



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

# MO MarTech Newsletter

## November 29, 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

### The Future of MOPs: Video Series

In the this video we discuss the the concept of Performance marketing vs Brand marketing and where MOPs fit in.

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## News & Headlines

### LinkedIn on Posting Do's and Don'ts

LinkedIn share what you should be looking to post in the app, as well as the types of content that will get penalized.

[Read the Article](#)



## How to Find Your Target Market

Did you know 42% of small businesses fail because they can't identify their ideal customer? Don't let yours be next.

[Read full blog](#)



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