**Marketing 3.0**

However, the company becomes totally independent from distributors in order to present its values, especially when it communicates directly with consumers through promotional media. See the case of Maria Yee for example. By almost selling mobile in United States in 2007 it was expanded through sellers of mobile. Maria Yee Inc.., as other producers of mobile, sells its products to buyers of middle high class through three important sellers : Crate & Barrel, Room & Board and Manoglia Home Theater. The company as such focuses on selling products that not regard middle environment. ‘’Green’’ values are clear in regard to business pattern of company, mainly in use of sustainable materials and upon partnering with providers that deal with subjects of environment.

Unfortunately Maria Yee does not have a direct interface with consumers, and however it depends on resellers in order to send ‘green’ messages. In order to maintain its values on environment and defend environment of branch, the main founder Maria Yee has personal relationship with resellers. The record of resellers is not exactly to transmit the message of brand Maria Yee, along with consumers, but also promote general benefits of use of ‘’green’’ mobile. Usually consumers say that green products are more expensive. Maria Yee depends on resellers to persuade of contrary. Resellers though need to be persuaded that products of Maria Yee continue to be competitive in terms of price.

On the other side a big company of products of consumption with multiple packaging creates points of direct contact with consumers being also totally dependent on resellers for distribution of products. Stonyfields Farm, a company producing natural yogurt and sub-products, sells all its products through sellers to shops of natural products and supermarkets. In the meantime, company that is interested in well-being, tries to establish direct contact with consumers in order to establish social and ecologic of company. It created community of Stonyfield to handle propaganda of mouth to mouth for accordingly. It uses YouTube for sending messages to users.

Several brand stories by means of resellers require a personal consistent approach. When it does not work, companies should start to convince resellers through messages. Upon distributing stories directly to consumers, companies can raise their interest. When many consumers respond and visit brand in shops, this behavior sends a strong sign to resellers, that values have a strong impact on brand and that selling products of brand is good for them.