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# MO MarTech Newsletter

## May 17, 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 a Compelling PR Pitch

PR can be a valuable function for getting press in publications, podcast and other media outlets.

[Read full post](#)

## News & Headlines

### CMOs enter 'era of less' as budgets plunge

CMO spending power is slipping, with marketing budgets 7.7% of total company revenue this year versus 9.1% in 2023

[Read full article](#)



## *PR Isn't Dead. The Do's and Don'ts of PR*

In the age of digital marketing, it may seem like PR isn't needed anymore. However, PR is still very much needed; it's just all in how you look at it.

[Read full blog](#)

