**Marketing 3.0**

Mix of Marketing and Sales

The differentiation of Company must be reflected in its mix of marketing. Its products must be those, that currently are not available for its clients of low income. Price should be affordable. Remember that the most important thing for buyers of low income, is that price should be affordable, not just of lower price. D’Andrea and Herrero have said that in the context of poverty, price is connected to Total Cost of Purchase, not just to price only. Some clients of low income, especially those who live in rural areas, use to buy products in cities; the Total Cost of Purchase can include cost of transport and others, as at the time of cars.

Companies should use creativity in packaging. Strategy consists in product presentation.