



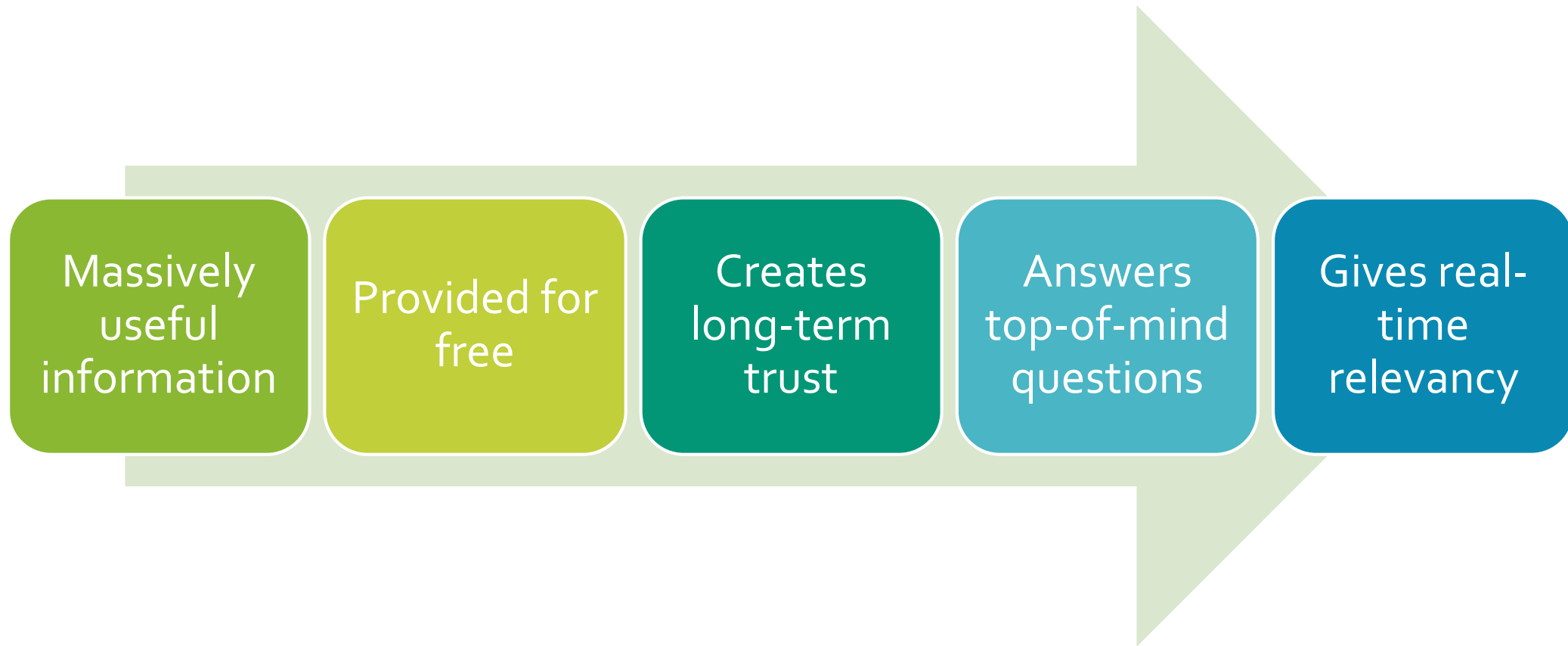
YOUTILITY

A book review

"Youtility" by Jay Baer



Youtility: Marketing That's Wanted



Five Types of Social Media Strategies

Like Grab

- Like us so we can tell you how awesome we are.

Broadcast

- We are awesome.
We are awesome.
We are awesome.

Promotion

- Sale!
Awesome Deal! Half-Off!

One-Hit Wonder

- Help our awesome video go viral!

All Too Rare

- How can WE help YOU be more awesome?

Three Types of Awareness

Top-of-Mind Awareness

- First thought
- Reputation of trust
- Transparency
- Engagement
- Listening

Frame-of-Mind Awareness

- Optimized interruption
- Right timing
- Personal inquisition
- Self-serve information

Friend-of-Mine Awareness

- Deep trust
- Highly relational
- Massively useful
- Provide real value

“How can we actually help you?”

