**Marketing 3.0**

**Increase revenues**

A social business can increase revenues by raising level of financial activity of relative company. Grameen Phone is a good example of social business that applies this measure. The sector of telephone communications of mobile in Bagladesh-being motivated by far by Grameen Phone- earned a total income of 812 US million dollars in 2005 by contributing directly and indirectly to more than 25 thousand opportunities of income management. Another example is Projeto Shakti, of Hindustan Lever, that hires thousand of poor women as sellers, by raising its products to city consumers of higher income. Women sell products of company, products of low price, adjusted to needs and level of local income.

Hindustan Lever supports businessmen, by offering them training and teaching them sales practices.

Regardless of level of income a company wants to reach, in order to ensure success, it’s important to provide some useful instructions.