**Marketing 3.0**

Some people also use to create short video clips by posting them on YouTube. They believe that this way, their creativity will be recognized and that they’ll have more opportunities. Other video clips are posted for companies, trying to get support for some reason, or activity or way of protest for something. Other videos are posted by companies in order to advertise their products or services. A company on video clip had once too much success being posted by Marc Ecko as ‘Air Force One’. In order to express his affinity of pitching, the artist created a video clip showing a group of young men who touched a turbine of Air Force One, the famous airline company of government of USA. Later he admitted that the displayed Company was Air Force One, and that the objective was just create a sense of culture pop as part of his efforts for brand construction of YouTube.

The means though which Social Media have become more expressive, is that consumers can influence in the future other consumers with their opinions and experiences. The influence that corporate propaganda has to shape behavior of shopping will reduce accordingly. Apart from this, users participate more with other activities, such as videogames, through DVDs and computers; however they can see less advertisements.

As social media are of low cost, future communication of marketing will belong to them in the future. Connection between friends on sites of social media and networking, like Facebook and MySpace, can also help companies develop insights on market. Researchers of IBM, Hewlett-Packard and Microsoft, use to collect data from sites of social media in order to create profiles and develop better communication for their employees and consumers.