**Marketing 3.0**

**Increased earnings of new opportunities of market**

The practices of Marketing 3.0 can offer many opportunities of market. Within a corporate perspective, companies that have a good mission, vision and values, can grow more easily in new markets, as they’ll have more reception. They’ll have the opportunity to participate in growing markets of developing countries. Governments of developing countries often embrace investment of companies that transform life of residents. These companies can also achieve support of private companies in order to specify their mission. Apart from that, they’ll have more access to markets whose rules and organization are strict. With solid practices of business, companies will be less concerned this way. Access to new markets means potential increase of earnings, mainly because concurrence in these markets is low.

Sustainable companies will usually have access to all kinds of market: growing markets, and to markets of low income. Consumers of grown (big) markets, usually try to be sustainable, through use of human spirit. A research that was realized by Cone, revealed, that despite economic crisis, 44% of consumers continued to buy ‘green’ products. 35% of them had increased interest after crisis. A study conducted by Forrester Research also proved that 80% of consumers just prefer socially responsible brands and 18% of them intend to pay more for them. This way, ecologic brands can attract 73% of consumers- and 15% of these consumers are willing to pay more. On the other side, consumers of lower income need solutions to their problems. Practices that meet needs of society, can offer better solutions and increase respect of company.