YOUTILITY: Why Smart Marketing is About Help not Hype

Jay Baer

YoutilityBook.com
The difference between helping and selling is just 2 letters.
“Sell something and you make a customer today.

Help someone and you create a customer for life.”
Youtility is marketing so useful, people would pay for it
Hilton Suggests
@HiltonSuggests FOLLOWS YOU
Exploring a new city & looking for insider tips? We're here to help!
We're @HiltonWorldwide tweeps sharing our favorite travel suggestions.
Worldwide • http://www.hiltonhhonors.com
Melanie J @RockstarExtreme
8 Jul
Anybody know who's hiring in Orlando for professional positions at this time? Seems like it's at a standstill....

Hilton Suggests @HiltonSuggests
9 Jul
@rockstarextreme Check out orlandojobs.com for a comprehensive list! #Orlando ^SB
Marketing is Harder Than Ever
Problem #1:

Audiences are fragmenting
The Rise of Blogs.

Source: NM Incite, 2011
Problem #2:

We don’t trust business

one of them thinks you’re lying
The Impact of Trust.

When a company is distrusted

57% will believe negative information after hearing it 1-2 times

When a company is trusted

51% will believe positive information after hearing it 1-2 times

Source: Edelman Trust Barometer, 2011
Problem #3:
inbound marketing doesn’t create demand, it fulfills it

Source: Forrester Research 2011

YoutilityBook.com
@jaybaer
explosion in sources for recommendation
“30%+ of American social media users say social media has driven a purchase.”

Edison Research, 2012
Problem #4:
our personal and professional relationships have converged
You are competing for attention against your customers’ family and friends.
“If you create Youtility your customers will keep you close.”
Motor vehicle crashes are one of the most common causes of preventable deaths of children. Using a safety seat drastically reduces a child’s risk of injury or death.

- Choose the right seat
- Browse all car seat types
- Surprising car seat facts
- Get help installing your car seat

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What is your child’s height?
This is a Youtility
The three facets of Youtility
self-serve information
Growth of Sources of Information Needed to Make a Decision.

Source: Google Zero Moment of Truth, 2011
“For retail banking, consumer research cycle is at least 30 days, and requires 8.9 sources of information, on average”
if you make a bad decision now, you’re just lazy
Now, relationships are created with information not people.
“B2B customers contact a sales rep only after 70% of the purchase decision has been made.”

Sirius Decisions, 2012
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answer every question
Check Out Our Most Popular Articles!

- How Much do Above Ground and Inground Swimming Pools Cost?
- Top 5 Fiberglass Pool Problems and Solutions
- Fiberglass Pool Prices: How Much is My Pool Really Going to Cost?
- Fiberglass Pools vs Vinyl Liner Pools vs Concrete Pools: An Honest Comparison
The power of answering questions

30+ pages = 80% conversion rate
Average new customer = 105 pages

• Before: $250,000 advertising spend = $4 million revenue
• After: $20,000 advertising spend = $4.5 million revenue
Worry less about selling better and worry more about teaching better.
create real-time relevancy
5 Blueprints to create Youtility
1. discover customer needs

- search keywords
- internal search
- web analytics
- social chatter
- customer surveys/interviews
2. map needs to executions

need: make better car seat decision

- blog post (ongoing series)
- video (ongoing series)
- e-book
- printed book
- event
3. market your marketing
The Most Popular Olympic Sports Based on Followers

It should be noted that these numbers were recorded June 5-12, 2012 and will likely see boosts closer to and during the Olympics. This is especially true as narratives develop and people decide to tune in to sports they don’t normally watch, as occurred previously with Michael Phelps and Shawn Johnson.

*Each sport and number represents the official London Olympics Twitter handle for each sport and number of followers.

Equestrian 1025
Swimming 1021
Volleyball 845

Road Cycle 729
Athletics 728
Badminton 680
Tae Kwon Do 676
Track Cycle 560
Triathlon 524
Boxing 516
Handball 486
Judo 483

Diving 475
Football 469
Archery 437
Artistic Gym 389
Sailing 388
Rowing 386
Mountain Bike 364
Wrestling 352
Basketball 335
Hockey 334
BMX 303
Rhythmic Gym 294

Synchro Swim 286
Beach Volleyball 285
Weightlifting 261
Water Polo 260
Table Tennis 260
Canoe Sprint 255
Shooting 236
Trampoline 230
Canoe Slalom 229
Mod Penathlon 210
Fencing 178
Content is fire, Social media is gasoline
“Use social to promote Youtility first, company second.”
4. make Youtility a skill, not a job
5. make Youtility a process, not a project
Youtility is
never finished
Run Pee

Transformers: Revenge of the Fallen

045:05

Start  Reset

Cue: When the hangar scene is over. (Character says, "That's a good question.")

@ 65 mins.  duration: 4 mins.
Cue: A few minutes after the battle in the forest, Sam's mom says into the cell phone, "Your perverted mouth breathing doesn't bother me, and hang up."

@ 101 mins.  duration: 4 mins.
Cue: They arrive at Petra.
Helping beats selling
Is your marketing so useful, people would pay for it?
Are you creating Youtility?