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# MO MarTech Newsletter

## March 21, 2025 Edition

Discover the Keys to Human Connection in Business: Explore the Latest Insights in Our 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

### How to Create an Effective Ad

We break down the essential elements of a successful ad so you can create marketing that actually works.

### Watch the Video

## News & Headlines

### Paid Ads: From Growth Hack to Money Pit

Despite all the evidence, many brands are still lighting money on fire, hoping for a return that will never come.

### Read the Full Article



## 4 Steps to Turning Non-Buyers into Advocates

Not everyone is ready to buy your product or service today—but that doesn't mean they can't contribute to your business in meaningful ways

### Read full blog

