

## ADAPTING A COMPANY'S STRATEGY IN THE DIGITAL TRANSFORMATION ERA

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**Abstract:** *The article explores how the company's strategy develops in the digital transformation era. Going digital is crucial for the survival of the corporations. Four stages are defined as required: motivating the consumers by activating their external and internal triggers, alluring them to engage in the required activity that will transform the potential customers to real ones, requiring the observed action by providing specific reward – constant or variable, and finally stimulating the investment of either time, effort, data, social capital, or money. The final goal is to acquire the consumers and convert them to loyal devotees of the company's products.*

**Key words:** *company, digital transformation, transformation era.*

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