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# MO MarTech Newsletter

## July 26, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights  
in Our Company Newsletter!

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# About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

## Tip of the Week

### Audience Types Defined

Understanding your audience and the role they play will help you communicate effectively and position them properly in your marketing efforts.

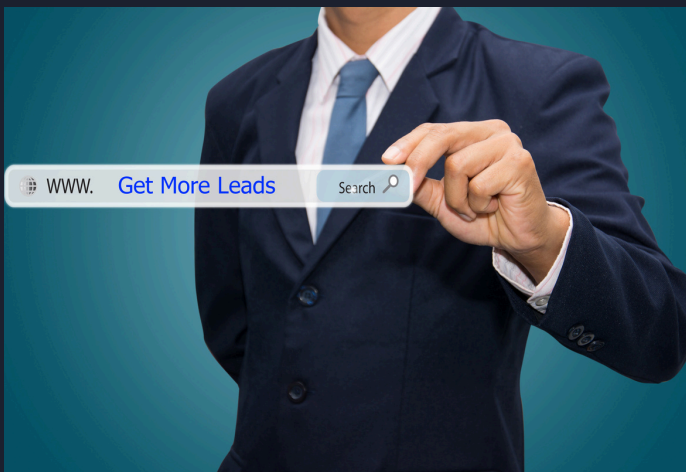
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## News & Headlines

### Google is leaving the fate of cookies up to users.

Google shocked the industry declaring that it would pivot away from its years-long plan to deprecate third-party cookies

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## You Don't Need Leads

Marketers generate a significant number of leads. But here's the truth: you don't need leads. What marketing needs to do is cultivate an audience.

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