



Marketing de contenu @ BDC

11 février 2014



Canada

Agenda

- > BDC en bref
- > Partir de la stratégie d'affaire
- > Depuis 2002...
- > Objectifs
- > Approche intégrée
- > L'entrepreneur d'abord
- > Étude de cas: TIC
- > Enjeux

BDC est la seule banque qui s'investit uniquement auprès des entrepreneurs

- > **Vision:** accélérer le succès des entrepreneurs
- > **Mission:** contribuer à créer et à développer des entreprises canadiennes en leur offrant des services de **financement**, de **consultation** et de **capital de risque**, avec une attention particulière aux PME

QUELQUES STATISTIQUES

28 000
CLIENTS

2 000
EMPLOYÉS

100+
CENTRES
D'AFFAIRES

18 G\$
D'ACTIFS

303 M\$
DE DIVIDENDES
VERSÉS DEPUIS
1997

69
ANNÉES
D'EXISTENCE

Le marketing de contenu...

**Ce n'est pas seulement du contenu...
C'est aussi du marketing!**

- > Doit être intégré à la stratégie d'affaire d'une entreprise
- > Contrairement aux médias, le contenu n'a pas seulement pour objectif de plaire à une audience, afin de vendre de l'espace publicitaire

Retour en arrière en 2002...



Banque de développement du Canada
Business Development Bank of Canada



Marge de crédit globale

Demandez-la!



À PROPOS DE LA BDC

SOLUTIONS D'AFFAIRES

NOS SUCCURSALES

FINANCEMENT EN LIGNE

CARRIÈRES

OUTILS D'AFFAIRES

NOUS JOINDRE

CARTE DU SITE

ENGLISH

Recherche

GO

→ J'AI UN PROJET EN...

- Démarrage d'entreprise
- Croissance ▶
- Acquisition ▶
- Exportation
- Affaires électroniques
- Qualité

→ JE CHERCHE DU...

- Financement
- Capital
- Conseil

→ JE SUIS...

- Client
- Professionnel financier
- Jeune entrepreneur
- Autochtone entrepreneur
- Investisseur

- ▶ FINANCEMENT NOVATEUR
- ▶ CAPITAL DE RISQUE
- ▶ SERVICES DE CONSULTATION



▶ Conditions d'utilisation

▶ Confidentialité

Passer l'intro ▶

▶ Sécurité

AVANTAGES BDC

Des solutions flexibles
Des garanties raisonnables
Un engagement à long terme
Un partenaire fiable
Compréhension de vos besoins

BDC CONNEX™
Financement en ligne

À L'AFFICHE

Demandez à un professionnel
Vous voulez exporter aux États-Unis? Le Groupe conseil de la BDC répond à vos questions.

Diagnostics pour affaires électroniques
Évaluez gratuitement la pertinence et le degré de préparation des affaires électroniques pour votre entreprise.

Le contenu au service de la relation d'affaires

Développement d'une relation d'affaires via le Web:

