

MarketMotive[™]

Internet Marketing Knowledge

**Conference Call:
Six simple ways to
create buzz and
awareness for your
product or business**

**Greg Jarboe & Jamie
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- **Informational hooks** - Provide information that a reader may find very useful. Some rare tips and tricks or any personal experience through which readers can benefit.

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- **Humor hooks** - Tell a funny story or a joke. A bizarre picture of your subject or mocking cartoons can also prove to be link bait.

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- **Deal hooks** - Giving out a coupon or discount may also yield a lot of attention. Provide something of genuine value.

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- **Tool hooks** - Create some sort of tool that is useful enough that people link to it.

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- **Widget hooks** - A badge or tool, that can be placed or embedded on other websites, with a link included.

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