



Where Organizations Collaborate to Connect, Share, Learn and Grow!

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## Things YOU Missed

Week of March 3 - 7, 2025

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### Marketing Peer Group

- Single image ads and branded light boxes help capture attention.
- Authenticity and storytelling create strong brand identity and emotional connections.
- Decision-makers are highly active on LinkedIn, making it ideal for account-based marketing
- Long-term planning, including retargeting, maximizes impact

**KEY:** The most effective LinkedIn campaigns feel like a conversation, not a pitch—authenticity, storytelling, and a well-defined audience are key to success.

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### Women in Tech Peer Group

- Mindfulness allows for thoughtful decision-making and better emotional responses
- Managing stress through mindful transitions and positive reframing fosters resilience
- Adaptability and emotional regulation are crucial for navigating workplace dynamics
- Taking a step back from challenges can provide fresh perspectives

**KEY:** Self-awareness is the foundation of personal and professional success—understanding emotions, triggers, and reactions leads to better decisions, stronger relationships, and a more balanced life.

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TechConnex | 3600 Steeles Ave. East | Markham, ON L3R 9Z7 CA

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