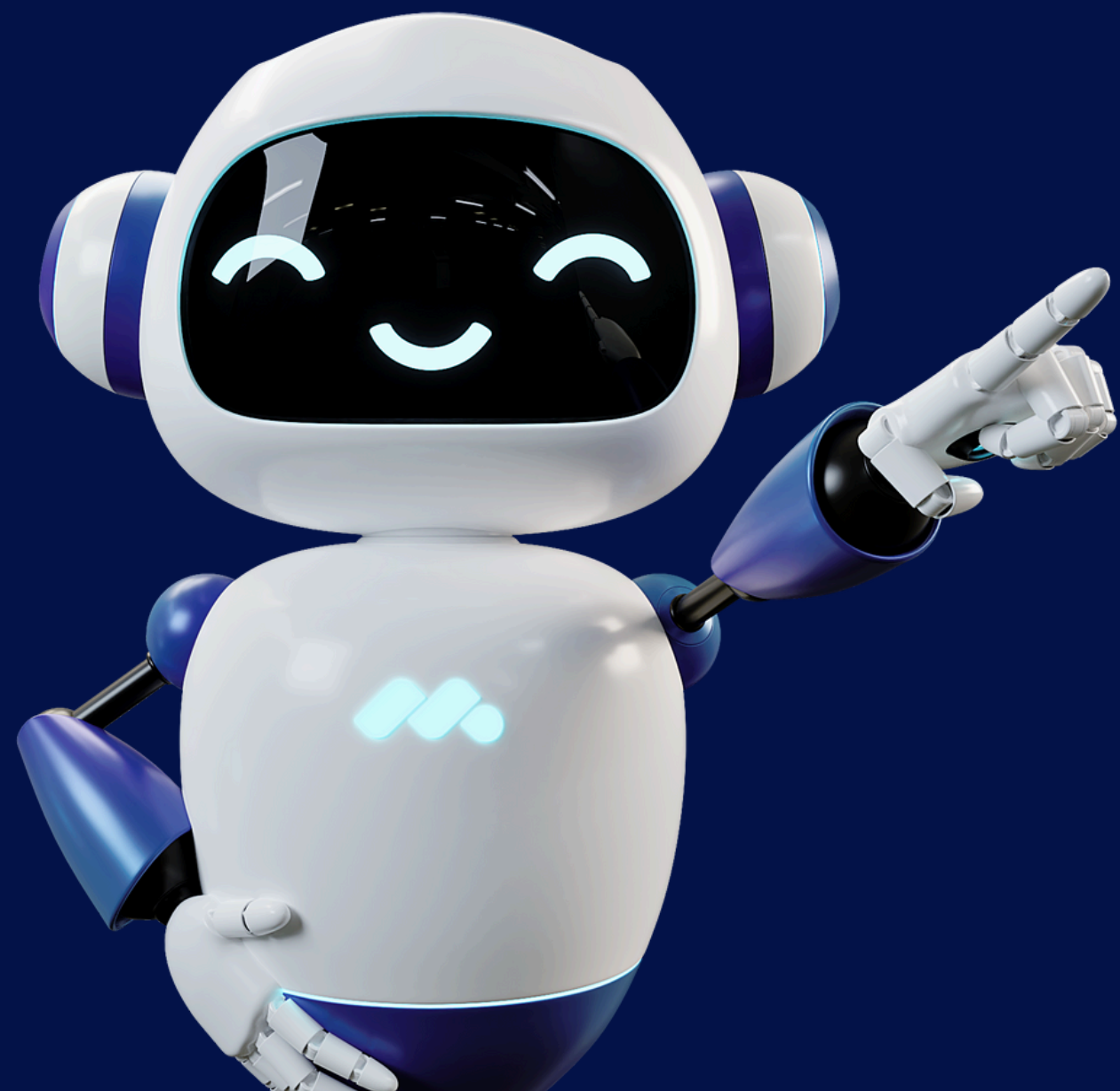


# IA ET BRANDING : ALIGNER SES EQUIPES EN 2024



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## Mark AI, c'est quoi ?



