

# Inbound vs. Outbound Digital Marketing Strategy (EXPLAINED)

Market & Hustle

Available on Youtube: [\(3\) Inbound vs. Outbound Digital Marketing Strategy \(EXPLAINED\) - YouTube](#)

## Speaking:

1. What do you know about inbound and outbound marketing?

## Listening:

2. What is the difference between inbound and outbound marketing?
3. Which kinds of content are part of an inbound marketing strategy?
4. What is an outbound strategy?
5. Where can you do outbound marketing?



6. Which of these two marketing strategies is the most efficient: inbound or outbound?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
7. In which case an outbound strategy is much more interesting than an inbound one?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
8. What have you understood about search ads?

**Speaking:**

9. What do you think about all these strategies?
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
10. Work in pairs. Find examples of outbound and inbound marketing strategies. Which ones would you use if you had to advertise a product? When you are ready, share it with the class.
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
11. Work in pairs. For next time, choose any good or service you like and prepare a pitch to advertise it in front of all the class.