Objectifs

Sensibiliser



Bâtir des liens



Créer une préférence



Entamer une relation d'affaires

Moyens

Bulletins, bannières, alliances Web



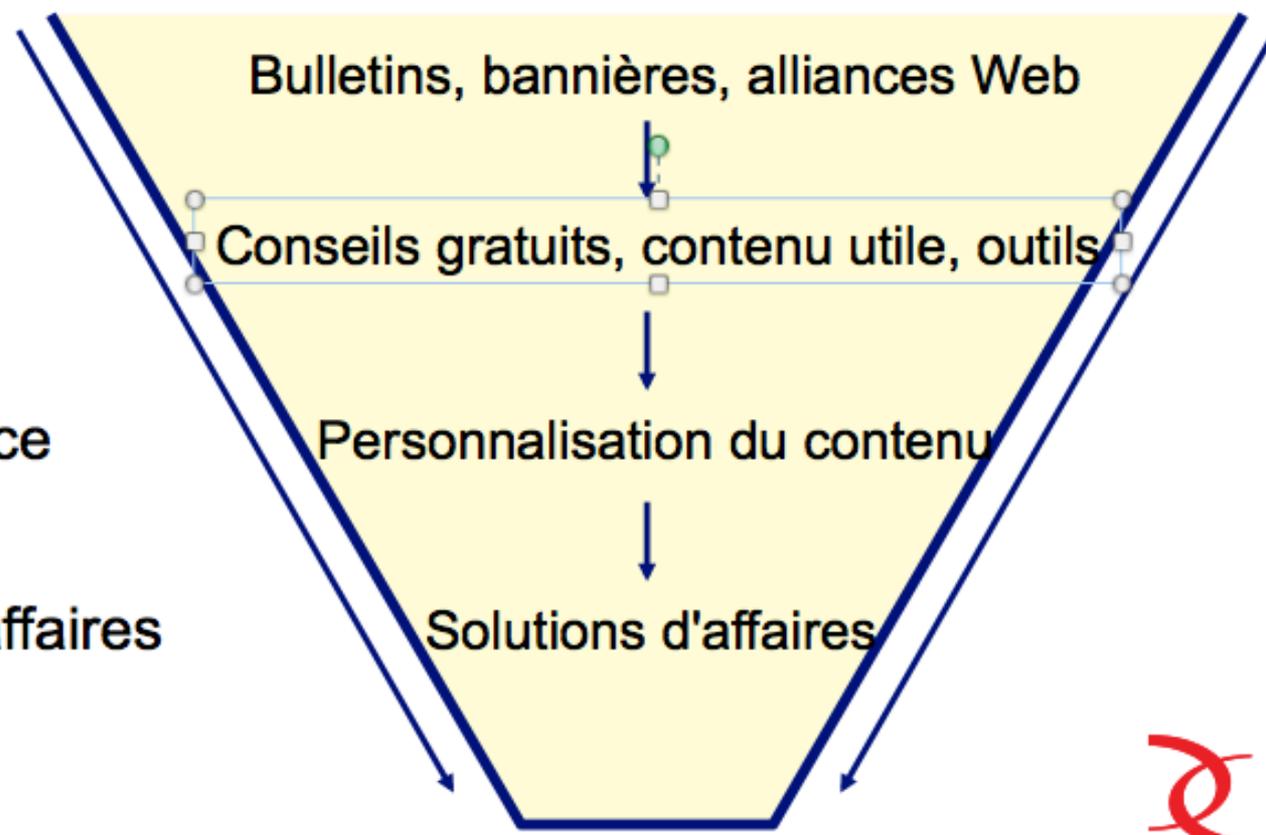
Conseils gratuits, contenu utile, outils



Personnalisation du contenu



Solutions d'affaires



(Date: circa 2002)



ADVICE CENTRE

[Solutions](#) | [Online financing](#) | [Advice centre](#) | [Business centres](#) | [About BDC](#)

Start or buy a business

Expand your sales

Innovate

Technology

Manage the bottom line

Manage your assets

Sell your business

Self-management

Benchmarking tools

Tools

Ask a professional

[Home](#) > [Advice centre](#)

BDC Advice Centre

LOOKING FOR FRESH IDEAS, KNOWLEDGEABLE ADVICE AND FREE TOOLS? IT'S ALL HERE IN ONE PLACE!

Consult our comprehensive collection of articles, online tools, tips and advice on all aspects of running your business. Learn from experts, professionals and other entrepreneurs about tackling the challenges of entrepreneurship. Discover how we can help you achieve your goals.

Start or buy a business



Are you thinking about buying or starting a business? There's a lot you should know about what is involved.

Get the details about everything you need to consider - from financing and business planning to marketing and human resources.

> [Learn more](#)

Expand your sales



Whether it's exploring the potential of global markets, creating online sales channels or marketing to a wider audience, entrepreneurs need to be on top of the latest trends in order to extend their reach.

