



MEDIA KIT VISIONARY MARKETING



2025

ETHICAL AND EDITORIAL CHARTER

We are an independent news website and we own our content

As followers of Tara Hunt, we do not sell anything in our content

We are masters of our publications, the posts written on our pages are neither read nor corrected by our clients

Our reporting is neutral, factual and unbiased

Talking to professionals is our business, always has been

We practice word-of-mouth marketing, ethically and responsibly

We have an extensive background in high tech, IT and telecoms

We work with ethical and environmentally-friendly companies

Our sense of ethics is non-negotiable

We always practice disclosure when working in partnership with clients

Our goal is to produce quality content with an angle that will spark new ideas based on verified, cross-referenced and validated information

Back-linking and SEO content do not exist at Visionary Marketing

We only deal with topics with which we are comfortable

VISIONARY MARKETING BY NUMBERS



600+ podcasts
100-200 daily listens
75 000 all time listens

30 000 to 33 000 visitors / month
45 000 to 46 500 page views / month
360 000 to 400 000 visitors / year

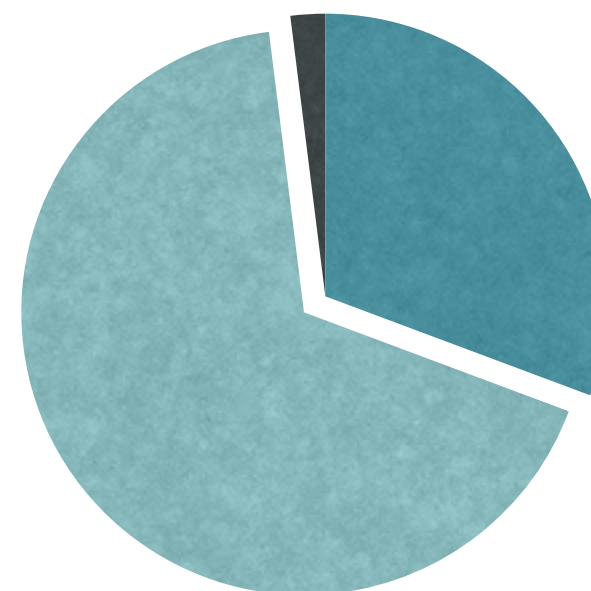
9,000+ subscribers to the weekly newsletter

1900 articles in French
586 articles in English

600 videos
1,800 subscribers

B2B marketing glossary in English and French (40 entries)

22 400 X
24 500 LinkedIn
+900 followers on company page
Presence on Instagram (1279),
Threads (230), Bluesky (100) and Facebook (3 200)



