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MO MarTech Newsletter

January 12, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights
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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

Key Elements to Human-Centric Marketing

Use these principals to understand customer needs, foster empathy, and create meaningful experiences.

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News & Headlines

The 2024 State of Marketing & Trends Report

Discover the trends, winning opportunities and challenges brands will face this year, with data from 1,400+ marketers.

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The Myth of Data: Audience Connection is Not in the Algorithm

When it comes to data, most think that more is better. However, the more data we accumulate, the less we seem to know about the people we are trying to reach.

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