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# MO MarTech Newsletter

## March 15, 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

### How to Write Copy That Evokes Emotion

When you begin writing think about how you want the reader to feel. It's not about what you say, it's how you them feel.

[Read full post](#)

## News & Headlines

### Google's New Approach To Marketing Mix Modeling

Google's looking to help marketers make better use of marketing mix modeling (MMM) to measure marketing efforts

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## Don't Let ChatGPT Ruin Your Writing

When using ChatGPT, you must ask yourself “What am I writing this for?” If your goal is to create connection, then ChatGPT will ruin your writing.

[Read full blog](#)

