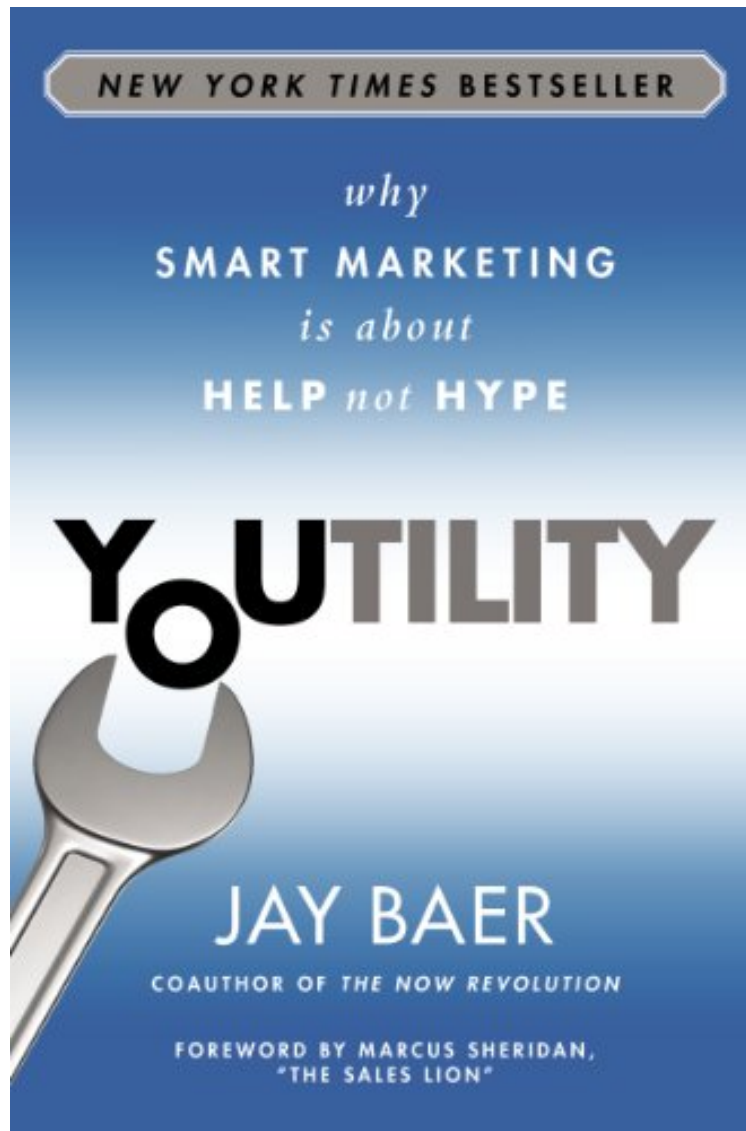


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Youtility: Why Smart Marketing Is about Help Not Hype

Jay Baer

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Jay Baer : Youtility: Why Smart Marketing Is about Help Not Hype before purchasing it in order to gage whether or not it would be worth my time, and all praised Youtility: Why Smart Marketing Is about Help Not Hype:

2 of 2 people found the following review helpful. Small businesses who use this advice will conquer their competition!By Jennifer McGahanI 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. 0 of 0 people found the following review helpful.

Companies, Businesses, and Schools Must Bring Value-Added Propositions! By Dr. Bob Stouffer 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. 1 of 1 people found the following review helpful.

Creating marketing so USEFUL people would PAY for It! By Michael Gass 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.

The difference between helping and selling is just two letters. If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: "How can we help?" Jay Baer's Youtility offers a new 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. From the Hardcover edition.

"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