

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