> [Learn more](#)

Manage the bottom line



When you get a handle on your bottom line, you get peace of mind.

Examine every element of your processes, see what improvements are called for and track your progress.

> [Learn more](#)

Innovate



Whether it's a small improvement that increases efficiency or a major overhaul that steps up your productivity, innovation can help you take your company further.

Draw on your team's full potential and find new ways to enhance processes, procedures and products. Seize the opportunity to be creative and drive your company's growth.

> [Learn more](#)

Manage your assets



A clear financial plan coupled with wise

Sell your business



Have you developed an exit strategy? A clear

(Date: circa 2009)

2013-2014: L'Entrepreneur d'abord... Quel impact sur la stratégie de contenu?



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BDC Solutions



Financing

Solutions to protect your cash flow



Consulting

Affordable and tailored to your needs services



Venture Capital

A unique combination of financing and consulting services



Smart Tech

Information and communications technology at work for your business

Grow beyond your turning point

A one-stop shop to learn how to take your business to the next level

[VISIT NOW](#)

1 ENTREPRENEUR'S STORY

2 SMALL BUSINESS LOAN

3 GROW BEYOND YOUR TURNING POINT

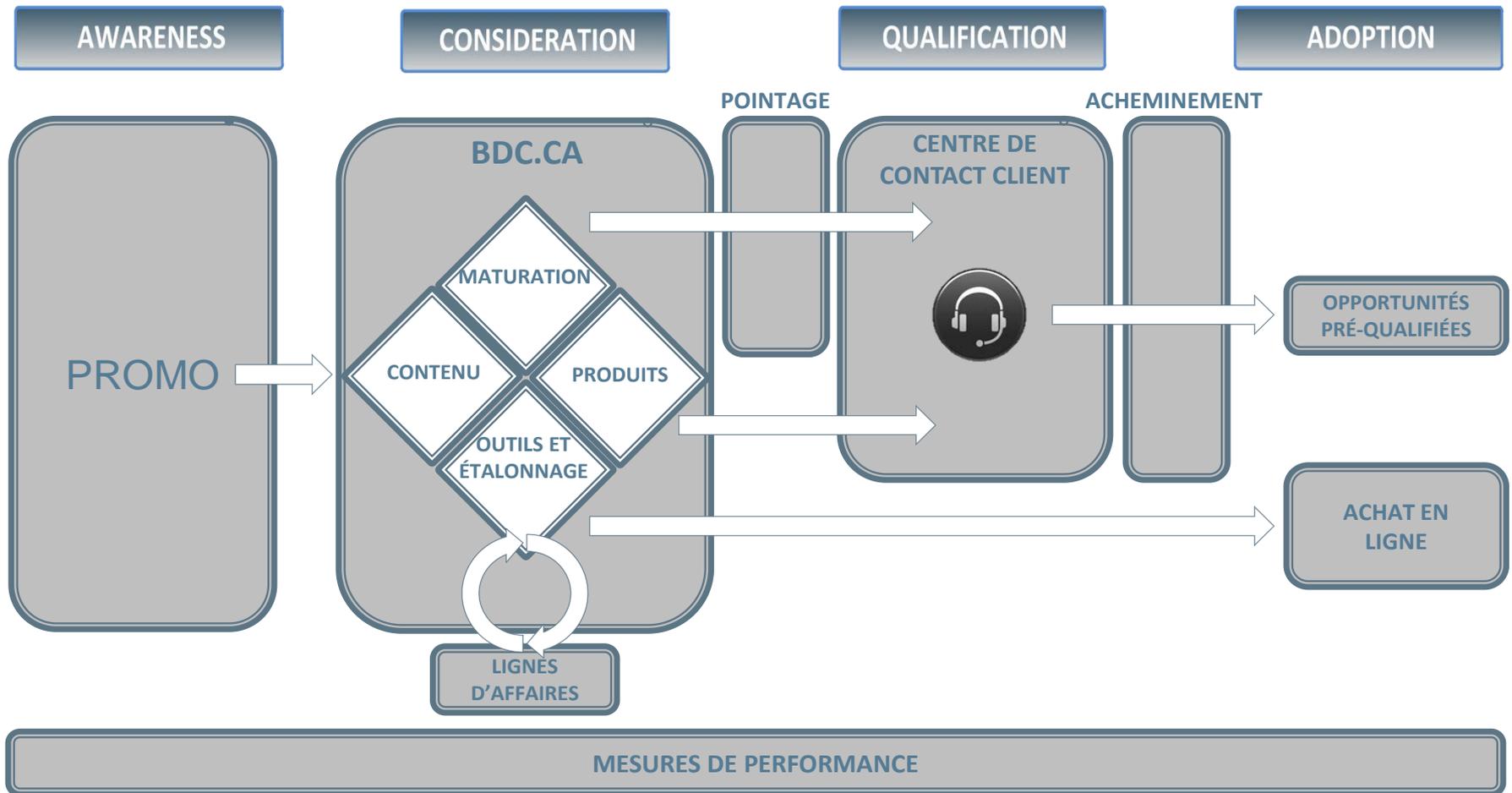
Objectifs de la stratégie de contenu de BDC

