

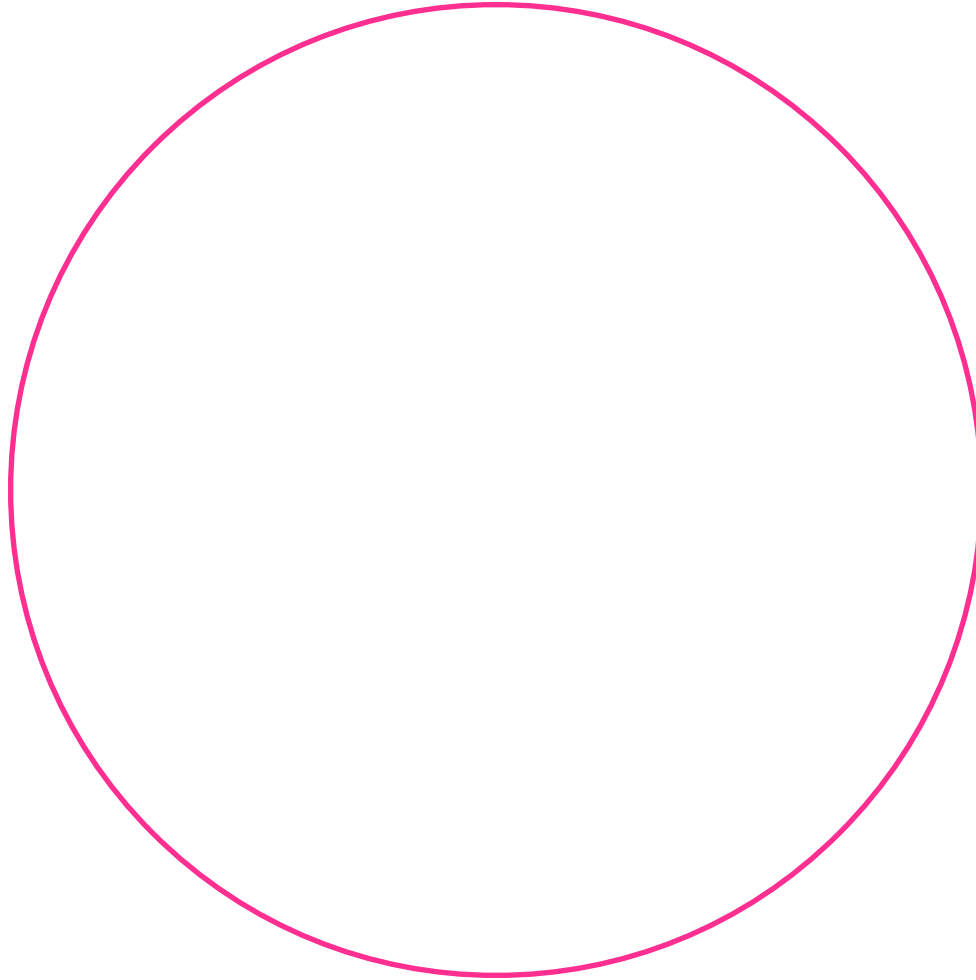
Construire son Audience

David Renard, mediaIDEAS

audience | au·di·ence | *nom*

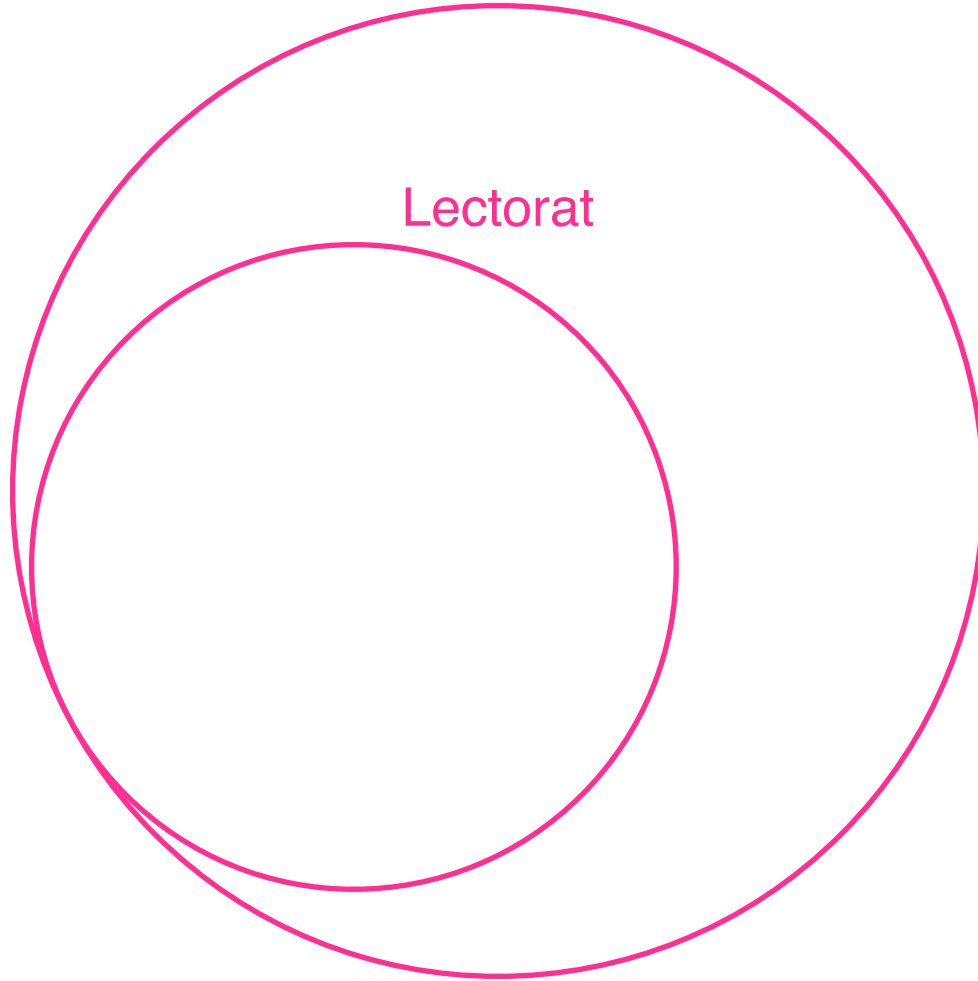
- les personnes "touchées" par un magazine, un programme radio ou télévisé, un site web, un courriel, une infolettre etc.