Colossal Shift

In the psychological front, the truth is that the tenets of Youtility—making your company inherently useful without expecting an immediate return—is in direct opposition to the principles of marketing and business deeply ingrained in practitioners at all levels.

Youtility requires companies to intentionally promote less at the point of consumer interaction, and in so doing build trust capital that will be redeemed down the road. – Jay Baer

Three Facets of Youtility



Self-Serve
Information

Radical
Transparency

Real-Time
Relevancy


Zero Moment of Truth

We've always tried to build loyalty with people, and we can no longer rely on that technique.

Now, we must build loyalty with information.

We need more sources of information because we *have* more sources of information.

Winning the Information War

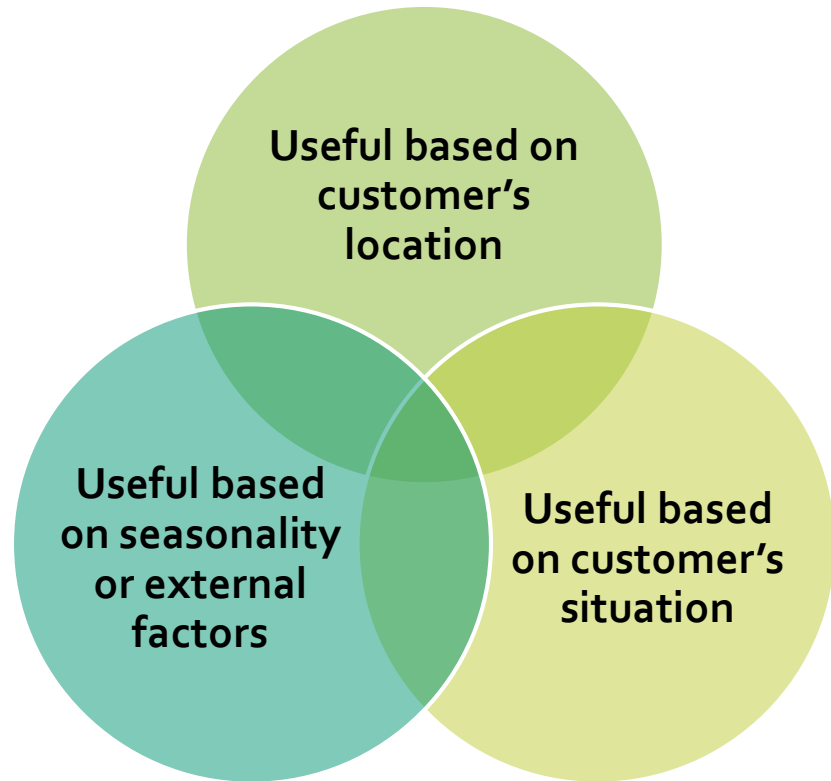


Answer every single question your prospects might conceivably have.

Jen Rubio, Warby Parker head of social media

Our philosophy is that we would never ignore a phone call or an e-mail, or somebody that walks through the door of our showrooms, so why would we do the same with a tweet?

Three Ways to Provide Real-Time Youtility



For your marketing to be so useful that people want it and would gladly pay for it, you have to **understand what your prospective customers need to make better decisions, and how you can improve their lives by providing it.**


Jay Baer

Remove the Information Barrier

True Youtility requires more understanding of the lives, desires, and fears of your customers and prospects than ever.

Creating marketing so useful that people would pay for **it isn't a proactive exercise, it's a reactive one.**

First, identify the problem, then find a way for your company to remove that problem.



**Content is fire
Social media is gasoline**

**Utilize social media to
create awareness and
usage of your Youtility.**

Team Effort

Creating Youtility should be a widely dispersed responsibility.

Every employee has useful knowledge locked in their head.

Every person at the company helps make and distribute useful information.

A company expert is trusted by 66 percent of people.

A CEO is trusted by 38 percent of people.

Youtility requires a never-ending, constantly reinvented and refined process.

Smart marketing is about help, not hype.

Jay Baer