Un contenu qui garantit votre image de marque



Un temps et des coûts de création divisé par 5



Alignez TOUS vos collaborateurs

+ 120 000 utilisateurs dont

**DECATHLON**



**FILIASSUR**  
L'ASSURANCE RESPONSABLE



OCI INFORMATIQUE & DIGITAL

**Sage**



**BEACHCOMBER**  
RESORTS & HOTELS

**Talentia**  
FINANCE & HR SOLUTIONS

**KOMPASS**  
INTERNATIONAL



**Contentsquare**

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 LE SAVIEZ-VOUS ?

”  
Votre marque représente le  
visage, l'identité et la  
réputation de votre entreprise.  
”

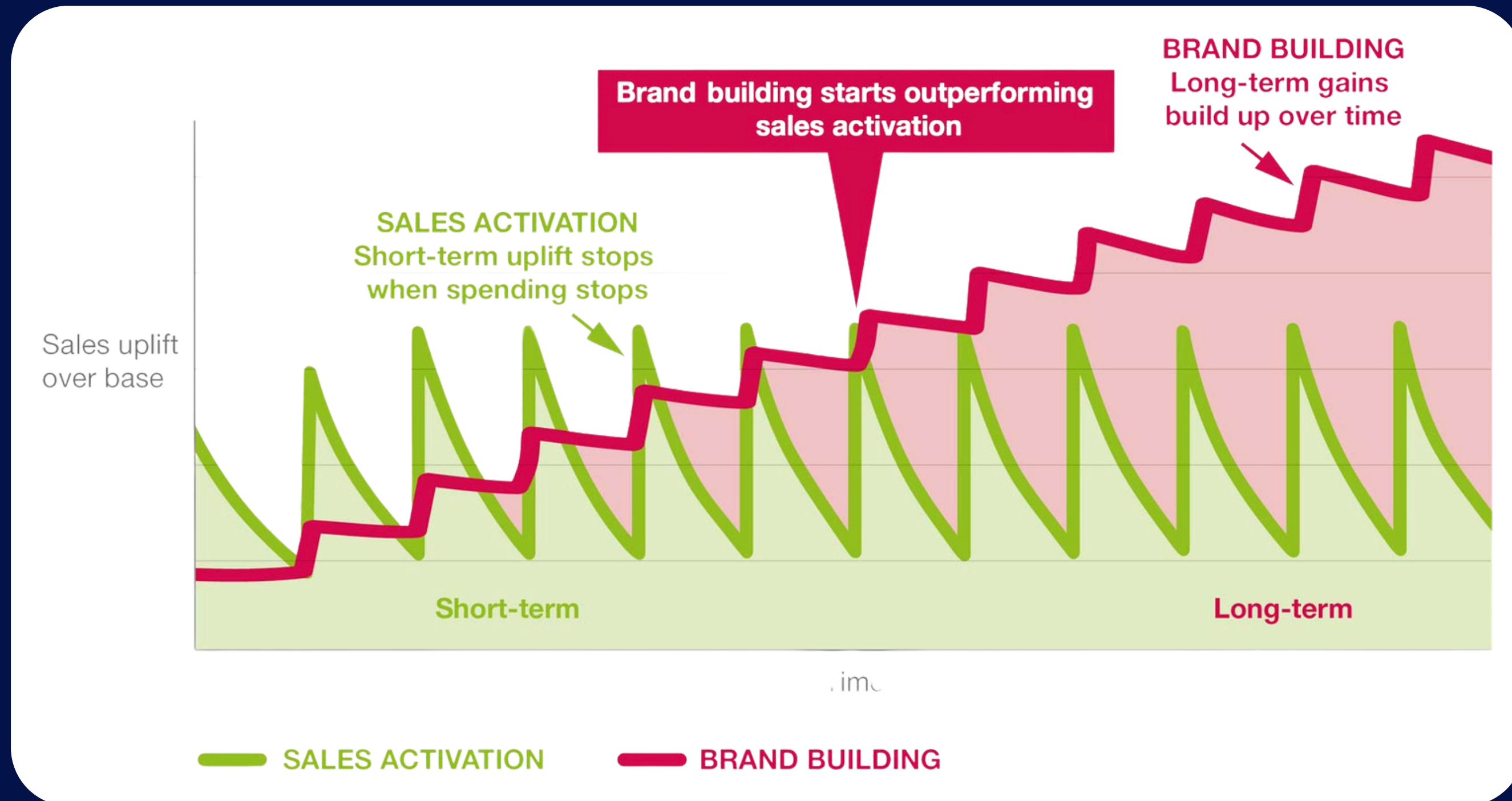
# Qu'est-ce que la **cohérence de marque** ?

