

PERSUADING CUSTOMERS WHO IGNORE MARKETING

(NAPSA)—Today's consumers know marketing when they see it—and often they choose to ignore it. A new book looks at ways to use the Web and emerging mass-marketing tools to reach those customers and hold their attention.

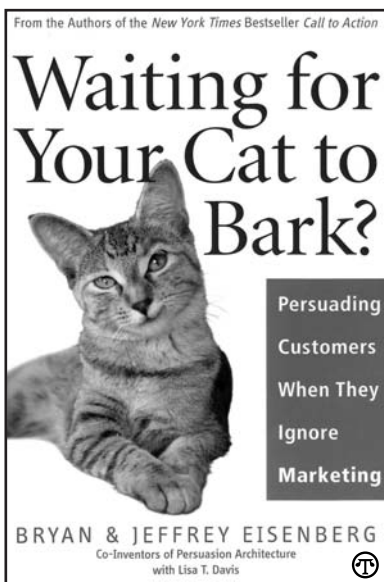
Called "Waiting for Your Cat to Bark? Persuading Customers When They Ignore Marketing" (Nelson Business, \$19.99), the book was written by Bryan and Jeffrey Eisenberg—the authors of *The Wall Street Journal* and *The New York Times* best-selling "Call To Action."

The authors reveal how to leverage the power of increasingly interconnected media channels by viewing marketing systems through the lens of what they call "Persuasion Architecture." It highlights ways to:

- Accelerate the persuasive momentum that drives customers to take action.
- Plug holes in your marketing message.
- Map the sales process to the consumer's buying process.
- Use the emerging marketplace to your advantage.
- Integrate and optimize cross-channel online and traditional marketing.
- Create predictive models of customer behavior.

Marketers end up wasting lots of money—much of it squandered on optimizing Web sites for Google and other search engines. Instead of making sure that visitors who arrive via a search will land at the right place on their Web site, and have an effective experience from that point on, the authors say that many marketers are too satisfied with search-generated activity instead of demanding business-clinching results.

"We have more choices and less patience," says Bryan Eisenberg,



who is also chairman of the Web Analytics Association, a not-for-profit organization that is helping to standardize Web-marketing practice and evaluation.

"We're in a world now where word of mouth is stronger than mass marketing, and the Internet is where that is happening. This is actually making it more difficult, not easier, to do effective marketing," he says.

Jeffrey Eisenberg adds that "most marketers are ill-equipped for this new era of marketing. And the worst thing about it is that, because they're not doing their online marketing effectively, their sales results—and salespeople—suffer as well.

In "Waiting for Your Cat to Bark?" the Eisenbergs explain in a succinct, detailed and entertaining way, with plenty of illustrations, just why Web site marketing has reached this nadir and how Persuasion Architecture provides a way to turn things around.

The book is available wherever books are sold. For more information, visit www.bn.com/bark.