**Marketing 3.0**

**Table 2.1** The future of marketing

The subjects of The current content The future content

marketing of marketing of marketing

-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Handling of products The 4Ps (product, price, Co-creation

square, promotion)

Handling of client Segmentation, definition of Communication

target market, positioning

Handling of brand Construction of brand Grow of personality

We see that during the last 60 years, concepts of marketing are mainly vertical. Regain the trust of consumer means to embrace what is called ‘’new system of trust of consumer’’. The new system of trust of consumer is horizontal. Today, consumers meet in communities, by creating together their own products and experiences and look only for favorite persons. They become skeptical as they know that good persons are rarely out of their community. In the meanwhile, upon meeting one of them, they become instantly loyal preachers.

In order to succeed, companies should understand that consumers appreciate more ‘’co-creation’’, ‘’communization ‘’, and development of brand. (see above table 1.2). We’ll examine those three things, that as we can say, they’ll be the main ground of future practices of marketing.

**Co-creation**

Co-creation is a term created by C.K Prahalad to describe a new approach of innovation. Prahalad and Krishnan, in the *‘new era of innovation’,* have noticed the new waves of creating product and experience through collaboration with companies, consumers, providers and partners that are interconnected in a net of innovation. The experience of a product is never isolated. It’s personal experiences accumulated, of consumer that create more value for product. When consumers try product, they customize experience based on their own needs and desires.

We’ve seen three central processes of co-creation. In first place, companies should create a ‘’platform’’, a general product that can be customized in the future. Second, we must leave consumers in a net that customized platform to its own identity.

Finally, we’d request feedback of consumer and enrich platform, by integrating all his efforts to customize within net of consumers. This practice is common in the approach of open font of software development, by believing that we can use it also in other sectors. Thus companies can profit from co-creation that takes place in horizontal net of consumers.