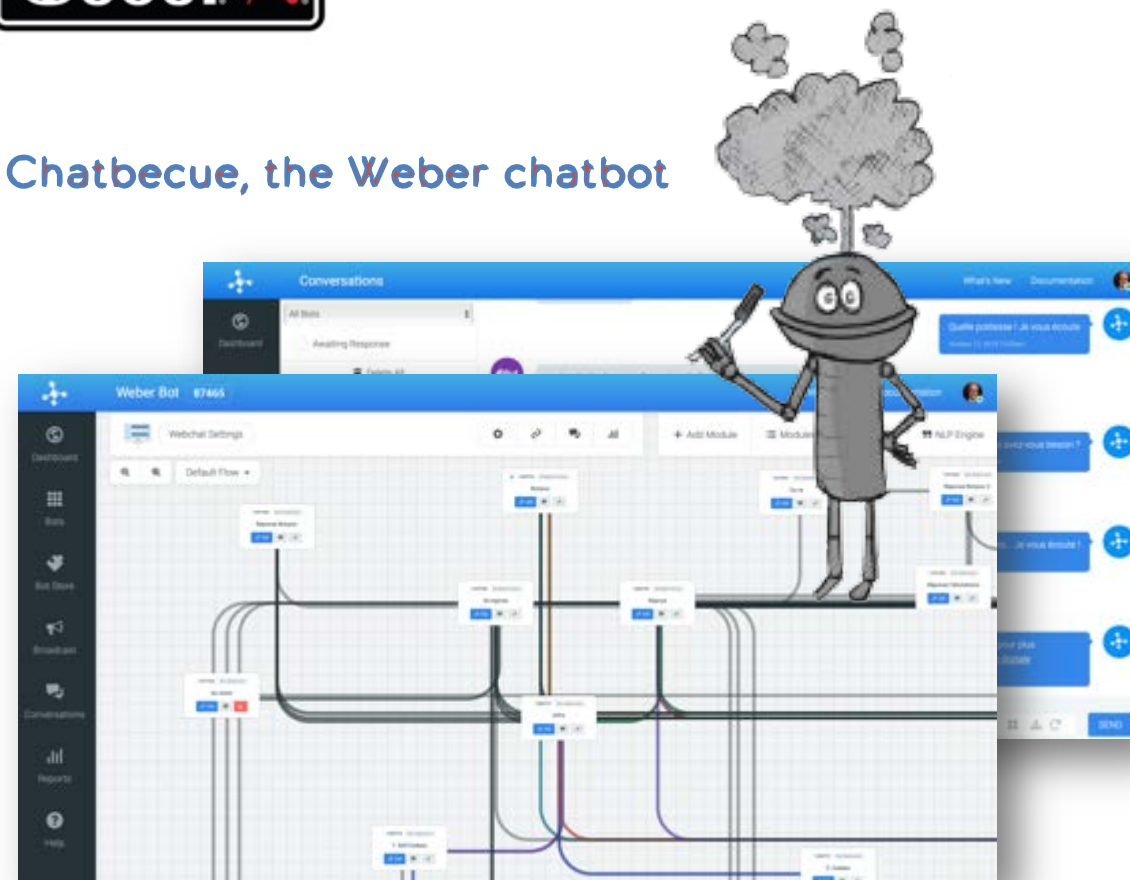


Pramex International is a BPCE subsidiary in charge of supporting SMBs internationally

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

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.



Orange Belgium, is a leading B2B mobile provider in Benelux

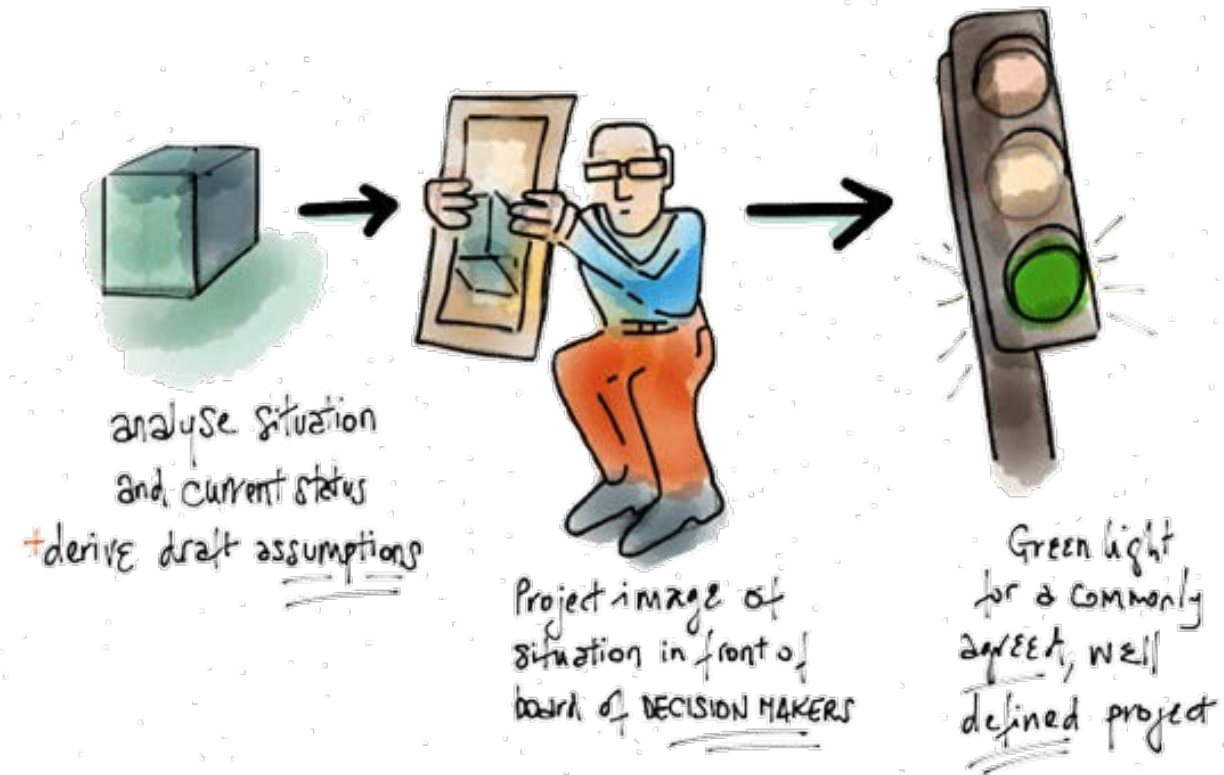
Visionary Marketing supported Mobistar with its content marketing strategy through a Man From Mars Report. We helped the B2B arm of Mobistar reorganise entirely its Web assets and refocus its content strategy on the right target and topics.

All our recommendations were implemented within two weeks.



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

IN A NUTSHELL

Here is a sample of some of the engagements carried out on behalf of our customers in the 2014-2020 period:

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

Client support regarding 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.

VISIONARYMARKETING.COM

some of our clients since 2014

SoLocal

Alcatel-Lucent
Enterprise

GRTgaz

AXIS
COMMUNICATIONS

PSB
PARIS SCHOOL
OF BUSINESS

mapp

VEOLIA

avanade
Results Realized

sparklane

praxedo

weber

orange
Business
Services

KEYYO
COMMUNICATIONS

GROUPE
BPCE

unge

Hootsuite

G

THALES

LONGCHAMP
PARIS

NOVARTIS

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