**Marketing 3.0**

When available income limits quantity that consumers can acquire instantly, it becomes extremely important to offer products and services in affordable packaging. For ex. companies can sell chassis that will be used just once. Companies can also create a packet of products of small size at a more affordable price for clients of low income. These are called economic sizes. The real price per item of these small sizes is higher, but they are affordable at this market.

Promotion will be through word of mouth in a country. The best way is approach informal leaders of a country. An informal leader can be a professor or a priest. Women also can be perfect dealers of a product. Muhammed Yunus of Grameen Bank offers short term loans to women, because they have influence and because they are majority in the country where they live. They chat together by developing dialogue in the country.