



## **FIVE LEVELS OF RELATIONSHIP MARKETING FOR COMPANIES**

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

### **ABSTRACT**

Chapter 02 of the book Marketing Management, by author Philip Kotler, it is possible to study the topic of Relationship Marketing, the study of the topic is essential to retain and attract talent to the company. The option to leverage the company's marketing is to turn the current customer into a "lawyer", that is, this customer buys a product from the store and encourages other customers to buy as well, the loyalty of this customer with the company is fundamental in this process, because he indicates the product or service to one person, this person indicates it to another and so on. Investment in relationship marketing is important for the company, it just needs to have strategies to not let this investment exceed the cash, thus closing in deficit. Investments can be qualified in five levels, namely, basic, reactive, responsible, proactive and partnership, the manager must analyze each of the levels and choose the one that best suits his company.

**Keywords:** Market, Relationship Marketing, Sales.

---

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