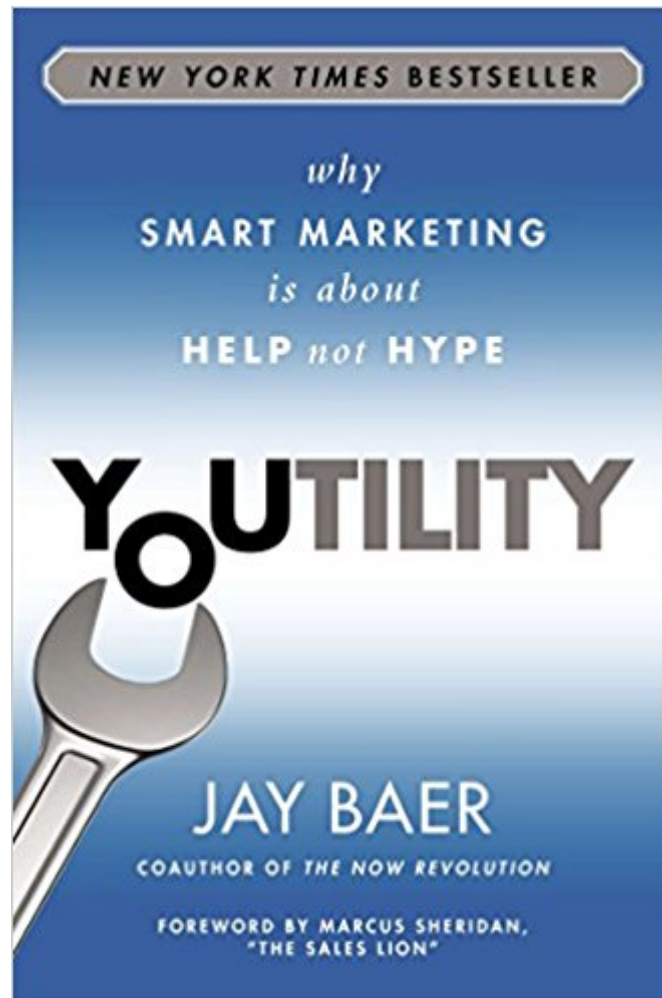




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# Youtility: Why Smart Marketing Is About Help Not Hype



## Synopsis

The New York Times best seller, and #1 best seller "Jay Baer's Youtility" is arguably the greatest contribution to the field of social media marketing since 2012." ~ Dr. Jim Barry, Top 25 Social Media Books for Academia" If you haven't bought Jay Baer's book "Youtility," stop what you're doing and do that. I swear, this is the next big thing." ~ Chris Brogan, Owner Magazine" The difference between helping and selling is just two letters, but those two letters make all the difference." ~ What if - faced with more competition than ever before - you stopped trying to be amazing, and just started being useful? Jay Baer's Youtility offers a new business approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life. Drawing from real examples of companies who are practicing Youtility as well as his experience helping more than seven hundred brands improve their marketing strategy, Baer provides a groundbreaking plan for using information and helpfulness to transform the relationship between companies and customers. See why Jay Baer's Youtility framework is now a standard part of the marketing framework in many of the world's leading companies, powers the marketing approach of thousands of small businesses, and is part of the curriculum of dozens of college and university business schools."

## Book Information

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## Customer Reviews

"Baer soundly, effectively and skillfully proves that gratitude and good will are powerful incentives to lure new customers and keep them coming back."--SUCCESS Magazine

"Trust us, this is interesting stuff, written via personal account, case studies, and other expert opinions in a way that's logical and inspiring."-- 800-CEO-READ

"Youtility is a true masterpiece. This is a book worth checking out by all business owners and marketers."-- JOE PULIZZI founder, Content Marketing Institute

"Youtility, the New York Times best seller by Jay Baer is one of the best business books I've ever seen on the dynamics between service and marketing. The information will change the way you think about marketing forever."-- Multi-Channel Magic

"Two of my favorite business books of all time are Dale Carnegie's How to Win Friends and Influence People, and Al Ries and Jack Trout's Positioning: The Battle for Your Mind. A third may be joining them, which is Jay Baer's Youtility."-- Geoff Livingston, author of Marketing In the Round

"In today's always-on, hyper-saturated marketplace, product messages no longer break through like they used to. Providing helpful information to customers does. In this important book, Baer calls the art of being deeply valued by your customers Youtility. I call it smart."

•DAVID MEERMAN SCOTT bestselling author of The New Rules of Marketing and PR

"What does it actually mean to create engaging content? This book delivers both a broader vision and a specific road map to creating content your customers will thank you for."

•ANN HANDLEY chief content officer, MarketingProfs and coauthor of Content Rules

"Useful is the stuff you reach for when you really have a need" •this book is the encyclopedia of useful!