Audience



Audience

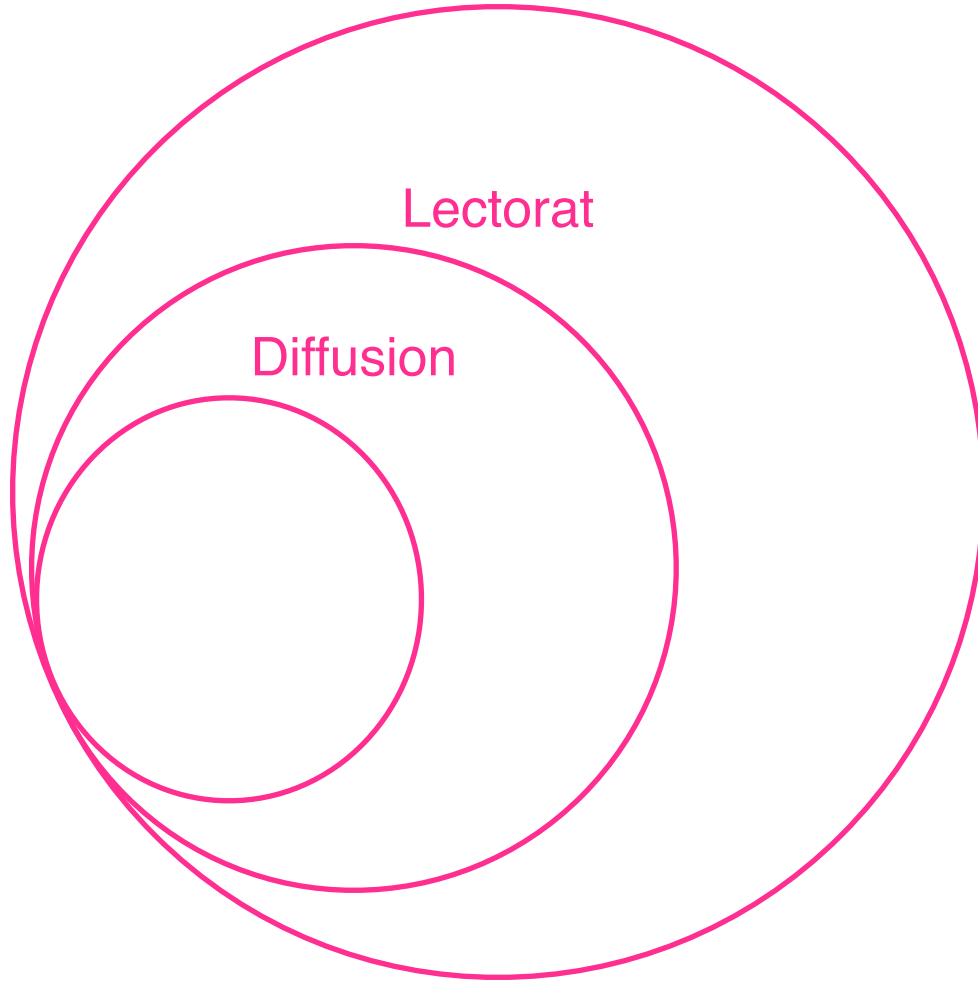
Lectorat

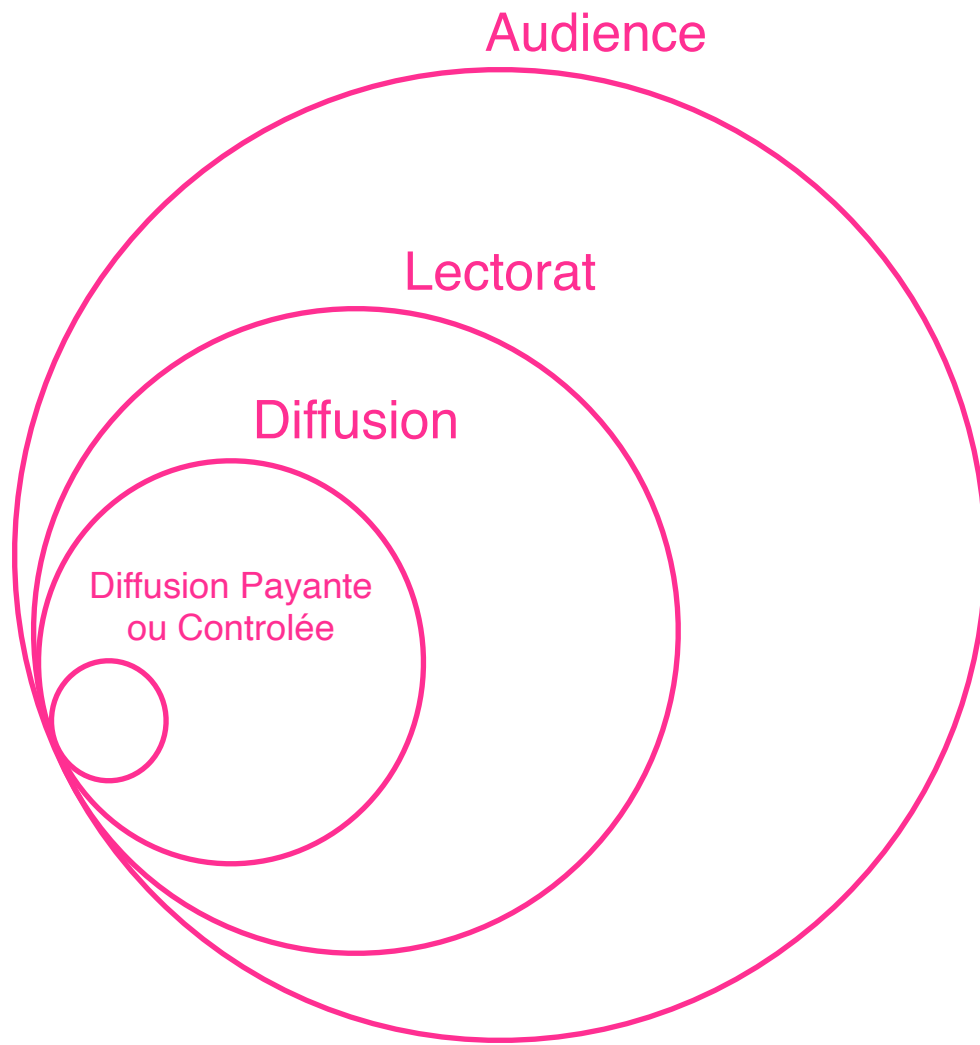


Audience

Lectorat

Diffusion



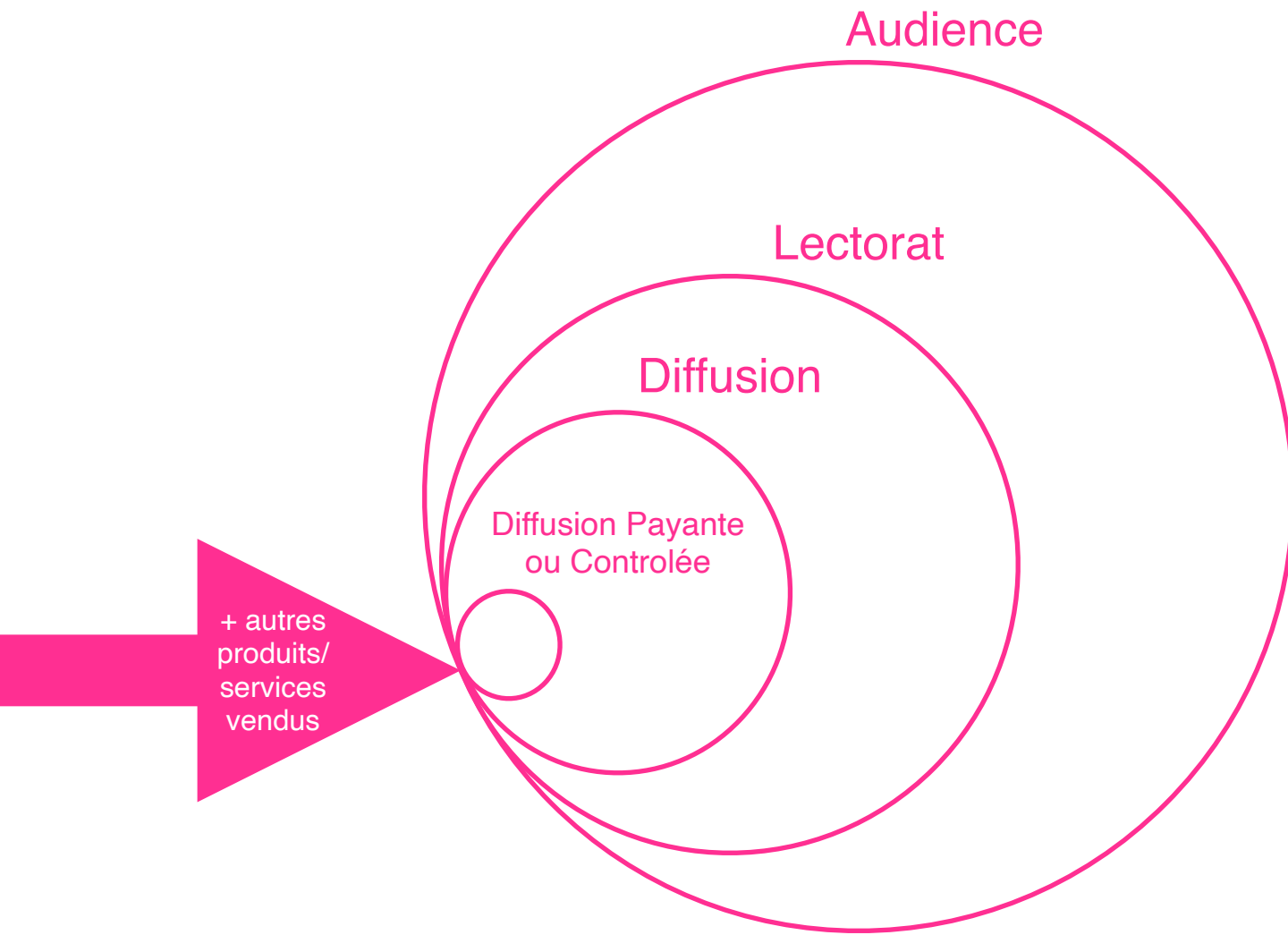


Audience

Lectorat

Diffusion

Diffusion Payante
ou Controlée



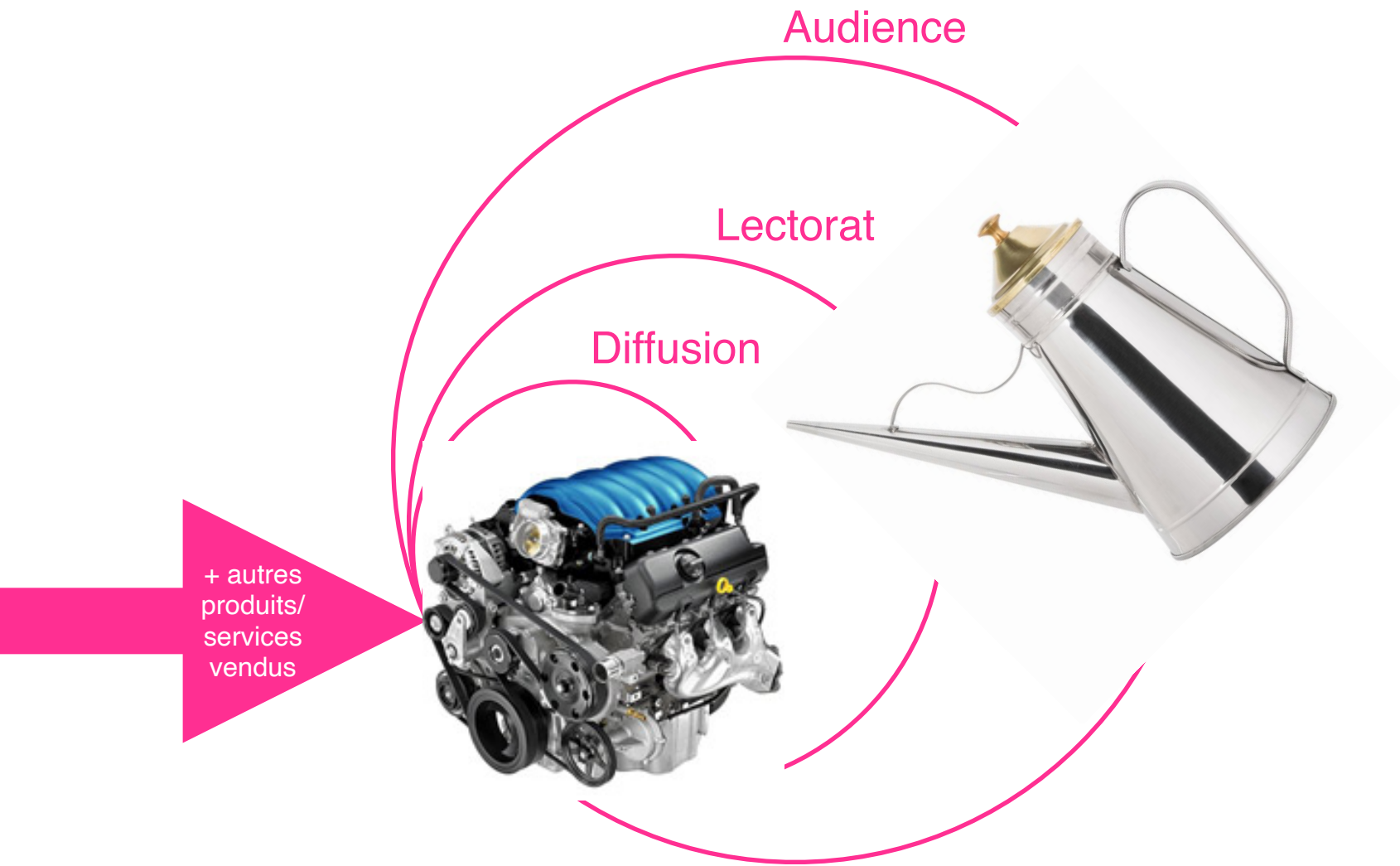
Audience

Lectorat

Diffusion

+ autres
produits/
services
vendus





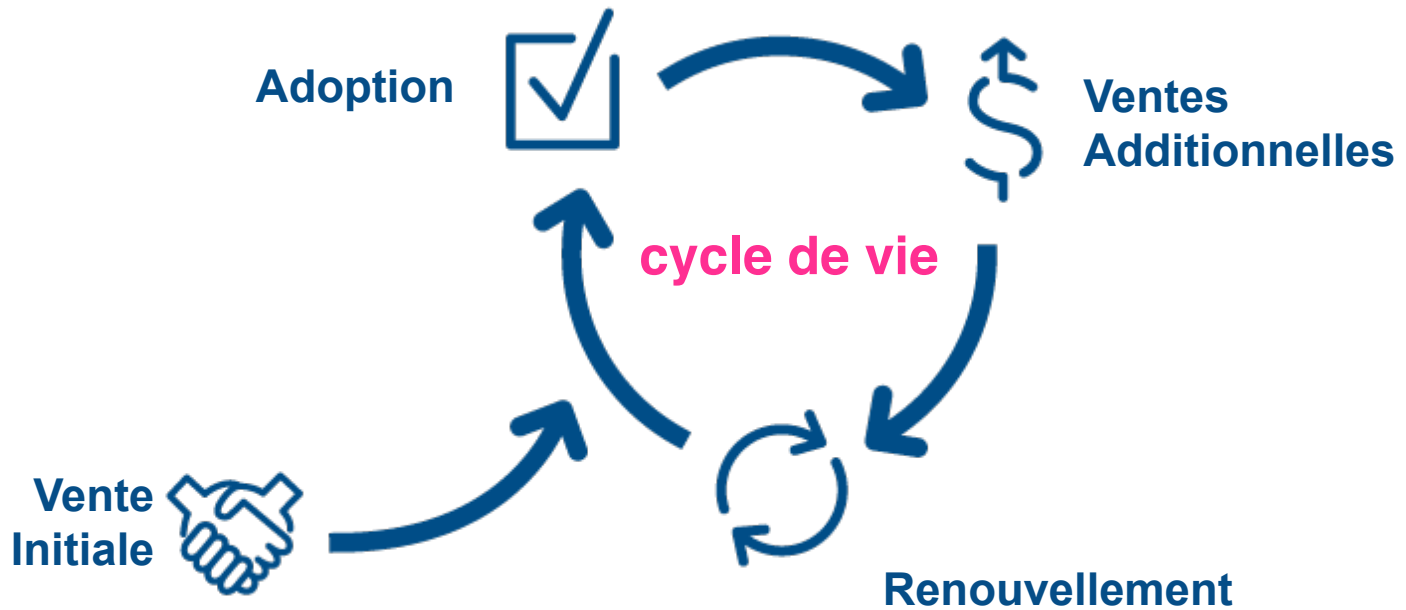
+ autres produits/
services
vendus

Diffusion

Lectorat

Audience





Alimenté par:





Qui s'intéresse à mon contenu / mes produits?

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RUNNER'S WORLD

OCTOBER 2012

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(Or all three!)

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NEWS & ADVICE | GEAR | EVENTS & RACES | HEALTH | NUTRITION | MOTIVATION | HISTORY

GEAR CHECK

Pettet Endurance Project: A New Merino Wool Running Apparel Brand

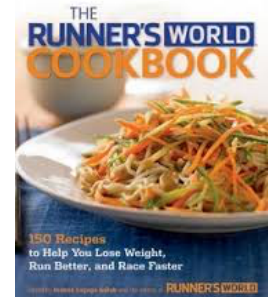
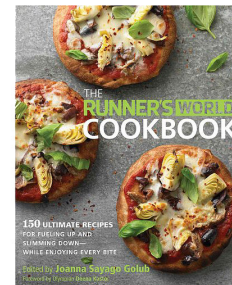
Merino wool apparel is favored by a small but growing cadre of runners. Because of its natural moisture-wicking ability, wool is one of the best materials for use in running apparel. Merino wool is soft, smooth, and naturally flame-resistant. It's also naturally odor-resistant, making it a great choice for long-distance runners.

Learn 563 secrets your feet wish you knew

Editors' Picks

10 Best Running Shoes
We tested 10 of the best running shoes on the market to see which one was the best for your feet.

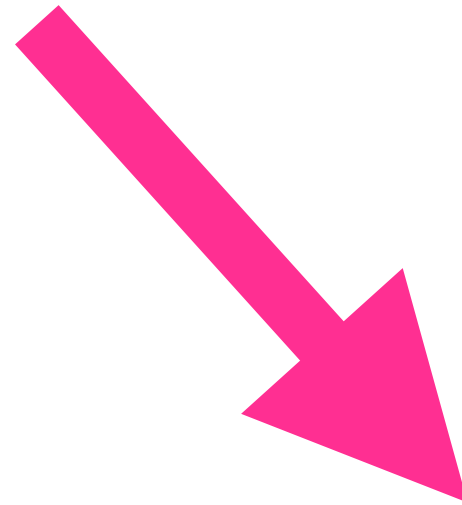
10 Best Running Socks
A pair of socks can make a big difference in your running experience.



Mais comment les trouver
ses **lecteurs / acheteurs**?



Comment votre
contenue/produit se
fait-il découvrir



Découverte |dis'kəvərē|nom

- trouver ce que vous voulez trouver ou ne savez pas
que vous voulez trouver.

Découverte |dis'kəvərē|nom

