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MO MarTech 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 Cultivate an Audience

By cultivating an audience, marketing can share the weight of marketing with different audience types.

[Read full post](#)

News & Headlines

3 New Ad Formats and What They Mean for Marketers

Disney, Instacart and YouTube rolled out less disruptive, in-entertainment ad formats for advertisers.

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Your Marketing Goals are All Wrong

For nearly 20 years, marketing has been focused on showing ROI and pipeline contribution, and its not going very well. ROI is not the right metric to gauge the success of marketing.

[Read full blog](#)



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