

YOUTILITY

Why Smart Marketing is About Help Not Hype

JAY BAER

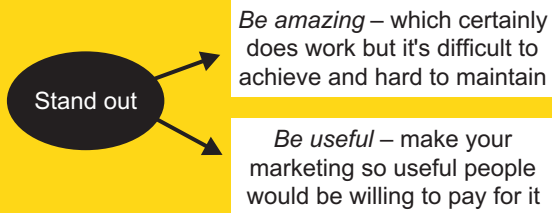
JAY BAER is president of Convince & Convert, a social media and content marketing firm. He consults with more than 700 brands (including 29 Fortune 500 companies) helping them upgrade their digital marketing strategies. Mr. Baer has founded five companies and is the author of a blog which is ranked as the leading content marketing resource. He is the co-author of *The NOW Revolution* and hosts a weekly podcast, *SocialPros*. *Fast Company* magazine named Mr. Baer as one of America's top social media consultants. Mr. Baer is a graduate of the University of Arizona.

The Web site for this book is at www.youtilitybook.com.

ISBN 978-1-77544-773-3

MAIN IDEA

If you genuinely want your business or your company to stand out in today's information overloaded marketplace, there are really only two ways to pull that off:



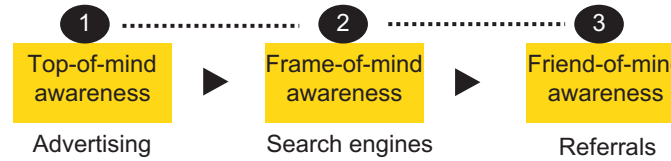
"Youtility" can be defined as the art of providing customers with massive amounts of free and useful information so that when they need to buy something, they wouldn't dream of going to someone else. Or simply put, you help them so much now by providing useful stuff that prospective customers feel compelled to buy from you in the future. Rather than focusing on making a sale immediately, you invest in creating a future customer for life.

"Youtility is marketing upside down. Instead of marketing that's needed by companies, Youtility is marketing that's wanted by customers. Youtility is massively useful information, provided for free, that creates long-term trust and kinship between your company and your customers. The difference between helping and selling is just two letters. But those two letters now make all the difference."
 – Jay Baer

"The way customers gather information about companies and make purchase decisions has changed. Consumers' time and attention has never been more scarce, and their suspicion of lazy interruption marketing has never been more acute. In this climate, Youtility is not an option. It's a necessity. If you sell something, you make a customer today; if you help someone, you make a customer for life."
 – Jay Baer

1. Three types of consumer awareness strategies Pages 2 - 3

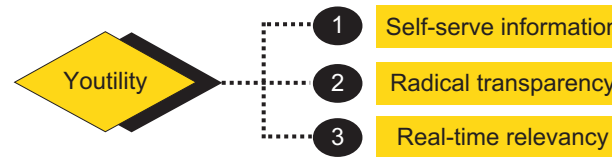
Throughout history, business has embraced three different categories of marketing:



Youtility falls fairly and squarely in the third, most enduring category.

2. The three facets of Youtility marketing Pages 3 - 4

Every successful application of Youtility as a way to drive new business utilizes features at least one and often all three of these approaches:



3. The six-step process for building Youtility into your marketing Pages 5 - 8

To build Youtility into your business, the six-step process is:



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