



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

MO MarTech Newsletter

July 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

6 Critical Marketing Investments

We offer 6 critical marketing investments that every marketing department needs to prioritize

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News & Headlines

Marketing in 2024: H1 by the numbers

CMO budgets continue to fall as pressure to automate mounts and fears of signal loss reach a fever pitch.

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Marketing is a Cost Center...So What

Marketing has been commoditized and thus devalued by trying to prove that its value solely is quantifiable. There is a lack of appreciation for everything else marketing does

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