La cohérence de marque est l'**alignement stratégique de tous les éléments** (mix marketing), renforçant la relation marque-audience et assurant une expérience constante à chaque point de contact.

# Les dangers d'une **image de marque incohérente**

- 1 Perdre la **confiance** d'un client
- 2 Devenir une marque **invisible** parmi la masse
- 3 Être associé à une marque de **mauvaise qualité**

# La cohérence de marque favorise la croissance de l'entreprise



Graphique de Binet & Field, tiré de "The Long and the Short of It".

Selon McKinsey & Company, les sociétés B2B dotées d'une identité de marque robuste et constante enregistrent des **performances supérieures de 20 %** par rapport à celles dont l'image de marque est faible ou disparates.



 LE SAVIEZ-VOUS ?

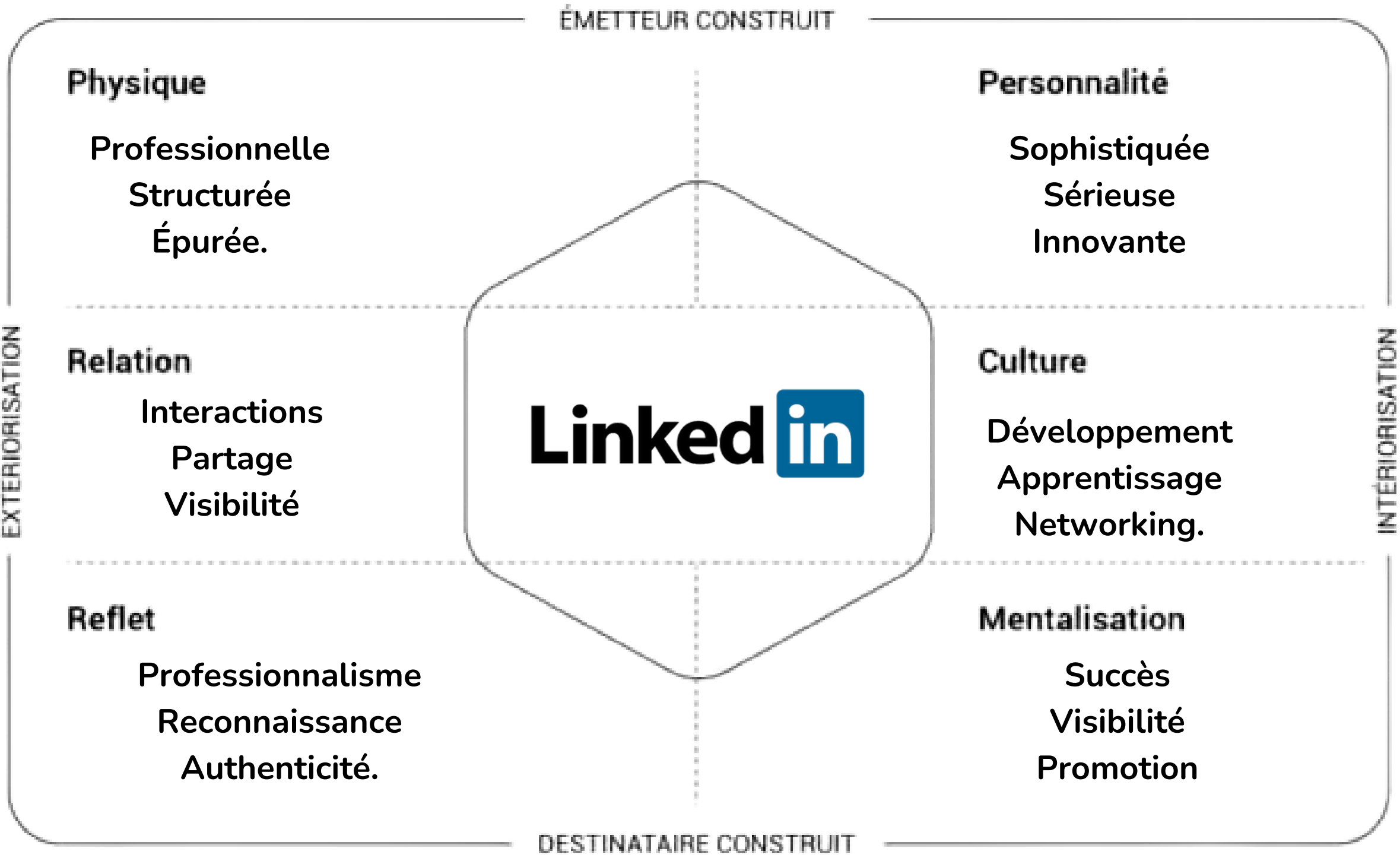
”  
Votre marque doit être  
mémorable et facilement  
reconnaissable.  
”

