**Marketing 3.0**

In new developing markets, distribution is based on net of many resellers. The new model of selling (distribution) derives from emerging phenomena of ‘communization’ of consumers. The record of consumers is not limited to promotion of brands; it also extends in selling. In extreme cases, as India, resellers are single consumers. In less extreme cases, resellers are small companies that know better and have personal access to community of consumers. These resellers are the best way to induce to stories of brands to consumers, as they are more reliable ones. Consumers hear them. Companies like Dell, that supply developing markets, should embrace this upcoming tendency.

**Channel of market as creative agreement : handling relationships**

In Marketing 3.0, power is in hands of consumer. Unfortunately not all companies have direct access to consumers. In general, there are mediators between them. These resellers not only sell products of market, as well as act as point of contact to consumer. In some cases resellers are considered more important than producers. Resellers of high value are considered capable of suggesting solutions, while producers only sell basic components.

This growing importance of resellers requires that companies take into account more factors upon handling their resellers. In first place companies should know the frame of distribution of their products, fastness of turnover and the general strategic importance of resellers. Second companies must demonstrate genuine concern and active handling of process of support to sales of resellers upon selling through marketing of cooperation and promotion to shops and ensure brand presence to shops of sale. Finally a company should know and interested in general impressions and satisfaction of resellers.

This concept of integration company-channel is very important in cases where channels turn to be an ail each time more important in the chain of values, to point that today many channels and companies compete for loyalty and attitude of consumer. Without presence of this integration in the chain of values, companies and channels get involved in a game of no earnings by seeking frames and influence on consumer, by working together to discover opportunities of partnership for facing other competitors.