



## **THE IMPORTANCE OF ENDOMARKETING IN ORGANIZATIONS: A CASE STUDY IN AN AGRICULTURAL CONSULTING COMPANY IN THE CENTER-SOUTH REGION OF MATO GROSSO DO SUL**

**Ana Katiussa Wunder<sup>1</sup>**

### **ABSTRACT**

The concept of endomarketing consists of internal marketing in companies, its implementation in organizations presents efficiencies in decision-making and relationships between colleagues, in addition to reducing turnover and retaining talent. The objectives of the survey consist of identifying the tools that influence employees to remain in the company, the perception of employees about the implementation of the tool and the third objective, which tools are most used. The methodology consists of the application of online questionnaires to employees of the company's administrative sector in 2018. In the research, some terminologies relevant to the study were raised, namely: talent war, closer relationships, motivation and age of knowledge. Regarding the discussion of results, 90% of respondents stated that the relationship between employees is excellent and 10% is reasonable. Regarding the influence of endomarketing in organizational planning, some points were highlighted, efficiency in achieving goals, communication with low noise, thus avoiding conflict between sectors. A highlight that employees raised was hiring training for the sectors, in order to keep up to date. In questioning the benefits that the company provided, there are first salary bonuses, then in an adequate work environment and lastly, flexible hours. The study addressed employee satisfaction from the endomarketing study.

**Keywords:** Endomarketing, Communication, Organizational Planning, Turnover.

---

<sup>1</sup>Special Student of the Fluminense Federal University – Rio de Janeiro