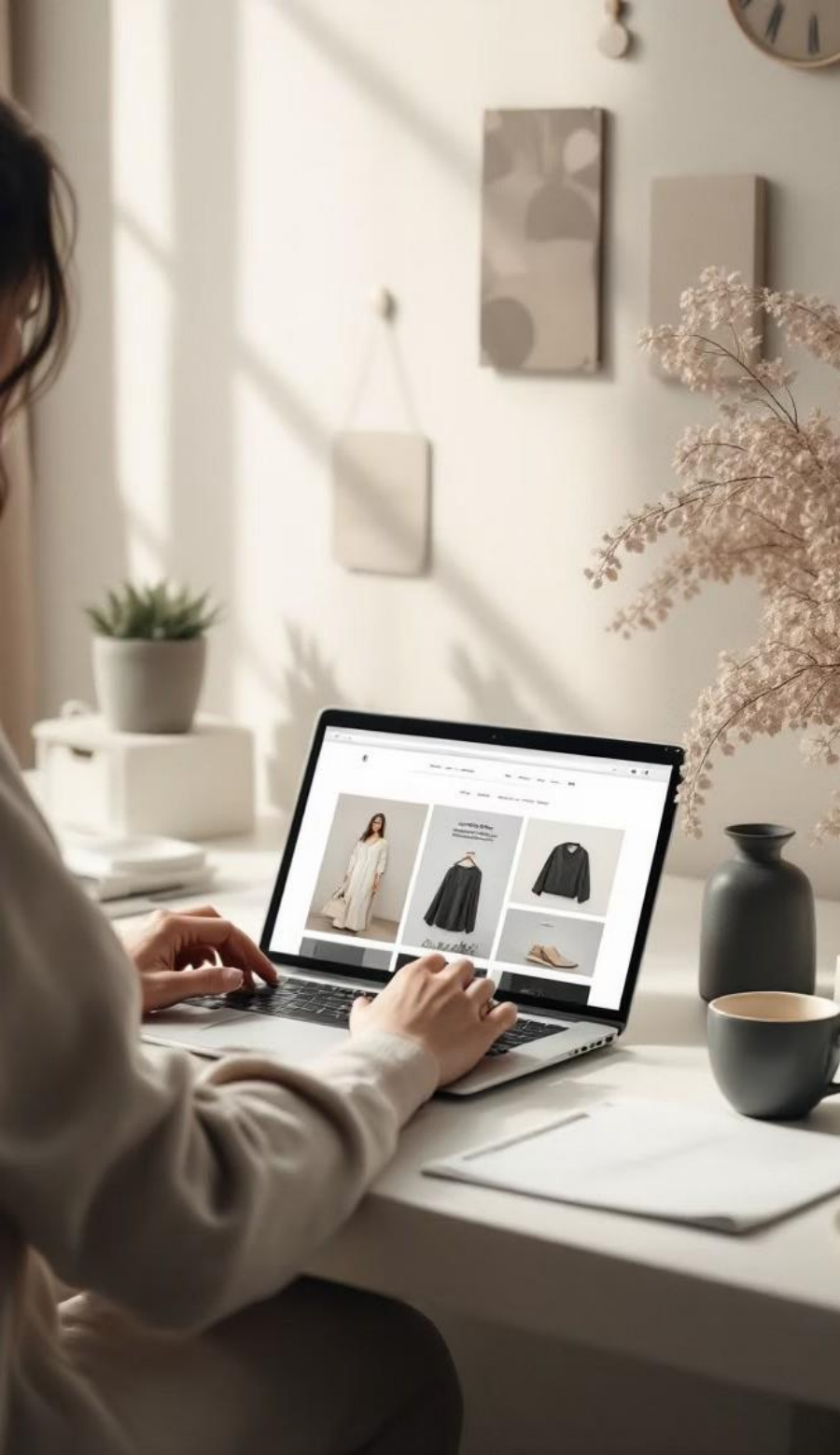


DIGITAL MARKETING & EDITORIAL BRANDS





PERSONAL BACKGROUND & MOTIVATION

My passion for entrepreneurship, digital innovation, and strategic brand development began with launching my own e-commerce brand. This hands-on experience revealed the complexities of brand building and the central role of digital marketing in visibility and trust.

E-COMMERCE JOURNEY

Managed visual identity, supplier selection, website, logistics, and customer communication.

SKILL REFINEMENT

Developed resilience, communication skills, and empathy through direct customer interaction.

DATA-DRIVEN DECISIONS

Learned to translate feedback and analytics into tactical actions for content and product storytelling.

