METHOD FOR PROVIDING MULTI-LEVEL MEMBERSHIP MANAGEMENT SERVICE

ABSTRACT

Disclosed is a method of providing a multi-level membership management service for feeding back profit by setting up a multi-level membership relationship for members subscribed online. A management server sets up a multi-level membership relationship where a user who applied for a membership subscription is registered as a member, and is also included as an inferior of a predetermined location within a pre-established tree structure. When a specific product or service launched by a specific member from the members registered in the management server is sold, the management server re-establishes the tree structure so that the specific member is put as the most superior in the tree structure, and the profit from the specific product is fed back to each of the members according to the re-established tree structure. While the conventional multi-level membership management structure does not enable a newly subscribed person to attract inferiors, the present invention distributes the profit according to the re-establishment where a specific product or service newly launched by the newly subscribed person is put at the most superior, thereby enabling lower psychological resistance towards new membership subscription, which allows multi-level member management to become more active.

Figure 3