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# MO MarTech Newsletter

## March 8, 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 Find Your Ideal Audience

The most important part of identifying your ICP is common values. Learn the best ways to find your ideal audience.

[Read full post](#)

## News & Headlines

### Marketers are Increasing Outsourced Job Functions

More marketers are outsourcing elements of their team – with a lack of skills in-house and shrinking teams being reasons.

[Read full article](#)



## *Avoid This Mistake When Identifying Your ICP*

Aligning key values makes identifying your target audience much more straightforward. People tend to follow individuals or organizations that share the same beliefs.

[Read full blog](#)

