

## RELATIONSHIP MARKETING IN BRAZILIAN MICRO AND SMALL COMPANIES

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Given the continuous and accelerated changes seen in the field of business, especially on the Covid-19 Pandemic, Micro and Small companies were forced to implement new strategies to face the market barriers, conquering and retaining their audience. Relationship marketing contributes to optimizing the bonding with the client of these companies, adding strategic value to management decision-making processes. In this sense, we seek to analyze how relationship marketing can be used in Micro and Small brazilian companies. Specifically, it was sought to conceptualize and define marketing; understand how relationship marketing helps to facing the current market changes and highlight the importance of the relationship to attract, conquer and retain costumers. A bibliographic research was developed, thus presenting a literature review. Data from 26 publications of physical books and scientific articles extracted from the electronic database of Google Scholar and Scielo were analyzed. The results found showed that relationship marketing has been considered a strategic management tool, which tends to facilitate decision-making processes in Micro and Small companies operating in Brazil. In this aspect, it was concluded that relationship marketing favors the construction and strengthening of ties established with the client, allowing greater attractiveness for their conquest and loyalty, helping to maintain a good market positioning and contributing to the development and growth of Micro and Small companies.

**Keywords:** Relationship Marketing; Costumers; Conquer; Retain.

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