● mobile
● desktop
● Tablet

NUMEROUS AWARDS

social media influence
SEO

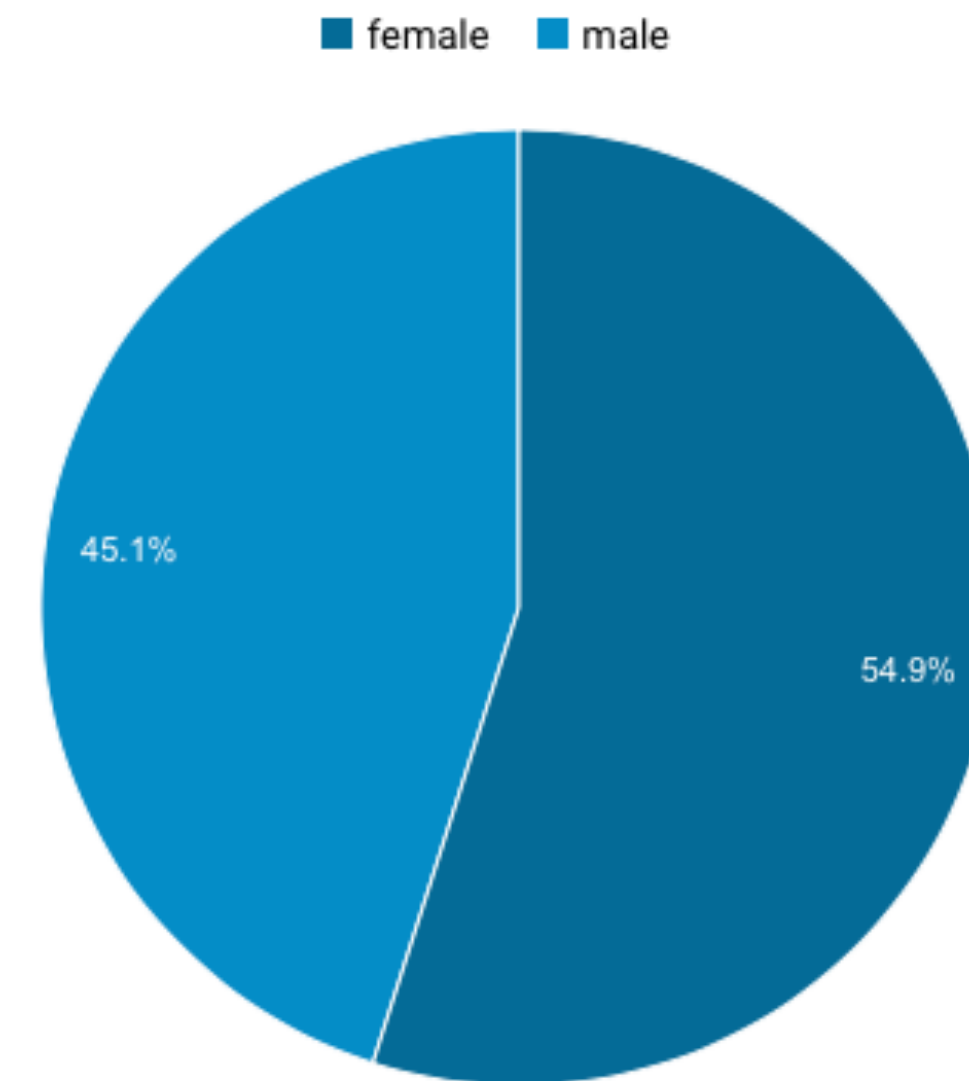
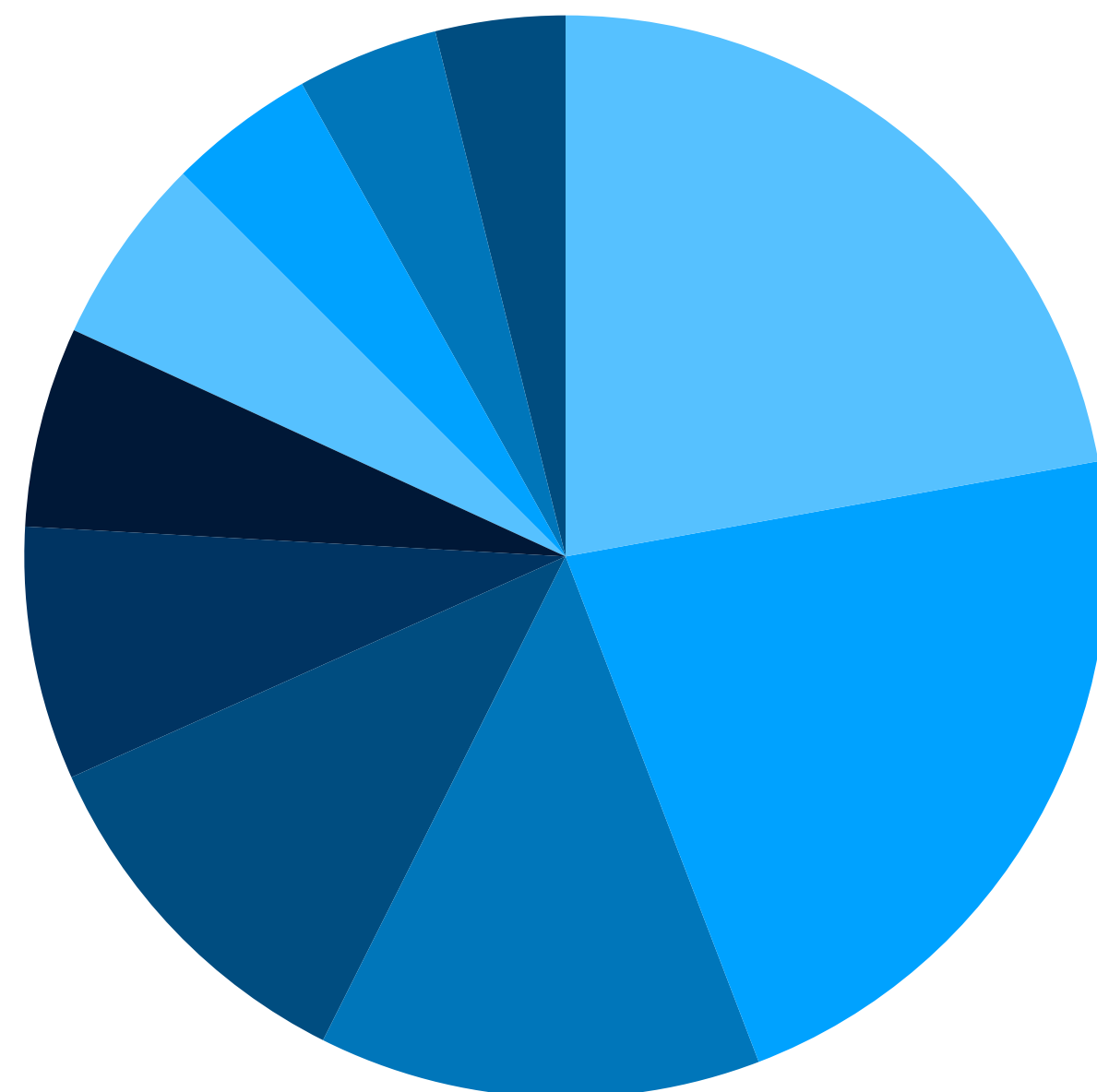


