**DIGITAL MARKETING STRATEGY**

**Learning Outcome 1: ACTIVITY 1**

**PAIRED ACTIVITY**

**Inbound marketing**

Watch YouTube Video: What is inbound marketing? at https://www.youtube.com/watch?v=R0UWvdyABFo

Think about the last time you purchased a product or service. What process did you follow to find out about the product or service?

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