




# 3-point approach for effective digital marketing

-  1. **Captivate** Grab the attention of your ideal audience and speak directly to their need.
-  2. **Motivate** Introduce the solution and your brand to build the relationship.
-  3. **Activate** Give the details of your offer and nurture the relationship to create more clients, customers, members or patients.



**FIRST SERVICE BANK**

Source: [davecreekmedia.com](http://davecreekmedia.com)