OUR COMMUNITY

The audience of the Visionary Marketing website is made of sales, marketing and technology (IT, digital and Telecoms) professionals. Our choice of topics and uncompromising demand for quality guarantees the loyalty of our readership. Our B2B readership is mainly made of large and medium-sized companies



- Marketing
- Business Development
- Media and Communication
- Sales
- Program & Project Management
- Education
- Operations
- Product Management
- Consulting
- Arts and design



Evaluation on the basis of the demographics of our LinkedIn company page

About Yann Gourvennec's Books and keynotes

Yann is a public speaker, presenting his experience and leading debates on the Internet, CRM, Marketing and the Social Web. He regularly delivers MBA and masters courses courses in French and English at various schools and businesses. He regularly organises webinars and real-life conferences.

He is the author of numerous books on marketing and digital marketing.



Precommerce

contributor to
Pre-commerce by
Bob Pearson (2011)



Social Media

co-author with Hervé
Kabla of Mastering
Social Media Like A
Boss, published by
Kawa (2011)



Digital & social

co-author with Hervé
Kabla of Mastering
Digital Marketing Like
A Boss, published by
Kawa (2014)



Digital Strategy

co-author with Hervé
Kabla of Mastering
Digital Strategy Like a
Boss, published by
Kawa (2017)



Lockdown

co-author with a group
of eight authors of
Mastering the
Lockdown like a Boss,
published by Kawa
(2020)



Digital Marketing

co-author with Hubert
Kratiroff of Digital
Marketing From @ to Z
published by Eyrolles
(2024)