**Marketing 3.0**

The persons who are familiar with Amazon.com or Ebay know that speaking can also be perverse, can divide their opinions in a rude way. Consumers will meet gaps in a brand story. This kind of behavior of consumer represents a threat for companies that treat mission of brand as an instrument of public relations or trick of sales. They’ll gain credibility on net. Companies should not try to obtain adhesion, by sponsoring consumers who make false subscriptions. Consumers will see that as manipulation. According to Pine and Gilmore, companies who tried to cheat consumers will be called handling machines of falsifications.

Fame is not just speaking for outside or mere recommendation. A recommendation orally is positive when made by enthusiastic consumers. Frederick Reichheld offers a practical tool called Net Promoter Score for stats of reality based on disposal of consumers to recommend a brand to its nets. As consumers who make recommendation would risk their fame, only strong brands would have high rating. It’s a good mean to measure activity of brand in net of consumers. A high mark is good news, as majority of consumers use word of mouth as motive to buy. But stories of fame from word of mouth don’t end here. Word of mouth is just dialogue of category of consumers all for all based on Law of Reed exactly.

Stories of brands commented in social media will take advantage totally from net of consumers. A recent study conducted by Wetpaint and Altimeter Group showed that more engaged brands in social media increased their income by 18%.

Word of mouth is so powerful that brand stories continue to be strong even if brand has problems. See community Saab. Saab was split and was going to be sold by General Motors in the end of 2009, but brand stories of type’’ how Saab saved my life’’, the ‘ritual of Feroes picking for other motorists of Saab’’ and ‘’hierarchy Saab’’ continue to be topics of chat until today. Brand stories can have longer life than brand itself, and offer to consumers who see it as idle.

**SUMMARY : PROMISE OF TRANSFORMATION,**

**ATTRACTVE STORIES AND CONSUMER DEVELOPMENT**

In order to do marketing of brand mission and its product directly to consumers, companies need to offer a mission of transformation, create attractive stories about it, and make people buy. Defining a good mission starts by finding small ideas that can make difference. Remember that mission is in the first place and revenues are the result. The best way to share brand mission is building people on an environment based on stories. To convince consumers that their stories are genuine, make them involve in chats on their brand. The empowerment of consumers is the secret that makes a difference. Here are the three principles of marketing of mission directly to consumers: *an innovative approach, an emotional story on brand and empowerment of consumer.*

(END OF CHAPTER)