**Marketing 3.0**

In order to understand better Marketing 3.0, we’ll examine now the ascension of the three big forces that shape field of business in the era of Marketing 3.0 : the era of participation, the era of paradox globalization, and the era of creative society. Let’s observe how these three forces can change consumers, by making them more collaborative, cultural and spirit oriented. By understanding this change, we’ll be able to understand better Marketing 3.0, as a mixture of collaborative, cultural and spiritual marketing.

**THE ERA OF PARTICIPATION AND**

**COLLABORATIVE MARKETING**

Technology development caused enormous changes to consumers, in the market and in marketing in the last few years, and decades of this century. The era of Marketing 1.0, started with development of technology of production during Industrial Revolution. Marketing 2.0 appeared with technology information and era of Internet. Today, technology, is most propelling with Marketing 3.0.

Since beginning of year 2000, information technology, joined the principal (*mainstream)* market , by becoming the new wave of technology, as we know today. This new technology includes a technology that allows connectivity and interactivity among people. The new wave of technology is formed by big three forces: cheap computers and mobile phones, Internet of low cost and open font. Technology allows people to communicate between each other. The appearance of new wave of technology marks out the era of Scott Mc Nealy, CEO of Sun Microsystems , named era of participation. In the era of participation, people create and use news, ideas and entertainment. The new wave of technology converts people from consumers to creators and thinkers.

One of the factors that has contributed to development of this new era of technology are social media. We classify social media in to vast categories: One of them includes *expressive* social media, with blogs, Twitter, YouTube, Facebook, sites for sharing photos, like Flickr, and other sites of social networking. The second category includes *collaborative* media, including sites, like Wikipedia, Rotten Tomatoes and Craigslist.