**MARKETING 3.0**

The innovators of tendencies are the most important segment in the phase of launching of green product. They become almost the first clients to give product but also the people who influence market. Convert them to promoters that will recommend and endorse products to both friends and members of family.

According to system VALS, innovators of tendencies can be classified in the segment of innovators. They are leaders of change and the most receptive ones of new concepts and technologies. They are very active consumers and their purchases reflect the sophisticated tests in services and niche products. In the meanwhile, green products won’t leave phase of grow if they remain in the niche of market made by people who love trees. While green products are in the exclusive reign of rich people, their profits will be limited. In order to cause impact, these products should be highly accepted in market. For this reason big companies convert their traditional products to ‘green’ ones. See Tide Coldwater, whose formula is suitable to wash clothes in cold water.