

Inbound or Outbound

Directions:

Using the information gathered from the presentation, determine whether the following scenarios are inbound marketing strategies or outbound marketing strategies and explain why.

1. A blog post discussing differences in name brand clothing.
Inbound marketing strategy; reasoning may vary
2. Television advertisements about vehicles.
Outbound marketing strategy; reasoning may vary
3. Advertisements on websites which are relevant to the website a user is currently using.
Inbound marketing strategy; reasoning may vary
4. Personalized advertisements on social media.
Inbound marketing strategy; reasoning may vary
5. Face-to-face meetings for pitching product ideas.
Outbound marketing strategy; reasoning may vary
6. Blanket e-mails sent to all customers of a certain company to inform them about new promotions.
Outbound marketing strategy; reasoning may vary