

YOUTILITY

Why Smart Marketing is
About Helping not Selling



RECREATIONAL
BOATING & FISHING
FOUNDATION

Being great at
marketing is harder
than ever

Angler attention
is fragmented

@JayBaer

1977: 31.5 rating

@JayBaer



2014: 6.9 rating



Change in
daily time
spent

2010-2015

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!



Like · Comment · Share · 14 4 · 13 minutes ago ·



Alyson Murphy Baer



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>

[Free Training] The LinkedIn System for Landing 1,548 Qualified Prospect Leads in Just 18 Minutes a Day

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.

CLICK FOR MORE INFO



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

YOUTILITY

marketing so useful, people
would pay for it



Rob Tuttle @Rob_Tuttle ·

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**



2



AzbassinTv @AzbassinTv · Nov 27

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



2



vc @vincecaserta_ · Nov 26

Does **anyone know** a good place for ice **fishing**? (Whenever it decides to get cold) #Help



1

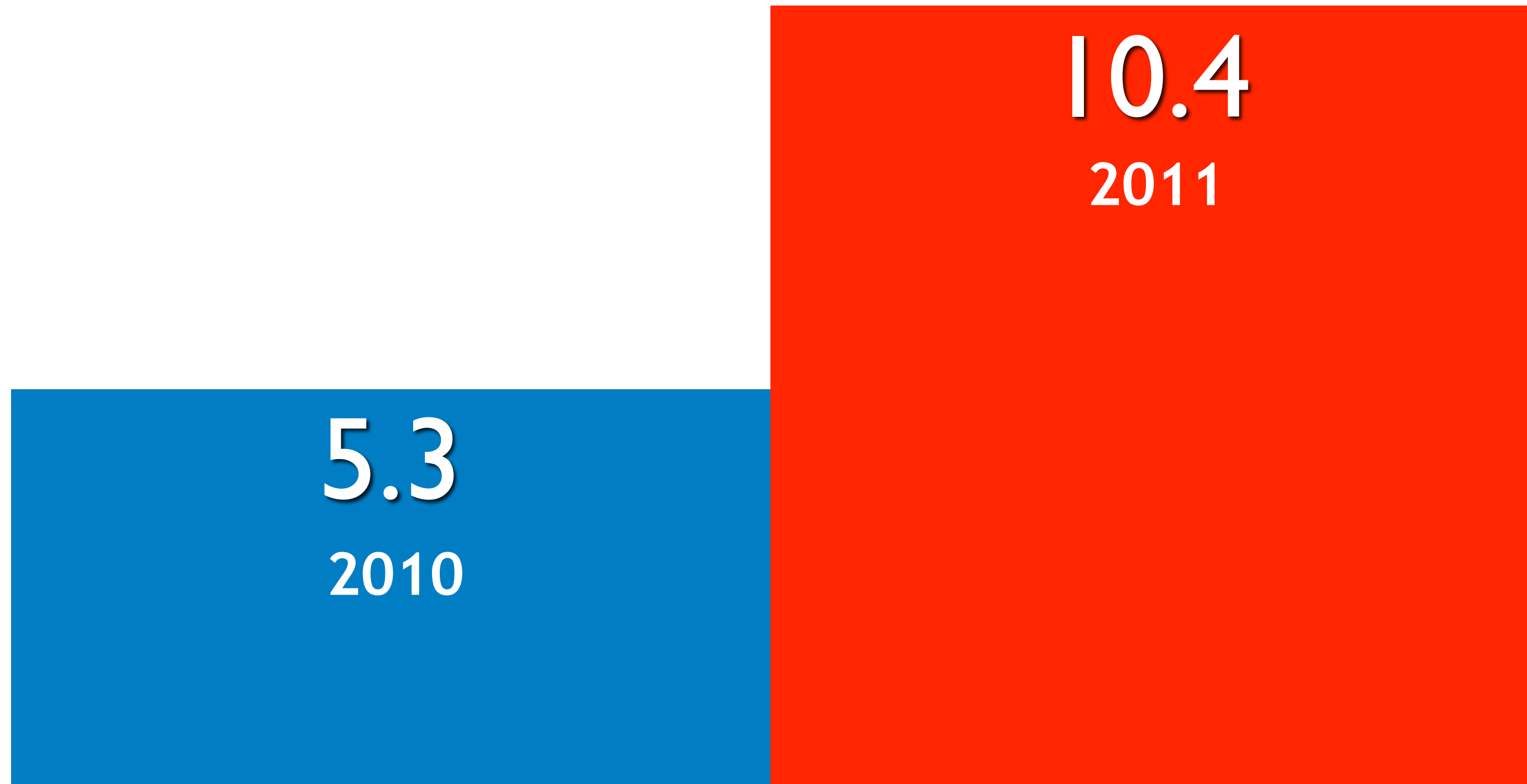


3 types of Youtility

Youtility type #1

Self-serve information

Sources of information needed, pre-purchase

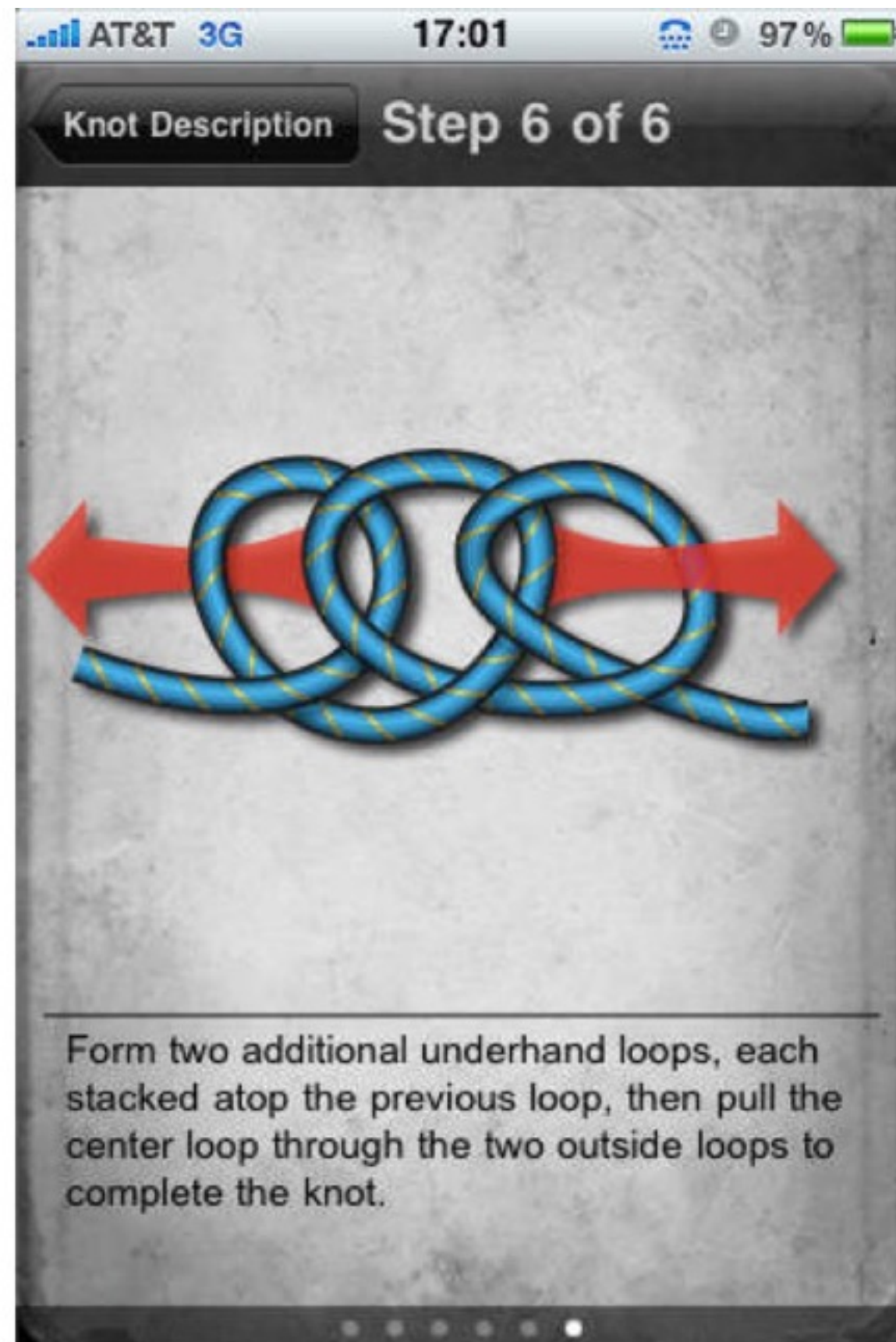
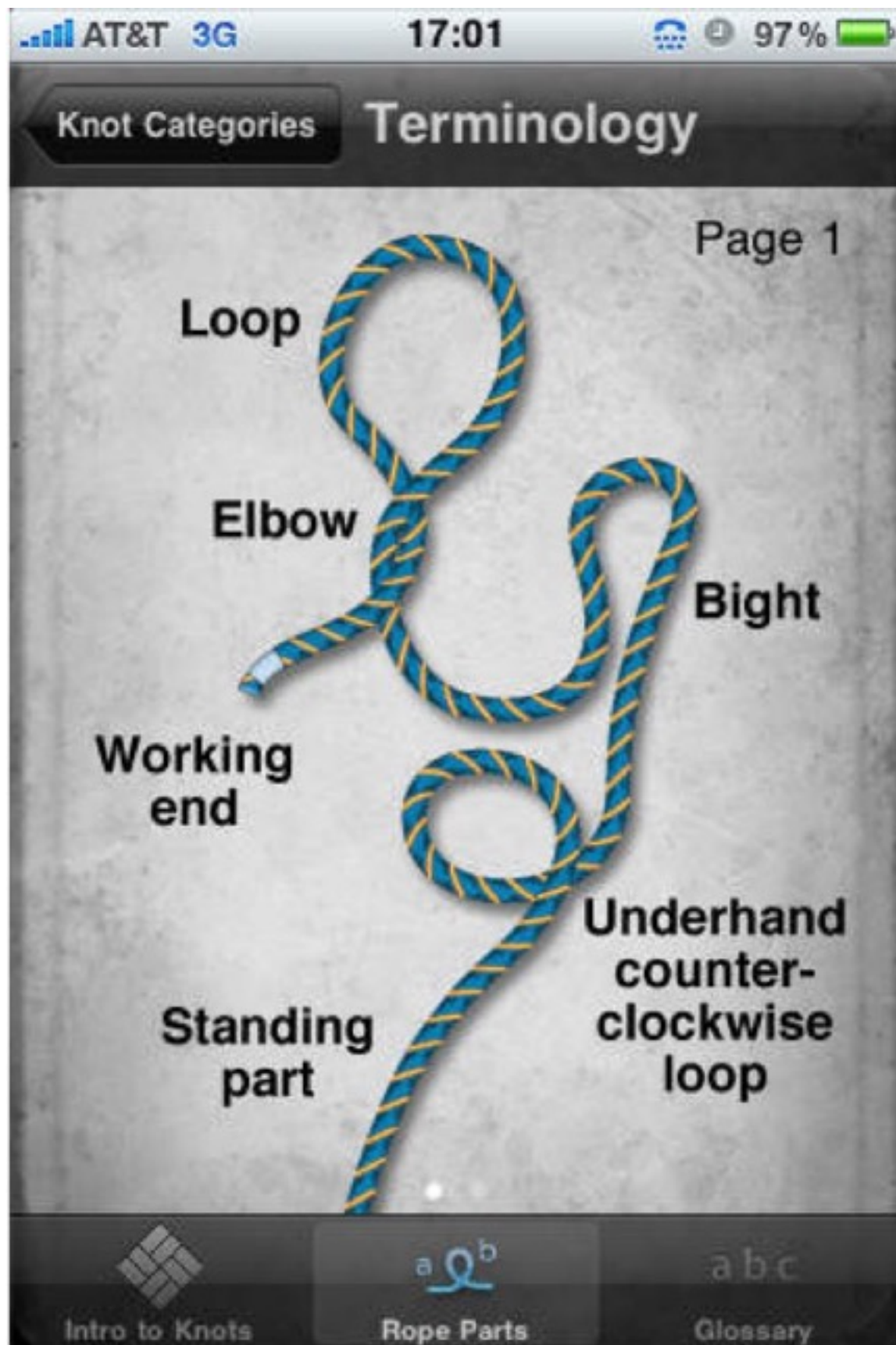


