**Marketing 3.0**

**Training on Marketing :** Social businesses need to train market continually as it’s not sufficiently assisted nor even in regard to benefits of product, but also to increase its quality of life in regard to social business. For example, upon buying health supplements at low prices, social enterprise should also train its clients on matters of health and hygiene. In the opposite case, products won’t be connected to clients.

**What happens in local communities and coach** Companies should also develop those in local communities and trainers (coach), like doctors, professors, important people of local communities and priests. It’s important to eliminate frontier and cultural resistencies and do business with people of low income.

**Cooperation with governments and ONGs.** Social businesses should look for partnerships with government and with ONGs. Partnerships of mission of government will help reduce cost of training on marketing and campaign in general. Apart from this, it will offer credibility and enable acceptance of effort of social business.