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Earphone Microphone - Compare Prices, Reviews and Buy at ...

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Shopping results for earphone with microphone



JLab J3m- Black JBuds J3m Earphones with Micro Atomic In-

\$7



Apple Earphones with Remote and Mic

★★★★★ 121
\$10

Find nearby



MEElectronics M2P Earset - Stereo - Black -

★★★★★ 31
\$6

Find nearby



Skullcandy 50/50 headset - In-ear ear-bud,

★★★★★ 37
\$27

Find nearby



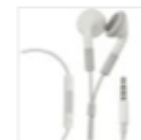
iMicro SP-IM942 Multimedia Stereo

\$4

Find nearby

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Apple Earphones with Remote and Mic - White
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amazon.com is rated ★★★★★
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Microphone and headphone

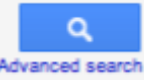
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Shopping results for earphone with microphone

Organique (SEO)

JLab j3m- Black JBuds J3m Micro Atomic In- \$7	Apple Earphones with Remote and Mic ★★★★☆ 121 \$10 Find nearby	MEDIA ELECTRONICS M2P Earset - Stereo - Black - ★★★★☆ 31 \$6 Find nearby	SKULLCANDY 50/50 headset - In-ear ear-bud, ★★★★☆ 37 \$27 Find nearby	micro or-IM942 Multimedia Stereo \$4 Find nearby
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Ear Phone With Mic
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> 500 mots par mois
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En 1 fois



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En 4 fois

An illustration on a blue background featuring a hand in a dark suit sleeve holding a large white key. The text 'MOTS CLÉS' is written in white, with 'MOTS' above the key and 'CLÉS' below it. Three light blue upward-pointing arrows are at the bottom, and several light blue clouds are scattered in the sky.

