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MO MarTech Newsletter

November 8, 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: Does Marketing Own the 4 Ps

In the fifth part of The New CMO series, we discuss how marketing lost control of the 4 Ps how they can get it back.

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News & Headlines

What To Do When You Can't Say No

Someone suggests a content marketing tactic or topic, and you instantly think, "That's an awful idea. We can't do it."

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Never Waste Money on Advertising Again

Businesses lose an estimated \$37 billion a year on digital advertising that fails to engage their audience effectively. Let's be honest, most advertisements are awful.

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