

The Digital Circle & Steps: How To Deliver Digital

Do you have what it takes to stand out in digital?

The pressure for results has led companies to dive into digital before being totally prepared. But, in order to be truly digital, companies must go through two paradigm shifts — one about what they do, and the other on how they work.

First, they need to embrace a dramatic change in the scope of deliveries. This is the nature of digital: constantly changing.

Second, they need to desperately break out silo organization and invest in integrating talent into multidisciplinary cells.

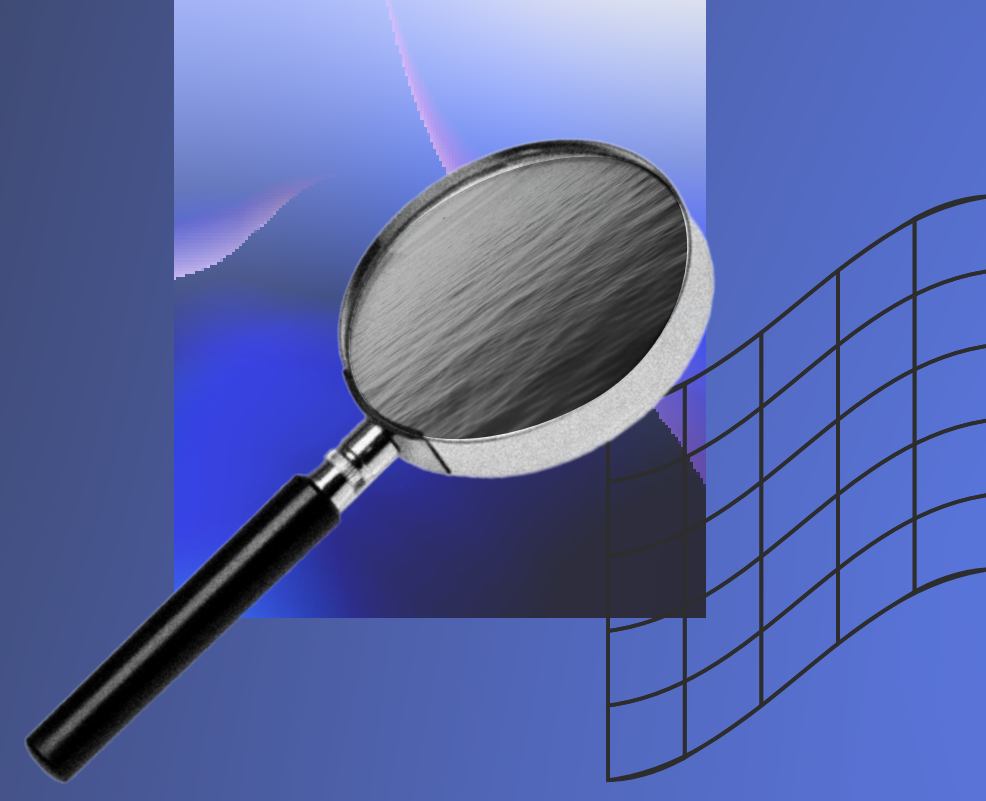
These are the first steps toward reaching a stage of operational digital maturity.

The content you are about to navigate is part of our brand new **MJV Digital Trend Report: Delivering Digital for 2023 & Beyond**, to be released on September 29.

Take a look at what we have prepared for you.

We're Breaking Down Digital Transformation

But first, let's go over what we mean by that:



1 By **digital**, we mean digital maturity. Companies can accomplish entire product roadmaps and reach viable, feasible, and compelling solutions for their audiences, integrating both internal and external resources and capabilities.

2 By **transformation**, we mean Change Management. Think of it like this: transformation is not a finishing line; it's the path. It does not work like a short sprint; transformation is an ongoing marathon.

The New Layers of Digital: Diffusion of The Innovation Model

Over the last years, digital has acquired new layers. Due to the ramifications of COVID-19, the late majority of digital adoption is now becoming digital-first.

Don't know what we are talking about? See Geoffrey Moore's chart. It shows the average time of adoption of new technologies or solutions in general.

THE INNOVATION ADOPTION ABYSS



The diffusion of innovation model shows us that opportunity relies on the late majority.

In other words, journeys, usability, and interfaces projected two years need to be rethought to include the new digital audiences.



Geoffrey Moore is a management consultant and author of the book **Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers**.

