



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

# MO MarTech Newsletter

## January 26, 2024 Edition

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

### 5 Reasons to Change Your B2B Marketing

Traditional B2B marketing is undergoing a seismic shift. B2B marketers must pivot. It's about quality over quantity.

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## News & Headlines

### Building Trust Should Be #1 Focus Of B2B Marketers

The most important factor in whether companies will do business with you is trust. Yet few companies focus on it.

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### *The Future of B2B Marketing: A Shift is Coming*

In B2B marketing, a fundamental shift is long overdue. The prevalent mindset of revenue-driven strategies has dominated marketing for too long.

[Read full blog](#)

