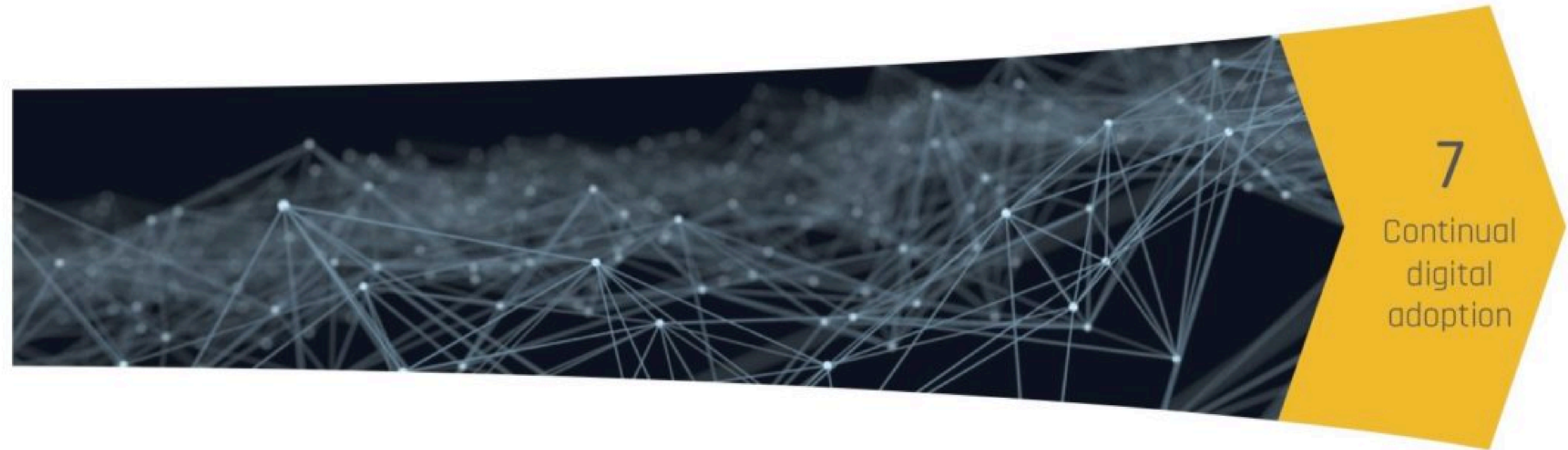


7 stages of embedding digital

# Stage 7: Continual digital adoption





### **What's the situation?**

- You're set up to maintain a high level of digital maturity, even as digital evolves

### **What outcome keeps me at this top stage?**

- Continual monitoring and innovation in digital to exceed consumer expectations and stay ahead of competitors

### **How do I make this happen?**

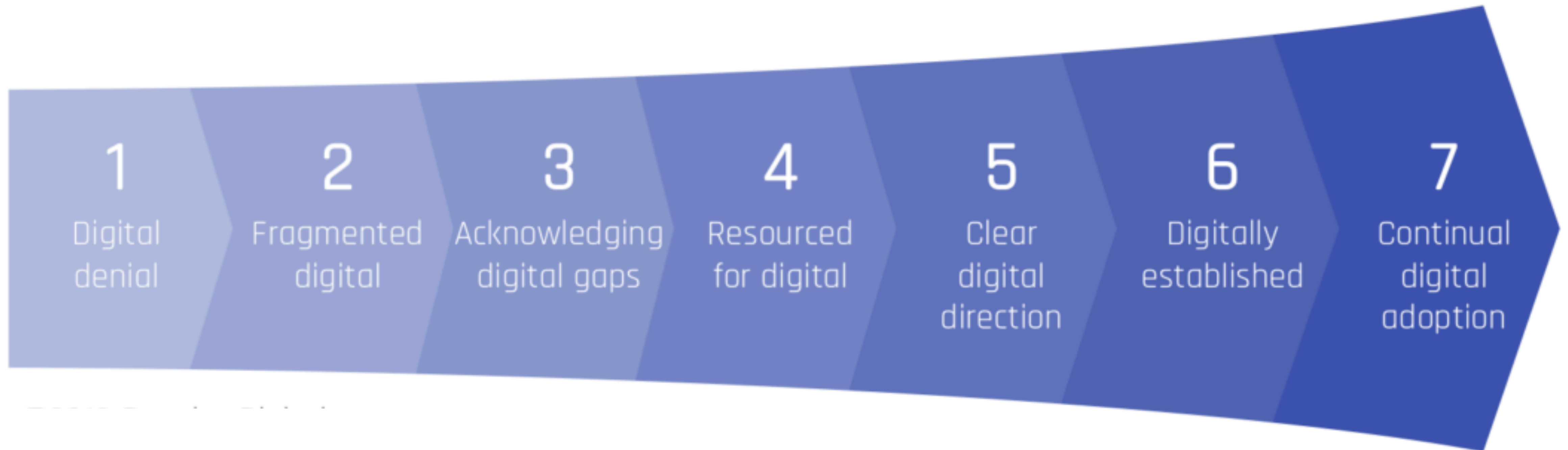
- Regularly test what you're doing or could be doing in digital with your target audiences
- Continually monitor the market, competitors, category and outside of it

### **How can Rewrite Digital help?**

- Our Futures Programme specifically targets organisations already at this stage, taking influence from other sectors and global examples from the bleeding edge of digital



Find out what stage your organisation is at:  
[rewritedigital.com/3q](https://rewritedigital.com/3q)



Email: [info@rewritedigital.com](mailto:info@rewritedigital.com)



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