**Marketing 3.0**

After a product enters phase of maturity, competition becomes stronger and experts need to find more factors of variety to make the difference, instead of being just green. (See below table).

Innovators Those who Those who Cautious

of tendencies have bosses seek value buyers

Lower as decreasing possibility to buy green products.

Phases of (green) products in market in terms of Marketing

1. Launching 2) Growth 3)Maturity 4) Decline
2. Launching:

-Promotes ecology advantages

- Uses green as main backround

of variety

-Seeks dedicated innovators

of tendencies

-Uses marketing of

‘spread the word’in

order to reach phase

of growth

1. Growth

-It promotes ecological efficiency

-It becomes popular, by addressing

to buyers who seek value

-Uses economy of scale to increase

viability of sales

3)Maturity

-Promotes ecological efficiency

to the rate of appearance of

new competitors of green products,

increases variety in other areas.