YOUTILITY

Why Smart Marketing is About Helping not Selling
Being great at marketing is harder than ever
Angler attention is fragmented
1977: 31.5 rating
2014: 6.9 rating
Change in daily time spent

2010-2015

Newspapers: -31
Magazines: -23
Radio: -15
TV: -8
Internet: 105
The second screen has become the first screen
Massive competition for attention
David B Thomas with Jean Ferguson
Conrad made a battery-powered windmill at Lego camp.
Upland Brewing Company

Upland Sky Divers!
If there was ever a bad Monday, yeah this would be it.
Are you finally ready to start landing clients and customers on LinkedIn?

Start off right with a strategy that is guaranteed to add more prospects to your funnel and generate more leads for your business.

Join me for a free, one-time, LIVE training event on how to grow your business using LinkedIn. Reserve your spot here: [http://bit.ly/1Aw9V4k](http://bit.ly/1Aw9V4k)

**Free System for Generating Leads on LinkedIn**

Learn a step-by-step, easy to use system for driving lots of traffic, generating qualified leads, and landing new clients.
You are competing for attention against people we know and love
STOP trying to be amazing, and start being useful
Smart marketing is about help not hype
YOUTILITY
marketing so useful, people would pay for it
Need help from my #coffeefamily. Where is the place to go in #Dallas for a good cup? #coffee
Rob_Tuttle @Rob_Tuttle · Need help from my #coffeefamily. Where is the place to go in #Dallas for a good cup? #coffee

Hilton Suggests ✨@HiltonSuggests · @Rob_Tuttle @AscensionCoffee is one of my favorite spots for coffee in #dallas

^LC
James Jackson @dgetmerecords · 1h

Anyone up for a fishing trip? Hit me up soon and let me know.

Ben Birdsinger @BenKink · 23h

If anyone is interested in going fishing on this lovely afternoon let me know.

AzbassinTv @AzbassinTv · Nov 27

Hope everyone had a great thanksgiving! Anyone have plans to go fishing instead of shopping tomorrow? i know i am!

vc @vincecaserta_ · Nov 26

Does anyone know a good place for ice fishing? (Whenever it decides to get cold) #Help
3 types of Youtility
Youtility type #1

Self-serve information
Sources of information needed, pre-purchase

5.3
2010

10.4
2011

*Google
Consumers are hyper-researching everything, across all channels
Average new customer reads 105 pages
Relationships are built with information first, people second
Form two additional underhand loops, each stacked atop the previous loop, then pull the center loop through the two outside loops to complete the knot.
The first step in learning how to fish is learning how to cast. Each of these techniques takes a bit of practice. Practice, whether in your backyard or the neighborhood park, will make casting second nature, if you give it some time. You should learn how to cast with spincaster reels if you like to fish with smaller baits or lures. If you prefer to fish with heavier lures, you should learn to cast with baitcaster reels.

**How to Cast Spincaster Reels**

Spincaster reels are one of the easier reels to use when learning how to fish, they are especially great for kids. To begin casting, hold the rod about waist level, grasping it so that the reel is above the rod, and so that your thumb falls naturally on the button at the base of the reel.

The bait or lure should be 8-10 inches below the tip of the rod.
The better you teach the more you’ll catch
Youtility type #2

Transparency and Humanity
Trust is the filter through which all business success must pass
OUR FOOD. YOUR QUESTIONS.™

Canada asked. We've answered - thousands of questions about our food. Search them all. And if you don't find what you're looking for, ask yours.

SEARCH

ASK

“Is it true you guys put antibiotics in your chicken or cow for your meat”

16% increase in trust in skeptical consumer cohort
“Maybe you could post a picture of these happy "Family farms" in which you say your animals are raised with the best care?”

GEE L.  
from Kingston, ON
HOW TO SEL A HOME

On Your Own!

The ‘Must Have’ Book for “For Sale By Owners”

Joe Manausa, MBA
info@manausa.com
46% of this year’s anglers will not fish in 2016
Be honest about the challenges with fishing
Humanity is the ultimate transparency
91% of Americans trust recommendations from friends and family members

*Nielsen
47% of Americans trust advertising

*Nielsen*
AUTODOME
An automotive dealership that follows the Golden Rule
autodome.ca
39% of customers have seen these videos
charlietoast • 6 days ago
4:00am early bird for some sweet fishing. Who wants some sashimi? 🍣
🐟🌞 #firstcatch #fishing #tuna #adventures #goodfeels #Mauritius

 texinco • 13 days ago
I caught my #FirstFish on a #FlyRod today!! Super fun day learning something new! Thanks @troutsflyfishing for my first guided fly fishing experience! 😎🎉

kingtwistedkidd • 5 days ago
Got kathy into her first fish on a fly rod!
You must find a way to get anglers to create your content for you
I got a sneak peek of the Glacier Skywalk today! Take a look at the video, think you could do it? (Opens next May.)

@svann @samunkey85 oh come on! You’d love it!

#explorealberta #explorecanada #video #adventure
#glacierskywalk

gabeyee403kfilms
I think I just shit my pants

kslemko
Not in a million years. Never never ever. We drove past it this summer and I nearly threw up just thinking about it.

It would take a thimble of liquid courage
Youtility type #3

Customer experience as marketing
By 2020, customer experience will be more important than price

*Walker*
Exceed customer expectations and create a Talk Trigger
Exceed customer expectations and create a Talk Trigger

@JayBaer
Visitor rating

- Excellent: 1259
- Very good: 243
- Average: 59
- Poor: 20
- Terrible: 16
“Great time there”

Reviewed October 27, 2015

Very clean and affordable. I love the free sun block stations and free soft drinks. We will definitely go back.

Helpful?  Thank My Info M

HolidayWorldPR, Public Relations Manager at Holiday World & Splashin' Safari, responded to this review

Thank you very much! We're so glad you had a wonderful visit. We appreciate knowing you found the park to be clean. We look forward to you future visits!

More →

“Holiday World & Splashin' Safari”

Reviewed October 25, 2015

Great amusement park. Can't beat the free drinks and sun screen. I always have a great time when I go.

Helpful?  Thank Blue_Samurai8

Blue_Samurai8
Evansville, Indiana
Level 6 Contributor
104 reviews
78 attraction reviews
26 helpful votes
A Youtility question...
How does it work with social media?
Youtility is fire

Social media is gasoline
DEFINITIVE
High grade digital marketing guidance, topically sorted, and **curated to the max**.

- **Monday:** Digital Marketing
- **Tuesday:** Social Media
- **Wednesday:** Content Marketing
- **Thursday:** Convince & Convert Blog

Here's a sample of Definitive »
Smart marketing is about help not hype
You can be a Youtility
Ask yourself every morning....
How can I help?