



# Evolution of multi-level marketing in the marketing industry

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**Received:** 15-Aug-2022, Manuscript no: ABFM-22-77762; **Editor assigned:** 17-Aug-2022, PreQC no. ABFM-22-77762 (PQ); **Reviewed:** 31-Aug-2022, QC no. ABFM-22-77762; **Revised:** 07-Sep-2022, Manuscript no. ABFM-22-77762 (R); **Published:** 14-Sep-2022, DOI: 10.51268/2736-1845.22.10.080.

## DESCRIPTION

Organizations have rapidly and successfully adapted to the complexities of modern business as the global business environment has changed. Everything about them their attitude, purpose, procedures, and most importantly their approaches to managing marketing and sales has changed. The day when individuals had to rely on a small number of sources to get branded commodities, goods, and services is long gone. There are numerous cutting-edge channels through which businesses can reach their target audiences, including the internet, e-commerce, direct selling, mail order, and a long list of other channels. In a world where "Customer Service, Satisfaction, and Ease" is no longer the driving force, it is impossible to disregard the aforementioned methods of marketing and selling. Additionally, marketing has never had access to such powerful tools as those that enable accessibility and a wider audience. In fact, marketers all over the world have begun highlighting the importance of these new tools from the modern era, which might mark the start of a brand-new evolution in the marketing industry.

## Idea of network marketing

A great leader once said, "Today's illiterate won't be the people who aren't educated; instead, they'll be the ones who aren't adapting themselves to changes must return to the subject and discuss network marketing, sometimes referred to as direct selling or multi-level marketing with its extensive global reach, yearly global business volumes exceeding and immense growth potential. Direct selling, or network marketing, is a non-

traditional method of sales and distribution that revolves around reaching out to consumers directly and most importantly doing so *via* a customer. A distribution channel or sales approach known as network marketing or multi-level marketing allows the manufacturer to sell directly to the consumer at a discounted price while also granting the customer the ability to resell the same product(s) for a fee or other incentive. As a result, businesses that engage in network marketing have a well-developed operating system that is built on the idea of network marketing. The idea is that the business does not market and sell its product offerings with full-time salaried workers. Instead, it takes a direct approach to consumers, first inviting them to become customers by buying the company's items at discounted prices, and then inviting those same customers to buy the same things again at special discounted prices in the future.

## CONCLUSION

By doing this, the business makes sure that it has a system that is effective at luring customers to its goods and services while also providing the benefits of lifetime repurchase discounts. In addition to the discount option, the business now invites its clients to assist it in promoting its services. Customers carry out this action on the company's behalf as independent distributors, network marketers, or consultants (very similarly, life insurance companies have independent marketing agents to sell their insurance policies). It is important to remember that there is no agency or distributorship fees associated with the procedures for registering customers as the company's agents, with the exception of a small fee charged by the business for the customer's

initial registration and enrolment as a network marketer or network customer.