Entrepreneurs

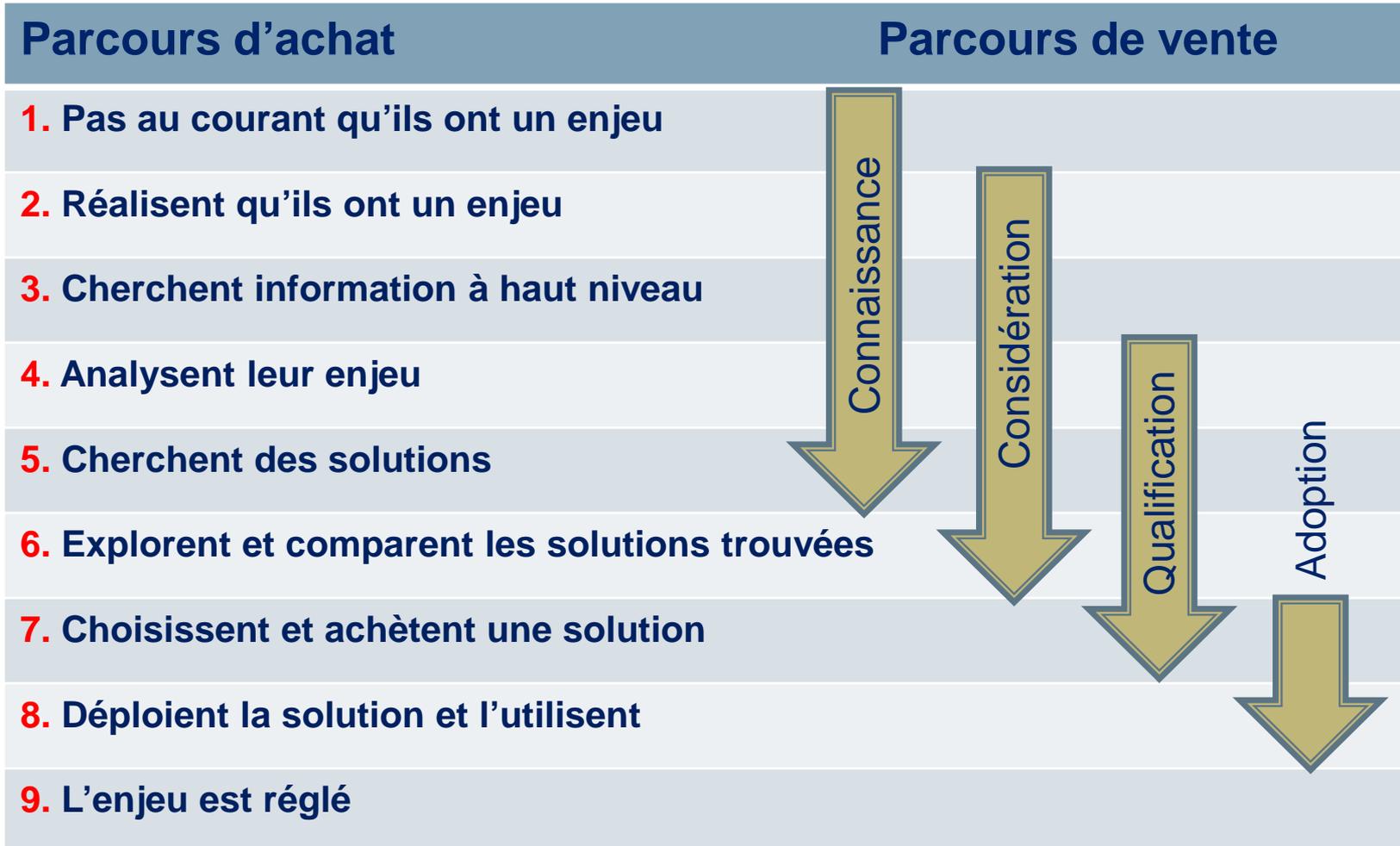
- **Positionner BDC dans le marché**
 - Experts en petite entreprise
 - Organisation crédible et pertinente
- **Joindre davantage d'entrepreneurs**
 - Grâce à des contenus crédibles et utiles dans tous les canaux
- **Procurer de la valeur**
 - Le bon contenu dans le bon format au bon moment et au bon endroit, pour répondre aux besoins des entrepreneurs
- **Augmenter la conversion et la génération d'opportunités**
 - Attirer davantage d'entrepreneurs qualifiés
 - Changer les attitudes et perceptions des entrepreneurs
 - Convertir de visiteurs à opportunités à clients

