**Marketing 3.0**

Promotion will use the word of mouth within country. The best way is to approach informal leaders of community. An informal leader can either be professor or priest. Women can also be the best dealers of a product. Muhammad Yunus of Grameen Bank offers short term loans to women, because they have influence and because they constitute majority of people of a country. They speak between them by creating dialogue in the country.

Distribution is also done in an effective way in community. The traditional system of delivery costs much, more than reach locals that are far away, in relatively small markets. However distribution of community, that treats consumers as licensed dealers in regions of low income, is often best solution. People negotiate with other people, by share earnings. Buyers can buy products of affordable price, while shops can always find a way to treat income.