**Marketing 3.0**

The brand can have a clear identity in the mind of consumers, but not necessarily a good one. Rank is a simple indication that warns consumers to be cautious in regard to a non authentic brand. In other words, the triangle is not complete without differentiation. Differentiation is the DNA of brand that reflects its real integrity. It’s a steady proof that brand can fulfill its promises. It has to do with effort to fulfill its promises to clients. A differentiation that establishes synergy to positioning will create automatically a good image of brand. Only complete triangle is reliable in Marketing 3.0.

**Model 3Is of Timberland**

The model 3IS is also relevant for marketing in regard to social media. In the era of empowerment of consumer ruled by abundance of information and communities of net, variety and community regarding brand is what you need exactly. There is no chance of surviving of brands without authenticity when fame is the new mean of propaganda and consumers believe more in foreigners of their community than brands. There are lies and fraud in social media, but these are rapidly exposed by collective knowledge of consumers..

In social media, a brand is like net user. The brand identity (or its logo), is ranked according to massive experience of community. The fame of experience would predefine integrity of brand and destroy the image in the market. All users of social media know that. The elite of social media are always anxious in protecting their personality. Experts of marketing must know this and adopt this tendency. They don’t have control over market either; let them do marketing through you; Be faithful to your brand identity. Marketing 3.0 is the era of horizontal communication, whereas vertical communication is impossible. Also, honesty, originality and authenticity work.