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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

Marketing Strategies that Drive Revenue

Sometimes marketers confuse tactics for strategies. This can lead to marketing feel chaotic and directionless.

[Read full post](#)

News & Headlines

AI Has a Serious Branding Problem

Platforms are desperate for people to see past the creepy Skynet version of AI and embrace their vision.

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You Don't Have a Strategy

Marketers often emphasize the importance of strategy to accomplish their objectives and goals. However, many marketing professionals deploy tactics without a marketing strategy.

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