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MO MarTech Newsletter

February 23, 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

Move Beyond Basic Metrics

If you're solely relying on numbers to justify your marketing efforts, you're only seeing half the story.

[Read full post](#)

News & Headlines

Uptempo's MOPs Unplugged Series

In this month's session the pros answered, "Describe a campaign pivot: when it occurred, why, and its ease."

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The Desire to Prove ROI is Destroying Marketing

The perception of what marketing is and what it does is all wrong. As long as marketing needs to justify its actions through "return on investment" it's doomed to fail.

[Read full blog](#)



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