MOTS

CLÉS

RECHERCHER

MOTS

CLÉS



Sites Similaires

RECHERCHER

MOTS

CLÉS



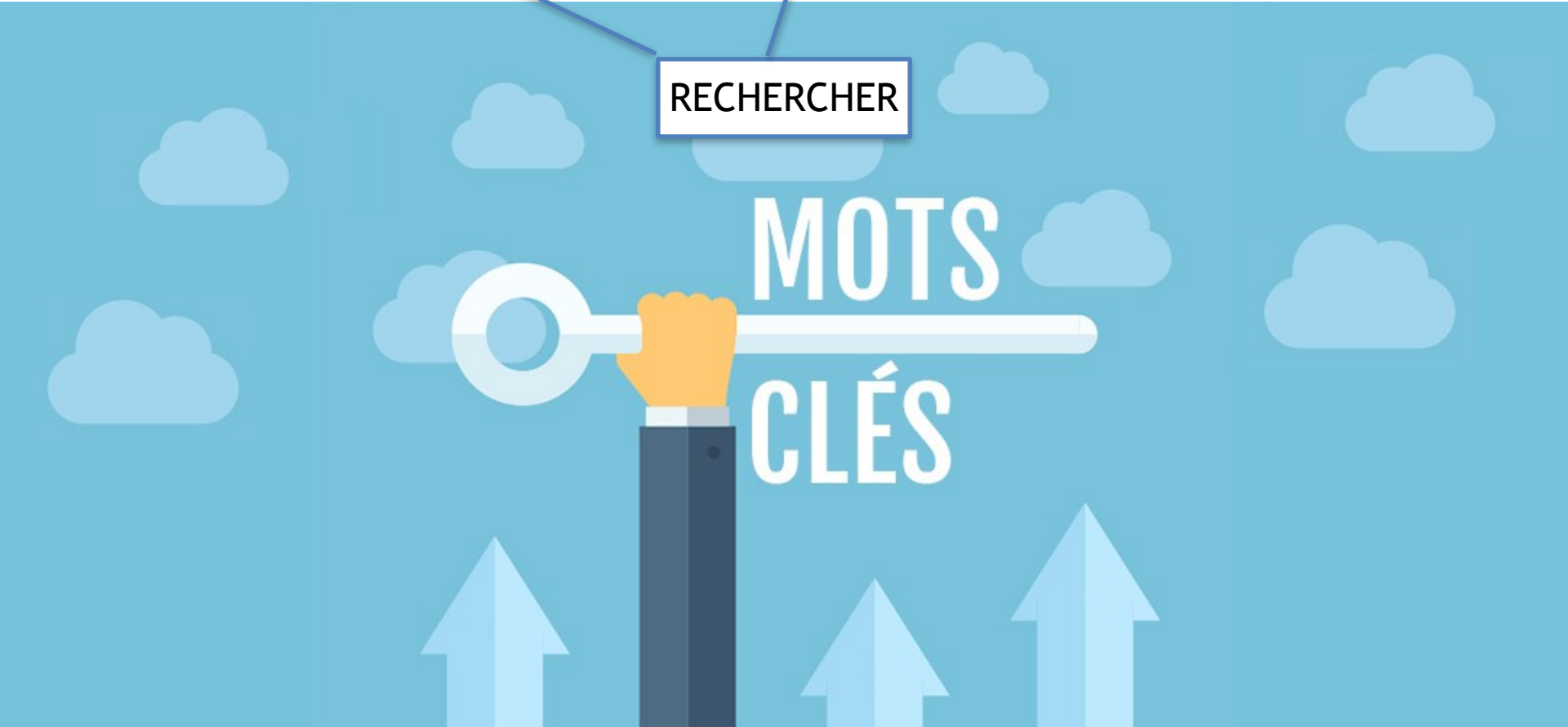
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Compétiteurs

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Sites Similaires

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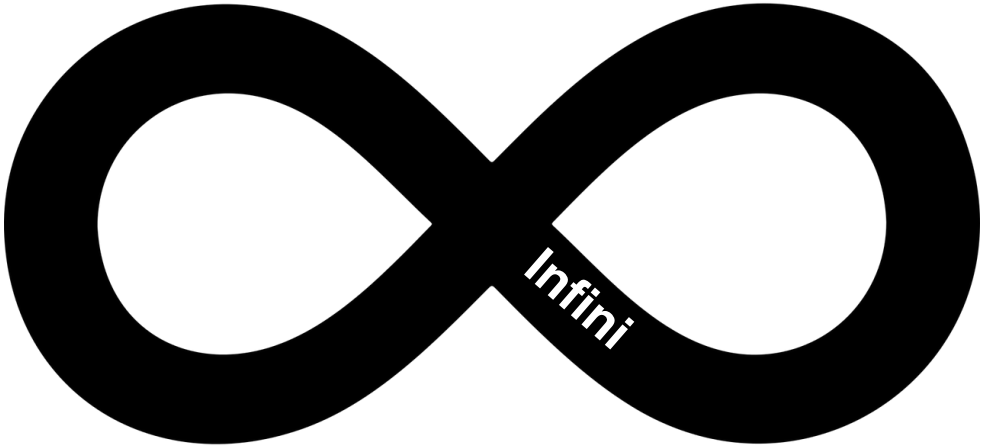
RECHERCHER

MOTS

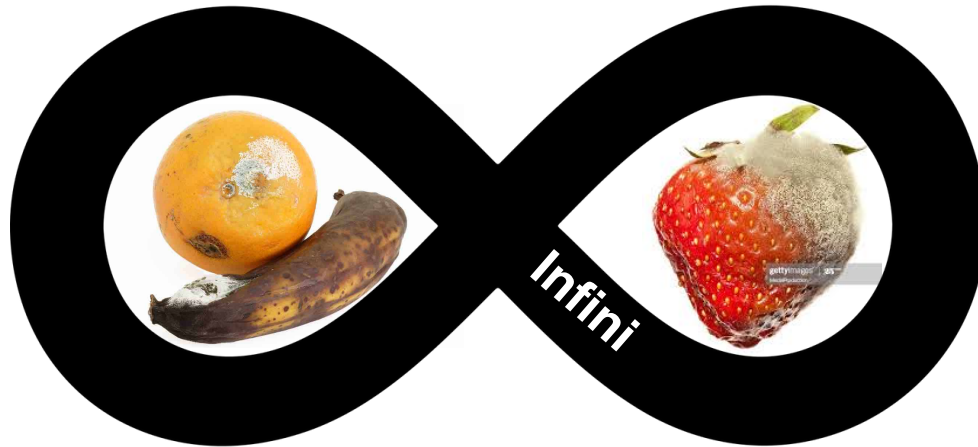
CLÉS

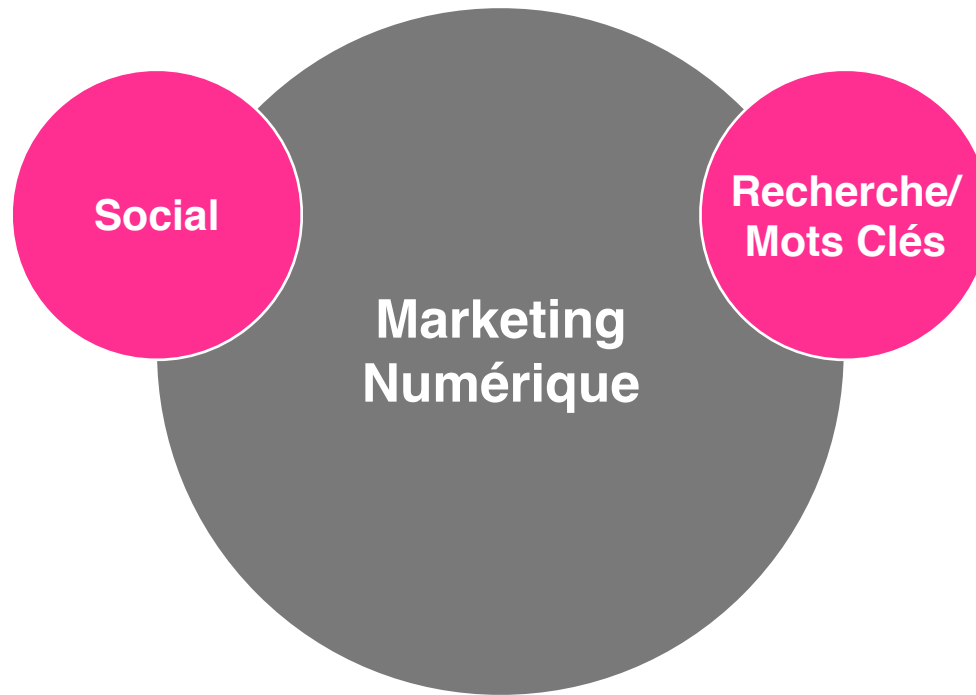


CONTENT



CONTENT





Social

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**SOCIAL
MEDIA**

90% des consommateurs font confiance
aux recommandations de leurs amis
Tandis que seulement 14% font confiance aux pub

Source: Facebook, Grunwald
Associates, Nielsen, *Marketing to
the Social Web*, Socialnomics



Watch me eat this donut live



Here I am eating a donut



Top pour vidéo



See How many donuts I can eat



Here is a vintage photo of my donut



Top pour image



This is where I eat donuts



I like donuts



Top pour B2C



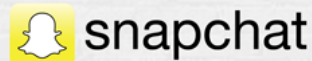
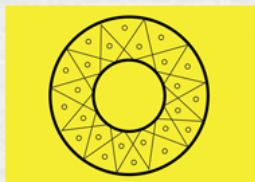
I'm eating a #donut



I'm Google employee who eats donuts



Top pour mises à jour en continue



What donut? That wasn't a donut.