Contenu:

Au coeur de la stratégie de conversion



Parcours: Achat vs Vente



Étude de cas: TIC

Évoluer les perceptions

3 versions du site Carrefour Techno entre 2011 et 2014, comprenant:

- Guides virtuels (e-books)
 - TIC
 - Médias sociaux
 - Marketing digital
- Articles
- Témoignages
- Vidéos
- Section sur applications gratuites ou à faibles coûts (visant cles de 1-10 employés)
- Évaluation gratuite de sites webs et d'utilisation des TIC



Information and communications technology (ICT) at work for your business

What is Smart Tech? View our video [▶](#)

Solutions

Internet consulting

- ▶ Web Diagnostic
- ▶ Digital Diagnostic
- ▶ Internet Marketing Strategy
- ▶ Free Website Assessment

Technology consulting

- ▶ Technology Investment Plan
- ▶ Technology Action Plan
- ▶ System Selection Support
- ▶ Free ICT Assessment

Finance your technology projects

Hardware | Software | Consulting

[LEARN MORE](#)

Tech advice



Develop your online strategy

Find out how an online strategy can help your business achieve its goals.

- ▶ Online marketing
- ▶ Search engine marketing (SEM)
- ▶ Social media
- ▶ Web and mobile site design basics
- ▶ Measure your online performance



Boost your productivity

Technology is a powerful tool for increasing your productivity and sharpening your competitive edge.

- ▶ Building your cash flow with technology
- ▶ Enterprise resource planning (ERP) systems
- ▶ Customer relationship management (CRM) systems
- ▶ Getting the most from your technology investment

Free ebooks



Online marketing

▶ [Learn more](#)

Profiting from technology

▶ [Learn more](#)

Social media

▶ [Learn more](#)

Étude de cas: TIC

Rejoindre les entrepreneurs en ligne

Activités de promotion

- Médias sociaux
- Recherche organique
- Recherche payante
- Publicité en ligne
- Programme de fidélisation par courriel

BDC @BDC_News 10 Jan
 Do you need financing for your technology projects? Learn more about our Tech Financing and apply online youtu.be/NZAFFHZWcus
 Promoted by BDC
 Hide media Reply Retweet Favorite Favorite More

Do you need financing for your technology proje...



