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MO MarTech Newsletter

June 7, 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

Anatomy of a Compelling Brand Story

Creating a brand story isn't easy. Here is a step by step guide to crafting a compelling brand narrative.

[Read full post](#)

News & Headlines

New Roadmap for Modern Customer Journey

Developing a roadmap for your journey is necessary to pave the way for success over the long term.

[Read full article](#)



How Marketing Actually Works: A WNBA Case Study

Marketing is all about stories and the WNBA is proving that fact right now. Love her or hate her, Caitlin Clark has catapulted the WNBA into the spotlight.

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