My skills include donut eating



Top pour B2B



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par jour**



3 RÈGLES

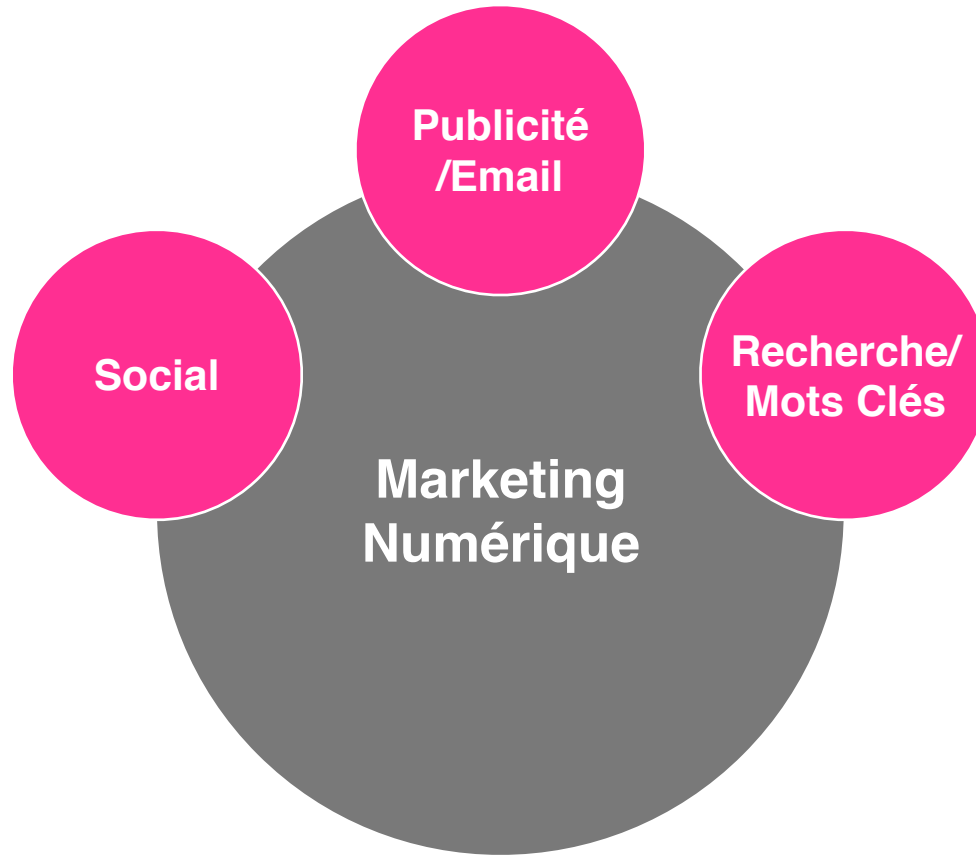
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- répondre aux commentaires
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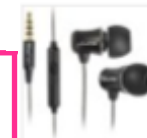
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★★★★★ 121
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50/50 headset - In-ear ear-bud

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Micro or-IM942 Multimedia Stereo

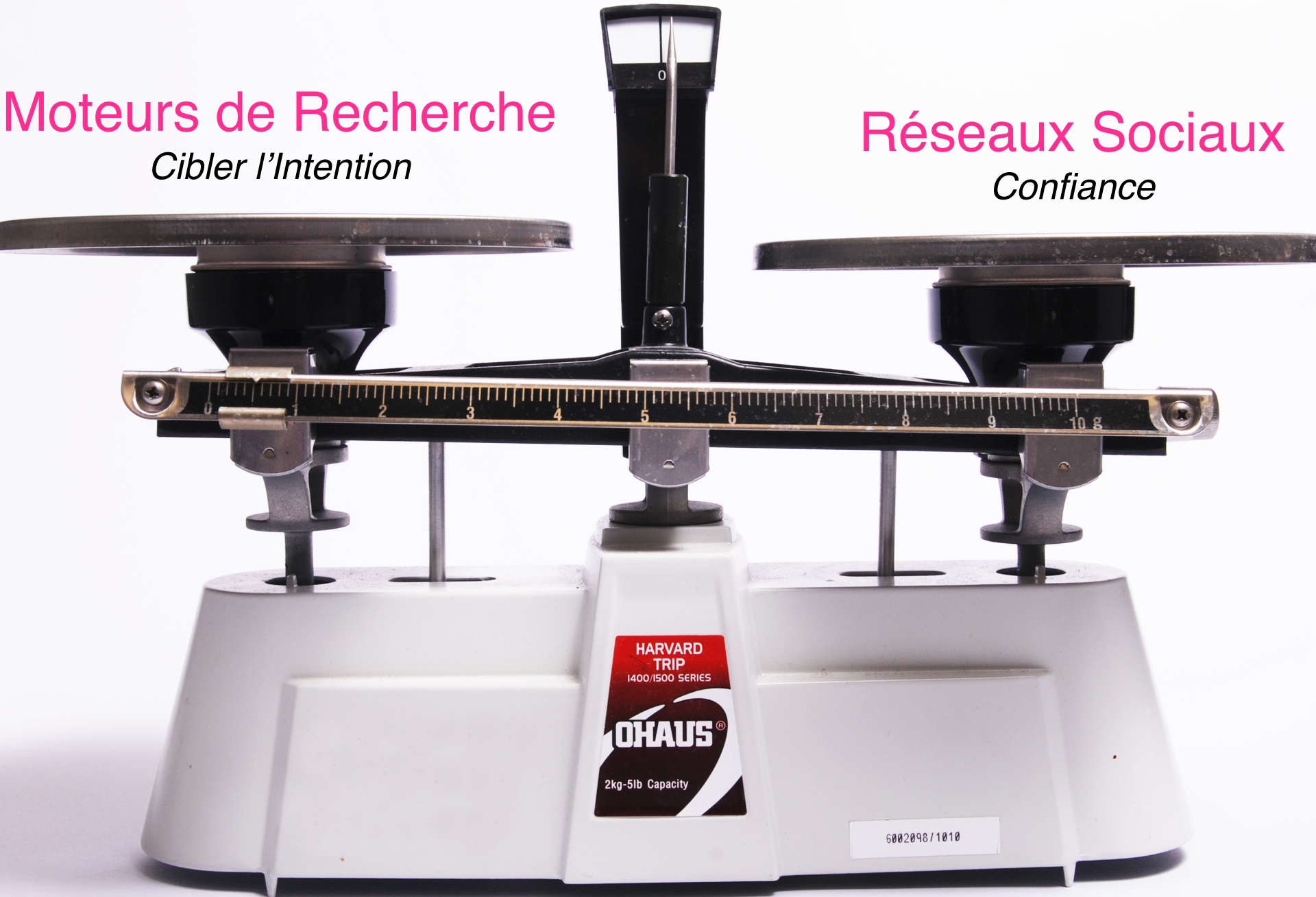
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Find nearby

Organic (SEO)

