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MO MarTech Newsletter

November 1, 2024 Edition

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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

New CMO: How to Align Sales and Marketing

In part 4 of the New CMO series, we discuss how future CMOs will handle the issue of sales and marketing alignment.

[Read full post](#)

News & Headlines

The Case for Taxing Digital Advertising

MIT economists are proposing a flat tax of 50% for companies when annual digital ad revenue rises above \$500 million.

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5 Steps to Validating Your Audience

Assumptions and surface-level insights lead companies to focus on demographics and customer profiles instead of digging into the core issue: What problem are we actually solving?

[Read full blog](#)



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