**Marketing 3.0**

Like creative persons, companies ought to think on self-realization, apart from money. They need to understand, who they are and why they do business, actually what is their exact activity and purpose. They need to know what they want to be. All this must apply to mission, vision and business values. Earning will result from evaluation, by consumers, from contribution of these companies for the human well-being. This is spiritual marketing or marketing of human spirit from the point of view of company, namely as company defines. This is the third basic element of Marketing 3.0.

**MARKETING 3.0 : COLLABORATIVE, SPIRITUAL**

**AND CULTURAL**

Generally, the era of Marketing 3.0, is the one where practices of marketing are influenced by changes of behavior and attitudes of consumer. It’s the most sophisticated type of era that focuses on consumer, where consumer needs a more collaborative, cultural and spiritual approach of Marketing.

The new wave of technology enables distribution of information, ideas and public opinion, and allows consumer to collaborate for value production. Technology motivates globalization, in political and legal field, as well as economy and social culture, handling cultural paradoxes in society. Technology also helps market grow, having a more spiritual view and vision of the world.

As long as consumers become more collaborative, cultural and spiritual, the role and character of marketing change as well. In the next chapters, we’ll analyze Marketing 3.0 in more details, including the way it’s applied in several fields of stakeholders, and how marketing 3.0 has become a model of business.

**Table 1.2** Basic Elements of Marketing 3.0

Basic elements Why?

**What to offer**

Content Collaborative The era of participation

Marketing (Motive)

Context Cultural The era of paradox

Marketing of globalization

(the Problem)

**What to offer** Spiritual The era of creativity

Marketing (the Solution)

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