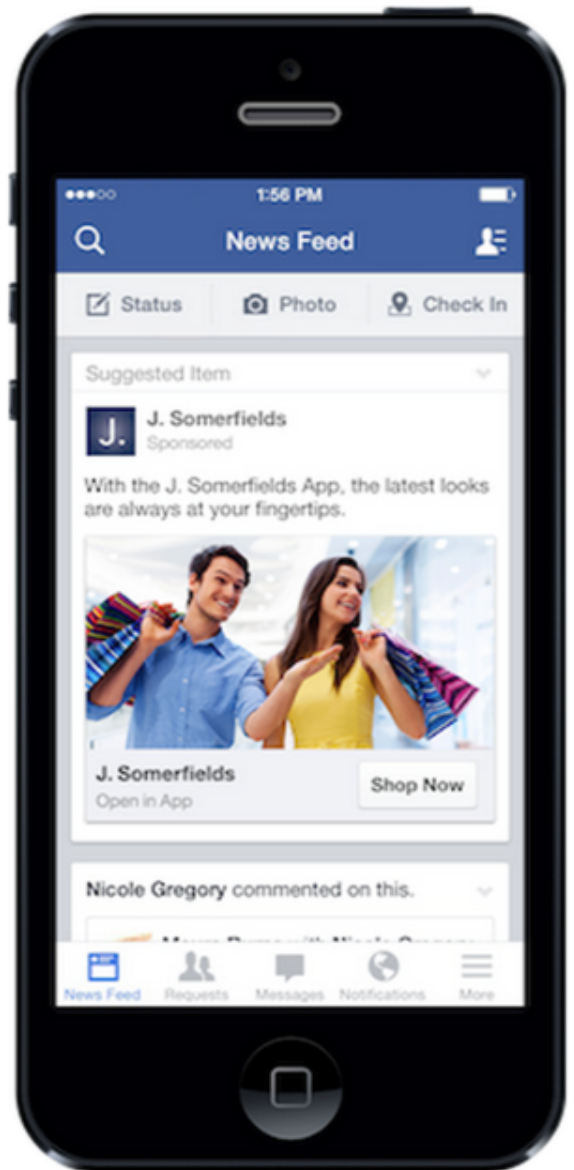
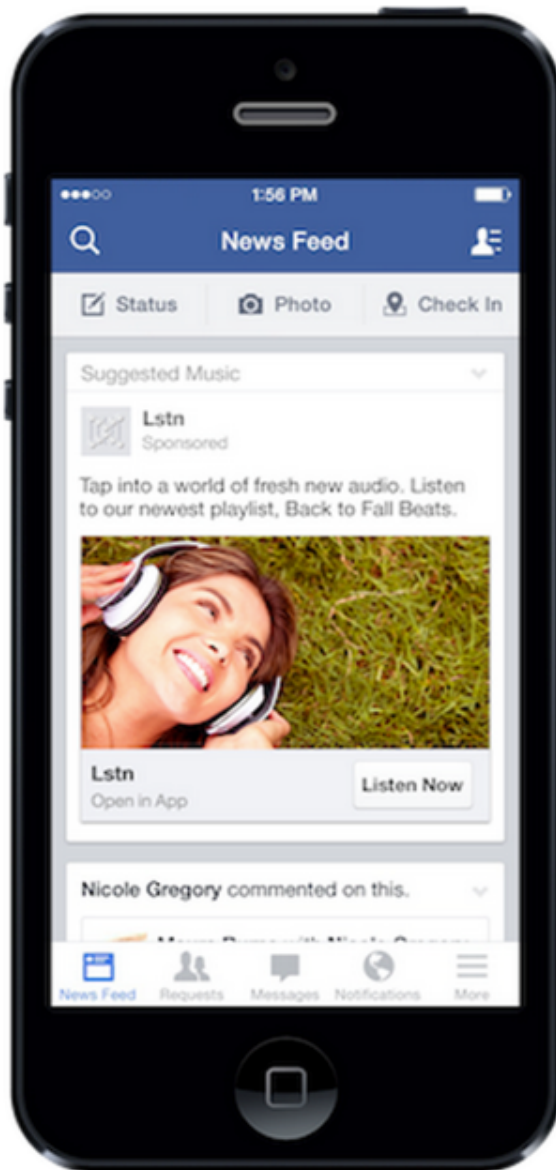
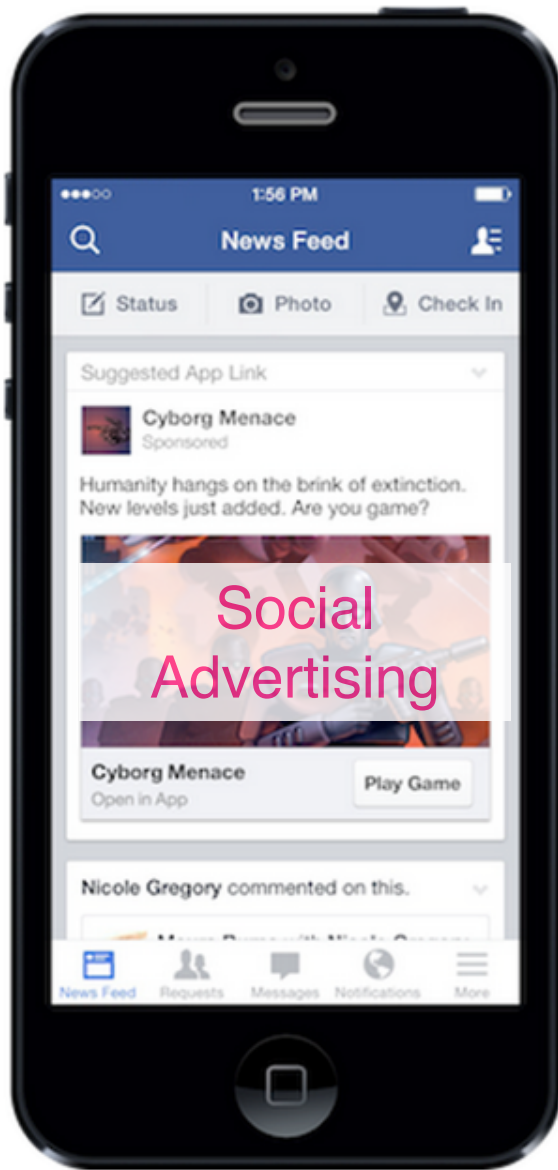
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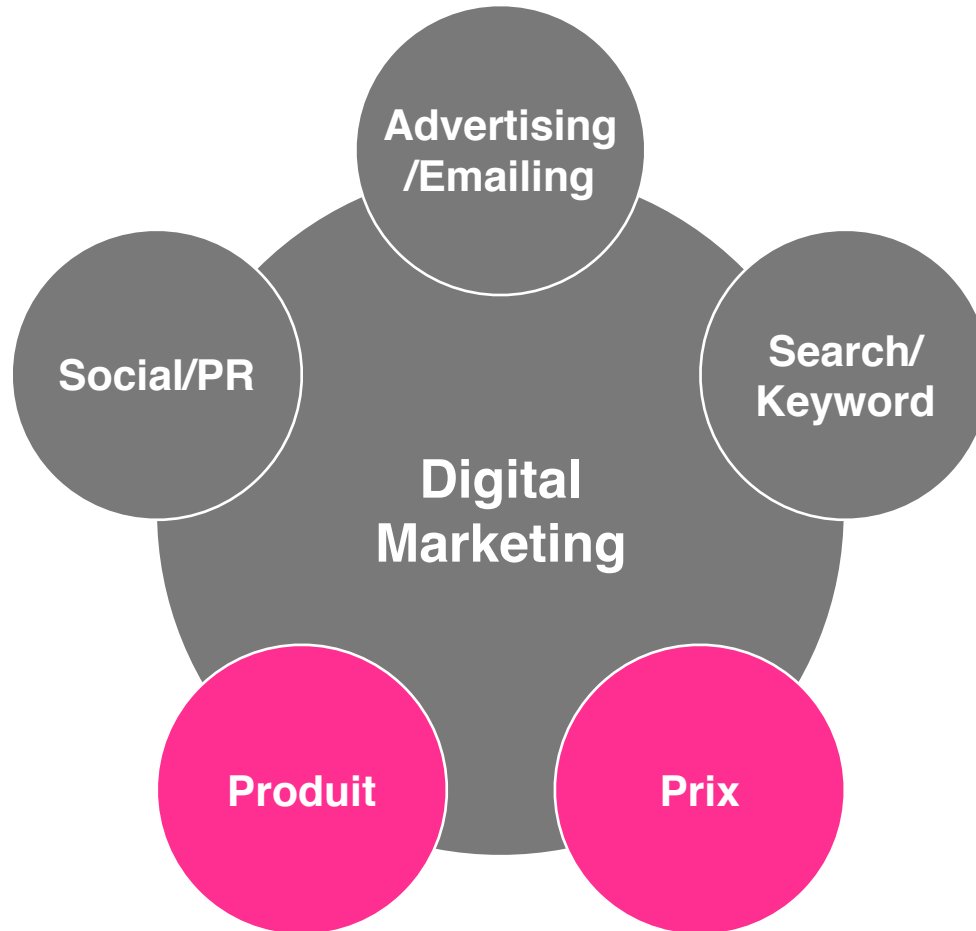
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Pourquoi vont-ils l'ouvrir?



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Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

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Current Version:
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 All Versions:
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Description

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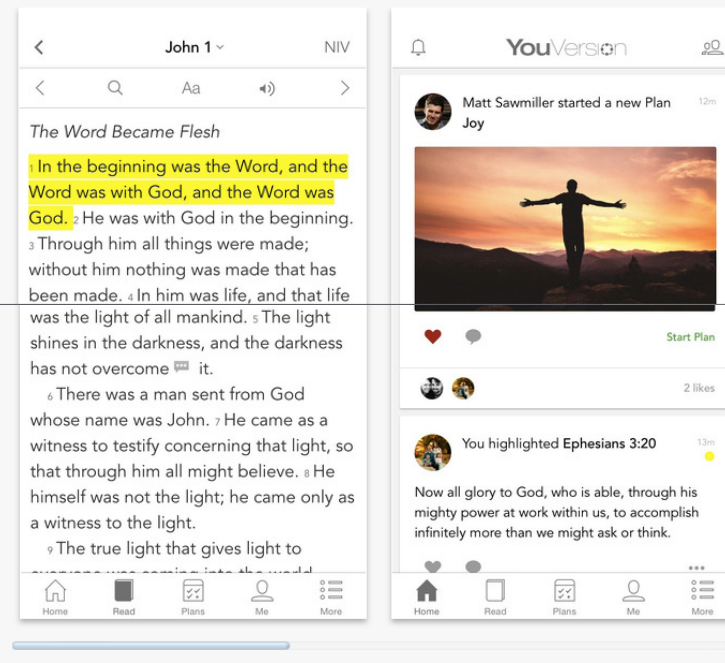
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- Simpler Navigation: Crisp, clean menus put you just one tap away from the things you do most.

