**Marketing 3.0**

**Part I**

**Tendencies**

During years, Marketing evolved, passing from three phases, which we call 1.0,2.0 and 3.0. Many experts of Marketing of today, continue practicing Marketing 1.0, some of them practice Marketing 2.0, while some others have started practicing Marketing 3.0. There are many opportunities currently for Marketers of Marketing 3.0. Since many years of industry era, that principal technology is related to industrial equipment, on basis of marketing of sales of industrial products, to all those who want to buy them. Products were basic more or less, designed to serve majority of people. The goal was to patronize, and earn gradually, finally reduce to maximum cost of production, so that markets could have these way cheap products in order to be purchased by most consumers. The Model T of Henri Ford, adopted this strategy. Ford said : ‘’Cars could be of any color, apart from black’’. It was era of Marketing 1.0, or era of Marketing that focused on product.

Marketing 2.0 was basically informative-core of which is information. Prices in Marketing are not so easy to define. Today consumers are well informed and can easily compare various offers of similar products. The price of product is defined by client. Buyers have various preferences. The expert of Marketing, needs to segment market, and produce a product of highest quality for a specific market. The golden rule, according which ‘client is the king’’ still applies for most companies. Consumers are thus favored, as their needs and wishes are taken into account. They can choose from a variety of products of various functional features. The experts of Marketing today try to reach tastes of consumers. Unfortunately, those who focus to client/consumer imply that clients are not free, but passive to campaigns of Marketing. This is the vision of Marketing 2.0, or era targeted to client.

Today, we can present Marketing 3.0, or era returning to values. Instead of treating people just as consumers, marketers treat them as human beings: with brain, spirit and soul. More and more, consumers look for solutions, in order to turn the globalized world to a better world, ruled by values. In a complicated world, they look for companies, that can meet their deep needs, of social, economic and environment justice, in their mission, vision and values. They look, not only for functional and emotional satisfaction, but also spiritual satisfaction, in products and services they choose.

Like Marketing 2.0 that focused on buyer, Marketing 3.0 also aims at satisfying people. In the meanwhile, companies practicing Marketing 3.0, have a major contribution in terms of missions, visions and values, to the world; their goal is to offer solutions to society. Marketing 3.0, tries to meet expectations, values and human spirit. Marketing 3.0 believes that consumers are above all human beings, whose needs and hopes should never be ignored. This way, Marketing 3.0, completes emotional marketing with that of human spirit. In Marketing 3.0, companies are differentiated through their values. In the era of turbulence, this is definitely very important.

A Table 1.1 includes comparison between Marketing 1.0, 2.0 and 3.0 from a general perspective.

(Note of translator: Table 1.1 as above, will be shown in next file, Number 3 of this book..>..)