SHS LEARNING ACTIVITY

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: *Principles of Marketing*
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration ☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: Relationship Marketing
Learning Target: To gain insights about the concept, approach, and importance of relationship marketing
References: *(Author, Title, Pages)*

1. https://www.marketing-schools.org
2. https://managementstudyguide.com
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Relationship marketing is a strategy designed to foster and grow long-term engagement with customers. It is often considered a core corporate philosophy that emphasizes the importance of nurturing good clients and promoting a significant connection with them beyond the actual business transaction.

Relationship marketing has evolved as a focus area that helps companies to capture customer lifetime value and continue to boost their customer market share.

The following best practices must be considered to let customers feel that the interaction is "more than just making the sale":

1. *Prioritize customer needs and address issues in a timely manner.*
2. *Promote and practice open communication.*
3. *Offer on-going customer support.*
4. *Be patient but firm especially during a business-customer crisis.*
5. *Acknowledge mistakes and delays but resolve to avoid them in the future.*
6. *Always show customer appreciation.*

Questions:

1. As a marketer, how would you transcend a simple sales interaction with a customer into a long-term business connection? Give one way.
2. Choose one among the relationship marketing best practices. Describe a real-world scenario or present a dialogue that illustrates the best practice.