

Do Celebrity Endorsements Result in Increased Marketing Results and Sales? Watch this New Video! ©

2016



This Video Explains Which Statement is True: Celebrity Endorsements Improve Marketing or Celebrity Endorsements are a Double-Edged Sword.

In the conventional advertising world, celebrity endorsement is very effective. Among the factors for effectiveness includes the fame of the celebrity, the connection with the product or service, whether or not the celebrity is a user and whether or not the statements of the celebrity appear as truly authentic or merely a “pay for endorsement.”

The use of celebrity endorsement is far less successful in the direct selling industry. In fact, the advertising model for MLM is quite different than conventional advertising. In conventional distribution, such as retail stores, internet or broadcast media, companies pay advertising dollars and endorsement fees to promote the brand. However, in direct selling, the commissions and rewards paid to distributors are effectively the advertising dollars that would be paid in other channels of distribution. Instead, the branding, in direct selling, is accomplished by the promotion of the sales network of the direct selling company. Looking at the success of major companies such as Avon, Mary Kay, Tupperware, Herbalife, etc., the branding task has been accomplished by the distributor force, and generally without the use of celebrity advertising.

One final note on celebrity advertising is that the Federal Trade Commission (FTC) has adopted significant rules on endorsements and testimonials to require clear disclosure to consumers of relationships between endorsers and the advertising company. For a detailed discussion, see www.mllegal.com article on this subject:

[FTC Guidelines on Endorsements and Testimonials Resource Center.](#)

If you are interested in attending the *Starting and Running the Successful MLM Company* conference visit our [conference page](#), view our [speaker list](#), or [get more details](#). All executives/owners of direct selling companies are welcome to attend. Call 800-231-2162 to register.

Our next *Starting and Running the Successful MLM Company* Conference takes place February 25 & 26, 2016 in Las Vegas. View our [conference flyer and speaker](#) list online. Participate in our [Innovation Campaign](#) for your chance to receive TWO FREE TICKETS to attend our next conference.

If you're reading this blog post and the conference dates above have passed, check our [website](#) for the current conference dates.

Sign up for the [MLM News Global newsletter](#) for top headlines, news stories, scam alerts, videos, articles, and more information on the network marketing industry.

View the blog post here: <http://www.mlmattonney.com/blog/2015/11/17/do-celebrity-endorsements-result-in-increased-marketing-results-and-sales-watch-this-new-video/>