**Marketing 3.0**

***Promotion Niche Mass***

**Distributor Investor**

Initiates rumouring on green It creates a critical mass

products, having something by converting green products

as niche of market of innovators to new source of mainstream

of marketing

**Innovator**

It creates specialized products It creates products entirely

for a niche of market for commerce for mass

markets

**Figure 9.2** Collaboration of different actors