**Marketing 3.0**

**Collaborative Social Media**

We also consider collaborative social media applied in software of general use. It’s been a decade since people know that there is software of general use, that could be developed in a collaborative way, thus in work. In the meanwhile, people don’t tend to believe that this kind of collaboration could also be applied in other sectors. Who had imagined, a kind of encyclopedia that can be edited, such as Wikipedia?

A huge number of people have contributed to content of Wikipedia as volunteers, by dedicating themselves to creation of various topics of it. In the middle of 2009, Wikipedia had issued round 235 editions in active languages, with more than 13 millions of articles (2,9 millions in English already). Compare this to  *We are smarter than me,* book written by thousands of people. The book is a good example of collaboration, in traditional format of book edition. Another example is Craigslist, that adds and exhibits millions of classified ads, a threat to published newspapers. The site owned by publisher of Ebay, is also market oriented, with innumerous communities that put ads (advertisements) of purchase-sales of different markets.

Collaboration can also be the new aspect of innovation. In *Open Business Models,* Chesbrough explained how companies can use *crowdsourcing,* in orderto get to know new ideas and solutions. A company called InnoCentive, shares challenges of research and development by looking for the best solutions. It chooses companies that offer solutions for its problems, (a person looking for solutions) and also individuals, scientists and researchers, that can suggest solutions for problems (people that solve problems). Like Wikipedia and Craigslist, InnoCentive has turned to a market that enables collaboration. This fact of collective collaboration is described by Tapscott and Williams in the book ‘’Wikinomics’’.

The growing tendency of existing collaborative consumers has influenced business. Nowadays, expert marketers do not control their brands anymore, but they compete with collective power of consumers. It was this tendency of consumers that assumed function of experts of marketing which is described in *Brand Hijack* of Wipperfurth. Companies now need to cooperate with their consumers. Collaboration starts when marketers hear the voice of consumer, -actually listen to their consumers-in order to understand what they have in mind and grab insights of marketing. There is a more advanced collaboration, when consumers spend main paper of handling of values, by co-creating products and services.

Trendwatching, big net for searching tendencies describes how consumers are motivated to create product along with brands. Some consumers like to demonstrate their abilities in handling values for everybody to see. Some consumers want to create customized products, namely products designed according to their personal style. Sometimes consumers pursue reward (payment) from companies, for their efforts of creation and partnership. Others see creation as a mean to get employed. There are also others who simply enjoy creation.