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And one of the greatest ways to get customers and potential customers buzzing about your business is with a Web log, commonly called a blog. Blogs can help you: Introduce the people behind your business Discuss relevant issues Provide a clearinghouse for information and

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business as a good

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Susannah Gardner~~

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ways to get customers

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buzzing about your
business is with a Web
log, commonly called a
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Written by Susannah
Gardner, who has
taught online
journalism, directed
multimedia efforts, and

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How is Buzz Marketing
With Blogs abbreviated?

BMWB stands for Buzz
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BMWB is defined as
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Blogs rarely. BMWB
stands for Buzz
Marketing With Blogs.
Printer friendly. Menu
Search

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~~BMW B~~ Buzz
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Modern buzz marketing

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With Blogs For Dummies

occurs online in chat rooms, blogs, discussion forums and social networking sites. The Web makes buzz marketing possible on a massive scale. Blog owners might post reviews of a product and encourage readers to investigate the product for themselves.

~~What is Buzz~~

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blogs for dummies will
get you going right away
an expert blogger shows
you the ins and outs of
putting together a
professional looking
blog walks you through
the jargon helps you
decide what your blog
should do and even
explains various

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software blogs can help
you introduce the
people behind your
business

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the jargon, helps you decide what your blog should do, and even explains various software solutions.

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Essentially, buzz
marketing is a viral
technique used to
maximise word-of-

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mouth potential of a
campaign or product.

These conversations can
happen online or offline.
When done right they
can massively increase
online traffic, social
following, and of course,
sales and leads. But
what exactly is the buzz?

~~What is buzz
marketing? Strategies
and examples~~

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Influential

The Fundamental

Principle of Buzz

Marketing. The first

thing you need to learn

is the fundamental

principle of buzz

marketing. In a nutshell,

this is it: if you want to

generate buzz, you need

to give people

something to talk about.

~~How to Apply Buzz~~

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[Susannah Gardner] --

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