THE INTERSECTION OF CREATIVITY & STRATEGY

My experiences in content creation and social media management highlighted the importance of meaningful communication and authentic community building. This blend of creativity and measurement now shapes my approach to marketing.

LEARNING & EXPERIMENTATION

- ◆ SEO & Influencer Marketing
- ◆ Social Media Analytics
- ◆ Conversion Optimisation

ACADEMIC & PROFESSIONAL GROWTH

The IMBD program deepened my understanding of consumer behavior and digital ecosystems, connecting entrepreneurial experience with academic theories.



MADAME LE FIGARO: A PURPOSE-DRIVEN BRAND

My internship at Madame Le Figaro offers a unique opportunity to apply my knowledge within a professional environment aligned with my values. The brand empowers women and promotes cultural dialogue.



EMPOWERING WOMEN

Beyond journalism, the brand seeks to uplift and inspire women.



PROMOTING CULTURE

Fostering cultural exchange through diverse and engaging content.



STRENGTHENING ENGAGEMENT

Integrating digital marketing and community management for brand value.



Made with **GAMMA**



MADAME LE FIGARO: CONTEXT & TRANSFORMATION

Founded in 1980, Madame Le Figaro is a prestigious French publishing brand known for fashion, lifestyle, and culture. It has undergone significant digital transformation, adapting to the attention economy.

1

DIGITAL EVOLUTION

Developed a strong online presence via website, social media, and newsletters.

2

INNOVATION & RELEVANCE

Innovating to maintain visibility among younger audiences amidst digital-native competitors.

3

STRATEGIC BALANCE

Balancing editorial credibility with engagement and monetisation in a competitive landscape.



SWOT ANALYSIS: MADAME LE FIGARO

Madame Le Figaro navigates a dynamic media landscape, balancing its rich heritage with the demands of digital innovation.

STRENGTHS

- ◆ Solid editorial heritage & high credibility
- ◆ High-end audience
- ◆ Affiliation with Figaro group

OPPORTUNITIES

- ◆ Growing demand for authentic content
- ◆ Expansion of e-commerce & partnerships
- ◆ Data-driven marketing

WEAKNESSES

- ◆ High production costs
- ◆ Dependence on traditional revenue models
- ◆ Slower adaptability to digital trends

THREATS

- ◆ Competition from influencers
- ◆ Decline in print readership
- ◆ Content saturation on digital platforms



THESIS TOPIC & RESEARCH QUESTION

Proposed Title: The impact of digital marketing and community management strategies on the development of purpose-driven editorial brands: a case study of Madame Le Figaro.

MAIN RESEARCH QUESTION:

How can digital marketing and community management strategies drive the growth of purpose-driven editorial brands by aligning editorial identity, community engagement, and commercial performance?

RESEARCH QUESTIONS: A DEEPER DIVE

This research explores how digital marketing and community management contribute to brand growth and identity in editorial contexts.

1

DEFINING DIGITAL MARKETING

Beyond advertising: SEO, content, social media, data analysis.



ROLE OF COMMUNITY MANAGEMENT

Fostering dialogue, recognising loyal users, humanising the brand.



MEASURING EFFECTIVENESS

KPIs for acquisition, engagement, and loyalty beyond vanity metrics.



CONTENT MARKETING APPLICATION

Narrative-driven marketing for reach, retention, and relevance.

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METHODOLOGY: A MIXED APPROACH

The research combines qualitative and quantitative methods to ensure a comprehensive understanding of Madame Le Figaro's digital strategies.

1

SECONDARY DATA

Review of academic literature, industry reports, and case studies.

2

PRIMARY DATA

Direct observation, interviews, and access to analytics during the internship.

3

QUANTITATIVE RESEARCH

Analysis of engagement statistics, website traffic, and conversion rates.

4

QUALITATIVE RESEARCH

Sentiment analysis, community comments, and thematic coding of interview data.





EXPECTED RESULTS & RECOMMENDATIONS

This study aims to provide both theoretical insights and practical recommendations for purpose-driven editorial brands.

KEY FINDINGS

- ◆ Digital marketing enhances visibility and preserves integrity.
- ◆ Purpose-driven communication fosters loyalty.
- ◆ Community management builds trust and advocacy.
- ◆ Data analytics enables personalised content.
- ◆ Cross-channel strategies maximise reach and emotional connection.

STRATEGIC RECOMMENDATIONS

- ◆ Build a multi-layered content strategy.
- ◆ Ensure strong cross-channel consistency.
- ◆ Integrate community management into editorial work.
- ◆ Blend data and creativity in content creation.
- ◆ Prioritise purpose-driven storytelling.