

Waiting for your cat to barl's summary essay

[Business](#), [Branding](#)



“ WAITING FOR YOUR CAT TO BARK? ” ‘ S SUMMARY “ Waiting for your cat to bark? ” this was really an book that’s good for time spending if you are interest on marketing on our decades, and it is really addicted to read. Upon reading, it just like there is a lot of knowledge running thru inside your mind. The book was really helpful for someone that’s wanted to develop better online marketing skills and for those marketers who can’t understand what really consumer’s thinking. The book was also helpful in indentify how to answer our potentials customer’s questions, the way they contact us doesn’t matter as long as our message and image is consistent with their expectations. There is in total twenty-nine chapters in this book, in the first chapter its mention about the changes in the marketing worlds, how and why marketing keep on changing. The middle chapters will uncover and tell us why is the minds of customers changed as they respond to products and services.

And on the later part of the book, the authors will mentions about persuasion architecture and how to use it to influence potentials customers. In the final chapter, it encourage readers to getting started with the persuasion architecture in contrast, will make the gap between customer and marketer become smaller. Early marketer, with the studies and research of Pavlov, attempted to prove that when businesses rang the right bell the right amount of times, they could command desire and behavior in their audiences through branding alone. That’s why is the last decade, marketing is all about turning customers in to Pavlov’s dog, salivating even only mention the brand name, which their consumer have high loyalty towards the brand.

But things don't appear in the same way now, the revolution of technologies and media allowed customers exposed to more alternative experience. With internet, what customer's access was not just to those well-known or "big" brands but to all brands, equally by a click? It turns out customers is no longer dog, but cats. It was really a bad news for marketer, in which the traditional mass marketing models are no longer appropriate and vary useful on customers nowadays. But still, the authors mentions there is "unprecedented opportunity" to communicate with the customers by leveraging the power of increasingly interconnected media channels. After all, there is one basic difference between dog and cat is motivation, dogs are easily motivated to respond to stimuli, but cats aren't so cooperative. Due to the increasingly fragmentation of media, on the latter half of the 20th century which is now, the initial premise was the customers always behave more like cats than Pavlov's dog now days. When study along the chapters, it mentions on how and why the market is keep on changing.

The authors gives a lot of examples and case, to helping us understanding what is the message they try to carry out, from the stage of buyers make purchasing to the rise of new technology, authors gives details explanations'. What really catches our attention was the title of chapter four, why marketing is simple but hard. In short, it is all about understanding your customers, like the authors says there is no permanent solutions for the underlying of advertising campaigns and incentive program.

People doing things for different reasons, and different motivations as well. Before we reach chapters in which authors tell us how to persuasive

consumer, the authors explain the stages and process of how customers make the purchase, from searching, evaluate, decide, purchase and reevaluate. And authors also mentions that the goal of branding was plant and solution in the customer's brain, so when ever the problems arise, the customers will recall your brand as the solutions. The authors is challenging almost everything that we had even know about marketing, on or offline, and they have present to us a new pictures of marketing's future, placed within the historical context of marketing strategies of days was gone. Not only they have shown us the new way to implement successful marketing strategies, but also shown us how and why the world of marketing is has evolved to this point. The fact is, marketing is changing, the way people doing business today is different, as the author says, those who don't change their marketing strategies to meet the need of today's consumer are not targeting for them at all. When read along the book, the authors used a lot of specific words like personas, topology, phychographics, and demographics.

In which the author mentions it was filters for understanding, and it is very important for example the personas are representative standing for the modes in which it is possible for individuals to interact with you and your business. If we assign the priorities to our personas, we might understand these weights in terms of the market potentials the persona represented. The authors mention about topology for few chapters, which included the four dimension of sales complexity, nature of sales, four types of buyers in the late chapters in which those topics was a basic for marketer but still, the author give an details explanations' for the topics, and conclude it with the new views of the marketing now. It was addresses marketing to consumer's

internal needs rather than basic demographics. From chapter fourteen to twenty two, it is all about how marketer can anticipate what customers or consumer require, and the authors start mentioning how the persuasion architecture bridges the new marketer or customer gap.

The authors is presenting their developed new system named as “persuasion architecture” which consist six phases; the process was begin with uncover, continues with wireframing, storyboarding, and prototyping, then enter the actual production phase in development. And the final phase, optimization, provides for ongoing testing and measuring to ensure that management decisions are always based on solid information. Persuasion architecture offers a comprehensive, cohesive, and cost-effective methodology by which to launch and then sustain profitable mass marketing. Besides that, the book was also attach with a CD, included eighty minutes seminar interviewing with Byran and Jeffrey Einsenberg with Lisa T. Davis will explain how to persuade customers to purchase the product you selling at the time “ when they ignore marketing”.