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# MO MarTech Newsletter

## October 11, 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

### The New CMO: What Skills Would They Need

There is an obvious shift in Marketing. The marketing of the future will be different than what it is right now.

[Read full post](#)

## News & Headlines

### Marketing's Perception Problem

Steven Fuld gives five key obstacles preventing today's marketers from gaining a stronger foothold in the C-suite.

[Read the Article](#)



## *Increase Engagement: Conversational Marketing 101*

Conversational marketing can help you connect. It's about creating meaningful conversations across all your marketing channels that make your audience feel valued.

[Read full blog](#)



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