Consumers are
hyper-researching
everything, across
all channels

@JayBaer

Average new customer reads 105 pages

Relationships are
built with
information first,
people second





FISHING

[Fishopedia Home](#)[Species Explorer](#)[Knots and Rigs](#)[Bait and Equipment](#)[How to Fish](#)[When to Fish](#)[Where to Find Fish](#)[▶ How to Cast](#)[How to Set the Drag](#)[How to Set the Hook](#)[How to Reel in Fish](#)[How to Land a Fish](#)[Fishing Techniques](#)[Fishing Tips for Beginners](#)[Preparing Your Catch](#)[Fishing Safety](#)[Fishing & Conservation](#)[Fishing Glossary](#)

Find
your
favorite



▶ HOW TO CAST

Share on your social media pages: [f](#) [t](#) [G+](#) [p](#) [+](#)

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 spinning 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. To let some of the line out, simply pull it gently with your hand. Push and hold the button with your thumb.

@JayBaer

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

Q Search questions...

140



FAQ

- Beef
- Chicken
- Eggs & Dairy
- Potato
- Ingredients
- Nutrition
- Produce
- Sourcing
- Values
- Other

View as

“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 SELL 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

47% of Americans
trust advertising



AUTODOME

An automotive dealership that follows the **Golden Rule**

autodome.ca



Autodome Ltd

February 7

You control your attitude. Dial in to happiness! :)
If you don't like something, change it. If you can't change it, change your attitude. – Maya Angelou #Quote
#Inspiration #GoldenRule #LoveAll #ServeAll — at
Autodome Ltd.



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



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



mikesbloggity

Follow

2 weeks ago

I got a sneak peek of the Glacier Skywalk today! Take a look at the video, think you could do it? (Opens next May.)

♥ **lubel80**, **kendral333**, **angel_cabbie** and 15 others like this.



samunkey85

Noooooo thank you



svann

Couldn't do it. God almighty.



mikesbloggity

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



mikesbloggity

#explorealberta #explorecanada #video #adventure #glacierskywalk



gabeyee403kfilms

I think I just shat 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.



samunkey85

@mikesbloggity it would take a thimble of liquid courage



Leave a comment...