Do you need financing for your technology projects?
 Learn more and apply online <http://low.ly/gDvZH>
 YouTube @YouTube · Follow

100 RETWEETS 35 FAVORITES



SMART TECH
 Tips to get the most out of technology

BDC
 Entrepreneurs first

Hi Jennifer,

Few aspects of running a business can be as challenging as managing cash flow. In fact, it consistently comes up as the number one issue for Canadian entrepreneurs.

Tracking expenses, controlling inventory and collecting bills are a big part of ensuring your cash flow stays under control, but many entrepreneurs find it difficult to keep track of it all and aren't aware of how technology could help.

The good news is there are a number of information and communications technology tools that can speed up bill collection and make expense and inventory tracking a breeze. In [this article](#), titled *Technology to help entrepreneurs boost their cash flow*, we show you how to turn your cash flow management issues into a real business asset.

Need more information?
 Visit our **Tech Advice** section [Building your cash flow with technology](#).

Follow us:
  

Simplify cash flow management

FREE TO LOW-COST ACCOUNTING SOFTWARE PRODUCTS

Use our [ratio calculators](#) to help evaluate your business performance.

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FREE eBOOK

PROFITING FROM TECHNOLOGY:
 A Guide for Entrepreneurs

DISCOVER HOW TECHNOLOGY CAN IMPROVE YOUR BOTTOM LINE

DOWNLOAD



BDC
 Entrepreneurs first
 Canada

Étude de cas: TIC

Aider les entrepreneurs à passer à l'action

TECHNOLOGY FINANCING



HARDWARE | SOFTWARE | CONSULTING | INTERNET

> Businesses of all sizes can benefit from our **technology loan**.

APPLY NOW



Canada

De l'information à la transformation

- Diagnostic de site web vendu et livré en ligne
- Solution de conseil en marketing digital
- Solution de conseil en support à la sélection de systèmes
- Petits prêts offerts en ligne pour TIC

Is your Website performing the way that it should?



SAVE \$250*

Get a complete **Website Diagnostic** with recommendations from our specialists



If your website isn't attracting a constant stream of highly qualified prospects who turn into high-value customers, you may be missing a huge opportunity. But before you jump right into redesigning your website, you need to know where you stand.

When BDC's Internet specialists evaluate your website performance, they focus on

- > Overall visibility and ranking in major search engines
- > Presence in social media networks
- > Ease of navigation
- > Elements of good website design
- > Potential broken links and technical problems
- > The ease of functionality for visitors
- > The quality and relevance of your content, including spelling, keyword optimization and much more!

BDC's Website Diagnostic offers you

- > A fast, easy and affordable way to analyze your website's design, content, technical integrity and compliance issues
- > An objective evaluation of your site by an experienced Internet specialist
- > An assessment based on the latest proven best practices in Internet marketing, search engine optimization (SEO), accessibility, Web technology and other areas
- > The chance to maximize the return on your existing investment by making your website more effective

Take advantage of this limited time offer!

Get your BDC Website Diagnostic today at \$999 and save \$250. Buy online at bdc.ca/webdiagnostic

* Offer ends December 31, 2012

BDC Consulting is ISO 9001:2008 certified

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Enjeux

- > Multiplication des contenus
 - Gérer le cycle de maintenance
 - Optimisation pour référencement SEO
 - Équipes de production, diffusion
- > Développement d'une expérience intégrée
 - Hyperliens entre 800+ contenus et pages, 400+ gabarits de courriel et courriels de maturation (nurturing)...
- > Contenus visant plusieurs objectifs à la fois
 - Notoriété
 - Familiarisation avec la marque
 - Régler un enjeu (différents stades)

Questions ?

Merci!

Mario Toussaint

Director, Affaires électroniques
Marketing et Affaires publiques

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