Apply the right marketing strategies to help the company to identify the right target audience and optimize budgets. In the digital age, marketing can be broadly classified into two categories:

1. **Outbound Marketing** – Outbound approach is the traditional form of marketing, or marketing before the Internet age or digital age. In this approach, the message is circulated or published through the channels like Television, Mail or billboard. The outbound is considered an expensive form of marketing as it led to a great amount of cash flow and reflect lower quality leads in the market. It lacks the intelligence feature and personalization. But with the enhancement of marketing agenda, a new tool Account-based Marketing (ABM) emerge which focus on companies lead.
2. **Inbound Marketing** – Inbound Marketing or the inverse of outbound marketing, it is the most advanced marketing strategy which attracts customers in a unique way. The inbound marketing follows 4 phase i.e. Attract, Convert, Close and Delight. It includes Content Marketing, Social Media Marketing, Email Marketing, Search Engine Optimisation (SEO). The inbound approach is much cheaper than the outbound model, and it attracts the right customers. It helps the business to grow in the online marketing model.

So, depending upon the usage, the budget of the individual or company can adopt the Outbound Marketing or Inbound Marketing or the mix of both the type. To meet revenue goals, one must use the optimal mix of inbound and outbound marketing strategies.

The inbound and outbound marketing strategies that the school employed as it transitioned from offline to online marketing listed on the paper are:

* Website – Website is the reactive marketing tool and comes under the category of the inbound marketing model. It follows the content-based marketing and attracts the right audience.
* Direct Mail - Direct Mail is the form of outbound marketing tactic that involves sending brand collateral physically through a courier service.
* E-Mail - Email follows an inbound marketing approach under email-based marketing. It is the electronic-based medium to circulate the message or newsletter with all the information.
* Display Advertising – Displaying brand collaterals through poster, banner, or flex or in a billboard, comes under the outbound marketing.
* Paid Search - It follows the pay-per-click approach that comes under the inbound marketing model. Paid search can be effective in answering queries, testing landing pages or keyword. It improves the visibility of the company by approaching the right customers. Sometimes, paid search is considered an outbound marketing strategy.
* Contextual Advertising – It involves displaying the advertisements on the website or the blog. It comes under the inbound marketing.
* Organic Search – It comes under the digital form of marketing i.e. inbound marketing which focus on the keyword.
* Social Media – The most advanced form of marketing tools, as it directly focuses on the brand value and promoting it on the large scale.

Inbound and outbound strategies related to one another in many ways and complement each other in several ways possible:

* Public contain through the inbound marketing strategy and promote it to everyone through the outbound marketing strategy. It helps to attract the right customers and sent the brand collateral through courier service.
* Coordinate suggestions to take action in your inbound and outbound strategies.
* Advance your blog through outbound marketing tactic

Therefore, the overall marketing strategy of the Harvard Business Model depends upon the forward-looking strategy which is the optimal mixture of both the approach inbound and outbound marketing.