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Customer Reviews

Love it!!!! ★★★★★
 by Aksnowbunnyyy

I have 3 different bible apps I use depending on my preference and what type of style I prefer at the time, I do love almost everything about this bible app. I especially like the new and improved updates that have taken place recently. Thank you for making it have a cleaner interface! Also, thank you for making the audio work because the

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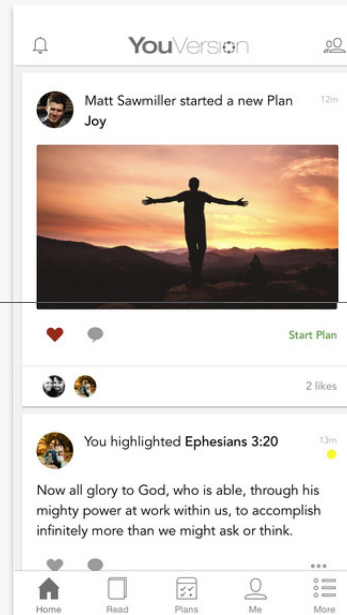
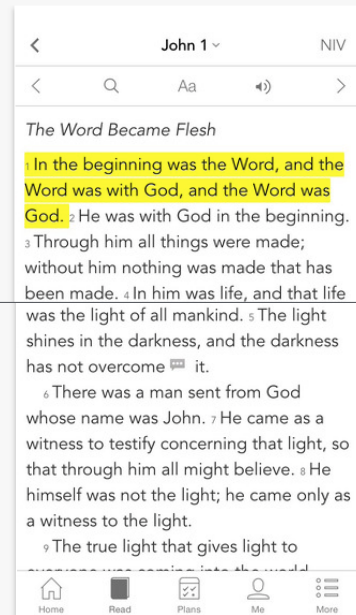
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Version: 6.0
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Languages: English, Afrikaans, Albanian, Arabic, Bokmål, Norwegian, Bulgarian, Catalan, Croatian, Czech, Danish, Dutch, Finnish, French, German, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Malay, Persian, Polish, Portuguese, Romanian, Russian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Traditional Chinese, Turkish, Ukrainian, Vietnamese
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Compatibility: Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5, iPhone 6, and iPhone 6 Plus.

Customer Ratings

Current Version:
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All Versions:
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Description

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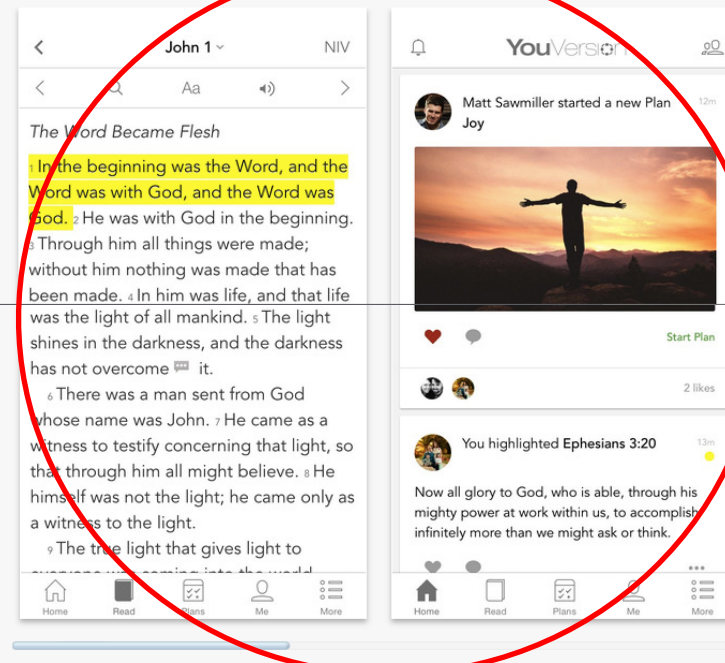
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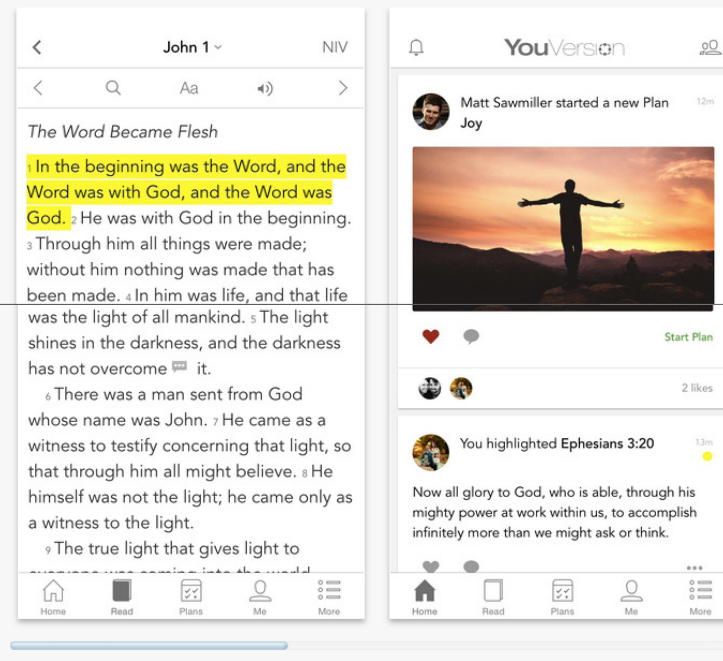
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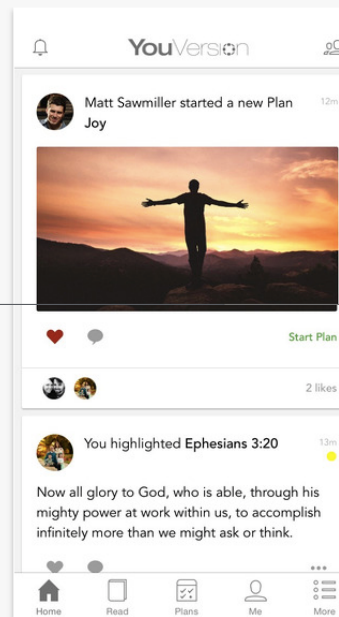
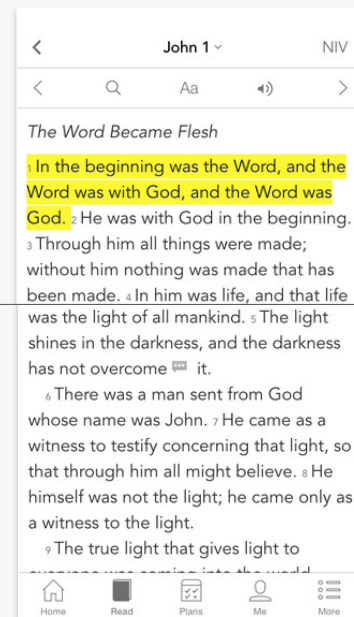
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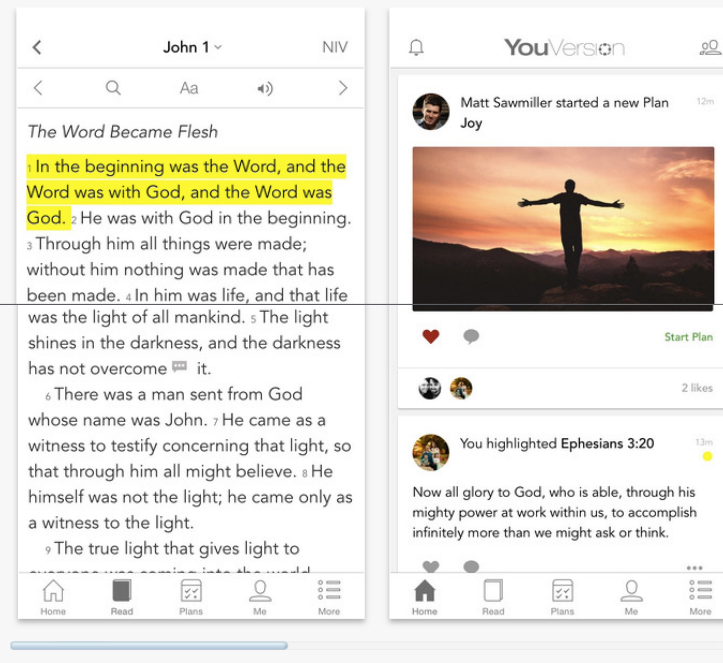
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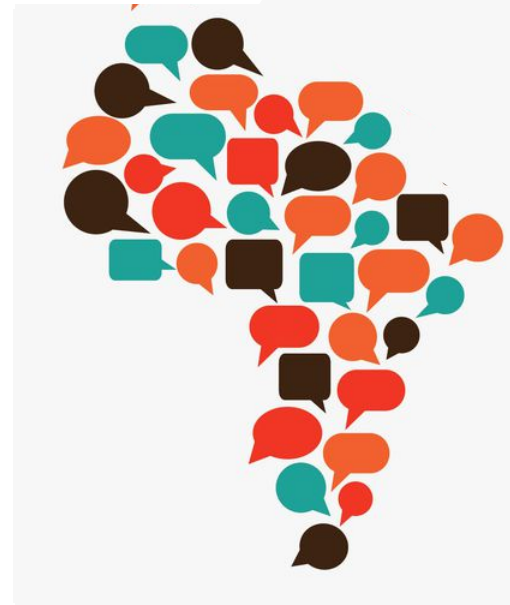
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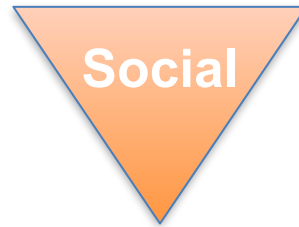




