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MO MarTech 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

Aligning Audience Values with Your Brand Message

The key to connecting with a marketing message is aligning the value the audience seeks with the value you provide.

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News & Headlines

Google's Antitrust Reckoning

Google has been accused of anti-competitive practices, such as paying agencies to sway media buys. What effect will this have?

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3 Things People Get Wrong About Marketing

Marketing as a profession is widely misunderstood, with many believing it's something anyone can do. The truth is, few truly grasp how it works.

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