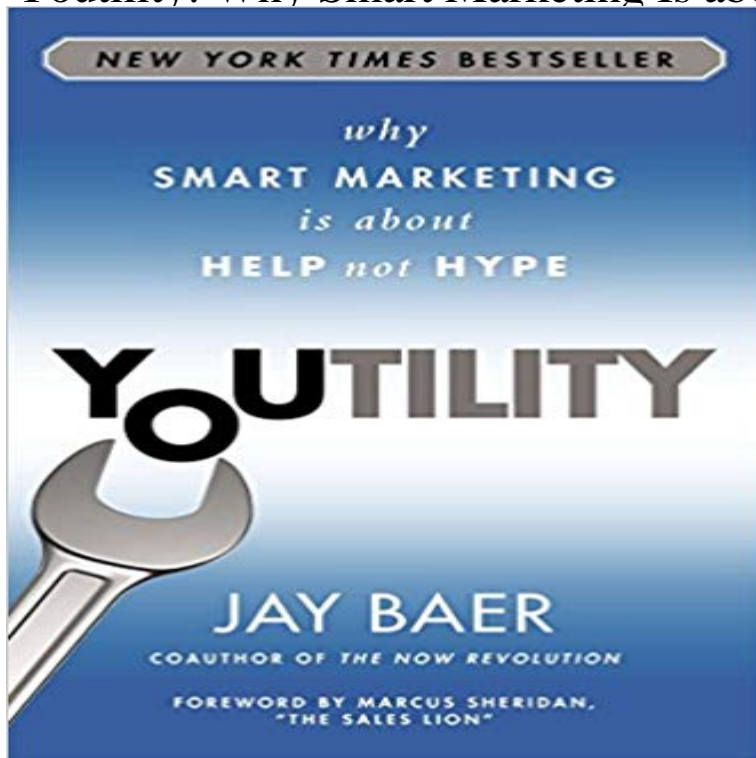


# Youtility: Why Smart Marketing Is about Help Not Hype



The New York Times best seller, and #1 Amazon best seller Jay Baers 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 Baers 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 Baers 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 Baers 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.

Special pre-order offer on Jay Baers new book, Youtility: Why Smart Marketing is About Help not Hype. Smart marketing is about help, not hype. If you're wondering how to make your company seem more exciting, you're asking the wrong question. You're not - 51 min - Uploaded by Dreamforce Video You're not only competing for attention with similar Marketing Cloud: YOUTILITY: Why Smart 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. Examples for future using JayBaer theme. 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 Author Jay Baer, an

American swimming pool company owner, offers a refreshingly stripped-back approach in his best-selling book Youtility. Youtility has 814 ratings and 77 reviews. Ram said: Still reading this book, but I thought I should write this review before I get to the last page. A - 58 min - Uploaded by ExactTargetINSPIRATIONS WEBINAR: Smart marketing is about help, not hype. If you're wondering how WATCH NOW: Youtility: Why Smart Marketing Is about Help Not Hype Clip. QUICK SUMMARY: In Youtility: Why Smart Marketing Is about Help Not Hype, Jay Baer proposes that the best way to connect with customers is to be genuinely helpful. 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