**003 Marketing Strategy vs. Tactics**

It’s an awesome day to be legendary! This is the third episode of our new podcast, Lochhead on Marketing, hosted by our very own, Christopher Lochhead. Last episode he talked about **what is Legendary Marketing** and what makes marketing, legendary. For the third episode, we will talk about the difference between Marketing Strategy and Tactics.

## **Strategy**

*“Strategy answers the question ‘Why?’”*

*- Christopher Lochhead*

For this podcast, Dushka Zappata, Senior Communication and PR Executive and Write with 140 million views in Quora, answers the question, what is the difference between Strategy and Tactics? Strategy answers the questions, ‘Why are we doing this?’ or ‘Why do we think it’s a good idea?” To answer this, there is a blend of data, understanding trend and creativity.

## **Tactic**

*“Tactic answers the question how” - Christopher Lochhead*

Tactic, on the other hand, is answering questions such as, “How will we get this done?,”

“What are the actions?,” “What will get executed?”. It is about the execution of your strategy and what you will do and what are the avenues of your marketing tactics.

*“’Hey! Let's create a Twitter handle! A YouTube Channel!’*

*These are tactics.*

*‘Why do you want a Twitter handle? Why do you believe a YouTube Channel will contribute to your brand?’*

*That's strategy.” - Christopher Lochhead*

In summary, in working on your Marketing strategy and tactics just be clear that strategy answers, “why,” and tactics answers, “how.”

To hear more about Marketing Strategy vs. Tacticsand more relevant information from Christopher Lochhead, download and listen to the episode.

### **Bio:**

Most of us are tricked into believing that success means fitting in. Following trends. Accepting bad habits. Making people happy.

But what do they really mean to you and what do they make you? Welcome to the podcast with your host, Christopher Lochhead!

Christopher has been an advisor to over 50 venture-backed startups, is a venture capital limited partner and a former three-time Silicon Valley public company CMO, entrepreneur, and co-author of two bestsellers: Niche Down and Play Bigger.

He has been called “one of the best minds in marketing” by The Marketing Journal, a “Human Exclamation Point” by Fast Company, a “quasar” by NBA legend Bill Walton and “Off-putting to some” by The Economist.

### **Links:**

<insert link of Lochhead on Marketing>

We hope you enjoyed this episode of Lochhead on Marketing™! Christopher loves hearing from his listeners. Feel free to [email](https://lochhead.com/contact/) him, connect on [Facebook](https://www.facebook.com/groups/legendsandlosers/), [Twitter](https://twitter.com/lochhead), [Instagram](https://www.instagram.com/lochhead/) and subscribe on [iTunes](https://itunes.apple.com/us/podcast/christopher-lochheads-legends-losers/id1204044507?mt=2)!