# 8 étapes pour mettre en place une marque cohérente

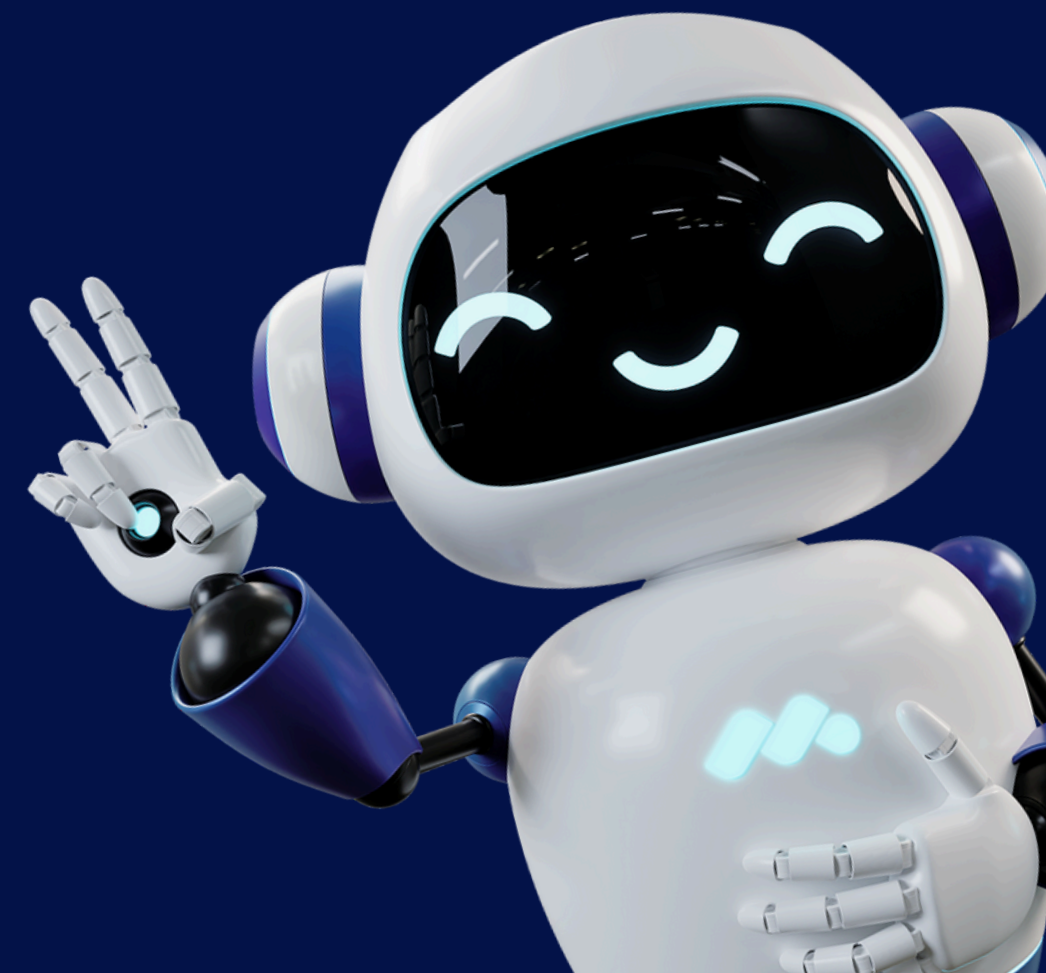
- 1 Définir votre ADN de marque
- 2 Créer un guide de marque robuste
- 3 Créer une culture d'alignement
- 4 Adapter le contenu à chaque canal

5

# Utiliser le prisme d'identité de la marque de Kapferer



- 6 Mettre en place un suivi de la marque
- 7 Choisir la bonne technologie
- 8 Mesurer l'impact avec les KPI du branding



# Alignement Marketing-Sales-Support

"Alignement parfait pour un message unifié."

