**Marketing 3.0**

**MARKETING TO RELIEVE FROM POVERTY**

For a social business to being successful, all parameters of mix of Marketing need probably to be designed again. Many times this redesign produces models of old business of high profile that try to offend conventional models. The Table 8.2 presents a summary of model of marketing that should be built for social business.

**Table 8.2** The model of marketing for a social company

Details of Marketing Business Model of Social Companies

1 Segmentation Base of pyramid

2 Defining Type Companies of many persons

3 Positioning Social business (company)

4 Differentiation Social entrepreneurship

5 Mix of marketing

-Product Products that are not accessible today by poor people

-Price Affordable

-Promotion Word of mouth

-Disposal Distribution to company

6 Sales Sale power composed by social businessmen

7 Brand Image

8 Service Basic

9 Process Low price

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