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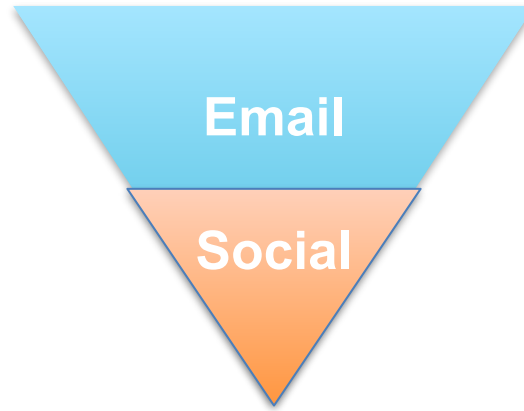
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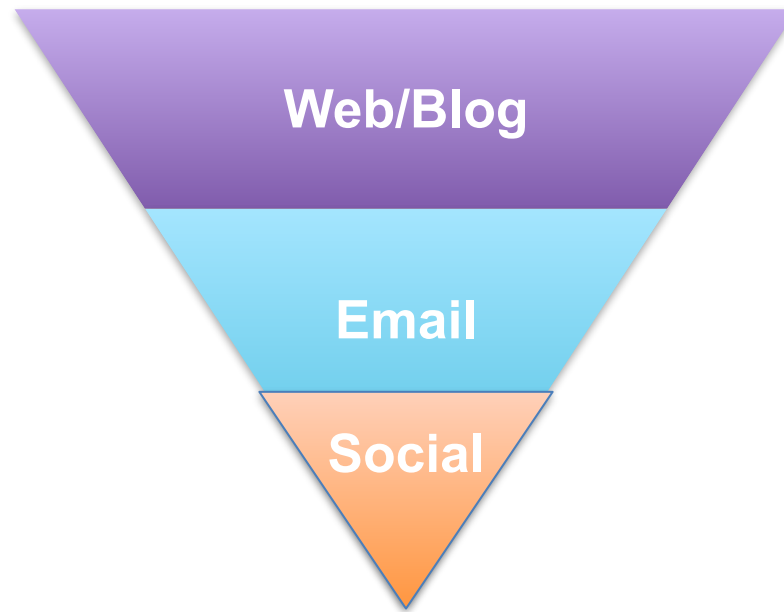
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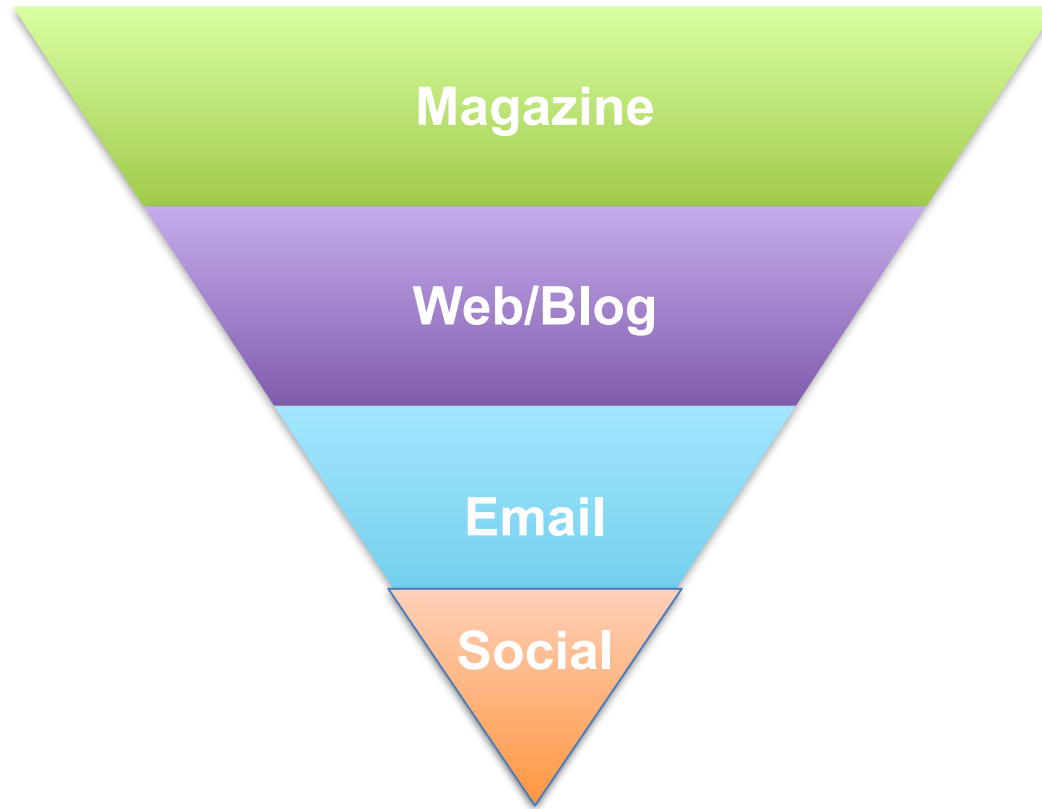
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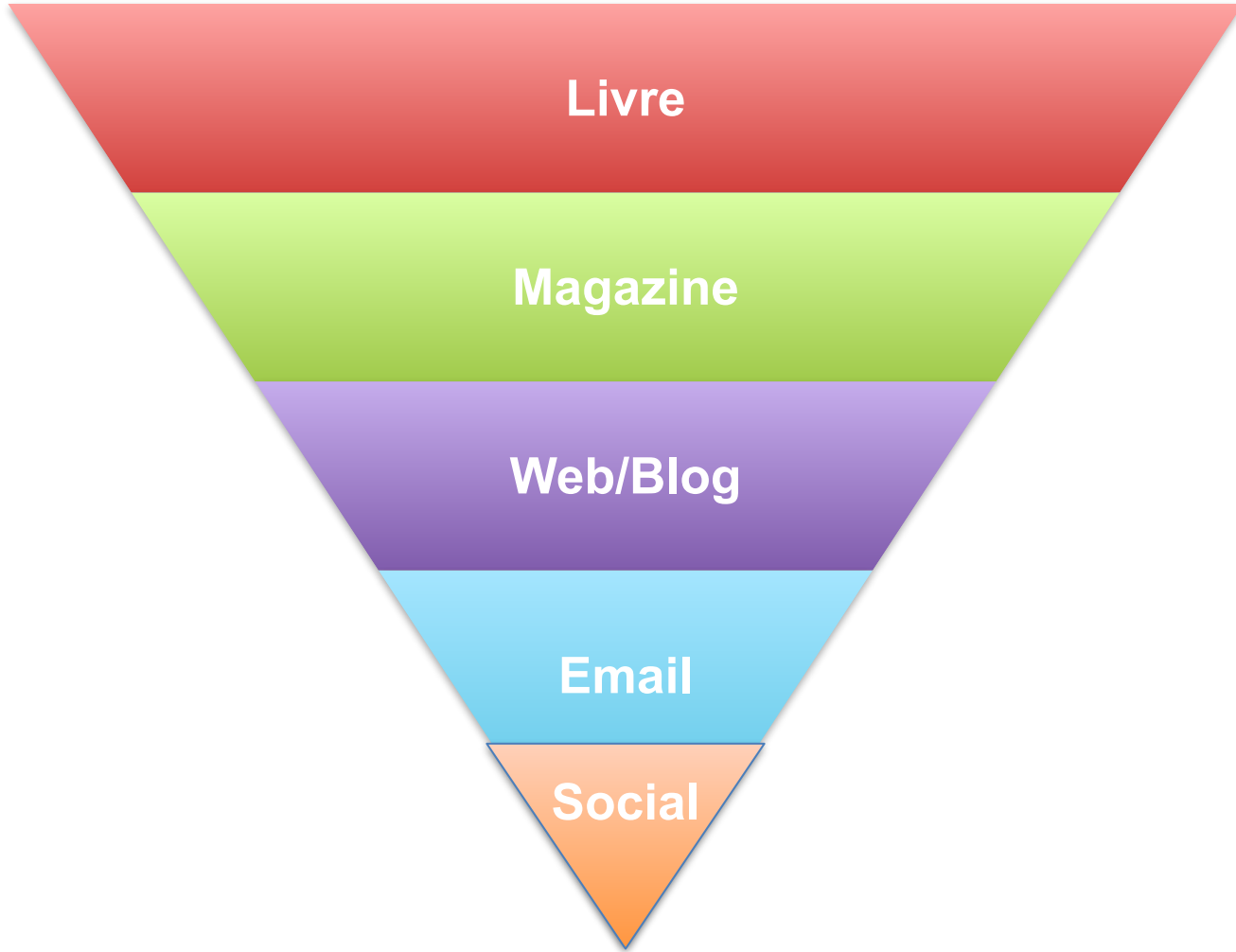
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