Communication  
ouverte

Formation  
commune

"Synchroniser les efforts, amplifier l'impact."

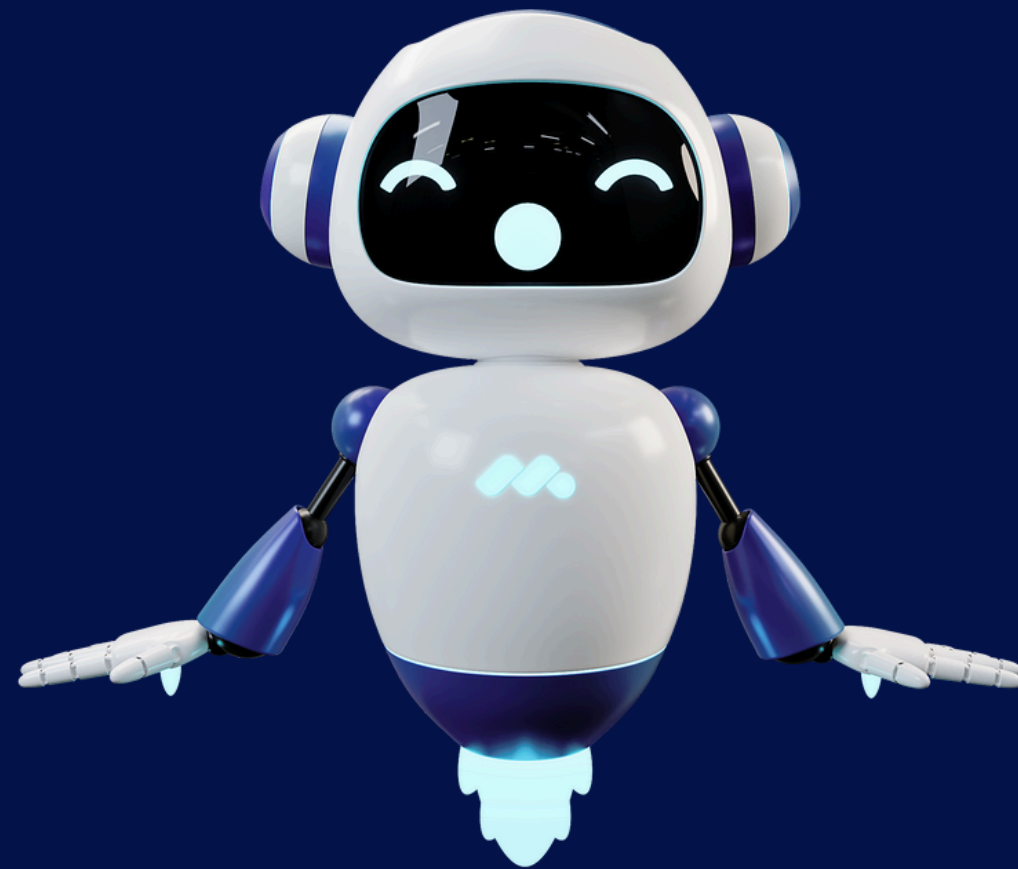
Partage de  
ressources et de  
connaissances

