

# Stopwatch Marketing: Take Charge of the Time When Your Customer Decides to Buy

*John Rosen, AnnaMaria Turano*  
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## Stopwatch Marketing

**TAKE CHARGE OF THE TIME  
WHEN YOUR CUSTOMER  
DECIDES TO BUY**

John Rosen | AnnaMaria Turano

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#2336105 in eBooks 2008-01-31 2008-01-31 File Name: B002TZ3C40 | File size: 69.Mb

**John Rosen, AnnaMaria Turano : Stopwatch Marketing: Take Charge of the Time When Your Customer Decides to Buy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stopwatch Marketing: Take Charge of the Time When Your Customer Decides to Buy:

2 of 3 people found the following review helpful. Very nice book! By Michael Thibodeau I found this to be a useful and practical resource... a "must read" for the savvy marketing professional.

How long does it take to buy a loaf of bread? A pair of shoes? A car? These are trick questions. Imagine a hundred potential customers in the same store, each holding a stopwatch. Some of their stopwatches are ticking very fast (grabbing a bottle of wine before a party), some glacially slow (agonizing over the perfect bottle for a first date).

Some, in fact, aren't ticking at all. For today's savvy marketers understanding how much time and energy consumers are willing to spend shopping for their product or service is the single most important (yet overlooked) factor in maximizing sales. After years of advising clients who sell everything from all-natural fruit juice to health insurance, John Rosen and AnnaMaria Turano have learned that capturing a consumer's attention at precisely the right time and holding it through the purchase decision requires a strategy that they call Stopwatch Marketing. It is the method of adjusting your marketing strategies to match the shopping styles of your customers. Stopwatch Marketing unveils a systematic way to capitalize on four different types of shopping styles—Recreational, Painstaking, Impatient, and Reluctant. Rosen and Turano also share the stories of how America's top brands put the concept of Stopwatch Marketing to work for them. You'll learn how Goodyear turned Assurance with TripleTred tires into a billion-dollar success story built on a shopping cycle that takes less than an hour. Roto-Rooter became the only legitimate brand in its category by controlling the typical Yellow Pages user's 50-second search pattern. Whole Foods reinvented the supermarket shopping experience to slow down their customer's clocks. Microsoft exploits shoppers' reluctance to spend time researching alternatives to their Office software. Lexus begins targeting customers up to a year before they set foot inside a dealer showroom. In a world where consumers are assaulted with thousands of different marketing messages every day, the biggest challenge is to align the content and timing of your messages to the amount of time buyers have for hearing them. Stopwatch Marketing shows how to do just that and increase your bottom line as a result.

Time is not money in today's marketplace. It's much more important than that. So say Rosen and Turano in this highly relevant book that I recommend to anyone looking for a better way to locate customers at the precise moment they're looking for you. —Lawrence Flanagan, CMO, MasterCard Worldwide

Consumers today are overwhelmed by the proliferation of brand choices and media messages, squeezing their most precious commodity, time. Stopwatch Marketing is a great practical guide to navigating the challenges of motivating buyers pre-purchase and at the moment of decision. —M. Carl Johnson III, SVP and chief strategy officer, Campbell Soup Company

Filled with insightful down-to-earth examples of the critical value of strategizing, measuring, and managing time, Stopwatch Marketing is more valuable than ever in a time-stressed world. Up until now the concept and measure of time has not been available to the creators of brand demand. [Rosen and Turano's] model will become as valuable to marketers as the notion of life style segmentation. —Dr. Joseph Plummer, chief research officer, The Advertising Research Foundation

Rosen and Turano remind us of the importance of time as a factor in a consumer's decision to buy. Buying and reading this book would be time well spent for anyone faced with the challenges of marketing in today's world. —Erik Roth, coauthor, Seeing What's Next

Stopwatch Marketing takes a fresh look at how to keep the customer at the center of your marketing strategy. And the book is a wonderful read filled with engaging stories and case studies that bring their concepts to life. —Laura Lang, CEO, Digitas USA

Rosen and Turano have proposed an important new strategy in Stopwatch Marketing. Their insights are compelling and make this a very worthwhile read. —Charles Strauss, former CEO, Unilever U.S.

About the Author: John Rosen and AnnaMaria Turano are executive directors at Marketing Consulting Associates, a strategic marketing consulting firm based in Westport, Connecticut. Their clients have included MasterCard, Johnson Johnson, Gillette, PepsiCo, Pfizer, Payless ShoeSource, Goodyear, and many other major companies.