

MURRAY CALDER - CHIEF STRATEGY DIRECTOR 24 JUL 2019

Making decisions can be hard.

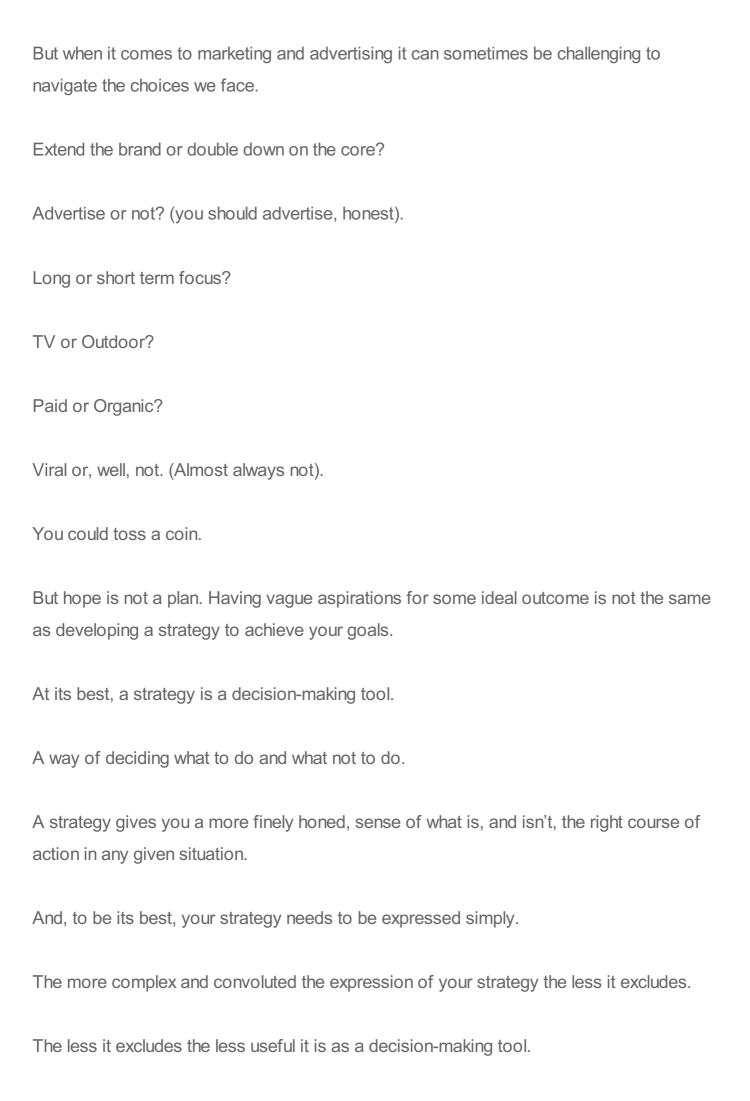
Should I go travelling, go to University or go get a job after school?

Should I rent or buy a house?

Should we get married and have kids?

Should I give away my last Rolo (now there's a persistent creative idea) or just scoff it myself?

OK, maybe not all decisions are that hard.



So you should strive to make your strategy simple enough.

But no simpler.

About now you're maybe thinking "I don't have time for all this strategy malarkey. We need results RIGHT NOW!"

You're probably thinking this is just a strategy guy justifying his existence (you'd be half right).

Your strategy is a touchstone you should keep returning to every time you need to decide how and where to direct your marketing efforts.

Well conceived and expressed strategy makes it easy to make good decisions, faster than you can without one.

So use strategy as a springboard to tactics that deliver you what you need in the short term without sacrificing your long term goals.

If you're struggling to make good decisions which help you achieve your marketing or advertising goals maybe it's time you revisited your strategy.

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