Youtility type #3

Customer experience as marketing

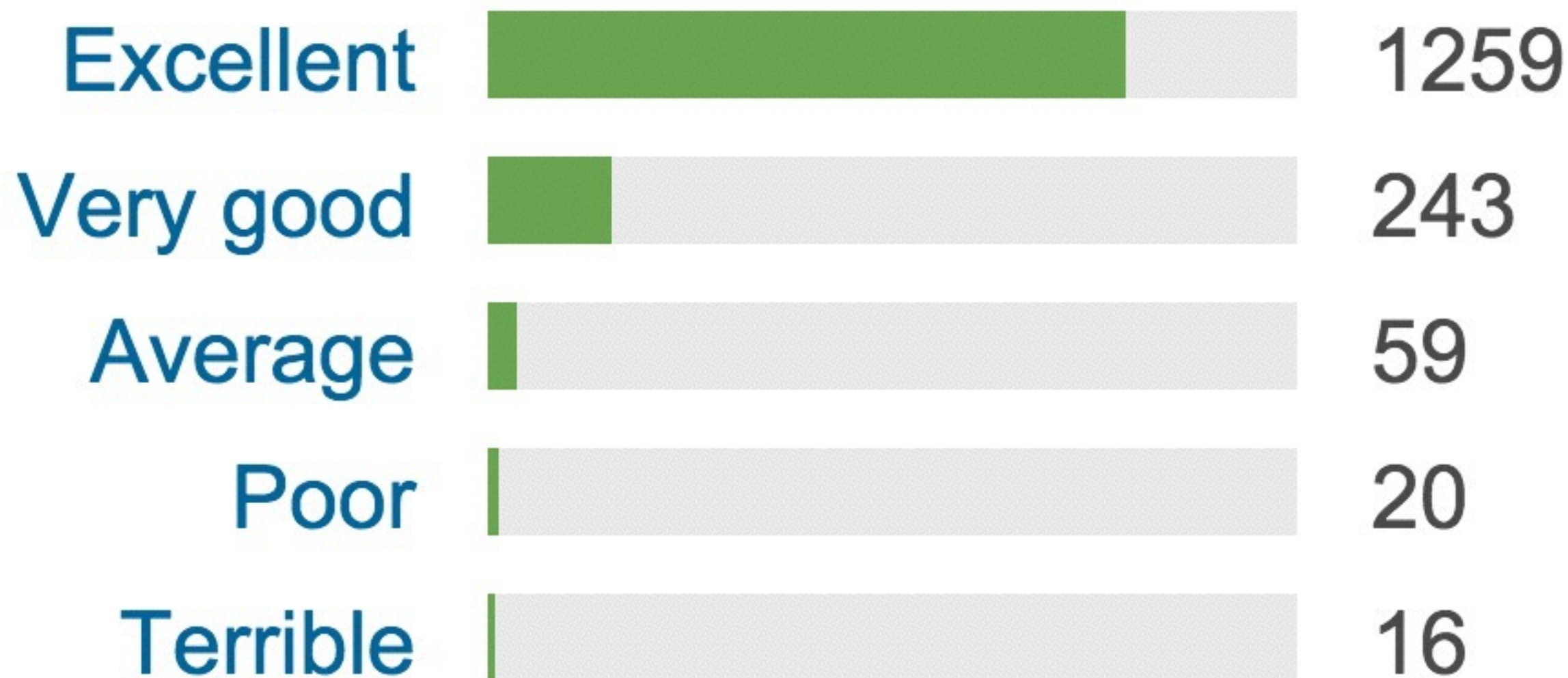
By 2020, customer
experience will be
more important
than price

Exceed customer
expectations and
create a Talk Trigger



Holiday
World

Visitor rating





My Info M

Level 3 Contributor

8 reviews

5 attraction reviews

"Great time there"

NEW

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

Report

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



Blue_Samurai8
Evansville, Indiana

Level 6 Contributor

104 reviews

78 attraction reviews

26 helpful votes

"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

Report

A Youtility question...

How does it work
with social media?

@JayBaer



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 »](#)

New!

D
DEFINITIVE
— EMAIL —

**HOW TO BUILD A
TWITTER FOLLOWING**

#1

Gary Vaynerchuk

THE NUMBER ONE
MISTAKE EVERYBODY
MAKES ON TWITTER

Email Jay@JayBaer.com

Smart marketing is
about help not hype

You can be
a Youtility

Ask yourself every
morning....

How can I help?



JayBaer