## **Table of Contents**

	Page
Study Background, Objectives, and Methodology	6
Executive Summary	8
Investment in IT	17
Your Company's Corporate Website	24
Online Sales	51
Direct Seller/Distributor Referrals	55
Direct Seller/Distributor Websites	62
Internet Marketing/Social Media	69
Direct Seller/Distributor Email/E-Marketing	94
Customer Relationship Management & Business Intelligence	99
Technology Feedback	108
Corporate Technology Genealogy/Commission Systems	114
Key Takeaways	128
Company Demographics and Methodology	131
Appendix: Questionnaire, Open-Ended Responses, Crosstabs	137