•JOHN JANTSCH author of Duct Tape Marketing and The Referral Engine

Jay Baer is a marketing keynote speaker, consultant, and digital marketing pioneer. He has consulted for more than 700 brands since 1994, including 30 of the FORTUNE 500. In addition to Youtility, he's co-author of the social business transformation book, The NOW Revolution. Baer runs the popular Convince & Convert blog, and is host of the weekly Social Pros podcast.

Jay Baer covers some basic concepts brought on by the pervasiveness of the web and customers' changing habits. This may be old news to many consumer-based marketers, but this is ground-breaking stuff for the industrial marketer. Industrial owners and marketers instinctively understand the power is shifting from sales hype to something quite different on the web. Jay's book does a great job of exploring inbound marketing and why

the industrial marketer must pay attention to this book & create helpful content to generate leads from his digital marketing efforts. Although there are no specific examples an industrial marketer can relate to in Youtility, Baer gives a diverse set of examples that could be easily extended to the industrial market. Jay Baer's concepts can have even more dramatic results for the industrial marketer because of the low content saturation rate for such products as "Limitorque linear actuator repair" or "custom hydraulic manifolds" etc, etc. Want to get a leg up your competitors, who probably have not even heard of inbound marketing? Get Jay Baer's book and change your mindset about industrial sales & marketing. From "Tom Repp" at [...]

Jay Baer's Youtility is arguably the greatest contribution to the field of social media marketing since 2012. As an experienced marketer, he demonstrates how friend-of-mine marketing is reshaping our approach to traditional top-of-mind (AFLAC!!) and frame-of-mind marketing (lead nurturing) mindsets where readers can now understand the power of real-time marketing and apps. He also puts some real meat around the bones of topics like content relevancy and usefulness. What keeps this book from being number one on the list is the scope of its contribution to an entire MBA curriculum. The book was likely aimed at practitioners needing interpretations of how consumers work in the world of SoLoMo (social, local, mobile) context marketing. The book, in my opinion, qualifies academically as a supplementary reading for undergraduate and MBA level courses. The recommendation is based on the following:

- 1) As one of the most knowledgeable and current experts in the field of social content marketing, Jay builds a convincing argument that success in a social era is more about being "useful" than being "amazing."
- 2) His friend-of-mine approach to marketing is backed by numerous large and small brand examples of apps that help us in real-time decision making. The spread of examples applied to his concept of "Youtility" build a case for "sideways marketing" (widening the funnel by solving related problems without being opportunistic) that challenges typical sales funnel approaches to content marketing.
- 3) This fresh approach to real-time problem solving is now being widely adopted but not well understood or convincing prior to Jay Baer's book release. Youtility demonstrates very well how branded content used in decision making apps offer the best hope for audience connection while widening the funnel in the process.
- 4) Jay uses real life experiences in his travel life to explain many points. The apps used to demonstrate his "Youtility" concept (e.g., Charmin's Sit or Squat, Clorox's My Stain, Hilton

Suggest, etc.) are well known but previously underestimated as a powerful marketing tool.<sup>5)</sup> Jay's fun loving personality and fascinating life stories keep your interest covered.

I just finished "You-tility" and WOW, after highlighting about half the book, I thought I'd just leave a review and tell you what a smorgasbord of content marketing ideas J. Baer's laid out. The most exciting thing I read is the part about the car seat helper's marketers being part of a \*two-person\* marketing team! So many of these ideas are applicable on a scale that suits a small company. He talks about big companies like Charmin and other big brands, but he also talks about how small companies are competing with the same marketing tactics. This is so exciting for the small biz marketer. My head is swimming with ideas...and I'm just a little guy. Thanks so much. Happy Thanksgiving from a fellow BBQ-er in TX.

I am an educator, but I love to read books from other venues, as a way of applying ideas which would work in schools as well. This book made PERFECT sense. Public and private schools must bring GREAT value to the students they are educating, so the principles of this book provides many common sense strategies to that desired outcome.

Creating top of mind awareness through interruption marketing tactics doesn't work any longer. Instead of marketing that is needed by companies, the focus should be on creating marketing that is wanted by customers. That is a huge paradigm shift for companies to make. But it is a necessity. Jay shares why a company's marketing needs to be useful and how they should do it. It's not just about changing your marketing, it's changing your mindset. Jay lays out the six steps needed for creating Youtility in your own company. He also does a great job of providing a lot of examples of companies that have made themselves more useful and how they've overcome barriers that stood in the way of real-time relationship building.

It is easy for consultants to tell clients to simply "be amazing." If you want your customers and prospects to fall in love with you, just make sure every piece of content you distribute is amazing... simple right? Well not really, and that is what separates this book from the rest. Jay shows you relevant examples on how and why you should instead focus on being useful. This is a great read for anyone in marketing.

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