

RELATIONSHIP MARKETING

¹R. UMAMAHESWARI, ²R. BHUVANESWARI & ³V. BHUVANESWARI

¹Assistant Professor, Department of Commerce (UA),

PSG College of Arts and Science, Coimbatore-14, India

²MIB, Assistant Professor, Department of Management Science,

PSG College of Arts and Science, Coimbatore -14, India

³ Department of Commerce (UA), PSG College of Arts and Science, Coimbatore-14, India

ABSTRACT

With the growth of the internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels. This includes tools for managing relationships with customers that go beyond simple demographic and customer service data. Relationship marketing extends to include inbound marketing efforts, a combination of search optimization and strategic content, public relations, social media and application development. Relationship marketing is a broadly recognized, widely-implemented strategy for managing and nurturing a company's interactions with clients and sales prospects. It also involves using technology to organize, synchronize business processes, principally sales and marketing activities, and most importantly, automate those marketing and communication activities on concrete marketing sequences that could run in autopilot, also known as marketing sequences. The overall goals are to find, attract and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Once simply a label for a category of software tools, today, it generally denotes a company-wide business strategy embracing all client-facing departments and even beyond. When an implementation is effective, people, processes, and technology work in synergy to increase profitability, and reduce operational costs.

KEYWORDS: Marketing, Relationship Marketing, Social Media Marketing, Internrt & Mobile Marketing