Leveraging e-Commerce to Drive Revenue and Sales for Multilevel Marketing Businesses
In multilevel marketing—also known as network marketing, direct selling, or social selling—individuals sell products to the public, often by word of mouth and direct sales. Typically, distributors earn commissions, not only for their own sales but also for sales made by the people they recruit.

Traditionally, these companies are relationship driven and have often relied on house parties and social events to generate sales. However, e-Commerce has brought endless opportunities to tap into new revenue streams. Not only are consumers increasingly shifting their purchases from offline to online, but commerce technology has enabled brands and retailers to offer more personalized services, bigger and better loyalty programs, more extensive distribution networks, and a powerful means of social discovery.
## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Considerations for Multilevel Marketing Businesses</td>
<td>4</td>
</tr>
<tr>
<td>Establish and Communicate a Clear Brand Promise and Value Proposition</td>
<td>5</td>
</tr>
<tr>
<td>Define Requirements and Ensure You Have the Right Commerce Architecture</td>
<td>6</td>
</tr>
<tr>
<td>Leverage the Commerce Platform to Facilitate the Recruitment and Management of Sales Associates</td>
<td>7</td>
</tr>
<tr>
<td>Engage in Social Media</td>
<td>8</td>
</tr>
<tr>
<td>About MRM Commerce</td>
<td>9</td>
</tr>
</tbody>
</table>
KEY CONSIDERATIONS FOR MULTILEVEL MARKETING BUSINESSES

WHETHER YOU ALREADY OPERATE AN MLM BUSINESS OR WANT TO START ONE, THERE ARE SOME KEY ELEMENTS TO CONSIDER IN A WORLD INCREASINGLY DOMINATED BY E-COMMERCE:

1. Establish and communicate a clear brand promise and value proposition
2. Define requirements and ensure you have the right commerce architecture
3. Leverage the commerce platform to facilitate the recruitment and management of sales associates
4. Engage in social media
Consumers still want a clear brand promise and value proposition in terms of the emotional connection, value, quality and product, but there has been a shift in expectations around customer touch points which marketers need to consider. The consumer decision journey is much more iterative than just Discover, Consider and Buy. It is also about Enjoy, Advocate and Bond. (McKinsey Quarterly). This means that the brand is a living, breathing entity beyond the purchase.

In a sense, Direct Sellers have always embraced this concept as their businesses focus on relationships and emotional connections. After all, Avon parties in suburbia are all about sharing, bonding and discussing the products. It was always a two-way communication instead of one. Direct Sellers today have an advantage as they can leverage their offline strategies online using tools such as digital invitation and event planning sites (e.g. Paperless Post), video communication (e.g. Zoom), newsletter and email services (e.g. Mailchimp) and more.
DEFINE REQUIREMENTS AND ENSURE YOU HAVE THE RIGHT COMMERCE ARCHITECTURE

In order to capitalize on the benefits of an commerce sales channel, you will need to nail down the requirements that are most important to you and map those requirements to the optimum commerce platform in the marketplace to help you achieve those goals. Engaging an agency is advised, given the level of complexity.

When considering a technological solution, these are the three pillars you need to account for:

- **e-Commerce**: Which transactional tools fit to the MLM business requirements

- **CRM**: What are relationship needs between the entities, which data should be collectable and reviewed by who, through the multiple levels of relationship under a consultant, and what are the tools for communications

- **CGI**: Commission, genealogy, incentives – for consultants and hosts; Party management capabilities, people invitations, RSVP management, sales in the party, target party with promotions; BI data etc.

Depending on business requirements, size of business, available budget and resources, there are three approaches to consider:

- **All in one**: An existing solution that contains all the elements above. However, as mentioned, none currently exist in the market that provide a great solution to cover all aspects described here, but it is in most cases the least expensive and thus, still viable.

- **Best of breed**: A combination of solutions, each is best of its kind for a single element. The pro – will provide the best solution for each element. The downside - Integration between the different elements can be challenging since they are not necessarily modeled to talk to each other in all configurations.

- **Full customization**: Build a proprietary solution fit your company’s business. This is the ultimate solution but can also be the most expensive. Still, it will provide the most flexibility, scalability and robustness.
LEVERAGE THE COMMERCE PLATFORM TO FACILITATE THE RECRUITMENT AND MANAGEMENT OF SALES ASSOCIATES

People want to work for successful companies that are making money. Furthermore, people want to work for companies that are relevant to them and their communities. Traditionally, MLM employment opportunities fared well with those needing flexible work hours and supplemental income. e-Commerce lends itself very well to helping achieve those goals.

However, with a saturated market, how do you entice sales associates to your specific business? e-Commerce can help you by:

1. Offering a digital space that promotes the benefits of joining your business and provides a form to request more information or apply to join the team.

2. Hosting e-Learning courses and forums that are easily accessible within your website, providing employees with the tools needed to accelerate success.

3. Providing real time sales and inventory information about sales, inventory and opportunities at your fingertips in a customizable dashboard.

4. Offering online communities to discuss trending products and sales strategies. Within such communities, salespeople can follow each other or conversation thread topics. This creates a sense of belonging and a desire for continued growth and success. Unlocking different features available based on level of status. Companies can predetermine sales and growth criteria for employees to achieve in order to reach specific status levels. Within these status levels, the websites can be built in such a way that employees gain access to perks to keep on them motivated for success. Examples of perks may be early access to inventory, increases in commission and awards.

5. Optimizing the checkout and delivery process by offering subscriptions, refill reminders and real time delivery updates on for all orders.

ENGAGE IN SOCIAL MEDIA

Popular social media tools and features can be integrated with enterprise commerce platforms to help you increase visibility and engagement. That means you need to be cognizant of being proactive and not just reactive and engage in real time, two-way conversations.

Part of the beauty of in person selling is the ability to express emotion via verbal communication and body language. Although digital selling may remove face-to-face communication, the use of UGC and product reviews (ideally an integration of the two) allows for customer perspective to come to life within product reviews and website content. These ratings, reviews and UGC posts can then be shared via social media, text message and email, ultimately spreading the conversation to multiple media channels.

Engaging in these two-way conversations create a strong community and makes customers feel included and wanted. Sales “parties” can be held over social media broadcast or via live stream directly on your website. You can reply to comments and requests in real time as they pop up on screen during filming. This truly creates a sense of community and engagement with customers, giving them a sense of identity and belonging with your brand – ultimately driving sales.
ABOUT MRM COMMERCE

MRM Commerce (previously Optaros by MRM) is focused on end to end commerce, from commerce strategy and digital transformation, commerce visual and interaction design, Amazon/marketplace optimization, and commerce platform implementation for platforms such as Salesforce and Magento.

We help brands grow meaningful relationships with people through commerce.

We Decode the Science of Relationships

STRATEGY & CONSULTING

Strategy, Consulting & Digital Transformation

Marketplace Analysis and Optimization

We Craft for a Connected Society

CREATIVITY & CONNECTIONS

Creative and Interaction Design

Omnichannel Architecture

We Mine for Meaning

DATA SCIENCE ENGINEERING & ANALYTICS

Analytics & Optimization

Data Architecture & Engineering

We Redefine What’s Possible

TECHNOLOGY & INVENTION

Technology Implementation

24x7 Global Platform Maintenance & Support
AT MRM COMMERCE, WE CAN HELP.

Our experienced team of commerce experts can help guide you through the whole process.

For more information, contact:
Katharine Mancini
Business Development & Alliances Associate
katharine.mancini@mrm.com