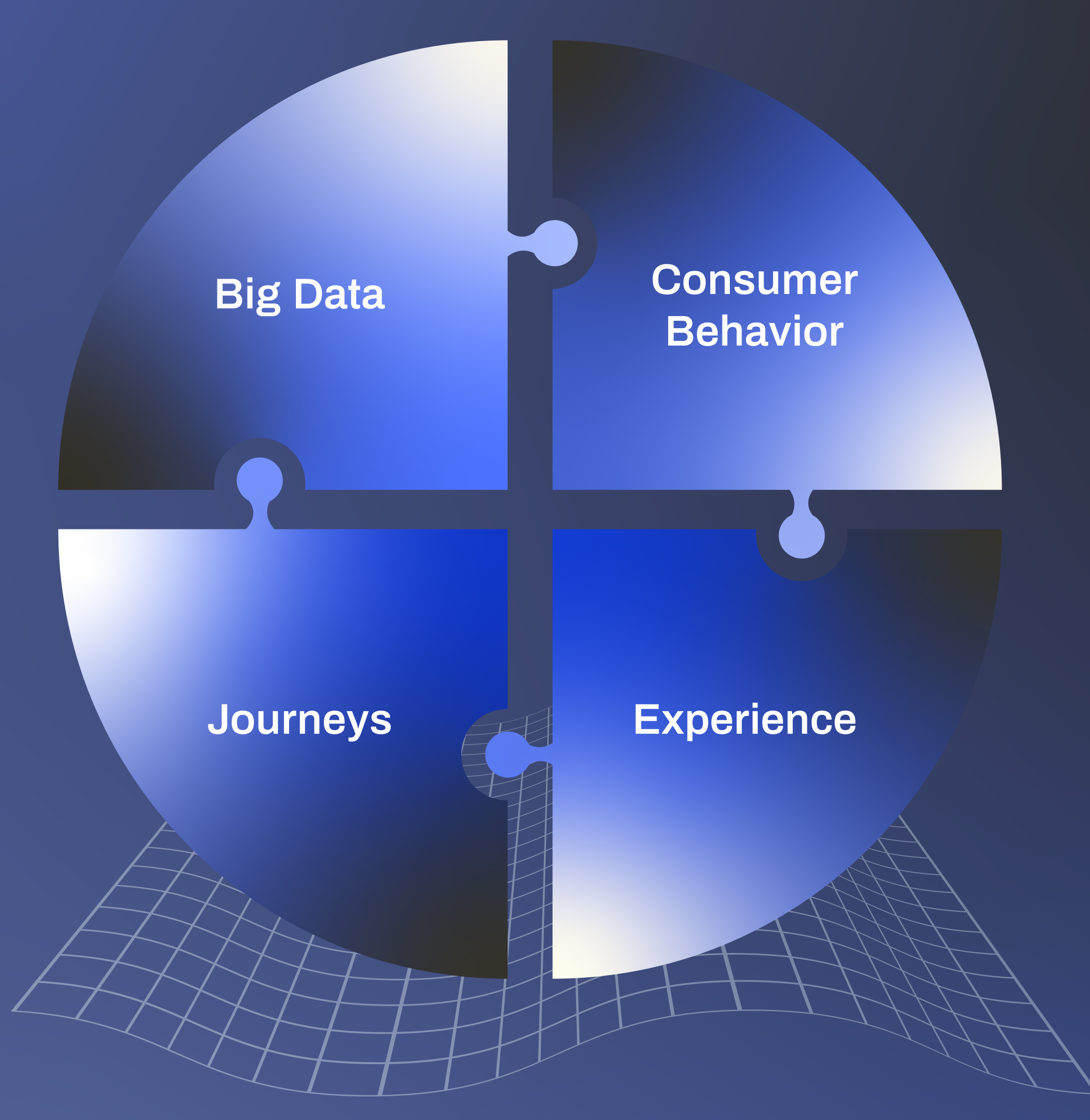


We are also witnessing the dawn of Web 3.0. This will demand businesses to merge traditional resources and capabilities with new technologies **creating complex new standards regarding behavior, consumption, and experience.**

If your company is still struggling to reach digital maturity, now is the time to accelerate.

The Digital Circle & Steps

So, let's introduce you to the Digital Circle — the four elements needed to go through and effectively deliver value in digital, whatever your solution. We like to call it Delivering Digital Framework. They are:



Consumer Behavior and Big Data inform us about the behavioral economy, where the data trail customers leave with every web operation feeds into companies' databases.

The keywords: cookies, clustering, segmentation, personalization, remarketing, and ads.



Journeys show us how important it is to provide our targets with convenient options for learning and conversion touchpoints.

The keywords: micro-moments, nudges, purchase decision processes, strategic choice of channels, conversion funnels, and data integration.



Experience tells us about impact, retention, and perceived value. The focus here is on taking the experience out of the imagination and focusing on elements that we can control.

The keywords: added value, usability, interfaces, interaction, iteration, and user testing.

Last but not least, we would like to invite you to download our **MJV Digital Trends Report!** **Get your digital copy now** by clicking on the link below!

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