



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

# MO MarTech Newsletter

## December 20, 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 purpose of marketing and how MOPs professionals can position themselves within marketing.

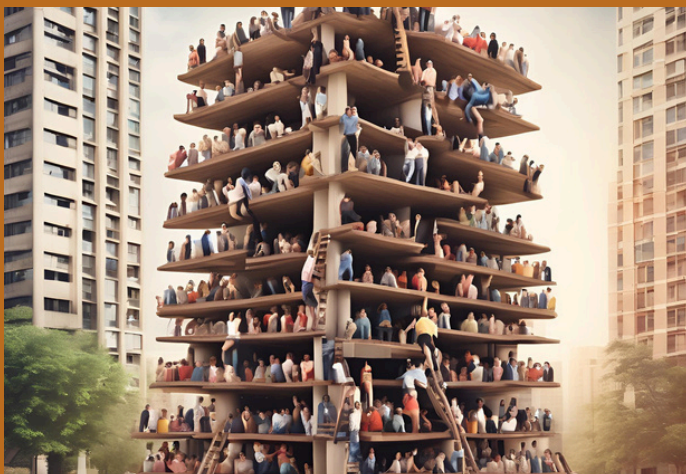
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## News & Headlines

### **Nearly Half of Consumers Feel Ignored by Marketers**

Even in an era of more precise targeting and personalization, 44% of American consumers feel “ignored” by most advertisers

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### ***Build the Right Community for Your Brand***

We explore how to build a community that genuinely aligns with your brand and offers practical, actionable tips to make it happen

**[Read full blog](#)**



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