Feedback et  
amélioration  
continue

# Comment **Mark AI** peut uniformiser votre marque ?

Entraînement de l'IA à votre ligne éditoriale

Génération de contenu à grande échelle



Personnalisation et adaptation à vos messages


Collaboration entre toutes les équipes de l'entreprise


# Intégration de vos personas dans l'IA


**Mon IA**


Vue d'ensemble **Personas** Termes Guide de style Base de contenus


Créer un persona

 Les familles

 Les couples

 Les partenaires

 Général



MARK

Éditeur de texte

Chat

Workflows

Fichiers

Outils

Mon IA

News

# Intégration de vos termes dans l'IA

The screenshot displays a 'Brand Guide' interface with a sidebar on the left containing icons for 'MARK', 'Text Editor', 'Chat', 'Files', and 'My Brand'. The main content area is titled 'Brand Guide' and has five tabs: 'Overview', 'Personas', 'Style Rules', 'Terms' (which is active), and 'Content Upload'. A 'Create term' button is located in the top right corner of the 'Terms' tab. Below the tabs, there is a search bar with the text 'Search for a term...', a filter for 'Type: Don't use', and another filter for 'Applicaton: Always'. A '+ Filter' button is also present. Below the filters, it says '1 term selected' and there is a 'Delete' button. The main part of the interface is a table with the following columns: TERM, TYPE, COMMON MISTAKES, APPLICATION, REASON, CATEGORIES, and CREATOR. The table contains seven rows of data.

TERM	TYPE	COMMON MISTAKES	APPLICATION	REASON	CATEGORIES	CREATOR
<input type="checkbox"/> Mark Copy	Don't use	markcopy, mark Copy	Always	Brand name should always be "Mark AI"	General	
<input type="checkbox"/> SEO-optimized	Correct Spelling	SEO optimized	Always	Part of standardization	Marketing	
<input type="checkbox"/> presented by	Don't use	n/a	Always	Should be "introduced by"	General + 3	
<input type="checkbox"/> introduced by	Approved expression	presented by	Always	Part of standardization	General +3	
<input type="checkbox"/> branded content	Don't use	n/a	Conditionnal	Usually referring to "on-brand content" and not "branded content"	General	
<input type="checkbox"/> SEO	Don't use	n/a	Conditionnal	Prefer the full expression. Only use the acronym if the expression is repeated in the sentence	General	
<input type="checkbox"/> LLM	Don't use	n/a	Conditionnal	Prefer the full expression. Only use the acronym if the expression is repeated in	General	



# Suggestion **brand terms** en temps réel

File | How to be an effective Content Marketing Prod | 3+ | Search | Share

## How to be an effective content marketing producer?

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the ultimate goal of driving profitable customer action.

The purpose of content marketing is to establish trust and **credibility** with a target audience by providing valuable and informative content that helps to solve a problem or meet a need. By consistently producing high-quality content that is relevant to the audience, a company can establish itself as a thought leader in its industry and build a loyal following of customers.

Content marketing can take many forms, including blog posts, articles, videos, podcasts, social media posts, **ebooks**, infographics, and more. It can be used to promote a product or service, drive traffic to a website, generate leads, or simply educate your audience. **Overall**, the purpose of content marketing is to create a strong connection with the target audience and drive profitable customer action by providing value and building trust.

**Suggestion:**  
**e-books**  
Skip Apply

### What is a content marketing producer?

A content marketing producer is a professional who is responsible for creating and producing content for a company's marketing **efforts**. This content can take many forms, including blog posts, social media posts, videos, podcasts, ebooks, infographics, and more.

The content marketing producer works closely with the marketing team to develop a content strategy that aligns with the company's overall marketing goals and objectives. They also work with writers, designers, and other team members to produce high-quality content that is engaging, informative, and effective in reaching the target audience.

The role of a content marketing producer may also involve analyzing the performance of different types of content and using that data to optimize future content marketing efforts.

### What is the best way to create effective content marketing?

**Filter by:**

**Always (3)**

- Terms**  
"Overall" should not be used to start a sentence. Part of standardization
- Terms**  
"E-book" is the spelling we always use at Mark AI. Part of standardization
- Style rules**  
Use of this emoji "👉" is not permitted
- Spelling**  
"Credibility" Credibility

**Conditional (0)**

**Uncommon (0)**

# On vous montre la méthode qui fonctionne déjà pour **tous nos clients.**

**+ 120 000 utilisateurs dont**



Luckycart



**KOMPASS**  
INTERNATIONAL



.welkeys



OCI INFORMATIQUE & DIGITAL



**FILIASSUR**  
L'ASSURANCE RESPONSABLE

**beyys**  
software

B2B tech, agences marketing, secteur exigeant du luxe, secteur tourisme, activité nichée comme l'assurance ou la santé, ils ont TOUS leur propre IA sur Mark.